



THE INDIAN ACHIEVER'S CLUB

# INDIA'S 5 MOST INSPIRING INSTA INFLUENCERS

2021





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.



THE INDIAN ACHIEVER'S CLUB

WINNERS  
2021

# INDIA'S 5 MOST INSPIRING INSTA INFLUENCERS 2021



**RICHA TIWARI**

BLOGGER AND CONTENT CREATOR

*SAVORYTALES*



**SILKY PURI**

CONTENT CREATOR & FULL TIME WORKING

CORPORATE PROFESSIONAL

*MOMMYTRAVELSTORIES*



**ANUBHA NAHAR**

CONTENT CREATOR, DENTIST

*THE MOM MODE*



**YAMINI JAIN**

SOCIAL MEDIA INFLUENCER

*PIYUSHYAMINIOFFICIAL*



**TANYA KHUBCHANDANI VATSA**

HEALTHCARE STRATEGIST, CONTENT CREATOR & AUTHOR

*MOMMY DIARIES*





## RICHA TIWARI

BLOGGER AND CONTENT CREATOR

SAVORYTALES

BLOGGER, CONTENT CREATOR, INFLUENCER

*Runner Up - Best Instagram Recipe Award by Food Bloggers Association of India*

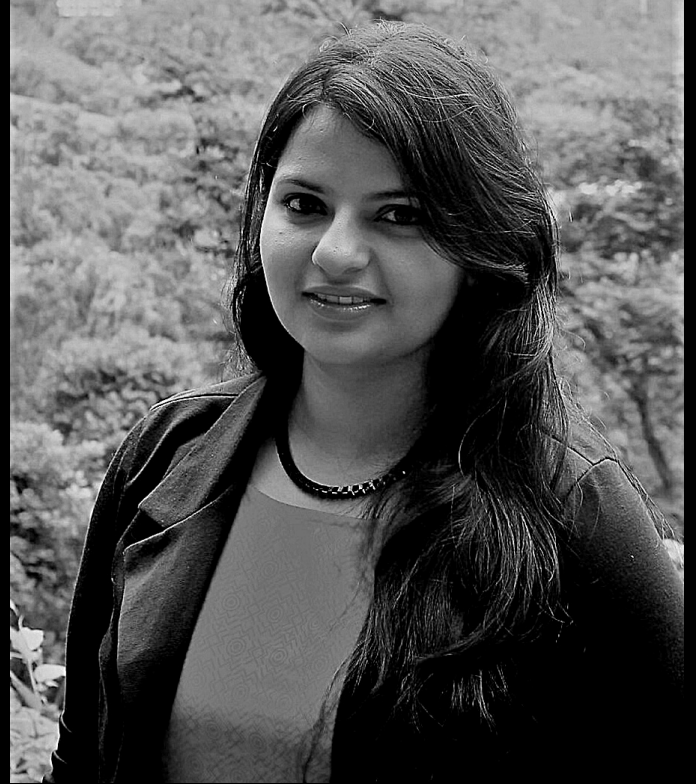
*Runner Up- Best Instagram Award - Orange Flower Awards by Women's Web Magazine*

*Part of Food Expert Panel in Femina India Digital Delight CookBook*

*Featured as Top Food influencers of India by Tripoto, Magic Pin, Loofre, and other publications*

 @savorytales

 vidhiabubna@gmail.com



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

**WINNERS**  
2021

### Q & A

#### CAN YOU INTRODUCE YOURSELF TO OUR AUDIENCE MEMBERS?

Hi, I am Richa, a food and lifestyle blogger based out of Mumbai, India. My blog SavoryTales is my favourite space where my passion meets creativity. I love sharing everyday recipes, products reviews, and some glimpse about her mommy hood life. It's been more than 5 years since I am blogging and I look forward to many more years of learning and growing in this field. My love for photography got wings with time and now she creates content around food for her audience and many famous brands.

#### WHAT IS YOUR JOURNEY OF BEING AN INSTAGRAM INFLUENCER?

The journey started by writing food reviews on a food delivery app. I realised I should do it in more professional way and that's when I started my blog to share everyday recipes and reviews.

I love sharing interesting food content on my social media handles. From knowing nothing about Social Media or Instagram to having a total social media presence of around 50K + has been quite a journey.

