

# WOMEN

# SHINE

VOL 46.0 | MARCH EDITION

Initiative of WE Foundation



*Women's  
Day*  
SPECIAL

**Dr. Seema Pandey**



# CHIEF EDITOR'S LETTER

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#SHINEON  
APARNA MISHRA  
Founder , Women Shine

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Dear WomenShine Community,

We are excited to offer another inspiring issue of WomenShine magazine as we commemorate International Women's Day and Women's History Month in March. We celebrate the tenacity, accomplishments, and global contributions of women this month who have cleared the path for equality and advancement.

This edition features a wide variety of thought-provoking articles, inspirational tales, and insightful quotes from female entrepreneurs, changemakers, and leaders. Our contributors have once again shown the power of women's voices in bringing about positive change, whether it be through highlighting creative solutions for advancing gender equality or investigating the relationship between gender and technology.

Despite all the challenges, women persevere, innovate, and lead with kindness and fortitude. By working together, we can make it possible for every woman and girl to prosper and shine in the world.

We are incredibly appreciative of our readers, contributors, and supporters for being a part of the WomenShine community. Your daily inspiration to elevate the voices of women and enable them to realize their full potential comes from your passion, devotion, and hard work.

We appreciate you coming along on this celebratory and empowering journey with us. Cheers to a month full of empowerment, inspiration, and limitless opportunities!

With gratitude,

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

# WOMEN SHINE



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# LIVE LIFE QUEEN SIZE | DR SEEMA PANDEY

*"Dr Seema Pandey, leading the team at Vanshati Fertility, brings her expertise and dedication to fulfil your parenthood dreams. Trust in our care for a hopeful tomorrow." Her very logo says "Santanvati Bhav"*



She is a reproductive medicine specialist, with a super speciality in Gynecology, and deals with Infertility in Atraulia, Azamgarh and Indira Nagar Lucknow. Dr Seema has the experience of 27 years in the field and believes in humane & holistic approaches to treatment. After completing her MBBS from MEERUT UNIVERSITY in 1993 & MD - Obstetrics & Gynaecology from Banaras Hindu University in 1997 her second inning started with her fellowship in Reproductive medicine at Kolhapur after her son joined a boarding school in class 8 in 2012 since then she is a student forever and had few more fellowship in minimal access surgery, regenerative medicine and a diploma in USG. Dr Seema was awarded the prestigious fellowship "Fellow of Indian College of Obstetrics and Gynecology (FICOG) from IcoG in 2014 & the founder fellowship of the Indian College of Reproduction in 2024.



At present, she is the Librarian of the world's biggest fertility physicians organisation ISAR( Indian Society of Assisted Reproduction) and a governing council member of ICOG, Commonwealth Organisation of Health & disabilities and ISPAT( Indian Society for Perinatal Diagnosis & therapy).

Dr. Seema Pandey is also the president of the Obgyn Society of Azamgarh. the main services provided by the doctor are all kinds of infertility services under a single roof like IVF, ICSI, IUI &

Surrogacy, fertility-enhancing surgeries like Laparoscopist Myomectomy, tubal recannulation & tuboplasty, septal resection, Hormonal analysis & USG along with High-Risk Pregnancy Care. Eradicating PCOS( polycystic ovarian syndrome) from society is her mission as she believes that 80% of diseases leading to infertility and otherwise are due to our unhealthy lifestyles.

Both her centres- Eva Fertility Clinic Atraulia Azamgarh & Vanshati Fertility & IVF in Indira Nagar Sector A, Lucknow proudly stand as the Best fertility clinic in Azamgarh Lucknow, led by the Best fertility doctors. Her commitment to excellence ensures you receive the highest quality care on your path to parenthood.





**Expertise-** IVF, IUI and holistic care of PCOD & Endometriosis & recurrent pregnancy failures.

### Her Lighter side:

Dr Pandey is a practising gynaecologist and reproductive medicine specialist by profession and a poet by heart. When she is not working she lets her pen do the talking. She loves writing small poetries shayari and stories.

### Books Published:

Co-Author

- A to Z of everything you wanted to know about PCOS. A patient information book on PCOS which is a best-seller among medical & pharmaceuticals too.
- Co-editor
- Art & Fertility Enhancing Surgeries-The Synergy – First ever ISAR-Publication
- Ovulation-induction Simplified.
- FOGSI-handbook of drugs in infertility.
- FOGSI Focus-pre-term Labour.

She has contributed >50 chapters in various infertility books and has delivered >500 lectures & CMEs for fellow doctors nationally & internationally.

### Her Social work:

She believes in making some little difference in society through her various social projects for teenage girls & pregnant women through her NGO PCO Destigmatised foundation & trusts Surabhi.

\*Spread awareness about PCOS, adolescent health and fetal origin of adult diseases among girls schools & teenagers & pregnant women in rural areas through her NGO Surabhi Sewa Trust and PCOD foundation.

\*Organize free Hb-pathy camps through community health centres (CHCs)

\* Free teaching training & health checkup camps for neglected parts of society regularly.





## Accomplishments:

- Dainik Jagaran Woman of Substance Award 2023
- Golden aim Most trusted IVF specialist award - 3 years in a row.
- MS signature International Award -2022
- Best Managing committee member ISAR- 2021
- IMA state award- 2021- best Doctor
- Champion Of ISAR Award - 2020
- Shan- E- Awadh Award - 2018
- IMA State Award 2016- Most Scientific brain

Dr Seema Pandey believes in living life Queen size and working hard but partying harder.

