

# WOMEN

# SHiNE

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Initiative of WE Foundation



*Nivedita Bhattacharya*

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!

Our hearts are full of thanks and anticipation as we enter November, a month that marks a gradual transition from autumn to winter.

WomenShine is steadfast in its resolve to deliver uplifting, enlightening, and empowering content this month that honors the many accomplishments and narratives of women everywhere.

This time around, we're going to investigate the theme of "Empowerment Through Change." Our lives are full of change, which is the driving force behind personal development and metamorphosis. We share the inspiring tales of these amazing women who have transformed their communities and themselves by embracing change.

Their experiences, which range from women entrepreneurs redefining industries to people advocating for social and environmental causes, are proof of the power of adaptability, innovation, and resilience.

We embrace the holiday spirit with features that highlight the importance of cultural celebrations as the season draws near. While our Thanksgiving content serves as a reminder of the value of giving thanks and spending time with family and friends, our Diwali special showcases the splendor and customs of the Festival of Lights.

We appreciate your participation in the WomenShine community. Your contributions enable us to continue highlighting the remarkable accomplishments of women around the globe.

As we continue to support the voices and experiences of women, we invite you to share your ideas, experiences, and goals with us.

With appreciation and eagerness for the upcoming month,

Aparan Mishra  
Founder Editor,  
Womenshine-A global digital magazine  
[www.womenshine.in](http://www.womenshine.in)



**CHIEF  
EDITOR'S  
LETTER**

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#SHINEON  
**APARNA MISHRA**  
Founder , Women Shine

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# WOMEN SHiNE



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# EMPOWERING WOMEN IN INDIA'S WORKFORCE

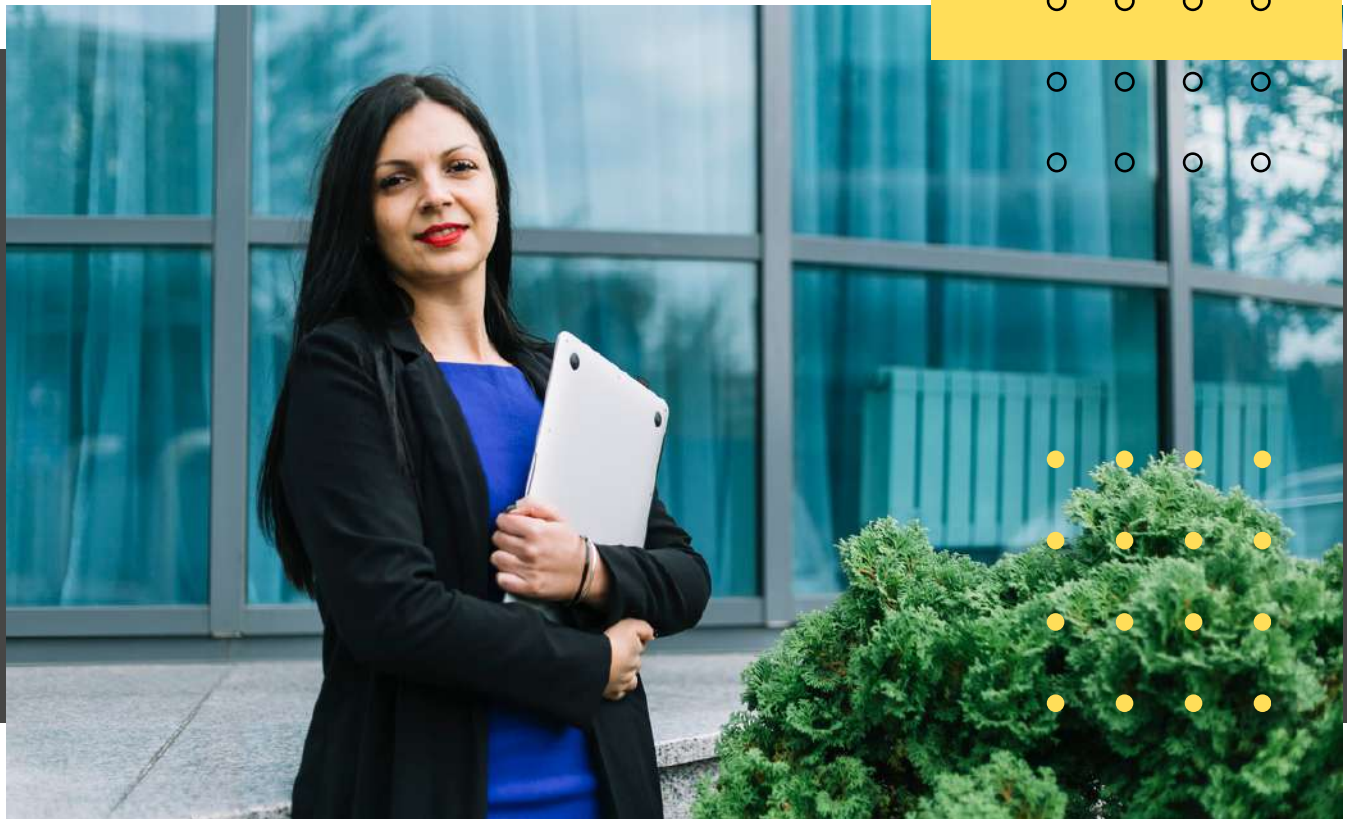
The talk about gender equity today is at a critical juncture. In India's rapidly growing economy, a lot of work has been done in terms of parity, but there are miles to go before we can truly claim to be an unbiased nation. As we talk about how employee benefits help Indian women move up at work, here are some shocking stats that show why this is so important:

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- According to the World Economic Forum's Global Gender Gap Report 2023, India ranks 127th out of 146 countries in terms of gender equality.
- Only 19.2% of women are in the labour force compared to 70.1% of men, as per the latest statistics from the International Labour Organisation

These numbers are not just disheartening but a call to action. This disparity is a clear sign that we need to take action to empower women in India's workplaces. While some cities have progressed in terms of both men and women being of the working class, as we go down the tiers, smaller towns still have to adopt acceptability for women to work. The expectation for most Indian families today is still that the woman should take care of the household, children etc, leaving little leeway for them to make their own choices for working full-time. One effective way to fix this challenge is by offering flexible benefits, allowing women to choose the benefits that suit them best, and giving them more control over their work-life balance and overall career progression.

Let's dive into how employee benefits can be a powerful force for change, tearing down barriers and propelling women to success in India's workplaces. Employee benefits are not just tools; they are engines of transformation, propelling women toward equality and empowerment in India's workforce.

## 1. Flexible Work Arrangements

One of the most impactful employee benefits for women is flexible work arrangements. Flexibility in work hours, telecommuting options, support for late-night travel to/from work and job-sharing not only enhance work-life balance but also enable women to pursue leadership roles without sacrificing their familial commitments. In a recent survey by FlexJobs, 75% of Indian women cited work flexibility as crucial for career advancement.



## 2. Childcare Support

Childcare support is indispensable for women striving to balance career aspirations with parenting responsibilities. Some companies have gone as far as providing on-site childcare centres or subsidies in daycare costs, to alleviate the stress of finding reliable childcare services. The World Bank reports that India lost over 25 million women from the workforce due to a lack of childcare support.

### 3. Paid Parental Leave

Paid parental leave policies empower new mothers and encourage fathers to share caregiving responsibilities. Such policies support women in maintaining their career trajectories during critical life transitions. The need for gender-neutral caregiving policies is underscored by the fact that only 18% of countries globally offer paid paternity leave, as per the World Policy Analysis Center.

### 4. Mentorship and Sponsorship Programs

Mentorship and sponsorship programs connect women with experienced mentors and sponsors who provide guidance and advocate for their career growth. Research by Catalyst indicates that women with mentors are more likely to receive promotions, making these programs a valuable asset in women's professional development.

### 5. Equal Pay and Pay Transparency

Companies can champion gender equality by committing to pay equity and transparency. Conducting pay equity audits and establishing transparent salary structures help identify and rectify wage gaps. This commitment is vital, especially when women in India earn only one-fifth of their male counterparts' income.





## 6. Health and Wellness Initiatives

Comprehensive health benefits, including access to family planning services, maternal health programs, and mental health support, contribute to women's overall well-being. A recent study in JAMA Network Open found that workplace wellness programs positively impact women's health outcomes.

## 7. Professional Development Opportunities

Investing in professional development opportunities, such as leadership training and career development programs, equips women with the skills and knowledge needed to advance in their careers. This ensures that women are well-prepared to step into leadership roles.



## 8. Inclusive Company Culture

Fostering an inclusive company culture is fundamental. Organizations that promote an inclusive environment where all voices are heard and valued, attract and retain top female talent. Employee resource groups (ERGs), women/new mothers support groups, and diversity and inclusion initiatives play a pivotal role in building such cultures.



## The Business Case for Empowering Women

Supporting women's career advancement through employee benefits is not just a matter of social responsibility; it's a smart business move. Companies prioritizing gender diversity and inclusivity experience several tangible benefits:

- **Enhanced Innovation:** Diverse teams bring a wealth of perspectives, leading to more innovative solutions.
- **Better Decision-Making:** Gender-diverse leadership teams consider a broader range of viewpoints in decision-making.
- **Improved Employee Engagement:** When women feel supported and valued, their engagement and commitment to the company increases.
- **Attraction of Top Talent:** Organizations known for their commitment to gender equality are more attractive to top female talent. Women who are supported in their organizations tend to attrite less too, as there is uncertainty about the same support being offered in their next job.
- **Increased Profitability:** Research consistently shows that gender-diverse companies are more profitable and financially resilient.



The role of employee benefits in empowering women in India's workforce is pivotal. By offering flexible work arrangements, childcare support, paid parental leave, mentorship programs, and other inclusive benefits, companies can create a more level playing field.

