

VOL 9.0 | JANUARY 2021

# WOMENSHINE

## Girl Tribe

by *Miss Malini*



Read Interesting &  
Inspiring stories from  
Media,  
Entertainment,  
Fashion  
& much more...

# Contents

## WHAT'S TRENDING

01-06



## SHINE GLOBAL

07-08



## SHE LEADS

09-16



## SHINING STAR

17-20



## TRAVEL

21-23



## ART & CULTURE

24



## HEALTH & LIFESTYLE

25-28



## TASTE BUDS

29-30



## BEAUTY

31-35



## FASHION

36-37



## CELEB

38-40



## ENTERTAINMENT NEWS

41-49



## ZODIAC

50-51



## LEGAL

52-53



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# CHIEF EDITOR'S LETTER

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#SHINEON

**APARNA MISHRA**

Founder , Women Shine

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*Let's reach for the sky*

*Let's win over the world*

*Let's change the story.....*

It's been 8th months now since we launched this beautiful collection of my dream. Really thrilled to know that you all are liking and loving the articles, inspiring stories, and our live sessions.

It's not just inspiring journeys but informative articles, travel tales, sumptuous recipes, and a lot of entertainment news from Bollywood and Tollywood.

"Women Shine" salutes all women who are doing amazing work globally in their respective fields.

We always try to present a lovely lineup of personalities from diverse backgrounds.

Challenges and obstacles are a part of life. The year 2020 has really taught us how to overcome such things. Everyone has a story to tell on this. Covid Times had given birth to Women Shine and since then we are #shining

We have great plans for the Year 2021. You will witness many wonderful things, happenings, and events around the year.

January's edition has a blend of Media, Entertainment, and fashion personalities that will definitely inspire you.

Keep sharing your thoughts, suggestions on [womenshinemag@gmail.com](mailto:womenshinemag@gmail.com)

Show us your love and subscribe for free !!!

#Shineonwomen

See you in the next edition

### *How was your year 2020??*

You know when someone asks this question from you, several things pop up in our minds like a movie and thinking those things we sometimes feel very sad, sometimes bitter, and sometime very happy.

It's a mix feeling which we never had all these years.

On 3rd Jan'21 Women Shine, organised a Panel discussion on FB live with 5 amazing women who are from various parts of the World.

#### **Panelists were:**

**Ms. Anu Grover Manchanda**, a Corporate Professional from London, **Ms. Ayanthi Gurusinghe**, A businesswoman from Sri Lanka, **Ms. Renita S Kapoor**, an Actress from Singapore, **Ms. Shim Ahmed**, a Media Professional from Maldives and from host country we had **Dr. Versha Kumar**, a research scholar turned into a Woman Entrepreneur from India.

Shim Ahmed  
Maldives

Aparna Mishra  
Founder Women Shine

Ayanthi Gurusinghe  
Sri Lanka

Rewind  
2020

Versha Kumar  
India

Anu G Manchanda  
London

Renita S Kapoor  
Singapore

Join us live on 3rd January 2021, at 6:30pm  
(IST) on our facebook Women Shine page.

Our discussion was around 3 pointers, how was the year 2020 for them, challenges or the best things happened to them and the future plans for Year 2021.

Among the pandemic, these panelists identified the opportunity and paved their way to some constructive work. Apart from Dr. Versha Kumar, who handles two of her Jawed Habib Salons had to face the grunt of pandemic. As this is the worst affected segment.

### About the Panelists:



**Anu Grover**  
*London*

Anu is an experienced gemologist in academic and commercial environments, including supervisory positions. She holds a master's degree in Geology. She is a Diamond Member and Fellow of the Gemological Association of Great Britain, a Fellow of the National Association of Jewellers as well as a GIA Graduate Gemologist®. Anu was 2004's recipient of the Christie's Prize for Gemmology. Before joining GIA in 2015 as a Gemmology Instructor, Anu worked as a senior gemologist at AnchorCert Gem Lab, a division of the Birmingham Assay Office, and was also a tutor for the Gem-A Correspondence and online distance learning courses. Since 2015 Anu is working as a Gemology Instructor at the London Chapter of Gemological Institute of America.

**Ayanthi Gurusinghe**  
*Srilanka*

She is the Founder & Managing Director of Cord360.com, an e platform connecting buyers & sellers across the globe

Ayanthi also has been a UN consultant for developing the National Export strategy for Sri Lanka and developing trade policy related work with the government.



**Renita S Kapoor**  
*Singapore*

A Singapore based, Award-Winning Actress, Renita S Kapoor has performed Nationally & Internationally in Feature Films such as "Kathaah @ 8", "Three Sisters and a Dream", "Lizard on the Wall", Web Series on Disney+Hotstar "City of Dreams - Season 2", Short Films such as "The Sacrifice", "Ek Phone Call", "After\_Life", TV Commercials and Print Ads and Theatre Productions. A versatile Actress performing in different languages such as English, Hindi, Punjabi & Tamil, is also a Singer and an award-winning dancer. She enjoys spending quality family time, meditation and yoga keep her relaxed and energised to continue chasing her passions and profession.



She is also a Voice dubber/ model and founder of a RSK productions Pte Ltd. Singapore. established in 2017 in Singapore, is a production house bringing powerful stories of human emotions via theatre and films media. 3 short films and 1 Theatre Production showcased in last 2 years have won awards in the "Best Actor" "Best Actress" and "Best Short Film" categories and there are many more projects in the pipeline

### Shim Ahmed *Maldives*

Shimla Ahmed is an educator and a story writer turned award-winning journalist. She founded AO News in 2010 and has been leading the local news media since then and training youths in journalism. She is actively involved in activism and volunteerism domestically and internationally. She is one of the co-founder and president of the very first regional NGO of Maldives, SCEAM.



### Dr. Versha kumar *India*

Dr. Versha Kumar hailing from Lucknow . She manages two franchises of Jawed Habib hair and beauty enterprises in Lucknow , is known for their immaculate workforce and state of the art services throughout the city. Progressing with an aim to provide people with world class facilities and services in the blooming Fashion Industry of Hair and Beauty.



**Year 2020, a year of learning for some and Year of disaster to many.  
We at Women Shine, wish everyone a year filled with Hope, Opportunities and Happiness .  
Cheers to 2021 !!!**

# #womenshinetaalkshow

## Women Entrepreneurial Success through Feedback

Women Entrepreneurs in India are a significant stakeholder for prosperity and to create a more inclusive and sustainable society. Earlier, women entrepreneurs in India were limited to a small tribe. And slowly with growth and education, women deliberately started coming out of their comfort zones. It is giving wings to many entrepreneurial ambitions and prospects. Ambitions that are not always driven due to necessity but many times is due to a sheer passion to achieve dreams and to make a difference.

Women entrepreneurs are significant stakeholders for every country for happiness, growth as by nature women focus and work for the betterment and upliftment of all involved including their co-workers and families. It gets more important in developing countries like India which has a patriarchal setup in society and hence a lot of women do not come out to work. Women entrepreneurs thus are role models for their colleagues, families, and other section of society to dream and to work hard to achieve those dreams and goals.

Feedback is an important tool in this process of achieving dreams. And it can support in enhancing the growth, innovation, and success of the enterprise/organisation founded by the women entrepreneurs. Feedback is also important for women entrepreneurs as such because entrepreneurship is a lot about the mindset to take risks with a belief in oneself.



## Feedback is an underrated tool

Feedback is an underrated tool. If we talk about different organisations and especially the ones who succeeded in their efforts are the ones that have an edge because they care to listen, they care to understand what they can do better or how can they simply improve.

The intent to listen is important. Organizations irrespective of their size or ambition need a competitive edge to survive in a perfectly competitive world where the stakeholders and customers have thousands of options to choose from for a single product/service.

And in this scenario feedback gets more important if growth and stakeholder/customer engagement is needed. Without listening, understanding will be limited. Feedback can help an organization to validate the work they are doing and create more insights for more opportunities, actions, and maybe an improvement. The important point here is the intent to listen to understand.

Feedback is not only important for organizations but also for entrepreneurs if they want to grow and want to achieve their dreams. You will agree that we all are limited by our thoughts and knowledge. And feedback can be an effective tool to learn, unlearn and re-learn which is immensely important as women entrepreneurs charter their path.

Women entrepreneurs and the process called Entrepreneurship, by definition is a purposeful activity that brings together resources to add value through different products and services.

And if we get deeper we realize this purposeful activity is a lot more about attitude, mindset

*-Written by Dr.Amrinder  
Kauramrinder.k@pinkguava.org*

than actions. The attitude to learning to create, innovate, thus will need advice, guidance from the people who already have chartered their path, or have walked through the same path or maybe simply by the virtue of their work can guide for effective decisions and thus executions.

## Feedback Process

How to seek feedback is as important as feedback. Feedback in organizations can be done with a lot of means including surveys, interviews, working with experts, etc. The idea is to get insights that help in making incremental improvements. Few points to consider:

1. Seeking feedback in real-time or when the event is happening or you just completed the execution. It can give insights because friction and emotions can be assessed in real-time by different stakeholders.
2. Creating and asking the right questions too can make a difference. Like for example, just asking someone if they have any feedback for me? More insights can be drawn if the question is framed with the correct intent as please let me know how can I improve myself?

Feedback needs an attitude to listen and can be drawn best from stakeholders including juniors, teams, seniors, and experts for insight. The insights if evaluated and implemented in a focused manner can support Women entrepreneurs to see more dreams and achieve the impossible by engaging, connecting, and receiving.

## So what are you waiting for?



# Homemakers

## - NO UNPAID LABOUR

Every kind of work needs time, attention, and energy from us. So how can being a Housewife be any different from it? Like any other type of work, this one also requires patience, involvement, and dedication. The only difference is... it is Unpaid!

An individual household is the first and foremost unit of the economy. The person who is entrusted with the job of looking after the household needs to play many roles.

From cooking to counseling, from financial management to housekeeping, from taking care of health to taking care of social engagements, the roles are ever-evolving. These roles need versatility and mental strength. Traditionally women were automatically assigned to take care of the home and family because physically and emotionally they were more suited for it. The role of a homemaker was respected and was given due importance.

Even though they were not compensated financially but they were also not demeaned for it. Men were responsible for providing the finances and the division of work was well defined. But in the last 20-25 years, we can observe some changing trends. Boundaries that ensured division of labor between men and women have blurred. Also has changed the importance given to the 'Non-paid' work.

With monetary status increasingly becoming a parameter of 'how you are perceived not only by the society but also by your own family members'... your financial worth has become important. More so with the uncertainties looming over relationships, because of increasing focus on 'self', unpaid contributors are the ultimate sufferers.

Thereby the contribution made by the 'Housewives' should not be swept under the carpet as 'out of love activity' but should be recognized and compensated as a financial activity. Let there be No unpaid labor!! Women should not be punished and pushed back out of the system just because they chose to 'Love their families over loving themselves'.

