

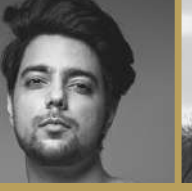



THE INDIAN ACHIEVER'S CLUB

**30** UNDER **30**

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](http://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.





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# 30 UNDER 30

## INDIAN ACHIEVERS

### 2020

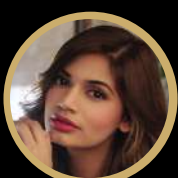
# WINNERS

## 2020

THE INDIAN ACHIEVER'S CLUB

**THEA MEHTA**MARKETING CONSULTANT  
EL SOL STRATEGIC  
CONSULTANTS**VIDHI BUBNA**FOUNDER & CEO  
EVEREST PR**JENISSA PAHARIA**STUDENT  
UNIVERSITY  
OF WARWICK**SHRIEM AGARWAL**ENTREPRENEUR  
DASH OF DELICIOUS  
& TRENDS AND BITES**VINIT JAIN**FOUNDER  
VOILÀ! DIGI**TANNISHA AVARSEKAR**FOUNDER, CEO  
& EDITOR-IN-CHIEF  
LOKATANTRA**NIDA CHAKRABORTY**TECHNO PRODUCER,  
DJ, PODCAST HOST,  
ACTOR**ANJALI BAWA**CO-FOUNDER  
VOILA EXPERT**SALONI PANDA**CONTENT CREATOR  
& INFLUENCER**ABHIMANYU KALBHOR**ENTREPRENEUR  
GHUMAKKAD  
GASTRONAUT**POOJA JOSHI**SR. TEAM LEAD  
(CUSTOMER SERVICE,  
SALES)  
& BLOGGER**VAIBHAV SHETE**ENTREPRENEUR  
OM SHREE  
PANDARBAR**TEJASWINI DIVYA NAIK**AUTHOR, FILM-MAKER,  
ACTIVIST**MANAV LAKHANI**

VOCALIST

**DR. MOITRAYEE DAS**ASSISTANT PROFESSOR  
(PSYCHOLOGY)  
FLAME UNIVERSITY,  
PUNE**OSHIKKA LUMB**CO-FOUNDER  
PROQUO**KOMAL PARAKH**ENTREPRENEUR  
UPCYCLE CORPS.**SANJANA DAVE**ADVOCATE  
& PHOTOGRAPHER**PRIYANKA GAKHAR**STUDENT, ATHLETE,  
DHOLI, MODEL  
CANBERRA DHOLIS**MEGHA BAJAJ**ACTOR, MODEL,  
DIGITAL CONTENT  
CREATOR**TAASHAA HAYAAT**ACTRESS, SINGER  
& FITNESS MODEL**QUEENIE VITHLANI**EDUCATOR  
& CO-FOUNDER  
SNACK O'CLOCK**RASHMEET KAUR**

SINGER-SONGWRITER

**SIDDHARTH SALATHIA**SINGER-COMPOSER  
-YOUTUBER**VIIDHII UPADHYAY**SINGER, COMPOSER,  
LYRICIST, MUSICIAN,  
MUSIC PRODUCER  
& PERFORMER**MOHAMMEDARSH  
SAMEER SHAIKH**STUDENT  
JAMNABAI NARSEE  
SCHOOL**POORVI BALDOTA**FASHION DESIGNER  
JATAN BY POORVI  
BALDOTA**SAYALI KULKARNI**ADVERTISING  
& BRANDING,  
SOCIAL ACTIVIST**NEETI SAVLA NANDU**WOMEN'S  
EMPOWERMENT COACH  
EMPOWER YOU**EKTA PUNJABI**EDUCATIONIST  
TEACHING IN A  
LEADING  
IB SCHOOL



## THEA MEHTA

MARKETING CONSULTANT  
EL SOL STRATEGIC CONSULTANTS

### BRAND STRATEGIST & NICHE INFLUENCERS MARKETING

*Received a designation and salary raise in the mids of a pandemic whilst her industry was one of the hardest hit*

*Created and executed marketing strategies for over 5 clients on a regular basis increasing their visibility and sales*

*Has launched a clean and conscious beauty brand during the pandemic via influencer activations, marketing associations and PR activities and they have sold out most of their products in the first month of commencing sales*

*Has been a runner up and winner a few times as an employee of the month*

📷 @thea\_mehta

✉️ thea.elseo@gmail.com



*Thea has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

## Q & A

### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am Thea Mehta, 26 years old wanting to change the way people perceive marketing. I have graduated from Warwick Business School with a Masters of Science in Marketing and Business Strategy. Being extremely determined to create a name in my industry, I have been working in the field of marketing since a very young age, as a social media executive, sales agent for a payment gateway, product merchandiser and finally, at El Sol Strategic Consultants, from an Associate Marketing consultant to Senior Marketing Consultant to various Fashion, beauty and wellness brands.

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

My industry has developments every single day and I love to wake up to read about it and see how I can implement it for my clients to make them grow. The uncertainty of what's next and the eagerness to be ahead of the curve is what makes me want to wake up. People are waiting to buy something new and I want to be the best storyteller for my clients.



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

It is challenging to constantly think of new ways to entice consumers to purchase when they have a lot of options and when their spending power has reduced temporarily. It is also very satisfying that consumers have become more aware and conscious and hence marketers need to sell real and relatable stories and not idealistic, I feel ecstatic to talk about and create campaigns that truly represent authenticity.

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

I am eager to learn, understand and act upon something. I am not afraid to be the 'Why this and why not that' voice during meetings just so we get the best result. I am supremely creative with problem-solving skills.

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

It is important to have your 1-minute elevator pitch skills handy. Marketers are all about storytelling, it's important to not sway away and be to the point. Be a problem solver, no campaign is truly successful unless it solves the brand's problem statement they require the campaign for. 3 must have skills, listening, interpreting and goal setting.

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

I truly believe in social upliftment and entrepreneurship, there is a whole rural world out there wanting to learn more and do more and we can be the ones uplifting our country from the third-world tag. Apart from this, personally, I am into travelling and fitness.

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

Our industry has been massively affected by the pandemic in a positive and negative way. During the pandemic, sales fell and we faced the first part of not only budget cuts, not NO budgets at all. At the same time, the number of home bankers, home entrepreneurs rose which created an ample amount of small scale jobs for digital marketers, it increased the number of entrepreneurs India has significantly. The pandemic has made brands take a step back and realign their thoughts to their vision/ mission and made them realize consumers want authenticity which has changed how campaigns are going to be formulated in the future.



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

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With respect to jobs, there is a chance of a part of the people being replaced by technology/software. Consumers are becoming smarter and more aware of marketing gimmicks marketeers need to change their approach to market to a wiser audience which could be a challenge for a few.

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

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Everyone can be a good marketeer, but to be a great one, you need to believe in the product/service yourself and take it to town. There is no right or wrong, it's your ability to sell the story; the real one.

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

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The future is unpredictable, but standing right here, I would love to continue doing what I am doing; creating brand communication strategies for brands who want to be change makers. I want to be the voice that leads change in the way people perceive products.





## VIDHI BUBNA

FOUNDER AND CEO  
EVEREST PR

LINKEDIN INFLUENCER, FOUNDER, YOUTH  
AMBASSADOR

*Selected as youth ambassador of India and Bhutan*

*Successfully founded Everest PR, a digital marketing and  
public relations agency*

*Won the NewsX A list award*

*Contributed articles to over 10 publications*

*Worked on social causes related to women empowerment in  
the long term*

Instagram: @vidhi\_\_bubna

Email: vidhiabubna@gmail.com



*Vidhi has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I graduated from Ashoka University in 2019 in Economics and Finance. I was selected as the head of HerCampus, a women empowerment magazine with 3 million subscribers worldwide. I have also been a travel writer at Tripoto and have travelled across many places worldwide to explore them. Being the Youth Ambassador of India and Bhutan, I have launched various youth initiatives to ensure intercultural exchange between the two neighbouring countries. I also launched Explore Culture magazine, a youth magazine between India and Bhutan aimed at increasing intercultural understanding between the two nations. I then started my social media and PR agency by the name of Everest PR. We increase visibility for individuals and businesses. Having done that, we boost their sales and promote the businesses online.

Coming from a liberal arts background, I prefer being involved in various different industries. It keeps me on my toes and ensures that I learn more about each field.

I am also an avid trekker and I love trekking and exploring the mountains. It's a taste of the simple life.

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

I enjoy working overall. I think my work adds more meaning to my life. Hence, I wake up every morning with more purpose. As Youth Ambassador of India and Bhutan, I feel like I am constantly engaging in various projects at the international level which are of consequence to India. Since I am working on these projects, I am motivated each day to contribute at work.





At Everest PR, I also work with various brands – both start-ups and well established brands which want to gain more visibility. When I see my work adding numbers to a brand and contributing to its growth, I am motivated to work more.

Moreover, learning more at work every day and treating each day like day 1 is what makes my day more enriching.

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

Since I run a social media and a digital marketing agency, it's a challenge when people expect us to grow their businesses overnight. Every business includes a process and it takes time. I find it satisfying when I see the numbers coming in and driving more growth for the brand.

As Youth Ambassador of India and Bhutan, I like exploring more about the culture of Bhutan. Travelling is what truly satisfies me. I think we all need to go out of our comfort zones at least once and take a solo trip.

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

I am an avid trekker and I visit the Himalayas for week long treks very often. Till now I have been to Rookpund, Sandakphu and Brahmatal. Everest Base Camp is on the top of my bucket list and I want to explore it next. My PR agency is named after Mount Everest. I believe that everything is like a trek. You need to take it "One step at a time"

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

The most crucial skills to succeed in PR and social media includes being an outgoing person. You need to socialise to get to know people better and understand what they want. As the Director of the company, I also need to be good at managing people. It's important to keep up with trends on social media and make the most of them to make any PR campaign work. Hence, this industry is not for people who don't like staying connected via social media. A high emotional quotient is also required since we need to understand what people want and feel with the branding.

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

I am irrationally passionate about space exploration and I think humanity has a future in space. I want to ensure that space is accessible for everyone without any discrimination. Space for Humanity is a US based non-profit organisation and I have been working with them as India Ambassador to Space for Humanity to ensure that space exploration becomes more inclusive. In my free time, I watch documentaries on space and I think about the future of humanity



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

The social media and PR industry boomed during the pandemic because more people started taking their businesses online. It is important to have more online presence for your business because many buyers make purchasing decisions online. Pre pandemic, people were more into physical stores. However, COVID has created some anxiety about being in physical spaces which are crowded. Hence, businesses too have moved online. This is a great space to be in right now.

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

I think the biggest challenge in this field is that people expect to see results overnight. However, people need to understand that social media is a process. I wouldn't say anything except this has been a challenge.

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

I think social media is a great space. You should experiment and follow brands of your interest. Make your Instagram page your mood board. Don't follow brands or people which make you feel bad about yourself. Follow influential people who have something to teach you in your life. Follow brands which make you feel like they care.

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

My future plans include expanding my client base across industries and getting more clients on board. I want to see my company grow. I am also keen to experiment with new businesses like delivery kitchens. Let's see where life goes. "One step at a time"



## JENISSA PAHARIA

STUDENT  
UNIVERSITY OF WARWICK

*The Aarey forest, Mumbai was in deep trouble and at the stake of development for the city to build a new Metro line, she and other activists did not back down until the very end and keeping the fight up against the government officials and the legal matters.*

 @jenissa\_paharia     jenissa.paharia@gmail.com



*Jenissa has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Starting off as an environmental activist keen on making change and an impact in society, I was extremely driven by my passion of restoring the environment around us. Actively part-taking in protests, talking to senior activists, and interacting with the government to help save the Aarey forest had become something extremely close to my heart. During that time I realized that I had a knack for raising awareness and reaching out to people. Indulging with Everest PR into helping brands raise awareness about themselves came naturally. Being the Chief Strategist at Everest PR was challenging yet fulfilling because I was able to connect with different people while embarking on a new journey.

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

Being able to work with different brands and helping them achieve their goals is what motivated me to get to work every day. Not giving up easily is challenging, at the same time, my experience at Aarey forest has taught me the importance of staying committed and not finding an easy way out of things. At Everest PR, I feel like a part of a larger team, and working with everyone gives me a great feeling as we collectively work towards the same goal. Being able to help various brands spread awareness about their initiatives and helping them make it to the top is what motivates me.



### WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

Working in the social media and PR industry comes with some great benefits. On a daily basis with the research and work our team puts in, we are able to look at new initiatives and ways in which global brands are trying to make a difference in the larger scheme of things. I can positively relate this to the work I was doing with the Aarey forest because we as a collective were working towards saving one of the largest green spaces in Mumbai. Something we can work on as an industry is giving more opportunities to small and local businesses that need to come into the spotlight.

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

My passion for learning languages is something that does not come out very often but is a big part of my daily life. Since a very young age, I have been committed to learning Spanish and have become quite a fluent speaker now. I always felt like being able to immerse myself into another culture and learning more about their values will help me gain a more holistic perspective while helping me adapt to keeping a more open-minded view towards the world. I am now in the process of learning Mandarin and believe that this will be another valuable skill I can take up. Learning languages will help me be able to communicate with a variety of different people while making them feel like we can have a comfortable discussion.

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

Keeping an eye out for detail is one of the most important skills in the social media and PR industry. Being observant and careful with each and every word is imperative. When creating graphically designed posters and press releases our team ensures that everything is well planned and paid close attention to. On the digital platform, there are millions of people looking at new content and we need to ensure that we are using the right terminology to get the right message across. Another skill that is integral to this industry is keeping an open perspective. Taking in as many inputs as we can and then synergizing them to create the best possible product out of it.

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

My fondness for graphic design. I realized that I have a very strong creative side that helps me maintain a balance between my logical abilities and my creative ones. I am extremely passionate about learning new forms of designs, using a variety of tools and techniques to create pieces of work. I have worked on many different projects where I was able to harness my creative abilities and produce some great pieces of work. While this is a great passion, I believe that it also has its downsides because there are times where creativity gives me a tough time and comes to a halt.





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

I personally believe that social media and PR experienced a huge surge. Because of the inability of people to step out of their homes, the internet kept them closely knitted together. Everyone would spend most of their time looking at new things they can do while being at home, and social media had all the answers. Furthermore, many businesses were started from home and there was a rise in small businesses that worked remotely with the help of social media marketing. Even before the pandemic, the PR industry was doing well, although post-pandemic there is a larger number of people who have started using the digital platform for communication.

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

From the perspective of my activist side, I believe that a problem I faced very often was not able to convince everyone to believe in the same problems as I did. Convincing people about the gravity of the daily issues was a challenging task, although one which was integral to raising awareness about social issues. In regards to the social media field, I believe that social media addiction was a big challenge I had to overcome. In order to stay prepared, I would spend a lot of time on social media to gather data, although that was not the most effective way. I eventually realized this and soon looked at other ways of gathering data which turned out to be more efficient as well.

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

The pandemic has shown us some of the worst things in life, we went through something we could never anticipate before at a grave level. Sticking together and caring for those around us only makes us better. Even when life throws challenges at us that we do not have the power to get through, we need to build up self-confidence and reassure ourselves. Giving love to ourselves is something we miss out on. Stay happy, stay focused and stay positive. I wish everyone the best of luck with their future plans and reiterating the importance of staying focused and committed.

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

Staying committed and passionate about your work is crucial. Telling yourself that you need to keep pushing yourself and facing new challenges every day is an active part of growth and change. I believe that in the future I would love to continue working with a variety of brands and businesses that help the world and do not simply look out for their personal benefit. I would also hope to continue working towards some of my other goals such as successfully learning Mandarin and meeting as many new people as I can. I hope to embark upon new adventures and always keep learning.



## SHRIEM AGARWAL

ENTREPRENEUR

DASH OF DELICIOUS & TRENDS AND BITES

INFLUENCER, BLOGGER, CONTENT CREATOR

*Best food influencer 2021*

*Top 2 gyaani blogger baker*

*Author at the age of 17*

*Featured in 8+ platforms for my inspiring story*

*Young entrepreneur of India making a change in the industry*

*Doing charity workshops and giving work to people helping them build a community*

📷 @dash\_of\_delicious    ✉️ shriemagarwale@gmail.com  
@trendsandbites



*Shriem has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Hi this is Shriem Agarwal, A 17 year old from Kolkata, India. I love to cook, bake, create, dance, draw, art! Basically anything except maths and sports! I am a happy go lucky, ambitious and a positive girl! Love to experiment with things, work hard and wish to make a mark in the industry. I am a blogger, food influencer, content creator, baker, entrepreneur, cooking enthusiast, author, food and product stylist, nutrition and diet planning consultant, social media and blogging coach. I also help people with self growth and life development.