These benefits extend beyond individual careers, benefiting the organization as a whole. In embracing these changes, companies take significant steps towards achieving gender equality in leadership positions and reaping the rewards of a more diverse and inclusive workforce. It's not just about doing what's right; it's also about doing what's smart for business and for India's future.



**- Written By :  
Smiti Bhatt Deorah**



# HOW OPGW ENHANCES POWER LINE INFRASTRUCTURE, ENSURING SAFETY AND RELIABILITY

Optical Ground Wire (OPGW) is a multifunctional marvel in modern power line infrastructure. Combining the roles of a traditional ground wire and optical fibre for data transmission, OPGW revolutionizes the efficiency, reliability, and safety of power transmission systems. It also supports high-speed data communication, playing a pivotal role in our interconnected world.



## Latest Trends Shaping the Industry

The OPGW market is experiencing notable trends that define its future:

1. Integration of Communication and Power: The growing demand for data transmission alongside power distribution has led to the integration of optical fibres into power lines, making OPGW indispensable.
2. Renewable Energy Growth: OPGW plays a crucial role in connecting renewable energy sources to the grid, stimulating advanced transmission solutions.
3. Data-Centric Infrastructure: The rise of data-driven applications like IoT, smart grids, and 5G amplifies the need for high-capacity data transmission where OPGW excels.

## The Significance of the OPGW Market

The OPGW market is essential for modernizing power transmission, supporting renewable energy growth, and facilitating data-driven applications. In an increasingly interconnected world, OPGW's versatility and capabilities make it an enabler of progress in the energy and communication sectors.

## The Role of OPGW Cables in Power Networks

OPGW cables serve a dual purpose in power transmission networks. They function as a ground wire for electrical systems while simultaneously providing optical communication capabilities. This integration offers benefits like cost-effectiveness, space optimization, and reduced maintenance needs. OPGW ensures a robust ground wire while enabling seamless data communication.

## Enhancing Grid Resilience

OPGW cables play a vital role in improving the resilience of power grids. Designed to withstand extreme weather conditions, such as high winds and lightning strikes, they minimize the risk of power outages. This ensures a more reliable electricity supply and reduces downtime.

## Mitigating Electromagnetic Interference

Electromagnetic interference (EMI) can disrupt power transmission. OPGW cables act as a shield, effectively mitigating EMI caused by external sources, ensuring smooth and uninterrupted transmission.

## Amplifying Power Capacity and Efficiency

OPGW cables can handle high voltages, carrying large amounts of power. This enhances the capacity and efficiency of the grid, meeting the growing energy demands and supporting economic growth.

## Enabling Efficient Communication

OPGW cables carry high-capacity optical fibres alongside power conductors, enabling real-time data transfer for monitoring, control, and grid management. This facilitates efficient communication, leading to faster response times, better fault detection, and enhanced coordination in power networks.

## Facilitating Monitoring and Control

The integration of optical fibres within OPGW cables enables advanced monitoring and control capabilities. Optical communication channels allow for real-time data transmission, enhancing maintenance efficiency, reducing response times, and improving grid reliability.



## Supporting Grid Modernization

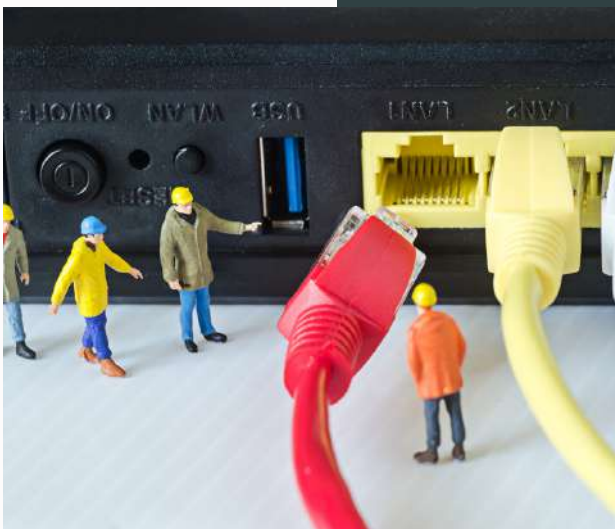
OPGW cables support grid modernization by being compatible with smart grid technologies. This facilitates intelligent grid monitoring, demand management, and renewable energy integration, making power transmission more flexible and sustainable.

## OPGW Cable Provides Effective Lightning Protection for Power Grids

Severe weather events, particularly lightning strikes, pose significant threats to power grids. OPGW cables, with their fibre optic core and low-resistance aluminium wires, act as effective lightning arresters, dissipating lightning current safely into the ground. This protection ensures the safety and reliability of power grids and minimizes the risk of power outages and equipment damage.



## The Importance of OPGW Joint Boxes in Ensuring Uninterrupted Digital Communication



OPGW Joint Boxes play a pivotal role in maintaining uninterrupted digital communication. They serve as protective enclosures for linking two OPGW cable segments, ensuring constant connectivity and a seamless path for digital data transmission along transmission lines. Imagine an extensive network of fibre optic cables running alongside power transmission lines, enabling the transmission of vital telecommunications data. The Joint Box serves as a safeguard, guaranteeing the seamless flow of data from one segment to another, eliminating any disruptions.

Advait Infratech, among India's leading companies, specializes in manufacturing and installing OPGW cables. Their expert team ensures precise OPGW cable installation by replacing the current ground wire on transmission lines and threading the OPGW cable through specialized equipment. The cable is securely fastened at tower ends and tensioned to recommended levels for safe, accurate installation. Renowned as a top OPGW cable manufacturer in India, Advait Infratech offers an extensive array of OPGW cables tailored to the unique requirements of power transmission firms.



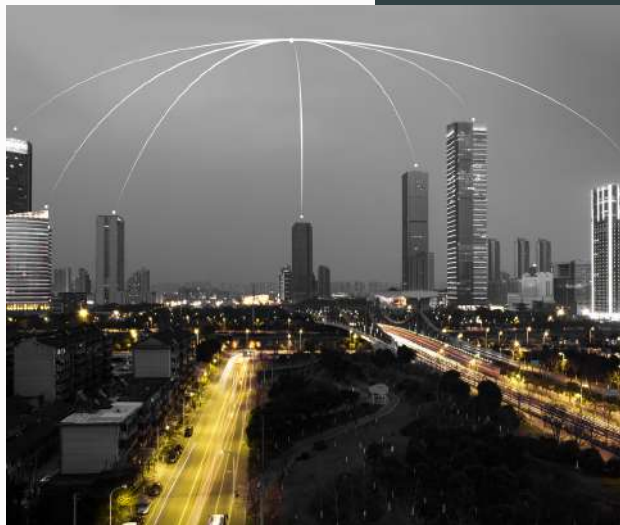
## Optical Ground Wire (OPGW) Market Dynamics

The OPGW market dynamics are shaped by various factors:

- **Market Drivers:** These include rapid infrastructure development, technological advancements, renewable energy integration, government initiatives, and growing demand for high-speed communication networks.
- **Market Restraints:** Limited awareness about the benefits of OPGW, initial setup costs, and regulatory hurdles.
- **Market Opportunities:** The growth of data-driven technologies, smart grids, and the expansion of telecommunication networks.
- **Market Challenges:** Ongoing challenges include competition from alternative technologies, potential maintenance issues, and market volatility.

## Future Outlook and Growth Opportunities

The future of the OPGW market is promising, driven by factors like growing infrastructure development, technological advancements, and increasing demand for high-speed communication. As industries become more reliant on seamless data transmission and reliable power distribution, the demand for OPGW solutions is expected to surge. OPGW cable's cost-effectiveness, reliability, and lightning protection capabilities position it as a key asset for ensuring the safety and reliability of power grids in the years to come.



- **Written By : Rutvi Sheth**



# “Nari Shakti Vandan Adhiniyam Bill”

*Dr. Preeti Singh, Advocate Partner at PS law  
Advocates & Solicitors*

After a long wait of 27 years, the Lok Sabha has passed “**Nari Shakti Vandan Adhiniyam Bill**” in its special session on 20.09.2023. Though, by virtue of 73rd. and 74th amendment of the Constitution of India, one-third seats were already reserved for women in panchayats and municipalities but even after various attempts, it could not be reserved for Lok Sabha and Vidhan Sabha.

However, better late than never and eventually the bill supporting the cause of women empowerment was proposed on 20.09.2023. Through the Constitution (One Hundred and Twenty-eighth Amendment) Act, seats will be reserved in Lok Sabha, State Legislative Assemblies including the Legislative Assembly of NCT of Delhi. The reservation will continue to be in operation for a period of 15 years and will rotate after every delimitation exercise.



With the advent of this bill, the involvement of women in active politics would be encouraged and it would further ensure greater gender representation. The bill aims at addressing the issue of gender disparity in politics. Since the bill would also have a reservation for SCs and STs, therefore, it would also empower the marginalized women of the society. The bill is capable of challenging traditional gender roles and pre conceived notion about the role of women.

The Amendments which have been proposed are in Article 239AA, in which clause (2) (ba) should be inserted so as to reserve seats for women in the Assembly of NCT: 1/3rd of the seats to be reserved for Scheduled Caste/Scheduled Tribes in Assembly of NCT will be reserved for women; 1/3rd of the total number of seats to be filled by direct election in Assembly of NCT will be reserved for women (including number of women belonging to SCs)

Further, Article 330-A is proposed to be inserted which will reserve seats for women in the House of People or Lok Sabha. Article 332- A would be inserted which will reserve seats for women in the Assemble of every State....

The said bill would have great significance at the global level as well as it would improve India's low global ranking in the category of women's political representation. This bill if viewed keeping off the political lens, could be seen as the beacon of promoting gender equality in political leadership and decision-making.