- By Shilpi Johri

# Year of Hope..... the road ahead.....



10 years back in 2011, I started my online news media (AO News) and it was just a local one, catering only Addu City, Maldives with a population of around 35,000. But in April 2020, we started our news media channel (AO channel) on social media platforms and launched our first digital studio in the city with our local dialect. And it was the very first newsroom in South Province providing the youth with a wonderful opportunity to fulfil their dream of becoming a TV presenter.

I was working as a local language teacher since 1995 and did my education in Language, Literature and Journalism. With my experiences in journalism and a hard-working team, in December 2020, we managed to establish our media from local to regional and came back stronger than ever.

# KAIMOO

## CELEBRATING 10 YEARS

One of the major challenges we faced in 2020 was financial support. As a media, our main income source is from our sponsors which are from different types of businesses. Due to the economic crisis during the COVID-19 pandemic, some of our sponsors have cut off their funding and some deducted from the previous amount. As a result, we were unable to pay our staffs and were not able to cover the daily expenses as well. Financially, 2020 was one of the toughest years we ever faced.

However, in this difficult situation, I got full support from my husband and our colleges. we together manage to survive from those challenges. Therefore, I would like to thank him and team members for this. with their support I've started conducting training programs and been travelling from island to island along with our NGO Scheme team. We have trained more than 100 youths of the country and gained many enthusiastic interns willing to work with us. With so many challenges and barriers ahead of us we still managed to make 2020 a successful year!

The year 2021 would be the year we will be celebrating our media's 10th anniversary. For this year our main goal is to establish fully equipped digital studios in each and every atoll of the south region and start broadcasting as a regional media with our own local dialects. We also plan to establish our journalism school and conduct various media-related training programs from the school affiliating with major journalism schools from outside the country.



**- Written by Shim Ahmed**



## Center Stage with Dr Saajida Khan

An exemplary woman beholding a dream to make the world of books more mesmerising, Sajida Khan is an audio engineer by profession and owns a recording studio, 6 HTZ, where she records storybooks, incorporating in them, sound effects that add a unique dimension and depth to them.

She is the only female music technician in the country to pave her path into an international audiobook. A collection of interviews with women achievers in the field of audio from across the world, the audiobook is called 'Women In Audio'. Awaiting the release soon, this edition of 'Women in Audio' has Sajida talking about her inspiring journey as an audio engineer.

Working as a Professional Audio Engineer, she has handled many domains like movie dubbing, sound effects, background music, complete audio mix for Telugu and Tamil movies, songs & albums (political, coal mines, devotional songs), jingles, tele serials, documentaries, All India Radio recordings and radio serials, TV advertisements & ad films.





She is the only female Music Technician in the country and Rashtrapati Awardee. She received the 'First Ladies Award' by the Government of India in 2018 and was awarded the title with 'First Female Music Technician in India' by the President of India, Mr Ram Nath Kovind Ji on January 20, 2018.

Sajda also received 'Telangana Visishta Mahilaa Puraskaram Award' on Women's Day by the Telangana State Government. An Honorary Doctorate was presented to Ms Saajida Khan by United Theological Research University, (USA) on March 30, 2019. She was mentioned in Top 200 Famous Indian Women Personalities as First Female in Indian History and Top 14 in First Indian Women in Cinema & Music.

Her name Titled in online GK Guide, Free Online Education, Mission Talati, Flip Academy, Kerala PSC GK, Bio - First Ladies, Geography4you, Time2study.in, Student Education and also in Government of Meghalaya (Directorate of Information & Public Relations), Shillong.

She has received a National Award and more than 80 awards from different states of India. Saajida Khan's interview is published, representing India in 'Women in Audio Book', 1st Edition (Audio Engineering Society) by Routledge Company in UK England in December 2019.

She is working for Women Empowerment and Girl Child Education and has visited more than 100 schools and Colleges as a Guest. She aims to start a Post Production House and Music School. She has started making free Audiobooks for literature, poems, stories, etc. for the development of literature and art.



-by Aditi Gupta  
aditigupta0523@gmail.com



# I created my own story board....

It was the winter of 2006, sitting alone in my one-bedroom apartment on a chilly winter morning, I was reminiscing. It had been a year since my arrival in Canada. With the freezing weather outside, surrounded by the white walls of my room, I felt lost and alone as I thought about what I was doing with my career.

Having come from Delhi, where I worked as a news anchor, a prime-time bulletin reader and a reporter, I feared that my career could be coming to a standstill. In the hope of kickstarting my career in Canada, I had applied to several jobs, only to not receive even a single reply to my applications.

I had no local education or job experience for someone to offer me a job in the field of journalism. Standing in the kitchen that day, with no opportunity knocking my door, I decided to stop waiting and create an opportunity for myself.

At that very moment, Keshava Productions was born! A little while later, we moved to New York with our baby and there the baby-steps in forming and registering this company were taken.

Today we are at a place where we are working on creating an opportunity for hundreds of people across the country in media-related projects. My dream has now grown.

The dream is to give employment opportunities to thousands of people in the field of arts and entertainment. We want to reach out to the remote corners of the country where many talented people do not have an opportunity to showcase their talents – a feeling I am familiar with.

My husband, Ullasakrishna Bhat and I decided to start Narayana's Atamnirbhar Bharat Foundation, a Social Enterprise, to give these talented people an opportunity. My Parents have been partners in our business and the guiding light for us all through.

During the pandemic induced lockdown, I did not let the negativity outside affect me. Instead, I shut myself in and started writing, recreating my storyboard for my own life and my business.

The results of the streamlining of thoughts and creative work during this period are now manifesting beautifully. I want to put all my knowledge and learnings from my past, be it my experience in journalism or working internationally for a production house, into just one thing – Make India Atamnirbhar!

I am putting all my efforts in finding ways to provide income opportunities for artists across the remote areas of the country and help them become self-reliant through their art.

The inspiration for this vision came from my trips to Badrinath that allowed me to meet countless selfless artists who lived for things greater than themselves. Surviving on a monthly salary lesser than an average uptown teenager's pocket money, I observed that these shining stars led happier lives than we ever could.

I want to create a platform to bring these talents to the national and international stage through a self-sustaining business model. Currently being assisted by 51 Management Interns from the vastly reputed IMT Ghaziabad, we now have a team member in almost every nook and corner of our glorious motherland.

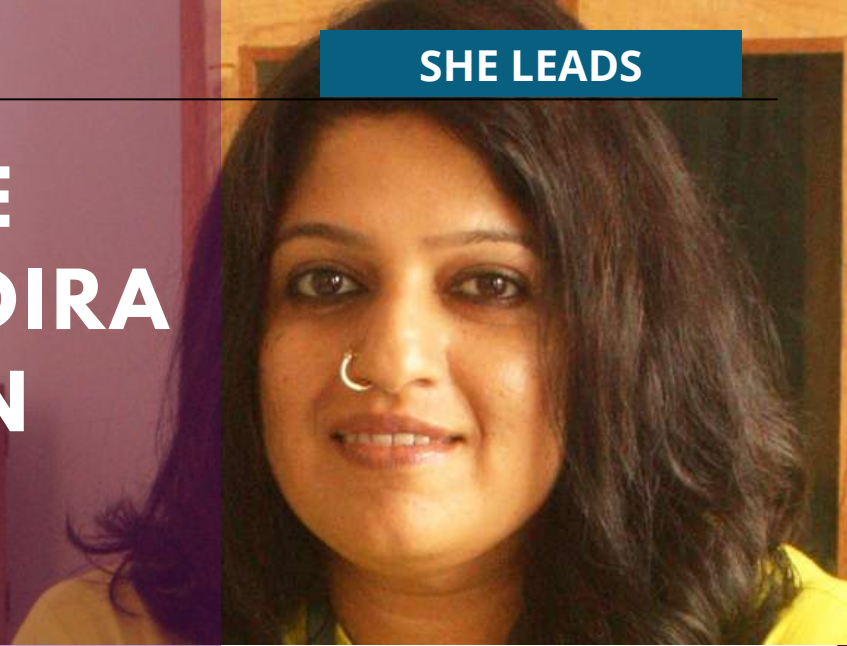
I am also grooming my daughter to take over our children's unit called "Creative Shaala", where we are training kids to become future leaders of tomorrow.

Every day, I attempt to be a selfless individual, fulfilling Lord Narayana's mission on this planet. And to me, there truly is no better honour than that: leaving this world a little bit better than it was when we arrived.



-Richa Khandelwal

# LIFE OF & LIFE HACKS WITH INDIRA RANGARAJAN



If I were to choose between writing about myself or get a tooth extracted, I would probably pick the latter. For someone who has spent close to two decades in advertising and media, not being able to advertise or market oneself is laughable and yet here I am, reticent as they come. People that know me to know me, and for people that do not, well, I'd say, I hate to be slotted by my gender – woman leader, woman champion, woman head, woman this or that.

That, I know is a privilege. I have been extremely fortunate to have an unexpected, largely uninterrupted run in my career where my gender has played at best a peripheral role. This, I know isn't the case for hundreds and thousands of women in our country. Every day, I read stories about women being held back on account of the gender and they deserve so much more. Gender disparity is real and hence every day in whatever way I can, I fight for a level playing field for women. If what I write today is of help to working women then, that will be worth shrugging off the reticence and sharing a bit about my life.

I've had a childhood that was spent across the country moving with my father who was in the Army. I learnt that can pick up and restart anywhere at any time. My parents taught me to choose independence - financial and emotional over stability. My courageous sister, a doctor and a COVID warrior taught me that even when things get tough and you get knocked down, you must get back up and try again and again. My friends taught me that no matter how far I go or how busy I get; they are just a call away. My colleagues inspired me, pushed me to be competitive, do better work every day and yet yanked up my spirits whenever I was in a work rut or generally blah. A day doesn't go by when I don't learn something crazy from my artistic husband and my goofy kid.

So long story short, here are few hacks that I've picked up along the way that may help you to stay the course.

- ***There is a long game***

Very often, when you are in the middle of a crisis or problem, you cannot move beyond the vice-like grip of anxiety. Work-related problems often seem all-encompassing. Breathing deeply helps and so does a complete shut-down of laptop/phone and a long decompressing walk or a chat with a friend. Rarely, you will ALL good days in your working life. It's like life, a bit and down. Taking it slow and pacing yourself makes sense.

- ***Saying I don't know isn't a weakness***

Saying I won't learn is. Being flexible and adaptable can be your kryptonite. Everything is changing at such a pace, it's truly not possible to be rigid about what you know, and you don't. I've learned the most from my youngest colleagues and have no shame in saying I don't know, please teach me.



- ***Acknowledge people and praise freely***

Look for the best in people you work with and praise every time they do something you thought was admirable. Take the time to be specific about what you admired or enjoyed their work instead of simple platitudes.