My career path so far touchwood has been great! From an underconfident girl to a confident young entrepreneur. I have been off late trying to juggle between a lot of things. From working with the best of brands worldwide to hosting workshops worldwide. I also help NGOs by hosting workshops for the people out there to bring a smile on their faces. Having said that I have a variety of diplomas in my field with top institutions in the world and certifications by lavonne academy india. Publishing my very own book, got featured in a lot of Instagram pages for my inspiring story, being an ambassador for a student lead organization in the US and the WOOVLY app INDIA.

Got interviewed by interview times India and Eatmynews, recently got awarded the best food influencer 2020-21.

I have grown my Instagram page "DASH OF DELICIOUS" to 13k+ followers in less than a year! So yes, this is something in brief which I could say about myself.



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

Well, the most satisfying part of my occupation is working with new things in the kitchen, trying and experimenting with photography, styling, content, ideas its just like I look forward to everyday. I see many people finding their occupation to be monotonous, so I feel I m in a much better place and that's the most satisfying part along with that when I see people getting inspired and they use my ideas, some give credits some don't and that's fine with me. Adding on even when they try out my recipes and share pictures with me gives me true happiness. Honestly, the most challenging part is the Instagram algorithm, and the mentality of people I find is pretty weird that they can trust big names but they cant trust good home bakers or new comers in any field adding on to it, I feel even brands work in the same way they work with the big names real quick in a paid collaboration format but when it comes down to budding bloggers they opt for barter and fail to understand that even we are here to make money and pay our bills so that's a little challenging part.

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

This one is tricky! The most interesting thing about me is that I m multi-talented and a bold opinionated girl. People from my profile think that I m just a blogger and I m a good baker and home chef but they don't know the inner me, what I wish to do more with my passion, having a lot of talents apart from cooking food and related stuff. I do have a lot of other qualities which people aren't aware of, they always think that I m really soft and cant speak up because I m just "17" and what not. Even I don't know the reason myself. But yes, I feel its high time people know that boldness in speaking and having a point of view is not a bad thing we must possess it specially girls who are really soft and they go through so much in a patriarchal society like India. As I just know one thing, "society won't change but we can".

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

I feel a person must be flexible, knowledgeable, skilled in terms of the field they choose and what they intent to do. As culinary is a diverse field and one must be ready to work and do whatever they can, being creative, setting yourself apart from the crowd, forgetting about jealousy and competition really helps in the long run. Being unique and passionate about the field really helps. As all the fields now a days are really competitive and a growing field like bakery and culinary emerge to be really difficult and is vast.



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

Actually there are a couple of things- helping people in terms of online growth of business, redesigning their lives, making people passionate enough to start their very own work, create really aesthetic artwork, hampers etc. I love working to be honest and I love to be independent and as I mentioned above that I have a lot of talents and when people started saying that I m multi-talented it gave me a new perception made me really versatile and think, work and dream like an entrepreneur.

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

The industry is affected in terms of people and chefs having restaurants and cafes they have been majorly affected, rest I feel the pandemic helped many people to kickstart their business in terms of catering or home bakery. I think the number of dining places will shoot up post pandemic along with some really great upcoming projects, ideas etc. I cant say much about the post pandemic scene as the situation of COVID in India is not great!

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

I think everyone who cooks well or just has a slight idea about the field thinks them to be a great baker and start selling, I feel in every industry/field for eg: a doctor they can only practice when they are professionals and trained to do so, this should apply in every field. I don't think one can serve quality and out of the box too, its not just about quality but also the kind of perfection, taste, variety of dishes etc is present when we see a professional in the same field. I don't wish to demean the self taught bakers but I think during the pandemic the definition of self taught has gone for a toss and people who aren't trained think being self taught and working is a great thing. I clearly have a different thought about this and this is a major problem I see working in the field and all my fellow professionals and chefs will agree!

I was facing a challenge in building trust with the people, initially once I just started off I planned to take a workshop and you wont believe no one responded and some gave absolute rude answers to me, certainly once I started growing people started to trust me and my work and then started attending my workshops and another set of things.

Another thing which I face is people don't wish to invest in themselves, they want everything for free, till now I have found handful of people who are ready to invest in themselves others just give excuses which one could not even think of.





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

I do have a lot of things to say! Nothing is impossible in this world. If you all look at my story on how I grew and how my journey is. It was a complete roller coaster ride. Things weren't easy for me at all and still aren't easy.. but one thing that keeps me going is the love for my work, my passion, my dreams, my mom and of course my ambitious nature. That's why I always say one should love their work, one should dream things which are achievable and things which seem difficult to achieve so that you continue to strive for success and there is always a driving force behind what you do. Never think you can't do anything, one can do anything. Just remember hardwork always leads to success, if you are true to your work, you invest in a lot of time and effort sooner or later you will get to see the results, just believe in yourself, forget competition for a while, (one should compete with themselves) stop being jealous, just be positive and think YOU CAN & YOU WILL.

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

Yes for sure, I would love to give insights on my future plans , I aim to become a pastry chef and culinary artist, study nutrition, open up my very own café, help the young youth and women to achieve their goals, fulfil my dreams which are in pipeline and I see in the long run it will happen. Started working on most of my plans from now itself and I cant wait to see what future has in store for me!



## VINIT JAIN

FOUNDER  
VOILÀ! DIGI

*Voilà! Digi has been associated with over 500 songs with the top and upcoming Bollywood artists, independent musicians, YouTubers & digital influencers of the country.*

*MBA Grad: S.P. Jain Institute of Management and Research (PGDM 19-21)*

*B.E.: Sardar Patel Institute of Technology (Computer Engineering)*

*National Second Runner Up: Global Student Entrepreneur Awards, Entrepreneurs' Organization*

*National Winner: P&G CEO Challenge*

*600k+ Subscribers on YouTube (Voilà! Digi)*

*Some of our popular songs: Miya Bhai, Mera Bhai Tu, Mauja, Pawri Hori Hai, Mila Jo Tu and others*

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*Vinit has pledged to grow trees and help protect our mother earth*

WINNERS  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am the Founder of Voilà! Digi, a music label, digital distribution services company and a digital marketing solutions provider. In over 3 years of operations, the company has been associated with around 500 songs, with the top and upcoming Bollywood artists, independent musicians, YouTubers and digital influencers of the country.

Academically, I'm a computer engineer from Sardar Patel Institute of Technology and I've completed MBA (PGDM) in Marketing from S.P. Jain Institute of Management and Research. In fact, I started my company in the third year of engineering. As cliched as it may sound, this was my attempt at following my passion. I'm somebody who's deeply interested in music, arts, digital media and cinema. I observed a market gap and capitalized on it.

Some of Voilà! Digi's songs are extremely popular. Our catalogue includes the most viewed rap song in India, Miya Bhai (500 million+ views on YouTube). One of our songs, Mila Jo Tu, became a global hit and was trending in countries like China, New Zealand, Taiwan, Indonesia, Fiji and many others. We also have many other hit songs like 'Mera Bhai Tu', 'Ajj Kal Ajj Kal', 'Chann Vi Gawah' and many others. Our songs routinely trend on the top positions on YouTube and audio platforms.

My journey as a student entrepreneur has been extremely thrilling. While pursuing MBA, I was the National Second Runner Up in the Global Student Entrepreneur Awards (organized by Entrepreneurs' Organization) and the National Winner of the P&G CEO Challenge.



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

An artist puts his/her heart and soul in every song they make. The fact that we're working towards enhancing the reach of these songs and paying them the royalties they deserve, makes me want to wake up every morning.

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

The most satisfying part of my work is the value we add in the life of artists and technicians. Voilà! Digi is an artist-first company and every artist feels like home here, irrespective of their fan following or subscriber base. The most challenging (hence, exciting) part of my work is that every project is different. Music is something extremely subjective and does not have hard metrics to measure its 'quality'. Since every project is so different, there are different ways to execute our plans for each project. This keeps the team's creative self alive.

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

I enjoy public speaking! Right from my childhood to my MBA course, I have been involved in public speaking in various capacities (competitions, hosting events, debates, panels etc.) and I've loved every moment of it.

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

1. The ability to build, maintain and nurture relationships is extremely important.
2. You need to be updated with the trends of the industry. The key to success in this industry is good research and being aware of what's happening in the market.
3. Since we are dealing in an industry where one needs to be in the correct frame of mind to reach their best creative potential, it is extremely important to be compassionate and empathetic.
4. You need to be patient and need to have the ability to persevere.

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

Fortunately, my passion and work go hand-in-hand. Saying that, there are other things I'm passionate about outside work too. They are:

1. Cinema
2. Fitness



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

The ad-based revenues did take a hit at the start of the pandemic, but they did bounce back and stabilize eventually. Streaming constitutes the most major share of music revenues today. Since streaming is completely online, the streaming business did grow by around 21% in 2020 (a tad slower than the percentage growth in the previous year, which was around 26% - Source: Mint). The major hit in this industry was experienced in the live show business, which faced a reduction in both, amount paid per show and number of shows. The hardest hit were artists and event management companies. Though some artists did start online shows, the revenues are not comparable to offline shows. Going forward, the streaming business is expected to grow. A major driver in the growth of India's streaming volumes has been the increased internet penetration in India. A lot of artists whose live show revenues have been dented may start relying on royalties, singing fees and social media brand collaborations for their income.

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

1. Increasing content and promotional costs: Production of premium quality audio and audiovisual is becoming increasingly expensive. Also, there are so many different avenues to promote music in today's scenario. A lot of marketing and promotion spends go into making a song reach its full potential.
2. Increased supply of music: The digitization of the music industry has been the driving force behind the rise of non-film music in India. This has also resulted in a much higher supply of content from an increased number of artists/labels/aggregators. One of the challenges of this is that it's made it difficult to make your music stand out and it needs a well thought out promotional strategy to effectively do so.
3. Less monetization avenues for non-film music: In a generic sense, non-film music has still not seen the monetization of certain rights to the extent of film music (for example, synchronization rights), in certain languages. However, this situation is improving.

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

I think the key to achieve your goals is the ability to prioritize well. It is very important to know what you want from life and tread your path accordingly, instead of following the herd. One of the terms that has recently gained a lot of traction is FOMO (Fear Of Missing Out). If an individual can manage to stay away from FOMO, he/she can stay more focussed and achieve his/her goals. Also, there will be ups and downs in life. A problem solving approach with an intent to hustle can solve all of these problems. Lastly, it's never too early or too late to do something you aspire to do. It is always the right time when you decide to make it the right time.





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

I want to expand the artist base of Voilà! Digi and work with many more artists from various genres and languages. I also want to strengthen the company's presence in regional markets. Going forward, I want to establish Voilà! Digi as the one-stop destination for all music-related services in India, preferred by all artists. I also want to make Voilà! Digi a platform where any popular or upcoming artist can showcase his/her talent. The company will soon get into artist management too.

Further, I plan to get into production of content for video OTT platforms like Netflix, Amazon Prime Video, Disney + Hotstar, Zee5 and the others. This includes web movies, web series and short films.



## TANNISHA AVARRSEKAR

FOUNDER, CEO & EDITOR-IN-CHIEF  
LOKATANTRA

### SOCIAL ENTREPRENEUR

*She is a well-respected consultant in the field of Political Communications and has been conferred with numerous awards including the 2021 Woman of Worth Award by World Women Leadership Congress, the Social Entrepreneur of the Year 2020 award by Vyapaar Jagat MSME Awards, the Young Achiever Award by IAF for outstanding contributions towards nation-building, and the MADCon Top 50 Marketing & Advertising Leaders award for pioneering efforts in the field of political marketing and also been listed by Asia Times in '5 Social Entrepreneurs to Watch in India'*

*She was also recently conferred with the UK's prestigious Fellowship of the Royal Society of Arts and is the author of two critically acclaimed books*

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*Tannisha has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

## Q & A

### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I run a social enterprise called Lokatantra.in which functions in the form of a website and mobile application to educate the youth about politics and social causes. It connects leaders and citizens, and answers all voting-related how, when, where and who questions. With no affiliations to any party, person or ideology, Lokatantra brings the electorate honest and unbiased information that helps India make the most of its right to vote. In the span of just a year we have been able to cater to about 50,000 people across our platforms.

I am also a Political Communications consultant, and I used to work as a creative associate at Yash Raj Films, for a short time after graduating from King's College London.

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

The fact that the work that I do creates a tangible impact on the electorate no matter how small.

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

I find it immensely satisfying to see young people get interested in politics because of the engaging content on our platforms.



The biggest challenge we have faced during our journey so far, was managing the logistics of recording, editing and releasing the interviews of all 115 candidates across Mumbai City between the announcement of the Code of Conduct and the 48 hour poll gag order, with the limited resources of 1 camera and a 5 person team.

We were able to overcome this challenge through the diligent planning and scheduling of our back-office team, which optimised the efforts of all our staff which was on the field. We spent days and nights in the editing suite until every willing candidate in Mumbai City's interviews were out, making us the only organisation in India to attempt or accomplish this feat.

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

I'm a professional Odissi dancer!

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

Integrity. One cannot be tempted by opportunities that can jeopardise your users trust in your credibility.

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

I'm very passionate about poetry.

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

The pandemic has opened people's eyes to the importance of governance. Pre-pandemic the entertainment value of politics eclipsed the attention the public should put on policy, and that seems to have corrected a little.

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

The biggest problem working in this field is the disillusionment of the youth with Indian politics. Our biggest challenge has been increasing civic engagement in the younger generation.



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

If you want to start something of your own, do it with love or not at all. And put together a team of people that love it just as much. Any organisation is always only as good as its team.

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

I would like to see myself turning Lokatantra into a pan-national organisation that has a presence in every remote corner of the country and is an internationally recognised watchdog of democratic values.





## NIDA CHAKRABORTY MAMIK

TECHNO PRODUCER, DJ, PODCAST HOST, ACTOR

*Played Lead roles for Various Teen Shows*

*Headlined a few cities in India*

*Opened for a Bunch of International and National pioneers of Techno*

*Released music on Indian and International Labels*

*Hosts a Residency On an International Techno Radio based in Paris*

*Hosts a Podcast that reaches a Global Audience*

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*Nida has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Well, My journey starts very young. My journey has also been very haphazard. I started training in classical music and Classical dancing- Kathak when I was very young and I went on to do that for a few years. However, I somehow felt it didn't completely resonate with me even though I did enjoy it.

Further, I took up keyboard classes for fun, I learned to play a few songs and I also was a Shiamak student for many years. As a child, I was always very fascinated with acting as emoting and being dramatic came very naturally to me and so, I also went on to take acting classes to build on that. As I hit 14, I started auditioning; after a lot of rejections, I bagged a role that had a split second screen time for a commercial. That was my very first break!

After a couple of commercials post that, I was casted for a character role in a Channel V show called Gumrah; where for the first time I actually got the chance to really act. That ended up going so well, The team and the Channel really loved it and ended up Recasting me as a lead in another episode for the same season and that had never happened in the history of Gumrah until then;) Or so I was told haha. That's where it all actually started. I went on to do a bunch of shows for Channel V and MTV and other Teen Channels post that along with a bunch of commercials. However, these roles/ shows were never consistent, which meant that the money was never consistent. Having Parents that come from a background of steady work and income, this would really worry me from time to time. And so in-between project lulls; I would push myself into getting experience in other fields and genuinely trying to be good at it; just so I'd have something going for me incase I failed. I Interned at a Radio station, where I helped produce shows and content for it.