Her dream vacation is to go on a solo trip around the world and write a book in a French village.





# Discipline, Dedication and Determination: Jhinuk



**Could you share some insights into your background? At what age did your journey in dance begin, and what inspired you to start?**

**J:** I started my rendezvous with dance at my 4th birthday party I guess, where my mom spotted me jumping and moving to the songs being played. She sensed that I had an inclination towards dancing and enrolled me in Indian Classical dances at the age of 6. It was Odissi that I learned growing up in Mumbai, I also learned Kathak and other Indian folk dances while always indulging in Bollywood of course. But my proper training in Latin Ballroom Dancesport began a bit late in life, at around 23.

I travelled to Russia on a scholarship and began to train and compete under the guidance and coaching of my first trainer and multiple times European Champion and Finalist at the World Championship in WDSF (World Dance Sport Federation) Anastasia Selivanova.

My inspiration was the fact that it was a sport and that I could represent my country internationally while dancing a style that is so complicated and mechanical while still being able to express myself as an artist.

**How has dance left its mark on both your personal and professional life?**

**J:** Dance has indeed made a remarkable and very significant impact on my life both personally and professionally. I found my life partner who is also my dance partner so it would be fair for me to say that my life and dance are deeply intertwined. It has made me stronger in every way, physically, emotionally and mentally. It has made me hopeful for a brighter future while taking me out of a dark place in my life after I lost my father, it has shown me that the universe will always make sure that I arrive at my destinations if I work towards forging my path with true belief.



***If dance weren't your career path, what alternative profession do you think you would have pursued?***

**J:** I was doing well in academics also and just like all Indian parents, for mine too education came first. So I had to finish my Law Degree from Mumbai University before I decided to venture into dancing professionally. However, if I were to be honest, I could not see myself doing anything other than dancing. If not Latin then I would be dancing Odissi professionally.

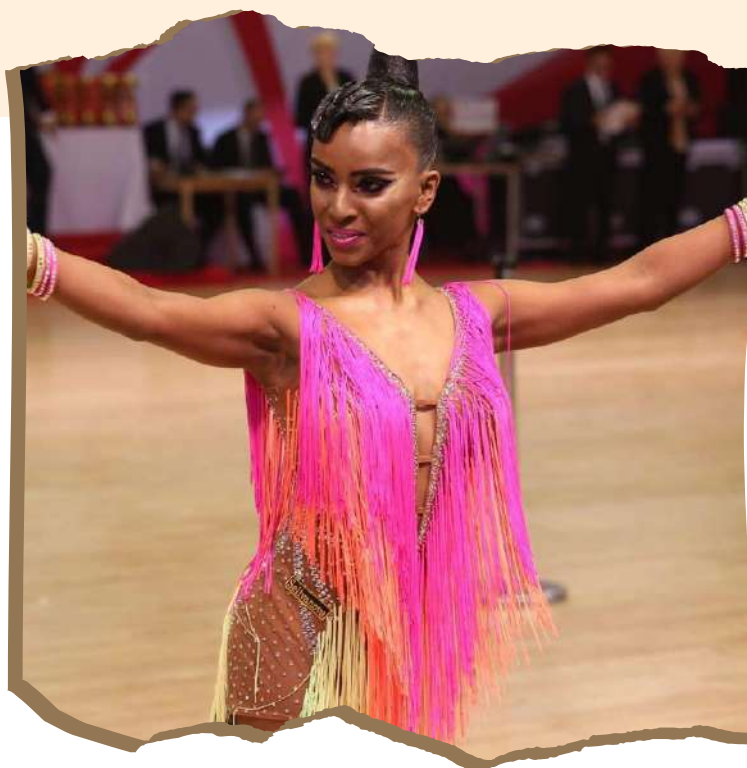
***When you were crowned the Latin Show Dance Adult World Champion, what emotions flooded through you? What thoughts raced through your mind in that exhilarating moment?***

**J:** Absolute amazement and also a little bit of a shock. It was just such an overwhelming feeling that I couldn't digest the fact that the impossible had happened. So basically this was the first time in the history of Indian Dancers that someone had won the title of World Champion and it felt so unrealistic when they said the words **"Please welcome your new IDO World Champions 2023 in Show dance Category Jhinuk & Vlad"** I was left speechless. As I was congratulated by my friends and colleagues it was like a dream come true to be placed 1st on the podium. My conversation with my partner on our bus ride back from the competition was about how we must continue our work and push ahead with all other future goals of improvement, so ultimately it seemed more like a stepping stone towards another milestone in life.

***As a female dancer, how do you navigate and overcome the unique challenges you encounter in your field?***

**J:** It's indeed a challenge to be a female dancer because there is all the more pressure on you to perform your best, look your best, dress your best always. Just like in everyday life, women always have it harder than their male counterparts but to be fair if you find an encouraging environment and partner to work with, it can be a joy to dance. Thanks to couple dancing I've realized that how if two people support each other then the burden doesn't feel like it's dominated by one over the other. However, the gender norms set out by society sometimes do find their way in the world of dancing too.

For instance, women can also be very competitive with each other and in a competitive sport its amplitude is magnified all the more. But we all know how every woman knows how to find her clan and also how to be a solo rider if the need arises, so eventually we all find our way in this crazy world.