- ***Take time to think***

Slotting time to just daydream isn't laziness. For someone who thrives on the rush and the chaos (being in media makes you an adrenaline junkie), taking time off is almost sacrilegious. But inaction is as important as action and the time to think and check-in with oneself makes you a better professional

- ***Lastly, learn when to say yes and when to say no***

There are times when you will have to push yourself and do the uncomfortable, seemingly undoable work. Growth happens only when you take on challenges. Taking on and finishing something you are afraid to do, will give you a sense of accomplishment unlike any other. Yet, know when you are just getting bogged down by busywork. We need to understand what drains us and say no to that work.

### ***About Indira:***

Indira Rangarajan is currently the National Content Director, Mirchi. Indira has spent the last 14 years of her life across various roles in Radio Mirchi from heading content creation for various geographies to managing and curating music across multiple stations in India.

Before moving to radio, Indira worked as a creative director with leading advertising agencies, SSC&B Lintas, Ogilvy and Mather. She has worked with a varied portfolio of brands like Kissan, Dell, Kwality Walls Max Candies, Pond's range of beauty products, Vaseline, TI cycles, Amrutanjan, Aircel phones and more.

She brings with her an in-depth knowledge of the Indian film/non-film music content ecosystem having worked closely with labels and musicians as well as regional and national content creators to design the soundscape and programming for Radio Mirchi & Mirchi Love.

She has created award-winning celebrity shows like Calling Karan & What Women Want with Kareena Kapoor. Along with programming, She has also worked on Radio Mirchi's TV properties like the Mirchi Music Awards and Mirchi Top 20 which has amassed unmatched popularity consistently over the last decade.

She's vocal on social media platforms on women's issues, mental health and music and music programming as a platform-agnostic entertainment medium in and outside of the workplace.

-Team WS

# A D I T I J A G G I R A S T O G I

S e r e n e & S o p h i s t i c a t e d B r a n d

#FEATURED



**Aditi Jaggi Rastogi**, a well known face Indian Fashion Industry. She has created her own niche in Contemporary Chikankari work. An artist at heart , with entrepreneur skills to fulfill all her dreams into reality and creating traditionally rich fashion.

An internationally acclaimed fashion designer who is also a homemaker with two lovely children and maintains the amazing balance between her personal and professional life

She has launched the Luxe Fashion Boutique in Lucknow ,Strawberry Fashion Studio in 2011 and renamed as AditiJaggiRastogi now...this is the brand which is supplied everywhere

Though it has not been much time since she has joined the Indian fashion fraternity, but has still managed to create her own niche mark in the market.

In a span of few years, Aditi has managed to create a clientele of not only eminent personalities of India and Dubai but even the hot shots of Bollywood Industry are now supporting it.

She has participated in a number of International Fashion Weeks such as the very popular Dubai Fashion Week

Aditi has the expertise in Designing wedding trousseaus and one of the first couturiers in Lucknow city. She is currently working towards Taking Awadh Art Global and Designing the Modern avatar of Chikankari.

Among her amazing collection one can find the fabulous weightless cocktail saris.



1. Assistant designer with Rina Dhaka, Delhi
2. Highly acclaimed for being the only designer to come up and work on the idea of ReFashion. Refashion uses a client's old clothing to make fresh ensembles to avoid waste of money and old heritage clothing.
3. Invited as a mentor and jury member for fashion events like Blenders pride model hunt, idiva face of Lucknow, CWE youth icon, Mr. & Miss U.P and its kinds.
- Assistant Showcase@ Lakme Fashion Week,mumbai 2002/2003/2004/2005
4. Showcased more than 40 shows all over India
5. Costume Designer for Mallika Sherawat in her debut movie Khwaish
6. Lead costume designer for Perry pictures.
7. Fashion consultant @ShoppersStop , Mumbai(heading 26 stores)
8. Costume Designer for Balaji Telefilms
9. Costume Designer for Harry Anand 's music video albums
10. Costume designer for elite celebrity award functions.
11. HOD Fashion @ MATS University, Raipur
12. Visiting Faculty @ S.O.F.T ,Pune
13. Mentor experience with Pearl academy & ITM University.
14. Launched Fashion label ADITI @ Mumbai
15. Designed & Manufactured collections for various esteemed stores like ShopperStop,Bombay store, Zarah, Kimaya, Aza, Samskara, Pagli, Paaneri and more
16. Showcased collections @ Kolkata fashion week, Bangalore Fashion week , INDIA fashion week and 4 yrs of Dubai Fashion week.
17. Showcased designer wear @ high end stores like Aara ,studio8 and Label 24 in Dubai
18. Designing for stores and clientele in Atlanta.
19. Host/anchor for a fashion expertise show on ETV national channel
20. Organized PEHNAVA,a successful event for upliftment of Awadh art & craft in Lucknow in esteemed presence of Rina Dhaka, MeeraMuzzafarAli, Manju Hundekar, Dimple Yadav etc with CII YI.
21. Awarded the Most Commercially Viable Designer Award 2003
22. Awarded the Best Alumni @ feb 2017

.....the list is endless....many more achievements are adding up to her list on a daily basis.

Aditi, is one of the those extraordinary designers who have achieved success by leaps and bounds and have managed to stand amongst the A-listers of the Indian fashion industry.

Women Shine, wishes her all the best in her endeavours.

-Team WS

# Shaan Suhas Kumar



## - a Global Climate Ambassador

Shaan was India's representative to Miss Earth 2017. She represented India in Manila, the Philippines in October 2017 in the world's third-biggest and environmentally inclined beauty pageant - Miss Earth, where she was adjudged to be among the top 16 in environmental awareness and intelligence among 85 representatives from different countries.

She is also the winner of Top Model India 2016 and represented the country in Top Model Worldwide in London, UK and was shortlisted to walk for the London Fashion Week Spring Summer 18 collection in September 2017.

In 2019, Shaan was chosen to be the Global Ambassador of World Merit - a global network of millennial working to solve problems in their communities in alignment with the sustainable development goals. Shaan represented the community at the World Merit Summit at Morocco, the Misk Global Forum in Saudi Arabia and the Asia Pacific Climate Week in Thailand.

Shaan has been an advocate for education equity, gender equality and climate action - and has worked to sensitise thousands of people about sustainable development goals through online and offline mediums.

## SHINING STAR

Shaan was selected from all of South Asia as one of 15 climate journalists to report for the 5th Asia Pacific Climate Change Adaptation Forum in Sri Lanka by Climate Tracker, an international youth journalism organization. Furthermore, she mentored budding climate journalists from South Asia in Bangladesh in 2017.

Shaan is also a Climate Reality Leader, trained in Houston Texas by Nobel Peace Prize winner and former Vice President of the United States Mr Al Gore and his team at the Climate Reality Leadership Corps Training in 2016. She was one among 5 others who received the chance to have a one on one call with Mr Al Gore to discuss the climate crisis and role of youth.

In 2012, Shaan was selected to be a part of the prestigious Teach For India Fellowship where she taught in the slums of Mumbai and Pune as a full-time Teacher, Mentor and Communications Professional for 4 years.

She has contributed consistently as a Facilitator and Mentor at the Asia Pacific Youth Exchange Programme focused on social innovation and entrepreneurship organized by Urban Youth Academy and UNDP since 2017 and was also a facilitator for the Jagriti Yatra - an 8000 km train journey across India, spanning 15 days - in which 500 delegates had the chance to learn about social entrepreneurship.

In 2018 she was awarded the Youth Icon of the Year Award by the Navjyoti India Foundation given by the first female police officer and Raman Magsaysay Awardee Dr Kiran Bedi.

Shaan has previously volunteered and collaborated with over 10 different organizations working for the education and environment in the past decade. She has also served (and continues to serve) as an ambassador for World Wide Fund For Nature MP and CG state office for Earth Hour 2016/17/18/19/20.

In the year 2020, she was chosen to be the Goodwill Ambassador for the National Endeavour for Student Transformation an Initiative of The Akshaya Patra Foundation.



By degree, Shaan is a film-maker and a graduate in Media Studies from Symbiosis Centre for Media and Communication, India's premier undergraduate institution for Media Studies.

She currently serves as a Programme Manager to Wedu, an organization dedicated to providing leadership development opportunities, education funding and mentorship to women across the Asian region and leads the Outreach and Selection of Rising Stars from the Asian Region and the Global Mentorship Programme in the organisation.





# KOOL KANYA

SHINING STAR

## THE IMPACT & IMPORTANCE OF WOMEN COMMUNITIES

*The importance of women communities and how they help women raise their power!*

The impact of women-only networks across the world is a growing phenomenon. Women, having always been excluded from workplaces, social spaces, and business networks, have taken the initiative and started their own. The intrinsic gender prejudices in traditional networks has also nudged women towards building their own communities,

be it for entrepreneurship and funding, moms, tech or other facets of living.

There are few things as satisfying as being a part of a circle of women – as small or large as it might be – and knowing that you have an empowering, encouraging bunch who have your back.

These communities are instrumental in encouraging women to be their best selves and realizing that we are stronger when we come together. We trust that women who are empowered - supported, confident and strong - have the power to bring about positive change in our world.

How women communities help raise their power:



### 1.To Find A Safe Space

In a world where women are disproportionately targeted by online bullying, they often end up reducing their online presence, or alter it to avoid negative interactions.

Women communities are safe spaces that make it easier for them to be candid, original and authentic and where expressions of vulnerability are encouraged.

These communities are where women can go to at any time to feel safer and empowered and have access to information, education, recreational activities, support and integrated services.

### 2.To Find Personal and Professional Support

The best guidance is more likely to come from someone who has experienced what you are going through. Most women admit they are emboldened by the knowledge that they are not alone in facing issues like workplace gender bias, domestic violence, reproductive health concerns etc., and that they are inspired to help other women in the community by sharing the knowledge they have gained through their experiences.

Women understand one another's concerns, embarrassments, joys, and obstacles. Women communities foster empathy while also serving like a robust support system in more ways than one.

### 3. To Find New Opportunities

The importance of relationships should be valued in both a personal and a professional capacity.

As women are gradually, but certainly trying to bridge the gap in the business industry, there are more opportunities for female entrepreneurs and professionals to climb the corporate ladder.

Today, women account for 40 percent of the global work force and are at the helm of major establishments, yet there is no dearth of setbacks women face each day they spend pursuing their ambitions. Online communities are committed to supporting women in global supply chains, and are set out to understand how to address the challenges holding back progress on women's economic empowerment.

From professional accomplishments and guidance, to mental health support and workplace obstacles—women communities become spaces where women can share career advice and create opportunities for each other, together.

### 4. To Learn And Unlearn

Women often end up getting trapped in unconscious patterns of behavior which are detrimental to their growth and success.

To put it across very simply, empowering women is about sharing your experiences with one another in hopes that your words and actions will inspire, and more importantly, uplift them. It is all about helping other women enhance and enrich themselves.

Women communities encourage the sharing of stories and journeys, which help in breaking those archaic patterns. They allow women to be vulnerable and there is a great sense of empowerment in being vulnerable knowing it will never prove baleful to their own development.

### 5. To Amplify The Voices Of Women

Media and culture lacks authentic representations of women; from products we cannot use to stories we do not identify with.