I learned what Press conferences were about. I made interview questions for celebrities and I did a lot of field work for content. I also have spent a few months working as a PR Executive- Networking and meeting people from Mainlines to websites to companies. I was the Junior Creative Producer at Conde Nast Video where I also learned a lot. I Met influential people, I got better at networking, We worked on content and shoots and events. I learned a lot from these jobs and have never once regretted being part of any of it. They've all contributed to being a part of who I am. It changed the way I looked at things- the society always tells you that you could be good at one thing and that one thing defines you. I realised- Sometimes you can be good at a bunch of things if you put in the work for it; and all those things then add to who you are. By then all the acting jobs that were out there were mostly stereotypical- girl next door. Girl meets boy and all that. Putting women in a box- Very few roles give women the power. I wasn't satisfied with being portrayed in that light anymore. I'd done that and I wanted to do more and I wanted to be in control of the narrative and express creativity my way that showcases the raw me. Back then, In between these jobs and acting, I used to visit a friend who is a Music Producer. I was very curious and intrigued by the whole process. I would be part of meetings with artists and I would watch the whole process. The bare idea that then was a track. With the support of my Folks and my partner- who is now my husband, I used this inspiration to study music production and completely start afresh. It was overwhelming, sometimes confusing, and testing for my loved ones as I picked up and dropped a bunch of things like Drumming, Singing- while I tried to find my way in the massive sea of Music. I finally found my calling for Producing and DJing Techno. I finally found what I completely resonate with and I use it to express myself with complete freedom. I also started a Podcast that is in the spirit of helping my fellow artists in knowing, everyone has a journey and everyone gets confused. And it's important to keep believing and striving.

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

The will and the want to Reach what I visualise :)

I want to be in a position where I can inspire Artists- Women and Men to go for what they visualise and to constantly push their limits to get to where they want to be. I want to be able to BE an example of this- Just like the artists that I love, are for me today!

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

Self Improvement. To constantly strive at something new, to learn and then execute- to fail. And to redo. It is the biggest challenge.

However, after all those failures, when you finally break through to the other side, get one thing right after days of trying, it is the best and the most satisfying feeling. Not to mention- also encouraging. It gives you that push to move on to the next new thing that you need to learn to master.



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

I am without doubt, the clumsiest person in the room.  
I'm also a very private person so that's all you get.

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

You need to be a Believer before anything else. And then a Hard-Worker in order to mould yourself into the artist you believe/ visualise you can be. You also need to be a Realist- It won't happen soon, it won't happen easily, you will be rejected a lot, you will make trash. You may also worry your loved ones, I know my parents do and yet I've been lucky enough that I've received their tremendous support since I was a kid. Ofcourse, there will be friction too sometimes but it is natural for the reason how unpredictable creative fields are. You need to be strong and take your failures in your stride and keep learning from them. You NEED to put yourself out there- Put out your work, market yourself as an artist, do your own artwork, scout gigs, your own PR. Stop worrying about judgement. People will judge. But that's okay! If you are lacking, you'll learn from it. You'll grow. But continue to better yourself and keep putting yourself out there. There's nothing more human than a graph of improvement.

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

I'm Passionate about Languages, Travelling, Dancing, and Animals

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

A lot of people lost jobs in the music scene, some artists gave up on their dreams and went back to full time jobs.

There is no money. Nothing to sustain anyone. Once the pandemic broke, the uncertain world of freelancing took a hit - a lot of people couldn't recover from. Since Music is such a passion project, a lot of curators put things together pulling their own funds for the love of the art. Unlike a few countries, Indian Artists/ curators weren't as lucky to get small funds to sustain. People made do with live streams and raised a little money through those. Even recently, various artists released music, did events online to raise money that contributed for arranging Oxygen Cylinders. With Uncertainty about the nightlife resuming, a lot of us are falling back on freelance production jobs .



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

Chasing money. This is a problem the curators face, the artists face, agencies face. Delayed Payments. And as for me, Since I'm not with an agency yet that would help me with getting my ducks in a row; I've been still chasing some payments since 2019. However, there are also some really professional people who I've worked with, who've never given me a chance to follow up. I'd have my payment before I'd even ask.

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

Don't be Intimidated by how much there is to learn. Start by setting small goals. And work towards achieving them. Learning will never stop; However you can keep growing and getting better. And no matter what, If you really care about it- Don't let anyone else tell you otherwise.

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

I'm excited as being a part of this platform will help me make bigger plans that can involve creating a new platform for female artists around the globe and fuelling creativity on a larger scale. I haven't worked out exactly what this platform will be yet, but it's going to be a place that will benefit women in expressing themselves.

I will also continue to make more music, publishing Podcast episodes and hopefully when things get back to normal, I'd love to travel around the country and beyond to play more gigs and celebrate like one big family.





## ANJALI BAWA

CO-FOUNDER - VOILA EXPERT

ENTREPRENEUR, BUSINESS STRATEGIST, MENTOR

Founded a tech startup Voila Expert. Voila Expert is an expert network platform connecting startups/SMBs with vetted consultants across all business categories, on a mission to make #expertise accessible to all


Featured as the only Indian in June's Startup Grind- Medium issue of Women founders changing the world [🔗](#)

Founded an Indo-western apparel line and content platform- Heer Firangi, Mired in the union of the traditional and the modern styles, a unique take on fashion with stories

Single-handedly built the entire asset monetization portfolio for North region in OYO Workspaces, as a Category Manager, during Covid

Headed and executed Sapne Hue Apne Project, aimed at the after-school development of kids through vocational training under Neofusion Creative Foundation NGO at the age of 18yrs

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Anjali has pledged to grow trees and help protect our mother earth

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Amiable and social yet the most strategic and meticulous person at work. I did my undergrad from LSR, DU and PGPM, from Vedica Scholars Programme, Delhi. Alongside my masters, I took the plunge of starting an Indo western apparel line Heer Firangi and did a short internship at PR Pundit. I have been working and volunteering all my adult life; however, my corporate journey began in 2020 with OYO. I worked under the Asset Monetization team for the coworking vertical, driving end to end revenue functions and create Value Added Services portfolio for the North region. While working for the Co-working vertical of OYO, I discovered that one of the biggest challenges that early age startups face is the "inaccessibility of credible advice". A lot of new entrepreneurs tend to make bad decisions which can easily be avoided if they get the right advice at the right time. This prompted me to think of a marketplace where vetted experts can answer such queries. With the vision of "making Expertise available on-demand", I decided to pursue my Entrepreneurial dream.

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

The thrill of building and growing my business, and as our network and team grows, I believe I am leading a family. This makes me feel more responsible for everyone, motivates me, and keeps me on my toes.



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

Donning different hats, from the role of a marketer to operations executive, leader and mentor to my team to build a culture for a budding startup. The work has been multi-fold, but the most satisfying part of the job is to interact and connect with people every day from different walks of life. These are clients, experts of different fields, startup enthusiasts, my team, and students looking up to learn more about this space. I seek to learn from them; however it is also equally challenging to balance with all these stakeholders, and yet keep the optimism level high at all times.

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

I am a thespian. My love for theatre began in school and I went on to work professionally as an AD for theatre groups in Gurgaon and taught dramatic arts to underprivileged kids to help them work on personality development. In college, I took a step further where I directed and wrote a few plays. Theatre has been a cornerstone in my journey and has taught me a lot, from working in teams, working with a limited budget and to be socially adept with people.

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

Commitment. Communication. Connection. The three c's of a successful career. One needs to communicate well, form connections and at the most be committed to your goal. These skills can be acquired and learned over time and be perfected with practice.

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

Movies, Fashion, Morning tea and good soulful music

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

Covid-19 in general has affected the entire economy and the outbreak pushed the world on the back foot. Social distancing, travel restrictions, lockdowns had an adverse effect on the consulting industry in terms of new business development activities, be it social impact, supply chain disruption and massive cash flow issues.

However, this led to the possibility of innovation and adapting to newer ways of doing business and living which could not have been imagined before. It was in the middle of pandemic, when businesses were shut and businesses were in dire need of a proper advice, which was economical.



As per various global reports by Upwork, and Forbes – a significant share of workforce began freelancing for the first time at the onset of pandemic, especially owing to remote work culture and a need to find an alternative to an uncertain job. I believe this is what will revive the economy post pandemic. Technologies such as video meets, instant messaging, group meets have helped in reducing the impact to a certain level and will contribute to normalizing things.

And that is how Voila.expert was born. An expert network platform bridging the gap between startups/SMBs and vetted consultants across all business categories, with a mission to democratize knowledge and make expertise available on-demand and accessible to all.

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

A non techie female founder in a world of male dominated tech startups, is a road full of challenges. The biggest challenge was to execute the concept on paper to an actual App. I realized that this will not be possible by just outsourcing, but to get a member who is equally invested in this. That is when I decided to onboard a CTO who helped design the entire process and get the show running.

There are many challenges as an entrepreneur that you face, it is a never-ending phase of negotiations, taking decisions and managing people from different walks of life. It is important to listen, adapt and interact with multiple people to learn, and take time to study and learn about the business.

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

Just start, take the plunge, and learn along the way. There will never be a perfect time or day to start, just get to it and learn from your mistakes and start executing.

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

I wish to take Voila international and make it the go to marketplace for any business consultation, the goal is to change the way of consulting by making it accessible and economical.

Other than this, my aim in life is to mentor young women to empower themselves with knowledge, financial literacy and take decisions in their own hands, and ultimately become the torchbearers of the business community of India. For this I hope to create a thought school where women get access to knowledge sharing platforms, where they are mentored by the women who come from varied backgrounds.



## SALONI PANDA

CONTENT CREATOR & INFLUENCER

*Malaysia Book of Record Holder in Abacus*

*Winner of National Influencer Award, Entrepreneur Award, Global Growth Accelerator Award and Food Instagrammer of the year award*

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*Saloni has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a food content creator. I started my journey in the year 2017. I have always been passionate about food and cooking and that's when I thought, "why not showcase this in the digital world?" That's how my page "Saloni's Kitchen" came into being which I later just changed to my name to keep my page content more diverse. Over these 4 years, I have had the opportunity to collaborate with many brands, cover big events in the city, win awards and get featured in top news websites for my work. When I started this page, I never thought it would get me this far. I am nothing but grateful for everything.

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

It's my audience. I want to create something new for them each time and I think that is what keeps me motivated to create but more than that, I enjoy shooting videos. Its more like a stress buster for me than work. It makes me feel good.

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

The most satisfying part is that I get appreciated for my work and that is what means the most to me. The challenging part I would say is coming up with something new every day. Its important to give your audience something new in order to keep them engaged on your page.





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

I absolutely love reading non-fictional and I am an introvert. I am someone who would rather spend time around my family or friends, have a nice conversation or watch a movie than go out and party for hours haha!

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

Consistency. This is what is really important as a creator. You can post amazing content but if you are not consistent in posting, you will not be able to grow. This field has a lot of competition now and in order to make your mark you need to be ALL these things- Consistent, committed and post great content.

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

I love reading and learning about new things - mostly about spirituality and how this universe works. I find these topics very interesting.

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

As a content creator- pre-pandemic there were a lot of collaboration opportunities like Travel, Food tastings, events etc. but post pandemic, everything just came to a full stop. I had decided to expand my page into Travel as well and I had a bunch of travel collaborations lined up which unfortunately were put on hold due to the situation. Once things get normal, I would love to focus on Travel content too.

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

The major challenge now is that there is a lot of competition. There are so many creators out there across different niche doing amazing work and in order to sustain, you need to stand out.

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

Always believe in yourself and don't quit before the miracle happens. I honestly never thought that this page would give me so much. Initially its going to be difficult to grow. I was very demotivated at one point, so much so that I had decided to shut my page but I didn't give up. I worked for this page every day for 4 years and now it really is all worth the time and effort.

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

I would love to host my own Food and Travel show. I have only watched TV and Food shows on TLC as a teenager and I always pictured myself hosting a show like that. It would be like a dream come true!



## ABHIMANYU KALBHOR

ENTREPRENEUR AND SOCIAL MEDIA INFLUENCER  
GHUMAKKAD GASTRONAUT

ENTREPRENEUR, SOCIAL MEDIA INFLUENCER AND CONTENT  
CREATOR & FOOD AND TRAVEL EXPLORER



*Won Best Digital Influencer Award*

*Won Best Food and Travel Explorer Award*

*Made on Roposo Superstar*

*Featured in Outlook, MidDay, Medium, Daily Hunt etc*

*Served 200+ people and 35 stray dogs daily during  
the Lockdown phase 1.0*

 @ghumakkadgastronaut  ghumakkadgastronaut@gmail.com



*Abhimanyu has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My name is Abhimanyu Kalbhor. I have done my Bachelor's of Science in Information Technology from Bharati Vidyapeeth, Pune. Later, I did my Bachelor's of Software Engineering (Hons) from Athlone Institute of Technology, Ireland and Masters of Business Administration from ITM, Navi Mumbai. I am an Entrepreneur and Social Media Influencer by profession. I am a food and travel explorer who mainly focus on showcasing the unexplored and untapped places, the street food and the local cuisines nationally and internationally. I have the aim to put the untapped and unexplored places, local cuisines and street food of India on the global map.

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

I have a crush on the world. The passion for food and travel and to showcase and put the untapped unexplored places and the local cuisine and street around the country on the global map.

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

The most satisfying part about my occupation is that I get to share whatever little talent i have related to cooking and exploring the unexplored places and cuisines with the masses globally and get love and appreciation in return. The most challenging part would be the editing and selecting which content should be uploaded and when.



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

I don't use a DSLR and camera tripod stand to shoot my videos. I use my Realme phone to shoot and make sure to try to keep it raw to have a connect with the local audience and use my hand to shoot the videos. So basically, i shoot video with my phone in one hand and cook with the other hand. Also, apart from being passionate about food and travel, I am a hardcore cricket buff. I have played professional county cricket for Ireland when i was in Ireland for my Engineering.

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

Hardwork, determination, self belief, consistency and maintaining relations with people around you be it your contenders or your followers. You need to be focussed, disciplined and have the consistency to be able to wake up every morning create the content, edit and showcase and have the quality to take healthy criticism for the content if a certain content dint work.

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

I am extremely passionate about Cricket.  
I have been an ex Professional Cricketer and played County Cricket for Ireland.

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

The hospitality industry has suffered massive setback post pandemic. Hospitality staff has been facing paycuts and job losses, the influencer industry has boomed and influencers have made more money in comparison to the pre pandemic phase.

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

One of the massive problems working in this industry is no fixed monthly income. You arent sure how much money you gonna make in a certain month, there are ups and downs. Also the biggest challenge faced was to make a name for myself and maintain the brand value. The budding bloggers who just want to make money despite having bad content are ready to work for even 50 bucks for a certain brand campaign thus ruining the market for other genuine veteran influencers.



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

My suggestion to all the readers on the basis of experience on the gram and entrepreneur life in general would be to keep working hard, be determined, have self belief and be consistent. There is no substitute to consistent hardwork. Also, do not listen to your naysayers, and anyone who wants to put you down. Always remember self belief and hard work will always get you success in life, no matter what. Also, keep maintaing health relations with veryone around. Strong PR will take you to places.

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

Since this field has immensely bright future, at the right time in life, given a chance I would love to make this a full time career and put the untapped places and street food of India on the global map. Also, keep healthy relations with everyone around.





## POOJA JOSHI

SR. TEAM LEAD (CUSTOMER SERVICE, SALES)  
& BLOGGER

*Has received many rewards and recognition for singing and dancing and was a top performer (Unit Manager) for amazon customer service consistently for 6 months*

*Was promoted as a Sr. Team lead operations, later for my public speaking and influencing skill and got opportunity to take mindset coaching for the employees who were demotivated and were not focused*

*Also is a trained kattrhak dancer and classical singer*

📷 @poojajoshishete

✉️ poojajoshi631994@gmail.com



*Pooja as pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm from Indore, staying in pune. I belong to a middle class family. I was always interested in singing, dancing, computers etc. When I was 18 , I decided to start working because I wanted to manage all my study expenses on my own and help my parents. My first job role was for Customer service associate., I got selected because of my soft skills.. That's how it all started.. I kept working and got promoted on Level 2, Level 3 and than Team lead, unit manager and finally Sr. Team lead. During the journey I got to work with multiple MNCs like AT&T, AMAZON, JABONG etc, with different domains..

I got recognized Alot of time on my performance, Team handling, management skills etc.

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

My career goals, daily targets.

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

To help people succeeding. If I get a chance to do so, I'm never going to miss the chance.. It is the most satisfying and challenging at the same time. The task is not so easy to do hence its challenging too.



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

The most interesting thing about me is I'm serious and crazy creature at the same time, lol.

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

You need to be a quick learner, management skills, few Behavioral skills are also very important e.g. anger management, emotional intelligence etc.  
There is no specific type of person one can say but if required skills are there and one is ready to learn! Bingo!

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

I'm passionate about singing, dancing, cooking, gardening and shopping!! Crazyly passionate!

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

Entire market has shaken due to pandemic, of course this industry also has badly. Kinda recession!

