

# WOMEN

# SHiNE

VOL 41.0 | OCTOBER EDITION

Initiative of WE Foundation



+

**Breaking Barriers**

Long lasting perfumes

**Promoting good  
eating habits**

Pursuit of happiness

# RUCHE M MITTAL



# 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*

Celebrating 3 years of Empowering Women, Inspiring Dreams, and making Voices heard!

Join us as we commemorate the incredible journey of Women Shine Magazine. From uplifting stories to breaking barriers, we've shone a light on the brilliance and resilience of women everywhere.

Thank you for being part of our empowering community!

Here's to many more years of spreading positivity and empowering women to shine brighter than ever before.

The **October edition** has a lot of inspiring stories and much more....

Keep sharing your thoughts, and suggestions at [\*\*connect@womenshine.in\*\*](mailto:connect@womenshine.in)

Wishing you lots of love, light, and the best of happiness.

**Aparna Mishra**  
Founder-Editor, Women Shine  
**#Shineonwomen**

# Contents



**WHATS TRENDING**  
1-2



**HEALTH**  
12-14

**COVER STORY**  
3-4



**ART & CULTURE**  
15-17



**SHINING STAR**  
5-6



**WHISPERING THOUGHTS**  
18-19

**LIFESTYLE**  
7-11



**DIL SE**  
20-23



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# BREAKING BARRIERS: HOW WOMEN ENTREPRENEURS HARNESS TECHNOLOGY FOR REMARKABLE SUCCESS



Technology has been a game changer for businesses all around the world, levelling the playing field and opening up new paths to success. Women entrepreneurs, in particular, have used technology to overcome traditional hurdles and achieve exceptional success in their companies. In this piece, let's look at how women entrepreneurs are using technology to help them grow their businesses.

## • ACCESS TO INFORMATION AND MARKET REACH:

Historically, women entrepreneurs had difficulty getting information and growing their market reach. These obstacles, however, have drastically lessened since the introduction of the internet and digital communication. Women entrepreneurs are able to connect with potential clients, suppliers, and partners from all over the world via various internet platforms and social media, overcoming geographical borders.

## • E-COMMERCE AND DIGITAL MARKETPLACES:

Technology has transformed the way goods and services are purchased and sold. E-commerce and online marketplaces have become essential tools for female entrepreneurs to exhibit their products and services to a large audience without the need for a physical storefront. This not only saves operational costs but also provides a platform for worldwide competition with larger firms.

- **ONLINE MARKETING AND BRANDING:**

Creating a brand and reaching the correct audience is critical to the success of any organization. Digital marketing has arisen as a low-cost way for female entrepreneurs to promote their goods or services. Technology provides a wealth of tools that can assist in building and growing a brand's online presence, ranging from social media marketing and search engine optimization to content creation and email campaigns.

- **REMOTE WORK AND FLEXIBILITY:**

One of the noteworthy challenges that women entrepreneurs face is sustaining a balance between personal and professional duties. Remote employment and flexible scheduling have been made possible by technology, allowing women to operate their businesses while caring for their families. Teams may now collaborate effortlessly regardless of their physical location thanks to online collaboration apps and video conferencing services.

- **DATA ANALYTICS AND ORGANIZATION INSIGHTS:**

Data-driven decision-making is now an essential component of a successful organization. Women entrepreneurs can now collect, analyze, and interpret critical data on consumer behaviour, market trends, and business performance more easily thanks to advances in technology. With this knowledge, they can make more informed decisions and optimize their strategy for increased efficiency and profitability.



- **ACCESS TO FUNDING AND CAPITAL:**

Women entrepreneurs have historically had difficulty accessing funding and investment possibilities. However, technological advancements have paved the path for alternate finance methods such as crowdfunding and peer-to-peer lending, giving women entrepreneurs additional ways to generate funds for their businesses. Furthermore, digital platforms have linked entrepreneurs with angel investors and venture capitalists interested in helping a wide range of firms.

To summarize, technology has clearly played an important part in empowering women entrepreneurs and has become a critical facilitator for their success. Women entrepreneurs may overcome traditional constraints and compete on an equal footing with their male counterparts if they have access to knowledge, global markets, digital marketing tools, remote work skills, data analytics, and new funding choices. As technology advances, it is critical to encourage and support women in harnessing these innovations to propel their enterprises forward.



- **Written By :**  
**Riddhi Punjani**

# RUCHE MITTAL | EMPOWERING CHANGE



Meet Ruche, an entrepreneur and the visionary Founder of HEN - Her Entrepreneurial Network, a dynamic Partner at Studio Red, and a driving force behind a revolution in the world of women entrepreneurs.

Ruche's journey began in the exhilarating early 2000s when she first dipped her toes into the world of freelancing as a Graphic Designer. But she didn't just dip her toes; she plunged headfirst, using the now-nostalgic [orkut.com](http://orkut.com) to secure her very first customer, find a valuable business partner, and connect with essential vendors.

It wasn't long before her creative spirit led her to establish a design studio, where she conjured captivating design solutions for marketing and branding across print and web platforms. The birth of Idea Perfect Communication was just the beginning of her transformative voyage, now known as Studio Red.