#### HOW DO YOU ADD VALUE TO THE LIVES OF YOUR FANS AND FOLLOWERS?

Food bring people together and food is an inseparable part of our lives. It makes me happy when my kitchen tips or recipes or recommendations are followed by my audience and they find it useful.



**WHAT 3 THINGS DOES ANYONE STARTING IN YOUR INDUSTRY NEED TO KNOW?**

1) Be passionate about what you are doing 2) Be open to learning new things 3) Be consistent

**HOW DO YOU THINK THAT THE DIGITAL ERA HAS GIVEN A BOOST TO THE SOCIAL MEDIA PROFESSIONALS LIKE YOURS, WHERE YOU GUYS WORK ALL DAYS FROM HOME WHILE THE OTHERS SLOG ALL DAY TO EARN THEIR LIVING. ANY COMMENTS WHICH DEFEND THIS THOUGHT?**

This is not true. Social media professionals are working equally hard and wearing multiple hats to run their blog and social media handles.

Planning, Preparation, Creating, Execution, Managing Finances, Understanding Insights and Analysing, Building audience and Retaining by engaging content is more than a 24hrs job and requires lot of involvement. So I don't think it is that easy how it seems to be.

**HOW DO YOU CREATE YOUR NICHE IN THIS COMPETITIVE FIELD OF INSTA INFLUENCERS?**

Being authentic, consistent, and creative helps in this competitive field of social media.

**WHAT KIND OF RESEARCH GOES BEHIND EACH BRAND PROMOTION/ASSOCIATION THAT YOU DO?**

I make sure to understand the Brand's objective and know about their products. I believe in personally experiencing the products and then only promote them.

**HOW DO YOU MANAGE TO STRIKE A GOOD WORK-LIFE BALANCE?**

Prioritizing what is important and following a schedule helps in that.

**WHICH ARE YOUR MOST SUCCESSFUL COLLABORATION?**

I have worked with many renowned brands but collaboration with Nestle India for Maggi Kitchen Journeys is very close to me. Apart from that content creation for Redmi India and Canon India has given me tremendous growth in my photography journey.

**ARE TROLLS A PROBLEM? HOW DO YOU DEAL WITH THEM?**

No, not for me. I have been lucky in that way. If I receive a not-so-good or rude response I simply delete and block them and move on. There is no point in getting affected by that.



## SILKY PURI

CONTENT CREATOR & FULL TIME WORKING CORPORATE PROFESSIONAL

MOMMYTRAVELSTORIES

INFLUENCER, CONTENT CREATOR, MOTIVATOR

*Inspired families to travel and create lifelong memories with children (specially mothers who give up their passion post embracing motherhood)*

*Conducted several free training for around 500 people who just started their blogging journey and want to pursue this full time*

*Got featured by Humans of Bombay, CNN, Quint and Curly Tales for unconventional choices*

*Distributed Mask during the time covid to orphanage, Apartment, Red light areas in collaboration with renowned brands*

*Planted trees within my Society, parks and green belt area as part of conserving environment*

📷 @mommytravelstories ✉️ mommytravelstories@gmail.com



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

**WINNERS**  
2021

### Q & A

#### CAN YOU INTRODUCE YOURSELF TO OUR AUDIENCE MEMBERS?

I am a full-time mother, full-time corporate professional and now full-time content creator. Amidst all this, I am a very passionate voyager.

This passion to travel and to share my experiences made me a content creator.

#### WHAT IS YOUR JOURNEY OF BEING AN INSTAGRAM INFLUENCER?

I started blogging to share my family travel pictures on <https://instagram.com/mommytravelstories> with the simple purpose of inspiring families to travel with babies. Also, I have a self-hosted website <https://www.mommytravelstories.com/> and YouTube channel by name of mommytravelstories. The message which I wanted to convey is that travel with a kid is not hard at all but very rewarding.

Over time, by sharing my experience, I have build up a strong presence on Instagram and I am happy that my audience genuinely connect with me.

On my handle, I share about parenting, travelling, kids education and learning. I handle everything for my page, which start from idea generation, research, script writing, conceptualization, recording, editing, posting, clicking pictures and marketing in the end.





### HOW DO YOU ADD VALUE TO THE LIVES OF YOUR FANS AND FOLLOWERS?

On my handle, I share about parenting, travelling, kids education and learning. Initially, I started this page as a family travel page but then travel halted due to pandemics.

