

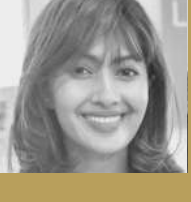



THE INDIAN ACHIEVER'S CLUB

35 UNDER **35**

INDIAN ACHIEVERS

2020





We take this opportunity to Thank our Beloved Environment Minister **Hon. Shri Aditya Thackeray** for supporting us in our Dream Project of planting 75 lakh trees in Mumbai Metropolitan Region celebrating the 75th Year of Indian independence.

Thanks to the Forest Department of Maharashtra for facilitating our Plantation Drive and **The Rotary Club of Dahanu** to help us Plant trees.

All the Members at **The Indian Achiever's Club** together would join this initiative and we will continue to create many such opportunities which will enable non-members to participate in the Mega Plantation Drive.

We together shall ensure we fight Climate Change and make Mumbai a better place to live.

Please spread the message with your friends to plant trees online on **www.eplantations.in**

Special thanks to



Environment Minister
Hon. Shri Aditya Thackeray



Forest Department of Maharashtra



Dist : 3140

Rotary Club of Dahanu



ABOUT

Established in 1966 as Sahitya Bharti Trust, was then one of the biggest networking and socialising clubs in the city. The Trust was a collaborative effort by three aspiring entrepreneurs – Shri Shirish Mehta, Shri Jaivadan Takhtawala and Shri R.R Sheth, who translated the concept of networking clubs by having over 5000 members at once. The sole idea behind initiating this club was networking for businessmen and professionals to help them bring out better thoughts and strategies which in turn helped them to do better socially as well as professionally.

Today 54 years later, a team of like-minded new age entrepreneurs and professionals have come together giving a modern facelift to the networking club. This 2.0 version of the club is taking all the activities online, making available for its members who are spread across various regions of India and abroad. The initiative is in its new avatar with a modern approach, while keeping the ideology of appreciating the achievers in the society. We call the organisation – The Indian Achiever's Club.

Chaired by Harsh Vaidya an ecopreneur by profession with over 15 years of experience in brand communication and entrepreneurship, the organisation has a managing committee which includes a team of highly experienced entrepreneurs, strategists, professionals and experts in the field of creativity.

The main purpose of the club is to recognize the efforts of achievers, who have sailed through numerous social baises and today have established themselves in their respective fields. The club has come up with various initiatives which will bring the unsung achievers from around the country on a platform, where they can share their journey in front of the world.



WINNERS
2020

THE INDIAN ACHIEVER'S CLUB

35 UNDER 35

INDIAN ACHIEVERS

2020



JYOTSNA TYAGI
ASST VP MARKETING
HT MEDIA LTD



SHIVAM MAHADEVEN
PLAYBACK
SINGER



SAYALI KULKARNI
ADVERTISING,
BRANDING &
SOCIAL ACTIVIST



VARUN INAMDAR
CHEF, AUTHOR
& FOOD STYLIST



SWARUPA SAWKAR
MUSICIAN
TABLA &
PERCUSSIONIST



HARSHVARDAN ZALA
FOUNDER
AEROBOTICS7



RIA PAWAR
FOOD RETAIL
GLOBAL DELI



SUMIT AGARWAL
PR & MEDIA
RELATIONS EXPERT
PR SIGNAL



JASLEEN ROYAL
SINGER, SONGWRITER
& COMPOSER



NAGRAJ BHAT
CHEF



MEETALI KUTTY
MARKETING HEAD
AZURE



AYUSH SARDA
FOUNDER
EK PACKET UMEED



NEHA UPADHYAY
FOUNDER, ECO-
BLOGGER AT GAIA



ISHAAN RANDERIA
FILMMAKER &
WRITER



ESHAA PRADHAN
CELEBRITY STYLIST &
FOUNDER OF THE STYLE
ELEVATOR



TONISHA PAWAR
LIFESTYLE, IMAGE
& PILATES COACH
LIVE IT UP



RIDDHI SAVLA
EDUPRENEUR
IKIGAI GLOBAL
PREP SCHOOL



NUPUR TEWARI
TRANSFORMATION &
MINDFULNESS COACH



MALHAR KALAMBE
ENVIRONMENTALIST
& FOUNDER AT
BEACH PLEASE



RADHIKA AGARWAL
FASHION DESIGNER
& ENTREPRENEUR
GAIA



SHREY KUKADE
CO-FOUNDER
COONEER



HIMALI VYAS NAYAK
SINGER, SONGWRITER
& PERFORMER



VAIBHAV RAJE
ARBORICULTURE
CONSULTANT
TRECOTECH



PARTH OZA
SINGER, ACTOR &
MUSIC THERAPIST



DR. DIVYA CHOUDHARY
DENTIST
DENTAL LOUNGE



RUPALIKA GOYEL
MARKETER
PROCTER & GAMBLE



POOJA MHETRE
MANAGER SALES
ZEE ENTERTAINMENT
ENTERPRISES



DISHA SANGHVI
LIFESTYLE COACH
& CLINICAL
PHARMACIST



VIRAJ PISOLKAR
BRAND DIRECTOR
THE ECONOMIC
TIMES ACETECH



DEVIKA VAID
MISS EARTH INDIA
2018
& ENVIRONMENTALIST



HARSHITA VAISHNAV
FOUNDER &
PR CONSULTANT
DRUMROLL MEDIA



SHREYA GAUTAM
LIFESTYLE INFLUENCER
& FOUNDER
ARTH



LAKSHMIKANTHA G
ENTREPRENEUR &
LANGUAGE COACH
SPOKEN PRO



SHRUTI GERA
ACTOR &
FOUNDER
VANVEDA



VIDUR KAPOOR
FOOD BLOGGER &
CONTENT CREATOR
GODBINGEON



JYOTSNA TYAGI

ASSISTANT VICE PRESIDENT MARKETING
HT MEDIA LTD

Youngest leader in luxury brands landscape in India

Youngest Country Business head for the largest international luxury brands in India - GUCCI , Louis Vuitton , Dunhill

Education: WHARTON, HARVARD, INSEAD and Melbourne Business School

Youngest AVP at Hindustan Times to manage largest Media summits such as HT LEADERSHIP SUMMIT which is the #1 awarded intellectual property event in Indian leadership summit landscape

Been a spokesperson for APOLLO CANCER RESEARCH

Winner of AXIS BANK CEOS Sailing Cup 2018 and 2019



WINNERS
2020

Q & A

HOW DID THE CURRENT ROLE HAPPEN TO YOU?

I am essentially a luxury business management professional, I spent 13 out of 15 years managing brands such as Gucci, Dunhill, among others. I also worked for the largest luxury conglomerate. I then switched to my current role which is media and entertainment, something that happened by chance. I was looking at shifting industries and I was at the pinnacle of my career where I was kind of not satisfied enough given what I was doing was becoming repetitive since you often overgrow your potential in that particular space. I have managed the bottom lines of the brands that I just mentioned and therefore, moving from the fashion business to media and entertainment wasn't a difficult transition per se. I am responsible for the bottom lines of all the intellectual properties, brand solutions, and brand equity.

DID YOU HAVE ANY APPREHENSIONS WHILE SWITCHING FIELDS?

I am extremely open to change and I look at life in a very holistic manner. I hate comfort zones so I always push the limit, push the envelope, I am always exploring new skillsets, if I may put it so. I look at it as an investment in myself, whether it is getting an education, because I am still studying, for me, getting into a new space, I never had any apprehensions, but I did know that it would mean that the learning curve would be much much steeper.



Last year, thankfully, when I really needed help, when I had detected a brain tumour and underwent surgery, during my radiation, my office has been an amazing place for me because had it not been for my working hours or the support or being in a corporate environment, which I wouldn't have been able to do otherwise, I couldn't have balanced my life and my career, and yet be able to be on the list of 35 under 35, so in that sense, it has been great, but the biggest change for me was to move to a corporate set up.

YOUR PROFESSION REQUIRES PEOPLE'S SKILLS, HOW HAS THAT ASPECT OF THE JOB BEEN, HAVE THERE BEEN ANY CHALLENGES?

I think the most difficult aspect of what is the people's skill and how does it work, in the luxury business or any kind of people facing business, when you are day in and day out with people, you sort of becoming an empath, you sort of start expecting to understand these people even before they say, and that is a skill set that has evolved over the years. The same thing you can apply to all aspects of life, your personal life, or with your team members, your reportees, your bosses, and that is one skillset that goes a long way, something that keeps me going. I think the challenge here is that the line between your personal life and professional life becomes a blur, and that has been the most challenging thing and that is what I wanted to break out of to get into the space I am in right now.

WHAT WOULD YOU SAY ARE THE STEPS YOU ARE TAKING IN THE DIRECTION OF THE GOALS YOU WISH TO ACHIEVE?

I think what I aim to do is not something that someone has not done before, but what I aim to do as a female is very little in terms of percentage as far as the world goes because there are only 5 percent leaders in the top tier. So, what I am trying to do as an announced flagbearer of feminism, and someone who is a non-conforming person, I think I am definitely an outlier in that space, a pathbreaker, and I like to do things my way, the way they will work for me. It sounds very ambiguous, but that is a very important aspect of your personality. In more tangible terms, I have always been someone who is up for acquiring new skill sets but also because I look at those things as feathers in my hat. I also think networking is very important, I tend to make connections very authentically.

There are so many people who stood by me last year and I never had to go ask for someone to help me out in any way, people have always been there for me and that comes with you also being there for me.

SOMETHING YOU ARE REALLY PASSIONATE ABOUT?

What I am really really passionate about is writing and reading, mostly non-fiction, so I am a lot into poetry and proses. I am a self-claimed bibliophile so I am never found without books in my hand.



TELL US ABOUT THE SOCIAL CAUSES YOU SUPPORT?

There are different kinds of things that I have been associated with for uplifting different strata of society. One arm of it is women and women empowerment which brings me to the Tihar Jail Pearl Academy Fashion laboratory. I have been very instrumental in setting up that laboratory in the jail and also expand to a second laboratory, which also provides them with vocational education like sewing and stitching but also when these people get out of the jail, provides them with jobs.

The other thing is Apollo cancer proton center, which I got associated with last year because I underwent my own radiation and open brain surgery. I kind of go back and forth to sometimes counsel, sometimes help people out there in whatever shape or form. I also have a podcast which is called Brain Matters and that is also a part of the series called Can Inspire where my friend has taken interviews of people who talk about their experience. I have been associated with Aanganwadi, NitiAyog to work on children's education, literacy for women in outer parts of Delhi.

WHAT WOULD YOU SAY IS YOUR SUCCESS MANTRA, AND HOW HAS IT CHANGED?

Well, it hasn't changed, I don't know if I would call myself successful, but I think as I have mentioned earlier, it is being resilient and there is no replacement to that.

It is very easy to give up but I am someone who will just not quit, and that's that. It is as Jeff Bezos mentioned, 'fail fast, learn fast bounce back fast.'



SHIVAM MAHADEVAN

PROFESSIONAL SINGER

INDIAN FILM INDUSTRY

Playback songs and recognition

Has been intensively trained in Indian classical music and is currently working towards becoming a recognised and versatile singer in the industry



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Started off by singing a ganpati song called bolo na bolo at 10yrs. Then sang for dhoom 3 - Bande Hai Hum uske. Got a lot of appreciation for my marathi song - Man Mandira, at 13. The film released in 2015 (Katyaar Kaljhat Ghusli). Continued to sing jingles and small film songs. At 17, i sang Rezgaariyan for Mere Pyaare PM... 2020 gave me the biggest break - Bandish Bandits - Chedkhaniyaan and Sajan Bin for SEL.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I have grown musically, technically and professionally. Being in a musical family has many benefits. Singing different Genres of songs at a young age gave me a lot of exposure to evolve, explore and grow.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Looking at the talent out there and seeing my individual potential and appreciation drives me to move ahead. Taking inspiration from my father drives me to move ahead.



WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

To continue learning, come out with individual projects and try to cover different genres of music. Also to perform live individually.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

I have never doubted myself in my path because i was never forced to take this career option. It is obviously nerve racking because ever career has risks.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

The fear of stage fright and performing in front of people who understand depths of music has been a struggle to overcome.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

My stage fright once barred me from going onto stage and performing. That experience is always in my mind. Learning from that, i overcame the stage fright and i continue to learn from the challenges i have faced

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

The biggest pro of this career is, having a talent that has the potential to be appreciated. That is what drives me and makes sure that I am positive in this path. The only con I can think of is the presence of an existing Tsunami of Talent in the industry... the fear of not being heard is always on the mind..

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

No particular stereotype

YOUR SUCCESS MANTRA

Focus, never stop learning, try to cover all aspects of the job/career, work hard, gain appreciation by showcasing original work that is true to the Art.



SAYALI KULKARNI

ADVERTISING & BRANDING ,
SOCIAL ACTIVIST

Youth Political Development

Got National Recognition for political campaign
Karo Na Salaam' - for political development of
youngsters



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Started off in 2017, had a humble start then went on to achieve success with award winning campaign of road safety, Camlin and many more, during the phase joins BJYM youth wing, the aim was to get youngsters interested in political development of the country, our campaign Karo Na Salaam got national recognition.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

With continuous effort to display a different picture of the political India we have tried to change the youth's perspective and our ad campaigns have started a movement to change govt ads production.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

The constant motivation to be the change you want in society. The difficulties of people and how we could ease out things for them.



WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

The next step would probably be liberalising the rural sectors, it's a far fetched goal but together we can work towards it.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Self doubt is a constant in every human but focusing on positive aspects of the situation helps you move forward, first time I joined politics it was male dominating, expectedly traditional but the motto was not to change yourself and still fit in and that's what I did and today girls feel that may be politics has become progressive.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Hypocrisy and stereotypical mentality of the society.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Patience is the key, slow and steady wins the race.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

That you have to sacrifice your social life, dress a certain way, look certain way or present yourself traditionally but if you have the genuine intentions of helping out citizens your attire doesn't really matter, your attitude matters you need to be you to see the change, get in a progressive change but not forget your roots.

YOUR SUCCESS MANTRA

When the going gets tough the tough get going..
My teacher Nancy had mentioned this to me!



VARUN INAMDAR

CHEF

*Well-known television personality, Food Stylist,
Chosen chef for Presidential and
Prime Ministerial visits*

Two Times National Award Winner, Guinness World record holder for World's largest chocolate mud pie at 3000 pounds

28 Food shows in last 4 years, Number 3 in the world with 533 Million touch points on social media

Brand Ambassador for CRY India and Work very closely with the ministry towards Tribal life betterment.

Face of Swastha Bharat Yatra & Eat Right India appointed by Prime Minister Narendra Modi



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Started working 18 years back as a dishwasher at a restaurant in Bandra, Mumbai. Climbed up the ranks of The Oberoi Group of Hotels where I worked as a top ranking executive before moving to working with The Royal Family of Kuwait.

Have served over 75 Presidents and Prime Ministers across the world including Donald Trump, Barack Obama, Nicholas Sarkozy, Vladimir Putin, Narendra Modi and the likes. Representing India as a chef is one of the most distinguishing features of my work as a chef.

Visiting Guatemala, Latin America on the invitation on The Indian Embassy as an Indian Chef to host a 12 day long Indian Food festival to packed houses was indeed a proud moment. Visit to Vietnam as a Chocolatier, representing India and its facets in the world of cocoa has been quiet a responsibility where only 15 best from the cocoa industry were invited as speakers. Invitation to Abu Dhabi to celebrate India's Independence with our brethren in The Emirates alongside Actor Shilpa Shetty and Music wizard Kailash Kher was elevating, an experience to re-create Indian food for the Indian diaspora.

Breaking Guinness World Record with a Chocolate Mud Pie weighing 3000 pounds was exhilarating and taking India's name higher yet again is a proud feeling always. Being appointed as the ambassador for 'The Eat Right Movement' by the Ministry of Health and Family Welfare, FSSAI, FDA and AFSTI is an honour. Presented with Two National awards and hopefully many more to go!