However, as her business soared, so did the challenging questions. She grappled with the intricacies of managing relationships, optimizing cashflow, and mastering the art of project management. These questions propelled her forward, driving her to learn, grow, and adapt.

In the midst of this exhilarating journey, Ruche embarked on a personal adventure—marriage and a relocation from Kolkata to bustling Bangalore. Juggling a virtual team while establishing a new business in an unfamiliar city, amidst a new family dynamic, was a daunting task. It was in Bangalore that she learned the true meaning of resilience.

Amidst the whirlwind of change and growth, Ruche sought two critical connections: those who could offer business opportunities and those who could impart the knowledge to navigate the intricate world of entrepreneurship. This quest led her to various networking events, where she joined TiE, which proved invaluable. But the pivotal moment came with her exposure to the GSS 10K Women Program, in partnership with ISB, where she learned a profound lesson: knowledge precedes wisdom.



With this newfound wisdom, she embarked on a mission to create a supportive ecosystem tailored specifically for women entrepreneurs. Ruche envisioned a space where women could come together, share their experiences, exchange knowledge, and stay abreast of the latest in the business world. Thus, HEN - Her Entrepreneurial Network, was born in 2011, initially as a Facebook group.

Her motivation wasn't rooted in feminism, but in recognizing the unique challenges faced by women who often juggle multiple roles and responsibilities. Women who sometimes struggle to prioritize their own goals and find themselves in a world that often judges them unfairly. In such an environment, asking questions and seeking support can be daunting. HEN emerged as a beacon of support and empowerment, providing a safe haven for women entrepreneurs. The journey continued, and between 2017 and 2020, Ruche dedicated herself to researching and developing a self-sustaining community, leading to the launch of HEN 2.0 in 2021. She found a trusted partner in her childhood friend, Priyanka Changia, who joined her as a co-founder in this remarkable journey.

HEN - Her Entrepreneurial Network ([www.henindia.com](http://www.henindia.com)) has become a thriving community, uniting women entrepreneurs to inspire, inform, and support one another in building successful businesses while maintaining balanced lives. Networking is at the core of their philosophy, offering opportunities for collaboration, business growth, and enhanced visibility for their members.



In the digital age, HEN is 99% virtual, with members spanning the length and breadth of India, engaging in weekly networking and learning meets across diverse business subjects on their own networking platform - [www.hen.community](http://www.hen.community).

Beyond connections and knowledge sharing, HEN members enjoy invaluable collaborations with industry giants like Razorpay, Canva, Zoho, Internshala, Vyapar, Instamojo, Shiprocket, Amazon, and more. These partnerships empower women to harness the potential of these tools to strengthen their businesses.

But the influence of HEN doesn't stop at borders; it extends internationally through partnerships with organizations like Indian Women in Dubai, Femcity, Cherie Blair Foundation, and WEConnect International.

Since its inception in 2021, HEN has left an indelible mark, impacting over 3000 women entrepreneurs through its diverse array of products and services. Ruche's journey is an inspiring testament to the power of passion, resilience, and the unyielding spirit of entrepreneurship

# Nithila Das: Breaking all Barriers in Racing Circuit



**A**t the age of 13, while most kids are juggling between school homework and enjoying the dawn of 'teen years', Nithila Das stands out as a remarkable young talent with her eyes firmly set on the Olympics. A motorbiking and cycling prodigy, she has already earned the title of the **'Fastest Girl In India'** at the FIM Mini GP Championship (Girls). The teenager has already achieved an impressive tally of over 100 podium finishes and is now determined to leave her mark at the Youth Olympics 2026 and the Summer Olympics 2028 in Los Angeles. This wunderkind on two wheels is setting the race tracks ablaze with her unwavering determination and tenacity. Nithila's introduction to the sport began when her father introduced her and her brother to mountain biking. She has been competing unofficially at MBT Championships for the last three years.

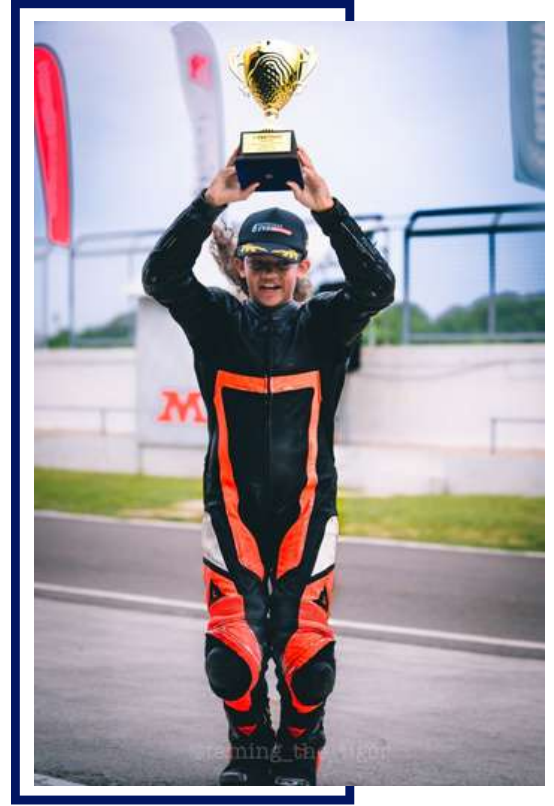
**"Although I had fun racing on cycle and motorbike, the whole competitive edge came when my younger brother started winning medals. I was encouraged to compete in professional races as well. However, since I am underage, I received a special racing license from FMSCI to ride bikes only on tracks and participate in competitions,"** explains Nithila.