So I expanded my content horizons and provided my followers with a well-researched post about parenting, inspirational videos, education, things to talk to kids, kids nutrition and must-have apps for women and raising a kid with Socially responsible.

### WHAT 3 THINGS DOES ANYONE STARTING IN YOUR INDUSTRY NEED TO KNOW?

- We rise by lifting others, support from fellow bloggers matter at the start of your journey. To collaborate with people with whom your ideology matches to reach a wider audience.
- Be authentic and original: Taking inspiration from others is okay, but maintain authenticity and always remember why you started in the first place.
- Recommend only brands/ products which you are sure of using yourself as followers you have built is on basis of trust, so maintain that trust by clearly stating that this is as, promotion, collaboration.

### HOW DO YOU THINK THAT THE DIGITAL ERA HAS GIVEN A BOOST TO THE SOCIAL MEDIA PROFESSIONALS LIKE YOURS, WHERE YOU GUYS WORK ALL DAYS FROM HOME WHILE THE OTHERS SLOG ALL DAY TO EARN THEIR LIVING. ANY COMMENTS WHICH DEFEND THIS THOUGHT?

The Digital era has changed a lot, now most things are happening digitally, be it education through online classes, be it medical treatment through online consultation, be it small home-based entrepreneurs who are selling products from the comfort of home through online mediums.

Yes, social media professional act as a bridge between consumer & seller & trust me this profession require way more than slogging which is possible only through sheer dedication and slogging.

### HOW DO YOU CREATE YOUR NICHE IN THIS COMPETITIVE FIELD OF INSTA INFLUENCERS?

Profile and audience are two things that create up niche. Handle Name, bio and hashtag help you in creating your niche and connecting you to the right audience. Further, strengthen your connection by interacting with your audience by liking comments or asking questions in stories.

### WHAT KIND OF RESEARCH GOES BEHIND EACH BRAND PROMOTION/ASSOCIATION THAT YOU DO?

I am very selective about brands with which I work. The very first question I ask is if my audience wants me to see this product. Sometimes before even accepting the brand proposal, I ask my audience if they want me to review this product/ brand. Next is will I be able to shoot the way the brand wants me to or are we clear on deliverable terms.





Then I research what qualities of the brand should I portrait in one picture or 30 seconds reel, which will be beneficial for both my audience and brand too. Then reinforcement through stories by showing that brand is part of my lifestyle.

### HOW DO YOU MANAGE TO STRIKE A GOOD WORK-LIFE BALANCE?

I am lucky to say that mommytravelstories is fully supported by my family members. It is really fun to shoot with my five-year-old daughter.

What you see on the feed is the actual bonding of our family during content creation. And when I am running short on deadlines my daughter and husband pitch in to provide extra help in whatever areas they can assist.

Usually, I plan shoot well in advance, but yeah, sometimes urgent shoots do alter my family plan to park/mall visit, which I do compensate the subsequent day in whatever capacity I can.

### WHICH ARE YOUR MOST SUCCESSFUL COLLABORATION?

As travel is one thing which excites me a lot. Collaborations with various properties and writing travel blogs are my favourite where I get to experience the best hospitality and research about must visit places. Hotel are my most successful collaboration. Also, they motivated me to start my YouTube channel too.

I have collaborated with many brand which has a social cause behind and a message to pass for example : Promoting products which sustainable, Bio degradable and recycled.

### ARE TROLLS A PROBLEM? HOW DO YOU DEAL WITH THEM?

Not at all.

When I made my profile public, I was kind of prepared that not everyone will relate to my content and that's okay too. I don't give much weightage to trolls.



# ANUBHA NAHAR

CONTENT CREATOR, DENTIST

THE MOM MODE

TOY BLOGGER, KIDS FASHION AND LIFESTYLE  
BLOGGER, DENTIST

*Spreading awareness about various issues pertaining to children's health by conducting live sessions with various experts like speech therapists, dentists, occupational therapist, parental coaches, and behavioral therapists.*

📷 @the.mom.mode

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

**WINNERS**  
2021

## Q & A

### CAN YOU INTRODUCE YOURSELF TO OUR AUDIENCE MEMBERS?

I run a blog and Instagram handle relating to motherhood and child related activities and products. I am also a practicing dentist at Opus Dental Specialities specializing in Aesthetic Dentistry and Oral Implantology.