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Oh! It almost feels like an evolution. From a dishwasher to whatever the world calls me today, it has been a roller coaster. But that's how I chose it to be. I can carved it at every phase of my life. I had many shortcuts to opt for, but I chose a path that was not taken and carved it the way I wanted.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

The desire to explore newer places, newer cuisines, meet new people. Explore different cultures, customs & festivals. I enjoy everything from a fast to a feast and that's what drives me to not only move ahead but also, sometimes, stand still and sink in the moment. I know people are in a constant rat race. But I feel you don't have to be in the race to prove your victory. Sometimes, you win by just fence watching. That's what keeps me calm and sane. I do not follow anybody on social media because I am too consumed with what I do. I am constantly on the move and am constantly planning my next project. I am literally making checklist even while bathing but, having said that, I am completely abreast with the industry news. Which could be difficult, considering my lifestyle and work pattern but I believe that is also a very part of my job.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Too many to disclose here. Also, it is important to do things and then let the world know. For now, I have just opened a bootstrapped take away restaurant right in the middle of Mumbai city - Mahim called 'Mumbai Local Tawa' where I serve my signatures straight off the griddle, wok and tandoor! I am working on a project that I would be announcing by the end of 2021. I am in the middle of it and constantly polishing it. I am an undercurrent. I am working on multiple projects simultaneously and I am thankful to The Almighty that I can do it mellifluously. So wait and watch as it is going to soon get the chef's universe closer.

**WHAT IS YOUR MEMORABLE ACHIEVEMENT IN YOUR PROFESSIONAL LIFE?
WHY IT WAS IMPORTANT FOR YOU?**

My most memorable achievement was to serve The Obamas. Barack Obama was the most powerful President in the world. I had the fortune of serving him and Michelle Obama twice in my career. One of the most genuine and humble humans. The first meet was a chance visit, where we weren't allowed to meet the man, but I happened to breach American security innocently and the rest was history. He called me to meet him, and asked me about the special that I had planned for him. I took him through the entire menu, when he asked me if I would like to work with him. I was shocked, shook my head and said, "No". He laughed and said that it was America's loss. We both smiled and I bowed out of the conversation. It off course became memorable and that did not require a reason. But history went on to repeat itself when he visited India the second time serving his term as The President of the United States of America, he remembered me by my name and sent his assistants to look for me. We had a long 3-minute chat that afternoon and parted ways. 3 minutes with the world's most powerful man still seems like a lifetime.



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Oh Never. I was once told I am over ambitious. I smiled at him. Today, I continue to smile with the kind of work I have behind me.

WHAT IS YOUR CONCEPT OF A WRITING A MENU FOR YOUR RESTAURANT AND HOW A NEW DISH MAKES TO THE MENU LIST?

It is often dependent on the style of any restaurant. I was handheld 450 restaurants in the last 5 years, which is as many as 90 a year. Writing a menu, its features and that too within the framework of the guidelines and concept is quite a thing. For me that is the beginning of any restaurant, followed up with training, which my boys are experts at. I find local talent wherever I go, which are helmed by my boys and girls. They know my style by know and exactly follow the recipes crafted by me. They exactly know my likes and dislikes by now. I am possibly the only chef who argues with the investor on credentials of dishes and the research behind them. I know a lot of chefs who succumb to the choices of the investors' wife, mother, grandmother and/or children. I do not fall for it. I believe that if you have taken an expert to guide you, one must listen! (Period)

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Sacrifices and pains, well not many apart from not getting the kind of support from my seniors. But then why was I even expecting? May be it was my naivety. Not one person from the community stood with me. Considering I was a complete outsider, I needed a lot of handholding and guidance, but very initially I took it in my stride and started carving my own niche. Slowly, media started calling me my own Godfather. Early on I took it with a pinch of salt, but today I understand the gravity of that statement. Yes, after I got married, we missed celebrating a lot of landmark days together like festivals, birthdays and anniversaries, but I wouldn't say that I went through it because as an industry we all go through it. We are there to make others' special days extra special. Whatever I am today, I am on my own and I am super proud of that. I am happy no one guided me because that gave me opportunities to weigh the brands, situations, projections and the likes and make my own decisions. I wouldn't have liked it any other way.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Work. Work. Work . And let that speak. I have never been the kinds to trumpet my work around the city. But I get noticed because of the very same reason. I don't oil any PR machinery around my job. I don't find it correct. It just doesn't work, because it is their job to make the most mediocre things look gold plated. And it all fades with time. Accolades that are earned the hard way, stay and that's what is important. Money cannot buy all these things! And secondly, go all out to give your best, even it comes to pushing your capabilities and then nothing can stop you! These are two BIG experiences that I would like to share. The only advice would be to stay true to your chef coat...



...The moment you keep that in your mind all the decision you would take after that would be in respect of the uniform, and you can then never go wrong. Do not find easy ways to succeeding as there are none. Question any shortcuts that come your way, there are often honey coated.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

It is a beautiful career to choose. Glamorous as it seems on face value. True that. But we are the ones who are the providers of glamour. Our jobs are not glamorous! It is important for the young minds to understand the difference. Today, if they see me on Television and feel that's what a chef does then they are sadly mistaken. A chef's job is beyond food. More so, it is important to not follow trends and fads. They are named so rightly. Set a trend. Create. Do not copy. This is one of the biggest cons of the industry and then everything is about "Imitation is the sincerest form of flattery" One of greatest aspects of this industry is that the learning just never stops, if you have the will.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Everything you have heard or read is true about the job! I can solemnly assure you that with a wink. But again how you turn things in your favour is up to you. Like for a simple example, when I went looking for a job in a restaurant 18 years back, to shoo me off, I was offered the job as a dishwasher. I wanted to work at the range. But that could not contain me to the area. I would set the angle of the pots and pans, scrub them diligently and learn what the line cooks would be cooking. On one such fortunate day, the fondue maker did not turn up. I rose to the occasion and handled the section to everyone's astonishment. I was given a raise with a job role jump! That was the beginning of Varun Inamdar.

So today when people read my profile, it sounds great as a reader but it hasn't been as easy. Long hours, longer stressful times and job completion timelines as fast as 'yesterday' feel like a Christopher Nolan's protagonist manipulating time. So yes, nothing is baseless, I repeat. It is important to salt your food rightly, hold your knife correctly, set your cutting board stable, wear the chef's jacket with pride. These little things speak a lot and define your discipline. You cannot cultivate it overnight and hence of paramount. Skills are not always important; they can be developed along the way. And social media numbers are irrelevant. Stop wasting your time on that. This may sound like a sermon from someone who has a digital reach of 533 Million on social media, but that has been earned with proper work ethics and discipline.

YOUR SUCCESS MANTRA

Persistence. Perseverance. Passion. In that order.



SWARUPA SAWKAR

MUSICIAN

TABLANAARI'S SCHOOL OF MUSIC

A tabla player and percussionist, a passionate singer and an entertainer at heart

Forbes 30 Under 30 Awardee, Debut music album "Raagatronic" was on #1 spot on iTunes India

For her Project 'Filter Coffee' she has travelled the world playing at some prestigious music festivals including Glastonbury and Wassermusik Festival Germany, alongside Asha Bhosle

Performed with A.R. Rahman for MTV Unplugged, Collaborated with music director Ram Sampath on MTV's Coke Studio

Launched my music school under the name of 'Tablanaari's School Of Music'



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I started learning the tabla when I was all of seven years and that naturally progressed into starting off as a child artist in the professional performing world. It's the many concerts played as a child that instilled the stage confidence in me and later the commitment to becoming a performing artist and a percussionist. I have played tabla and percussions professionally for over 15 years and been fortunate to share stage with some of the biggest names of the music industry. Some highlights of this would be MTV Unplugged with Grammy winner A.R. Rahman, MTV Coke Studio with music director Ram Sampath. Performed globally at major music festivals like Glastonbury Festival, UK, Kala Ghoda Festival, Mumbai, Alchemy Festival, London as well as with Maestros like A.R. Rahman, Ustad Zakir Hussain, Ranjit Barot, Talvin Singh, Shankar Mahadevan, Peking Duk (Australia), Spoonbill (Australia), Sona Mohapatra among many others. My duo musical project titled Filter Coffee has performed across the globe winning hearts of thousands of music lovers as well as gained some great press along the way.

Filter Coffee has a full music album & a song in the multi lingual film 'Solo' to their credit. I have been honoured with many accolades through this journey with the most noted one being the Forbes India 30 Under 30. I have recently also launched my music school under the name of 'Tablanaari's School Of Music'. This is an online music school that promotes Indian Classical music with world class artists teaching rich traditional material in a holistic manner.



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I think what started out as being just a tabla player to today being a complete music producer has been a great learning curve. It was purely curiosity and a keen itch to learning more that made me gravitate from being just a tabla player to learning many more percussion instruments of the world & playing them professionally. Again with so much traveling that happened by way of concerts it opened up my eyes and ears to so much new music around the world that then led to me picking up the electronic side of music and the more creative side of becoming a music producer. My role then also evolved into becoming a teacher which felt like the most natural transition wanting to give back and share my art with others.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Passion for the art, the never stop learning attitude and wanting to share my art and inspire as many people as I can to take up learning music is what drives me the most.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I don't really like to put out road maps on pen and paper but rather let the creativity flow and take its course. But my immediate focus is a lot on growing the school & taking it up to the next level with more designed courses, top level teachers, a larger database and to reach more people across the world since this is online and there are no geographical boundaries here. Along with this Filter Coffee will continue to be strongly brewed as it has always been!

**DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN?
IF YES, HOW DID YOU OVERCOME IT?**

Before taking up music as a full time profession I held a well posted well paid corporate job. I left this job to pursue music full time and give it all the time and attention to flourish and grow, so yes there were many times back then that doubt would creep in if this was the right decision. Because while being in the unorganized sector has its positives of working at your pace and time, being your own boss etc. it has a huge down side of not having a fixed monthly income or surety of any income at all. But having said that, it was only the sheer determination, hardwork, perseverance and the strong belief in my art that made me keep going and overcoming any doubt that crept in.

**THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS
YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?**

I think to achieve anything in life whether in the field of music and art like mine or a corporate job or any other field takes a lot of sacrifices that one has to make and more than sacrifices, I would like to call them choices...



...We are presented with choices throughout our struggles, choice to practice the tabla or go watch a movie with friends, choice to stay in a happy corporate job that pays well or quit it and take a chance to pursue your dream & passion, spend holidays & festivals with family and friends or travel for concerts because holiday time is when people want to go out with family to watch you play & to be entertained. So really sacrifices & struggle are a part of the package & I don't like to see them as something special that one has to overcome.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Music has enriched my life with so many beautiful qualities like patience, the need to push yourself out of your comfort zone to achieve, keenness to keep learning no matter age or position in the field, humility, ability to teach and share with others and so much more.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

There are so many Pros - the biggest one being the chance to follow your passion and really make your dream come true. Music is not just a career path that one chooses after a degree or diploma it is something you are gifted with and pursuing it and making your art your career is the most satisfying feeling to have.

Cons - I think the only con would be like I said before that this is an unorganised sector and there are no guarantees. But then what's life without some challenge, right? And that's what makes it even more satisfying when you are able to surpass this and today I can proudly say there are no cons at all!

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Most people think music is not a monetarily viable career, not sustainable. But I think that is not true. Especially in today's world there are so many avenues for artists be it performing live, being a recording artist in a studio, teaching, producing & with the digital boom, you can put your own music out there much more easily than one could few years back. So today an artist can easily reach a huge fan base with social media, youtube, Spotify, Apple Music and the likes.

YOUR SUCCESS MANTRA

Just keep at it, with utmost honesty and dedication to your art, knowing fully well that you are blessed with this. Don't worry about the future, don't worry about what lies ahead, don't worry about whether I will make it or will I fail. Just keep at it. And things will follow.



HARSHVARDHAN ZALA

FOUNDER, CEO & CTO

AEROBOTICS7

On a mission to make the world a safer place, launched own robotics startup working on life-saving technology as a service

Invented World's First Drone Technology which can detect and destroy landmines without any human-risk at the age of 14

International Peace Prize by a Noble Peace Laureate at Monaco



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

There are about 1.1 million active landmines buried around world and hard to detect. One day I found out that there are very few accurate technologies to detect these landmines, which ends up killing 1000s of people every year.

When I was 12 years old, I used to teach engineering concepts and training them at practical project to neighbourhood engineering students for extra pocket money. I come from a humble family background and wanted to earn funding for projects.

Today, I have setup my own tech company Aerbotics 7 where we are developing device named EAGLE A7 that is capable of the Detection and Destruction of Landmine Explosives in the War Fields. My ambition is to clear All the landmines around the globe to make the world a SAFE place.

With many drone prototypes built, the Indian govt. and the military recognized my project to have a practical application towards protection of our civilians.



HOW HAS THE JOURNEY BEING SO FAR FOR A TEENAGE ENTREPRENEUR?

As a child, I dropped out of school and did very well for myself in terms of practical applications on projects. By the age of 12, I had already executed over 40 projects, 8 robots and 5-6 drones. Through hard work and constant learning, I want to give back as much back to the society as possible and impart my knowledge to help other passionate people to achieve more solutions for the world.

From the age of 8 yrs I used to go the cyber cafe with my grandad and study for 6-8 hours. In 2015, I saw a video and realised the problem of landmines and so to solve this, I approached many corporate companies who turned me away saying I am a kid and cannot do this.

With enough support and hard earned funds, I was able to setup Aerobotics7. The Indian Govt. and Military realised the potential of our drone-based detection project and invited us to showcase the first prototype at Vibrant Gujrat summit and in front of Indian army and currently we have come up with our 7th prototype with better detection capabilities, design and hardware.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

My interest in the current technology space is what keeps me running in this particular work. But the key motivation is what I would have to say is when I see no one is doing something, than I take it on me and want to do it.

Every morning I ask what impact did I make to the world and what I have to do in the next one or two years to actually see something being delivered to the good of the society, be it landmine issues, education, environment or anything which I see, I feel it is my job to give back to the society with whatever I have resources wise thanks to the support from my parents and well-wishers who have believed in me from day one.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I hail from a non-engineering family where my dad is an accountant and it was hard to get all the knowledge. Since I was 7yrs old I was interested in electronics and used to visit cyber cafe to study everything for my projects and by the age of 10yrs I had built a remote controlled home automation system which was nothing less than magic to my parents! By age 12 I had already completed over 40 projects and was invited by the Indian Govt. and Military to showcase the drone in front of public.

With my first prototype that was completed in 2015 it was presented in exhibition people did not believe we had built it from scratch by sourcing components from other countries and great difficulty where I even 3D printed parts for the drone. Such a negative perception came by because...



...none of this was done in front of media. By the time we finished our second prototype, we were invited at event hosted by silicon valley and by the time 3 drone prototype was done - the drone crashed in front of the public which was very demotivating. However, we are today out with our 7th prototype with own upgraded and invented multi-spectral based landmine technology that detects different layers i.e. upto 17 layers and various pattern of landmine using AI which was recently demonstrated in front of Indian Army and Israeli Prime Minister.

WHAT WOULD BE YOUR ADVISE TO THE YOUNGSTERS?

It is a personal opinion if your passionate in particular space/subject, it is your space and it is always not easy, it will be hard but eventually you will find your way. In the start you will be very excited, but many obstacles will come so set a goal and once this is done and if you are passionate, determined, no one can stop you and you don't have to prove others who say it is not possible. But you keep going, it will happen. Start from scratch and learn basics, don't directly jump to advanced. Work from basic foundation /principles of learning advance..no need to be PhD and research. Knowledge is everywhere today, but upto you to utilise in your stream.



RIA PAWAR

FOOD RETAIL STORES

GLOBAL DELI

Raising awareness on importance of home cooking and nutritions

Started off as a 23-year-old in 2017, and runs two stores in Mumbai - Global Deli

Aww Awards 'Rising Star' Winner in the entrepreneurship category- An Award Ceremony celebrating women & their efforts in uplifting the local community by Thangabali Food Chain (February, 2020)

Started a Facebook Network called 'Nutrition First Network' which is now a 4200 plus member community (in about a years time)



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Started my own food retail business in 2017.

Global Deli has since grown into 2 stores with a core focus on world Cuisine & health categories.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

As an entrepreneur I had to identify my core strengths- marketing & sales and dive into the deeper aspects of finance and administration all very new skills to me.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

The passion for encouraging 'clean food labels' to adorn the shelves of consumers.



WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

To expand our online presence and move it to other areas not restricted to Dadar, Mahim or Prabhadevi.

**DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN?
IF YES, HOW DID YOU OVERCOME IT?**

Entrepreneurship is a battle with yourself daily, I try to overcome by problems by telling myself that whatever happens to me I am 100% responsible for it.

**THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS
YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?**

Time Management is key, so definitely time with loved ones & the feeling of instant gratification that's something I had to sacrifice to look at the long picture.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

How to deal with people who work at Global Deli and how to make our customers happy.

**IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER,
WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?**

Pros- You get a ton of free food, if you absolutely love food, sales & marketing this is a great space to be. Unlike hospitality retail would expose you to different products, innovation by the day and a way to sharpen your negotiation skills.