Hailing from a family that is crazy about motorsports, this Bengaluru girl shares an equal passion for both cycling and biking. **"Cycling is my first love as I began my journey on two wheels with a cycle. I aspire to reach the Olympics for cycling and be like Jolanda Neff, my idol, and achieve her level. However, I am not going to leave motorsports completely either."**



Nithila's father, Nikhil, played a crucial role in nurturing the biking interest in both his children. **"Our dad taught us to ride a bike. We both started learning on his old bike. He has always been very supportive and encouraged us for circuit racing,"** says the proud young girl.

Despite her tender age, she has relentlessly won numerous championships including the FIM MiniGP Championship 2022 National Championships (Girl), TVS Women One-Make National Championship 2022, a hat-trick of gold medals in MTB Karnataka State Champion from 2020 to 2022, double gold (ITT and Mass Start) at the Karnataka State MTB Championship 2022 and MTB National Championship third runner up 2020 and 2021, among others.



She is currently training under national MTB cycling coach Kiran Kumar Raju to strengthen her prowess in cycling. Sharing her winning mantra, she emphasizes, "In every race, I begin with the mindset that I am racing against myself instead of racing against others. My target is to beat my own time."

This attitude has always helped me to give my best. Along with this, passion for the sport, consistent practice and unwavering family support have been instrumental in my success." Looking ahead, Nithila is gearing up to represent India in international circuits, determined to bring pride and honor to her country. Her dedication and talent make her a force to be reckoned with in the world of cycling and motorbiking.

By -Media desk

# LONG LASTING PERFUMES: NATURE LA AROMAS



**S**anjeev Dwivedi the driving force behind Nature La Aromas, embarked on a remarkable journey to inspire lives through his range of perfumes. He left behind a 22-year corporate career to pursue his passion. The fragrances from Nature La Aromas are inspired by well-known scents, mirroring their quality without carrying the exact same price tag due to legal constraints. This brand was launched in December 2022, with a focus on women as its target consumers. A key ingredient in these perfumes is aroma chemicals sourced directly from French and Spanish companies.

At Nature La Aromas, we meticulously select premium-quality products and offer them at affordable prices. We import ingredients with care and oversee every aspect of production, packaging, and marketing in-house. We specialise in crafting Inspired Designer Perfumes using high-quality French and Spanish raw materials, known for their long-lasting scents. We also manufacture 'Itras' i.e; Naturals fragrances. Plus, we offer PAN India delivery with options for same-day or next-day delivery service.



## Here are some of our best-selling fragrances at Nature La Aromas:

1. Harpar - Drawing inspiration from Giorgio Armani's Armani Code.
2. Maci - A refreshing scent inspired by Davidoff Cool Water.
3. Stormy - Capturing the essence of Black Afgano by Nasomatto.
4. Flora - A sophisticated fragrance inspired by Christian Dior's Sauvage.
5. Midas Touch- A fruity fragrance inspired by Creed Aventus.



These fragrances offer a wide range of options to cater to different preferences. In the future, my aspiration for Nature La Aromas is to witness growth in terms of both product quality and the intricacy of fragrance offerings. In the exploration of the world of fragrances, the profound connection between scent and the human brain will be delved into, shedding light on how fragrance can influence our emotions and moods. The intricate realm of inspired perfumes will be navigated, and the hidden gem, Nature La Aromas—a brand that not only brings luxury within reach but also redefines the concept of affordable elegance, will be unveiled.

I want to take a moment to express my deepest gratitude for the immense support my son, who is just 14 years old, has provided me with. I am immensely grateful for the support of my son.

**Visit:** <https://www.instagram.com/p/Cx0tqWtxnG-/?igshid=MTc4MmM1YmI2Ng==>



# PALETTE FOR EVERY MOOD: UNLOCKING THE MAGIC OF COLORS IN HOTEL DECOR



In the realm of hospitality, crafting an enchanting ambience is paramount to delivering guests an unforgettable experience. A potent tool in the hotelier's arsenal is the art of colour. By harnessing the magic of hues in hotel decor, one can effortlessly evoke various moods and emotions, there by transforming spaces into alluring havens. In this insightful article by Ridhima Singh, the esteemed Founder and Principal Designer of Danza Del Design, we delve into the psychology of colours and explore how savvy hoteliers can strategically use colour Palettes to curate distinctive palettes that cater to every mood.



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## 1. Energetic and Vibrant:

A captivating and lively range of colours, dominated by bold hues like electric blue, sunny yellow, and lively coral, can infuse the space with a tangible sense of excitement and dynamism. By strategically incorporating these tones in public areas such as lobbies and lounges, a vibrant and social atmosphere is fostered, encouraging guests to connect and engage with one another. The energetic ambience created by this palette is ideal for guests seeking a lively and vibrant stay filled with enthusiasm and meaningful social interactions.