### WHAT IS YOUR JOURNEY OF BEING AN INSTAGRAM INFLUENCER?

The page initially started off as Little RATS which was pre-dominantly about toy blogging. In March 2020 when the first lockdown happened due to this pandemic, I was constantly looking for ways to entertain my then 2-year-old daughter and I realized there might be others mothers also doing the same. That's when I started blogging about simple DIY activities for kids along with toys. When Instagram reels came in, we added in a lot of lifestyle and fashion to the page. Hence since the page was covering a broader spectrum of topics then just toys, I decided to change the name to The Mom Mode. This journey has been a learning and evolving process with lots of ups and downs but nevertheless full of fun and something I am truly passionate about.



### HOW DO YOU ADD VALUE TO THE LIVES OF YOUR FANS AND FOLLOWERS?

First of all, I wouldn't call them my fans and followers. We are a community of parents constantly looking out to help each other with regards to activities and child products. The Mom Mode is also an avid supporter of Indian brands and is constantly looking for ways for them to reach out to their target audience. My audience will always find new recommendations on my page which are mostly things I have tried with Aria. The Mom Mode gives the audience a whole insight on daily doses of parenting with some elements of fun and fashion.

### WHAT 3 THINGS DOES ANYONE STARTING IN YOUR INDUSTRY NEED TO KNOW?

This industry is never saturated and there is always a place for you here. All you have to do is stay true to yourself and be original. It is important you identify your niche. There has to be something in your page that your audience will always come back for instead of looking somewhere else. Make sure that you enjoy your work and creating your posts as that will definitely reflect on your page.

Never ever compare yourself to any other influencer. All of them have faced hurdles to reach where they are today. Don't fall for the number of followers trap, just keep the good work on and you will get there.

### HOW DO YOU THINK THAT THE DIGITAL ERA HAS GIVEN A BOOST TO THE SOCIAL MEDIA PROFESSIONALS LIKE YOURS, WHERE YOU GUYS WORK ALL DAYS FROM HOME WHILE THE OTHERS SLOG ALL DAY TO EARN THEIR LIVING. ANY COMMENTS WHICH DEFEND THIS THOUGHT?

This digital era has changed the way people work in almost every industry. Marketing products online has become the most efficient way to way to maximize sales. Hence the creation of the influencer which was something that did not even exist maybe a decade ago. As of now with the pandemic there is even more reliance on influencers as most people are ordering in online. Hence brands are investing heavily in digital marketing which has been beneficial for influencers. However, coming to the question where people from other industries have to go to office and work and influencers get it easy working from home is a false notion in my opinion. Every industry has its challenges and influencers also have to wait a while before they get recognized and even paid. The time, effort and thought behind each reel or post can be very consuming. It's a long journey where perseverance and hard work are of utmost important as there will be many times where you will be dejected and want to quit but you just have to go on and everything will fall in place if your honest to yourself.

### HOW DO YOU CREATE YOUR NICHE IN THIS COMPETITIVE FIELD OF INSTA INFLUENCERS?

Creating a niche is very important and it has to be something that you love and enjoy doing. If it is something you like you are bound to be creative as you are passionate about it. From brands to users, everyone will notice your efforts and they will land up at your page. Always promote the brands and things you believe in only. If you have just started out as a content creator, do not shy away from barter collaborations if the particular thing you are promoting falls in your niche and adds value to your page.



This will help other brands which you are interested to collaborate with notice you. At the same time if it is something that you don't believe in, you know your audience won't resonate to, don't do it. It's a line you will have to demarcate for yourself.

### WHAT KIND OF RESEARCH GOES BEHIND EACH BRAND PROMOTION/ASSOCIATION THAT YOU DO?

When a brand approaches me, I generally visit their page or website to see if their product will add value to my audience. When I take up a particular collaboration, my first request to the brand is not to rush me for the post. I have to come up with something good and I need time for it. A lot of my posts are around my daughter who is 3-years-old. She has to be in the mood to shoot for something, I never force her. There is a lot of research in terms of ideas or inspirations I can use to promote something. It definitely needs a lot of preparations with respect to time, place, looks and feels for a particular shoot.