From the classroom to the boardroom, women's opinions have been hushed, disregarded, interrupted, mocked or mansplained. Women are schooled not only to ask permission, apologize, hedge and speak up, but also to self-doubt and self-censor. Women communities change this. They become stages whereupon women are handed the mic, and find the confidence to raise their voice and their power.



### 6. To Find A Cheering Squad

Contrary to popular sexist beliefs, women can be women's biggest supporters. Judgement and enmity comes from centuries of being put in competition with one another.

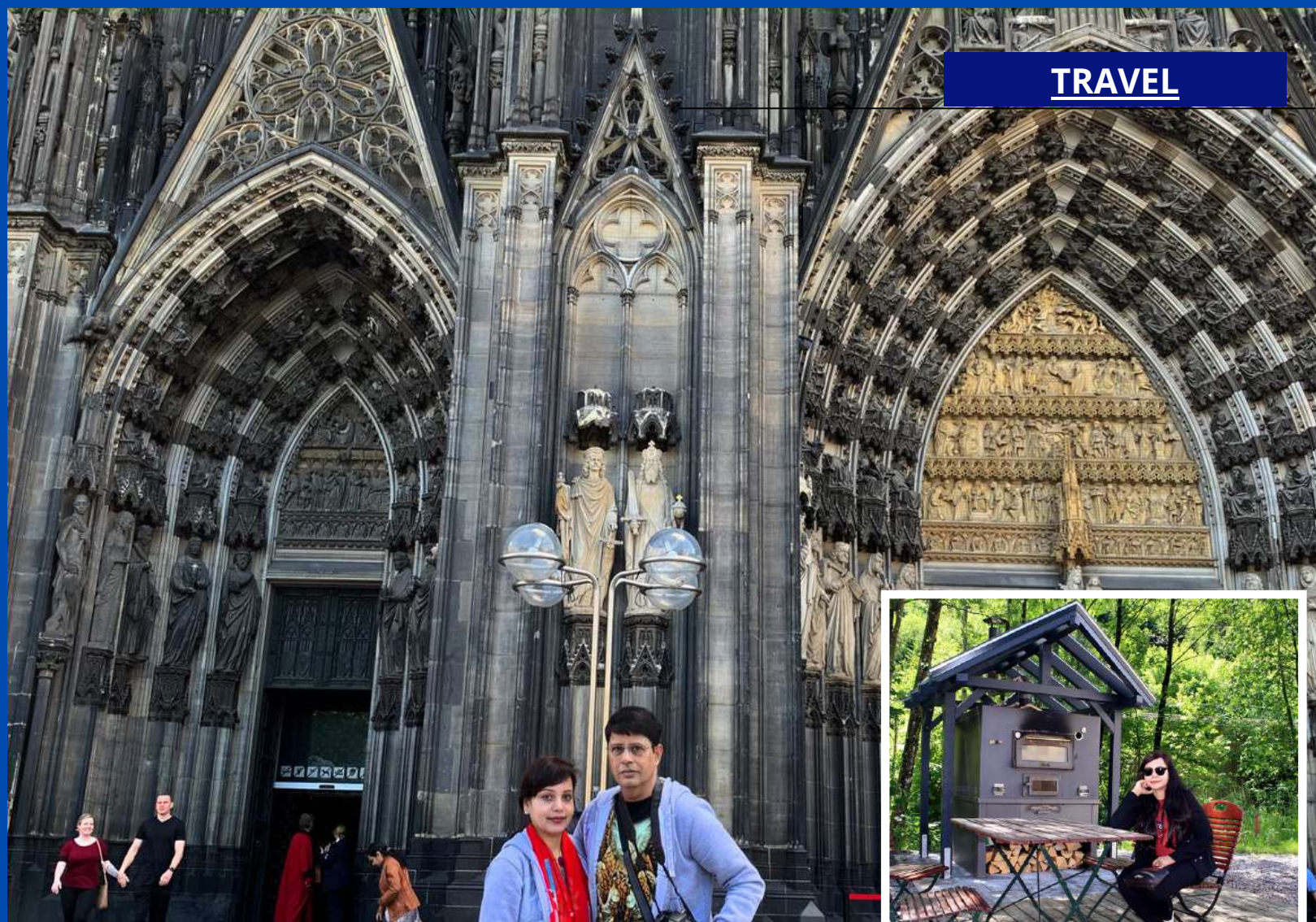
But when women are put in the same team, they can push each other to be more successful just by encouraging and motivating them.

As women, we are multi-dimensional and we want to succeed in all aspects of our lives, including at home and in our careers. At work, we are often reticent to try things before we feel we are 100% ready or qualified. If you are part of a women empowerment community, give your girls the encouragement to get out of her comfort zone. Set expectations high because she is capable of achieving them. Create an environment for her to feel safe in her crucial decision making processes, and also hold her back up as she tries to rise from her falls and moves on.

**-by Vanshika Goenka**

Founder and CEO of Kool Kanya





## GERMANY – A COUNTRY OF PARADOXES

This was our second trip to Germany. This no-nonsense, lean-mean-business-machine country is as modern as it is traditional. You can experience all the cultural clichés you want, from enjoying strudel at the bakery, to shopping for a cuckoo clock, to chugging a stein of beer while men in lederhosen play oompah music.

Germany is a country of paradoxes. From modern skyscrapers to medieval castles, speedy autobahns to meandering back roads, Nouveau German cuisine to old-fashioned Wurst, Germany truly offers something for everyone. Our first stop in Germany this time was Cologne, a small city with the most iconic Cathedral in Europe..

The Cologne Cathedral is a UNESCO heritage site. The construction of this Cathedral was started in 1248, and it took centuries to complete. The gothic architecture and sky-high spires are a breathtaking sight. The inside of Cologne Cathedral houses some of the invaluable treasures of art and sculpture.

The main railway station of Cologne is just a little away from the Cathedral and you also get a chance to shop in the duty-free shop while waiting for your train. One of the great experiences in Germany is the Rhine river cruise. Jostling through crowds of tourists in the Rhine River village of Boppard, we climbed to the sun deck of the ferry and grabbed our chairs..

Within minutes the gangplank is dragged in and the river pulls us away. On the romantic Rhine River gorge, cafés at castles offer grand views of busy river traffic. We are kind of captivated by the Rhine. There's a rhythm to the mighty river that merges with its environment, this is the Romantic Rhine, and the best way to see it is to cruise it.

Next, we rode to the Cuckoo Clock Palace in Triberg. At the Cuckoo Palace, you find original Black Forest clocks from the most renowned producers in the region. The shop makes it possible for you to buy these German artisanal products quite conveniently.

The process includes quality controls and secure packaging of all products, as well as qualified answers to any questions you may have.

After that, our last stop in Germany was the Rhine Falls in Schaffhausen. Every year, more than 1 million visitors enjoy the magnificent natural spectacle offered by the Rhine Falls. Depending on the time of the year, between 250 and 600 m<sup>3</sup> of water per second plummet to the depths. Visitors can walk around the basin, cross the bridge above the Rhine Falls to Castle Laufen on the other side and proceed from there to the 'Känzeli' observation platform, a most spectacular viewpoint built directly beside the water.

Various boat trips downstream of the Falls with a duration of 10 to 40 minutes are also available. Some of these include disembarkation at the Rheinfallfelsen, a large rock. We did a 40 minutes boat trip. Love these Photographs, moments frozen in time!



**-Travel experience shared  
by, Ruchi Jain**



# B A S T A R

## THE FORGOTTEN LAND

Travel brings in a new perspective to life which many times become transformative. On my first solo backpack, I decided to travel to Bastar, the forbidden land for many blinded by living in large cities. My journey as a solivagant commenced on February 09, 2019, to the most fascinating land inhabited by beautiful, sensitive & kindest people living in an unparalleled landscape populated by the most melodious cascades.

Access to Bastar was either from Raipur or Vishakapatnam and thereafter bus ride from Raipur or a train journey from Vishakapatnam to Jagdalpur. However, Jagdalpur is now connected by air with affordable flights operating from Raipur and few other cities thus making the 'Forgotten Land' or 'Land of Dandkaranya' accessible to wanderlusts.

I arrived late in the evening at Jagdalpur after an eight-hour bus ride from Raipur. The next day hitched a ride to a village and spent a few days with locals and extremely bright kids of a well-equipped primary school. The dense Kanger forest formed by sedimentary rocks looked more like strokes of a paintbrush and the caves with exquisite stalactite and stalagmites appeared like deities. Titathgarh, a fascinating cascade mythologically relevant, as Sita spent many years during the period of exile is a traveller's delight.

Travelling to Bastar and not trekking through the dense rainforest to Dholkal peak in Dantewada to meet Ganesha would have been sacrilegious. It is a soulful journey walking through rain curated wood, streams, and thick forests. The final stretch through narrow rock passage and the first sight of the eleventh century Ganesha idol placed by Nagavanshi dynasty was mesmerising.

My tryst with Ganesha coincided with my fiftieth atop Dholkal peak with a view of Bailadila range amidst the melody of chirping birds and hustling winds. From here I travelled to Barsur located on the banks of Indrawati river with 147 temples and the same number of lakes, many of which have dried up now. Most of the temples were constructed by the Nagavanshi dynasty. I celebrated my fiftieth in the backdrop of setting sun along the Indrawati river with six local lads who now are friends for life.

My next stop Chitrakote where Indrawati cascades down a hundred feet cliff leaving one bewitched. I spent the night at Tirath being sung into sleep by the melodious Indrawati, most peaceful night of my life.

As an offbeat destination, Bastar is a go-to place and travellers' delight. Even though I had travelled extensively but my journey as a solivagant commenced in Bastar, also known as 'Land of Dandkaranya' - the place where I discovered my soul.



**-Written by Vishal Nigam**  
**Instagram @bohemiansolivagant**

# EMOTIONS

How many emotions can a person feel?  
Can everyone feel, or is there indifference?  
Indian dancers show us Nine, Navarasa !  
An array of expressions, relatable, touching.

Love that encompasses affection, intimacy, warmth, care  
Laughter, expression of joy, smiles and giggles  
Compassion is kindness for the lesser  
Anger more common than you'd believe  
If used well brings tremendous change  
Most often misplaced through intolerance  
Courage in everyday situations, not merely in war or sickness, to speak the truth  
Fear makes one sick, of unknown, Unbelievable, the rabid hatred, violence  
Surprise is good, shocking is bad,  
two sides of the same coin !  
Disgust at human behaviour today, is probably becoming an overwhelming emotion  
Tranquility, wishful thinking of calmness  
I wish, I pray we could have peace !

Several we feel at a time too, isn't it?  
Emotions feelings, sentiments make  
Us react rather than respond, though  
The state of affairs is visible to all,  
Each displays a different emotion!  
Emotional fool, sentimental....!!  
Need to control emotions, display less often said; If that was so, why do we  
Have emotions? I wonder! I wonder?