## 2. Serene and Tranquil Palette:

In order to cater to guests seeking ultimate relaxation and tranquillity, a hotel can adopt a serene and tranquil palette. Incorporating soft and calming hues like pastel blues, gentle greens, and creamy neutrals throughout the rooms and common areas can transform the space into a serene sanctuary, encouraging guests to unwind and rejuvenate during their stay. This soothing atmosphere is well-suited for those looking to escape the hustle and bustle of daily life and wish to experience a peaceful retreat within the hotel premises.

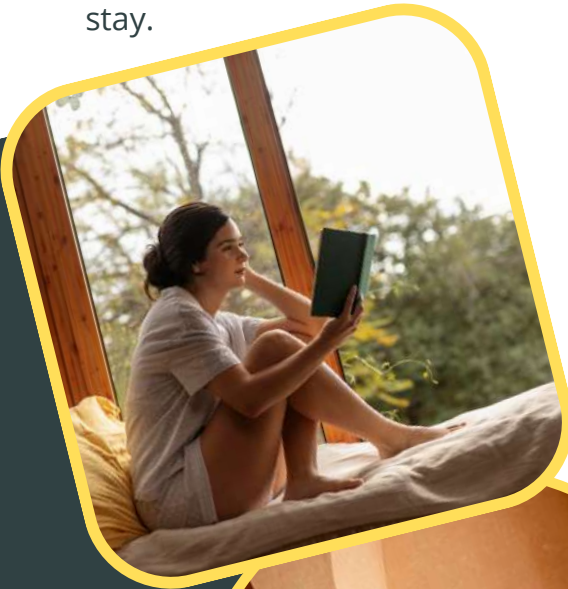
## 3. Timeless Elegance with Neutral Tones:

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## 4. Eclectic and Bohemian Chic:

For boutique hotels and trendy establishments, embracing an eclectic palette can be a thrilling and daring choice. Combining a mix of bold and contrasting colours, along with unique patterns and textures, the space emanates a bohemian chic vibe, inviting guests to explore their creative selves. This artistic and free-spirited atmosphere encourages a sense of individuality, empowering guests to embrace their creativity and indulge in an unconventional and inspiring stay.



## 5. Nature-Inspired Palette:

Drawing inspiration from the beauty of nature, a hotel can create a harmonious and welcoming atmosphere through a nature-inspired palette. Deep forest green, warm terracotta and sandy beige can be used to bring the outdoors inside, establishing a solid connection with the natural world that promotes a sense of well-being. Guests will feel enveloped by the tranquillity and groundedness of nature, providing a nurturing and comforting stay.

## 6. Luxurious Jewel Tones:

For high-end hotels aiming to evoke opulence and extravagance, a regal palette with jewel tones is an ideal choice. Rich saturations such as amethyst purple, emerald green, and sapphire blue can be employed thoughtfully in decor and accents to create an aura of opulence and sophistication in such hotels.

These pigments evoke a sense of royalty and splendour, appealing to discerning guests seeking a truly lavish and unforgettable experience.

The art of using colours in hotel decor is a skilful balance of understanding the psychology of hues and catering to the diverse preferences of guests. By thoughtfully curating palettes that correspond to different moods and atmospheres, hoteliers can elevate the guest experience to new heights. Whether it's creating a vibrant and energetic vibe or a serene and tranquil retreat, the magic of colours in hotel decor can truly unlock the essence of hospitality spaces.



- Written By :  
Ridhima Singh





# Promoting Healthy Eating Habits for Positive Behavioural Outcomes in Kids

*P*romoting healthy eating habits in children is essential for their overall well-being and positive behavioural outcomes. Establishing these habits early in life can set the foundation for a lifetime of good health. Some of the Strategies that can promote healthy eating habits in kids are:

## **Lead by Example:**

Children often model their behaviour after adults. If they see you making healthy food choices and enjoying nutritious meals, they are more likely to do the same.

## **Stock a Healthy Pantry:**

Keep a variety of healthy foods readily available at home. Limit the availability of sugary snacks, sodas, and processed foods. Instead, stock up on fruits, vegetables, whole grains, lean proteins, and healthy snacks like nuts and yogurt.

## Involve Children in Meal Planning and Preparation:

Let kids participate in planning and preparing meals. This can be a fun and educational activity that helps them learn about different foods and encourages them to try new things.

## Make Healthy Foods Appealing:

Present healthy foods in an appealing way. Use colourful fruits and vegetables, and consider making fun shapes or designs with food. Kids are more likely to eat foods that look interesting.

## Limit Sugary Beverages:

Keep a variety of healthy foods readily available at home. Limit the availability of sugary snacks, sodas, and processed foods. Instead, stock up on fruits, vegetables, whole grains, lean proteins, and healthy snacks like nuts and yogurt.

## Set Regular Meal and Snack Times

Establish a routine for meals and snacks. Regular eating times can help children develop a sense of structure and reduce the likelihood of mindless snacking.

## Teach Portion Control:

Help children understand appropriate portion sizes. Use visual cues like comparing a serving of meat to the size of their palm or a cup to their closed fist.



## Encourage Family Meals:

Whenever possible, have family meals together. This promotes healthy eating and provides an opportunity for quality family time.

## Educate About Nutrition:

Teach children about the importance of nutrition and how different foods affect their bodies. Use age-appropriate materials and discussions to explain the benefits of fruits, vegetables, whole grains, and proteins.