***Do you believe that India should place more emphasis on nurturing dance as a viable profession? What are your perspectives on this matter?***

**J:** I cannot stress enough how in India is the absolute need of the hour for people to be made aware of dance as a profession and also a sport. I cannot say I've met anyone from India who was aware of what Dance sport is and what it means to be a Dance sport athlete. When I tell them I am representing India internationally they fail to understand what I mean by that. I make it my motto to spread as much awareness as I can about this style of dancing and how it can mean so much more to be an athlete while still being an artist. This beautiful amalgamation of dance and sport needs to be made known to as many people as possible so that more kids and the younger generation of athletes grow up doing what they must to succeed on the global stage.

***Amidst your demanding schedule, how do you effectively balance your time between your professional and personal commitments?***

**J:** I have begun enjoying the little things in life recently and it gives me great joy to just have long-distance talks with my family whenever I can. Cook meals at home and enjoy a movie night. Sometimes I catch up with my old friends who are placed all across the world and even though it's difficult to find a good balance of work and leisure I try my best to refresh myself on my off days which are once or twice a week. I love dancing though so it doesn't seem that much of a work but more of a passion. Me and my husband Vlad love to travel so we are lucky that our job allows us to travel across the globe and explore different places while still teaching, competing and performing.

***What is your definition of success, and how do you believe individuals can strive to achieve it?***

**J:** Success is a relative concept and for me, it means striving towards excellence which may or may not be attainable. My dad always asked me to remember the three Ds in life; discipline, dedication and determination, I think if one can somehow adhere to all these three while fulfilling their goals and still keeping their values intact in the best way they can, then they are going to be **“successful”** in the eyes of society.





***What impact are you hoping to establish through your art of Dance?***

**J:** In India, I hope to give kids the joy of dancing by creating opportunities for them that they need to have to become successful dancers. Those that I was not able to attain at an earlier age in life. Also to everyone around the world who wants to dance, I would like to unlock my tiny box of knowledge and give them the tools they need to enjoy the beauty of this art while still performing for them as and when I get the chance to be on the dance floor.

***For aspiring dancers who dream of turning their passion into a profession, do you have any valuable advice to share with them?***

**J:** Be brave, honest and true to your work and yourself. Dream big and keep your targets and goals in mind daily. Every drop in the ocean counts and every little step in life leads you to something bigger.

***I wish that "Aspiring" dancers become "Inspiring" dancers, they believe more in hard work over talent or luck.***

# DOCTOR WITH A CAUSE: DR. JAGRITI GUPTA



Life is a journey. As our journey starts from one station and ends with another, our life also starts from one hospital and ends with another hospital. The journey is more important than the end because it shapes who we become and how we approach life. It's a journey that we must learn to savour, cherish and treasure.

Jagriti Gupta is a doctor by profession with a keen interest in academics & working for social causes. My journey to cosmetology practice started when after completing my post-graduation in Maxillofacial Pathology, I started dealing with oral cancer patients. Mostly such patients reached us at a very late stage due to, you can call it ignorance or lack of awareness. This did not satisfy me, as it was impossible to treat them and make them completely normal, as we all know how deadly cancer is! This motivated me to take up cosmetology as my clinical practice.

I have been practising for more than 25 years and built a multi-speciality centre, Gupta Dentofacial Clinic and also Aisthetikos an academy of Facial Aesthetics & Trichology.

I am practising as an Aesthetic Physician and my patients are my motivation, who appreciate my work and get healthy treatment.





Cosmetology practice is not taken very seriously, though it has a great impact on one's life. I remember once, a young child came to me with his mother and told me that he was reluctant to go to school because of acne and scars. He had lost his confidence and became very introverted. Though it may seem to be very petty, for those who are suffering, it may have a severe impact. So, in such cases, it is essential to understand their emotions. It gives me immense pleasure when I make people confident by restoring or enhancing their looks and health.

I am in the field of cosmetology, actively practising & teaching Doctors, who are enthusiastic about it. It's a very interesting job since the people treated by us are always happy with the outcome, which is reflected in their healthy appearance and confident smiles. Many people, I come across who are not happy with something or the other in their looks and suffer with lowered self-esteem. There are many stories like this, where people are unhappy with any of their features or marks, which they feel as scars on their lives. When we treat them aesthetically, their confidence boosts up, which makes me extremely contented.



I am always inclined towards learning new things, so after my post-graduation in Maxillofacial Pathology, I opted for training in Cosmetology & Trichology from an International school.



My varied interests rewarded me with knowledge and up-gradation in various fields, like Forensics & Hospital administration. I also give honorary lectures & conduct workshops in various medical and dental colleges.

I have been privileged to be invited as a Guest Speaker at various National & International Conferences. I am also a recipient of the prestigious "**Dental Diva Award**". To my credit, I have more than 50 articles published in esteemed journals globally.



I have authored 2 books. I am also an Editor & Reviewer of many journals. I have a passion for teaching. I believe that one should keep upgrading oneself and keep learning new skills. It has no age bar and knowledge never gets wasted.