### HOW DO YOU MANAGE TO STRIKE A GOOD WORK-LIFE BALANCE?

Since my page is The Mom Mode, a lot of my promotions, activities, posts are around things I do with Aria. We really enjoy this time together. I believe in writing down my tasks to make it easier for me to do them. Preparing Aria and getting her excited for the same really helps. Like I mentioned I am a dentist as well, I go to my clinic 3 days a week. Having dedicated timings for everything has worked wonders for me.

### WHICH ARE YOUR MOST SUCCESSFUL COLLABORATION?

My most successful collaboration is with this brand called Doodle Daddy. When a brand comes and tells you that they are still getting orders using my reference even 3 months after the promotion, it gives you immense happiness.

### ARE TROLLS A PROBLEM? HOW DO YOU DEAL WITH THEM?

Trolls are a problem. I get very upset when someone doesn't like something I write and trolls me for it. I don't react most of the times but I definitely try and understand their point of view as to why I am being trolled. I cannot cater to everyone's happiness but I push myself to do a better job to prove a point.





## YAMINI JAIN

SOCIAL MEDIA INFLUENCER  
PIYUSHYAMINIOFFICIAL

*INFLUENCER, PUBLIC FIGURE, DIGITAL CREATOR*

*Gained 70,000+ followers in two years on Instagram*

*Creating relatable and entertaining content viewed by millions of people*

*Fighting taboos and preconceived notions around married and pregnant women*

*Encouraging millions of women to be independent and strong, specially during and post pregnancy*

*Successfully helping brands reach more people and expand their customer base*

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

**WINNERS**  
2021

### Q & A

#### CAN YOU INTRODUCE YOURSELF TO OUR AUDIENCE MEMBERS?

I am an influencer and content creator, entertaining millions of people through my videos, and also encouraging women to be independent and strong through my social media platforms.

#### WHAT IS YOUR JOURNEY OF BEING AN INSTAGRAM INFLUENCER?

I started this page with my husband two years back. We mostly posted food pictures at that time. Eventually we realised we're being viewed as an adorable and likeable couple by many people. That's when we shifted towards couple blogging. We started posting videos of pranking each other and sharing our lives as a newly married couple on social media. Our views and followers started increasing. And that's when we understood that our forte is videos. We started creating relatable content that was being viewed by millions of people. I also shared my pregnancy journey through these videos, helping women through my experiences and also encouraging them to stay positive and strong during pregnancy. Today we're liked and loved by millions of people. Lot of women reach out to me about problems in their life or for seeking advice about pregnancy, fashion, skin care and I try to help them in every way possible. That's our journey of becoming Influencers.



### HOW DO YOU ADD VALUE TO THE LIVES OF YOUR FANS AND FOLLOWERS?

Lot of women reach out to me about problems in their life or for seeking advice about pregnancy, fashion, skin care and I try to help them in every way possible. We also entertain people with our funny content. Throughout my pregnancy I remained positive and happy and that shows in my videos. Women love that about me and have actually had a happier pregnancy after watching my videos.

### WHAT 3 THINGS DOES ANYONE STARTING IN YOUR INDUSTRY NEED TO KNOW?

Perseverance is the key when it comes to growing on social media. Post regularly and keep doing it till you get the result.

Second, content creation is an art and not just a hobby. Lot of thought goes into creating content that goes viral. One needs to have that creativity.

Third, once you're on a public platform, you make yourself open to comments and opinions from all kinds of people. One needs to learn how to avoid negativity and how to handle fame.

### HOW DO YOU THINK THAT THE DIGITAL ERA HAS GIVEN A BOOST TO THE SOCIAL MEDIA PROFESSIONALS LIKE YOURS, WHERE YOU GUYS WORK ALL DAYS FROM HOME WHILE THE OTHERS SLOG ALL DAY TO EARN THEIR LIVING. ANY COMMENTS WHICH DEFEND THIS THOUGHT?

All professions have their challenges and struggles and it would be unfair to belittle any profession or someone's efforts. While we influencers do get the luxury of working from home, it's also true that we can never take a break. Posting every day is part of the process, and failing to do so directly affects our growth and reach. We also have deadlines, commitments to take care of while working with brands. So yes, every success story is full of hard work and perseverance, whether influencers or not.

### HOW DO YOU CREATE YOUR NICHE IN THIS COMPETITIVE FIELD OF INSTA INFLUENCERS?

With every video or picture we post, we understand what is being liked by people more. And then that's what we create content around. It's a constant learning process. But once we have quality and quantity around a topic, it becomes our niche.