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

No such problem in particular but challenges were there. Sometimes its performance management, sometimes patience issues and there is one challenge which is constant, I must mention & that is how to stay away from OFFICE POLITICS and remain successful.

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

Keep Learning, be repulsive to the procrastination been. It's you who can help you at the first place! Be your own best friend.

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

My future plan includes few business startups in food industry, and creating a place where needy women can learn, work & earn.



## VAIBHAV SHETE

ENTREPRENEUR  
OM SHREE PANDARBAR

*He was featured by multiple news channels, Instagram pages & news papers etc. He & his team successfully covered 52 families during pandemic, helped them with basic needs for survival in hard times and financial help for their treatment.*

📷 @vaibhav\_shete1177    ✉️ vaibhavshete1177@gmail.com



*Vaibhav has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am an entrepreneur however I have done mechanical engineering & I am a big big paan lover. I belong to a simple family with high traditional values. About my career path, when I completed engineering, I got placement in a good company, I joined.. But just for 17 days.. And I knew what I wanted to do.. I started my broadband business.. Initially I struggled alot, ALOT!

Sometimes I myself went to do internet connections.. But every inch and bit of this struggle, I was satisfied.. And in few months it got settled.. And I'm still doing good with that, during this time, being a paan lover I use to have paan daily with my friends, one day i realized that the paan business is also something which can benefit really good because people really love pan, since ancient India, it also has many health benefits and it's organic.

I took this thought of mine seriously.. And now here I am.. With successful 65 franchisees of my paan boutique.

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

...My major Goal! Which is, I want to take my business globally. E.g. Parle G.. 'Sadabahr'



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

Consistency & Patience

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

That i got 'back' in second semester of mechanical engineering, in multiple subjects.. Lol

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

Ice on head ; Sugar in mouth.

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

Exercise, workouts, trekking, spending time with friends and family.

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

Most of the people has settled back in their home town.

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

A good marketing strategy. Because even if you have world's tastiest paan but if people don't know about you, you loose then and their. Initially I experienced challenges but than, experience is a great master. Learned & succeeded, still learning and succeeding.

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

'Koi bhi dhanda chhota nahi hota'

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

As I mentioned earlier I am planning to set my brand on international level. Apart from this I also want to try my hands in Politics and Social services.





## TEJASWINI DIVYA NAIK

AUTHOR, FILM-MAKER, ACTIVIST

*AUTHOR OF A NATIONAL BESTSELLER*

*Her debut book, Smokes and Whiskey, topped the Amazon charts in the first two days of its release and was under the top 10 of Amazon's list on the 3rd day of its release, breaking a few records*

*Invited by the Obama Foundation to meet President Barrack Obama at the 2017 Delhi Town Hall, as an inspiring young leader of India.*

*Ran four major campaigns and won all four*

*Invited twice by 94.3 Radio One Pune, first as their Special Guest, then as the 1st SuperWoman from Pune under their Radio One SuperWoman Campaign*

*Worked as Social Media and Outreach Head for the United Nations Security General candidate for 2021 - Arora Akanksha*

📷 @tejaswinidivyanaiik

✉️ tejaswininaik27@gmail.com



*Tejaswini has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Since I've been a child, I've had a penchant for writing, and my parents always encouraged me to write, and to be myself, and never stopped me from expressing myself. I guess, that helped with my path leading me up to film-making and eventually, to being a writer and an author. It's been an interesting ride in this crazy roller-coaster life of mine, but I guess, getting derailed is a part everyone has to face. What matters the most is how you get yourself back on the track and how you don't give up and keep going, and that I guess, has been the most important part of my journey.

There have been amazing and some not so amazing projects I have been a part of, where I met some amazing and not so amazing people. But they all teach you and give you great experiences to look back and laugh and most importantly, learn from. My journey has been great so far, even with the ups and downs, and I am looking forward to what the future holds.

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

Just the idea of a new day, and the multiple possibilities and fun and happiness it brings with it is reason enough for me to want to wake up every morning and work, whether it be going to office or sitting at home and working on my book.





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

When it comes to my writing, the ideation process and transferring it onto paper in words is the most satisfying part. But it is definitely also one of the most challenging, as if and when the writer's block hits, it hits hard and no matter how hard we try and push ourselves, it doesn't budge.

When it comes to film-making, its mostly about the mood on the set that day, and getting that one odd compliment for your work, which by the way, works as a great mood enhancer and booster and trust me, nothing in this world can beat the happiness and confidence it brings along. But, if god forbid, that one mistake can become the most challenging event of the day as you have to stop it and stop yourself from letting it take form of the domino effect and that could be just terrifying and horrible.

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

I don't really know how to answer this honestly, but I think it's the fact that I am an extremely funny person but one can't really tell that for sure from my profile. And to know the level of crazy and funny I am, one would have to meet me to have the full blown effect.

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

This is a rather difficult one, because everyone's journey is different and everyone's perspective is different. But one of the most important things that I think everyone else will agree with me on is that you need to be thick-skinned, because you will find many people along the way who will be how they are, and they will say things, and be mean, and be rude, and try and put you down, but you don't let them get to you, because the second you do that, they win. And in this battle, we are not letting them win, and we are not letting them take free space in our heads and our hearts. Remember, ignorance is bliss. The not caring and ignoring and being thick skinned is what kills your enemy because it will upset them that you are not upset and trust me nothing better than one-upping them on their own game.

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

Safety for women, climate change, animals - especially dogs (hell has another place for people who abandon their dogs), music and I have this weird but rather inexplicable love for clouds and the night sky.



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

It has been largely hit, because mostly 99% of the shoots and projects were put on hold for a while or indefinitely, or cancelled. A large number of people lost their jobs, had to shift back to their hometowns, lose their houses in their city of work – Mumbai, and take up other jobs for survival.

Because of that, not just the industry's economy, but the economy of the city of Mumbai also took a heavy impact.

In my honest opinion, there isn't a "post-pandemic" time or scenario yet, but when that comes I really hope things become better.

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

The biggest challenge I saw working in this field was the casual sexism, and sexual harassment and abuse done in the form of "work-field ethics", not just at work but also translated onto the screen by the actors in their dialogues or songs, and women actors being okay with it and not raising their voices against it. It's slightly better, but it still exists.

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

I would only like to say that believe in yourself, and believe in what you do and what you stand for. Don't let any random person come through and shake you and shake your belief, because you are who and what you are and no one can change that. Embrace it and revel in it.

Also, life has a nasty habit of throwing curve-balls at us, don't let it scare you. Remember there is always a light at the end of the tunnel, and if you can't see the light, that means you are not at the end of your tunnel yet. So keep going, keep believing in yourself and you'll be fine. Not today, not tomorrow, but one day. Until then, keep holding onto your belief and hope, and keep going.

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

As of now, I am about to finish my second book and about to start work on an absolutely amazing project. After that, I fully intend to travel the world and write more books and continue travelling.



## MANAV LAKHANI

VOCALIST


VOCALIST, PERFORMER, BLOGGER

TOP 5 BENADRYL BIG GOLDEN VOICE SEASON 6, MUMBAI

FINALIST IN SIFF YOUNG ARTISTE 2020

BEST SINGER AWARD IN NARSEE MONJEE COLLEGE OF  
COOMERCE & ECONOMICS (2019 & 2020)

WRITES ARTICLES FOR INDIAN CLASSICAL MUSIC AT THE  
ELYSIAN JOURNAL 

 @manavs\_music

 manavlakhani07@gmail.com



*Manav has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am an 18 year old Vocalist and I have been singing since the age of 3. I had my initial exposure to stage singing at a young age mainly during School Events and College Fests which has led me to win "Best Singer Award" for 2 consecutive years in my College. I was a part of "KidSync" at the age of 11, which was a tribute to the legends of our Music Industry. I had the opportunity to sing in presence of and seek blessings of Pyarelal Ji & Ustad Ghulam Mustafa Khan Sahab. In 2019 I had the opportunity to sing On Air as a part of the top 5 of Mumbai in 92.7 Big FM's "Benadryl Big Golden Voice Season 6". I have also been performing in these Fundraisers for the past 2 years now: WE for Salaam Bombay and Aashayein for Music Basti. Since the year 2020 I have been a part of the Finalists of SIFF Young Artiste and have been privileged to be a student in their mentorship programme through scholarship. Moreover I have been learning Hindustani Classical Music since the past 4 years. Currently I am learning under Guruji Pt. Murli Manohar Shukla "Manhar" Ji. I aim to use my classical training in my everyday singing too.

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

Riaz. It is very important to practice in the morning, as any Guru would advise. Yes, I would definitely want to ensure that I don't miss a single day of early morning riaz. Moreover most of the time my Music Classes take place early morning.



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

Perfection. It's most difficult to achieve but extremely satisfying to experience. Many times I may miss a "harkat" here or there. But when I hear the playback of my recordings without a single mistake and with every note hit correctly I definitely sleep better.

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

I am equally interested in Academics. Most people who know me as a vocalist are not aware about this, but I try to equally divide my time and give importance to both Music and Academics.

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

I think one needs to be composed. It takes a lot of thinking to execute any task, especially in Music. A vocalist's state of mind is reflected in his/her singing. Thus to achieve "thairav" in singing, I think that it's necessary to be well composed and calm.

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

Tech and Cars. I think the functioning of any piece of tech as well as an engine is art. The symphony of all the parts of these things is beautiful and I can see documentaries about Tech and Cars all day long.

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

Pre pandemic there were few stages in every city. Post pandemic, in a virtual world, every house, every room is a stage. However it has had its negative effects too. Nothing can replace a live audience; nothing can replace the thrill of singing live; and I hope we get back to normal stage shows soon. Economically, all I would say is that artists, who were already being underpaid are now being paid even less. Although I cannot give a correct overview of the economic impact as I am do not commercially perform yet.

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

The only challenge I face is that the masses definitely support commercial music more, which is not wrong in itself. However at many places the vocalist who gets most votes is regarded the better singer. In a place where it is claimed that they respect talent, the only thing that matters is likes on your video. It's not wrong in itself but using likes as a sign of acknowledgment of a good vocalist is slightly unfair for those who don't predominantly perform commercial music. [Especially when it is claimed to be decided on basis of talent].



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

The one thing I too have learnt through experience is that, don't waste a single minute of your day. As Elon Musk has said: "Work Every Waking Hour"

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

I really look forward to perform lyric based songs. Yes they are slow and have a niche audience but what I sing should give me satisfaction. I also would love to do playback. I do aim to pursue both my Academic Goals as well as Music and experience the best of both in life.





## DR. MOITRAYEE DAS

ASSISTANT PROFESSOR (PSYCHOLOGY)

FLAME UNIVERSITY, PUNE

TEACHER, RESEARCHER, MENTAL HEALTH ADVOCATE

*Initiative of connecting people with mental health struggles to mental health Professionals*

*Elected for the Youth Ki Awaaz (YKA) Sexual and Reproductive Health and Rights Fellowship (SRHR) (2020)*

*Completed M.Phil & PhD from Tata Institute of Social Sciences, Mumbai*

*My Articles have been featured in reputed platforms like The Telegraph, Outlook India, Deccan Herald, Livewire, HRKatha amongst others*

*Successfully completed four Degrees, 3 Diplomas and 12 Certifications in my academic journey, and plan to pursue more courses in the future*

📧 @dr.moitrayee    ✉️ moitrayee.das@flame.edu.in



*Moitrayee pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am someone who never stops hoping for the best and believing in the fact that good things take time, but they surely do happen. I finished my PhD last year (2020) and M.Phil in 2017. One would say, I have been studying all my life because of my multiple degrees, diplomas and certifications. However, I have truly enjoyed the various academic programs I have undertaken and plan to continue it in the future as well. After completing my PhD in October last year, I was applying for jobs to various places, when one of my colleagues told me about FLAME University. I applied there for a guest faculty role for 4 months and now I 'am working there full time as an Assistant Professor of Psychology.

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

I truly enjoy what I do, and that fact that I get to share my learning's, experience and expertise with my students is what makes the journey truly worthwhile.

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

Being able to discuss and debate on important, sensitive and socially relevant issues is very satisfying. The challenge this time has mostly been the online teaching method, which takes away the benefits of face to face interaction.



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

I can hold conversations (hopefully interesting) for hours, even with people I have just met!

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

Like in every other career, one has to be truly dedicated to their job and be an expert of their subject. If you know your matter well, you can deliver it to a class and are ready to learn every day, you are good to go!

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

I will think and tell you.

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

The students and teachers have had to face the cons of online learning-teaching for a long time now. There are problems of burn-out and stress among many others, and mental health issues have risen during this time. Physical and mental health problems have taken a toll on students and teachers as well. The students and children from underprivileged backgrounds have not been able to attend classes due to the lack of resources like mobile, laptops, wi-fi, and the digital divide has definitely been a huge barrier on them and their families from pre pandemic times.

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

The problems could be to discuss and make the students aware of social and political realities of the current times. The times are such that, if a person voices their opinion about the government or the political affairs of the country, they could land up in jail. In such times to hold ones truth and be able to openly discuss that with students in a class is extremely crucial and challenging. I too was facing a similar issue.

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

Times will get very hard and challenging, but try your best to keep going ahead and take a break whenever you want to. Along with your physical health, always remember to focus on your mental health too.



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

I plan to collaborate on projects and research papers with my fellow colleagues at FLAME and hopefully associate with a NGO working on Mental Health and volunteer my time there as well.



## OSHIKKA LUMB

CO-FOUNDER  
PROQUO

### ENTREPRENEUR AND AUTHOR

Honoured with the "Youngest Entrepreneur Award" by Lady Shri Ram College Delhi University 2015-2016

Accorded the eminent title of "Youngest Author" by the University of Delhi in 2018

Conferred the prestigious "Youth Of The Year" award by the Indian Youth Forum, 2016-2017

Youngest panelist at IIT Delhi conference on "Entrepreneurship as a lifestyle."

AWARDS- Nation WIDE WOMEN'S EXCELLENCE 2021 by Business Standard, INDIAN WOMEN EXCELLENCE AND LEADERSHIP AWARDS by Start-Up India, 30 under 30 PR and Communication Expert by Business World

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Oshikka has pledged to grow trees and help protect our mother earth

WINNERS  
2020

## Q & A

### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a graduate of JMC, post-graduate from the prestigious LSR, Delhi University, currently pursuing law with a big and bold vision and holding experience in building businesses from scratch.

From running successful businesses at the young age of 22 like Marketers, Events Mosaic Vizz Plus, FindMyCoWork to authoring two books ("And she decided not to give up" and "USA Hegemony in the world system"), I have been a strong believer of Karma, and follow my gut more than anything else."

Additionally, I also specialize in building unique products that are targeted at solving pressing problems with a long-standing expert in product validation. My core expertise and interest lie in raising funds and creating a smooth funnel for successful revenue in businesses of multiple sectors. Currently, I am the Co-Founder at Proquo - India's first ever market place for interior designing material.

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

While to be very honest, I plan my list of work and targets at night for better planning and implementation of work.



I think, what motivates is the fact that time is limited, and within this time you have created, impact and leave an impact in the world."

I have been lucky enough to identify my purpose early in life and once you are in love with your work, you don't need much motivation.

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

I started quite early at the age of 22, so being a girl you are discriminated at the same time being young you are taken less seriously. However, I always believed if you know your work well, alongside right execution processes created, one can sail through any obstacle and challenge and run business successfully .

My self authored book says a lot about me - "And she decided not to give up".

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

I have ventured into various sectors, currently being into Real Estate has been quite interesting as the industry is always quite welcoming when it comes to new innovative ideas. Mostly it is the second-largest employment generating sector. Innovative Technology and diversified revenue stream and people management is the most interesting part of my profile.

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

Leadership skills, patience, maturity along with the tendency of not giving up.

One needs to not only focus on discussing ideas and strategies but bringing them to action if you really want to see your company growing.

Being a go-getter is a must for setting up your own business.

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

I think networking, business meet ups, going out with family and worshiping god are few things I am irrationally passionate.





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

The industry has been massively hit with the occurrence of pandemic but being a tech enabled venture, with new thoughts, innovative business models, the things are coming back to normal and our business is flourishing like anything.

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

The sector I am currently working in, is interiors which is the most unorganised sector and getting it online is not an easy task.

Get all the contractors and suppliers on a common platform using technology is a major challenge undertaken by me.