Cons- You really have to take care of your health, it's easy to neglect it.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

You need to have a lot of finance to start any kind of trading.

YOUR SUCCESS MANTRA

Move from a fixed mindset to a growth mindset (Reference- Carol Dweck, Book- Mindset)



SUMIT AGARWAL

FOUNDER
PR SIGNAL

Public Relations & Media Relations Expert

President Of Rotary Club Of Salt lake Metropolitan

NAI Young Achievers Award 2016

State Award for persons with disabilities from
Govt. of West Bengal



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

When I applied for a job after my MBA, I kept getting rejected on grounds of my disability. I realised that why be a taker when you can be a giver. Growing up, I was isolated, and the people I was closest to were the doctors and nurses in the hospital. Through observation, I realized we're all looking to create impact. On your deathbed, all you can want, is the people you've touched.

That's how my journey with public relations began. Human beings, what drive them, and how to forge the relationships that matter. That's what I do with my public relations firm, PR Signal.

I understand what a:

Brand does.

Identify the core messages that they want to spread.

Leverage my network, and relationships with media houses, online, offline, to spread that message.

Through a measurable ROI.

And help you get featured in global publications



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

My life and journey has allowed me to be connected with people from United Nations, World Economic Forum, Forbes, and Entrepreneur. I am also a part of organizations like Rotary International, Public Relations Society of India, Indus Entrepreneurs Network, International Human Rights Organization, Newspapers Association of India, and many others.

It's an incredible privilege to be alive.

That's the message I've shared, practiced, and propagated and I'm grateful to be featured on Yahoo News, Asian Age, Forbes, News18, and various publications across the world.

As a PR now you have to possess a deep understanding of storynomics and data.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

All my life, I have heard this question the most:

"Sumit, what keeps you going? What drives you?"

I have been battling cerebral palsy since birth. All the struggles and pain for the last 28 years. The impact that I create on people. Drives me.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I aim to develop a storytelling video-cast and a YouTube channel to educate startups and provide deep insights about PR

**DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN?
IF YES, HOW DID YOU OVERCOME IT?**

If you never doubt yourself, then you are probably doing something wrong. I closed myself off, built walls around myself to keep connecting from people. For years, I let my disability define me I thought it isn't just a part of me. It defines me as a person. Isolation and deprivation can make you cold. Unless you look around and see the world has too much love and warmth to offer.

Now my disability is just a part of me, It doesn't define me as a person.



THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I was tired, tired of judging myself, tired of being harsh on myself, tired of considering myself as a failure, tired of running a rat race. And so I decided to change. And be happy.

That's when I realized you only think that you struggled till you are not happy. So no.

I had no struggles. I had a journey on a path to happiness

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

I remember a story. I was sleepless. I had just stared out like millions of other young entrepreneurs, I was hit by one big question "Where do I get my first set of customers from?"

I asked a very senior PR professional for advice and what she said to me always stuck to me. "You don't need to reinvent the wheel. Just perform a little better than the others"

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

The cons of the career in public relations is competition
The pros in this career is also completion
Why?
Because competition strives to make you better

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Here are five myths:

- Only Big Companies get PR
- You need to have journalist contacts
- You need to have a big brand
- You need to be "cool"
- You need to find a journalist

YOUR SUCCESS MANTRA

I have lived 28 years, met thousands of people -Online and offline. I have heard varying definitions of success -Money, Power, Fame are the most common ones.

Yet the most fulfilled people I have seen are people who have a purpose greater than themselves and always find a greater purpose. Your journey to success will be much more defining and fulfilling.



JASLEEN ROYAL

SINGER, SONGWRITER
& COMPOSER

Makes music and weaves poetry into it from an interpretation of the stories she comes across..

won an award for the Best Indie Song at the MTV Video Music Awards India 2013 for her debut song "Panchi Ho Jaava"

She won an award for the "Best Indie Artist" at "Free The Music"

She entered Bollywood in September 2014 with Sonam Kapoor and Fawad Khan starrer film Khoobsurat with a song titled "Preet"



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I started as an Independent artist and worked on a lot of feature films with some of the key directors from the industry namely Amit Trivedi and so many more brilliant minds. It has been an eventful journey and I'm delighted to be part of the same as a Music Director, Songwriter and Singer.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Starting off as a contestant on a reality show like India's got talent and playing gigs at Anniversary and birthday parties and earning smaller monies and saving all that money to release my independent single on youtube and then working with the biggest labels, i think it's quite fulfilling.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I am a single songwriter Like sometimes I write for other people and mostly I write for myself when I'm working on an independent level I personally look into the marketing PR and all the other aspects around it the journey makes it more exciting.



WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

My only aim has been to make good songs which I believe in and a lot of singles and a lot of collaborations and a lot of film work is on the cards

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Never had any doubts but always had lows and ups too Like any other person you obviously question yourself whether you doing it right or you're not doing it right you always try to learn and I have always celebrated my many successes and that's what keeps me going I believe in putting up some thing that I love first and then listen to other people. So sometimes people accept and sometimes they don't, my job is to always keep making music and I always keep doing so.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I started from no background in music zero support from anyone. Like I come from a middle-class family, and my parents couldn't understand a word. I wanted to get in not they had resources to support me. I think I've had my own struggles in a way. Like I said I was to perform in small small events and save little little money like saving on the auto fare to release my singles so that people can listen to my music and they can put in their money later or give me a chance to work in the films so I don't know about the sacrifices but I have been really dedicated to my art that the other days I was thinking while in college my friends would go on trips and I was saving money for my singles to come out or my own music lessons and now they see how I'm touring the whole world so I think those are little sacrifices which I made but those are paying off I think.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

I feel it is still a male dominated society and it still remains a stereotype that girls don't make music and we have seen girls only sing songs so I want to break that and yes a lot of people still feel the industry isn't safe for women and difficult to get through first click like a lot of people are already discouraged that it's not for you don't even try. So I feel one should be able to take away from that and believe in your talent and if you feel it's possible you will succeed.

YOUR SUCCESS MANTRA

My success mantra is everything: a little step leads to one big step that you eventually want to get to. Nothing happens over night and you have to keep celebrating your little successes on the way and also that you need to believe in the song and the art form you are putting out and then the world will follow or will not follow is secondary so in your mind if the first step is clear then the world might believe it.

So you need to be happy with the songs you put out first that's what I believe and you need to be honest with what you are putting out.



NAGRAJ BHAT

CHEF

*20 yrs of experience in hospitality industry
as a chef*

Youngest chef in India to be awarded Chef of the year award
by the Times group in the year 2017

Helmed lot of award winning restaurants in Pune and Mumbai.
Recently one of them an award winning gastropub - London
taxi as a Corporate Chef



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I graduated from the prestigious Institute of Hotel Management and Catering Technology & Applied Nutrition, Mumbai. From there I went to London for higher studies and worked with some of the most honored chefs in London. Having worked with Michelin starred chefs like Alain Roux (Chef Patron of Waterside Inn-3* Michelin restaurant), Chris Horridge and Daniel Woodhouse in their kitchen , I refined and honed my skills under their watchful eyes. During this time I had served known celebrities like Sir Mick Jagger from Rolling Stone, The legendary pop star Michael Jackson, and many more dignitaries. I came back to India and headed a Fine Dine Restaurant in Pune named Syrakko where I was Awarded "Chef of the year" Pune by Times Food Guide in 2017 being the youngest chef to be awarded. Later I headed London Taxi Mumbai.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

My role evolved drastically from place to place starting from basic cooking learning the art, washing dishes to heading a small section of a kitchen to later on adding dishes to the menu under the chef's guidance. At present I overlook two restaurants create menus, design kitchens, hire train the staff.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

It's the love, Hunger and passion for food and restaurant business that drives me to move ahead. The challenge help me learn to understand, adapt and Innovate. Most of all the love for food and serving guests, their happy faces is what drives me to be better and push my self.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

My aim is to promote regional Indian food and cooking techniques to the world, by starting my own restaurant that serves authentic fair without any frills and in a very honest way. The project would be named Mathrubhumi which means homeland. This is something that is very close to my heart and I feel deeply connected to.

**DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN?
IF YES, HOW DID YOU OVERCOME IT?**

I rarely doubt myself, as I believe in focusing on the process is more important than expecting for the result. I'm a firm believer in giving my 100% everytime, committing my fullest to what ever is in hand and not expecting anything out of it.

**THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS
YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?**

I won't say I had to sacrifice a lot since my family support me through all the decisions I have taken in life. They have shown trust and belived in my dreams. My be in future I have to sacrifice something, even then I hope I would be satisfied with what I have.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Having worked with some of the most amazing chefs was a great experience for me. They pushed me to an extent where I would break or be stronger and lucky for me I came out stronger. Having the honour to part knowledge and wisdom to young chefs and guiding them is another experience that I am glad to have.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros are:

We can show our creativity through food.

You don't need a formal degree to be a chef. Anyone with love and passion for food can be a chef.

You get to travel

You get to learn on job from other chefs.

Cons are:

All or most of our work is done standing and it's physically daunting.

Initially the pay is low

Highly stressful environment when the kitchen gets busy

The temperatures are high in a commercial kitchen.

Long working hours

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Most of the times its belived that men are better chefs or are cutout to be great chefs as its a physical daunting job, but the truth is women are equally good, if not better the most men in handling a kitchen. I've seen usually girls or women are mostly focused, artist and driven than most of the men. One more stereotype that is baseless is that all or most of the chefs are abusive, short tempered and intimidating in the kitchen. This is not exactly true, earlier most of the time it was true but now a days chefs are more calculative, concentrate on process and try to have a light and friendly environment in the kitchen to get the best out of the staff.

YOUR SUCCESS MANTRA

My success mantra is stay focused, stay humble and work for quality not for fame or money.



MEETALI KUTTY

MARKETING HEAD

AZURE

Heads the marketing for a hospitality group, Azure, pan India and manages the marketing for Sly Granny Dhaba Estd. 1986, Mamagoto and Foxtrot and many more..

Amongst the most admired global Indians in 2020

Launched a multi-cuisine bar & pub - Social Vasant Kunj

Handled pan India brands during covid pandemic



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

My career has been quite varied from the start. My educational background was in history and film criticism, and from there on I moved into the field of content writing, rising to the role of the managing editor and head of curriculums at a 21st century skill learning centre. From there, I got the opportunity to step into marketing for Ritu Kumar, an opportunity I eagerly took. Marketing combines all my loves- for writing, for PR, for event conceptualization and people management, that it was a field I took to naturally, heading the marketing for the north for Impresario (Social, Smoke House Deli), and now heading marketing for Azure globally. (Mamagoto, Dhaba Estd. 1986, Foxtrot, Sly Granny to name a few of their brands)

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Starting out with a more content focused job, my foray into marketing has helped me evolve my own skills and grow exponentially. With marketing I not only get to ideate and execute campaigns, I get to do PR, develop my interpersonal skills, learn people management, budgeting, negotiation as well as digital and trends. I have also been tasked with leadership training, an extension of my history with training and teaching as well as my passion for education.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

As a woman, the desire to be treated equally to my male counterparts has always served as a major motivator. To be known for my work and my intelligence in not only a male dominated field, but a society that often believes nightlife is the domain of the man, that is something that drives me to be better.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I haven't quite figured out what the next step is but I either aim to grow and develop my skills in my current role and be known as one of the foremost marketeers in the F&B space, or to search out projects that allow me to express my creativity and passion for this field.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

As humans, I think we all have moments of doubt, so of course I have questioned myself and the field I have chosen. However, on my worst days, I take stock of everything and analyze what I can do to better my situation and find ways to grow within my role. That's when I find new avenues to express myself within work and to learn new skills.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

One of the major struggles was always work-life balance. Hospitality is an industry that never stops, holidays and weekends are usually our busiest time. Further, being a woman in this field, oftentimes unfair notions are attached to the idea of being in nightlife. Overcoming these stigmas, and being able to carve time for myself are challenges I face and that I work on overcoming on an ongoing basis.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

There are so many! The major lessons in life that I have gained through these are developing my patience levels as I deal with all sorts of people, and managing expectations and egos of the same. Also, developing a sense of teamwork and unity within my department has been deeply rewarding.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Let's start with the cons:

Women in hospitality often have to deal with a massively male dominated space, and need to be careful about their security as the job does involve late nights and being in bar spaces.

Dealing with several types of people you often have to be understanding and leave your ego at the door, even when you are right about things.

Pros:

Every day is different and presents new challenges, opportunities and events to create.

Grooming and nurturing a team that will go on to do great things.

Being able to explore my interests via work, for instance creating a music workshop, or tying up with art galleries.

A vibrant environment and meeting new people almost daily.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

That women are not as capable or tough at surviving in nightlife in hospitality- this is utterly baseless.

YOUR SUCCESS MANTRA

Stand for what you feel is right, do your work and when you go to bed at night, if your conscious is clear you're doing things the right way.



AYUSH SARDA

FOUNDER

EK PACKET UMEED

'Founded 'Ek packet Umeed ' when was 16 years old helping a number of causes namely women with psychosocial disabilities ,victims of sex trafficking and their children..

Received the his holiness the Dalai lama's prize for excellence in human values in 2018

Featured on 92.7 India sharing stories of success and community upliftment in 46 cities in India

Setup a school in the village of Bali in Sunderbans enabling 150 children to study

Ran the 'one million meal' campaign which fed 30,000 people in one month



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I am 22 years old and I come from industrialist background. My family has been involved in real estate and steel for years now. I did my schooling from La Martiniere for Boys Kolkata and my B.Com from St Xavier's college Kolkata. I am actively involved in my family business .I also run by own student volunteer organization called 'Ek Packet Umeed'. Post covid me and team have been working to set up various social entrepreneurship the leading and most famous being 'Sweetness of ethics ' - a brand dealing in organic honey specially sourced from the Sunderbans.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I started working in this field since i was 16 years. Over these past 6 years experiences, interactions and working on absolute ground level has involved me in various aspects ..It has made me more compassionate as a person, has imbibed in the value of being thankful and grateful for whatever we have. Before entering into this field I had a own small world of my own but moving out of my comfort zone make me aware about the realities of life and made me more understanding, caring ,mature and more aware as an individual.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

As they say "Alone we can do so little, together we can do so much". Over these past few years people have seen me work and they developed have faith in me. Whenever I have taken up any project my friends , family, people in my social circuit have always welcomed and supported my ideas with open arms .Each one has supported the activities I take up in their own small way. Today people have invested their time and faith in me and see me as a beacon of hope or rather a changemaker in the city of joy. This constant motivation and support to reach out to more people and become agent of change inspires me to move ahead in my career.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Post Covid and the cyclone Amphan my team and I were working and rebuilding houses in the most interior of villages which had been devastated due to the cyclone .After working in these villages for a few weeks we realized that people were unemployed and soon the most able of men were becoming dependent on us to run their families .They had given up and were now depending on the funds we generate and donate to them. I felt rather than making people independent we were making them dependent.

This was the point when I decide to take a step ahead in my carrier by setting up different income generation programmes where the men and women would work and earn .We started identifying projects which are local, are in demand and generate a good amount of funds to make the village self sustainable and independent .We with the funds we generate 80% are reinvested to bring about development in the village .With the funds raised we have built a school ,set up a stitching unit and set up a organic fruit forest with over 2500 trees. My vision in the next 10 years is to adopt more such villages and set up income generations programmes to make these villages independent and self sustainable as they form the backbone of our country.

**DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN?
IF YES, HOW DID YOU OVERCOME IT?**

No journey is ever very easy .Coming from a totally different background at a mere of 17 no one took mw or my work very seriously .People thought I was just taking it up as a past time a fun project and would soon forget about it .Out of the many projects I took up not all were successful and most people tend to leave their journey then .After gaining a little experience after 2 years things started falling in place and projects started working out when people realized that I was meant to stay and being about change they did support and today my organisation is growing manifolds because of the work I'm doing and I love what I do.



THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

For me perception of struggle and sacrifice is different .Giving up time to party with friends and enjoy is something we are fortunate to have .Struggle for me was to be accepted in the community I work in .When I adopted the village of Bali in Sunderbans the villages thought I was an outsider .To them my lifestyle my ways of working my though process was alien .A lot of time understanding had to be invested to develop a relationship of trust with the members of the villages .Recent events in the past have made these communities very vulnerable and high at risk so they really trust a very few people .Today I am grateful that I have been accepted in the community and we are working hand in hand to bring out some amazing projects together .

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Be proud of what you do.