The bill however, will come into effect only after the next exercise of delimitation is over. Thus, effectively the bill cannot come into force at least until 2027



**- Written By :  
Dr. Preeti Singh**





# THE VERSATILE ACTRESS: NIVEDITA BHATTACHARYA

## 1. Can you tell us about your journey into the world of acting? What inspired you to pursue a career in this field?

I have been passionate about theatre and extracurricular activities since my school days. My journey into the world of acting began with my active involvement in stage shows and college functions. Over time, my interest in theatre continued to flourish. In college, I had the opportunity to perform in a play that garnered recognition, which eventually opened doors to television work in both Lucknow and Bombay. Additionally, I pursued Bengali theatre outside of my school and found it an immensely enjoyable experience.

From a young age, I used to watch plays during Durga Puja festivities and harbored a deep desire to be on stage myself.

As an adult, my active engagement in Bengali theatre allowed me to partake in Durga Puja performances, where I had the privilege of participating in a play each day during Saptami, Ashtami, and Navami celebrations.



## 2. Being born into a Bengali family in Lucknow, how did your cultural background influence your choice of roles and acting style?

Growing up in a Bengali household exposed me to a wealth of art and culture. During Durga Puja, we visited various pandals and enjoyed cultural performances. My father's strong interest in music, cinema, and the arts meant we often discussed these topics. This upbringing significantly influenced my appreciation for art and culture. Watching plays at the Bengali club and eventually becoming a performer in those plays contributed to my love for art. Even if it wasn't directly taught to me, I believe that my exposure to art as a child had a subconscious impact on my artistic journey.



### 3. You have had a successful career in theatre, television and films. How do you approach these three mediums differently as an actress?

As an actress, I enjoy adapting to different mediums. Theatre is a live medium where every moment is unique and cannot be repeated. There are no retakes, but extensive rehearsals are common. I have to project my voice more in theatre, as it is important for the audience, even those sitting far away, to understand my emotions. Television and film are different, but I must remain true to my character. My approach to voice projection and body language varies depending on the medium. I find joy in the versatility of being an actress and the continual learning and growth it brings.



### 4. Many viewers may remember you from TV series like "Saat Pher" and "Koi Laut Ke Aaya Hai." What were some of the challenges you faced while portraying negative roles, and how did you prepare for them?

As an actress, I don't categorize characters as solely negative or positive. Every character, like a coin, has two sides. I believe in exploring the shades of grey. To prepare for a role, I always strive to find my character's motivations and reasons for their actions in the script. Understanding these motivations allows me to contribute meaningfully to the story. If the audience can believe in my character, then I consider my performance successful.



## 5. Your recent film, "The Vaccine War," has generated a lot of buzz. Can you share some insights into your character and what drew you to this project?

I was drawn to this project because it revolves around the development of vaccines, a topic of great relevance in light of the recent pandemic. It was an exciting subject to explore, focusing on how India successfully created its own indigenous vaccine despite numerous challenges. The film tells the story of the "vaccine war," wherein India's scientists defied the odds and achieved remarkable success within a short span of time. It was a remarkable journey for me to learn about the scientists' struggles and sacrifices, which were truly eye-opening.

- As an actress and someone not part of the scientific world, portraying the character of Dr. Pragya, a scientist, was a challenge. I was humbled by the dedication and sacrifices made by the scientists for the greater good of the nation and the world. I had the opportunity to meet Dr. Balram Bhargava ( the film is based on his book 'Going Viral') & Dr. Pragya & other scientists in person after the film was made, and I commended them and the team for their incredible achievements.

Convincingly conveying the language of science was another challenge, as precision and accuracy are essential in this field. I couldn't improvise in scientific matters and had to be as accurate as possible. It was both a challenging and enjoyable experience.

## 6. You've worked alongside Nana Patekar in the vaccine war. Can you talk about the experience of sharing the screen with him?

It was a great pleasure to work with Nana Patekar ji. I have always admired him as an actor, and seeing his process up close was a privilege. He is a hardworking and dedicated professional who takes his craft seriously. He is warm , supportive and has a great sense of humour. Since we filmed it in winters, we would often look forward to lunch time, indulging in some delicious Lucknow food. And we'd often talk about food, be it recipes or farming or agriculture.

## 7. Lastly, what message would you like to convey to the readers of WomenShine Magazine, particularly to women who look up to you as an inspiration?

It was great fun working with Nana Patekar. I've always admired him as an actor, and it was a pleasure to see his process up close. He's a hard worker who takes his craft seriously, and he's always prepared. He's also a lot of fun to be around, and he has a great sense of humor. I enjoyed our conversations about gardening, agriculture, food, and food recipes. He's a warm, receptive, and helpful person, and he's always willing to put the team first. I'm grateful for the opportunity to have worked with him.



-Share By : ADITI GUPTA

# Surgical Precision Meets Glamour



Dr. Aishwarya Paatapati Crowned The Miss Globe India 2023

- Surgical Precision Meets Glamour: Dr. Aishwarya Paatapati Wins The Miss Globe India 2023
- From the Operation Theater to the Runway: Dr. Aishwarya Paatapati's Remarkable The Miss Globe India Victory
- Miss Globe India 2023: Aishwarya Paatapati's Journey from Healing Hands to Miss Celeste India the Pageant Stage

In a spectacular display of versatility and talent, Dr. Aishwarya Paatapati was crowned Miss Globe India 2023 at the historic Chomu Palace in Jaipur. This prestigious pageant, which is one of the oldest in the world, is now under the directorship of Mr Yogesh Mishra and Gk Agarwaal, who are determined to set new benchmarks for the Indian pageant industry.

Miss Celeste India, under the visionary leadership of Mr Yogesh Mishra, is an extraordinary pageant that awards a total of 7 coveted crowns to its talented candidates. Among these, the titles of Miss Globe India and Miss Intercontinental India & Miss Celeste India stand out as prestigious achievements. The pageant, renowned for its grandeur and scale, provides an exceptional platform for aspiring beauty queens.

A recent success story includes Aishwarya, who secured the Miss Globe India title, a testament to the pageant's commitment to fostering excellence. Miss Celeste India's overarching vision is to offer a gateway for talented young women to shine on the international stage, carrying their nation's pride and glory to global heights.

Dr Aishwarya Paatapati's remarkable journey to the Miss Globe India 2023 title is nothing short of inspirational. She is a multifaceted individual who has excelled in various fields. Notably, she is a talented surgeon, pursuing her MS in General Surgery, a field in which she plans to save lives and make a positive impact. A true Renaissance woman, Aishwarya is also an international model and artist, with accolades in painting. Her artistic endeavours extend to conducting camps and raising funds for charitable causes, reflecting her commitment to helping others.

Aishwarya's passion for music and her expertise in playing the piano add another layer to her remarkable profile. She has represented India on international runways, walking at renowned events like Korea and London Fashion Week, where she had the privilege of showcasing creations by famous designers. Her role as an Ambassador of Busan World Expo 2030 in Korea further illustrates her global reach and influence.

Aishwarya's parents have played an instrumental role in shaping her into the accomplished individual she is today. Her father, P VV Appala Raju, is a mechanical engineer, while her mother, Aparna, is a professional artist. They instilled in her a strong sense of traditional values alongside a modern education. As a result, she successfully balances her medical studies with her artistic pursuits.

Her ultimate aim is to serve the people, both as a skilled doctor and an artist. Aishwarya is currently working with the



Grace Cancer Foundation, where she is involved in conducting free screenings and surgeries for the underprivileged.

While achieving success in multiple domains, Aishwarya emphasizes that she doesn't dabble in various fields just for fun. She approaches each venture with dedication and a deep commitment to excellence. Her consistency and exceptional time management skills have been the cornerstones of her success, setting her apart as a true embodiment of talent, determination, and dedication.

With her crowning as The Miss Globe India 2023, Aishwarya Paatapati has achieved her dream of representing India on a global stage, inspiring the youth to pursue their passions and make a positive impact on the world. Her story is a testament to what one can achieve through hard work, dedication, and a relentless pursuit of one's dreams. India can look forward to her representing the nation at the upcoming Miss Globe pageant in Albania, where she is sure to shine as a true wonder woman of our times.



# Breaking Barriers: Indian Women Entrepreneurs Leading Innovation

## Swagatika Das - Nat Habit

As the CEO and Co-Founder, Swagatika Das brings a unique blend of technical expertise and entrepreneurial vision to Nat Habit, a skincare brand committed to delivering freshly made, 100% natural beauty & wellness products. After dedicating over five years as an engineer, the IIT-KGP graduate made a bold transition to consumer-centric businesses, marking a pivotal moment in her entrepreneurial journey. Intrigued by the consumer psyche, she worked with Apple for over two years and later ventured into starting her own social network, Stitchio. However, her true passion for natural wellness and living, deeply rooted in her family's medical and agricultural background led her to co-found Nat Habit in 2019.



Her unique approach to product innovation, deep formulation expertise, and passion for building a brand has led Nat Habit to make waves in the beauty and personal care space through its focus on freshness, in-house scalable manufacturing, supply chain efficiency, and strong unit economics. Swagatika is a visionary who understands that building a brand is about more than just products; it's about forming a new habit for users- a Nat Habit.

## Malvika Jain - Sereko

Malvika Jain, the visionary founder behind SEREKO, stands at the forefront of innovation in the skincare industry. With the launch of India's First Psychodermatology Brand, she has embarked on a groundbreaking mission to bridge the gap between the mind and skin, a task that the beauty industry had yet to address comprehensively.

In her relentless pursuit to revolutionise skincare, Malvika is dedicated to offering innovative products that redefine traditional norms. Her vision is not just about cosmetics; it's about creating a holistic approach that integrates mental well-being with skincare, acknowledging the profound connection between the two.