Owing to my social responsibility, I run a charitable hospital for the needy with the motto -

**“We make a living by what we get,  
but we make a life by what we give”.**



**- Written By :  
Dr. Jagriti Gupta**

**MDS, PGDHHM, IFS, FAM**

**Director**

**Gupta Dentofacial Clinic, Lucknow**

**Asthetikos Academy of Facial Aesthetics and Trichology**

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# Redefining Female Leadership: Rutvi Sheth



Rutvi Sheth's leadership at Advait Infratech is a prime example of how women are redefining the dynamics of the corporate world. Her initiatives for gender equality, mentorship, flexible working arrangements, and inclusive culture demonstrate a commitment to creating a workplace where women are not just participating but leading and thriving. Under Rutvi's guidance, Advait Infratech is setting a benchmark in promoting female leadership, proving that the path to business success and societal advancement is paved with diversity and empowerment.

She is the Director, of Advait Greenergy Private Limited & Chief Marketing Officer, of Advait Infratech Limited

Let us know more about her.....





## How is Rutvi Sheth Redefining Female Leadership at Advait Infratech?

In the evolving landscape of global business, women are increasingly taking centre stage, redefining leadership with their unique perspectives and innovative approaches. This surge in female leadership is not just transforming companies but also reshaping industries. The G20 EMPOWER Summit, held in Gandhinagar last year, focused on women-led development, marking a shift from solely women's empowerment. Over 300 participants, including international delegates from G20 and guest countries, attended.

The summit emphasized themes like education, women's entrepreneurship, and women's leadership at all levels, with a special focus on digital inclusion. India's G20 Presidency highlighted women entrepreneurs and community leaders, scaling up best practices and increasing advocacy. Key initiatives included the TechEquity platform for digital and financial literacy and a mentorship platform. Inspirational stories and citizen engagement events further promoted the agenda. Among all this, a dynamic leader, Rutvi Sheth, a trailblazer at Advait Infratech, is redefining the role of women in corporate leadership.



### Rutvi Sheth's Leadership: Empowering Women at Advait Infratech

Advait Infratech, a dynamic company established in 2009, has been at the forefront of innovation in the fields of telecommunication, power transmission, substation services, and renewable energy. Under the visionary leadership of Rutvi Sheth, Advait Infratech has not only made significant strides in its core business areas but has also shown a deep commitment to fostering gender equality and promoting female leadership. This dedication is evident in the company's various initiatives and policies designed to create a workplace where women are empowered to thrive and lead.

At the heart of Rutvi Sheth's leadership philosophy at Advait Infratech is a strong focus on nurturing and developing female talent. Recognizing the unique challenges women face in the corporate world, Rutvi has been instrumental in implementing several key initiatives.

Understanding that mentorship is crucial in helping women navigate their career paths, Rutvi has spearheaded mentorship programs at Advait Infratech. These programs are more than just guidance sessions; they are comprehensive platforms where women receive the support and skill development needed to excel in their careers.

Coupled with mentorship is Rutvi's emphasis on leadership training. Drawing from her understanding of post-feminism, these programs are designed to equip women with the skills, confidence, and resilience necessary for leadership roles. This initiative challenges traditional norms and stereotypes, paving the way for women to aspire and succeed in higher positions.





## Promoting Work-Life Balance and Inclusive Culture

Rutvi's advocacy for flexible work arrangements is a testament to her understanding of the importance of work-life balance. By implementing such policies, Advait Infratech accommodates the diverse needs of its employees, particularly women, enabling them to manage their personal and professional responsibilities effectively.

Beyond individual policies, Rutvi is committed to fostering an inclusive culture at Advait Infratech. Initiatives like diversity training and awareness campaigns create a workplace environment where all employees feel valued and empowered to succeed.



## Transparent Promotion Processes and Celebrating Success

Rutvi champions a transparent promotion process, ensuring that advancements are based on merit and performance. This approach creates a level playing field, allowing all employees, regardless of gender, to succeed based on their abilities and contributions.

She quotes "Cultivating a culture of inclusivity and empowerment has always been a cornerstone of our philosophy at Advait Infratech. We believe that the growth and success of our company are intrinsically linked to the advancement and leadership of women within our ranks. By fostering an environment where women are encouraged to aspire, achieve, and lead, we are not just elevating individual careers but are also driving innovation and progress across the entire industry."

Our commitment to gender equality is unwavering, and we will continue to champion initiatives that break barriers and pave the way for a more diverse and dynamic future."

Moreover, Rutvi believes in recognizing and celebrating the success stories of female leaders within the company. This not only motivates others but also highlights the supportive environment at Advait Infratech, where women's achievements are valued and respected.





# EMPOWERING MICRO-ENTREPRENEURS AND PROMOTING ENTREPRENEURSHIP

## **1. How does ASORT.com differentiate itself from traditional e-commerce platforms, and in what ways does it act as a catalyst for Co-Commerce in the direct selling industry?**

ASORT.com differentiates itself by prioritizing community building and co-commerce. It serves as a bridge connecting businesses, creators, and influencers in a symbiotic ecosystem, fostering collaboration. Unlike traditional e-commerce, ASORT focuses on empowerment, especially for the youth, encouraging economic independence and entrepreneurial exploration. The emphasis on co-commerce ensures a shared success model, aligning businesses with the right audiences and contributing to community self-reliance.

## **2. How does ASORT.com navigate the challenges and opportunities presented by the ever-evolving landscape of digital commerce, particularly in the context of direct selling?**

ASORT.com uses technology and teamwork to succeed in online business. Their advanced tech helps in fair rewards and quick growth tracking. They focus on building a community, making decisions based on data, and adapting quickly. ASORT.com also empowers and educates its users, ensuring a sustainable and successful journey in the ever-changing online commerce world.