Most people today don't want to speak about the work that they do or their brand. One thing I have learned is to own my brand .The passion and confidence with which I can speak about my brand no one can. Today I love and own my brand with pride which induces like minded people to come and join my tribe.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

I always believe in this one line from the movie kungfu panda where they say there are no accidents. Similarly each one has their own strengths and weaknesses for me there were struggles but their were moments of pride and achievements too. Today if we invest into something don't leave in the middle try to run till the end it is then when we realise our potential and worth . What ultimately matters is working hard and having faith in whatever you do

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

The biggest stereotype around my Career is why is a Marwari industrialist's son involved in a line like this? Why is he standing behind stalls in public events and selling honey? Why is going around and doing this, doing that etc etc .Why is working in the red lights areas to uplift victims of trafficking. The biggest stereotype is judgment. If we get scared of judgment we will not be able to achieve in life .Soon people will stop caring what is meant to stay is you ,your work and your actions so we might as well give our 100% and change those judgments into praises and claps when we enter a room full of people .

YOUR SUCCESS MANTRA

My success mantra is keep going .Keep going and learn , make new mistakes , gain experience , work and learn and you will achieve your goal .If you don't work and think their are shortcuts it doesn't work that way. Everyone can see through your hardwork ,intentions and goal. Just Keep going because at end it is your work which speaks and not what people say .Work can convert words into actions and put you on an amazing path of success.



NEHA UPADHYAY

FOUNDER & ECO-BLOGGER
GAIA

A computer science engineer and runs an eco-blog on sustainability named Gaia (Mother Earth)

Since Gaia's inception in Oct 2020, within 2 months developed own ecommerce website and have successfully sold 60+ eco-friendly hampers, also creating employment opportunities for over 1000+ people with concept of "Conscious Living."



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I graduated from National Institute of Technology Durgapur with a B.Tech in Computer Science & Engineering in 2019 and am currently working as a Software Engineer at Envestnet Yodlee. During the lockdown of 2020, I had an epiphany during a phone conversation with my friend and partner, Radhika Agarwal that brought us to the realization that unless we took a step towards harmonizing our actions and ambitions with nature, we would be sprinting towards our own end. We started Gaia with the motive of creating more awareness about everyday sustainable switches that one could make in order to pursue a more conscious lifestyle. While writing the blog about eco-friendly alternatives, we noticed a gap in the demand and supply of such products and decided to get into the production as well as curation and reselling of environmentally friendly goods.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Hailing from an Engineering background, initially when Gaia started off as a business venture, I thought my responsibilities will be inclined towards website, application development and other technical aspects of the business but as we grew with a small team, I saw myself handling managerial, marketing & sales, administrative roles and excelling at duties I considered myself incapable of.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I am passionate about sustainability and leading a zero-waste lifestyle. The constant innovation of substitutes for plastic products is what keeps me interested and invested in this business.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

As the next step, we're looking to get Gaia's products enlisted on various e-commerce platforms so that we can reach a wider audience. We're also looking at campaigns such as an "E-waste Drive 2021" that will raise more awareness about living a conscious lifestyle. Moreover, we aim to take up various challenges such as "Going Vegan", "Juice Diet" and "Zero-waste" ourselves in 2021 and document the entire journey to encourage people to lead a sustainable life.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

I was in a dilemma regarding "Gaia" initially since I was working a full time job and thought it would be impossible to run a business simultaneously but that vanished the first time I laid eyes on Gaia's logo. The concept of Gaia resonates with me on a personal level and I knew that I just had to do it no matter what anyone thought. Surprisingly, I am able to manage Gaia in after-work hours exceptionally well because I never feel like I'm working and that's what keeps me going.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

With a full-time job and a business, I have had to compromise on reading books a lot. I am an avid reader and lately I hardly get time to finish my novels because of all the responsibilities but I can still enjoy a good read on weekends and I'm grateful for that.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Dealing with Gaia's vendors and clients has instilled patience in me in addition to people management as well as communication skills which I think are extremely important for any Business Owner.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

The pros of running your own business I would say are that you are able to take it at your own pace and take bold decisions just because you believe in them which becomes a con sometimes because you have to take full responsibility for the consequences that follow.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

One of the major stereotypes around starting a business on social media is that people think you have to necessarily be an influencer and post a lot of personalized content in order to get a good following but we at Gaia did not take that approach and our profile and feed remain product-centric to this day.

YOUR SUCCESS MANTRA

"If you have found what you like to do, don't stop."



ISHAAN RANDERIA

FILMMAKER AND WRITER

Written and Directed two of the most loved and successful Gujarati Films in the Gujjubhai series

Won multiple awards not only for TV commercials and films, both state level and other platforms



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Having graduated from Film School in 2010, I started my career in TV commercials, which I still direct when I am not busy with my films. Back then, making a regional film in Gujarati, was not taken seriously and I had difficulty finding a team to work with, no writer was keen to come onboard. I was determined to make the film and so I pretty much taught myself screenwriting, moving forward to make the film on a shoestring budget, as fate would have it, the film went on to become the highest grossing Gujarati film back in 2015, I even won a state award for the best screenplay for it. Buoyed by its success I wrote and directed a sequel to the film in 2018, which too ended being successful and winning multiple awards. Currently I have just finished writing my 3rd feature which we plan to shoot in the coming months.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Like most people pursuing cinema, I have gone through the learning curve of assisting before directing myself. Like any work, practice makes you... well not perfect, that would be boring but definitely makes you understand and respect the work more, which I hope is evident in every successive film I do.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Well, the days that I complain, I only have to remind myself that, this is the path I have chosen, and try to remember why I wanted to do it in the first place. That is motivation enough for me.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I would consider myself a storyteller and for any storyteller, the aim is to always tell your stories to more people. Which means not be restricted by language or format, so my aim is to explore different mediums and languages to tell my stories, and like everything so far the only way I see to achieve it is to work hard and honestly and it will happen.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Though I think I have answered this question in some ways, in the above answers, what I can add here is that, predominantly when you say you are associated with the media field, there is a certain prejudice in the minds of people, which can make you doubt yourself as well, which happens to a lot of people especially in such a public facing line, where your achievements and failures are on public display. The only thing I have learnt is, to keep your head down, move on and keep working.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

In a field such as mine, there are no fixed hours, and there can be times of immense work loads and interludes of idle time. Since it can be so unstructured there can be sometimes months where you are away from family and friends, even end up missing important occasions. I think more than yourself, the time of tother people is what you end up sacrificing the most.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

I don't think there is something totally different in terms of life experiences, which wouldn't relate to other fields, yes you do get to work on new stories, and come across a lot of interesting people but on most days it's like any other job, which you have to do honestly.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Again I think most of this is already covered, the only difference I see here, unlike an regular job, is that with every project you start from scratch, and there is no step by step progression, one day you can be at the top, the next, you can be nowhere, but you start again. Which works great for people who can't live a very structured life, as there are always new challenges, new stories, new people, new locations and new reactions from audiences.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

There are things I have come across, both on opposite ends of the spectrum, one is either you are a struggler or that it is a very glamorous job. I don't think the struggle is more than say if you are an entrepreneur and are starting your business from scratch nor is it more glamorous, I believe it is filled with some of the hardest working people.

YOUR SUCCESS MANTRA

Keep Calm and Carry on.



ESHAA AMIIN PRADHAN

BOLLYWOOD CELEBRITY STYLIST,
FASHION DESIGNER & FOUNDER
THE STYLE ELEVATOR

Celebrity fashion Stylist to stars like Ishaan Khattar, Karisma Kapoor, Saif Ali Khan, Bipasha Basu, the late sridevi and many more for red carpets , films , advertising and editorials

Was the Fashion Director for Miss India Organization

The Founder of The Style Elevator - A style consultancy for weddings & wardrobes

The only Indian stylist to have featured in Peta Vegan fashion campaign

Awarded The Entrepreneur for innovation in Fashion Styling at the Hindustan Times Powered Tassel Awards 2019



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I have been styling Bollywood Celebrities for over a decade now to name a few - Ishaan Khattar , Karisma Kapoor, Saif Ali Khan, Bipasha Basu, Chitrangda, Pooja Hegde , Tamanah Bhatia, Lara Dutta, Ananya birla and many more..

I have been fortunate enough to be the only Indian Stylist to be featured in PETA's Vegan Fashion Campaign. A few favourite campaigns I styled are Mr. Amitabh Bachchan for First Cry , the late Mrs. Sridevi for Ching's & Kangana Ranawat for naka Batra diamonds. I have been The Fashion Director for Miss India Organization for a few seasons. In 2013 my styling for Miss India at Asia Pacific world won India the best national costume & we got back the crown 13 yrs after Dia Mirza won it in 2000 .

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

From a fashion stylist to celebrities for media appearances, editorials and advertising I also ventured into doing costumes for films like Singh is Bliing (2014) & Dangerous (2020) & many more. I also started a womenswear designer label by my name that showcased at Lakmé fashion week and Amazon India fashion week and has been spotted on celebrities like Kiara Advani, Ileana D'cruz, Malaika Arora..



...Nimrat Kaur, Huma Qureshi, Sania Mirza and many more.

Further With a keen eye for trends, strong relations with designers (Indian & International) I founded The Style Elevator – A style consultancy for weddings & daily wardrobe management for famous families. I was awarded The Entrepreneur for innovation in Fashion Styling at the Hindustan Times Powered Tassel Awards 2019.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I love that styling is not monotonous no two days are the same new challenges bring In a child like excitement in me!

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

To keep evolving & doing better work than I've done before in fashion styling as well as my label and at The style elevator. I wish to take Indian aesthetics of fashion styling global.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

In all Honesty never. I love what I do and the fact that it allows me to interact with so many talented people from different cultures & fields of media, art, craftsmen & successful entrepreneurs. I learn something new everyday and I'm glad I chose this path.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

We work on very tight crazy deadlines so I have sacrificed on taking a chill pill & the luxury of being laid back. My minds always working !

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Never take any client or job for granted

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros: good work can bring in quick fame & popularity,

Cons: one mistake can cost many of the good work you have done to be forgotten



WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Many a times people think of the film industry being laid back & casual however with evolving times there is a lot of discipline and hard work . Behind the scenes is not as glamorous as it seems.

YOUR SUCCESS MANTRA

Complete every job wholeheartedly give it your best & deliver on time. It always pays off in the long run.



TONISHA PAWAR

ACTOR, ENTREPRENEUR,
FITNESS & FASHION CONSULTANT
& PERSONALITY COACH

LIVE IT UP

Runs a space to train physical and mental health in a 360 dimension to regain confidence and be the best version of your self

- 2009 winner of Maybelline be it's me
- 2011 played roles in three movies
- 2014 started LIVE IT UP a grooming pilates firm
- 2018 Face of rotary club
- 2019 travelled 15 countries to promote Live It Up



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I hail from the Garden City of India, Bangalore, where life is serene and easy-going. A decade ago, I arrived in the bustling, yet vigorous city of Mumbai and realised the need to be assertive to succeed. Soon I learnt the importance of creating a self-brand, the nuances of survival, the benefits of networking and the need to be mentally strong. Sheer hard work, perseverance and focus opened doors for a successful career in Bollywood. I am also a fitness enthusiast and a certified Pilates trainer from Balance Body, U.S.A. I truly believe that a fit body corresponds a strong will power. Over the years I have built a strong reputation and a substantial network of experts from fields of fashion, fitness, nutrition, stylists and more.

With past experiences, passion for fitness, fashion and a deep understanding of a void that needed to be filled, I gave birth to 'LIVE IT UP.' A place which helps inspire and design the minds of people from all walks of life, to achieve more and shine. It can bring a metamorphosis in your lifestyle through fitness, sense of style in dressing and cosmetics, grooming or etiquettes, dialect or diction. She believes everybody is unique and have immense untapped potential.

Through LIVE IT UP I intends to unleash the real you, break all barriers and mind blocks, empower and transcend to make every life a masterpiece.



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

From being an actor, model, fitness coach and an entrepreneur it has been an extensive and fabulous journey. As a model and actor the uncertainty, struggles reality and a lot of judgements around help you develop a character of very high tolerance and make you very resilient towards situations in life, which indeed makes you a mature person and a better decision maker.

Moving into being a Pilates and an Image coach you learn the power of a human mind, body and the sensitivity towards other people also making sure this role comes with a lot of scope to improve yourself in order to deliver better understanding and empathy of others.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Watching EVERYDAY PEOPLE and their LIVES TRANSFORM into the best version of themselves through our training and guidance. Keeping them self motivated to be consistent with lifestyle patterns and behavioural changes for the good gives us a sense of accomplishment.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

My Goal for LIVE IT UP is To be a one stop shop to provide 360 wellness for all age groups into. Physical fitness, mental health and aesthetic beauty, to all Indians and Indian communities all over the world leaning more towards ladies. Collaborating with corporates, clubs, residential society, hospitals and educational institutions. Offering virtual classes all over the world to cater to unbiased consulting needs. Bringing our services as easy as on the touch of their fingers using our app is our eventual goal which is in the pipeline.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Study and investments has changed me and got me to a very happy me till date. Because as an actor you are expected to be a certain image for the world to see. But one thing I know, the closer you are and more comfortable you are in your skin - You are accepting who you are truly within. It is always trying to fit in certain expectations the world wants to be, as an actor I have met producers, directors, casting directors and they all expected me to be in a certain way. My advise would be to show up as close you are to be true to yourself without trying to please others. These are the times one can go wrong and now that I am an entrepreneur and coaching people from different walks of life and trying to understand different personalities, alot of them discuss how it is difficult to fit in a society or gathering or even marriage. With everything that you do. keep close to being honest with who you are and to what you feel emotionally. Introspect often yourself and self talk to review your current state of mind to feel more grounded, aligned and it is amazing what results and what work comes out of it.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros: It is amazing to meet people from different walks of life, age groups, cultures, you get to play different roles to different age groups and feel refreshed and end up not judging. You personally discover yourself meeting so many people and especially these people who perceive you to not be judgmental about who they are, who seek answers as simple as a dress code, right body language, how to behave in certain situations, when and who to connect with, when to stop etc. without being judged. You know when your not judging them is a good thing about my work.

When work becomes your passion, you get a social life and professional life.

You also get into routine when teaching and what you teach is something that embeds into you.

Cons: No external social life and have to constantly monitor and take feedback of clients from anywhere between many months to sometimes even years and hence no time for yourself.

Fitness industry people are blinded by weight gain/loss and nutrition and usually ladies get it wrong and men overdo workouts- They don't want to believe in simple things which can be done otherwise and they feel we are not serious enough or good enough.

Lastly, it is hard to convince to keep clients consistent in their daily routines, lifestyle changes etc. for which I make new programmes and be innovative at times to keep up the motivation.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Many think fitness and image is not supposed to be discussed and is a luxury, various mental blocks or even issues such as clothing, hygiene or any hidden areas where you cannot speak to your spouse, friends or family feeling betrayed with secrets or complexes. We create a space where we grow into great friendship, enable them to talk about issues with our team without being judged and biased. People think they do not need this help. Many think fitness needs to be done at gym with weights and rigorous exercise but there are ways we can achieve the same results with as less as 40 mins to an hour. Image coaching is not about guiding on what to wear and how to behave, we enhance the person to be a better version of themselves and to comfortable in their skin to elevate confidence along the process. Hope these stereotypes change as it creates a wall between them and us and we need some degree of open mindedness to help it ease both ways.

YOUR SUCCESS MANTRA

Five pointers that are crucial to be mentally super happy and stable:

Resilience, Create discipline Physical and Mental health in alignment, Learn to say NO and Learn to establish your boundaries.



RIDDHI SAVLA

EDUPRENEUR AND FOUNDER

IKIGAI GLOBAL PREP SCHOOL

A passionate early childhood educator with an experience of over a decade of setting up pre-schools across India and abroad

One of the youngest pre-primary heads at a top Cambridge Int. School in South Mumbai, trained over 5000 teachers across India and conducted over 500 parent workshops

Awarded Dale Carnegie's Most Promising Trainer in the Train the Trainer program

Topper at Asian International College for best academic performance



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

A passionate Early Childhood Educator with over a decade of experience teaching young children, planning internationally inspired curriculum, leading teams of teachers, conducting parent workshops during her 3 year journey as core team member at KA EduAssociates, and my ultimate career dream is to redefine the current preschool education landscape in the country, allowing for child- directed, inquiry-based, open-ended learning. I have also worked as Pre Primary Coordinator with a leading international school in South Mumbai for 5 years.

Gold Medalist at both SNTD and Mumbai University, qualifications include degrees from UCLA and Asian International College Singapore. I have also been awarded Best Trainer by Dale Carnegie, India.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Starting off as a pre-primary educator, I've always had the dream to disrupt the practises in early childhood education in India, bringing in more child-centric opportunities for children. After my experience as a teacher, then a coordinator in charge of admissions, recruitment, teacher-training and operations I realised what it means to run a school! With KA, under the able guidance of...