By recognizing the intricate relationship between the mind and the skin, Malvika aims to provide solutions that go beyond surface-level treatments, delving into the psychological aspects that influence skin health.

At the core of her approach lies a meticulous attention to detail and a commitment to thorough research and analysis. Malvika's journey has instilled in her a valuable skill – the ability to discern the subtleties and intricacies of skincare and mental health. This keen eye for detail has enabled her to develop a tailored and distinct approach for SEREKO. She understands that every product, every formulation, and every strategy needs to be scrutinized and refined to perfection before reaching the market.

Under Malvika's leadership, SEREKO is not merely a brand; it's a movement that challenges the conventional boundaries of the beauty industry. Through her unwavering dedication, she is reshaping the way people perceive skincare, emphasizing the importance of mental and emotional well-being in achieving radiant and healthy skin. With her innovative products and meticulous methodology, Malvika is not just selling skincare; she is selling confidence, self-care, and a profound understanding of the intimate relationship between the mind and the skin.

## Upasna Dash - Jajabor Brand Consultancy

Upasna's journey as an entrepreneur started at the age of 27, and within a few years, she built one of India's fastest-growing integrated comms agencies- Jajabor Brand Consultancy, completely bootstrapped. She had no prior entrepreneurship experience or capital, all she had was a vision to rewire PR and a 1 member team that operated out of a couch.

As an organization, JBC operates as a **'growth-hacker'**- one that leverages the power of tailored communications to elevate businesses unlocking measurable business impact.



With the help of JBC's customized approach, companies have been able to raise billions of dollars of funding, onboard top-notch talent, and even become unicorns. JBC has a diverse portfolio of clients which includes some of India's leading VCs, Tech Unicorns, Agri-Tech giants, and several upcoming D2C brands. As an outcome, the consultancy has grown 100% year-on-year. JBC has created an unparalleled impact on the entire ecosystem, by rewiring the outlook of communication.

With its industry-first qualitative dashboard, data-driven methodology, and business-impact-driven approach, it has provided centre stage to PR with other marketing functions. Top multi-million dollar companies are currently using JBC's dashboards. As a consequence of this, young talent is entering the world of comms with a completely different outlook. Upasna's constant endeavour is to mentor young and diverse talent from Tier 2 and 3 cities to unleash the true power of communication. She truly believes that JBC will not stop existing as long as people are communicating with each other.



## Bhavna Suresh, Founder, 10Clubhomes

Bhavna Suresh is the Founder of 10Clubhomes.com, a one-of-a-kind start-up that is set to disrupt the \$30B Home and kitchen D2C industry. Bhavna's business instincts and penchant for identifying the right businesses and people make it a force that combines insights, technology, business incubation and financial support to create winning businesses. With 10Clubhomes, Bhavna wants to enable new-age Indians with home products that represent their dynamic personalities. Leading an INR 100 crore brand, Bhavna wants to build 10Clubhomes as the single most trusted D2C brand for everything home.



Bhavna is a millennial entrepreneur who has constantly broken stereotypes and displayed great prowess at building successful startups. She has a keen eye for talent and has proven her credentials in the Asia Pacific markets. Bhavna's first major career assignment was with Mahindra Group, where she became the first woman to be hired and rose through the ranks to become a member of a 132-member strong national team. After successfully managing various corporate roles, she had her first entrepreneurial brush with a startup called Style Bank which she had founded in Paris.

Subsequently, she founded Lamudi Philippines, a highly successful international property listing portal active across 30 countries. She successfully exited the firm after it was acquired by Dubai's EPMG in February 2020. She also exited another multi-million-dollar PropTech10 venture in 2020 and is now focused on creating great business success with 10Club, her latest venture that she has co-founded with Joel Ayala and Deepak Nair.

She has an MBA from HEC, Paris and an Engineering degree from VTU, Bangalore. The dynamic entrepreneur is also quite passionate about contributing to society. She is an inclusivity advocate and makes special efforts to practice it while hiring employees for her organisations as well. Bhavna has been involved in philanthropic efforts which included running a shelter home for boys with an eye to reform and mainstream them.

Bhavna is an avid listener and always ready to acquire more knowledge and spend time in the company of people with great ideas, knowledge and potential!

## Vipanchi Handa, Co-Founder & COO, Novatr

Vipanchi Handa, the Chief Operating Officer and co-founder of Novatr, is a dynamic leader known for her frugal innovation expertise. With a deep-seated passion for the convergence of design and technology, Vipanchi is at the forefront of driving Novatr's mission to revolutionise the AEC (Architectural, Engineering, and Construction) industry.

Vipanchi's impressive journey includes her participation in the prestigious IIM B Goldman Sachs 10K Cohort 6 and her active role in the Lead Tribe program by Blume Ventures.



These experiences have honed her skills in leadership, innovation, and strategic thinking, making her an invaluable asset to Novatr's growth and development.

Beyond her dedication to the world of business, Vipanchi is a certified workaholic who thrives on the challenges of the industry. However, she knows how to strike the perfect balance between hard work and play, always up for a spirited game of basketball when the opportunity arises.

In summary, Vipanchi Handa brings a unique blend of innovation, leadership, and a love for sports to her role as COO and co-founder of Novatr. Her passion for merging design and technology, coupled with her extensive experience, positions her as a key driver of Novatr's success in the AEC industry.

## Rachana Gupta- Gynoveda

Rachana Gupta is the Co Founder of Gynoveda.com, world's 1st selfcare platform for women that combines Ayurveda & Technology to experience healthy periods, lifelong. As an Ayurveda evangelist & author of a book - Happiness ki Khoj, she's on a mission to make Ayurveda the world's first choice for menstrual healthcare & wellness.

Women experience menstruation for 30 years of their life. During this lifespan, she faces menstrual difficulties during PCOS, PMS, period pain, hormonal imbalance, infertility, pregnancy and finally menopause.



This impacts her physical & emotional well-being. Yet, it's not given the same level of importance as any other health issue. So, Rachana felt a strong urge to change this narrative and Gynoveda was born.

Gynoveda.com is a selfcare technology platform for women to self-diagnose menstrual disorders using online Period Test, self-learn Ayurvedic remedies and order affordable herbal products for healthy, lifelong periods. Selfcare with Ayurveda is the future!



## Aparajita Bharti, Co-founder at TQH Consulting

Aparajita is an Oxford alumni turned entrepreneur and co-founder at The Quantum Hub, a public policy consulting firm. With a Master of Public Policy (MPP) degree from Oxford University, Aparajita has rich experience in policy and communications. In her previous role, she was Manager, Corporate Affairs and Communications at Snapdeal. She was responsible for media messaging and engagement, as well as providing inputs on policy and legislative issues that affect the digital commerce sector.

Women experience menstruation for 30 years of their life.



During this lifespan, she faces menstrual difficulties during PCOS, PMS, period pain, hormonal imbalance, infertility, pregnancy and finally menopause.

Previously, Aparajita worked as a Legislative Assistant to Mr. N.K. Singh was, Member of Parliament, India and was one of the four Indians selected for the Faiths Act Fellowship by the Tony Blair Faith Foundation in 2011. She is also a World Economic Forum Global Shaper from the New Delhi hub.

Aparajita Bharti is expanding ideologies of entrepreneurship by being a one of a kind policy entrepreneur. She extensively works for Youth Advocacy in Policy making decisions through her initiative called Young Leaders of Active Citizenship

## Keerti Singh, Co-Founder & VP - Growth, Hitwicket

Keerti Singh is the co-founder of Hitwicket and currently holds the position of Vice President of growth within the organization. Along with her co-founder Kashyap Reddy, Keerti built the most dynamic and strategic cricket game in 2015. Keerti has played an important role in driving the company's expansion and success over the last 8 years.

From a young age, Keerti exhibited a profound fascination for cricket and Formula-1 which subsequently acted as one of the fueling factors to co-found Hitwicket.



Keerti holds an engineering degree from VIT, Vellore, and gained valuable experience working with Indian Oil during her initial professional career. Subsequently, she pursued her Master of Business Administration degree at the esteemed Indian School of Business (ISB) in Hyderabad.

Prior to Hitwicket, Keerti excelled in a leadership position at Amazon, where she led teams from India and North America. Her accomplishments and leadership qualities earned her the distinction of being chosen as one of the 'Top 40 Global Women Business Leaders' by the Government of Australia, representing the Gaming Industry on the global stage.

Keerti is deeply passionate about problem-solving and contributing to an enhanced user experience. At Hitwicket, she is committed to fostering greater inclusivity within the mobile gaming industry and championing women's involvement at the forefront of both sports and gaming.

# GIFTING STORIES

## Skin's health and beauty: Ayushi Herbals

Arushi Herbals embarked on its journey with a passion for redefining skincare for all types of skin. We believe that nature holds the key to radiant beauty, and our story began with the desire to bring 100% herbal products directly from the Himalayas to our customers. Since our inception, we have focused on earning people's trust by consistently delivering the best quality products. Our commitment to combining advanced science with natural extracts has led us to create a comprehensive personal care regimen for all.

Our journey started with a simple yet profound idea – to help people achieve pampered, healthy, and flawless skin without compromising on quality. In today's fast-paced world, self-care often takes a back seat, and we wanted to address this issue.

Arushi Herbals is committed to delivering a wide range of natural, herbal, and cost-effective skincare products. Our Vitamin C Range includes the Vitamin C Foaming Face Wash, Vitamin C Face Serum, and Vitamin C Hydrating Moisturizing Lotion. We aim to provide products that rejuvenate your skin, address pigmentation, acne, and tanning, and promote healthy, glowing skin. Our expectation from our audience is to experience the transformative effects of our products and embrace the power of nature for their skincare needs.