**-By Prabha Raghunandan**



# STRESSED OUT?

Depression... Anxiety... Stress... Unknowingly these feelings affect our life drastically. But people are still not realising how badly these feelings can affect us.

Most of the people experience stress and anxiety from time to time. It starts interfering with our daily life and may indicate a more serious issue. For most people, stress and anxiety can come and go. The common causes of stress may be having an illness or injury, starting a new job or school or can vary.

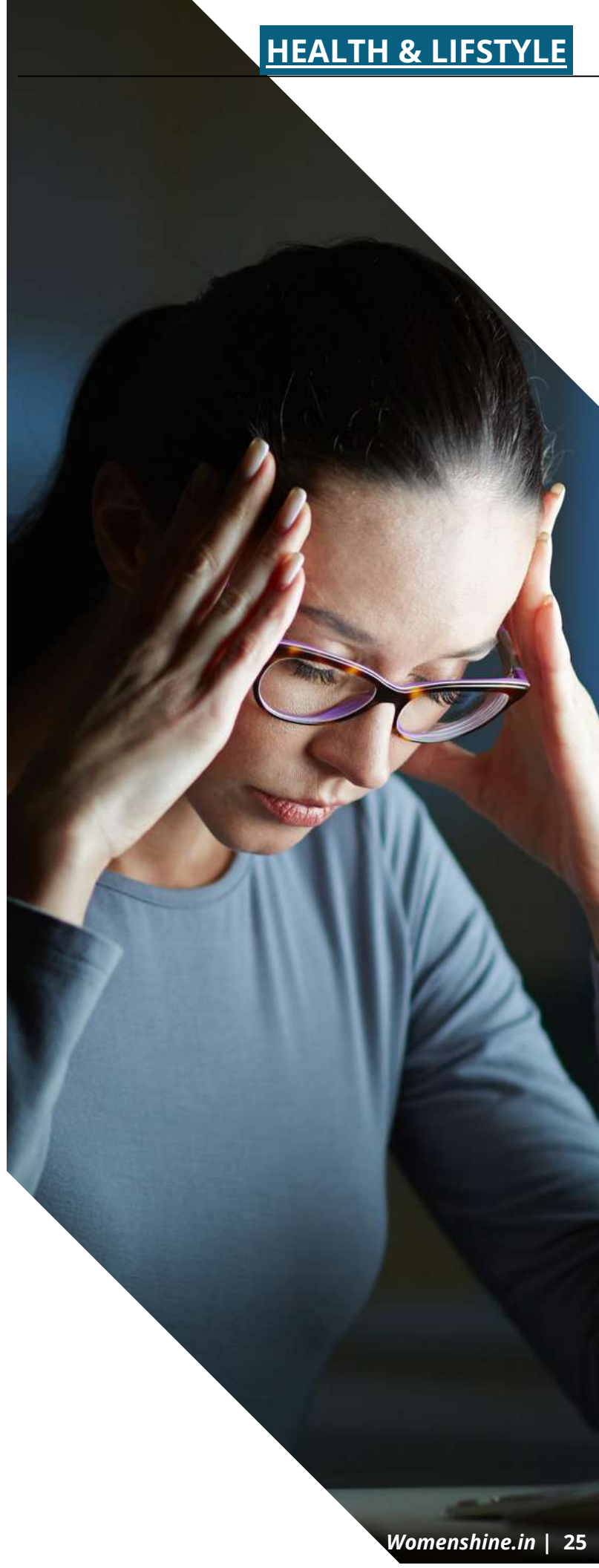
Despite increasing conversations around mental health, therapy continues to be a step people are hesitant to take.

It is normal to experience stress and anxiety from time to time and there are strategies you can use to make it more manageable.

First of all, pay attention on how our mind and body responds to stressful and anxiety-producing situations so that when any such situation occurs, we will be able to anticipate our reaction and make it less disruptive.

Secondly, lifestyle changes can help a lot in dealing with daily life situations. It can include a healthy diet, getting enough sleep, meditation, regular exercise and recognising the factors that trigger our stress.

If anytime you feel overwhelmed by a stressful situation, try taking a break and listen to some relaxing music as it has a positive effect on the brain and the body. When you are feeling stressed, talk to someone about your problems. He/she can be anyone like a friend, psychologist or anyone close to you.



It sometimes happens that calling someone is not an option, then talking to yourself can be the next best thing. Just ask yourself why you are stressed out and that everything will be okay.

One thing that we ignore is a proper diet, but we need to know that stress levels and proper diet are closely related. Try to avoid sugary snacks and plan. Instead of coffee or energy drink, try green tea as it has a calming effect on the nervous system. "Laughter is the best medicine". It is not just a saying but a reality. Laughter improves mood and decreases the level of stress-causing hormones. So keep smiling."

Most of the tips are generally for immediate relief. But lifestyle changes like "mindfulness" can be more effective in the longer run. It has a large part of meditative and somatic approaches to mental health.

Stress is an unavoidable part of life but that doesn't mean you should ignore it. Untreated stress can cause potentially serious physical and mental health problems.

Now its high time to realise that people who take therapy aren't mentally weak or unstable. We need to help each other out and do not desolate those who seek therapy back to their shell.

Listen actively to the signals from your body to develop an open relationship between your body and mind, so that both may flourish.



-By Sandhya Dwivedi  
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# **- FREE YOUR CAGE & FLAP YOUR WINGS -**

The warmth of the hand on my forehead and the beautiful stories that my grandma would weave every night sank deep into my consciousness. Of the many moral lessons that were a part of my upbringing, there is one that surprisingly became the foundation for my work as a life coach- many years later.

I would first like to share the story with my readers. She told, "There was a parrot in a cage. Every night, it would shout continuously, 'freedom, freedom'. The whole village was disturbed with its shriek voice.

So finally, one day, a man unlocked the cage. The villagers sighed relief and rejoiced that they had set free a bird from the bondage and they would now sleep undisturbed. The night followed. The shouts again began, 'freedom, freedom!' The villagers got up and were astonished to see the cage was open, yet the parrot didn't fly and continued in its self-imposed imprisonment."

Today, when I counsel people as a life coach and hear patiently about their emotional dis-ease; this story refreshes in my mind. Problems are everywhere, they aren't gender-specific, men & women suffer equally. Marital issues, infidelity, financial losses, fraud, cheat, abuse, violence happens everywhere. Relationship chaos, professional struggles are natural.

As a life Coach, below is my opinion and advice:

- Most people who encounter a problem, slowly develop a fondness to continue with the problem (I see this phenomenon more in women). Hence, even when the solution is offered, they don't bend, their ego-mind doesn't let them work to get over it.
- People like to nag about their problems here and there. The sympathy received gives them a psychological bandage.
- For all those who come to get off an issue and move on, are the people whom we can help. The best way to combat a problem is to face it! Acknowledge to yourself and say "Yes, I have a problem. It has surely happened to me"

- Give yourself 24 hours of non-action. Howl, cry, share and stress for 24 hours. LET THE BPs FLUCTUATE. Don't settle in without venting out if you seriously want to get rid of it. Once 24 hours have gone, either you will have a different perspective about the same issue or you would have found a way forward or at least the will to find a solution.
- Post 24 hours, resolve to yourself, that now you will focus all your energies and attention on the solution and not on the problem. Always remember, there is no problem in the world without a corresponding solution. If the positive energies are channelised on a resolution, problems fade away naturally in the most appropriate way. Take one step at a time towards the solution. Layer by layer, a positive approach helps to find a way.
- The issues weigh only till the cage is unlocked and start reducing when the parrot is determined to fly away.

*Don't befriend struggle, free your cage and flap your wings.*



-Written by Meenu Chopra  
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# BATHUA SHAKARKANDI POORI WITH SQUASHED POTATO SABZI

## Ingredients

250g Baby Potatoes  
 ½ kg Bathua Leaves  
 3 pieces Sweet Potato (Shakarkandi)  
 2 bowls Flour  
 2 tsp Refined Oil  
 Oil for Frying  
 Salt (as per taste)  
 ½ tsp Turmeric  
 ½ tsp Asafoetida  
 ½ tsp Cumin Seeds  
 ½ tsp Carom Seeds  
 ½ tsp Coriander Powder  
 ½ tsp Dry Mango Powder  
 ½ Garam Masala  
 3 tsp Mustard Oil  
 2 Green Chillies

### • PREPARATION OF DOUGH FOR THE POORIS

Boil the sweet potatoes and bathua separately. Grind bathua and keep it aside. Peel sweet potatoes and grate them.

Now mix the grated sweet potatoes and bathua paste in the wheat flour.

Add salt to taste, red chilli powder, carom seeds and 2 tsp oil in the flour. Knead it together with warm water into a soft dough. Cover it with a damp kitchen towel and keep it aside for half an hour.





- **PREPARATION OF SQUASHED POTATO SABZI**

Boil the potatoes and peel them when still warm. Press each potato separately with your palms and keep them in a separate plate. Heat a wok and add 2 tbs oil. When the oil becomes hot, add 1/2 tsp each of cumin seeds, turmeric powder, asafoetida, coriander powder, dry mango powder, garam masala and 2 green chillies.

Now add the squashed baby potatoes to the oil and roast them well. Keep stirring and turning. Put off the flame after 10 minutes. Garnish them with fresh coriander leaves.

- **PREPARATION OF POORIS**

Knead the dough again and make small pedas. Roll each one of them into small round pooris. Heat oil in a wok and fry all the pooris in it. Serve them hot with the squashed potato sabzi.

It's a perfect brunch for Sunday. Enjoy it on a sunny Sunday with your family in winters.



**-By Shobhna Sharma**  
**Mumma Kitchen**





# Masked Beauty

## THE NEW NORMAL

Face masks have now become an essential paraphernalia for prevention of the COVID 19 virus. But does that dampen our spirit of looking good , beautiful and wearing our make up? Well to answer that , I would like to focus on 2 aspects , first **how to care of your skin** , while wearing masks and secondly , **what's the right kind of make up to wear** , while wearing your mask and follow all the safety guidelines.

### HOW TO TAKE CARE OF YOUR SKIN !!!

Prolonged usage of the mask come the dangers of out breaks of skin on the nose and the cheeks. Masks are supposed to be fitted snugly around these areas for maximum protection. But, the tighter they are, the more chances of irritation and corrosion on the surface of the skin. Here are some tips to maintain a healthy skin , even while wearing a mask for long hours

Keep your skin hydrated and apply the right kind of moisturiser to prevent the breakage of skin Also applying a barrier cream, 30 minutes before wearing a mask can be helpful.

The hygiene of skin is very important to maintain , as during summer season , lot of sweat can cause skin infections. To prevent it , masks can be removed at a safe place and the skin can be made sweat free.

Pamper your skin to keep it protected by using ultra-gentle skin cleansers and moisturisers.

Remember to avoid using harsh facial cleansers that can easily disrupt the outer layer of the skin, especially during the course of wearing masks constantly. It can further lead to dryness of skin, causing inflammation as well.