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

- 1 - Focus on mental peace alongside creating your business empire.
- 2 - Never run after money and investment, focus on creating a business, never be happy on funding but celebrate exit.
- 3 - Focus on building a company and diluting stakes at right time and building a profitable venture.
- 4 - Most of all don't waste time on glorifying ideas, focus on execution!! Most of the companies fail not because of the paucity of funds but because of a lack of direction in execution and implementation.
- 5 - You are not born for mediocrity.

Lastly to all woman entrepreneur:

- 1 - Never give up.
- 2 - Make use of every opportunity.
- 3 - Learn to stand for yourself only then the world will stand with you

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

Well, I will be focusing on Proquo, making it a billion dollar company and additionally become a successful lawyer.

I plan to continue my journey as an author as well.



## KOMAL PARAKH

ENTREPRENEUR  
UPCYCLE CORPS.

ENTREPRENEUR, GLOBAL THOUGHT LEADER,  
MOTIVATIONAL SPEAKER

*Successfully founded a startup venture in the sustainability space, called Upcycle Corps*

*Awarded the 1st prize for the Best Business Model at National University of Singapore (NUS) in 2015*

*Got accepted into the spring cohort of Harvard Innovation Labs' Harvard Student Venture Network Program in 2018*

*Awarded the 'Outstanding Young Achiever of the Year 2021*

*Award' for my exemplary achievements and contribution in the field of education*

*Awarded the 'Inspirational Woman of the Year Award 2021' in the Business & Environment category*

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*Komal has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I, Komal Parakh, came to be an entrepreneur, educator and a speaker partly by chance and mostly due to my passion for the above fields. I am a student of science, who ended up pursuing economics and entrepreneurship. Being excellent in academics and a top achiever since my school days, I ended up pursuing ISC science for my 11&12th grade. At the end of my board exams in 2012, I appeared for various engineering entrances including IIT-JEE to AIEEE. Little did I know that my optional subject during my 11th and 12th would end up becoming my major subject during my undergraduate college. In 2012, I enrolled myself at Sophia College of Women, Mumbai where my subjects were Economics, Political Science and Statistics. However, getting little time to devote to my various hobbies, I decided to switch to University of Mumbai to pursue the remaining 2 years of my college, my subjects still being Economics and Political Science.

The various programs I have participated in outside of college, and the extensive number of conferences and conclaves I have attended so far have had a huge influence on my career choices. I am a huge advocate of balance between academics and entrepreneurship. The travel from my home to college during my undergraduate college years exposed me to various neighbourhoods of garment and apparel production. Taken aback by the large amounts of textile leftover from production, I was inspired to repurpose/upcycle pre-consumer textile waste into sustainable clothing concepts. It is what has led me to find my startup venture, Upcycle Corps., an organization dedicated to bringing sustainable lifestyles to communities.



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

The fact that I am working in the space that I am most passionate about, i.e., sustainability and climate change and being able to positively make a difference in the lives of people and contribute towards the bettering the health of the planet is the most satisfying part about my occupation.

The most challenging part about entrepreneurship, however, is that it involves a huge number of risks at any given stage of the business and more often that not involves choosing the road less travelled. As an entrepreneur, one has to constantly find and create opportunities for him/herself. Thus, one always has to remain self-motivated.

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

The most interesting thing that one wouldn't learn from my profile alone is my irrational optimism towards my dreams, goals and aspirations and my undying grit, determination and perseverance.

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

The most crucial skills for succeeding as an entrepreneur are as follows:

1. One needs to be constantly self-motivated, no matter what comes one's way;
2. One needs to learn to find and create opportunities for oneself even when there aren't any around him/her.
3. One needs to put in a lot of hard work, perseverance, grit and determination in order to succeed and achieve one's goals.

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

I am a very naturally inquisitive person. I like to try my hand at everything from movie-making to acting to teaching.

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

The industry has been affected in a big way by changes in the economy due to the ongoing pandemic. Supply chains have been shifted and are increasingly being reimagined. Rise in digitization brought about in the wake of the pandemic has given rise to online activity and shopping. Traditional small businesses are also finding ways to have an online presence. It is truly a black swan moment for everyone from individual shoppers to businesses, private as well as public institutions. Digital presence has topped everything else be it any industry today. A new wave of startups is on the rise.



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

The biggest problems of working in my field are achieving economies of scale as my venture is focused on repurposing textile that is given off during garment/apparel and textile production. The biggest challenge I faced was convincing garment and textile production units to give away their textile waste to us instead of discarding it away. It was quite a challenge convincing these producers about the harmful effects of their waste going to landfills or incinerators. Another big challenge I faced was organizing the underutilized textile obtained from garment/textile producers in a way that it can be used for further production and looking for efficient ways of producing clothes as well as and minimizing wastage.

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

I feel that there will be a lot of naysayers, a lot of people that don't believe in your idea/venture and a lot of people who'd have tried the idea in different ways and have succeeded/failed. Despite that, it is important for one to have a firm faith in their vision and know why one started out in the first place. Having said that, one should not be blindsided by his/her vision. It is important to accept and appreciate criticism and acknowledge where one is going wrong. Only then can one move ahead and make progress in life.

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

The ongoing Covid-19 pandemic has necessitated a change in the way we work and operate and more importantly, in our business model. While Upcycle Corps. started out as a venture to transform/re-purpose pre-consumer textile waste leftover from garment manufacturing into sustainable product lines, it now seeks to be one-of-its kind holistic B2B2C marketplace platform dedicated to sustainable products, services and brands. We are trying to create a paradigm shift in sustainable consumption around the world. We are shifting from being a manufacturing enterprise to being an online e-commerce portal.





## SANJANA BHARATKUMAR DAVE

ADVOCATE AND PHOTOGRAPHER

LAW, LEGISLATURE, LEGAL

*Have been a part of W2D NGO*

*Have been able to provide free counselling to many who can't afford*

*Have been DOP for a travel based application*

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*Sanjana has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

## Q & A

### CAN YOU PLEASE SHARE YOUR JOURNEY SO FAR WITH OUR READERS?

Hi this is Sanjana Dave from Ahmedabad. At the age of 18, I started building my interest in photography and learned a lot in this field when I started my Diploma in 3D Animation at MAAC, visual effects fascinated me and so along with learning photography, I did my specialisation in VFX from MAAC. It indeed changed my perspectives of watching movies. But, belonging to a law fraternity, law pulled towards it and I pursued law and became a lawyer and started practising in The High Court of Gujarat. I was forced to leave my career and become a housewife, to which I denied firmly and I got divorced but even after all the odds, I never stopped hustling. I am still a hobby photographer and Advocate by profession and I provide free counselling to the people who are not able to afford high end fees of well known advocates. I believe that justice must be delivered to everybody equally.

### HOW DID YOU GET INTO THE CAREER YOU ARE IN?

I always wanted to give to the society and so being lawyer became a profession for me to serve the society.

### HAVING GOT SELECTED AMONGST MILLIONS TO THE TOP 99 ACHIEVERS OF INDIA, HOW DOES IT FEEL?

It feels unbelievable and happy





**CAN YOU DESCRIBE/OUTLINE YOUR TYPICAL DAY?  
HOW DO YOU BALANCE WORK AND FAMILY LIFE?**

I mostly work during 9:30am to 6:00pm and then give time to my family and my pet snowy.

**IN RETROSPECT, CAN YOU SHARE SOME OF YOUR GREATEST ACHIEVEMENT TO BE PROUD OF?**

Have not achieved enough, still a lot to achieve.

**HOW DO YOU ENCOURAGE YOURSELF TO KEEP WALKING WHEN THINGS ARE NOT GOING AS SMOOTHLY AS PLANNED?**

I daily start my day with feeding stray dogs and their love jeeps me going.

**WHAT ARE THE MAIN PRINCIPLES YOU FOLLOW TO ACHIEVE SUCCESS?**

Honesty, Humanity and gratitude.

**IF YOU HAD A MAGIC STICK, WHICH ARE THE 3 THINGS YOU WOULD CHANGE IN THE WORLD?**

1. Would provide shelter to all the stray animals
2. Lesser privileged kids to be provided with better food and education
3. No slums

**IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?**

Love all , feed all , serve all

**HOW DO YOU FEEL BEING PART OF THE BIGGEST TREE PLANTATION DRIVE IN INDIA?**

*You think Planting of trees is a solution to the Global Warming and Climate change? Any message you wish to share with the readers about Planting trees and following the food steps of an Achiever like you?*

Plant trees and fight pollution.



## PRIYANKA GAKHAR

STUDENT, ATHLETE, DHOLI, MODEL

CANBERRA DHOLIS

### AN ALL-ROUNDER

*Received a scholarship to study and play NCAA Division 1 College Soccer in the USA (2017)*


*Represented state in Soccer and Futsal*

*Survived a car accident and a multiple bilateral Pulmonary Embolism*

*Co-owner and founder of Canberra Dholis business*

*First and only female Dhol player in Canberra*

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*Priyanka has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

## Q & A

### CAN YOU PLEASE SHARE YOUR JOURNEY SO FAR WITH OUR READERS?

My name is Priyanka, Priya for short. I'm 26 years old. I was born and raised in Canberra, Australia. My Dad was born in Simla, and my Mum was born in Delhi, but my family from both sides is originally from Punjab. I am a University student (B. Science in Psychology and B. Sports Coaching and Exercise Science), an athlete, a freelance model and a dhol player. It's difficult to put me in a box as I am passionate about many different things in life.

I started playing Football (Soccer) when I was 4 years old. Coincidentally (or maybe it was destined), when I was 7, my Mum took me to see Bend it Like Beckham. I remember asking Mum: "Mum, how come Jessie isn't allowed to play, but you let me?" and "Mum, I don't know how to make chapatis!" The whole cinema was laughing. I know, I was pretty cute. Little did I know, that movie basically should've been written about me. Maybe there should be a sequel starring Priya from Canberra (you'll read why)! I have played multiple other sports such as Futsal (where I played for my state), Oz Tag, Touch Football, Cross Country, Athletics, Chess, Netball, Basketball, Dancing (Ballet, Street Funk, Bollywood), and Tae-Kwon Do. Soccer was the sport that stole my heart. It became my life. As I continued to play every year, my dream was to one day be a professional Soccer player and play for Manchester United (even though there was no women's team until 2018) and to play for the Australian National Women's Team.

I had a difficult pathway. Nothing I've had in my life has come easy. Soccer-wise, I was constantly told I was not good enough, that I was too small and not strong enough. I trialled for a few state teams and sometimes I didn't make it.



I was overlooked, but I didn't give up. I knew my talent and my strengths. It's not a secret that I am not the tallest, biggest or strongest person, but I have worked tirelessly to get where I have got to today. I had dreams of playing College Soccer in the USA for the incredible experience, to learn and become a better player, and to have more opportunities and to use that as a pathway to hopefully play professionally.

An opportunity came around in 2014 to trial for a team to play at the Las Vegas International Mayors Cup, where some of the best teams from all over the world travel to Las Vegas to compete. I was selected in the U19 Aussie All-Stars Womens Team which consisted of players from Canberra, Melbourne and Sydney. We flew to Los Angeles and did a training camp at UCLA with their women's team and coaches. UCLA's women's team is one of the best teams in the world and it was an incredible experience. We then travelled to Las Vegas where we had an international friendly against the U19 Canadian Women's Team, before competing in the Las Vegas Mayors Cup where we placed third. It was an amazing opportunity, my first time overseas without my family and going on that trip just made me want to chase my dream even more. When I returned to Canberra, Australia, I had one of the best seasons I've ever had in the Canberra Women's Premier League, and scored my first goal for the Canberra Olympic First Grade team in my first game for the senior team. It was then I started to get momentum and recognition for my skills.

Unfortunately, I was in a car accident in September 2015 where I was stopped at a red light behind a car, and a P-Plate (provisional) driver was speeding, didn't see there were cars stopped at a red light, and rear-ended my car at over 60km/Hr. His car hit my car, my car hit the car in front, then he hit the accelerator and hit my car again, where my car hit the car in front, yet again. I was flung back and forth in my seat, hit my head on the steering wheel, and was left with a sprained ankle, nerve damage and whiplash in my neck and back, which I unfortunately still have pain from and manage on a day to day basis.

I spent the first few weeks in bed recovering, and spent the next 7 months at multiple doctors, physiotherapists and going through rehabilitation. Through a lot of hard work, pain, dedication, months in the gym and on the field training, I eventually returned to the game mid-2016. My goal of going to America was still there. I still had that fire inside of me, and persistence and hard work pays off. I worked with a college sports agent and sent my video footage to coaches in America and had around 60 colleges and universities from the USA and Canada who offered me scholarships. I ended up accepting a scholarship to play soccer and study at Grambling State University in Louisiana, USA, which is an NCAA Division 1 university. Grambling State is mostly known for the notable alumni Erykah Badu, and the marching band who has played alongside former president of the USA Bill Clinton, collaborated with Beyoncé, and most recently for President Biden's inauguration.

In 2017 I packed up my whole life into two suitcases and moved halfway across the world to chase my dream. It was the most difficult and hardest experience of my life, but at the same time it was incredibly rewarding, and the best thing I've ever done, despite the challenges. Grambling's soccer team hadn't won a game in years. We came in as a brand new team with a new coach and turned the whole program around. We were predicted to come second-last. We ended up coming second in conference, and coming second at the SWAC conference tournament. In my first year of college soccer I played 18/20 games and had a total of 3 assists. A friend of mine (without my knowledge) sent my soccer ...



resumé and video highlights to a coach at Portland Thorns – a professional women's soccer team in the NWSL in the USA. The coach said I had potential and I was invited to trial with them. I flew to Portland for a 2 day trial. I didn't perform my best as my legs were cramping up the whole time due to all the training at Grambling. However, it was a really amazing experience and I am so grateful I had the opportunity to trial for a professional team for the first time. I knew I wouldn't get selected, but that's okay. I have things to work on, and the coach said they will be keeping an eye on me.

I had another scholarship lined up for me in August 2018 at the University of Mount Olive in North Carolina which is an NCAA Division 2 university with an excellent soccer program. I flew home to Australia for the 3 month USA summer holidays in May 2018 and continued my training here in Canberra. One month later, I was diagnosed with multiple bilateral blood clots in my lungs (pulmonary emboli). I was very lucky to be alive, whilst running around and training with over 12 big blood clots in my lungs. Someone was definitely watching over me. Unfortunately I had to give up my scholarship in order to recover from this life threatening medical episode. For the past 3 years, I have been in Canberra recovering and rehabilitating. Some days I feel like giving up, but then the fire inside me reminds me I need to keep going and still chase my dreams. I am working to get back to the field and hopefully go overseas to continue playing.

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

I have this fire inside of me. I feel like I was born to be great and live a life that is extraordinary. There are days where I physically cannot get out of bed in the morning, and that is completely okay as rest is important. However, I am just known to not give up and to keep pushing through, no matter what. I feel like I will never be satisfied until I am successful and have achieved my goals (pun intended)! However, I feel like I have so many different dreams and ambitions that I don't have enough time for! I also feel that should follow my heart and chase my dreams for those who have come before us, those who were unable to chase their dreams, and for those who are no longer with us. My grandparents and parents are a massive inspiration to me. They have worked so hard and made so many sacrifices to get where we are today.

Something that really had a big impact on me and changed my perspective in life, is in August 2014, my Dadima (Paternal Grandmother) Vidya Sneh Gakhar passed away suddenly due to a stroke. My Dadima was an incredible, strong, and beautiful person inside and out, she was always smiling, always happy, and very loving and caring. My happiness was important to her and she recognised the kind of person I am. Dadima was so happy with who I was as a person and who I had grown up to be, and she was so happy that my Mum taught me to speak in Hindi fluently and that I embraced my culture, which is easy to lose in Australia. I really felt like I was making her proud, and I know that I have, and I will continue to do so. That was the first huge loss I had gone through. It was then that it really hit me just how short life is, and that we only get one life, so we better make the most of it, and that's not just something I'm writing here. At the young age of 19, I was preaching this to everyone around me, and I still do to this day.

In November 2016, we found out that my Nanu (Maternal Grandfather) has Stage 4 Pancreatic Cancer. We booked flights to go to India to see him, and we were on our way driving from Canberra to Sydney airport when Mum received a condolence message. We didn't know until that moment, but Nanu had passed away. We arrived in India a day too late.