Looking ahead, we envision Arushi Herbals as a trusted leader in natural skincare, continuously innovating and expanding our product line. Our goal is to become a go-to solution for common skin concerns, making healthy, glowing skin easily attainable for everyone.

At Arushi Herbals, we want to convey our unwavering commitment to your skin's health and beauty. We invite you to explore our Vitamin C Range, which includes the Vitamin C Foaming Face Wash, Vitamin C Face Serum, and Vitamin C Hydrating Moisturizing Lotion. These products are meticulously crafted to help you achieve glowing, healthy

skin. With Arushi Herbals, you can trust in the power of natural, herbal, and organic ingredients to retain your youthfulness and enhance your facial glow. Begin your skincare journey with us and experience the healing and transformative qualities of our trusted, high-quality products. Your skin deserves the best, and Arushi Herbals is here to deliver it.



## World of stylish and comfy footwear: Paragon

# Paragon®



**PUSTL1106A** | Size: 04 - 08

Step into the world of stylish and comfy footwear with these stunning pairs of sandals. Available in two eye-catching colors, they are sure to be the perfect addition to your festive outfits - Grey and Mehndi.



**PUSTL1126A** | Size: 06 - 10  
MRP: ₹369.00 | Colours: PCH | BRN



**PUSTL1127A** | Size: 04 - 08  
MRP: ₹359.00 | Colours: PCH | GRN



**PUSTL1120A** | Size: 04 - 08



These sandals feature a minimalist design with a wide strap across the top, making them a breeze to slip on and off. The strap comes to life with a vibrant, multicolored stripe pattern in red, blue, and white. This unique touch gives them a fun and possibly nautical look.

A distinctive metallic accent on the strap, which appears to be a rectangular buckle-like detail, adding a fashionable touch to the simple design. expertly crafted with a PU sole, which is composed of the renowned material known as polyurethane, known for its enduring durability, extraordinary flexibility, and feather-light composition.

**Price- MRP 299**

**Availability- Offline**

# Ayurveda Lifestyle | Astaberry



Astaberry is a brand that started its journey in 2005, driven by a vision of providing natural and effective beauty solutions rooted in Ayurvedic wisdom. Today, we proudly introduce "**Astaberry Indulge**," a new skincare line designed to meet the evolving needs of modern consumers. With this range we not only provide effective skincare but also a luxurious experience.

Over the years, we have grown into a globally recognized brand, operating in 13 countries, and available both online and in more than 1 lakh shops. "**Astaberry Indulge**" is not just a brand but a lifestyle that promotes the principles of Ayurveda and natural science, making the journey to natural beauty simpler, more enjoyable, and fruitful. Our products are dermatologically tested, cruelty-free, and environmentally conscious. All our products are manufactured in our state-of-the-art facility, which serves as our pride and joy, ensuring complete quality control throughout the production process.

The inception of Astaberry Indulge was born from a profound commitment to providing beauty solutions deeply rooted in Ayurvedic wisdom. After 15 years of evolution, we introduced "Astaberry Indulge" to cater to the modern consumer's ever-evolving needs. Our intent is not just to deliver exceptional skincare but to create a lavish and rejuvenating experience. This range is a result of our unwavering dedication to quality and our belief in the power of nature to enhance beauty.



"Astaberry Indulge" is set to establish new standards, offering a holistic and luxurious skincare experience. Our unwavering commitment to Ayurveda and natural science will continue to guide us as we lead the way to natural beauty. The brand embodies our dedication to quality, effectiveness, and sustainability, delivering the best in skincare.

#### **Acai Berry Bio Hyaluronate Range:**

Enriched with Acai Berry extract and Bio Hyaluronate for skin rejuvenation and hydration.

**Kumkumadi Range:** Ayurveda-inspired products designed to enhance skin tone and reduce pigmentation.

**Vitamin C Range:** Products infused with Vitamin C for brightening and antioxidant benefits.

**Rice Range:** Skincare products featuring rice-based exfoliation for smoother skin.



**Sunscreens and Sunscreen Gels with SPF 50 PA+++:** Offering high-level sun protection against UV rays and UVA protection.

**Lip Care:** This range includes lip scrubs, lip masks, and lip balms to keep your lips soft and healthy.

**By Media Desk**



# Cruelty-free personal care brand : Justhuman

Justhuman, a cruelty-free personal care brand that combines cutting-edge skincare technology with neuroscience.

With the festive season around the corner, Justhuman has recently launched Limited edition hampers created for those moments that call for a little something extra. From full-body bliss to head-turning hair, Justhuman product combinations are here to take your beauty routine to the next level.



The formulas are powered by neurocosmetics: clean, active ingredients that nourish your skin and interact with your nervous system to release positive sensations and emotions in your mind.

Please find below the details for the newly launched hampers.

**Justhuman Hair Fall Therapy Shampoo:** Justhuman Hair Fall Therapy Shampoo is to revive and restore your hair to its full glory. Their all-natural formula features Capilia Longa, a plant-based ingredient proven to rebalance your hair growth cycle from root to tip. The shampoo promotes hair density and strength. It is enriched with natural extracts like Ginger & Ginseng Root Extract. It is a completely natural alternative to Minoxidil and has the perfect pH balance with antioxidant extracts.

## Product link-

<https://justhuman.co.in/collections/hair-care/products/hairfall-therapy-shampoo>

**Price: INR 1,249/-**



## Justhuman Burgeon Hair Growth Serum

**Justhuman** Burgeon Hair Growth Serum to revive and restore your hair in all its glory. Their all-natural formula features BURGEON-UP stem extract, a plant-based ingredient clinically proven to boost hair growth and prevent hair loss. It increases total hair follicles per sq meter. The serum prevents premature hair loss onset and reduces inflammation. It also keeps the hair strands hydrated and strong.

### Product link-

<https://justhuman.co.in/collections/hair-care/products/burgeon-hair-growth-serum>

**Price:** INR 1,400/-

## Revitalizing Body Wash

Take off the grime with Justhuman's body wash made with purposefully sourced biocompatible ingredients—they only add what is necessary to gently cleanse without disrupting the balance of your natural skin biome. This deeply nourishing and hydrating formula uses Salicylic Acid to exfoliate, smoothen, and brighten your skin while our luxuriant, plant-powered blend of Lemon Balm and Holy Basil invigorates your skin-brain connection, elevating you inside and out.

### Product link-

<https://justhuman.co.in/products/revitalizing-body-wash>

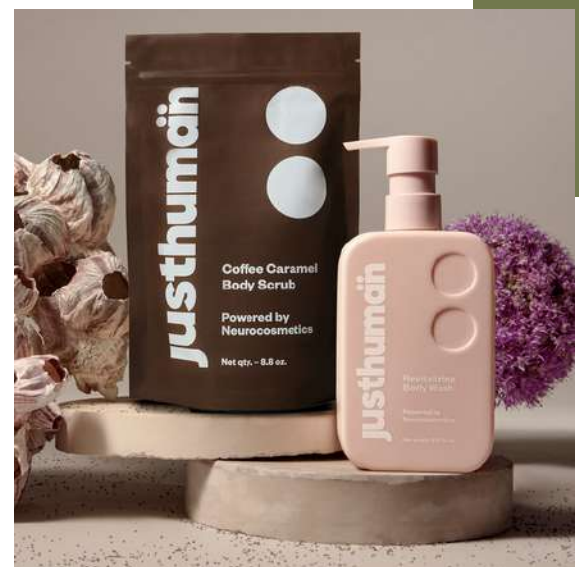
**Price:** INR 1,099/-

## Revitalizing Body Wash

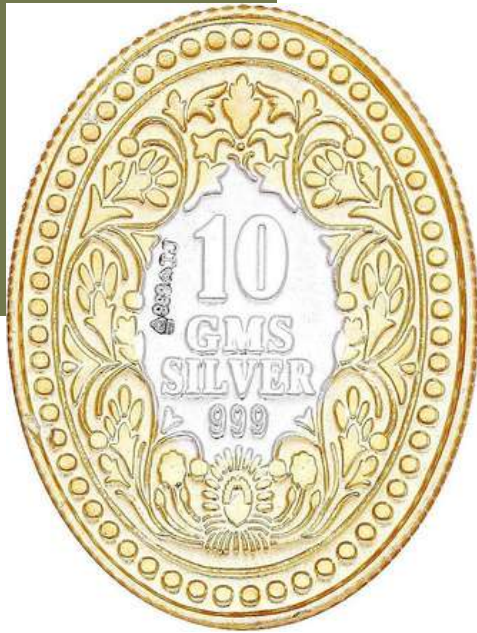
Transform your daily routine into a spa-like experience with Justhuman Coffee Caramel Body Scrub - the ultimate indulgence for your senses. Justhuman's finely honed blend of Coffee, Ground Brown Sugar and Olive Oil exfoliates, improves blood circulation, and reduces water retention for smoother, tighter, and brighter skin.

**Product link-** <https://justhuman.co.in/products/coffee-caramel-body-scrub>

**Price:** INR 1,599/-



# Crafting luxurious jewels | DRK Jewels



With a lineage of over seven decades, DRK Jewels is a name to reckon with. It was founded in 1950 by Late Shri Dhani Ram Khanna who firmly believed that jewellery is not just about stones and metal, rather it symbolizes the art of design and entrails the real sincerity involved in designing.

DRK Jewels has always been at the forefront of exquisite designs and cutting edge technology. We craft luxurious jewels shaped in elegant elements that embody traditional and contemporary styles with a modern eclectic twist. Their high quality products of ten exemplify rare craftsmanship and magnificent appeal. Entrusted with a rich legacy, DRK Jewels strive to make each product a fine piece of art.