### WHAT KIND OF RESEARCH GOES BEHIND EACH BRAND PROMOTION/ASSOCIATION THAT YOU DO?

As influencers, we have to make sure that the products we promote are truly helpful to our viewers. So some research goes into understanding the brand and their products.

Secondly, we associate with brands that are related to our niche. Lastly, we associate with brands we can create some interesting content with.



### HOW DO YOU MANAGE TO STRIKE A GOOD WORK-LIFE BALANCE?

It's very difficult, to be honest, considering our life is very public, and a lot of our content is about our real life experiences. But we have to draw the line. We schedule our days in a way that we give time to our work as well as friends, family and self. When our page is getting good traction, we sometimes loosen up and concentrate on other aspects of life. And when the page needs more time and concentration, we focus there.

### WHICH ARE YOUR MOST SUCCESSFUL COLLABORATION?

Almost all our collaborations have been very beneficial for the brands. They come back and tell us. But I think women oriented brands, pregnancy related and baby related brands have benefited the most.

### ARE TROLLS A PROBLEM? HOW DO YOU DEAL WITH THEM?

Yes! People on social media have no filter and no regard. So they comment and share whatever they want. It's even hurtful sometimes. But the way we assure ourselves is that our most trolled videos have the maximum views. So, trolls have helped us grow in the most literal sense. Also, we've learnt the art of ignoring bad comments and concentrating on good ones.



## TANYA KHUBCHANDANI VATSA

HEALTHCARE STRATEGIST, CONTENT CREATOR  
& AUTHOR - MOMMY DIARIES

*PUBLIC HEALTH OPERATIONS, INFLUENCER, WRITER*

*Started a cancer center in Mumbai in Collaboration with Hcg Oncology*

*Starting a dialysis center and wellness center in Mumbai in October 2021*

*"Top Mom Blogger" in India by several publications.  
Written a book on parenting called All You Need to Know about Parenting, that was published by Penguin India in 2019*

*Started "The Bazaar Hour" in collaboration with Anagha Rajyadakshya, which is the only one of its kind - its a live streaming discount marketplace which promotes small businesses and brands.*

 @mommydiaries     tanya@mommydiaries.me



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

**WINNERS  
2021**

### Q & A

#### CAN YOU INTRODUCE YOURSELF TO OUR AUDIENCE MEMBERS?

My name is Tanya Khubchandani Vatsa, and I run a blog titled MommyDiaries. My blog was born out of true passion and wanted to spread the message that parenting can feel overwhelming but moms are not alone in this. It has literally grown from there into the small business that it is now. In addition to my own social media, I consult for companies on their marketing and brand strategy and even provide content where needed for other brands. I work with several brands on my own page but more than that - I put out a lot of parenting content that is true to my mission.

I also run a healthcare company called Khubchandani Healthcare Pvt. Ltd., which has started a cancer and vaccination center in the pandemic and we are currently working on a dialysis and a wellness center too.

#### WHAT IS YOUR JOURNEY OF BEING AN INSTAGRAM INFLUENCER?

When my son was born I was in New York and on maternity leave from the hospital I worked at. I read a lot about parenting but I was still unprepared for how isolating and overwhelming it can be. Without staff and help in New York, (my mom flew in to help me but my entire village was one amazing person) - I would find myself looking up things constantly. Things I felt that books and blogs overlook - just simple things to remember to make my day easier - so while nursing, I started to jot these on my phone (with my phone on airplane mode). Basic things about diaper changes, nursery organisation, and so on.





I eventually emailed this to an expecting friend who encouraged me to put it on a blog. That's how the entire journey of mommy diaries started. The blog posts did extremely well, and I kept adding to them, and the social media pages came a few years later, as a way to promote the written blog. They have taken on a life of themselves though, as I do not find as much time to write as I would like to.

### **HOW DO YOU ADD VALUE TO THE LIVES OF YOUR FANS AND FOLLOWERS?**

My focus has never been brand content - it has been ways to make the lives of parents easier. So for example, during the first lock down I did over 70 lives (one a day 5 days a week), with people from different fields who would offer advice to moms - on covid, on healthcare, on occupational and physical therapy, on eye health on PCOS and tons more. I simultaneously did a series of a 100 videos with experts called Mommy Diaries Stay Home - to give them activities to do with their kids at home - so DIYs, workouts, stories and so on. I didn't charge anyone who wanted to collaborate with me during this time, so I gave a lot of professionals and small businesses visibility while also bringing help and advice to moms.