Wash your face on a regular basis. A foaming cleanser can remove oil and dirt more effectively than other available options. Else, you can also use normal face wash available at your place to wash your face before and after taking off your mask.

Make sure to follow a cleansing, toning, moisturising routine every night.

## WHATS THE RIGHT CHOICE OF MAKE UP

Post pandemic, the choice of make up has also transformed. Here are a few ways, which can help you look beautiful and attractive even while wearing a face mask .

The lower half of our face is now covered with the mask so one can focus more on the eye make-up. For the day, play with light neutral tones that brighten up your eyes. For the evening, you may want to work with more dramatic and sultry looks.

Your eyebrows need to be focused more now , and also need to be taken care of . People with a natural strong brow should brush them and set them with a brow gel. People with thin or very light brows can fill them using the colour closest to their hair colour.

As for the application of base, it's a complete no for heavy bases and foundation. Use light to medium coverage products. To avoid foundation getting all over the inside of the mask, mark the line you want your foundation to come down till.

BB Creams and products that make the makeup last longer, like illuminating moisturisers and hydrating primers will be more helpful.

Transfer proof matte lipstick under my mask are now trending as they will make you feel more content and confident , even while wearing a mask.

Trends like floating eyeliners, monotones, neon eye-shadow and cut creases are now the ultimate favourites.

Conclusively, always apply a makeup on the skin which is healthy and hydrated. My advice would be to drink lots of water and include seasonal fruits, greens and antioxidants in one's diet to maintain that supple look on the skin.



**-Written by Tanya Sahni**  
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# Make up Trends for 2021

One cookie point that came with 2020? We all used this unpredictable year to experiment with our beauty routines (be it choosing to cut bangs at home or acing the Ariana Grande cat-eye), and we're taking that newfound creativity with us into 2021.

Welcome 2021. A new decade, a new you—so why not go into full throttle as well? Why not cut the bangs you've always wanted to? Or extend your usual colour palette of browns and taupes to include blues and oranges?

Whether it's for Work from Home meetings or a wedding saga, it's the right time to shake up your beauty routine. Looking for some inspo? Look no further:

*Here are the most trending beauty trends that are going to be huge in 2021, according to the pros.*



## Eye & Eyebrows

A black lined eye to the same shape of the eye and smudging it out a little is apparent for the red carpet.

Also, extending the liner to the crease lines is very trending.

The next trend is Eyebrows. Bushy brows and razor cuts at it's end is also very in.

Moreover, we are going much more natural with the contour and highlight post covid, and straight graphic liners are really in at the moment.

*-by Beauty Educator, Vidya Tikari, Delhi  
Insta: vidyatikari*



## Nudes & Neons

Embracing the natural beauty is first law of makeup. 2021 is not a different in trend about the natural colour non cakey base .The main focus lined covering the dark spots and blemishes .The dewy makeup is all season accepted which has minimal of colours n more of a shine which reflects inner confidence. Mild hues of pink and purple adds charm to the face with nude lipstick is a must have.High gloss on lips is trending this year with geographical liners on eyes.Neon colours take the race in editorial makeups with white liners in base. Eyebrows is the feature that we must not forget to highlighter and groom.So get up guys and stock your favourite nudes and neons

*- by Make Up Expert: Monika Sharma, Gurgaon  
Instahandle: makeupstrokesbymonika*



## Fresh & Light

This year, lipsticks took the back seat, and it might be the same at the start of 2021 as well. But that doesn't mean you need to leave your lips bare. Instead of heavy creams and mattes, stains are going to reign over the makeup trend charts.Coloured mascara not only adds a bit of playfulness to your look but also makes your eyes look brighter and more awake.

And when it comes to this makeup trend, there are no colour restrictions. Shades of blue, purple and even neons are all acceptable -- nothing is off-limits....Be prepared for full, feathery brows and soft nude lips. This makeup trend is going to be all about keeping it fresh and light.

Start perfecting these looks, after all it's 2021.....

*-by Make Up Expert: Ritika Dawra,  
Gurgaon[www.instagram.com/makeupbyritikadawra](https://www.instagram.com/makeupbyritikadawra)*



## High Definition Foundation

It's going to be all about the eyes. As long as face masks continue to remain incredibly important to wear, Makeup lover will draw all attention with eye makeup Like bold ,graphic eyeliner ,Glitter eye makeup and lashes that guarantee all of the attention is on the eyes. People are more focused on waterproof High definition foundation to look flawless and concealer to hide dark circle use a longwear blush and highlighter on the cheekbones highlighter on your inner corners and beneath the arch of your brows is the perfect way to bring extra attention to your eyes. Turn to wear long wear matt lipstick With a smudge-proof formula, you can wear lipstick without having to worry

about it transferring or smudging onto your mask red lips are now trending. One of the most foolproof ways to ensure your look doesn't smudge or fade due to your face mask is to use a setting spray. So guys what are u waiting for!

*Come and experience the magic!!*

*-by Make Up Expert Paayal D Jain, Pune  
Insta id @paayal\_jain\_mua*



## Eyes, Lashes & Natural Skin care

2021 brings a fresh set of makeup trends to master. While putting on makeup right now might seem unnecessary to some with only less than half faces visible, undoubtedly, 2021 will be the year for eyes, lashes and natural skin care.

Talking of eyes, playing with colourful eye makeup is an easy way to spark some joy. Sharp lines are still going strong, whether it's a classic cat eye or a '60s or 90's inspired, opt for a creamy gel liner with a fine tip. Use Purple eyeshadows, perfect balance between vibrant and subtle.

Mascara, try cobalt blue and deep-sea green, gives the classic smoky eye an unexpected twist.

Lipsticks, stick to nudes in day time, Sparkle your evenings with red, purple or metallic shades.

*- by Make up Expert Poojaa Chopra, Gurgaon  
[www.instagram.com/aafreen\\_by\\_poojaachopra](http://www.instagram.com/aafreen_by_poojaachopra)*



## Hair Extensions

The pandemic has kept us away from the salons, so we've taken things into our own hands. Only, it's harder than it looks. But hair extensions are a great way to switch things up without commit to a drastic style and color (or worse, attempting said drastic style at home). Fed up with damaging your hair through too much heat and product usage? Using clip in extensions will not add to that and unlike bonding and tapered alternatives it will not inhibit hair growth nor cause damage to your existing hair.

They're not just for adding length or volume—wear them to experiment with different styles, like clip-in bangs or strands of blue.

*- by Make up Enthusiast, Aditi Gupta  
Insta: aditi\_gupta*



# 10 WAYS TO LOOK RICH AND STYLISH

The first dimension of communication is touched upon when others perceive your value in terms of how you look. I'm an internationally trained and certified Image Consultant and with over 14 years of my experience in the corporate, one thing I can assure you of is that the better you present yourself, the more chances you have to succeed anywhere in the world.

Let's get straight to the point. If you look rich and sophisticated you get more respect and people listen to you. When it's the opposite, you struggle to get attention. It's a fact that people judge us on the basis of we present ourselves and the good news is that we as Image Consultants can equip you with appropriate knowledge to help you create that image.

*In this article, I've mentioned these simple 10 ways that'll make you look Rich and Stylish.*

## 1. Achromatic head to toe-

Achromatic means devoid of colour- Chroma means colour and the opposite of it is without colours like black, white and grey.

When you wear outfits that are achromatic in nature you look more lux and expensive. You can go with an all-black look, an all-white look, and all grey look or a combination as well.

## 2.Natural Fibre —

Cashmere wool, silk, cotton and linen(in case of the last three you have to ensure that they are nicely ironed) creased clothes do not carry an expensive look.

These fabrics drape your body well and avoid bringing attention to your problem areas. Avoid polyester, nylon, rayon etc.

## 3. Wearing Classics-

When it comes to looking rich, stick to simplicity classic wear. Anything flashy may make you look ordinary.

Prefer raw and dark denim jeans over ripped ones. A pair of ripped jeans is a fashionable piece. A good piece Rests in peace(RIP) when it's rip-ped! (pun intended). Other classics are crew neck, turtle neck, Solid shirts over fashion prints

#### 4. Buy Quality-

Rather than buying ten items and compromising on the quality, it's good to invest in a single piece having premium quality. Don't be an impulsive buyer. The key to purchasing a quality item is to plan for it in advance. Get into a habit of making a list of items that you actually require in your wardrobe so that you buy what you need.

#### 5. Perfect Fit —

Without a good fit, even a Gucci or Armani outfit would look cheap. The secret of making clothes look expensive is an excellent fit. In case of suits, you must get them tailored, for other pieces as well get those nips and tucks done according to your body shape. An extra effort taken to fit the garment well pays off well.

#### 6. Sunglasses-

Wearing sunglasses automatically elevates your look from ordinary to lux. Choose a frame that suits your face shape.

#### 7. Wearing a Watch-

I have always loved wearing watches but I couldn't afford a beautiful timepiece when I was in my graduation 1st year. That time I didn't have that much money. So, I didn't buy any watch until I could afford my first Tissot. Invest in a classic premium watch. Some of my favourite affordable brands are Tissot, Michael Kores, Armani and Kenneth Cole.

#### 8. Wearing Leather Shoes-

Leather speaks about quality stuff. Whether its patent, genuine or suede leather make sure you invest in two of such pairs. My suggestion would be to have formal oxfords (for men) and closed-toe pumps (for women), and a pair of boots for casual settings.

#### 9. Pointed Shoes-

Like mentioned above, wearing closed-toe pointed shoes elevates your style quotient.

#### 10. Well-groomed —

You wouldn't find a rich person with an unkempt look and an unhealthy grooming routine. Keep your skin and hair clean. Men should take manicure and pedicure seriously. Don't know why some men think it's a feminine task?



**One last bonus tip for women-**

*Once you are all decked up wear red lipstick.  
You'll notice how it takes your look to the next  
level.*

**Written by Shubha Joshi**  
**shubha@theimagelaunchpad.com**

# UPLIFT EACH OTHER & RISE TOGETHER... MALINI AGARWAL

## COVER STORY

*"I realised I am happiest being an Optimist Prime! So, I'm making that a thing! You may not have realised this but your social media identity is a digital representation of who you are. And it's leaving an ever-lasting imprint. So, make it a good one," says Malini Agarwal when she recently stepped into the little red circle on TEDx talk about how broken our social media is.*

**Malini Agarwal** is the Founder and **Creative Director of MissMalini Entertainment**, a multi-platform positive-only new media company based in Mumbai, India, that creates exciting content and experiences to appeal to the digital generation. She is also a digital influencer, a TV host, an entrepreneur and a best-selling author.

While delivering her talk on TEDx stage, Malini speaks about the three rules she has come to follow based on her experience as an influencer who also had her fair share of controversies to face and battles to win:

### Rule #1:

Never post anything about someone you couldn't say to their face.

### Rule #2:

Spark joy with what you post.

### Rule #3:

Remember, followers are people too.

Malini says these rules help her decide on the kind of content she wants to promote and how to promote it without losing sight of basic humanity and core values.