The brand patronizes popular trends of ancient India such as gold ornaments studded with precious stones. The skilled artists meticulously design and create customized pieces in search of their customers. The brand initially catered to elite clientele in South India including bureaucrats and members of the Royal family. Some of its regular patrons during its inception included Maharaja of Vijaynagar, Raja of Ramchandrapuram and Rani Hemlata Devi of Andhra amongst many other well renowned people. The Raja of Ramchandrapuram was so enamoured by the designs of the brand that he gifted Shri Dhani Ram Khanna a piece of art from his very own royal haveli.





Having made a mark of itself in the Southern part of the country, DRK Jewels ventured into North India about three decades ago under the able guidance of Shri Dhani Ram Khanna's son, Deepak Khanna. With a penchant for best in class designs, Deepak Khanna expanded the jewellery line by introducing an exclusive blend of timeless Meena-kundan and eternal Polki with Diamonds. Currently led by the young and effervescent third generation Parth Khanna, DRK Jewels is inching towards greater success. Being a design enthusiast, he aims to showcase a wide range of aesthetic jewellery by integrating modern designs with accomplished craftsmanship.

So for Dhanteras if you want to buy something you can try from DRK jewels

<http://www.drkjewels.com>

**WS Desk**

# Ultimate Skincare Rejuvenation | Uniqaya

Experience the ultimate skincare rejuvenation with Uniqaya's vitamin C foaming face wash and hydra sunscreen gift set. The foaming face wash is enriched with milk thistle and seaweed lettuce for optimal moisturisation and hydration.

Besides, it is infused with the goodness of Vitamin B5, Vitamin C, and calendula flower extract which helps to deeply clean the pores and eliminate dirt and impurities.



Our hydra sunscreen is formulated with 1% hyaluronic acid and 2 % niacinamide that acts as a 3-in-1 solution that hydrates, protects and brightens your skin tone.

With a broad-spectrum formula of SPF 60, PA +++++, it absorbs easily into your skin without any greasy feel. Together, this dynamic duo of skincare products ensures your skin is not only protected but also pampered.

Enjoy the beauty of healthy, radiant skin with this perfect gift set.

**Website:** <https://uniqaya.com/>

**Instagram:** <https://instagram.com/uniqayalifestyle?igshid=dXZ0ZXY4bjdpYWM=>



# POETRY'S ROLE IN RAISING AWARENESS ABOUT MENTAL HEALTH



Aristotle (384 BCE-322 BCE) was a philosopher and polymath from Greece. He began our journey into 'Poetics', the science of poetry, as what we know today. Poetics and the science of poetry has been the central document in the study of aesthetics and literature for centuries, especially during the Renaissance; and in today's scholarly circles it is still seen as a profound, important act of art. When we go back centuries and study the anatomy of poetry and its value to human society, our insight into the human imagination is better understood. Poetry's potential into imitation of nature of all kinds becomes easy to see yet inexplicable for its style. Aristotle and Plato's early work in Greece was important in defining poetry and art as useful and good not just for society but for an innate sense of our inner being.

When we read poetry, of any kind, we walk our minds into a field, or a meadow, or uphill a mountain or into a river or a softly running stream or into an imaginary home or a bedroom or into the darkness of the night without being told to but by the simple act of letting our minds go around, crawling into an imagination of its own kind, seeking more or less- to a reader poetry dictates without being asked to.

To imagine writing didn't exist thousands of years ago, we relied on our imagination to communicate through symbols and signs and poignant pieces of art - all important forms of poetics- to build this world we live in today, we used our imagination to give it function and form.



Our mind and body that can be rendered futile and sedentary suddenly had an important task to do because our imagination had charged us forward and our body had the stamina to perform. We created societies and structures and homes and hospitals and roads and cities and modes of transport and human relations and jobs and a civic sense and governments simply by the use of an excellent collective imagination put to good test and utility for a greater cause.

To imagine art and poetry to be that lubricant to growth. When we leave all rights and wrongs out of our mind and let our imagination conjure up civility and the discivil into poetic nature and form; that's cryptic enough to be only ours but bold enough to be theirs, it turns to collective health, wealth and voice.

Our mental health can be harmed in a million little and big ways everyday- but, our human grit and our imagination helps us tide forward, poetry becomes a boat through such times. Not the act of any poetry, but the 'imagination and tenderness of the curated words of poetry' - helps us find pugmarks in muck to carry on. A poet can find a guiding light at crossroads or a halt- it helps clean the dark waters and opens our minds to more ways to carve out life, when words or actions might be too harsh or tempestuous or ungracious or redundant or monotonous or may seem predatory or poor - writing or reading poetry until you find what you're looking for can help find a stepping, a flow to a confused state and peace to a tumultuous mind.

Poetry has now for centuries been artistically used to communicate oneness with everyone around - all emotions are shared- through love and loss and shame and sorrow and anger and desires and dreams and doubts and hopes and what we want should be right about the world and our dreamed of utopias, poetry brings it all to life. When words and imagination can be strong but silent weapons, poetry comes to mind.

Some of history's most loved political voices, activists, freedom fighters, lovers, musicians, mavericks, thinkers, artists, scientists and marriages have been bound by their own form of poetry- it becomes a thread to bind when the world is uneven. A poetic imagination is a way to stitch words into the everyday, it's a way to gently move forward without skidding - poetry becomes an important tool of choice for grace and kind.

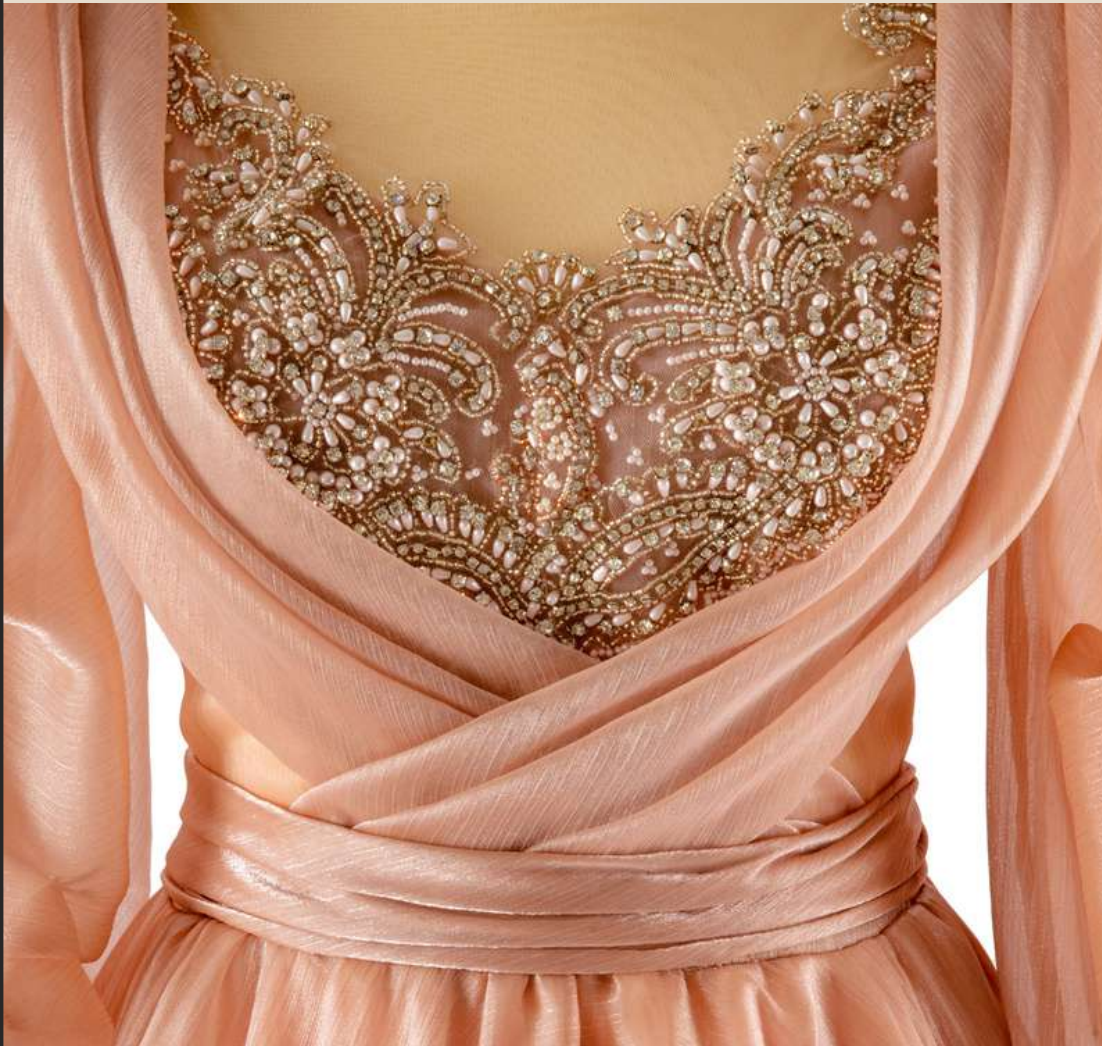
There's no one way to begin our journey into poetry, I believe, if the call of poetry comes, pick up the pen and write, browse through the archives and read, it'll eventually guide us with a shining light of its own kind when the time is right- but we have to write or read or watch until poetry tells us to, for us to finally find a home in the crowding, blinding lights.



**- Written By :  
Devangana Mishra**

# "The Allure of Chiffon: A Fabric Fit for Royalty"

In the captivating world where fashion and royalty converge, few fabrics exude the timeless allure like chiffon. As we embark on Womenshine's illuminating series, "Chiffon Sarees: Unveiling the Sheer Beauty of Timeless Elegance," I find myself drawn into the enchanting appeal of chiffon.



This fabric transcends eras and embodies regal grace. With the heart of a fashion designer with an intimate love for chiffons, let us delve into the regal allure of chiffon, epitomized by Maharani Gayatri Devi. She was the epitome of grace and poise, renowned for her impeccable sense of style. Her wardrobe was a canvas painted with the finest fabrics, and French chiffon found a special place in her collection. Her love for French chiffons declared the fabric's regal status, making the chiffon saree a symbol of refined taste and weightless elegance.