..Ms Fatema, my experience enlarged in terms of setting up pre and high schools across 23 cities in India and abroad. Finally, after a long and meaningful decade of donning different hats, it was time to start on my journey as an EduPreneur.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

It's definitely the trust laid in me by various stakeholders including my mentors, parents of the school, teachers I've trained and school leadership teams and managements I've worked with.

Without the blessings of my family and the faith they have in me to grow and accomplish, I wouldn't have reached even half-way on this beautiful journey of finding my Ikigai!

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Well, the big dream of course is to be able to reach out to families pan-India, across cities and smaller towns and make my idea of quality early childhood education accessible to all toddlers.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Of course, there are ups and downs in all journeys of self discovery and I've had a fair share as well. I was often judged for my talent and capability, based on my age which has been a disadvantage. But then you learn to work that around to become a benefit! How can a 20 something old be training teachers double her age? But once I would begin with the workshops, the content would speak! And then the respect and trust was reclaimed.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Of course, family time and holiday breaks, but again, when you love what you do, it doesn't seem like work anymore.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

My biggest learning in my journey has been how to stay grounded, accept failures and keep your chin high through it all. Watching my father in his years as an entrepreneur, making it big while facing roadblocks and how he trouble-shooted his way out of them all has been a great inspiration.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros of course are that around children, you always remain playful, happy and neotenous which is a great way to be and to live life! I mean if you can forget all your worries while your with toddlers, it is the best feeling to have. Children live in the present. They don't worry about what happened in the past and neither are they concerned too much about what lies in the future. They make the most of the HERE and the NOW! That's what I've learnt from them.

The appreciation and heartfelt love you get from parents as they watch their children grow and develop and go to big schools and showcase their multiple talents with passion, is all you want at the end of the day.

I wouldn't call it a con or a disadvantage, but seeing children off from your little space into the big world and knowing you won't see them again is the sad part. The most passionate teachers address their students as 'my kids' and you can imagine how much attachment and love is going on there.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

The mindset that preschool education is just about teaching ABCs and 123s is so wrong! It is so much more! It's about demonstrating appropriate behaviour, about setting an example of life skills and values, it is about social skills, decision making and problem solving. It is also about teaching children collaboration and communication. It is about fueling their curiosity and inspiring their creativity. It sets the tone for future education and for life.

YOUR SUCCESS MANTRA

Do what you love and love what you do and then you'll never have to 'work' a single day.



NUPUR TEWARI

TRANSFORMATION AND MINDFULNESS COACH

Known as the unofficial ambassador of India in Japan by Japanese media for her holistic work

Won award from Nargis Dutt foundation for being excellent in philanthropy

Recognized by the WORLD MICE for being the most fabulous woman leader in spirituality and yoga



Q & A

WINNERS 2020

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

My passion for life and being the reason of someone's happiness. I'm not satisfied with one change, I wanna be the change maker at each and every field. I wanna be the reason and bring smile on 7 billion people of this planet.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I'm the first Indian who started a talk show in Japan. Now I'm starting another two show one is on women empowerment, the name is Shakti, women who fought odds. And another is on business the name is Let's talk Business. These shows are for cause and to uplift the society. These are all part of HealIndia. Through our business show we will promote business between two countries and help entrepreneurs from both countries. And through our show for women we will tell all the untold stories to the world. We are running blog on our website HealTokyo.com where we tell inspirational real stories to the world.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Yes, I had doubts for sometime when people joined and left me for their own selfish reasons but...



...that was the time when I realized my potential the most and realized I should make myself so much spiritually rich that I can have that confidence to do anything positive which I decide even when no human is with me.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I didn't have my teenage years, I didn't enjoy dating.. haha. I didn't and I lost my parents. In this process I found myself and understood I'm the one who can turn impossible to possible. I found spirituality.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

In my early days of corporate life, I thought people come there only work which I did. But in Corporates politics becomes bigger than work and coming from a village I had zero experience of this so innocent village girl who wasn't ready to compromise with her self respect and dignity had to slap a guy in front of 200 people at an MNC because those 200 people were watching me to getting abused from that man. And I am very proud of my decision. It wasn't my decision I feel an energy empowered me to do that what was needed at that moment.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

There are people who are living fake lives because they don't believe in themselves and unsatisfactory personal life makes them become social worker but actually they don't believe in that there the conflict comes. It's a fashion statement for them and it's need for some of us! So we who's calling is to uplift the society is misunderstood. So I request everyone to understand the calling of their lives because life is only one and the day you'll leave this world can't take anything with you. Have an honest life.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Society believe that women have to cook and men have to work outside. It it totally baseless. Women believe they have to do what men are doing without understanding themselves. We all are capable of doing everything but we all are unique and uniquely beautiful so we all have different roles to play. Two flowers are beautiful but differently beautiful. We are same too. So we all should have spiritual knowledge.

YOUR SUCCESS MANTRA

My honesty, dedication, loving heart and spiritual knowledge are my mantra of success.



MALHAR KALAMBE

ENVIRONMENTALIST,
YOUTH ADVOCATE & FOUNDER

BEACH PLEASE

Conducted more than 250 clean-up drives over the span of 153 weeks and counting

Felicitated by the United Nations Environment Programme during the flagging off ceremony of the World Environment Day 2018 in Mumbai

Appointed as the 'Youth Advocate' by India MUN (India Model United Nations), first ever pan-India MUN focused on the Sustainable Development Goals.

Featured on more than 70 news portals, both local as well as national

Featured on reality show MTV Roadies Revolution in 2020



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I started a self-funded youth community at the age of 19, and has been conducting weekly clean-up drives at Dadar beach, Mithi River Basin and Mangroves forest at Airoli in Navi Mumbai.

Actually the idea stemmed from my vacation to Bali, the pristine clean beach left me in awe. When it returned, it was Ganesh Utsav and our beaches were in shambles. During a conversation with my mother, I was complaining about how bad our beaches are compared to beaches in Bali, and mother just said, don't complaint, if you care, just go and clean and thus 'Beach Please'.

Today, me and my team has conducted more than 250 clean-up drives over the span of 153 weeks and counting. Cleaned more than 4500 tonnes of garbage from the shores of Mumbai..

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Having engaged more than 70,000 citizens hailing from diverse backgrounds, right from schools, colleges to Corporate firms in the noble initiative over the period, came alot of recognition and awards. One of them being the UN award...



...This is the first award I have ever received, so it is very special for me and a reminder that there is a lot to be done, and my cause is not limited to a beach. I am humbled and overjoyed to get recognition from such a prestigious organisation.

Along with receiving the award, the UN authorities also conducted a workshop on ways to expand the movement and involve more people.

They taught us about how to retain volunteers, and at the same time, engage new people. It is, by far, my biggest challenge. The same volunteers do not come every weekend. So, now my team and I have started to approach different colleges and corporates every week.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I have lived in the city for two decades. I have realised that the power to make a city better or worse lies with us. We cannot keep blaming the government authorities. It was during the Ganesh Visarjan when I saw how people are destroying the water bodies without giving any thought. I wanted to bring a change and that is how Beach Please was born.

I and the volunteers dedicate around two hours every Saturday and Sunday to clean the Dadar beach and Mithi river respectively. I would rather call it school reunion instead of some initiative. Frankly saying, I hadn't expected that most of the people I had called would turn up. It began and we cleaned the garbage on the beach and thereon, it became a weekend routine. Currently, we are 25 odd volunteers spend our weekends cleaning the beach and this keeps me motivated to make greater environmental changes.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Various studies have shown that only 5 per cent garbage comes on beach and rest remains on either sea bed or beneath polluting the marine life. Our effort is little, but we are trying to make whatever difference possible. Therefore, we are working towards taking this to another level by choking the source through which garbage is dumped in the sea and also making people aware of not dumping their garbage in the sea.

As a result, we have started awareness programme that people don't dump garbage in nallas and the river apart from the regular cleaning we are doing every week. I hope people realise that it's their duty to keep their surrounding as well as the their ocean clean



**DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN?
IF YES, HOW DID YOU OVERCOME IT?**

Yes, there were many struggles on the way and will always be in terms of accumulating volunteers or cleaning up endless beaches. But when I received the Volunteer award from the UN, It was great feeling which made me realise the value of true effort and prompt me to carry out the 'Beach Please' in more diligent manner than ever before.

YOUR SUCCESS MANTRA

Dont wait for the change to happen. You have to be the change.



RADHIKA AGARWAL

FASHION DESIGNER & ENTREPRENEUR

GAIA

Fashion designer by profession now venturing into the world of sustainability through her newly launched startup: Gaia

Gaia has sold 75+ hampers within two months of its launch.

Has been featured by other women entrepreneur networks across social media platforms



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I graduated as a fashion designer in 2019 and started my career in a luxury womenswear apparel label as a junior designer. With Covid and the lockdown I got a chance to take up online courses and research about sustainable fashion and the urgent need for it in the present world. I decided to quit my job soon after and joined my family business to start my own line of sustainable fashion. It further got me thinking about the other ways in which we could live a sustainable life. And there it was: The idea for Gaia!

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I studied commerce in 11-12th standard from which I moved to Art and Design in my graduation and now into all things green and sustainable. I think the ability to adapt, learn and unlearn is very important in life. I think that is one of the strongest suits for an entrepreneur.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I more I see people living a wasteful life and being very ignorant and casual about it, the more I feel I need to do something about it. It only reiterates the fact about how unaware and unconscious we are and how its high time we changed.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

The next step in my career is to make Green the only way of life. To make people aware of the multitude of eco-friendly options available in all avenues of life. I also envision to expand Gaia to Sustainable consulting services for companies to make a difference at a much larger scale.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

No. The goal is much larger than me, my family, my city or anything. It is for our planet! The whole idea of being able to do something for the planet and to make a change seems so big and important that doubt doesn't really make its way there. It is just constant determination and the will to make a change that keeps me going.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

There are many small sacrifices that I've had to make along the way. To put the business above my personal needs, to balance a social life while being completely drained in work and being a startup learning to do a job all by myself and then going ahead and doing it.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

The most important learning is to keep going. To not let any failure or hindrance stop you. It takes time to build something from scratch and one should not let social media convince us otherwise.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros of this career are many. It is for a much greater cause to save the environment. This career helps us support local artisans, urban poor women and our indigenous crafts. It allows us to experiment with crafts and ancient techniques to come up with products that are relevant in today's times.

Cons include the difficulty to justify the cost of these handmade products to the consumers who are used to cheap machine-made goods.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

There are some stereotypes about not being able to go completely zero-waste or how plastic can never go away. People also think eco-friendly and sustainability is a fad to make money which I find very baseless. There is also a notion that "What can I do alone about this?" which a lot of people think is what we are trying to answer here.

YOUR SUCCESS MANTRA

Nike has very aptly said it "Just Do It!" The most important thing is to go out there and do what feels right. Don't wait for the perfect day or the perfect moment, if you believe strongly in something go for it and create your own path.



SHREY KUKADE

FOUNDER

NIRVIVAAD LABS PVT LTD (COCONEER) &
E AND F CORPORATION LLP

Co-founded Coconeer which is a subscription based coconut water delivery startup based out of Mumbai

Made Coconeer into Top-30 MSME of India. Awarded with KarmaVeerChakra by Icongo in partnership with United nations

Successfully on-boarded 500 Customers and 7 major hospitals at Mumbai at Coconeer



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

It all started when I was in my 3rd year of college the entrepreneurship insect bite me but with searching for the problem and the solution it took my a year more to give shot to Coconeer , It was a subscription based coconut water delivery start up based out of Mumbai, We started with one subscription and scaled it to 550+ customers but we later changed it B2B model where we delivered it to all premium hospitals, Hotels of Mumbai. In the lockdown I incorporated another company named E and F Corporation LLP which is into trading and Sourcing of pharmaceutical products, Light Cycle Oil , Diamonds and gold.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

When I talk about coconeer initially it was tough time dealing with vendors , The term sheets by Hospitality industry but I consider it to be a learning phase of my journey it made me more professional and have made me understand the importance of paper work and also made me learn how important the finance management is. So with this previous experiences when I incorporated E and F Corporation I was able to deal with clients with ease and the client base we have for E and F Corporation is from Spain, US , Vietnam etc.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I would just not elaborate it more and sum it up with a single sentence " Learn something new everyday for the businesses you own and try to execute that learning "

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

The next step in my career is getting into LED BULB /TV manufacturing in next 3 months, currently everything is under process. The banks are being very supportive in this. So soon things will get started

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Yes I have this doubting thing coming to my mind everyday like what if this happens, what if that happens but to deal with the same I start reading some great personality books or watch some motivational video. The never giving up attitude in those books and videos help me to overcome such thing.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

All these years I have never sacrificed my well being but the things I sacrificed and I regret about them is Family outings, Festival celebrations etc and considering about the struggles the getting a very 1st customer for your product to getting funded/ backed by renowned group of investors but in the end I would say these struggles and sacrifice all are worth when you make it what it wanted to be.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Keeping it very crisp career as an entrepreneur will teach you many things like how much important commitment is.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros of being an entrepreneur is Freedom , Flexibility, Control , Profits
Cons can be responsibility, Risk , Workload , Limitations.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Stereotypes, their are many but I would state few of them. Everyone feels being an entrepreneur means a lot of money , a lot of funding , flashy lifestyle and a very famous statement by Mark Zuckerberg " Young people are just smarter" all of the above are baseless.

YOUR SUCCESS MANTRA

The success mantra for me is " Rukna toh hain hi nahi, Chahe kuch bhi ho jaaye" Every morning when I get up I just pray to god and tell my self today it is new day and we should come up with something productive and learn new things.



HIMALI VYAS NAIK

SINGER, SONGWRITER
& PERFORMER

She is a trained Indian classical singer as well as Pop and Rock styles. Always looking for experimentation with different styles and genres of music that belong to different cultures

Himali Vyas Naik is known for Kachindo(2019), Tari Muskurahat(2019) and Aapne Toh Chhie Bindaas(2016) among many others



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

My journey in the field of music started at the tender age of 4 with learning Indian classical music. I then participated in various state and national level competitions in the school and college. I learned and started singing certain other genres of music such as bollywood, ghazals regional and folk music while growing up and then after coming to Mumbai, I got trained in western music under the able guidance of Samantha Noella. I started performing music professionally at the age of 16. I have performed with the renowned artists such as Shaan, Pt. Krishna Mohan Bhatt, Padma Shri Purushottam Upadhyaya, Shri Ashit Desai, Parthiv Gohil and Osman Mir and have travelled the world for the past 15 years for my performances

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I have been in love with music even before understood the nuances of it. It's the realization of the fact that I get to do what I love the best everyday makes me get going every morning. Also, the nature of my profession. As a musician, I get to travel the world for my performances.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

There are many such aspects. Working on a set list extensively before every single performance and making the audiences across the world happy are the most challenging as well as satisfying aspects of my profession.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I have a very eclectic taste in music especially when it comes to listening. My playlist consists of genres ranging from Indian classical, ghazals to rock and pop and also heavy metal and EDM. I am also enormously fond of reading, collecting perfumes and handbags.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

The profession of art and entertainment is extremely uncertain. In addition to practicing one's art every single day and being up to date with the latest requirements of the profession, an artist also needs to be patient to deal with the uncertainty and circumstantial rise and fall.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am extremely fond of literature in addition to music. I did my post graduation in English and American literature. I love to read Indian English literature, diaspora literature and Gujarati poetry. I also love to collect fragrances from around the world. I purchase a bottle of perfume every time I travel. I love travelling and exploring the world. I am extremely passionate about yoga and fitness.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The entertainment industry has suffered a huge loss due to pandemic. Because of the ban on public gatherings, we haven't been able to perform in the auditoriums in front of the large audiences for the past one and a half year. The entire artists community has made a huge loss financially. However, with the blessing of technology, virtual shows and online performances have saved our life. Switching to this new mode of performance, sometimes with no musicians or a limited team of musicians was really challenging for me.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Since the field of music, especially independent music still doesn't have a specific body of work in our country and in most cases the recognition of an artists is done through the Bollywood industry, the inconsistency of work is one of the biggest problems for independent artists in India. I have faced challenges in reaching out to masses with new work, especially for experimental music initially when I started off.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

There's no alternative for hard work and quality work. Being consistent and focused in my work over the years has been the only key to success for me so far in my journey.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I have recently released original music videos pertaining to various genres of music ranging from A Capella, Indian classical fusion and thumri. I am releasing a few other music videos on devotional music, reviving ancient poetry, regional and folk music soon on my YouTube channel. I am also working on a very promising television project. In addition to this, I have a few virtual gigs lined up.