My Nanu, Col. Tej Bahadur Sardana was a Colonel in the Indian Army. He was an amazing person and he was honestly my biggest fan. He was always so happy to hear about all of my achievements and he made a Facebook account to keep up. Any time I would post about Soccer, he would be the first to comment, and he kept up with everything that I was doing, and everywhere that I was going. From a young age, he would call me "Dr. Priyanka". He knew I would grow up to be someone great. He supported all my dreams and didn't want me to settle for anything. It was devastating to lose him. Mum and I stayed in India for over a month with my Naani. It was a really difficult time and I was shattered. It was another brutal reminder of how short life is and to treasure your loved ones and live your life. By that point, I had had enough and there was no way I would let anyone or anything get in the way of my dreams. I had to do it for my Nanu and Dadima. We flew home to Australia, I took a semester off university so I would have enough time to work at this incredible new job I got at Nike, and focus on my Soccer training and strength and conditioning. I worked almost every day for 7 months whilst juggling soccer, gym, physiotherapy, putting together my Soccer resumé and video footage, and talks with universities in the USA.

By August 2017, I had saved up money to pay for my flights and other living costs, and I had landed in Louisiana ready to start living my dream. In January 2018, I had just flown back to Louisiana after spending the Christmas break back home in Australia. A week after I got there, I was sitting alone in my dormitory after a long day of pre-season training. I knew my cousin Anshay in India was in hospital. We all thought he would be okay. I spoke to him a few days back and he told me he would be fine. I had this odd feeling that something wasn't right. I couldn't reach my family on the phone in Australia. They were around 14 hours behind American time. I checked Facebook and saw a picture of my Maamu with Anshay, and all the writing was in Hindi - which I can't read (I can only speak Hindi). I just knew what it was, before I even clicked "See Translation". My 23 year old cousin, Anshay Sardana, who was in the Indian Merchant Navy, had passed away from a rare autoimmune condition called Wegener's Granulomatosis. I frantically kept calling my family back home in Australia - no answer. I kept calling my relatives in India, I just couldn't believe it was true and refused to believe it until someone confirmed it. Finally, my Masi picked up and told me it was true. I still vividly remember that day, sitting all alone in my dormitory, thousand of kilometres away from any family, alone in a small college town in Louisiana, USA. By that point, I was just broken. I didn't want to do any of it anymore. I just wanted to pack my bags and fly home. Thankfully I had my friend by the name of Faith there who came to my rescue, and the next morning at 7am, I dragged myself out of bed in the 30°C heat, and got through my excruciating fitness tests. We had sprints that day as it was spring season— the season in college sport where it's all about fitness and strength training. I believe it was Anshay who got me through. I ended up finishing that semester with almost straight A's, was on the Honour Roll, and the President's List. Then, as you know, I flew home to Australia for a 3 month break before I was to fly back to the USA as I had another soccer scholarship in North Carolina. It was in June when my Pulmonary Embolism (PE) was diagnosed, and honestly, I have no idea how I survived. PE's are one of the biggest causes of sudden death from cardiac arrest. I truly believe Anshay was looking after me. The last few years have been incredibly hard, and sometimes I do feel like giving up, but then I think about my Dadima, Nanu, Anshay, and others who are no longer with us, and I feel like I have to keep going for them. I have to keep going for my Dad who has been working in Australia since he was 16, for my Mum who turned down a scholarship to Oxford University in London and has made so many other sacrifices in her life, and I have to keep going for myself. I deserve a truly incredible, happy, healthy and successful life. That is what keeps me going.





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

Being an athlete and working to be the best player I can be is hard, but incredibly rewarding. I've never been one to shy away from a challenge. I love proving everyone wrong. Being told things like I'm not good enough, I'm too small, too skinny, not strong enough, being made fun of because of my Indian heritage, etc, and doing it anyway. It's an incredibly empowering thing to follow your heart and passions despite criticism from left, right, and centre. I love it. However, doing all of this is an incredible challenge in itself. To then have to deal with chronic pain from a car accident, and keep pushing through pain every single day, and then to have over 12 blood clots in my lungs and go from one of the fittest players in my college soccer team in the USA, to barely being able to walk up stairs without getting out of breath and dizzy when I had the blood clots, that is not for the faint hearted (no pun intended). Despite everything I have gone through, and continue to go through, I will bounce back stronger yet again. That is the most satisfying.

I want to inspire people and especially young girls in India and around the world, to never stop believing in themselves. I would like them to follow their dreams and to not give up. I want to do it for my generations and generations to come.

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

Right now you're probably seeing my serious side with a little taste of my sarcasm and humour. It's hard to show you who I am in writing, although I do wear my heart on my sleeve and I am like that in person too. I'm not sure I can pinpoint what the most interesting thing about me is, but most of the time people will experience the 26 year old warm, kind and funny Priya who's always cracking jokes, and I absolutely love joking around and being the class clown. However, inside I am like a 70 year old very wise and deep old woman. I guess you could say I have an "old soul". I'm not sure I would say it is interesting, but as a 26 year old, I have been through a lot. So much more than I have written here. I have been told by numerous people that it is incredible to see that I am always smiling, positive, bubbly, and lift other people up, despite everything that I've been through. I have been told that I am an inspiration to many and that I should be doing Ted Talks. No matter what I'm going through, I will always give people my best and most authentic self. I am resilient and will keep moving forward and trying my best, or like us Aussies say, "Have a go mate!". I do think it takes a significant amount of strength, courage, and bravery to be someone like that.

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

First and foremost, mental strength and resilience. Obviously physical strength, fitness, skill, talent as well, but if you don't have the right mindset and perseverance, you won't make it. It's a tough world, and even tougher if you're trying to make something of yourself. You also need to be able to support yourself and be your own motivator, as not everyone is lucky enough to have friends and family who support their dreams and ambitions. If you fall, you have to pick yourself up. Independence is crucial in order to be successful.



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

Outside of sport, I am passionate about exercise science and psychology. When I was younger, I actually wanted to become a doctor (probably due to the fact that Nanu thought I would be an excellent doctor) but it seemed boring to me unless I combined it with a sports aspect. A constant factor and passion in my life has been to positively impact others lives and help others live a happy life. I always said I will play soccer until I'm 50 or until I physically can't anymore, and that I'd love to be able to use my experience to help other athletes and other young Indian girls succeed in life.

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

Canberra, despite being the capital city of Australia, is a small city in comparison to other major cities such as Sydney and Melbourne. Canberra's population is currently sitting at just over 462,000. We have actually been incredibly lucky in Canberra until last week, as Covid has finally hit Canberra and we're in our first week of lockdown. All local competitions have been affected, games have all been postponed, gyms as well as physiotherapy and other clinics are closed, which means myself along with other athletes will have to train or do rehabilitation at home. It is a difficult time for everyone. I haven't been able to play soccer as I have been dealing with my health issues and recovery/rehabilitation, but I really empathise with everyone who has been affected, especially those in cities like Melbourne and Sydney who have been in lockdown for long periods of time. Conversely, my heart has broken for India and for my family there. We have lost 5 relatives in such a short amount of time, and other family members have been staying at home since the pandemic began. So in that sense, we have been quite lucky here in Australia, especially in Canberra.

Hopefully when the world gets on top of this pandemic, things will return to normal, or our "new normal".

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

Pursuing an athletic career is an extremely difficult thing for anyone. I believe that if you want to pursue something that you're passionate about as a career, you need to give it your all. That's something I was unable to do due to there just not being enough time whilst balancing many other commitments. For example going to school or university, soccer training everyday, working a part time job, going to the gym, studying and doing assignments, family commitments, having a social life, etc. It is almost an art trying to juggle so many things, but that is something I have done, along with many others. The biggest challenge I had was dealing with chronic pain from my car accident and ongoing health issues. The sacrifices I've have to make to do what I wanted to do, and the dedication, perseverance and pushing through pain has been one of the hardest things I've done.



Additionally, something else I went through which I'm sure others have gone through is family pressure and expectations. When I say my life is basically the story of Bend it Like Beckham, I mean it. It took me over four years to convince my parents to let me go to the USA to play college soccer. I am so grateful for the opportunity that I had, but I do wish I went to the USA much earlier. That was my ambition that when I finished Year 12, I could get a scholarship to play in the USA. Unfortunately it didn't happen as planned, but I wanted to go more than anything, so eventually my parents let me, albeit four years later!

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

I just really want to inspire and empower everyone, but especially young girls to follow their heart, and follow their dreams, and not what society or parents tell them what to do.

Don't take life too seriously, don't listen to everyone else's opinions on what you should do with your life. If you have a dream, don't let anyone tell you that you can't do it. Most people won't understand your dream. The hard truth is that most people aren't living the lives that they imagined because they didn't get to follow their dreams. Keep trying to the best of your abilities, and if you have a passion, you should try and work towards it.

Life is short, you don't know if you will even be here tomorrow. Would you be happy with how you have lived? It is incredibly difficult to live up to everyone's expectations, and no matter what you do, someone will have something to say about it. It's your life, not anyone else's, and no one else has a right to tell you how to live your life. Just because you might be a girl, doesn't mean you can't play soccer, play the dhol, or do anything outside of the perceived "norm"! If you keep living your life to please everyone else, you will never be happy. There is more to life than becoming a doctor or an engineer, just because your parents want you to. Live for yourself! You are not a failure if you want to be something else. It's absolutely fine to follow any other profession, trade, or passion, which can be just fulfilling and rewarding. Life is too short to worry about other people and "Log Kya Kahenge"! It's okay to take risks in life. If you don't even try, how would you know if you can make it or not, or make a change in the world? Imagine if people like Gandhi Ji, Rosa Parks, Martin Luther King Jr, Mother Teresa didn't take any risks of make a stand? The world would be so different!

Don't keep putting things off for another day. You never know what might happen tomorrow. See what's happened with the pandemic? 'Kal Ho Na Ho', live for today!

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

Currently, I am focusing on my health and wellbeing and I am working to become the best, strongest and healthiest version of myself. I am looking forward to returning to soccer soon and finishing my degrees at the same time, pursue anything and everything I'm passionate about, and if it is on the cards, I will hopefully go overseas to play soccer again. I would also love to work with underprivileged kids whether it is here or in India. I won't say too much, but watch this space. Big things are coming!



## MEGHA BAJAJ

ACTOR, MODEL, DIGITAL CONTENT CREATOR

Red Valentino, Tom Ford Beauty, Kilian Paris,  
St. Regis Hotels, Marriott Hotels, Four Seasons Hotels and Resorts

ACTOR, MODEL, LUXURY INFLUENCER

*Has been a Theatre Artist since the age of 10, got published numerous times in various newspapers and online poetry based forums and websites for her writings*

*Also has been a Business Manager for a Luxury Hotel Chain*

*Has been a host and a compère for innumerable live media and corporate events and red carpets*

*Also been a Brand Ambassador for a renowned Australian Coffee Chain and designed interiors, spaces and occasional furniture pieces on order for private clients and cafes*

📷 @meghabajaj

✉️ bajajmegha6@gmail.com



*Megha has pledged to  
grow trees and help protect our mother earth*

**WINNERS  
2020**

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Born and brought up in Chandigarh. While growing up I've performed in several Theatre Plays since the age of 10, and my passion for writing got me published in various newspapers and online poetry based forums and websites for my writings. After moving to Mumbai I took to Acting and Modelling as a full time profession and also did several gigs as a host and a compère for innumerable live media and corporate events and red carpets. Then I wanted to challenge my entrepreneurial skills so I took the opportunity to work as a Business Manager for a Luxury Hotel Chain. I've also been a Brand Ambassador for a renowned Australian Coffee Chain. And lastly, I've also designed interiors, spaces and occasional furniture pieces on order for private clients and cafes.

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

The fact that I do what I love. No matter how sleep deprived I am or stressful work gets, the fact that I'm putting in all this effort into something that I am so passionate about makes it all worthwhile!

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

My job requires me to push myself creatively with every new campaign I work on, that is the most challenging thing for me, to be my own competition. And achieving an outcome that proves that I did better than my last project is the most satisfying thing for me.





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

I love challenging myself, intellectually and creatively. So whenever I am presented with an opportunity to take on something new, learn a skill that I may never have had any experience with before, I'm more than happy to push myself and test my ability to excel in a new opportunity.

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

I think to succeed in any career it is very important to be honest towards your goals and your journey. You need to be optimistic and believe in yourself and to not shy away from constantly evolving as a creative.

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

Travelling and exploring the world, learning new skills like currently I'm learning fluid art, creating awareness about preserving the planet.

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

Since digital media is the new platform for all brands to connect with end to end users and market themselves to a bigger and more real audience, this has become the new favourite advertising platform of brands worldwide. This helped a lot of small businesses to come up as well, which in turn helped generate more jobs. The pandemic has affected everyone's earning capacity and hence minimised the spending capacity, which means brands have had to minimise budgets for digital campaigns and also downsize their staff.

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

The biggest problem that one faces in this profession is getting Brands and Agencies to treat them like a professional who deserves to get paid for their services.

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

Know who you are, know what you bring to the table, respect yourself for that. Believe in your capabilities and work hard towards achieving your goals, and you can achieve whatever you want.





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

To make an international mark, to break stereotypes and be the first Indian influencer to have created quality content for all untapped international brands possible. And then to touch lives- to use my position to reach out to as many people as I can so as to motivate them to live a fulfilled life and actively participate in social causes that need our attention.




## TAASHAA HAYAAT

ACTRESS, SINGER AND FITNESS MODEL

INDIAN FITNESS MODEL, INDIAN ACTRESS, SUPER MODEL,  
MOTIVATIONAL SPEAKER, FASHION & FITNESS INFLUENCER

Won a beauty pageant called Lakme style diva, Loads of prints shoots for big brand like pantaloons, Tanishq, Westside etc.

Has received Dada saheb Phalke icon awards, FMBAF Awards, Lakme style Diva

 @tashahayaat9

 taashaahayaat@gmail.com



Photography- Nabeel Ahmed, Designer- Mana Bhute, MUA - Shabnam Sheikh

Taashaa has pledged to  
grow trees and help protect our mother earth

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm an actress, singer and fitness model from Kolkata.

My journey so far has been full of ups and down in this competitive world, just like any other individual trying to grow into becoming the best version of themselves. It has been a learning experience working towards by growth everyday.

Some good choices and some bad choices that have delayed my growth process and I have been working a lot on myself lately, to stay away from negative influences.

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

Each day is a step closer to my growth in life, I wake up everyday to add to my growth and that's what motivates me to wake up.

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

If I was satisfied with my work, I wouldn't be striving to do anything, to achieve my daily goals is the most challenging bit.



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

What people know of me is my digital existence, and the most interesting thing about me is not being human but a human being.

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

The most crucial thing is why I chose this career and once I understood doing the why, I started working on the how to achieve it and that leads me to what I actually achieve because when is only in the hands of Allah, it's a matter of time I achieve it because Allah only knows when.

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

I very shyly, aspire to be a secret service agent, Ek hai Tigress!

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

Industry is as affected as the world around us, we are going through tough times and as the world knows, adversity leads to innovation and a new era of film making will usher in the future.

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

Not being from the city and the industry, I faced the problems that everyone who is not from the industry. My biggest challenge has been in finding the right collaboration, pursuing my career in sync with the choice of content I want to do.

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

Don't be in a rush and show your desperateness and don't sell yourself short, wait for the right opportunity and right things will happen.

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

In future, I would like to have my own menagerie, full of animals and super heroes, ha!



## QUEENIE VITHLANI

### EDUCATOR

*LISTEN TO YOUR HEART, SNAACK'O'CLOCK, HELPING HANDS, QUEENY EQUITY GROUP*

*One woman One cup campaign  
Prevented 50,000+ units of sanitary waste through educating women and also men about menstrual hygiene and advocate use of menstrual cups*

*Co-founded Snaack o'clock  
A women led snack venture to support and provide employment to daily wage earners*


*Helping Hands  
Raising funds to educate children from the families adversely affected in pandemic, Providing shelter for elderly, Water supply facilities in remote areas  
And many more charitable causes*

*Listen to your heart  
Mental Health Counseling services for youth and adults to cope with depression, anxiety, stress and varied challenges*

*Investment E-learning platform  
Equity Education platform for women and youth to achieve financially independent*

*Poetry for Purpose  
Voicing social concerns through spoken word poetry, her poem, "Education Ek Dhokha Hai," has been featured by several social media youth platforms and has connected people across the globe to strive for meaningful education*

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*Queenie has pledged to  
grow trees and help protect our mother earth*

**WINNERS  
2020**

## Q & A

### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Sometimes you choose what you want for your life. Sometimes life chooses for you.