She had this vision to shine a light on the young, dynamic and exciting side of India that is hardly ever shown on platforms such as Discovery Channel or National Geographic when it is featured on them.

This also included the vibrant entertainment industry, fashion and lifestyle news, and trends. Malini explains, “We felt there was often too much negativity around these topics. On the business end, we wanted to offer brands and advertisers more targeted and effective ways of engaging our audience without alienating them.

And we wanted to create a sustainable, homegrown legacy brand that we could be proud to call our own.” Sworn to always peak through a rose-coloured lens with an objective to uplift and encourage, at her organization, they call themselves ‘a faction of dreamers’, who are always looking to push the envelope and stay ahead of the game.

All this was not long before Malini packed her bags and moved to Mumbai twenty years ago to build her life on her terms. From a popular radio jockey to an entertainment columnist, originally it started as a hobby blog (missmalini.com) in 2009 but later in 2011, Malini turned her mania into her professional venture. And raising an actual brand from zero with the potential to create a legacy for Indian women via Malini’s Girl Tribe is the kind of achievement that reflects the amount of effort and dedication she has put in to do so.

She conveys, “Our story is one of **‘passion and perseverance’**. When we first proposed quitting our jobs and starting a digital media company in 2012 most people thought we were mad. Remember that Facebook and Twitter were barely getting started in India at the time, let alone professional lifestyle blogging. Internet connectivity was still a severely restricting factor.

Digital marketing made up less than 2% of the total ad spends. And there was no workforce to draw from because there was no industry yet to speak of. At the same time, people who were close to us could see our passion, our solid business plan, and the successful examples from other markets. So, with a solid plan, a great team and excellent execution, over time we were able to bring people over to our side.

From there, our growth was informed by a mix of what our audience told us they wanted, the dynamics of a changing media and technology landscape, our instincts, and a healthy dose of good luck.” And how it grew. The blog quickly expanded into adjacent fashion, beauty and lifestyle categories as the readership rose.

Alongside the blog they also started creating content tailored to different social media platforms, creating what was then India’s first independent digital media company. The company took on a small angel investment in 2012 which is when it underwent its first phase of growth.

During this time, Miss Malini Entertainment became the first digital company to cross over into linear television, launching their show **‘MissMalini’s World’** on TLC in 2014. They went on to create two other shows for Times Network and Viacom.



***“Know your strengths. Women have an incredibly high EQ which resonates deeply with millennials today. When someone asks you what it’s like to be a female leader, tell them what it’s like to be a leader. Female or otherwise.”***

In December 2017 the company raised a pre-Series A from NEA (USA) and Orios Venture Partners following which they've grown their core content business, established a market-leading influencer marketing practice. In 2018 they launched 'Malini's Girl Tribe', a thriving women's social network on Facebook and Android IOS App.



Through this platform Malini hopes to transform social media into a better place, filtering out incessant and unsolicited trolling, and allowing women to talk, share, support, network, connect, empower and inspire each other in every way possible.

Malini drew inspiration for Malini's Girl Tribe from several obstacles she encountered throughout her career, including a lot of spoken and unspoken bias in the professional arena. She asserts, "It's no secret that women have to work twice as hard to get half the recognition. But that said, being one of the few female founders and leaders has also gained a certain share of attention that's been helpful to us."

There's still a lot to do to even the playing field and that is something we're dedicating a significant amount of our company resources towards." To all the fellow women who are fighting the same battle, Malini says, "Know your strengths"

Women have an incredibly high EQ which resonates deeply with millennials today. When someone asks you what it's like to be a female leader, tell them what it's like to be a leader. Female or otherwise."

Malini measures her success in terms of the satisfaction she gets from her work. At the end of the day, she believes if you sleep well then know that you did 'good'. She also pays huge regard to the impact her organization has on its consumers, and the kind of opportunities they're creating for their team and partners.

She exclaims, "You may be knocking your business metrics out of the park, but if it leaves you drained and unhappy by the time you get home then I don't consider that a sustainable success." Speaking further Malini mentions how having an inspiring team to work with has helped her cause, "Everyone will tell you that your team is the most important aspect of any successful company, and I couldn't agree more."

This means not only finding the right people but creating a corporate culture that allows them to share in your dreams and helps them achieve theirs at the same time." Outside work Malini is a simple human being who loves dancing, playing pool and doing puzzles! That's literally how she unwinds- A 2000 piece puzzle and a glass of wine. And she has a beautiful dream that we all would love having come true: "My legacy will be a homegrown brand built with empathy and kindness. I hope to leave behind a community that will far outlive me."

Malini's Girl Tribe is a piece of my heart and is already fixing the internet experience for women, especially Indian women, in a significant way. I believe that MissMalini Entertainment has all the right ingredients to make this community soar and succeed."

***"My end game is a softer, kinder world – virtual or otherwise," says Malini. "Where women uplift each other and rise together. And have a lot of fun doing it!"***



# Giorgia Andriani

**Giorgia Andriani's looks are breath-taking in her recent Photoshoot, Check Out!!**



The Italian model turned Actress is spreading all spark with her stunning pictures on social media. She recently took to Instagram to share snippets of her New year photoshoot which is going viral all over. Recently, she had uploaded a series of 7 images in her Bikini Look which got a huge response from her fans. In a recent picture, Giorgia is alluring her looks. She seems in her leather shiny shirt dress to talk a lot about the winter statement.

Not only that but, the model is daunting the look while she is holding a vintage phone and dialing hence she captions it by, 'Calling- in the New Year.

Giorgia has always received eyeballs for her alluring pictures on Instagram where she is pretty active in giving the gist of her amazing lifestyle to the fans.

On the work, front Giorgia will be debuting with the movie "Welcome to Bajrangpur" opposite Shreyas Talpade. But before that, Mika Singh and Giorgia Andriani already teamed up together for a music video "Roop Tera Mastana" the retro mix has become quite a number amongst the playlist of all. In the music video, we can see how she is sharing all her glam & galore. Giorgia initiated her career as a model and done a lot many shoots and brand endorsements. Also, she has done a Tamil Web series 'Karoline & Kamakshi'. There is a lot more to announce for Giorgia Andriani, but waiting for the right time. Till then we are looking forward to many such amazing pictures from the actress.

# REVISIT AN INSPIRING CHAPTER OF INDIAN HISTORY, STARTING TONIGHT, WITH SONY ENTERTAINMENT TELEVISION'S 'PUNYASHLOK AHILYABAI'

**Watch this unique *sajhedaari* of Ek Sasur Jisne Saath Nibhaya aur Ek Putravadhu Jisne Itihaas Banaya every Mon-Fri at 7:30pm**

Press Release  
Mumbai, January 04, 2021



Delivering on its commitment to treat viewers with relatable content and keeping up with its portfolio of unparalleled historical shows, Sony Entertainment Television is set to welcome 2021 by revisiting an important and glorious chapter of Indian history through its latest offering **Punyashlok Ahilyabai**. The show, as grand in its audio-visual telling as in its intent to inspire, inform and engage, will narrate the real-life inspiring and courageous tale of Ahilyabai Holkar on the Indian television for the very first time. **Produced by Dashami Creations, Punyashlok Ahilyabai premieres tonight and will air every Mon-Fri at 7:30 pm only on Sony Entertainment Television.**

A period drama set in the 18th century, the show's core lies in bringing forth the story of a woman, ahead of her times, who was relentlessly supported by her father-in-law. At a time when societal rules and patriarchy dictated lives, education was a taboo for women, who were bereft of voice and rights, Ahilyabai stood out as a rare and exemplary example that a person becomes great not by gender or birth, but by deeds.

Born in a village of Chaundi, Ahilyabai was chosen as a child bride by Malhar Rao Holkar, one of the chief generals (Subhedar) of the Peshwa and the ruler of Malwa, for his son Khande Rao. Impressed by her egalitarian approach, unique thought process and inquisitive personality, Malhar Rao realising her thirst for knowledge, bended societal rules to quench it, and unknowingly prepared her to be his true heir.

While exploring this narrative, Punyashlok Ahilyabai will also bring forth, the unique bond shared between a daughter-in-law and her father-in-law, without whose unflinching support, her life would have had a different course altogether.

The show features acclaimed child actress Aditi Jaltare as Ahilyabai, while renowned TV actor Rajesh Shringarpore will be seen playing Ahilyabai's father-in-law, Malhar Rao Holkar. Krish Chauhan will be seen as Ahilyabai's husband Khande Rao Holkar while Snehlata Vaisaikaar will be portraying the character of Gautamabai, Ahilyabai's mother-in-law.



***Tune-in to Punyashlok Ahilyabai, starting tonight, every Mon-Fri at 7:30pm only  
on Sony Entertainment Television***

Altogether, Ahilyabai Holkar made a place for herself in history and in the hearts of people. Her nobility, and life story exemplifies what can be achieved with sheer determination, grit and by receiving true guidance.

## **Comments**

### **Ashish Golwalkar, Head – Programming, Sony Entertainment Television & Digital Business**

As we enter the new year, we are happy to unfold a chapter of history which is not only inspiring but empowering in so many ways. The trajectory of Matoshree Ahilyabai Holkar's life makes this new offering unique. She was a woman ahead of her times and a courageous one at that. Centuries later, her legacy still lives on in the form of the numerous temples, dharamshalas, and the large amount of social work she dedicated her life to. She was a visionary who proved to be inspiration for generations to come. We are happy to collaborate with Dashami Creations once again for a magnum opus like Punyashlok Ahilyabai. We've received tremendous response from the audience so far and we hope that they enjoy watching a show which is as authentic and grand in its feel as this glorious story commands.

### **Nitin Vaidya, Producer – Dashami Creations**

After a successful association with Sony Entertainment Television through Mere Sai, we are glad to have gotten this opportunity to narrate the story of one of the finest female rulers in Indian history on television. We specifically wanted to highlight the bond that Ahilyabai shared with her father-in-law Malhar Rao Holkar who identified the true potential in her – something which was inspiring and ahead of its time. The entire team has put their heart into creating an 18th century era for the viewers and all the artists associated with this project have done full justice to the characters they are portraying.

### **Shirish Latkar, Writer**

Punyashlok Ahilyabai is not just a story about a woman who became a ruler. Its uniqueness lies in being a story about a common girl from a village in Maharashtra who went on to become one of India's finest women rulers, with the support of her father-in-law. The show explores this tangent of her life beautifully. The show's narrative is well-researched for months, and dialogues have been kept realistic to give the audience a feel of the region where the story is based, and yet have a mass appeal.

### **Aditi Jaltare, portrays the character of Ahilyabai Holkar**

It's encouraging to portray a character like Ahilyabai Holkar on screen. I am getting to learn new things each day and Ahilyabai's journey is inspiring in itself. It has instilled in me the belief that courage and determination, coupled with right guidance, can go a long way in shaping one's future. Personally, I hope to be like her someday.