Yet, Maharani Gayatri Devi is not the sole protagonist in Chiffon's royal tale. The corridors of history unfold to reveal the sartorial choices of other Indian maharanis, each contributing to the rich legacy of chiffon.

From Maharani Sita Devi of Kapurthala, who embraced chiffon sarees as a canvas for her avant-garde fashion sense to Maharani Indira Devi of Cooch Behar, whose wardrobe was a testament to her appreciation for exquisite chiffrons, one can't help but admire how the Maharanis of India transformed chiffon into a medium for self-expression.



As a designer who finds inspiration in the tales of these iconic maharanis, I can't help but marvel at how chiffon, with its diaphanous allure, has become a symbol of grace and sophistication in royal wardrobes. Its delicate embroidery and intricate motifs, combined with the finesse required to work with it, elevate chiffon beyond a mere fabric. In the contemporary era, the legacy of chiffon in royal fashion endures. Present-day queens, like Maharani Radhika Raje Gaekwad of Baroda, carry forward the tradition, infusing their modern lives with the same sense of grace and sophistication. Their choice of chiffon sarees serves as a bridge between the past and the present, a testament to the fabric's timeless appeal.

In essence, the allure of chiffon as a fabric fit for royalty is a narrative woven with threads of history, elegance, and personal style. Chiffon, with its delicate charm, remains not just a fabric but a muse for those who appreciate the artistry of fashion—a timeless and enduring emblem of regal elegance.



**- Written By : Priyal Bhardwaj**



# A PALETTE OF POSSIBILITIES: CHIFFON SAREES IN A RAINBOW OF COLORS



Chiffon sarees, with their diaphanous grace and versatility, offer a kaleidoscope of colours that cater to every taste and occasion. From the soft pastels to the vibrant hues, chiffon sarees adorn the Indian ethnic landscape with a rich and diverse spectrum of colours that evoke myriad emotions and set the stage for memorable moments.

## Elegance in Pastels:

Chiffon sarees in soft pastel shades like baby pink, powder blue, and mint green are timeless classics. These colours exude elegance, subtlety, and a touch of femininity. They are the preferred choice for daytime events, summer weddings, and casual gatherings. Pastel chiffon sarees, often adorned with delicate embroidery or sequins, create a refined and enchanting look.

## The Rich Regal Hues:

Deep, regal colours like royal blue, emerald green, and maroon are synonymous with grandeur. These shades evoke a sense of opulence and are perfect for formal occasions, evening events, and traditional festivities. Chiffon sarees in rich, jewel-toned colours are often accentuated with intricate gold or silver zari work, making the wearer feel like royalty.

## Vibrancy and Playfulness:

For those who embrace bold and vibrant colours, chiffon sarees offer a wide spectrum of choices. From fiery reds to electric yellows, these sarees are a celebration of life and exuberance. They are ideal for festivals, dance performances, and any event where you want to make a statement. Chiffon's inherent sheerness enhances the vibrancy of these colours, creating a captivating effect.



## The Allure of Monochromes:

Monochromatic chiffon sarees are a modern twist that has gained popularity. These sarees showcase a single colour in all its glory, often accompanied by contrasting blouse designs. Monochromes have a contemporary charm and are suitable for formal events, cocktail parties, and minimalist fashion lovers.



## Romance in Pastels:

Chiffon sarees in romantic pastels like blush pink, lavender, and peach have a delicate and dreamy appeal. They are often chosen by brides for their engagement or pre-wedding functions. The soft colours harmonize with the joy and love that surrounds such special moments.

## Quotes from Fashion Influencers:

1. **\*Fashion Blogger, Mira Kapoor\***: "Chiffon sarees in a variety of colours are my go-to choice for any occasion. The way they drape and the range of colours available make them a wardrobe essential."
2. **\*Designer Sabyasachi Mukherjee\***: "Chiffon sarees allow us to play with a mesmerizing palette of colours. The sheer fabric carries the colours beautifully, making it a canvas for our creative expressions."

In conclusion, chiffon sarees in their myriad of colors offer a palette of possibilities to cater to every taste, mood, and event. Whether you opt for the understated elegance of pastels, the richness of jewel tones, or the playfulness of vibrant hues, chiffon sarees are a canvas for expressing your personal style and setting the tone for unforgettable moments.



- Written By : Praggya Ghosh

# NOURISHING BEAUTY FROM WITHIN

“Nourishing Beauty from Within: Ayurveda-Approved Diet Tips for Healthy Hair and Glowing Skin”



In a world where cosmetics abound that promise glossy hair and glowing skin, Ayurveda, the traditional Indian system of natural healing, provides a novel and comprehensive approach to beauty.

The trick? It all starts with the food you eat.

## 1. Maintain a Dosha Balance:

According to Ayurveda, there are three main doshas that correspond to distinct elemental compositions: Vata, Pitta, and Kapha. Your particular dosha combination is very important for the condition of your skin and hair. Consume foods that balance your doshas to keep your complexion looking radiant. For instance, to maintain balanced skin, choose cooling foods like cucumber, coconut, and mint if your Pitta dosha is predominant.



## 2. Ghee for Skin that Glows:

Clarified butter, or ghee, is a mainstay of Ayurvedic cooking. It helps lubricate the skin from the inside out and is full of important fatty acids. A tiny amount of ghee consumed each day can help promote shiny hair and soft, supple skin.

## 3. Maintain Hydration:

A properly hydrated body is necessary to preserve the health of the skin and hair. Warm water throughout the day aids in detoxification and digestion. Squeeze in some lemon juice for an added vitamin C boost.



## 4. Take a Rainbow by Storm:

A vibrant plate is a nutritious plate. In order to offer a broad range of nutrients and antioxidants, Ayurveda places a strong emphasis on a variety of fruits and vegetables. Eat foods high in beta-carotene (such as sweet potatoes and carrots) to maintain healthy skin, and foods high in vitamin C (such as citrus fruits) to produce collagen.

## 5. Magic of Turmeric:

Turmeric's strong anti-inflammatory and antioxidant qualities are widely known. Turmeric can improve skin tone, lessen inflammation, and encourage a natural glow in your skin. Turmeric can be added to soups, curries, and warm cups of turmeric tea.

## 6. Add some zing:

Spices that improve digestion and help flush the body of toxins include fennel, cumin, and coriander. Good digestion is essential for having gorgeous skin and hair.



## 7. Refrain from Processed Foods and Sugar:

Overindulgence in sugar can cause a variety of skin problems and early aging. Preservatives and additives found in processed foods can be bad for your skin. Use whole, unprocessed foods and natural sweeteners like honey or jaggery.

### 8. Add some protein.

Since protein makes up the majority of hair, make sure your diet contains enough protein-rich foods like lean meats, lentils, and beans for your hair to be strong and healthy.

### 9. Herbal Teas:

Teas made from herbs, such as chamomile, amla, or neem, can be a calming addition to your diet. They offer a range of skin and hair benefits, from treating acne to promoting hair growth.



### 10. Listen to your Body:

Mindful eating is very important in Ayurveda. Observe the cues your body is sending you. After a meal, if you feel bloated or heavy, think about changing your diet. Eating in a calm, stress-free setting has a major effect on the condition of your skin and hair.



In conclusion, the foundation of Ayurveda's conception of beauty is the notion that genuine radiance originates within. These Ayurvedic-approved diet suggestions can help you realize your full potential for beautiful skin and hair. It could take some time for the results to show, but keep in mind that consistency is essential. The journey is healing for your body and soul. Accept Ayurvedic wisdom and allow your inherent beauty to radiate.



# HAPPILY EVER AFTER...

Marriage is one of the most important decisions we make in our lives. It is a partnership between two people who love and respect each other, and who are committed to building a life together. But what does it really mean to be married? And what does it take to have a happy and successful marriage?

## Money

One of the most important things to discuss with your partner before getting married is money. How will you handle your finances? Will you have a joint account? How will you pay for bills and expenses? What are your financial goals for the future? It is important to be on the same page financially in order to avoid conflict and resentment down the road.



## Family

When you marry someone, you also marry their family. This can be a wonderful thing, but it can also be challenging. It is important to get to know your partner's family and to build relationships with them. However, it is also important to set boundaries and to protect your own relationship.

## Past Relationships

We all have a past, and that includes past relationships. It is important to be honest with your partner about your past, but it is also important to let go of the past and focus on the present. If you are constantly comparing your current partner to your ex-partners, it will only damage your relationship.



## Age Difference

There is no right or wrong answer when it comes to the age difference in marriage. Some couples with a large age gap find that they complement each other perfectly, while others struggle to connect. The most important thing is that you have shared values and goals, and that you are compatible on a deep level.

## Career

If both partners in a marriage work, it can be challenging to balance their careers with their relationship. It is important to communicate with each other about your career goals and to support each other's ambitions. You may also need to make compromises, such as relocating or changing jobs.



## Communication

Communication is key to any successful relationship, but it is especially important in marriage. Be honest with your partner about your thoughts and feelings, and be willing to listen to their perspective. If you are having problems, don't be afraid to seek professional help.

## Conclusion

Marriage is a journey, not a destination. There will be ups and downs along the way, but if you are committed to each other and you are willing to work hard, you can have a long and happy marriage.

## Here are some tips for a happy and successful marriage:

- Be honest and open with each other.
- Be supportive of each other's dreams and goals.
- Communicate regularly and effectively.
- Be willing to compromise.
- Show each other love and appreciation every day.

Remember, marriage is a team effort. If you both work together, you can create a relationship that is stronger than the sum of its parts.