VAIBHAV RAJE

ARBORICULTURE CONSULTANT TRECOTECH

Specialises in Urban Tree Risk Management, Advanced Tree Health Diagnosis, Arboriculture Impact Assessment, Tree Pruning and overall urban tree management services

India's 1st Internationally Certified Arborist by the International Society of Arboriculture, USA (2018)

Conducted workshops on arboriculture for various organisations like Tata Power, NHAI, Govt. of AP, Magarpatta & Nanded City (Pune)

Appointed as a 'subject matter expert' for representing India by the International Society of Arboriculture's Test Committee, USA



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

As a kid, I would always enjoy accompanying my father, who is a veteran in landscape industry, to various plant nurseries or his on-going landscape sites. With his business setup and having developed an affinity toward plants, I decided to formally pursue it as a career and completed my BSc in Horticulture from one of the renowned institutes in India (Dr Balasaheb Sawant Konkan Krishi Vidyapeeth, Maharashtra) in 2009. I started my career in Horticulture/environment related projects in 2011 after completing my MSc in Agriculture and Environmental Science from Newcastle University, UK.

My job stint with companies in the UK and India was not very long, as I always wanted to start my own practice in the field of Horticulture. I was self-employed from 2013 for about 5 years where I got to work on some of the prestigious projects in and around Mumbai. It was during this time that I realized that our urban trees are not being managed in a diligent way and are left at the mercy of untrained, unqualified people. This triggered me to take up arboriculture as my career choice and started working relentlessly towards acquiring the right knowledge to become an arborist. In the quest for becoming an arborist, I invested in myself and travelled abroad to work on voluntary basis with consultants from UK and Singapore. Gradually, I learned the ways and methods of best practices for arboriculture around the world and finally managed to become India's first ISA Certified Arborist in India in 2018. Later that year, I established "Trecotech LLP" as a formal company for providing arboriculture solutions to clients in India.



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Over the past ten years of my career, I have moved from being an employee to an entrepreneur in a completely new industry in India. This has definitely helped me evolve both as a professional and as a person in general. I had to learn all the trades of running a business while working as an employee and a freelance consultant. With every transition, I have managed to evolve in to a professional arboriculture consultant and I dedicate myself daily on brushing up my skills both as an arborist and an entrepreneur.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

My major driving factor is my family as they always encourage and support me in whatever endeavor I choose to do. Morally, we all feel obligated to make our families happy and proud for all the sacrifices they might have done for us. Visualizing my family being happy and proud of my work is what drives me every day to do something different. After all, family is everything and having them as your driving factor is much more meaningful and powerful as opposed to other materialistic goals.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

My mission is to build a strong arboriculture industry in India with over 10,000 professional arborists. To achieve this, I am setting up an association for arboriculture in India and building a team to run this in partnership with similar organizations overseas. This would help disseminate the much needed knowledge and training in arboriculture which is missing big time in India. I am hoping to achieve this in next 10 years or so depending upon the circumstances. For now I am my focused on my mission and allowing things to unfold as they happen.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

I have doubted myself several times in past 10 years of my career and I still do but have never let that stop me from doing what I wanted to do. As humans, it is quite natural to doubt yourself when you are starting out to do something new. But with the right attitude and positive environment, you can definitely make your way through these obstacles. When I am in self-doubt, I always change my thinking to a positive direction by surrounding myself with people who want to see me grow and try to visualize the positive outcome of any work that I am doing. This helps me gain some momentum in my thoughts and energy to get over my self-doubts each time. Also I always listen to several audio-books of successful people on my phone in my free time which helps me find new ways to overcome my obstacles.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Initially I think I sacrificed a lot of family time in order to get things done on the professional front. I also overlooked at my own health often as my time was more demanding for the nature of business that I was involved in. But with time, I have learnt to balance my personal and professional life...



...by stepping back and looking at things from a broader perspective. I have now started to prioritize my family and health keeping my professional commitments in sync with them.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

I believe I am still in the early stages of my career and have a lot to learn and experience ahead. So far I have learnt the importance of patience, especially during this pandemic. Things don't always happen the way you had planned so one must always have resilience and patience for accepting things the way they are and acknowledging them as they happen. Even with trees, things are so unpredictable that sometimes there is no answer to be found for a particular issue. But having looked at several thousand trees in my career so far, one learns to keep things in perspective and not lose sight of the answer that you are looking for. Eventually, with right thinking, patience and positive attitude the tree itself guides you towards the right solution.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

One of the pros of being in the arboriculture industry is that you get to work outdoors a lot for the majority of your time. But if you prefer sitting in a cubicle, blasting out emails all day then this is not something meant for you. At times we have to endure several days of continuous site work in difficult terrain followed by data compilation in the office. As arboriculture consultants, we tend to spend some part of our time indoors too writing reports and assessing data but the joy of going out again and looking at trees surpasses everything else. I am yet to see or experience any major cons of working in this industry as the satisfaction of working towards the betterment of the society feels highly rewarding at the end of the day.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

We, arborists, are sometimes compared with other local gardeners and malis. Some people often say and I quote "our mali/gardener has been handling our trees and we don't need an arborist to look after our trees". And the very next moment you see their mali climbing up the tree in a completely unsafe manner and hacking the branches unscientifically with an axe without paying heed to the requirement and condition of the tree. Few years later the same tree starts to develop more problems than before. This perspective about professional and scientific tree care needs to be changed before it's too late.

YOUR SUCCESS MANTRA

- I have more than a few but here are two of my most powerful success mantras that work for me:
- Dress up and show up no matter what! Obscurity is your biggest enemy so try to get in front of as many people as you can until everyone knows you.
 - Show gratitude towards life and good things will keep flowing back to you.



PARTH OZA

SINGER, ACTOR &
MUSIC THERAPIST

*An Actor, Doctor, well-known Playback singer
& live show performer*

His Audio CDs: Mukaam, Prem Bhina Sambandhma ,
Aavo to Ramiye Raas , Khudaya
Music Video Singles: Khudaya, Banjaara, Channa
mereya, Har kisi ko , Bas

Have Playback singing in feature Films: Gujjubhai The
Great, Aapne To Chiye Bindaas, Always Rahishu Saathe ,
Pela Adhi Akshar, Armaan, Devang, Boss have to
dhamaal

In a span of short time , has performed over more than
500 shows in India and Abroad

Feature films as a lead hero are HUTUTUTU - AAVI
RAMAT NI RUTU (2016) and PELA ADHI AKSHAR (2017)



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

It has been the most awakening journey so far, with family full of academics I got into medicine, right from childhood academics and music too was a part of my family with my grand father being a renowned singer and my father a singer-composer. As a child I had alot of mixture, so I knew I had to combine both art and academics and that gave me alot of passion to serving the society with wonderful collaboration as my dream of being a music therapist merging my medicine study - it was possible together. Thereafter, I had to stay strong with confidence and with conscious hardwork in shows and performances nationally and internationally with specially my flavour getting more highlighted internationally and with this art feel I got into acting as lead hero in Gujarathi regional cinema along with my music amd acting helping my singing and expressions.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I still believe I still see my self evolving. Life is a journey till last breathe, you learn from good and bad experiences. Bad experiences help you to learn and evolve. Life is beautiful, I try to evolve everyday everytime I am on my mic and sing - be it in studio or stage, I always discover something new and similarly in acting I explore new things to add next time. Persistence is important as in this new world it hammers to be very rooted and this is a subconscious effort from me to keep going.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

A humble greed to do great work in whichever field I am. As far as music is concerned, I sing my own songs and entertain people around me with my own melodies which has my own thought process. Drive is finding characters, with every film I am playing a different side of me which is a mask I would put on and to take up this challenge everytime. The applaude in form of love and appreciation, for being a helper, healer and happiness is the biggest drive for me.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Many steps to take, alot of dreams and ambitions. But gradually considering the scenario things which can make me grow and evolve in the processes is what makes me go in career, which are two feature films to be released in next year which has been already shot, also couple of music videos and original songs will help and heal people in a better way.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

There were no doubts. For a doctor, a medicine graduate who enters the entertainment industry as a musician. Medicine is hardcore reality but actor is faking the situations. This was the biggest challenge, for art it takes years to learn, evolve and implement. There were many people who told me don't do this or that, but my family supported of whatever is happening is in accordance of my happiness.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

It might be easy for one person to follow one task or path in life. I am genuinely following many paths in my life that at times I have to switch off and on for various roles and sacrifice personal things as well. There have been struggles , good times, bad times, but I believe these struggles are a bag of experience which can be used anytime in life, be it even from 14hrs to studying medicine a day - but if the path is of happiness every bit of struggle is worth it.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

I am still in the process and in midway I need to create more experimces to showcase the world. Whatever you do you hv to be true to yourself - genuinity and hardwork are the best inferences to the experiences I have to this world. From early phase of being impatient to being a patient until everything falls in place. Keep up the faith and the postive attitude towards your hardwork will definately be fruitful.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Musical career pro : you should recognize and realise your inclination towards music or art and mould it to the applications and technicalities acquired from correct learning and go through process of learning.

cons: A bi-product of this career is a good routine, you have to exercise well, look good, sound good, it is never easy and have to make many sacrifices to get through like making strict lifestyle changes, then only you be a contender for the long run.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

In field of creativity, I see no one as such. Everyone is in their zone of creativity according to their ability of thinking and knowledge and are quite different in their own types. I always wish and praise for versatility rather than being a monotonous character professionally.

YOUR SUCCESS MANTRA

Be genuine and honest in every task of your from learning to implement, keep up the patience, be human and good to everyone around. These are basic mantras but when subjectively applied to your life they will do wonders.



DR. DIVYA CHOUDHARY

DENTIST

DENTAL LOUNGE

Built a practice of her own which is known for ethical and cost effective treatment planning within span of 4 yrs

Restored smile of a 68 year old women who had bad dentition since a decade



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

It all started 25 years ago, when I was just five and my teacher asked me "what would you want to do when you grow up?" and all I could say was "spread smiles". My mother had then told me that she wanted to be a doctor but could not get family support, that's when lightning struck and gave me the dream to be " the doctor who spreads smiles". As I grew the dream grew and the with lots of ups and downs I got my degree for being a dental surgeon. Half of dream of being a doctor was achieved but the other half of "spreading smiles" was the challenge now.

Dentistry has always been associated with a lot of fear, scary instruments, excruciating pain, misdiagnosis etc etc. I wanted to change the face of dentistry and create a space where people could get dental treatment done in a relaxed and tranquil environment, so came up the idea of "DENTAL LOUNGE", a one of kind dental clinic with sassy interiors, interactive zones, chic waiting area, international standards of hygiene and the best quality treatment.

Building dental lounge was like giving birth to a baby, I worked extensively with interior designers, senior dentists, psychologists and decor consultants to design the space. It took me 9 months for the place to be finished which was the exhilarating period of my life wherein I was struggling to balance work, health and a Marwari household being married just for two years. This time changed me from being just a dentist to being a businesswoman...



..It's just been six months but this new concept of dentistry has become a stalwart in Kolkata with all the hardwork and dedication I have put in, so here I am changing the world 'one smile at a time'

They say ' behind every successful man there is a women' but I feel 'behind every successful woman there is a family'.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

When i set out to start my practice I had limited knowledge of accounts, management, staff employment, taxation, investments and marketing, with each passing year i have realised that running a medical practice is like a business where you need to have many other skills than being a clinician, so my role has evolved in various aspects.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

My zest to create my own legacy drives me to move ahead in my career.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

My next step is to set up 5 more Clinics in and around Kolkata and build a highly specialised team of dentists who together can provide the best treatment plans.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

I did have a lot of set backs in my career owing to personal and medical reasons but i have never had doubt on myself. My dreams make me keep going and overcoming all hurdles.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Although the world has evolved over centuries and feminism has become a way of life but every working women goes through the struggle of maintaining work home balance, so did I. I kickstarted my practice right after my marriage so balancing a new venture and new family was difficult, I would be working round the clock always having unfinished agenda. It was a huge mental stress in beginning but with time I have mastered the delicate art of balancing. I would not call it to be a SACRIFICE but a Choice that i made for myself.



LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

My practice has made me evolve as a person. Dental treatments are long sessions so we tend to talk to patients a lot. Hearing different stories, thoughts of different generations on the same subject has really broadened my horizon for thinking.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

I am absolutely in love with my career so I find everything a pro about it the only Cons is that you have to be there physically to execute the work, however strong a team you build people want your presence in their treatment which limits the scope of a lot of expansion and a lot of time management is needed.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

The top stereotype is that Dentists are over expensive and charge exorbitantly whereas the truth is that there is a hefty expense on procurement of technology and materials which you have to keep upgrading.

YOUR SUCCESS MANTRA

Your only limit is you so never ever stop and see yourself through someone else's eye



RUPALIKA GOYEL

MARKETER

PROCTER & GAMBLE

Marketing professional, strategic thinker, passionate learner, digital enthusiast, storyteller, consumer behavior analyst, tech savvy, philosopher and a passionate artist

Marketing Excellence Award
Microsoft 2014-2016

CNBC OneDrive Award, CNBC 2015

IDMA 2013 - Silver for best use of social media(LinkedIn)
by a brand for Engagement platform for 8000+ ITDMs
(both SMBs & large enterprises)



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

My career started as a software engineer at TCS post my engineering. However, a desk job couldn't hold my attention for long but made me realize what I want from my career - a realization that very few have in their lifetime. Driven by my passion for people & zeal to explore new, creative things, I decided to pursue my MBA in sales & marketing from SP Jain, Mumbai. It has been the most transformational experience for me. It gave me a simulated corporate environment to learn about myself & define my work style.

From SP Jain I joined Microsoft, a tech giant that touches billions of lives around the globe. I worked for 5.5 years here moving across profiles - building organizational culture, turning around multi million dollar businesses, driving innovation in marketing & scaling projects globally.

Being a passionate marketer, I decided to switch gears & join Procter & Gamble, the world class marketing firm. I led the Beauty vertical for eCommerce - the hotbed of business transformation. It introduced me to a new world of sales, brand building, & commercial which opened up a new opportunity in marketing to run the Olay Business for Middle east & Africa...



..My roles with Microsoft and P&G have led me to some prominent awards & recognitions for corporate excellence, notably Femina brand of the year award for 4 brands, LinkedIn APAC marketing award, AFAQ brand award, Microsoft Chairman's award, CNBC award, to name a few.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

As I progress in career, my roles have expanded in terms of scale, complexity & responsibility. I see myself moving from execution heavy roles to leading bigger, complex businesses. For Instance, at Microsoft, I started as a storyteller/marketer executing campaigns, running media plans and creating content, to later taking up & leading a multi - million dollar business working across sales, marketing and partner functions.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

- Scale of impact I create for my customers & consumers
- Opportunity to learn from newer experiences & create a legacy

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I do not look at my career as set of milestones. Right now my focus is to gain varied experiences & hone my skillset to be able to contribute strongly in a general management role.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

The only time I doubted myself was when my candidature was not considered for an FMCG profile during MBA campus hiring. So throughout my stint at Microsoft, I breathed & lived a consumer-centered FMCG marketers life and took it as an opportunity to build my skills. Looking back, my persistence & hard-work paid off when P&G offered me to be their e-commerce marketer.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I have never compromised or sacrificed on things that are important to me such as, my family, my values and career drivers. Anything I do out of passion, I don't consider it as a struggle or a sacrifice and my career has been a set of experiences that I was passionate about.



LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

During my stint with Microsoft, I have worked with startups on various initiatives such as smart cities. An experience which has grounded me on the challenges of the India business landscape and the economy, and has taught me working in constraints and under limited resources. This experience still continues as I consult start-ups as a pro bono consultant in my free time.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

A pro of my career is that diverse set of experiences across industries, consumers, customers, channels & functions that allow me to think through an opportunity from varied lenses & cross apply learnings seamlessly.

A con of my career could be leaving a fast paced vertical progression in an industry I was comfortable in, to switch to a very different industry and start from scratch, which means making a choice which may not look fruitful in a short term.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Failing is not good for my career - Consider each failure as an opportunity to learn. I have learnt & grown the most when I experimented & tried new things. I failed at some of these experiments, but came out brighter & stronger. Growth in career means fancy designation & increments - I personally have always prioritized the job profiles I am really passionate about, over designation/salary. This is quite evident in the career choices I have made. I also believe that in former yrs of career, it's important to focus on building a strong foundation with right experiences & personal development to be a great leader.