### Be Patient and Positive:

Encourage healthy eating habits with positivity and patience. Avoid using food as a reward or punishment. Instead, praise their efforts to make healthy choices.

### Limit Fast Food and Restaurant Meals:

While it's okay to enjoy these occasionally, try to limit fast food and restaurant meals, as they often contain high amounts of unhealthy fats, sugars, and salt.



### Promote Physical Activity:

Encourage regular physical activity as part of a healthy lifestyle. Active children are more likely to have healthier eating habits.

### Get Kids Involved in Grocery Shopping:

Take your children grocery shopping and involve them in choosing healthy foods. Teach them to read food labels and understand nutritional information.

### Monitor Screen Time:

Limit excessive screen time, as it can lead to mindless snacking. Encourage outdoor play and other activities that keep them physically active.

### Seek Professional Help When Needed:

If you encounter persistent challenges with your child's eating habits, consider consulting a registered dietitian or healthcare professional for guidance and support.

Remember that healthy eating habits are a lifelong journey, and consistency is key. By fostering a positive environment and providing education and support, you can help your child develop and maintain healthy eating habits that contribute to positive behavioural outcomes and overall well-being.



- Written By :  
Dr. Himani Narul



# *Know About Important Supplements For Women*



**H**ere, we tell you about the vital supplements that women need. Read on to know more about this, and follow the dosage directions given by the expert only.

The nutritional needs of women undergo alterations as they progress through different stages of life. Are you aware? Teenagers require different nutrients than women who have hit menopause, while pregnant and breastfeeding women require larger quantities of specific nutrients when compared to others. We explain to you about supplementation for women.

- The nutritional needs of women undergo changes at different points in their lives. So, pregnancy or excessive smoking, drinking, or certain medical conditions increase the chances of deficiencies. Hence, women might have to consider supplementing their diet with one or more nutrients to meet the recommended intake levels.
- Typically, girls in the age group 9-14 need lower quantities of vitamins compared to older teenagers and women due to their smaller physical proportions. Nonetheless, once they reach the age of 15, teenagers have similar vitamin and mineral requirements as adults. Studies indicate that teenage girls are more prone to experiencing nutrient deficiencies compared to others. Specifically, there is a higher likelihood for teenage girls to lack sufficient levels of vitamin D and folate.





- Among individuals aged 19 to 50, women are more prone to lacking essential nutrients including vitamin D, iron, and B6. During pregnancy and breastfeeding, the body requires more nutrients to support the health of both the mother and the foetus. As a result, pregnant and breastfeeding women are more susceptible to vitamin deficiencies.
- Women who have gone through menopause are at a higher risk of lacking essential nutrients like calcium, magnesium, and vitamins C, D, B6 & B12. Additionally, older women aged 60 and above often have insufficient dietary intake and may be on medications that decrease vitamin levels in their bodies. This puts them at a greater likelihood of developing one or more vitamin deficiencies.

The last word: It is the need of the hour to consult an expert before taking any supplements. Follow the dosage guidelines given by the expert only

**- Written By :  
Dt. Arti Singh**



# DURGA SHOWS THE WAY

Durga is here, annual homecoming  
 As we say, during Autumn to share  
 Her time aura, blessings, For us  
 Women to feel her shakti, positivity.  
 Durga teaches patience, wait, wait  
 For the right time, it will come!  
 Determination to do it, focus on  
 Your goals, work steadily, quietly  
 Go ahead firmly, persistently,  
 She stands by you, cheering!  
 Epitome of grace, courtesy, Durga!  
 Are we too? Not a sign of weakness  
 But of wisdom! Dignity does not lessen!  
 Every day brings a new lesson.  
 Learn from books, learn from the universe  
 Discard the trash, peel the layers  
 Get nutrition from knowledge.  
 Tell right from wrong  
 Balance mind heart soul.  
 Discerning women, separate the chaff!  
 Durga dispels dark thoughts; Replenish  
 Vigour, enthusiasm, courage to  
 Face the world, boldly! speak up,  
 When needed, ignore the unwanted;  
 Bravery is surmounting the cliffs  
 Breaking barriers, jumping fences,  
 Strength of mind is essential,  
 Swimming against the tide is crucial,  
 Fitness of body, health in your hands  
 Compassion, care, and love expressed  
 By women, most, for own and unknown.  
 Woman, you are a leader  
 You are a warrior,  
 You are a creator,  
 you are a protector  
 You are Shakti, Remember  
 Durga shows the way!



By-Prabha Raghunandan



# PURSUIT OF HAPPINESS

*H*ave you ever wondered about the pursuit of happiness? No, not the Will Smith movie but actually chasing happiness as well as well-being through scientific ways? If you have, then this is the right place to start.

The PERMA model is a prominent model that defines well-being in greater detail. This influential model was developed by Martin Seligman, a leading figure in the field of positive psychology. It delineates the various facets contributing to the well-being and happiness of human beings. Let us first see what this model comprises so we can later grasp how to work on these aspects to our advantage and attain true happiness. PERMA is an acronym which stands for the following dimensions:

1. P- Positive Emotions: The foremost fundamental aspect of well-being is experiencing positive emotional states like joy and contentment. Happiness involves enjoying yourself in the moment.
2. E- Engagement: Pure engagement in tasks that challenge and delight people, where one loses a sense of time and place, can assist in the experience of well-being. This is exactly what is called flow and this is an important piece of wellness.