This happened when I was doing my graduation. For the final year, I had an option to choose my major. It was either English Literature Major or I secure one of the 48 seats in Psychology among 300+ applicants. It was a big thing back then. My friends congratulated me since I made it in the 48! While the ones who couldn't get through applied in other colleges. They were so passionate about Psychology major. And I was literally cool about not getting that seat. The decision would have been much easier for me as I would then not bother to change college and go ahead for B.A Literature. :D It was a tough one choosing between Romance & The Calling Literature & Psychology. I gave in to my calling.

Something within me told me "Psychology" Vs. my head voice.

Literature is great and I still sometimes rethink what it would have been had I chosen my romance Vs the calling! Life would have been simple and I wouldn't be helping people deal with their problems. But it gave me the power to make a difference. And the joy of doing that for someone in distress, depression, anxiety, having panic attacks. Being an anchor to calm those storms within gives me the satisfaction unmatched.

Sometimes you choose what you want for your life. Sometimes life chooses for you.



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

Every single day,

Bring significant breakthrough, ray of hope in people's lives during trying times. When it is a chaos within, life seems tough. Changing their outlook to better handle these inner turmoil and see those faces with happy tears, is a reason enough to want me wake up every morning.

I am thrilled each morning knowing how my contribution can change someone's life. Bring more joy, peace & celebration.

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

I do no thing for mere 'bread and butter'. I make a wholesome club sandwich with extra cheese instead. I am a full time dreamer! The best job ever. Because I truly believe that one can make them come true.

I would go after my father, mother, aunt, friends, strangers or anyone who talk "limitations/lack/ illness as "bound to live with" or as "natural" or part of life.... To change these wrong beliefs that shape their reality.

I have this inherent need to tell people to stop believing and saying what does not serve them. That we can change our lives with what we think, believe and do.

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

Sadhguru once said something very profound that I resonate with, to answer this. Most people do what they are passionate about. Something of their interest.

But 'wise' is the one who looks at "What people need" And acts on that.

That goes well for succeeding as a life coach/ Counselor/educator. What are your pupils asking for? It is then with my knowledge and experience, I help the client address those needs. Rather than this is what I offer, take it or leave, we walk them through tailor made, personalised guidance depending on the area where their attention is needed.

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

1. I do modeling for friend's jewellery and apparel brands sssshhh! Hahaha
2. I do voiceovers for start ups. Lended my voice to promotional ads for a budding companies.





3. I enrol for several Personal skills enhancement programmes.  
Something to do with mind training, gratitude, reading tarot cards.

4. I write and do spoken word poetry. This is currently hibernating side of me. But yes, when I feel called to do.

5. I randomly start jamming in the weekends with musicians at the beach or lake side. I feel we are all inherently good human beings, though diversified by individuality, and choices for life, but are all connected as one. Coming from the same sour source and then have a journey onward.

I am passionate about creating content, meeting new people, knowing about their journeys, what lights them up and their deepest fears; learning new things that enhances my skills and also bring me joy.

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

Our industry has got the much needed attention than ever. The Health Industry. People have now come to terms with in pandemic that Our Health is wealth. You could be rich /poor, young/old, looking after your health health, both physical and mental health, eat nutritious food are your only saviors.

Yes, we have had salary cuts, and we have witnessed a lot of people lose their jobs, businesses shutting down in lockdown.

But now, more than ever, we see people including some form of movement and workout, as a part of daily routine. More than ever people are learning and practicing Yog, meditation, seeking therapy to look after not just their physical health but also mental, emotional and spiritual well-being.

It gave an opportunity to rethink, rebuild oneself, turn hobbies into an alternative career, that is income generating, sustaining and rewarding. I would give example of my mother. She lost her job. With months of sitting at home, she picked herself up and started doing what she does the best. Cooking!

Within a span of months, Snack o'clock was born and now, we have been shipping homemade, handmade snacks and pickles not only in Mumbai but nationwide.

It's not black or white. We have learnt to look at the grey and rainbows or whatever you may like to say, the hard way but nonetheless, we did it.



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

With WFH : Work From Home becoming the new normal, somewhere, work life balance went for a toss and we have seen the negative side of that 'over indulgence'. We have had employees glued to the screen from 9to9 instead of 9to6! This is ridiculous and the flip side of the same coin.

We need to understand that we have to look after ourselves first to take care of someone else or work for someone else. I got to be healthy. I got to be happy first. Prioritising and reassessing where we are heading, timely, is very important.

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

"Fill in the blanks" is not limited to examination. But life! You are needed somewhere with what you can offer, just the way you are. Just fill in the spot. Just be willing to act.

And enjoy the journey. The joy is in the Journey.

Like I could give you all the food that you need for life now. Will that be enough? Eating just one day for the whole of life. That would be insane. We don't have a mechanism like that. It is designed in a way such that we eat everyday, we sleep everyday. And it is the same with goals, success, celebration. Don't wait for that one greener day.

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

I want to be able to reach women from lower socio-economic backgrounds and empower them to be independent. Be prudent with their financial decisions.

Get them rid of dowry by educating them of the social evils. Yes, this is sad but still relevant in today's times. Somebody has to talk for this to stop.

We can all easily say, it is not my problem so let them deal with it. To each, their own!

However, We have to remember this quote by Desmond Tutu, "If you are neutral on situations of injustice you have chosen the side of the oppressor."

And we know the law of Karma, it will come back to us, sooner a later.

"Life begins to end the day we become silent about something that matters"

Martin Luther King.

Let's speak up/ stand for one another. This life is worth giving / contributing to something that matters.



## RASHMEET KAUR

SINGER-SONGWRITER

MUSICIAN, SINGER-SONGWRITER, LIVE PERFORMER

*First Indian female artist to Feature on Major lasers album  
(international collaboration)*

*5 days solo trip to Europe in 2018, trekked to Kalsubai peak  
(Maharashtra's highest peak)*

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*Rashmeet as pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My name is Rashmeet Kaur. I'm a singer/songwriter and a performing artist. I've been releasing my music for quite sometime now. I like to read and compose poetry by old poets like Bulleh shah, Shah Hussain etc. I released my debut EP "musafir" in 2019. After that a lot of collaborations with national and international artists occurred. All my music is available on all the audio/video streaming platforms.

Music is my life and that's what pretty much I do most of the time.

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

I prefer waking up early in the morning ..so that I can start my day with Riyaz and yoga. Living a fit and healthy lifestyle is my priority. Regular practice is very important to keep growing and I feel morning is the best time to utilise. So morning work out and riyaz always motivates me to wake up in the morning.

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

Performing on stage in front of hundreds and thousands of people is the most satisfying and challenging part at the same time. Before getting up on stage there's always a little hesitation about what's gonna happen in today's gig. But once i get on stage and start performing in my element with my band .. it becomes fun and I really enjoy interacting with my audience.



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

The most interesting thing about me is that I love to learn and explore and travel. I feel everyone around you teaches you something in some or the other way. And it's important to travel ..the more you travel, more you learn. You can learn/unlearn from every person that you come across in your life. I keep forming new habits of learning new things like right now I'm learning gymnastics. So that I can stay fit of course and also incorporate those things in my music videos as well as live performances.

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

Firstly a good human being and You have constantly work on improving yourself and learn new things which keep adding to your personality. Practice your art form on a regular basis, add it to the routine. You need to be a dedicated, consistent and passionate type of a person and keep "giving in" instead of "giving up" attitude towards life.

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

I'm super passionate about staying fit, I'm a fitness freak, so I do gymnastics and yoga because I like working out in nature instead of closed gyms or rooms. And I'm very passionate about animals, I have 4 pets ..a dog, two cats and a squirrel. I would like to keep more if possible ..may be in future. But I love animals.

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

Industry is badly affected. Performing artist is a category which comes under luxury and is the least important concern right now. Everything is shut or shutting, people are losing their jobs and artists are becoming insecure, lacking confidence due to no work. Staying safe and maintaining social distance is important right now. I've been doing some Virtual gigs and fundraisers. But it feels like ages that I performed for live audiences. I think pandemic is going to have deep impact on the youth.

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

It is the work approach and being Real. People change very quickly. Some people just work towards getting famous but some people want to make mark through hard work and work in a respectful manner.



The biggest challenge I was facing was my vocals getting replaced by some other people in the industry often, who were may be signed or associated with the respective production house or labels. But I always kept working on the side along with pitching myself in the mainstream ..kept making my independent music and working on my own sounds and learning new instruments. I think learning really helps, it occupies your mind and brains in the best way and gives you the confidence of facing all the hurdles which eases your hustle.

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

Keep Learning, be repulsive to the procrastination been. It's you who can help you at the first place! Be your own best friend.

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

My future plan includes few business startups in food industry, and creating a place where needy women can learn, work & earn.





## SIDDHARTH SLATHIA

SINGER-COMPOSER-YOUTUBER

*Appreciated by the very talented Sonu Nigam ji*

*Honoured with "Social Media Hero" award in Chennai in 2016*

*Had an opportunity to sing for A R Rahman for the song "Yaara"*

*Represented India by performing on the international platform of "Asian Games" Ceremony in Jakarta, Indonesia in 2018 where other international celebrities such as BTS and iKon also performed*

*Hired as the Chief Mentor at the Indian Idol Academy, Kolkata in 2013*

 @siddharthslathia

 slathiasiddharth@gmail.com



*Siddharth has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I left my engineering studies in 2010 to pursue a career in the field that I was always passionate about i.e. music, after getting inspired from watching Aamir Khan's 3 Idiots. I started off my career on youtube by singing bollywood covers and making singing as well as classical music tutorials. Eventually I also started doing my own original compositions on youtube. I have had the blessings and honour to sing for A R Rahman, Salim-Sulaiman and have also been appreciated by the great Sonu Nigam. I am one of the pioneers of doing bollywood covers on youtube. Also, I was the first person in the world to have started making youtube tutorials on how to sing bollywood songs in 2012. In addition to that, I was one of the trendsetters who started doing covers of the 90s bollywood songs on youtube, the trend which later got very popular and many other singers followed the suit.

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

To be able to sing is a gift from god which a limited number of people are blessed with. To be able to have the same field as my hobby as well as profession is a gift from god. I absolutely love doing music and to be able to also earn a living from what I love doing is what makes me get up every morning and look forward to making music.



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

I feel blessed when my audience loves my music especially when I receive messages from ailing people saying my music is helping them recover. I receive messages from many people who are suffering from problems such as anxiety and depression; they often say my music calms them down. I find this aspect very satisfying. I feel I am blessed to be able to contribute to the society through my music. If my music helps people recover or relieve mental tension or make them feel better in general, it's a very satisfying experience.

The most challenging part is the social media negativity. In this day and age, it's almost a trend to troll people on social media. Sometimes the negativity can be over the top that the receiver of such trolling can easily slip into depression.

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

That I am a massive dog lover. I have adopted a street dog, her name is Daisy.

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

Depends on what you class as success. If you are talking about commercial success, of course you need the singing skills, you need to be versatile, you need to constantly evolve your music. In terms of commercial success, the type of person you need to be is the person who is also very good at networking. The music industry does not have any specified ways of entry, there is no clear route to approach music directors to seek work. It all depends on how good you are at networking in addition to your talent.

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

About dogs

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

Pre-pandemic industry had a lot of live shows happening throughout the year and the industry was also heavily influenced by Bollywood films. Post-pandemic industry has less Bollywood influence as less Bollywood films are coming out, more and more independent music is being made. A lot of live shows were cancelled throughout the pandemic and of course the entire industry suffered heavy losses. Singers and musicians hardly earn anything in terms of fees for singing or performing the song in the studio. We earn mainly from the live shows and if the shows are cancelled, we lose majority of our earnings.



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

It is extremely difficult to break into this industry. You could be extremely talented but if you don't know the right people, you would find it next to impossible to get work. Whereas even if you're mediocre but have the right contacts, you can easily break in to the industry. The biggest challenge that I have always faced and still face is that I am still bad at networking and I don't know how to get through to the people who could give me work. I have tried many times but haven't succeeded in getting work from the industry. So I keep on doing my own independent music, which is not easy but I don't really have an option.

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

Work hard to succeed in the field of your interest to satisfy your own soul and not to impress others. When you work for your own satisfaction, you do not shy away from being 100% honest and that honesty reflects in your work.

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

I take one day at a time. In the nearest future, I see myself continue doing independent original music as well as some bollywood covers on youtube. In the long term, if I am successful enough I would also like to request the bollywood legends of the 1990s such as Kumar Sanu, Udit Narayan and Sonu Nigam to sing my compositions. Apart from that, I would like to adopt more street dogs in the future.



## VIIDHII UPADHYAY

SINGER, COMPOSER, LYRICIST, MUSICIAN,  
MUSIC PRODUCER & PERFORMER

*Youngest to have been honoured with a Gold Medal in Indian Classical Vocals by Bruhad Gujarat Sangeet Samiti at the age of 12*

*Young Achiever Award laurelled by Saurashtra Kutch Chamber of Commerce and Industries, Brahm Gaurav Awardee, Valam Ratna Awardee, Best Female Artist Nominee in Artist Aloud Music Awards*

*Given Playbacks for Sony Entertainment Television, SonyLIV, Colors, Colors Gujarati, &TV, Dangal, Netflix, MX Player and worked as a Writer and Singer for National & International Jingles*

*Debut Single (as a Singer, Composer & Lyricist) "Tu Chal" was telecast on MTV Indies and an International Channel called RNTV where I represented India amongst 33 different countries*

*Shared stage with Arijit Singh, Shankar Mahadevan, Ash King, etc.*



*Vidhii as pledged to grow trees and help protect our mother earth*

**WINNERS  
2020**

📷 @viidhiupadhyay

✉️ workwithviidhi@gmail.com

### Q & A

#### **CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?**

I hail from Rajkot, Gujarat and have set my base in Mumbai from past 6yrs. Music is in my genes. My Grandfather was a Singer, Composer and performed Live on Akashwani daily. My father was a rhythm artist and he too performed for a long long time but had to join our family business eventually. I never had to think of choosing between any career options. It was Music from childhood. I was always clear in my mind about my profession. Thankfully, my family was supportive of my choices as they saw similar dreams for me. I can say I was destined to be who I am today.

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

I am crazy ambitious and I just feel I have so much music inside me to share with the world. This thought just wakes me up in the middle of the night sometimes. So I'd put it this way, "my work & my dreams do not let me sleep". Also, each day is a new story to be written. Its this same Passion to create something is what drives me every morning as I wake up. When you do what you love, its never considered "work".



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

It is most satisfying when I finally hear the song that's perfectly ready to be released. Your creation is your baby. And having people's joyous response on it or on my Live Performance makes me wanna fly. Its like you are touching so many lives at once and spreading joy to people you don't even know personally. The most challenging part of my occupation is sailing smoothly in the journey of making of the song. As an Independent artist, I manage everything single-handedly. Choosing the right people to associate with and getting things done in the best way is something that needs a lot of planning and decision making. Not just prior to the release but it requires a lot to be done post the release.

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

Well, there's a lot to add here, but I'll keep it short. My life choices & my ideologies make me interesting. I'm spiritual and I believe in miracles. I also believe that whatever happens in life is in your best interest. Even when things don't seem to work out, it eventually proves to be a blessing in disguise and you'll realize that in future. Every dot connects if you look at your life. So just be grateful. Apart from this, I have a dream to establish a Free Educational Institution for people willing to study but cannot afford it due to their financial capabilities. Hope to make it a reality in this lifetime.

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

You need to be a self-confident person with a positive attitude who is determined, focussed, resilient and passionate about the goal. Some of the skills required are creativity, multi-tasking, co-ordination, teamwork skills, communication skills, collaboration, adaptability, decision making & management.

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

I love to travel. I am passionate about photography. Quantum physics & meta physics intrigue me. I love to learn about the Universe. I'm very spiritual and can talk about it for hours. I also like knowing people, their cultures, traditions and life journeys. I enjoy reading books on productivity and self-growth.

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

This is currently one badly affected Industry I'd say. Nobody saw this coming. I've seen so many artists living in Mumbai moving back to their hometowns because of the financial crisis they were facing. Long delays in the projects, cancellation of events, pending payments, no fixed income and lack of funds to invest in independent releases have caused a nightmare and crushed many dreams. Everything seemed so perfect in the pre-pandemic times. Hopefully, we'll be able to get through these testing times soon.