### **Rajesh Shringarpore, portrays the character of Malhar Rao Holkar**

At a time when there are rarely any narratives that explore the father-in-law and daughter-in-law bond on television, I am happy to be a part of historical show which brings to life a progressive story from the 18th century. There are a lot of facets to the story of Ahilyabai Holkar and her journey is inspiring. It is a pleasure to work with a team that pays attention to detail in every aspect of production and storytelling.

# CARRY-ON-HOLIDAY LISTS!

Actors give their must-carry-on-holiday lists!

Winter vacations are almost here and so is the Covid-19 vaccine (Well, we said almost!). So maybe it's time to pack those bags and head out! Here is what these actors make sure to carry on their travels!

## Pranita Pandit

These would have to be my skin care products, my sneakers and my backpack. I cannot even think of going on a trip without these three things.



## Angad Hasija

Previously, I used to carry my reading glasses, charger, books. But now the scenario has changed. I carry my sanitiser, masks, vitamin c tablets and warm water. One needs to be very careful now.



## Rohit Choudhary

Whenever I travel, I always prefer to take homemade food like some snacks with me. I carry my supplements and most importantly, I make sure to take a first-aid kit along. I also carry my swimming costume and my sports shoes.



## Subuhii Joshii

For me, this list is pretty simple. My lip balm, sanitiser and perfume are always with me when I am heading off for a trip.



## Sharad Malhotra

Well, this is simple. A wallet, phone and a smile on my face are a must-have for travelling, according to me



# Shivangi Joshi



## ***Shivangi Joshi on YRKKH completing 12 years: Privileged to be part of the show***

Actor Shivangi Joshi, who is part of Rajan Shahi's Yeh Rishta Kya Kehlata Hai, is thrilled as the show has completed twelve years. The actor says that she feels honoured to be part of it. "The feeling is outstanding and great. I am privileged to share space with some of the finest actors and crew I have ever come across. Being a part of Yeh Rishta is a blessing," she says.

Ask her which her most cherished sequence has been on the show, and she says, "I think each and every scene is special to me..but if I had to recall one of my favourites, it has to be the Kaira moments and performances in Greece and Rajasthan. That was a thrilling experience for me."

The actor says that the show is loved because of the hard work that goes into it. "The USP of Yeh Rishta is the lovely direction, amazing script writing and story telling and the long seen vision of our mentor and producer, Rajan Shahi sir," she says.

Last year, due to the lockdown, the shoot had to be halted. Talking about this, Shivangi says, "Each day is a lesson to learn, remember and overcome. Then be it a working day or an off day. Last year kept me away from work for a few months but reunited me with my entire family. I worked on myself, was engrossed in household work and spent time with myself. These are the best feelings which one should experience," she says, adding, ***"These learnings and challenges keep me going and motivated. There is always something new to look forward to."***

Talking about working with producer Rajan Shahi, she says, "He is beyond words. He is my mentor, a father figure to me, a great passionate believer in storytelling and a visioner."

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# FOUR MORE SHOTS PLEASE! #SEASON3

4 girls and 4 shots are back in the game! Yes you guessed it right, @maanvigagroo along with her girls @iamkirtikulhari @sayanigupta and #banij catch up for yet another season of your fav #fourMoreShotsPlease! #Season3

# UNPUTDOWNABLE!

Exclaims Shilpa Shetty Kundra About 'At The Human Edge'

A full-page photograph of Shilpa Shetty Kundra sitting on a light-colored stone ledge outdoors. She is wearing a dark blue double-breasted blazer with gold buttons and blue jeans with distressed knees. She has long, straight brown hair and is looking towards the camera with a slight smile. The background is a lush green garden with various plants and trees.

Bollywood actress and fitness enthusiast Shilpa Shetty Kundra has the power to inspire people. As they say, every power comes with a big responsibility. Just like a great leader, she is also an avid reader who inspires people to do the same by sharing her current reads and book recommendations.



Shilpa recently read Dr. Marcus Ranney's debut non-fiction popular science book 'At The Human Edge' and said, "It realistically yet intriguingly depicts the extremities of our physical world - the kind that has the power to influence and impact our physiology. If you've always been curious to know more about the extreme environments around the world from the comfort of your homes, then this book is for you. It's informative and gripping! Unputdownable."

The talented actress has always been very crisp and holistic in her approach. A woman who is an example of empowerment and has not given up on her passion for self-care and fitness throughout her motherhood journey, she is raising her children in the same manner with utmost responsibility of self-care and has always been an epitome of fitness during and after pregnancy to new mothers across the globe.

Recently South African cricketer Jonty Rhodes wrote a positive review for the book, acknowledging its importance. A Champion of Wellbeing, Dr. Marcus Ranney trained as a medical doctor in London. Moving to India in 2010, the global pandemic saw Dr. Marcus return to clinical medicine, after a sabbatical of over a decade, volunteering on the frontlines for COVID duty in Mumbai for over three months before contracting and suffering from the virus himself. He is a keen athlete and long distance marathon runner, also known for holding a Guinness Record for backwards running. He has worked with fighter pilots whilst in the Royal Airforce and with astronauts whilst at NASA. Dr. Ranney has been a World Economic Forum's Global Shaper, and more recently, appointed as a Senior Fellow to the Atlantic Council.

Meanwhile, on the work front, Shilpa will be next seen in Sabbir Khan's 'Nikamma' which stars Abhimanyu Dasani, and Samir Soni in lead roles. Apart from this, she will also be seen in Priyadarshan's 'Hungama' with Paresh Rawal, Meezaan Jaaferi, and others.

We agree with you, Shilpa! And we hope her book selections will encourage you to read it too.





ZODIAC CAMARADERIE

# AQUARIUS

We have all grown up reading Linda Goodman and other books and magazines, reading our horoscopes and finding our perfect match, for friendship, love affair or even to do business with. If you always have questions on the secrets of compatibility, we are here to help.

In this section, we will share insights from our Tarot reader about zodiac compatibilities. Find out how you fare now.

## AQUARIUS

*Aquarians, the Water-bearer is actually an Air sign whose dual nature creates a unique, intellectual, and socially popular individual who cares deeply for community and mankind. They are ruled more by the heart. They are always brimming with great ideas and always willing to extend their helping hand.*

*The most compatible signs with Aquarius are generally considered to be Aries, Gemini, Libra, and Sagittarius. The least compatible signs with Aquarius are generally considered to be Taurus and Scorpio.*



## Aquarius & Aries

They are a dynamic couple infact a power couple. Aries is Strong, Intelligent and Aquarius has the capacity to cool and understand Aries. Aries like to do the chasing and Aquarius likes to be the listener. Their intellect match well too.

## Aquarius & Gemini

Aquarius and Gemini are Air signs. They are an excellent perfect match Their intellectual bond is strong and true. Both have a complementary intellectual mindset. Both of these Signs need their independence; they can easily provide this for one another since they understand the need so well.

## Aquarius & Libra

Aquarius and Libra are both air signs. When together their relationship results in a compatible and mutually beneficial between two people who share a common need for ideas.

Their combination is an absolute powerhouse.

## Aquarius and Sagittarius

These signs are both freedom seekers; they are open to reality and witty intelligent. What is the best about Sagittarius is it has natural leader qualities from being a fire sign. Aquarius will recognize that energy, as it helps bring out Aquarius' rebellious, quirky nature. Sagittarius has a yang-like quality where Aquarius is its yin.

Both of them sustain and nurture immense love with excitement and surprises, which means they have something in common that can help them create and spend some incredible moments with each other.



# UNPAID LABOUR BY HOME MAKERS



The notion that housewives do not "work" or that they do not add economic value to the home is a problematic idea that has been argued and should be overcome. Justice NV Ramana wrote this order in an appeal arising out of motor accident compensation which was delivered on 5 January 2021

Certainly monetary quantification is needed to determine the work done by women but giving them money is a tricky situation. It is shocking that the Supreme Court of India has fixed the monthly income of a housewife at Rs 6,000 (notional). Earlier this amount was 3000 per month which was decided by a motor vehicle tribunal while fixing compensation.

The court may have doubled the value, but this does not mean that the new amount justifies the amount of labour done by the housewives. How many highly qualified professionals such as MBAs, engineers, bankers leave their jobs of millions to raise their own children - that love and motherhood is not worth these pennies.

In a country like India, only 22 percent of the women are engaged in the workforce, and 40 percent of them are engaged in agricultural activities that are informally low in income with almost no access to economic remuneration or social recognition and social security. In addition, their socioeconomic status in society further deteriorates as they simultaneously do unpaid household activities in the family in the form of cooking, cleaning, and babysitting.

The United Nations (UN) Sustainable Development Goals recognise the importance of unpaid care and domestic work through public services, infrastructure, and social security policies, as well as shared responsibility within the home. This is done as by performing these unpaid work, women subsidise the market and also reduce the burden of the state. However, most of the unpaid work of women is done regardless of the benefits recognised by these institutions.

The Indian Central Statistics Organisation (CSO) excludes the processing of primary commodities and the collection of free items in India's Gross Domestic Product (GDP) calculation, meaning that workers engaged in these activities, mostly women, are excluded from the projected workforce of national sample. Since these women are seen as equal to unpaid domestic workers, these women workers are denied official recognition as workers, and therefore, they are also excluded from the Indian development policy.

The COVID-19 epidemic has exacerbated pre-existing gender disparities with substantial impact on women. With the closure of offices and educational institutions and the emerging norms of work from home and online education, as well as the lack of services of domestic workers, the need for unpaid work at home has increased.

In addition, the requirements of social distancing and sanitisation have created new unpaid work. Due to gender division, and household and caregiving roles and social norms, unpaid workload falls on women. Such tasks are time-consuming and physically exhausting, and leave women subject to poverty from time to time and very little time for them to start productive activities such as education or employment, or leisure. it happens.

Unpaid work, as given by the International Labor Organisation, done to maintain the well-being and maintenance of other individuals in a household or community, is non-remunerative work, and includes both direct and indirect care.

ILO estimates states that the time spent in unpaid work is 16.4 billion hours per day, with women contributing more than three-quarters of the total, equivalent to 2 billion people working on a full-time basis without pay. In India, women work on an average 351.9 minutes / day on unpaid work, compared to an average of 51.8 minutes / day compared to men.

It is time for us to give importance to the labour of housewives and recognise it through laws and policies. Like Rs. 6,000 per year income support under Prime Minister Kisan Fund (PM-KISAN) to all farmer families across the country every four months wherein 2,000 is provided in three equal installments.

Can the government not bring such policies for housewives? Is it not their right to stand on their own feet and be financially independent! The government should introduce a scheme wherein housewives' education is state sponsored and subsequently provided a job. They can also be trained in such a way that they are able to start their own online businesses. They should be given some sponsorship or some monetary help by the government to get started with their business. This will not only solve the issue of unpaid labour, but will also help India achieve gender equality in terms of economic freedom.

- by Abha Singh,  
Advocate Bombay High  
Court, Activist and former  
Bureaucrat





See you in the next edition