### 3. What role has Roshan Singh Bisht played in empowering micro-entrepreneurs and promoting entrepreneurship within the Asort platform?

Roshan Singh Bisht has played a pivotal role in empowering micro-entrepreneurs within the ASORT.com platform. Initiatives such as the ASORT.com Talent Hunt, mentorship programs, workshops, and pitch competitions have been established under his leadership. These programs provide practical guidance, resources, and funding opportunities, nurturing the entrepreneurial aspirations of young individuals. Roshan Singh Bisht's vision emphasizes not only economic independence but also the holistic development of aspiring entrepreneurs within the ASORT.com ecosystem.

### 4. Can you provide insights into Roshan Singh Bisht's ambitious plans for the future of Asort.com, including the expansion of the company's footprint across India and beyond, and the transformation of Asort.com into a versatile platform serving various businesses and industries?

Roshan Singh Bisht envisions the future of ASORT.com with ambitious plans for expansion across India and beyond. The goal is to transform ASORT.com into a versatile platform serving various businesses and industries. This expansion aims to create more opportunities for collaboration, community building, and economic empowerment. The vision is to establish ASORT.com as a comprehensive co-commerce destination, catering to diverse needs and contributing to the growth of communities on a global scale.

### 5. In what ways has Roshan Singh Bisht's visionary leadership impacted the growth and positive transformation of the social co-commerce industry, particularly in Tier 3 and Tier 4 markets?

Roshan Singh Bisht's visionary leadership has significantly impacted the growth and positive transformation of the social co-commerce industry, especially in Tier 3 and Tier 4 markets. His emphasis on community building and empowerment resonates well in these markets, providing opportunities for individuals to thrive. ASORT.com's initiatives and collaborative approach align with the needs of these markets, fostering economic independence and creating a positive impact on the social co-commerce landscape in Tier 3 and Tier 4 regions.





## 6. How does ASORT.com prioritize and ensure the satisfaction of its customers in the co-commerce ecosystem, and what strategies are in place to address their diverse needs?

ASORT.com prioritizes customer satisfaction in the co-commerce ecosystem through various strategies. Community Feedback Loops actively seek input from users, tailoring offerings to diverse preferences. Incentive Programs benefit both buyers and sellers, fostering loyalty. Educational Resources empower buyers with information, and Collaborative Campaigns involve sellers, creators, and influencers, creating a sense of community. Responsive Customer Support ensures a positive experience, addressing diverse needs and reinforcing trust within the co-commerce ecosystem.



## 7. How does ASORT.com collaborate with sellers and creators to set and uphold high standards for the quality of products, promoting a trustworthy and consistent shopping experience for consumers?

ASORT.com collaborates with sellers and creators to maintain high standards by implementing several measures. Community-centricity encourages a shared commitment to quality. Incentive Programs motivate sellers to uphold standards, ensuring a consistent shopping experience. Educational Resources empower creators to understand and meet consumer expectations. Collaborative Campaigns involve creators in promoting quality products. The commitment to integrity and ethical business practices reinforces trust, contributing to a trustworthy and consistent shopping experience for consumers.



# MULTIDIMENSIONAL POOJA PURI

I started my career as an HR professional. I have worked with brands like Habibs in the past. Currently, I'm a Director at Oriflame India, and a Certified Beauty & Wellness Coach there. My Content Creation journey started with COVID. As a lifestyle blogger, I try to be versatile, create different kinds of content, and give my 100% to my passion for content creation !!!

I have been awarded the Aspiring Influencer 2023 by Inspiring Beyond Motherhood in Mumbai. Awarded as a Star Performer by CTI (Chamber of Trade & Industry). Nominated in the top Lifestyle Influencers Category by [luxurydot.pr](http://luxurydot.pr). Got an Award from Preeti Jhingiani for the Budding Influencer at Glam Events.

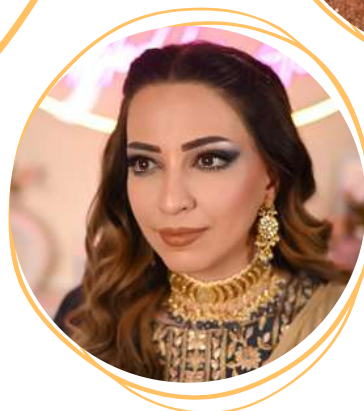
I have done various campaigns with brands. Also curated Events for many brands, hosted blogger tables for many Fine Dining restaurants, guest listing for restaurant/mall/brand launches.

## Ig Handle

[www.instagram.com/lifestyle\\_experience\\_learning](https://www.instagram.com/lifestyle_experience_learning)

# ALIA CHELLANI:

MODEL | MAKEUP ARTIST |  
INFLUENCER



## AS A MODEL:

My name is Alia Chellani. I have been working as a model for the last 5 years. I have walked in shows across India for various designers whose work has immensely empowered the MAKE IN INDIA movement. I have been the face of various fashion shows & brands, showcasing their work to their fashion-conscious audiences present across the world.

Modelling has helped me bridge the gap between Designers and their end users, enhancing my work in both traditional & contemporary ways.



## AS A MAKEUP ARTIST:

Make-up has been my biggest passion it has now transformed into my Profession. I started my journey as a Makeup Artist, with professional training of this craft helped me excel, adding to my knowledge of the artistry. I have worked on models, brides & many more beautiful women wanting to look their glamorous best. As a makeup artist, I ensure using the best quality products from India & other International brands.