3. R- (Positive) Relationships: To flourish, human beings need to depend on meaningful relationships. Since humans are social creatures, deep relationships can sow the seeds of contentment, connection, and satisfaction.

4. M- Meaning: When we believe in something bigger than us and find meaning in the life that we are living we experience well-being. This purpose or meaning is vital for lasting happiness. You can do so by engaging in pursuits that align with your values.

5. A- Accomplishment/Achievement: The drive or need for achievement completes the puzzle of authentic well-being by being the missing piece. We thrive when we can achieve our goals and succeed. Achieving our goals, whether big or small, gives us a sense of self-worth.

Now let us move on to how we can use this framework as a key to enhance our sense of well-being and happiness. You can focus on the following:



- You can try to experience more positive emotions in your life by prioritising to do things that bring you joy and even incorporate them into your daily routine. This can range from intellectual to creative pursuits.
- You can work on increasing your level of engagement with different activities. You can take up hobbies that only interest you but also help in developing some skills in you. For example, you can take up a job that you are passionate about and it challenges you in the right amount to make you grow.
- You can also work on improving the quality and if possible, the quantity of your relationships. You can reach out to your loved ones more often, make gratitude visits or just be more supportive of your significant other, family and friends.
- There is a myriad of ways for one to seek meaning. You can seek it through your career/work, volunteering, leisure activities or even by acting as mentor.
- Maintaining a focus on achieving one's goal is an important thing to do. However, striking balance between that ambitious drive and other important things in life is equally important.



Well-being and not happiness alone can help human beings flourish. Working on the ingredients defined above can be a good place to start!



- Written By :  
Bushra Rashid



# मैं स्त्री हूँ

मैं स्त्री हूँ  
जग की जननी हूँ  
सृष्टिकर्ता हूँ  
परंतु विडम्बना देखो....  
अपनी ही रचना  
'पुरुषों' के हाथों  
सदा से छली जाती रही हूँ  
मेरी अस्मिता से खेलता है  
रौंदता है.... मसलता है .....

अस्तित्व को नकार कर  
उस पर बलपूर्वक राज करना चाहता है  
मैं स्त्री हूँ  
जन्मते ही दोग्यम्  
बन जाती हूँ  
'बेटी पैदा हुई'.....  
सुनते ही सबके चेहरे पर तनाव ....  
माथे पर शिकन पड़ जाती है  
परंतु बेटी अपनी बालसुलभ क्रीड़ाओं,  
अठखेलियों, मोहक मुस्कान से  
सबके चेहरे पर मुस्कुराहट सजा देती है  
मैं स्त्री हूँ

बचपन से ही शुरू हो जाती है  
संघर्षों की अनंत यात्रा .....

बनती हूँ शिकार  
अनचाही छुअन का  
स्कूल बस ड्राइवर....किसी नौकर  
तथाकथित अंकल और कभी किसी दादा  
के अनचाहे स्पर्श का  
वह समझ नहीं पाती और  
सहम कर चुप हो जाती हूँ  
कदम कदम पर छली जाती हूँ  
समाज के तथाकथित  
इज्जतदार कापुरुषों के द्वारा  
अपनी अस्मिता....अस्तित्व ... के लिये



पल पल संघर्ष करती  
मैं स्त्री हूँ....  
दीपशिखा सी तिल तिल जलती...  
हवा के झोंके से लुप लुप कर  
टिमटिमाती.....  
कभी बेटी बन कर तो कभी बहन बन कर  
कभी बहू कभी पत्नी तो कभी मां बन कर पद्मा अग्रवाल

जीवन के कठिन झंझावातों को झेलती  
मुश्किलों को सहती हुई ....  
भावनाओं में बह कर  
क्षणांश में ही मोम सी पिघल उठती हूँ  
मैं स्त्री हूँ



पद्मा अग्रवाल



# वह लड़की

नई दिल्ली रेलवे स्टेशन के एक नंबर प्लेट फार्म पर 25 वर्षीय हैण्डसम आरव अपनी ट्रेन की प्रतीक्षा कर रहा था। सर्दी अपने शबाब पर थी, शाम के 7 बजे थे परंतु कुहासे और ठंड के कारण प्लेटफॉर्म पर पूरी तरह सन्नाटा पसरा हुआ था ... कोहरे के कारण ट्रेन एक - एक घंटा करके लेट होती जा रही थी लेकिन चूंकि वह एक इंटरव्यू के लिये जा रहा था इसलिये वह दीन दुनिया से बेखबर अपने लैपटॉप पर नजरे गड़ाये हुये अपने इंटरव्यू की तैयारी में लगा हुआ था। उसी समय एक 19 - 20 वर्ष की खूबसूरत स्मार्ट सी लड़की, जो नीली जींस और लाल स्वेटर में बहुत आकर्षक दिखाई दे रही थी, वह तेजी से उसकी तरफ आई और उसके बगल में बैठ गई ... वह शराफत से थोड़ा सा खिसक कर अपने में सिमट गया और लड़की से दूरी बना कर लैपटॉप पर पढ़ने की कोशिश करने लगा था ... तभी वह खनकती हुई आवाज में बोली, "हेलो ... यार तुम तो मुझे पहचान भी नहीं रहे हो ... तुम मुझे भला कैसे भूल सकते हो ....क्या नाम था तुम्हारा एकदम जुबान पर नहीं आ रहा है ?ऐसे टुकुर टुकुर क्या देख रहे हो .. उसके पैरों पर अपना हाथ मार कर वह गहरी नजरों से उसकी ओर देख रही थी।

वह सकपकाया सा बोला, ' आरव '

" अरे हां याद नहीं, मैं लंच के पहले ही रोज तुम्हारा टिफिन चट कर जाती थी ...."