- Written By : Klrti Sikri

# SYNCHRONIZATION

The blood won't spit dreams- it spews sideways,  
 Spreading shades of cellular hopes-  
 I see no tunes or signals,  
 The cacophony of bipolar lives- the hustle and the  
 dreams,  
 the balance between the moths and butterflies,  
 A stone turned into a Goddess-  
 What does it mean now?  
 Does it make some sense? The entire  
 mathematical vocabulary,  
 a prowling part of the sky falling into my lap now,  
 Now, now, now-----  
 I do not wish to sleep any more; I do not wish to  
 eat any more  
 All I wish is a magenta corner-  
 quiet spewing songs of memories of us.  
 I seek the balance beneath my thigh and above  
 my eye- a circular ring of abstract notion-  
 There- I call my God with power,  
 I see my God with cells: flesh: and hands:  
 A meadow of quarterly meetings.



- Written By :  
Devika Mathur

# ALONE BUT NOT LONELY !!





We live in a world that is constantly filled with posts, reels, and updates on social media. I often see people surrounded by others, their happy faces shining through. It seems like the concept of solitude is rare for them.

However, what most people fail to understand is that it is possible to be alone without feeling lonely. Throughout my four decades of life, I have experienced this phase. This journey has taught me the importance of self-connection. I have been physically alone, but never unhappy.

While I do enjoy social gatherings, I also seek out quiet places where I can be alone with my thoughts. Whether it's the corners of libraries or the serenity of nature, these are the places where I find solace.

One significant moment in my journey occurred when I moved to a new city (Ahmedabad), far away from the familiar faces of my city (Hyderabad). For the first time, I truly felt lonely. However, I saw this as an opportunity. I explored the city, discovering parks, historical monuments, and local eateries. I immersed myself in the vibrant arts and culture scene, attending concerts and book readings.

As I spent more time alone, I realized that I could be my own best company. I learned to cherish the moments when I could simply be with myself, free from the distractions of others. It was during these moments that I could reflect, dream, and grow. Writing became my outlet, allowing me to express my innermost thoughts and emotions. Through writing, I began to understand the depth of my feelings and desires.

There came a point when I longed for human connection, to share my thoughts and experiences with others. However, I soon realized that loneliness was not a result of being alone; it was the absence of meaningful conversations. With this realization, I made an effort to reach out to old friends and make new ones.

My newfound self-confidence made it easier to relate to people and be vulnerable with them. It was in these moments of genuine connection that I truly understood the power of human interaction. I cherished my solitude even more, as it allowed me to approach relationships from a place of strength and authenticity.

**By - Romila Chitturi**



# शब्द...

ये शब्द बड़े बलवान  
 ये शब्द बड़े नादान  
 ये शब्द हैं क्रांति भी,  
 ये शब्द हैं भ्रान्ति भी  
 ये शब्द हैं रणभेरी भी  
 ये शब्द हैं शांति भी

ये शब्द..

कुछ अहसास  
 कुछ परिहास  
 कभी सोचे समझे  
 कभी अनायास  
 ये शब्द हैं आज  
 ये शब्द रचे इतिहास  
 ये शब्द हैं इंकलाब  
 ये बवंडर, ये सैलाब  
 ये आग, ये आब  
 ये सुकून, ये ताप  
 ये दुआ, ये शाप

ये शब्द..

कभी प्यार से निकले  
 कभी बस यूँ ही फिसले  
 कुछ तीर, कुछ तलवार  
 कुछ आग, कुछ अंगार  
 कुछ चाशनी में लिपटे  
 कुछ मक्खन से मुलायम

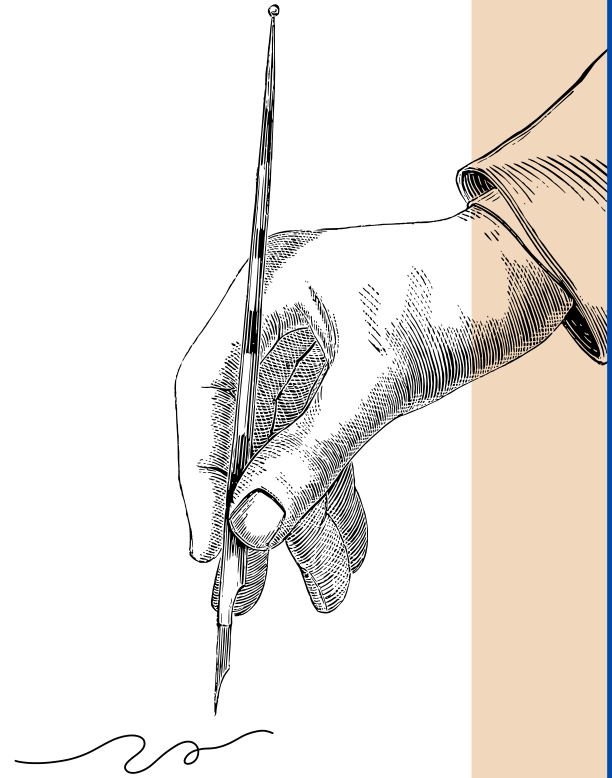
कुछ ठंडी फुहार  
 कुछ बुद्धि भ्रामक  
 कुछ ज्ञान का भंडार



ये शब्द..  
 इकरार, इंकार  
 कभी दबे कुचले  
 कभी ललकार  
 कभी सवाल, कभी बवाल  
 कभी कमाल, कभी भौकाल  
 धीरे धीरे फुसफुसाते  
 बड़बड़ाते, बुदबुदाते  
 जाने कब कब, कहाँ कहाँ  
 और कैसे कैसे पहुंचे  
 बड़ी ही मतवाली  
 इन शब्दों की चाल

ये शब्द...  
 कभी मीरा के भजन  
 कभी मीर की शायरी  
 कभी रहीम के दोहे  
 कभी कबीर की कारीगरी  
 कभी राजगुरु-सुखदेव के नारे  
 कभी सरदार भगत की डायरी  
 कभी गीता का रहस्य  
 कभी शकुंतला की अदायगी  
 ये वेद, ये उपनिषद,  
 ये पाणिनी की अष्टाध्यायी  
 ये चरक की चिकित्सा  
 ये सुश्रुत की संहिता

ये शब्द...  
 न तुम रहोगे, न हम  
 रह जाएंगे हमारे शब्द  
 जो कहे गए, जो लिखे गए  
 हमारी पहचान है हमारे शब्द  
 हम कैसे याद आएंगे ज़माने को  
 जाने कब बाद  
 ये निश्चित करेंगे हमारे शब्द



**By: Prachi Shikha**



# अकेले हैं तो क्या गम है



68 वर्षीय कुसुमजी बहुत चुस्तदुरुस्त एक्टिव महिला थीं परंतु अचानक पति के बिछोह ने मानों उनकी दुनिया ही उजाड़ दी . बेटा अमेरिका ले जाने को तैयार था परंतु वहाँ की लाइफ स्टाइल वह देख चुकी थीं . वह दुनिया से कट कर उदास, बीमार ...जीवन के सभी रंगों से मुँह मोड़ कर जिंदा लाश बन कर रह गई थीं . तभी गाँव से देवर का बेटा मिलने आया और जबर्दस्ती करके अपने साथ गाँव ले गया . पहले खेत बटाई पर रहते थे. अब उन्होंने मजदूर रख कर धान बुआया , कभी खेत में दवा डलवाना तो कभी घर की मरम्मत करवाना . गाँव ने सब गम भुला दिये .

75 वर्षीय सावित्री आंटी ने अपने जन्मदिन पर होटल में एक पार्टी रखी थी . नये पुराने सभी परिचितों को इनवाइट किया . उनके बच्चे भी मेहमानों तरह आये थे. उन्होंने केक काटा जिस पर 75 लिखा था . संगीत की धुन पर उन्होंने गीत सुनाया . उन्होंने बताया कि वह एक संस्था जो गरीब , बेसहारा बुजुर्गों की मदद का काम करती है उससे जुड़कर अनुभव हुआ कि सच में उनका गम बहुत थोड़ा है . हँसती बोलती आंटी जी को देख कर लगा कि वह कितना बड़ा सबक सिखा रही हैं कि अपने लिये भी जीना चाहिये .

पत्नी के अचानक दुनिया से विदा हो जाने पर छोटे शहर के 65 वर्षीय निर्मल जी जीवन में अँधेरा छा गया . दो किशोर बेटे थे , वह भी दिव्यांग ...हर दिन एक नई मुश्किल.... किसी तरह कुछ दिन गुजरे तभी किसी रिश्तेदार ने एक विधवा जिनके पास अपनी 10 वर्ष की बेटी थी , उसके साथ विवाह का प्रस्ताव रखा , तो पहले तो कुछ दिनों तक वह उहापोह में रहे , फिर एक दूसरे ने आपस में अपनी - अपनी मुश्किलें साझा कीं . जल्द ही दोनों ने मंदिर में माला पहना कर शादी कर ली . रिश्तेदारों ने बहुत मजाक बनाया , संबंध तोड़ लिये लेकिन वह अपने फैसले पर अडिग रहे . आज सब उनके फैसले की तारीफ करते नहीं थकते. अब वह खुशहाल जिंदगी जी रहे हैं .

अकेलेपन से जूझ रहे 60 वर्षीय प्रकाश जी में गाँव में रहते हुये बच्चों की पुरानी किताबों को एकत्र करना शुरू कर दिया . जल्दी ही उनके घर ने लाइब्रेरी का रूप ले लिया . उनका घर बच्चों की आवाजाही गुलजार हो उठा.

अकेले हैं तो गम भुलाने के बहुत रास्ते हैं .....व्यस्त रहिये मस्त रहिये ....



**पद्मा अग्रवाल**

WOMEN **SHiNE**

**See you in the next edition**