I also run a small business on Instagram called the bazaar hour (in collaboration with Playydate), which is a discount marketplace, we market toys from brands at discounted prices - which results in direct sales for the brand, but also provides super kids toys and activities to consumers at discount prices. We have promoted over 50 small businesses in the last year, several have sold with us 3/4 times too due to their satisfaction with the process and sales.

### **WHAT 3 THINGS DOES ANYONE STARTING IN YOUR INDUSTRY NEED TO KNOW?**

There are several things that other content creators and specially budding ones should know - the first being - to be a little thick-skinned as nothing you do will satisfy everyone. The second is to pick a niche in terms of content and grow within the niche, it will result in faster growth. And lastly, to focus on the content and not stress on the numbers - growth happens when content is appreciated but shouldn't be the primary mission. Also, if you are inspired by another creator - please give them credit.

### **HOW DO YOU THINK THAT THE DIGITAL ERA HAS GIVEN A BOOST TO THE SOCIAL MEDIA PROFESSIONALS LIKE YOURS, WHERE YOU GUYS WORK ALL DAYS FROM HOME WHILE THE OTHERS SLOG ALL DAY TO EARN THEIR LIVING. ANY COMMENTS WHICH DEFEND THIS THOUGHT?**

I think social media is a tireless and often endless job. Because our work is connected to our phones - theres absolutely no way to switch off. We can't turn off the lights, shut the door and ever go home. I've worked in several roles and this is truly the hardest because there is no holiday and no break, Even when you want to take a sick day or are not feeling well - there will be a hundred questions about where you are and judgments on how tired or unwell you look too. In addition, we deal with brands, have to negotiate with PR companies, and have several timelines and deadlines from others that are usually very rigid.



### HOW DO YOU CREATE YOUR NICHE IN THIS COMPETITIVE FIELD OF INSTA INFLUENCERS?

I think there's a bubble – and it's filled with overinflated egos and falsified follower numbers too which will eventually burst – but what will be left is those who have been true to themselves and their content. Who haven't bought followers or inflated their engagement artificially and who have made an effort to create their own unique content. So, let's focus on standing out in our own ways – Instagram allows people to express themselves individually and there's a space for everyone's uniqueness in that – so express is unabashedly.

### WHAT KIND OF RESEARCH GOES BEHIND EACH BRAND PROMOTION/ASSOCIATION THAT YOU DO?

I turn down any brand promotion where I wouldn't use the products myself, or even if I feel that the ingredients and product quality does not match the standard I have set on my page. This is even more true for skincare, where I research individual ingredients of each product – because I believe that a lot of the health issues we face today have been worsened by the things we put in to our body and even through our skin.

I have a thorough checklist and vetting process for the things I would endorse.

### HOW DO YOU MANAGE TO STRIKE A GOOD WORK-LIFE BALANCE?

I like to, and aspire to – but it doesn't happen as seamlessly as one would like. Specially with the kids having been home for the last year and a half. We are not only striking a work life balance but a work life teaching balance too. Nonetheless, I start everyday by carving out the time I will get to myself to work, and the time I will be able to make for the kids. And I communicate this to them. So they know what time they have to sit for homework and when they will get undivided attention from me too – it gives them something to plan for and to look forward to, and that helps them make way for me to work (from home). I look forward to going back to office though and striking a saner balance.

### WHICH ARE YOUR MOST SUCCESSFUL COLLABORATION?

We've had amazing success with the brands we have worked with on the bazaar hour, it's been incredible to see them come back and launch new products with us time and again.

I also work as a consultant for Nykaa Fashion, and we have launched a kids page recently – it has been a pleasure to watch this grow.

### ARE TROLLS A PROBLEM? HOW DO YOU DEAL WITH THEM?

Trolls are a constant daily problem. I know ignorance is bliss, but I think it breeds trolls. When ignored, they go on and on and on – until they get a reaction. I often find myself sharing screenshots of these comments – just because I don't think ignoring is solving the problem – I would rather call it out so people think twice before passing such comments again, and then I share it on stories. I also block the troll.