वह अपनी याददाश्त पर जोर डाल कर उसे पहचानने की कोशिश कर रहा था, लेकिन बहुत प्रयास करने पर भी न तो उसकी शक्ल याद आ रही थी और न ही उसका नाम .... परंतु एक सुंदर लड़की की बेतकल्लुफ बातों के आनंद से वह वंचित नहीं होना चाह रहा था ... इसलिये वह चुपचाप केवल, उसे मंत्रमुग्ध सा उसे निहार रहा था।

उसने आवेश में उसका हाथ पकड़ लिया था, तुम्हें मिस. ज्वेल ने इसी हाथ पर ही थो कितनी जोर की स्टिक मारी थी ....



वह पुनः अपनी याददाश्त खंगाल कर मिस. ज्वेल , उस लड़की का चेहरा ,और स्टिक की मार ... कुछ भी याद नहीं कर रहा था ।...

कुछ याद आया कि नहीं , अपुन मिसेज विलियम के पीरियड में कितना मजा करते थे ... जब हम दोनों पीछे की बेंच पर बैठ कर कभी समोसा तो कभी अमरूद खाया करते थे ...

मिसेज विलियम बीच बीच में स्टिक मेज पर पटक कर कहतीं ,” कीप क्वायट...”

“अच्छा ये बताओ कि आंटी मुझे कभी याद करती कि नहीं ?”

“उनके बनाये आलू के पराठे का स्वाद तो मैं कभी भूल ही नहीं सकती , कितने टेस्टी बनाती थीं ...मैं पूरा चट कर जाती थी , तुम चिल्लाते ही रह जाते थे “

मैं उसकी जिंदादिली देख कर मंत्रमुग्ध होकर उसकी ओर दोस्ती का हाथ बढ़ाना चाह ही रहा था कि अचानक धड़ धड़ करती हुई ट्रेन प्लेटफार्म पर आकर खड़ी हो गई , वह कुछ समझ पाता , इसके पहले ही वह खड़ी हो गई थी और वह फुसफुसा कर कुछ लड़कों की ओर इशारा करके बोली ,

“ एक्सक्यूज मी , मेरे पीछे ये तीन चार शोहदे पड़ेहुये थे , उनसे बचने के लिये मैंने यह ड्रामा किया था ... आपसे बात करते देख वह शोहदे ठिठक कर खड़े हो गये थे ....

“एक्सक्यूज मी अगेन ...बाय सी यू ....” कहती हुई वह डब्बे के अंदर चली गई ....

उसकी आंखों के सामने से ट्रेन धड़ धड़ कर चली गई थी लेकिन वह सुंदर स्मार्ट लड़की की नीली जींस और लाल स्वेटर की याद आज भी ताजा है ।

एक अमित याद ...काश उस दिन उसका नाम या फोन नंबर पूछ लेता ...

आज भी जब कभी किसी प्लेटफार्म पर वह किसी ट्रेन का इंतजार करते हैं तो उनकी निगाहें उस लड़की को तलाशने लगती हैं ।



पद्मा अग्रवाल

# डिप्रेशन

हम सभी ने अपनी जिंदगी के किसी न किसी अवसर पर स्वयं को उदास और हताश अवश्य महसूस किया होगा . असफलता , संघर्ष ,और जीवन में किसी अपने से बिछड़ जाने के कारण दुःखी होना बहुत ही आम और सामान्य सी घटना है परंतु यदि अप्रसन्नता , उदासी , दुःख , लाचारी , निराशा जैसी भावनायें कुछ दिनों या कुछ महीनों तक बनी रहती है और व्यक्ति को सामान्य रूप से अपनी दिनचर्या जारी रखने में असमर्थ बना देती है तो समझ लीजिये कि आप डिप्रेशन या अवसाद के शिकार हो रहे हैं .

WHO के अनुसार हमारे देश में डिप्रेशन का आंकड़ा 5 करोड़ से ज्यादा है जो कि एक बहुत गंभीर समस्या है ....डिप्रेशन किशोरावस्था से 30 या 40 वर्ष की उम्र में शुरू होता है परंतु सच तो यह है कि यह किसी भी उम्र में हो सकता है . पुरुष की अपेक्षा महिलाओं में डिप्रेशन की समस्या ज्यादा देखी जाती है . मानसिक कारकों के अतिरिक्त हार्मोंस का असंतुलन , गर्भावस्था एवं अनुवांशिक विकृतियाँ भी डिप्रेशन का कारण होती हैं .



डिप्रेशन के लक्षण हल्के और तीव्र अलग अलग लोगों में अलग अलग तरह के होते हैं . जैसे ....