YOUR SUCCESS MANTRA

Career is a marathon & not a sprint. Enjoy the journey, not the milestones. As long as your work is not work, but a wakeup call to #happiness each day, you are successful.



POOJA MHETRE

MANAGER SALES – SOUTH CLUSTER

ZEE CINEMALU

ZEE ENTERTAINMENT ENTERPRISES

Started with sales for a small firm with all the efforts and hardwork has grown over 10 times today. Have been a performer at all her workplaces

A BMM graduate specialised in Advertising from K.C. College Mumbai

PGDMS in media marketing from Welingars



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

So I am a BMM graduate specializing in Advertising got a job the next month I graduated and took the same. It was a sales job for a company called Fashionista. I personally wanted a job in the marketing sector and hence, had to complete my MBA but because I had already started working I had to put that off the plate for a while. Moving forward, I took up a job with EXPO India again the same, exhibition sector and later ABEC one of the top player in the Indian exhibition Industry working for a completely new project of theirs but while doing this I realised I wanted to get into an industry with huge and would let me use my top potential and master what I am doing now and by that time i just didn't want to leave sales. Coming from a media educational background I started looking up for opportunities in media and in no time I got an opportunity with Music Broadcast Ltd. (Radiocity, Mumbai). It was extreme fun and challenging sales role there which was maximized towards brand solutions and during my tenure with this organisation I got an opportunity from Zee Entertainment Enterprises.



HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Well, I started working for an organisation which was too small and which had extremely close working with fellow colleagues and the bosses. Interesting part, I used to get paid like stipend money but then there was travel involved in the job and it was the most interesting aspect. Moreover, I never looked at any job just as I am supposed to finish it at the end of the day and walk out of the door. I have always picked up good things, their working style, advice given by my colleagues and bosses etc. and have groomed myself and brushed my potential taking the criticism fairly most of the time. I feel learning is one thing which has to be constant in whichever field you work and I have had it inherited in myself over the years which has helped me evolve as a person professionally and personally as well.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Since childhood I have always been very inquisitive about things, not just this but my parents always encouraged me to be the independent girl since the time I was a kid. This has helped me a lot to get a better understanding in terms of striving for self betterment and taking steps in professional growth building a career for myself.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Well, I want to be in the same industry and climb ladders with timely appreciated and encouraged opportunities. But in years to come I look at myself as an entrepreneur, as a media consultant and I have planned to attain the learnings and achievements to reach my goal.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Yes, absolutely! If I have to share an experience, I work in sales and while I was doing brand sales it was very difficult for deals to close. The efforts that were put were almost double, triple and even after that there were deals which didn't happen. It was the most demotivating moment for me, there have been times when I have not gone to work for a day or two after such incidents but then with such experiences I learnt one thing that this is a path I have chosen and I have to keep trying to achieve what I want. The end result used to give that feeling of contentment and satisfaction. I have had self doubts and also have had thoughts that I am no good in this field of work but then with experience I learnt that this is one field of work which needs enormous self motivation and not every time someone is going to be there to motivate you, this has helped me in my personal and professional life.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I won't say I had to sacrifice anything because I have chosen this. I would say that there were certain things I missed onto and struggled for but then it's correctly said if you want to achieve something you need to have that dedication and discipline.



LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Lots and lots of experiences. My job involves interactions with a lot of people, it's not a desk job. This job has made me very independent. If i have to share an experience while in one of my organisations we had to travel for days as field trips, that experience has helped me so much to travel alone, have that discipline to do the meetings, get the results and return. There are experiences which have changed me as a person as well. This job has helped me develop patients and be persistent in life.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

I think this is very subjective. Every industry and career has it's pros and cons and it varies from individual to individual. The fact remains, you should enjoy what you do for a living, it's not only about the salary being credited in your bank account on the last day of the month.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Oh! Not just my job/career but then there is a stereotype attitude for every woman working in any sector and not just in our country but everywhere. Not getting started with Feminism here but if I have to list one small thing like working late which means post 9 or so, eyebrows are raised, "You work till so late, how much do you get paid". I mean the mentality of people has been woven like this for years and it is very difficult to change that.

Here the family plays a very important role and I am proud to have my family who has always encouraged me to keep doing what I am supposed to do with dignity and pride.

YOUR SUCCESS MANTRA

My success mantra is I keep doing what I am supposed to do with all the honesty, discipline and dedication and I'll achieve what is for me and create something more beautiful and powerful from it!



DISHA SANGHVI

NUTRITION CONSULTANT, LIFESTYLE
COACH AND CLINICAL PHARMACIST

*Practising and helping others to understand
the art of eating the right kind of food, to
satisfy their soul and body.*

Has reversed diabetes of a 29 year old women through lifestyle modification (HBA1C from 7.9 to 5.6) ; helped a client reduce 24 kgs in 6 months time with right food and exercise and no starvation; got a covid-19 patient returning after hospitalization to regain his strength and still manage his weight.



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I have been a practicing nutritionist for more than 3 years and hold a master's degree in Clinical pharmacy and worked at Dr Prabhakar Kore hospital, Belgaum. I am also a certified weight management specialist from American college of sports nutrition ESA.

Currently getting trained from NDEP to become a certified Diabetes Educator and at the same time upgrading myself to be a clinical nutritionist.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

My journey as a nutritionist has been quite challenging and exciting at the same time.

Every client is different. They have different lifestyles, dietary patterns & food preferences. Each client needs special attention & I have to devise customized solutions every single time. The solutions are not limited to being a nutritionist for them...



...it expands into consulting them on a psychological level with motivation, support and care. I must say my learning curve keeps ticking up one client at a time.

I would say my role as a nutritionist has evolved by not limited to telling them what to eat, what not to eat; but understanding the core problems and ensuring that the client's concerns are resolved with effective implementation of solutions.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Simple - My love for food and my passion to help people improve their health in a holistic manner!

My job is to let you know the ways to let your food love you and your body back.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I would like to contribute my learnings about health, nutrition and psychology to society by creating an online community of people who aim and strive to maintain their health.

As nutrition is my passion, I would love to educate and spread positivity by connecting with new people online and offline. Hand in hand would love to also inspire and teach nutrition to budding students. I believe to achieve this by constantly upgrading myself in this field and being on toes with practicing nutrition with my lovely clients.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Nutrition, and the way food heals your body has always been my love and taking this up was a dream come true.

But yet, it requires courage and belief in yourself to quit your well paying job and pursue something entirely different for passion. I had no idea how this would shape up in the future but all I knew was I wanted to do this. Regardless I went ahead and did this, they say at the end you regret what you didn't do!

When you truly wish to pursue something, no one can come in your way and sky's the limit.



THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

The initial struggle was real, when I had to set my clientele base in a new city all together. But with the power of social media, I slowly and steadily started getting recognition and was being appreciated among old friends and that's how the word of mouth kept helping me grow!

No matter what, I have learnt to be resilient in my journey and I also truly believe that hard work and knowledge will pay off in the end!

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

One of the main things this job has taught me is to effectively manage my time when it comes down to addressing concerns of my clients. Being a mother, ensuring effective work life balance is a key aspect.

Another experience I'd like to share concerns solving PCOS for a woman who was trying to conceive and lose weight. In the course of her journey I successfully consulted her to manage her condition such that she could have a healthy pregnancy.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Pros: You help people better their core being i.e. health, the cause is beautiful There is so much to learn on a daily basis as a nutrition practitioner, it is ever evolving and keeps you on your toes

Cons: The information overload about health and nutrition misinformation about food and your challenge as a professional to help people believe the true power of food

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

A few misconceptions about nutritionists are that any diet program you chose will take you in a restrictive diet, or make you starve. Also, that you cannot eat a variety of food when on a diet. Let me break it to you, there is no 'DIET' that you are on and off. It is a way of living!

YOUR SUCCESS MANTRA

There is no success mantra, if you want it, go get it!
No shortcuts, no excuses, only resilience!



VIRAJ PISOLKAR

BRAND DIRECTOR
THE ECONOMIC TIMES ACETECH

Rising up from a regular intern to being the Brand Director of one of the largest shows in the country

Being the Project director year on year and successfully delivering acetech with a team of more than 100 people put together from sales to production to marketing to operations



Q & A

WINNERS 2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I am currently the Brand Director for The Economic Times ACETECH, one of the largest exhibitions in the country on Architecture and Construction. This is my second job as prior to this I was with Zee Tv for a very short span of few months after my MBA and then I joined ACETECH as sales officer in 2009 and rest is history. Over the last 11 years I have practically grown on events and laid foundation on which ACETECH stands today. It's been a great roller coaster and I have enjoyed every bit of it and while the journey has had a lot of sacrifices but as they say there is nothing sweeter than success so yes to be successful you have to sacrifice.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Events means everything right from picking up thrash during set up days to sharing stage with the Chief Minister on Inauguration, I have done it all in the last decade and the role has been so multifaceted that it has helped me grow my overall personality. So today I see myself as an entrepreneur as I am responsible for creating concepts, sellable business modules, managing teams across PAN India and being responsible for the overall profit year on year the group makes through its numero uno event ACETECH.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Money is the biggest motivator and I make no qualms in saying so as commercial success is always better than critical acclaim.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Creating my own independent properties within the group and growing them to become the next big thing in the events and exhibitions business is my goal for the next few years.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Failure is good but you must fail forward everytime you fail so you are one step better than your earlier failure is what I believe in and it's overcoming these moments of weakness which brings out your true character.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Sacrifice and Success are two sides of the same coin. Personally I have made immense sacrifices and the only regret I have in my life is I wasn't around when my mother needed me the most. I lost her when I was out on a business trip and that is the only regret I will carry with me all my life.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Make time for your loved ones and although one must sacrifice to achieve something beyond the regular means but whenever possible give time to your hobby, some passion it can be anything music, fitness or any sport as it will help you to carry longer and lead a satisfying life as your age in success.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Exhibition business is extremely challenging and there is a lot of hard work involved putting in man hours, travelling, odd hour flights, staying away from family but it sharpens you into a complete professional and as they say, if you can survive events you can survive anything. So yes it does give an all round exposure and it's trains you to be an entrepreneur.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Events is good for women and they are more successful in events business.

YOUR SUCCESS MANTRA

I follow one of the most basic but very effective mantras in life, "Hardwork always pays off" and whatever I am today is because of my hard work and consistence and I want to give a big shout out to all the young talent out there who are looking to make a career in exhibitions that stay committed in your job in the starting years of your life.



DEVIKA VAID

NUTRITION CONSULTANT, LIFESTYLE
COACH AND CLINICAL PHARMACIST

*Practising and helping others to understand
the art of eating the right kind of food, to
satisfy their soul and body.*

Has reversed diabetes of a 29 year old women through lifestyle modification (HBA1C from 7.9 to 5.6) ; helped a client reduce 24 kgs in 6 months time with right food and exercise and no starvation; got a covid-19 patient returning after hospitalization to regain his strength and still manage his weight.



Q & A

WINNERS
2020

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Well it is everything but ordinary. Full of ups and downs.

Started as a financial analyst and ended up with a crown on my head . And currently I am aspiring to be a pilot. Fingers crossed.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I started off as a naive person. To be honest I am still working on myself as we as human beings will continue to evolve till our last day on earth.

If I look at myself today I would say i m pretty much the same person but yes my approach towards life has changed. N that's what few extra years do to you. They make you wiser. And confident. We all are same. Just the circumstances are different.



WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

I hate monotony. Being passionate is all about holding on to the stuff that you love and not giving up. Believe in it completely . But never stop challenging yourself otherwise you will be forced into stagnation.. And that kills creativity.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Well I am preparing for my international pageant. And after that I am aiming to get started with my flying course.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

We all have our ups and downs in life irrespective of the paths we choose. Idea is to keep going strong. You may hit your rock bottom but to survive all you need is that push. N that will always get you through your hardships.

I was a fat girl weighing 83 kgs. That girl would have never dreamt of being a Miss India but I never gave in to my weakness . I lost weight and won the pageant. Idea is to keep going without doubting. Not until you reach you destination.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

I wouldn't say sacrifice but yes I have struggled a lot to accept people . I am not good with camouflaging. Faking a face to people who are not nice to you and living and working under the same roof is still a problem for me. I am learning though.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Being a Miss India is not about glory. It's much more than that. It's about responsibilities. You need to set things right for generations to come and see. To notice. You would leave a permanent mark. It's clearly upto you. And the most important things is to never give up on your dreams If you are consistent , trust you me nothing really is impossible. Just never give up. And never settle for less.



IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

pros and cons are part and parcel of every field you choose to be in.

As far as my profession is concerned, I can say the moment when you get to represent your country on a global platform. That feeling is beyond words can actually comprehend. The exposure is phenomenal. But yes it can actually give a an illusion high and that should be dealt carefully. It shouldn't divert you from your path.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

It is absolute safe. Some parents are quite conservative about sending their girls to take part in a beauty pageant. I agree they have all the right to be skeptical about it. But it is not bad. It is a very welcoming industry. U meet good people and you meet bad people. Both experiences shape you well for future. Make you wiser.

YOUR SUCCESS MANTRA

Never settle for less. Wait for your time. And never get too demotivated by your failures as nothing is permanent. This too shall pass..



HARSHITA VAISHNAV

PR CONSULTING AND DIGITAL MARKETING
FOUNDER, DRUMROLL MEDIA

*Helping talents to get mileage in media and
due credit and enabling brands to evolve*

Been a part of prestigious Dada Saheb Phalke Awards for
3 years; won many aspiring She Awards



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

From fan girl to PR. Its been an amazing journey. From attending meet and greets with celebs to organizing. Its amazing and I am thankful how I got to experience both the sides of the world.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I started professionally as a journalist and then realized I want to be on the other side. So I started with talent management and eventually PR just happened. But now with digitalisation old pr is dying and its so important to grasp what's new and start working on it. So now I have evolved in such a way that I can handle 360 for the brand or individual be it social media, sales generation, image building, reputation management etc.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

The best part about what in do is that I don't feel like I am working. I just love doing what I do. Since I was a kid to My 20s I have been a fan girl and the traits are to promote the people you love, talk about them and make others aware of them and if you see and go by that logic PR also does the same thing. Somewhere that nature of mine helped me to become what I am today.



WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

For me mental stability and peace is of utmost importance. I want to make people aware about how PR is important. Many people are talented but they aren't aware of how to promote themselves and many people just know how to get their PR done and they are everywhere. So I want to bring awareness and change.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Totally, especially in this covid time when events weren't happening clients were themselves out of work and news papers were shutting. I had this self doubt am I in the right industry? What if it dies as influencers these days have more reach. But now when things are getting better I feel I am on right track.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Touchwood, I love fangirling. So, in my first job my boss thought I was a crazy stalker and he stopped sending me for events. But, then I decided to start on my own. So I still do fangirling and when it comes to clients I handle them professionally and all know I love ARJUN Kapoor.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

Yes definitely, there are always two sides of the same coin. Pros are that you have authority to make and break people. Cons is that you need to get used to rejection because when your story or client isn't big media houses just hang up or keep u waiting.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

PR is not a thankful job. Stars eventually value the efforts that you put for them. Or maybe that women can't do PR because they are too emotional. In fact I think our emotional quotient makes us do things in a much more balanced way keeping the actor's/ client's current situation & the audience's curiosity in mind.

YOUR SUCCESS MANTRA

If you believe in what you sell, then you can be the best seller. Don't take up clients if you don't understand their nature of work or don't believe in them. Do it with passion, or not at all.