My profession has helped me to empower women & men enhancing my skills & practice.

## AS AN INFLUENCER:

Apart from my passion as a Makeup artist and a model, I want to expand my creativity. With 58.9K followers my goal is to influence people across the globe by giving people ideas, recommendations & inspiration on Lifestyle, Fashion & Beauty etc.

I have collaborated with many brands, designers and small businesses thus helping them grow organically by providing credible and useful information to my followers. I did events like ( meta creators day ) and (Nykaa Land in Mumbai).



## MY PRIZED POSSESSION: MY STUDIO

My dream studio was inaugurated in the year 2022. It has an elegant, comfortable and convenient space for shoot and makeup clients & Photographers.

I love what I do and I love to keep learning about it. I love helping ladies to make them know that they can also look beautiful and love themselves more every. I always reach out to anyone who needs help and I will keep doing it.

Life goes up and down but we still keep going believe in ourselves and have a dream



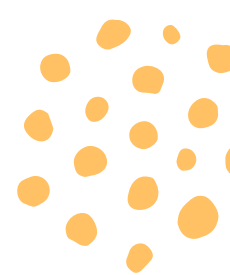
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# Culinary Experiences to Mumbai | Chef Beena Norona



Chef Beena Norona is an artistic force in the culinary world. Holding a Diploma in Culinary Arts, a Diploma in Fashion Design, and a Bachelor's Degree in Arts, she brings a distinctive perspective to the culinary landscape.

She is currently the Corporate Chef at Chrome Asia Hospitality, which owns and operates restaurants in Mumbai, such as Gigi, Eve, Demy, Donna Deli, Shy and a few more are in the pipeline.

Chef Beena began her culinary journey as a Trainee Chef at a Michelin Star restaurant, Villa Rene Lalique, in France, followed by being the Sous Chef at St Regis and the Executive Sous Chef at Opa Kipos. She also founded her ventures like Makha Pao and Poori Baatein and was featured on 'Chef vs Fridge' on ZeeCafe.

Focused on modern cuisine and drawing inspiration from her travels to culinary capitals like France, Italy, and Mexico, Chef Beena endeavours to carve a distinctive niche for herself by integrating progressive techniques and deriving inspiration from diverse global culinary landscapes. She also specialises in the realm of gastronomy where her creations tell a story, with each dish serving as a brushstroke on the canvas of a redefined gastronomic experience.

At Chrome Hospitality, she is working on bringing newer cuisines and culinary experiences to Mumbai!

# Aradhana Dalmia, an artist turned entrepreneur

Aradhana is an art consultant and Founder of The Artemist which aims to transform spaces with art.

Hailing from a pioneer city in Art and Literature, she loved engaging in various art forms from a very young age. Going one step closer to her dreams, Aradhana went to the University of Arts, London, to study her foundation in art & design, after which, she completed her bachelor's in fine arts and history of arts from Manchester Metropolitan University.

When she returned to India, she was actively practising art, with a specialization in oil showcasing her work in different art galleries and workshops. During this tenure, Aradhana interacted with a lot of people from the Indian art scenario and realized the gap between artists and buyers. This is what gave birth to her art consulting firm, The Artemist.



What started as a passion project soon turned into a profitable business making strides in the art world. In the last 7 years, the Artemist has grown into a dynamic team of artists, graphic designers, sculptors, marketers and more, having undertaken 500 plus projects around the world.

She also launched an e-commerce vertical in 2022, by the name Studio Artemist that offers exclusive digital art prints, to make art affordable and accessible to all.

Besides, Aradhana loves to utilize her skills to spread knowledge and tactics among the lesser privileged. Some of the schools and organizations she is associated with include the Robinhood Army, Sheila Davar Memorial School and the Missing Campaign.



# Jayalakshmi Kuber:

## The Woman Behind Infobells' Engaging Storytelling Success

In a world where women's empowerment is gaining momentum, stories of women breaking barriers and forging new paths in various industries are increasingly coming to the fore. In the vibrant world of children's education and entertainment, few stories are as compelling as that of Jayalakshmi Kuber, the Co-Founder and Creative Head of Infobells. Her journey in the category of children's educational content is not just a story of business success but a testament to the vital role women play in shaping young minds through creativity and storytelling.



### Early Beginnings: A Coding Enthusiast's Journey

Jayalakshmi's journey began in the college labs of Coimbatore, Tamil Nadu, where her fascination with computers and coding took root. Her early encounters with coding were filled with excitement and joy, turning each session into a celebration of creativity and problem-solving. Introduction to Flash Animation in her final college year was a turning point, igniting a passion for bringing stories to life through animation.

After completing her studies and marrying her husband Kuber, Jayalakshmi embarked on a new chapter in her life. The couple moved to Bengaluru, where they manage their office. It was during her pregnancy in 2004 that Jayalakshmi rekindled her love for Flash animation. This period of introspection and creativity laid the groundwork for what would eventually become Infobells. In her own words, Jayalakshmi describes herself as an "accidental entrepreneur", whose journey into the world of children's content creation began with a simple yet powerful idea.