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

Honestly, I don't understand the trend and liking for the so called "item songs". The song lyrics, the visuals, the mindsets of the people making it, the people participating in it and people's acceptance & appreciation towards it, all this needs to change. Also I believe, this country needs to be more open to Independent Music.

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

All I'd say is if you have a dream that never leaves your vision and an undying passion to make it real, just take a leap of faith and start working on it. Be adamant to match the results with your vision and even for a second, never think of giving up. Life has mysterious and miraculous ways of opening doors for you if you hold on to your dreams.

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

There are a lot of songs releasing in the coming days. I'm also working on a lot of projects and collaborating with other artists. Its my life goal to build a free educational institution for which Music is my path and I hope I will be able to make it a reality. Wish me luck !



## MOHAMMEDARSH SAMEER SHAIKH

STUDENT  
JAMNABAI NARSEE SCHOOL

WORK ETHIC , ENTHUSIASTIC , DETERMINED

✉ arshmun365@gmail.com



*Vidhi as pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Studied in Jamnabai Narsee School since nursery, continued till my high school pursuing ISC SCIENCE after scoring 95% in ICSE X boards. School taught me Hope and aspires me to achieve my goals and enhance my skills like leadership teamwork and critical thinking ,ongoing development.

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

I am inspired by Cristiano Ronaldo's enthusiasm for football which drives me to wake up at 5:30 for school practice and then attend school directly after I've represented my school team playing interschool tournaments since 8th grade . Seeing my passion for the sport ,my mother enrolled me in D'Souza football academy where I am able to hone my skills pushing myself to do my best every day. I also practice with my school friends at the Ecooe Mondial ground at times in evening



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

Since childhood I was raised by my grandparents as mom used to go on flights. The fact that I know my mom works hard is the reason I want to work harder and harder by motivating myself .Our family always works as a team supporting each other for my well being and quality of life, I am proud of my mother and will always be the best son and will not let her efforts and hardwork be in vain . I put all my focus and efforts to excel In whatever I do to make her proud as a child .My determination to balance studies and sports gave me the strength to focus and I played in the 8th Goa Football Festival (2018) organized by the National Sports Academy which lead to selection to play Internationals for India in the 70th FISEC GAMES at Genk(Belgium) organised by Belgium School Sports Association under the aegis of FISEC supported by IOC(International Olympic Committee) . Balancing studies with sports is challenging as studies require lot of time , especially with science as my subject. Both of these require commitment to excel.

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

I will not make the same mistake twice .

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

Commitment in what ever you pursue - when my mother enrolled me for chess at age 7 to train my brain , I initially did not understand the game . But after sheer determination and focus I learnt a lot- It taught me cognitive thinking at that age to analyse and look ahead ,to think 3 steps further and led me to win 2 consecutive Chanakya Chess tournaments in Mumbai 2014 U-11 . I was then able to develop motor skills in the Scouts and guides carnival for India and stood 3rd in talent show for solving the rubix cube in least amount of time. Hence what matters is not only your inner talent , but also your resolve.

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

Outside work I like to trade Crypto currencies like BitCoin , Ethereum etc as it is deeply interesting and fascinating.

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

To stop my football practice due pandemic was difficult as sports require daily practice to remain fit.



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

Voluntary community service. I am a scout since age 8. I was involved with my mother in teaching underprivileged children and also coaching them in football. During COVID, I was involved with our society members for the distribution of food packets and social service.

As a scout, going on camps since age 10 enabled me to live independently. Living in tents with other scouts and adjusting with the surroundings and people was a great experience.

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

Do what you love with full focus on your goal. Remaining focused right from the beginning is challenging but not impossible.

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

To pursue aerospace engineering, to explore our solar system is the crucial part. I am adamant to continue my studies and football to rise and work harder for my passion.



## POORVI BALDOTA

FASHION DESIGNER  
JATAN BY POORVI BALDOTA

*FASHION, LOVE & ART*

*Jatan's vision is to give customer a lifetime experience through clothes with beautiful art fused with fresh color combinations and intricate detailing of different embroidery.*

📷 @poorvi.baldota.jatan ✉ jatanbypoorvibaldota@gmail.com



*Poorvi as pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### **CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?**

My journey started way back in the year 2006. I was a creative little girl in a small but enthusiastic town of Seoni, hidden in between the jungles of MP. Literally where Mowgli is from !

My parents had always encouraged us to follow our dreams and work relentlessly towards it. And so I did, I finished my 12th grade and came to Mumbai, where I pursued Art and Design in one of the prestigious universities, I was in awe of the city the pace and the fashion sense of this city.

#### **HOW DID YOU GET INTO THE CAREER YOU ARE IN?**

I think this career choose me, rather than the other way round, I would randomly design clothes for family, then friends, then friends of friends and before I knew it, I was in over my head into the most beautiful profession.





**HAVING GOT SELECTED IN TOP30 UNDER 30 ACHIEVERS OF INDIA,  
HOW DOES IT FEEL?**

I'm really over the moon, the feeling is surreal and I still can't believe it. Don't get me wrong, I do deserve it, but to be recognised for doing something you love, is the high that no one can take away from you. I'm also engulfed with a feeling of deep gratitude.

**CAN YOU DESCRIBE/OUTLINE YOUR TYPICAL DAY?  
HOW DO YOU BALANCE WORK AND FAMILY LIFE?**

My typical day, well it's an interesting one. I juggle many hats, I'm a daughter in law, a wife, a mother and now with virtual schooling I'm also a teacher. While I'm being all this I'm also an entrepreneur, I'm also a designer with an insatiable need to create.

Creativity is a beautiful thing, cause I'm creative with cooking with teaching and with decorating my house.

I don't know if I'm balancing it well, frankly you will have to ask my two lovely children

**IN RETROSPECT, CAN YOU SHARE SOME OF YOUR GREATEST ACHIEVEMENT TO BE PROUD OF?**

I think my greatest achievement by far, hands down are my kids, nothing that I take more pride in.

**HOW DO YOU ENCOURAGE YOURSELF TO KEEP WALKING WHEN THINGS ARE NOT GOING AS  
SMOOTHLY AS PLANNED? WHAT ARE THE MAIN PRINCIPLES YOU FOLLOW TO ACHIEVE  
SUCCESS?**

Having fabulous support from my family especially my husband has helped me through the toughest days in this journey. He is my rock of Gibraltar !

I also believe that the god and the universe in general are looking out for me and creating a hurdle free path.

**WHAT ARE THE MAIN PRINCIPLES YOU FOLLOW TO ACHIEVE SUCCESS?**

Honesty and hardwork are my mantras. I think anything done with utmost honesty pays and takes you to places in every step.



**IF YOU HAD A MAGIC STICK, WHICH ARE THE 3 THINGS YOU WOULD CHANGE IN THE WORLD?**

First, I would never let anyone sleep hungry.

Second, I would surely do something about the terrorism. It's important to understand how beautiful this life is and nothing is worth destroying it.

Third, I will ask for more 3 wishes. Lol!!

**IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?**

Frankly I don't dish out advice, everyone has their journey and their own path.

But one thing is for sure, follow your bliss, what makes you happy is the path that's for you. Don't ignore your gut, intuition is something we are gifted and should use wisely.

**HOW DO YOU FEEL BEING PART OF THE BIGGEST TREE PLANTATION DRIVE IN INDIA?**

*You think Planting of trees is a solution to the Global Warming and Climate change? Any message you wish to share with the readers about Planting trees and following the food steps of an Achiever like you?*

Planting trees is actually the only way we can save this overly generous planet of ours, it has given and given and I think it's now time for us to pay our due. There is clearly no better way to do so other than planting a tree !



## SAYALI KULKARNI

ADVERTISING & BRANDING, SOCIAL ACTIVIST

YOUTH POLITICAL DEVELOPMENT

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



*Sayali as pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### 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 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!



## NEETI SAVLA NANDU

WOMEN'S EMPOWERMENT COACH  
EMPOWER YOU

*BUSINESS & MINDSET COACH, TRAINER & FACILITATOR,  
WOMEN EMPOWERMENT EXPERT*

She was invited by Saregama to be a special guest expert coach on their youtube channel with 21 million subscribers to share 20-30 minutes life coaching videos and audio podcasts for saregama caravan's listeners and viewers [🔗](#)

She has published as an expert coach in an article in Sheen Magazine which is a women's empowerment magazine with 141,000 followers

I was invited for an podcast to share my journey as an entrepreneur and coach as a part of an expert coaches panel: by A Start Up community "Apna Time Aayega" to inspire people to become entrepreneurs especially women [🔗](#)

She was invited by podcaster Cherian Wilson to share my growth as a women leader and business coach on her podcast and international video series [🔗](#)

Her Indian women clients have earned a total of 60 lacs+ in their businesses in India in the last financial year, and this wealth is being used to impact others! When women are financially independent, their families change and India changes one family at a time!

[@coachneeti](#)

[✉ coach.neetisavla@gmail.com](mailto:coach.neetisavla@gmail.com)



*Neeti has pledged to  
grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

As a 29 year old coach, I have worked as a mindset and leadership coach and trainer for the last 9 years of my professional career across various roles:

1. Since the age of 20, my first professional role was as a Teach for India Fellow where I was a full time teacher for 65 kids in a school in Dharavi. I coached many students from a Muslim background to continue staying in school, I coached their parents about how to build a thriving home environment for the kids, I coached and trained the school's municipal teachers and principal about how to build a conducive learning space for students.

2. My 2nd professional job was that of a Leadership Coach for 100s of students and teachers for high income schools in Mumbai such as Oberoi International School, where I ran a deep and transformative 14-week long inner leadership program for teenagers. I also was a leadership coach for hundreds of teachers across rural India with Lead Schools.





3. In the last 6 years, I have impacted 2000+ professionals, 50+ women entrepreneurs to transform their lives and business!

4. As a women's business coach - I have helped 50+ women become financially independent, where some of them have been able to:

Transform 100+ companies, 5000+ employees and company cultures with their coaching and training programs

Buy their 1st family car at the age of 28

Support their family income and retired parents

Build a savings account for their children's foreign education

Create a fund to buy their dream home

Support their husband's business growth too

Rebuild their confidence in themselves to succeed

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

As a coach who empowers women in business to earn Rs 2 Lacs - Rs 10 lacs+ every month, what motivates me is: seeing them become financially independent. When my clients buy their dream cars, dream homes, and live a life of joy filled with fun, health and family time it fills my heart with joy!

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

As a mindset coach when I help women unlock their true potential by smashing limiting beliefs it is very satisfying.

As an entrepreneur with a small team, it can become challenging to stay energised on a daily basis. Sometimes, coaching can become exhausting because I am connected to people everyday. Therefore, I ensure I take time for my self care practices daily to stay balanced.

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

The most interesting thing about me is that I have been a seeker since the age of 17 and I started my quest to find life's great answers in college through spirituality. I have myself had 10+ coaches and spiritual teachers since I was 18 years old. When I tell people to invest in coaching, I also believe in investing in coaches for myself, across all areas of my life. That is why I want every woman and man in the world to have access to the coaches so they can live the life of their dreams.

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

In order to succeed as a coach, the foundation is the desire to help and serve people and impact lives. If you are passionate about transforming lives, and leaving behind a legacy of change in the world, coaching is the right career for you.

The skills required for being a successful coach are: 1. Compassionate listening 2. Asking powerful questions 3. Intuition 4. Emotional Intelligence 5. Effective Communication



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

1. Travel - I have travelled to 20+ countries. I love visiting new cities and towns, meeting people of different cultures of all kinds of people and places.
2. Spirituality and Self Mastery - I am passionate about seeking the truths of life from my spiritual teachers. I love practicing meditation, visualisation, and various modalities of being in touch with my highest self and soul.

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

Coaching as an industry has been experiencing a 6.7% average yearly growth rate globally from 2019 to 2022. It is expected to have a market value of \$20 billion by 2022.

The economy of India and its companies & employees suffered losses in their income due to the pandemic. It has affected the coaching industry in 3 ways:

1. 40-50% of coaches experienced an income and impact reduction in their coaching practice due to reduced revenue of companies and reduced individual and team budgets for human development.
2. 15-20% of coaches experienced an increase in impact and income due to the online coaching possibilities being open and the world becoming borderless.
3. 20-30% of coaches experienced their income and impact being the same.

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

The biggest challenge of working in the coaching industry is that it is unregulated in terms of pricing, skills, certifications and credentials of coaches.

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

If you have an inspiring vision, that sets your soul on fire, chase it with full faith and effort, because the journey of achieving it, is worth it. The world needs courageous people who live their life purpose.

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

It is the mission of my company 'Empower You' to empower 1 million women to build and scale their impact driven businesses so we can collectively make the world a better place, for the years to come.



## EKTA PUNJABI

EDUCATIONIST

TEACHING IN A LEADING IB SCHOOL

*EDUCATIONIST, INNOVATIVE, RESOURCEFUL*

*IGCSE World Topper in Business Studies*

*IGCSE India Topper in Business Studies*

*AS Level World topper in Business Studies*

*A level World Topper in Business Studies*

*Guided student on a business plan that got a \$1000 funding from Harvard*

📷 @ektapunjabi24    ✉️ ekta.punjabi@gmail.com



*Ekta has pledged to grow trees and help protect our mother earth*

**WINNERS**  
2020

### Q & A

#### CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I started teaching while I was in school and then ditched the corporate desk job offer the day I got the teaching opportunity. I have taught ICSE, SSC and currently teaching the CAIE IGCSE & A levels Business Studies along with the International Baccalaureate (IB) Business management.

#### HOW DID YOU GET INTO THE CAREER YOU ARE IN?

I started off teaching while I was yet in school and then I ditched the corporate offer for a teaching job and ever since have been the happiest.



**HAVING GOT SELECTED IN TOP30 UNDER 30 ACHIEVERS OF INDIA,  
HOW DOES IT FEEL?**

It feels ecstatic knowing that the work done by us teachers is yet acknowledged and recognized. I'm extremely grateful for the people who have helped shape my career, the critics, the support and above all my family and the Lord. Hoping we educationist can continue guide our students to become world class leaders.

**CAN YOU DESCRIBE/OUTLINE YOUR TYPICAL DAY?  
HOW DO YOU BALANCE WORK AND FAMILY LIFE?**

My typical day starts at 6am in the morning by playing with my dog and then starting classes by 7am and in classes till 8pm, post that a short walk and dinner.

Work life balance is a little difficult so weekdays are generally packed but weekends I ensure I spend time with family and friends, do short trips and also cater to some students in need of any help.

**IN RETROSPECT, CAN YOU SHARE SOME OF YOUR GREATEST ACHIEVEMENT TO BE PROUD OF?**

My students being awarded India and World Toppers in Business Studies (CAIE) Cambridge Assessment International Education

And my student being granted a \$1000 funding from Harvard for his social enterprise after us planning his business plan.

These are few of the achievements I am grateful for.

**HOW DO YOU ENCOURAGE YOURSELF TO KEEP WALKING WHEN THINGS ARE NOT GOING AS  
SMOOTHLY AS PLANNED? WHAT ARE THE MAIN PRINCIPLES YOU FOLLOW TO ACHIEVE  
SUCCESS?**

Just thinking of how the young learners and their parents have put their trust and faith in you to ensure their child do well in life makes me want to push myself when things get difficult.

**WHAT ARE THE MAIN PRINCIPLES YOU FOLLOW TO ACHIEVE SUCCESS?**

Character is more important than reputation, love more - not just people and things but yourself too and always be grateful for everything.

**IF YOU HAD A MAGIC STICK, WHICH ARE THE 3 THINGS YOU WOULD CHANGE IN THE WORLD?**

Illiteracy levels (public education), approach towards mental health, animal cruelty.



**IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?**

Find something that interests you and give your best. Things always fall into place when your heart and mind are in sync.

**HOW DO YOU FEEL BEING PART OF THE BIGGEST TREE PLANTATION DRIVE IN INDIA?**

*You think Planting of trees is a solution to the Global Warming and Climate change? Any message you wish to share with the readers about Planting trees and following the food steps of an Achiever like you?*

I am delighted to be a part of this and glad that such an initiative is taken. Yes, with the growing demands of humans and urban developments it's extremely important for us to ensure sustainable methods and creation of more oxygen and trees have the ability to take in Carbon dioxide and reduce warming and additional heat.