SHREYA GAUTAM

BLOGGER, INFLUENCER,
COMMUNITY HEAD & BUSINESS WOMAN

ARTH

An ex cabin crew, started blogging in 2017 and founder of a bespoke jewellery brand called ARTH

Featured on FirstPost 9 months alongside celebrities and specialists, hosted by Maria Goretti

Curated campaigns for prestigious brands like Hyatt Regency, Nickelodeon, Phoenix Market City, Palladium

Best Blogger (1st runner up) at Rangoli awards, 2020



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I started working at the age of 18 as a cabin crew, with what was back then one of India's leading international airline. After I got married and had both my kids, I wanted to share my experiences and journey with people in the hope that it helps me and others too. Which led to starting my blog FOUR TINY FEET. It has been my passion project for more than 3 years. Along the way I discovered a void of platforms for people in my profession, to interact and discuss the opportunities available. To fill that void, I started a community called BLOGGERS MEET INFO that in over a year of its inception, now connects over 600 bloggers & influencers across India. Professionally, I have recently launched my jewellery line by the name of ARTH. It's a startup that's registered under PMEGP, Ministry of MSME, Govt. Of India. As part of the registration, we are authorised to display our jewellery in the prestigious Khadi stores and exhibitions in India & abroad.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Whether it is being a crew member, blogging or being an entrepreneur, the idea of working on new things and with new people keeps me motivated. I have never been a full day job kind of person. I like to try new things and experiment.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

There are so many possibilities to explore and so much to learn. There are opportunities to work with various brands, small, big and some even from remote areas. But at the same time, the work of an influencer is underpriced and most of the times taken for granted. The notion that we get everything for free is completely wrong. We provide marketing in lieu of those products and are responsible for convincing the audience to trust the brand the same way we do.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

It may come as a shock, but I am not the most social person. My job relies on socialising and networking. I am the most comfortable in my own circle of known people. Making new friends doesn't come easy to me but its something I work on everyday to be good at what I do.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

HONESTY. That's the first and the most important thing to be an influencer. After that, you should be fluent with social media because sometimes making rookie mistakes looks bad on your profile. You should be fluent in the language you choose to write your content in because you want your audience to focus on your content and not grammatical errors.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am obsessed with travelling, I love exploring new places And I love music. My passions are limited to these two things.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The influencer industry according to me has shown so much potential during the pandemic. It's also seen a major shift in terms of influencers truly recognising their worth and asking for it as compared to pre pandemic times where they were easily taken for granted. There's still a long road ahead but like we all know, Rome wasn't built in a day.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge is to convince the brands to see the kind of hard work an influencer puts in to create meaningful content. Whether it is getting the perfect lighting for a picture or rehearsing the steps for a dance video, nothing happens with the snap of a finger. It takes time and energy and a lot of patience.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

All I can say is make sure you trust your own work before you put it out into the world, because if you don't, then no one else will.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I have 2 big goals that I would like to focus on. Getting ARTH onto the shelves of multi designer stores & working with my dream brands as an influencer.



LAKSHMIKANTH ATHREYA

ENTREPRENEUR, LANGUAGE & CAREER
COACH

SPOKEN PRO

*impacted the lives of more than 1000 people
over the last couple of years through his
impactful sessions and most engaging
coaching classes*

Awarded Rangoli award 2019 for business women
of the year

Received O WOMANIYA AWARD for remarkable
contributions in international entrepreneurship

Won Hunar Ratna 2020 for Women Entrepreneurs



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

As a career coach, I have transformed many individuals by guiding them toward developing a career niche. I have done many one on one classes, Kannada tutorials for beginners, and also group sessions. I influenced the crowd by his most unique technique and upgraded methodology which took my teaching skill to the next level. I have taught Kannada in many apartments, and they have eventually spread the word about my work to others elsewhere as well. An easy and quick way of teaching has spread in the city. I have done many corporate classes, which rooted confidence in IT employees. I also follow a syllabus that is result-oriented, and one that is tested and trusted by the people.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

I have taken a step to start ONLINE TEACHING for which I have designed an effective system and a strong building block for teaching languages. I have also hired experts from across the country as well as the globe who have hands-on experience in teaching languages. I am trying to bringing...



...more innovation in ONLINE COURSES by introducing more sessions with a lot of fun, more interaction, and more group oriented. Using updated technology and online methods efficiently, online language classes can be made more impactful is my belief.

The ONLINE KANNADA LEARNING classes are a proven model. Our "Learn Kannada" campaign transformed society and created awareness among the community.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

To bring change in the minds of people with respect to learning, and create a new path for those who love learning languages. It brings an alternative to the existing system and this motivates me to create new ways of teaching languages.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

I have taken an oath to save regional languages by teaching as many people as possible. I strongly believe that, if regional languages are saved, then indirectly, conservation of culture and heritage also happens. My idea is to connect the entire India by languages, my mission is to reach at least ten million people by next year. Languages not only connect and communicate, but it also plays a vital role in one's career. If you are master in language, then you can win the world. So I extended my language Kingdom to teach foreign languages also. I brought the amazing ecosystem to learn German, Japanese, French, Spanish, Chinese, and many more. Multiple languages in the Curriculum Vitae will be like feathers on the crown. For the job seekers planning to go abroad, it reduces the effort to learn a language after settling there, and can learn languages in their cities before stepping into the job.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

Changing a mindset of the people was the biggest challenge in this career. Everyone has two lands, one motherland (Janma bhoomi), and the other is the land of duty (Karmabhoomi). So, it is our responsibility to return something to Karma bhoomi. Being local, and understanding the language of the land always enables great bonding with neighbours. It helps in strengthening the relationship. Additionally, knowing the local language creates happiness, peace, and greater understanding in the work environment.

Most apartments, gated communities have a mix of people from different states and a lot of multi-linguality is present. Therefore, my attempt was to change the mindset and coach many individuals in apartments to renew their points of view on learning other regional languages as well as given a new vision for the people.

Soon these people pointed towards growth in their business after learning the language of the land. By learning the regional language, doctors, advocates, consultants, and others have been able to build a loyal database which helped grow their practice, business, and brand.



WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

Most people after stepping into a city will learn basic words and think they can manage with basic knowledge. Lack of complete knowledge of the language leads to uncomfortable or awkward situations when mistakes with respect to gender, tense, and so on happen.

When people enter an unknown city for job-seeking, business purposes, sightseeing, vacations, or any reason firstly they must fight with fear and phobia of unknowingness. Why do we feel so insecure in the new city? We generally think that it is because of a different place, different people. The only reason which bifurcates us or differentiates us is the "language". If you know the local language, at-least manageable then your half problems will be solved. Knowing English and Hindi will serve you to some extent but cannot save you in an emergency. All the city dwellers are not so educated to have English understanding. Mostly dealing with maids, cab drivers, receptionists, markets we need the help of the local language.

IT all can be simply avoided if you are open to learning from scratch, with a strong base of new languages that lasts lifelong.

YOUR SUCCESS MANTRA

Connect, communicate, and care



SHRUTI GERA

ACTOR , CEO - VANVEDA,
SOCIAL ACTIVIST

One of the most popular faces in TV commercials. Made debut with Hindi feature film "Toss" and acted in music videos and short films

As an entrepreneur; founded Vanveda India with a vision to promote Ayurveda and preserve our Indian Heritage

As a social activist volunteered and counselled hundreds of depressed people and saved many from suicidal tendencies by involving them in yoga and meditation, through the Art Of Living courses Helped many orphans with their treatment , surgeries and education

Currently proactively working at the #JusticeForSushantSinghRajput campaign on Republic TV debates and Social media



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

I started my career with modelling at the age of 17 when I bagged my first TV commercial for Clinic All Clear , went on to do ads for almost every brand . From the popular "Be a Safi girl " campaign to Samsung Freshtech , Nestle , Rejoice Shampoo etc. Print campaigns for Central , Garnier , TBZ Jewellers, GRT Jewellers . Did hundreds of campaigns overall for India , Pakistan and even USA and UK. As an actor made my debut with Hindi Feature film "Toss - A Flip Of Destiny" directed by Ramesh Khatkar, paired opposite Ranvijay (Roadies fame) which released in 2009. Also some short films and music videos.

Turned founder in 2018 with Vanveda - The Soul Of Nature; an Ayurveda Skincare brand. I hail from a lineage of Ayurveda practitioners and had a fondness for all things quintessential Indian and holistic. Developed some products for my own sensitive skin with the help of my experimental Dentist mother, under guidelines of my father in our home bound Ayurveda lab . So in 2018 when I wanted to take a sabbatical from acting and start a business , I decided to go with a skincare line of my formulations which are sensitive-skin friendly, non-animal tested and have only pure essential oils instead of fragrance and additives...



...Vanveda today is synonymous for being a rare find in terms of quality and purity. We try and help as many small ventures as we can through Vanveda and also sponsor education for a child every year with a portion of the proceeds .

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Poverty moves me deeply. The more people I see in need; the more I am motivated to, enable myself to help them. Success then I realise is mandatory. Other than that ; I do like the idea of sharing a bit of my essence with the world through Vanveda . We are all unique beings and pieces of art in a way . Our journey of life , our genetics , culture , education , social circle , values , hobbies and thoughts make us all one of a kind . And in my limited time here on the planet , I like the idea of sharing my story, my essence through my brand.

WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

Next step for Vanveda, is to start exports and launch on all top e-commerce marketplaces like Amazon, Etsy and Nykaa. I've already been approached by all three, so my plan for 2021 is to get on board with them and launch vanveda on them so we can cater to a much larger customer base

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

I still doubt. There's no escape from fear. The only way out I feel, is to deal with it. I wonder why I didn't take some films I was offered , I wonder why I walked out of a few . I wonder if I did the right thing by moving out of Mumbai after living there half my life . I wonder if I chose the right product as a founder and so on and so forth . But I let all these fleeting thoughts pass me like clouds and what's often left behind is my visions and convictions. I let those lead me to make big decisions . My reasoning may be flawed but it's mine and in retrospect I regret almost nothing . We do the best we can , with our given set of values and priorities and I feel I'd mostly make the same decisions again given the same circumstances.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

As an actor many a times you sacrifice your dignity; there is far more supply than demand here, so actors initially are not just taken for granted but also not paid their dues making survival in an expensive city like Mumbai very difficult.

Being a woman on top only adds to the woes. If you're young, you must be accompanied by a family member or a manager on shoots . An actor / model has to travel to various cities and meet with lots and lots of strangers for work and deal with a lot of predators even .



You may escape advances but how will you escape the glances. The world has an excuse to lay a good eye and scan models/actors in meetings because only if they like what they see, will they cast you or pick you to endorse a product. So an actor has to be thick skinned and also bluntly be able to defend themselves at any point they feel violated .I've gone through my share of all of this and more . Even casting couch for that matter . I shot for a film and left it half way because there's another type of casting couch that exists , that nobody talks about. I call it passive casting couch. They don't voice their expectations to your face ever and make you sign the contract and then make your life difficult at sets, harass you mentally, emotionally making you break down and eventually give in to the pressure. I broke down too but I thrashed the director instead and dumped the film and walked out. I was not allowed to take up any other work for months when I signed this big south film, I had only this release to look forward to in the future and that's what they often take advantage of. A lot of vulnerable girls give in, I walked out to this predator director's surprise. They had to replace me and re-shoot so am sure they learnt their lesson too. That's why I feel you need to have some financial backing, alternates and a tough mind if trying out a profession like acting. This could happen and perhaps does even to women in corporates.

The power lies in your ability to say no even if that means giving up a whole career and not just a film , be willing to chart your own course without compromising on your values. I have done that. I didn't want to do Tv which I found too regressive and didn't want to do films where I felt they objectify women (the kinds mostly offered to outsider newcomers) so I decided to produce my own content some day and left Mumbai and turned entrepreneur. Films is my first love , but i thought I'd rather produce the kind of content I like to watch and if am too old to act then maybe I can offer a platform to "outsider" girls like me that never do get offered good content or scripts.

As a founder it's been a smooth journey . I think for me it works best when there are less outside factors controlling my circumstances, and as a founder I've had that so it's working out well .

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

It took me forever to understand that I don't like to be put in a spot and like my privacy. The biggest con of acting is that you are bound to lose privacy if successful. I feel I shooed success away to remain anonymous many a times . I enjoyed the pros of acting which are ; travel , meet wonderful people, play different roles , characters and personify a diff person every time and get paid very well too. I managed to retain my privacy too and prioritised my spiritual learning and volunteered my time for different causes but because of that my career as an actor did suffer. You have to be willing to share a piece of you with the world including your personal space.

The interest you invoke in people , is bound to lead to prying and as an actor you have to be accepting and even welcoming of that invasion of privacy. That's what they are heavily compensated for, for invoking people's interest after all..



...As an entrepreneur; a pro is that you're in control of the destiny of your brand , and in a tiny way , even the economy of your country . Its very liberating and can be a great platform to channel ones creativity and use and sharpen all the skills one possesses. A con would be the responsibility it brings , it's not such a con per say . It's more of a challenge that's easy to overcome when you're driven by love and purpose

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

In any field I feel it's wrong when people say one must work hard . The "hardworking" I feel are often either over compensating for others or being pressured by greed or selfish-motive driven bosses / corporations .I think in life we can't be successful until first we decipher the correct definition of success. And for me , "more" is not the metric for defining it.

I believe we need to slow down , we need to value people , we need to take care of our environment and live mindfully . We need to reduce our carbon footprint, we need to focus on living a more balanced life and get our basics right . We need to stand up for what's right, vote, live as responsible humans and citizens and continue to expand our learning and our hearts. And that's living successfully.

How do we call a country with great GDP but even greater AQI successful ? Who's richer between the one that leads a middle class life with all their basic needs met and the one with a lot of luxuries but in debt ?

The world over emphasizes on having more, when it should actually teach us to be content. To not over work and over exhaust ourselves or the resources which I believe would benefit us and even the planet . For me success is living sustainably.

YOUR SUCCESS MANTRA

Spirituality. Being aware of my own body's impermanence brings valour in difficult situations and also leads me to a path of learning, introspecting, evaluating and hence helps me evolve on my journey of this lifetime.



VIDUR KAPOOR

FOOD BLOGGER &
CONTENT CREATOR

GodBingeOn

God of binge eating, a businessman in the day and pursuing his hobby of tasting all the food available in this world

Awarded the best hospitality blogger in 2018, have been featured on multiple credible websites

Have been featured as one of the top 10 content creators of Bombay



WINNERS
2020

Q & A

IF YOU CAN QUICKLY GIVE US A RUN-THROUGH OF YOUR CAREER SO FAR

Other than running our family business of manufacturing rubber motive auto components since the age of 21 with my brother, I'm a part time food blogger or food content creator as we call it these days.

HOW WOULD YOU SAY YOUR ROLE HAS EVOLVED IN VARIOUS ASPECTS?

Being an influencer on Instagram is fairly new, I've been doing it from the past 4 years and it has been nothing short of an exciting journey. I try to get better with each day and try to come up with something which excites me and in turn my audience as well.

WHAT WOULD YOU SAY THAT DRIVES YOU TO MOVE AHEAD IN YOUR CAREER?

Honestly my driving force behind my food journey has always been my mom and the happiness she gets when she sees people enjoying my content. My mom has been my number one cheerleader since day one. If I had to tell you what drives me to get better at my business side then it would be the joy of creating automotive rubber components and the excitement of completing before the deadlines.



WHAT IS THE NEXT STEP FOR YOU IN YOUR CAREER AND HOW DO YOU AIM TO ACHIEVE IT?

In simple words I would say. I would like to keep everyone around me happy. As happy I can with my work.

DID YOU HAVE ANY MOMENTS OF DOUBTING YOURSELF OR THE PATH YOU HAVE CHOSEN? IF YES, HOW DID YOU OVERCOME IT?

Social media really gets to you and spoils your mental health. The most common reason would be the number game, growth takes time, and in my initial days it got on my nerves and started getting to me real bad. But with time and experience I have gotten over it and now I don't run behind numbers. I strive to create better content each day as content is king and good work is always appreciated.

THROUGH ALL THESE YEARS OF WORK, WHAT WOULD YOU SAY ARE THINGS YOU'VE HAD TO SACRIFICE OR STRUGGLE YOUR WAY THROUGH?

The only thing I might have sacrificed is my sleep on certain days when I felt we couldn't meet a certain deadline. Otherwise, touchwood god had been kind.

LIFE EXPERIENCES YOU'D LIKE TO SHARE THAT YOU HAVE ACQUIRED FROM THE JOB, OR VICE-VERSA

Life is full of ups and downs. Enjoy when you are on your way up and maintain your mental health when life is not going the way you want it to go.

IF YOU WERE TO TALK ABOUT THE PROS AND CONS OF THIS CAREER, WHAT WOULD YOU SAY THEY ARE AND IF YOU HAD TO HIGHLIGHT SOME?

For someone who looks at things from the outside, social media always, always looks glamorous. Unfortunately the biggest con is that, it's not always as pretty as it looks. I won't deny the fact that there are a lot of perks and pros. But there is a lot of time, effort and mind power that goes behind just one photo, video or piece of content that's put out. Besides that being someone who posts primarily about the food industry, it takes a serious toll on my health both physically and mentally.

WHAT ARE SOME STEREOTYPES AROUND THIS CAREER THAT YOU THINK ARE ABSOLUTELY BASELESS

If I got a rupee for everytime someone said that you get "free food" no kidding I'd be a millionaire, and this is one of the most baseless and stereotypical dialogue people throw at me. I stopped taking offense in this a very long time.

YOUR SUCCESS MANTRA

Someone once said that if you enjoy what you do, you don't work a day in your life. I enjoy what I do everyday and I do it with all my heart, be it running my business or my page. To be successful always do what you love, enjoy and what brings you peace.

TM



www.indianachieversclub.org