- 1 . दिन भर और विशेष रूप से सुबह के समय उदासी
2. हर समय थकावट और कमजोरी महसूस करना
3. स्वयं को अयोग्य , असफल एवं दोषी मानना
4. एकाग्र रहने और फैसले लेने में कठिनाई होना
5. लगभग हर रोज या तो सोते रहना या बहुत कम सोना
6. हर काम में अरुचि और नीरसता दिखाना
7. बार बार मृत्यु या आत्महत्या का विचार आना
8. बेचैनी या आलस्य महसूस होना
9. अचानक वजन बढ़ना या फिर कम होने लगना





यदि किसी व्यक्ति में इनमें से 5 या 5 से अधिक लक्षण दो हफ्ते या उससे ज्यादा दिनों तक रहते हैं तो वह DSM-5 ( परीक्षण तकनीक ) के अनुसार उसे डिप्रेशन हो सकता है .

डिप्रेशन एक मानसिक समस्या है परंतु इसका असर शरीर पर भी होता है जैसे ... थकावट, दुबलापन या मोटापा , हार्ट डिसीज, सिरदर्द , अपचन आदि ...यही कारण है कि ज्यादातर लोग इन शारीरिक लक्षणों के इलाज के लिये भटकते रहते हैं परंतु इन लक्षणों के जड़ों में छिपे डिप्रेशन पर ध्यान ही नहीं जाता ... डिप्रेशन के कारण का पता लगाने के लिये किसी विशेषज्ञ से संपर्क करना आवश्यक है . मनोरोग चिकित्सक डिप्रेशन के प्रकार और उसकी गंभीरता के आधार पर इलाज का चयन करता है . जैसे .... काउंसलिंग , व्यवहार परिवर्तन , ग्रुप थेरेपी , दवाइयाँ या फिर मिश्रित पद्धति ... सही इलाज के बाद डिप्रेशन के मरीजों में से अधिकश पूरी तरह ठीक होकर सामान्य जिंदगी में लौट आते हैं .

यदि आपके परिवार , आसपास या फिर परिचित को डिप्रेशन के लक्षण हैं तो आप उस व्यक्ति की सहायता करें ....

- 1.. डिप्रेशन को दूर करने के लिये किसी कुशल मनोचिकित्सक से परामर्श अवश्य करना चाहिये .
- 2... इस समस्या को अच्छे से समझने की कोशिश करें , इसके लिये अपने चिकित्सक की सलाह लें .
- 3.. रोगी को अकेला न रहने दें ... दोस्तों के साथ बाहर जायें लोगों से मिले जुले बातचीत और गपशप करें .
- 4... सुबह शामटहलनें जायें .
- 5...अपने आप को काम में व्यस्त रखें
- 6...उदासी भरे गीत न सुनें

7... दिल ही दिल में घुटने के बजाय अपने मन की बातें किसी विश्वास पात्र या फिर मनोचिकित्सक को अवश्य बतायें .

8... काम को करने के नये नये तरीके खोजें और नये नये रास्तों से गुजरें .

9... खुश रहने की ऐक्टिंग कीजिये जैसे आप सचमुच में कितने खुश हैं . सहकर्मियों , मित्रों के साथ हँसना स्वास्थ्य के लिये अच्छा है .यदि हम रोते हैं तो कोई नहीं रोता हँसने में दुनिया हँसने को तैयार हो जाती है .

10... सकारात्मक कहानियां, लेख पढ़ें पॉजिटिव लिविंग का लाभ उठायें .

11...योग का सहारा लें . अनुलोम विलोम, प्राणायाम , ध्यान को सीख कर अपने जीवन में उतारें .

12 टी. वी . और मोबाइल सोने से एक घंटे पहले बंद कर दें क्यों कि यदि आप कुछ नकारात्मक देखते हैं तो वह आपके अंतर्मन में बना रहता है .

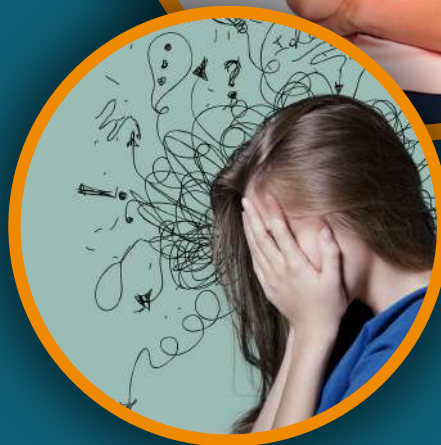
याद रखें ....

1... डिप्रेशन एक बहुत ही आम लेकिन गंभीर समस्या है , जिससे बाहर आने के लिये व्यक्ति को चिकित्सकीय सहायता की आवश्यकता होती है .

2... डिप्रेशन पागलपन नहीं है और डिप्रेशन के अधिकतर मरीज सही इलाज से पूरी तरह ठीक हो जाते हैं .

3..डिप्रेशन के इलाज के लिये सही जानकारी बहुत जरूरी है .

4... इस समस्या के इलाज के लिये चिकित्सक और मरीज के साथ-साथ उसके परिवार और दोस्तों का सहयोग बहुत आवश्यक है .



**पद्मा अग्रवाल**



WOMEN **SHiNE**

**See you in the next edition**