### Infobells: A Symphony of Creativity and Education

Infobells, Co-founded by Jayalakshmi and her husband, began as a whisper of an idea that turned into a global phenomenon. With over 170 million subscribers on YouTube, Infobells stands as a testament to the power of engaging storytelling combined with educational content. Jayalakshmi's belief that every child is like a treasure chest waiting to be discovered is evident in the content Infobells produces - a blend of joy, education, and boundless imagination.

Under Jayalakshmi's creative direction, Infobells focuses on the idea that children learn best not through textbooks but through laughter and joy. This philosophy is central to their approach, ensuring that every piece of content leaves a positive and lasting impression on young minds. The success of Infobells is also a credit to her husband Kuber, who has been instrumental in realizing and sculpting Jayalakshmi's dreams into reality.



## Overcoming Challenges: A Tale of Resilience and Determination

The journey to making Infobells a household name was not without its challenges. The shift from publishing in physical media to establishing an in-house animation studio was fraught with difficulties, especially as the world of physical media consumption began to decline. This transition period saw the couple making tough decisions, including downsizing their creative team.

However, their resilience and determination shone through during these challenging times. The decision to embrace the digital world by posting content on YouTube marked a new beginning for Infobells. After four years of perseverance and hard work, their efforts paid off, allowing them to reach a global audience and make a significant impact on the world of children's content.



## A Beacon of Inspiration

Today, Jayalakshmi Kuber reflects on her journey with pride, recognizing the impact Infobells has had on millions of young minds. Her story is a beacon of inspiration, highlighting that every challenge is an opportunity and every setback a stepping stone towards success. Her message to dreamers everywhere is "keep dreaming, keep creating, and believe in the magic of your journey."

Jayalakshmi's tale is not just about the success of Infobells but also about the power of passion, creativity, and perseverance. It serves as a reminder that with the right mix of determination and support, any dream can be transformed into a vibrant reality.

**Infobells - <https://www.infobells.com/>**

**Infobells LinkedIn - <https://in.linkedin.com/company/infobells-interactive-solutions>**

**Jayalakshmi Kuber - <https://in.linkedin.com/in/jayalakshmi-kuber-26532471>**

**Infobells**

**YouTube**

**Channel**

**[https://www.youtube.com/channel/UCU\\_AsfgtKjwR4qaSwgsWn-w](https://www.youtube.com/channel/UCU_AsfgtKjwR4qaSwgsWn-w)**



# KAIRAVI MEHTA, THE SUPERWOMAN WITH A NERVE OF STEEL!



In a male-dominated industry like steel distribution, Kairavi Mehta, the CEO of V. K. Industrial Corporation Ltd (VKICL), has emerged as a trailblazer and an inspiration for aspiring entrepreneur leadership.

Over a span of a decade of her leadership, Kairavi has led her organization to witness a threefold increase in revenue, reaching its zenith at ₹1500 crores, alongside a twofold rise in net profits.

Kairavi nurtured a dream to join her family business from an early age.

Armed with a strong educational background from Babson College and fueled by her passion for value creation and problem-solving, Kairavi has made significant strides in the steel industry.

Kairavi encountered scepticism, biases, and resistance from brokers, suppliers, and even some employees. Despite these obstacles, she remained resilient and let her work speak for herself. Kairavi is known for shattering stereotypes, earning respect, and gradually changing perceptions, proving that gender does not define one's capabilities. She emphasises the importance of pursuing dreams wholeheartedly, proving naysayers wrong.

At the young age of 21, Kairavi represented the interests of **"Importers & Stockists"** during a public hearing in 2015, impressing industry leaders worldwide with her pitch and courage. Two years later, she emerged victorious in a groundbreaking legal battle against Chennai customs regarding safeguard duties on steel imports. These early experiences shaped her career path and ignited her determination to make a lasting impact. Kairavi's commitment to innovation led to the development of VKICL's in-house Inventory Management System (IMS) software. This user-friendly software revolutionized the steel buying experience and empowered the blue-collar staff instead of making them redundant. It streamlined operations, reduced internal timelines, and ensured faster and more accurate service delivery to customers.



Kairavi's efforts to create a gender-neutral workspace at her organization go beyond simply hiring women employees. Currently, almost 50% of their staff is women and many have executive roles too. Kairavi's journey continues to inspire individuals, and her impact goes beyond financial achievements. Her willingness to share her experiences and the strength she provides aspiring entrepreneurs, especially women, is invaluable.

Recently her younger sister, Gautami Mehta also joined the family business after graduating from Marshalls College at University of Southern California with a Bachelor's in Business Administration.

Today, they are two sisters heading VKICL with the aim to create a benchmark in the steel industry and make a significant positive impact on environmental, social, and governance aspects.



# BEAUTY WITH BRAIN / RIDDHIKA JAIN



Born and brought up in the heart of South Delhi, Riddhika Jain has always been an enterprising and quick-witted woman. She is an Electronics and Communication engineer with an MBA from MDI, Gurgaon, NCR. After a brief stint of 2 years, working as an HR Manager at Bharti Airtel, she got married and had her firstborn. Born and brought up in the heart of South Delhi, Riddhika Jain has always been an enterprising and quick-witted woman.

She is an Electronics and Communication engineer with an MBA from MDI, Gurgaon, NCR. After a brief stint of 2 years, working as an HR Manager at Bharti Airtel, she got married and had her firstborn. After a gap of 1 year, she started her entrepreneurial dream by launching a children's merchandise store of Chhota Bheem (former Green Gold Animation) in Delhi & NCR and simultaneously dived into the event planning business. As her business thrived, she dedicated herself full-time to the event planning business.

Riddhika's goals have always been very clear and she wants to run her venture. Hence, she also started a children's library called 'The Reading Room' in Noida (NCR) in the year 2020 to inculcate the love for reading in kids.

A family-oriented person, decided to open a full family recreational centre named 'Hoppers', in the year 2022, which is a play zone for kids located in NOIDA, NCR. The play zone is spearheaded by her and managed by a team of 40 professionals under her guidance. It is an exciting soft play area with over 40 activities like slides, a trampoline, an obstacle course and a foam pit.

She is a co-founder of the Mediterranean restaurant, BURASH, founded last year, and Climb City, India's largest climbing wall, situated on the same premises as Hoppers.

Riddhika believes that her ventures are her babies and wishes to nurture these at her best. At all her ventures, Reading Room, BURASH, Climb City and Hoppers, everything is handpicked by her to offer the best to her guests.

Riddhika is highly self-driven and has a long-term goal of being a venture capitalist.

On her personal front, Riddhika manages to look after her big joint family, 2 daughters and a very active social life. In her free time, Riddhika loves reading books and travelling.

### **Social Media Handles:**

#### **Riddhika:**

<https://www.facebook.com/riddhika.gupta?mibextid=LQQJ4d>

[https://www.instagram.com/riddhika0712?igsh=amJpOGh2M2YzeG42&utm\\_source=qr](https://www.instagram.com/riddhika0712?igsh=amJpOGh2M2YzeG42&utm_source=qr)

#### **Company:**

<https://www.instagram.com/burashnoida/>  
<https://www.instagram.com/hoppers.playarea/>







# DR.KAVYACHAND YALAMUDI

Dr.Kavyachand Yalamudi is The Managing director and CEO of Khavyaa Hospitals Khammam -First Endocrinologist and First Lady Physician in **KHAMMAM** district-Telangana state India. She is - M.DGeneral Medicine.P.G.Diploma in Endocrinology and Diabetology(RCP-UK), FACP(USA), FRSPH(UK)

Khavyaa Hospitals Khammam is the first AI-equipped Hospital for Diabetes, Endocrinology and General diseases.

Dr. Kavyachand treated many diabetic patients with minimal medication and took many patients off Insulin. She has conducted many free medical camps and served the poor - Dr Kavyachand Yalamudi's parents Khavyaa Hospitals Chairman Ravindar Yalamudi and Prasuna Parupalli are the Backbone of strength in the development of the Business.



Khavyaa Hospitals is the first Endocrinologist and first Lady physician hospital in Khammam district with its Telemedicine Wing- Khavyaa Telehealth has revolutionised Healthcare in and around Khammam Telangana state. High-quality services with affordable prices and with a 100% success rate are provided at Khavyaa Hospitals Khammam. Khavyaa Hospitals Khammam won 'Most Innovative Multispecialty Hospital of the Year' from Telangana Business Awards -2023.

### **Achievements:**

- Dr. Kavyachand Yalamudi is elected as a Fellow of ACP in January 1,2024.
- Dr. Kavyachand Yalamudi received Fellow of the Royal Society for Public Health -UK -2023 -
- Top 10 - 35 under 35 list -2023 in Insight Success magazine
- AIWAA Youth Icon Award -2022 -
- Top 100 Women Icon Award -2021 -
- Bharathiya Naari Award -2021 -
- FSIA Superwoman Award -2020 -
- Vaidyaratna award -2023

You can know more about her on Instagram

@drkavyachand\_y

@khavyaahospitals



# Kashiish A Nenwani: Leading Innovation in India's Bottled Water Industry

Kashiish A Nenwani, assumes a leadership role at the forefront of Wahter, India's trailblazing packaged water brand, orchestrating a paradigm shift in both the bottled water and advertising sectors. With a strong foundation in finance and accounting, complemented by her Master's degree in the field, Kashiish plays an integral role as a co-founder of Wahter.

Beyond her financial acumen, Kashiish personifies a dedication to innovation and societal progress. Her commitment to challenging conventional advertising norms is apparent in Wahter's groundbreaking model, where brands pay for visibility on the bottles, ensuring consumers solely bear the cost of the water itself. This audacious approach not only disrupts traditional advertising paradigms but also reinforces Wahter's core mission of providing clean water to every corner of India. As a co-founder, Kashiish Nenwani's leadership exemplifies Wahter's steadfast commitment to excellence, sustainability, and inclusive growth.

Her influential role positions her as a driving force behind the brand's triumphs and its transformative influence on the bottled water and advertising industries in India. This Women's Day, Kashiish A. Nenwani stands tall as a remarkable Women Entrepreneur and Leader, inspiring change and shaping the future of the industry.



Shared by: Kashiish Nenwani



## INDUSTRY PARTNERSHIPS | SHIPRA BHUTADA

Shipra Bhutada is an expert in user research and human-centred design. She essentially works with business leaders to provide bold, honest, and uncompromising insights about their consumers which in turn helps them build meaningful strategies, next-gen products & services and improvised solutions. Shipra is a postgraduate in New Media Design from the National Institute of Design, Ahmedabad. After over 14 years of being part of established systems such as Microsoft, Honeywell and D-Labs at ISB, she founded a boutique user research agency, User Connect Consultancy, to help businesses and products build and create relevant and meaningful interventions.

Through industry partnerships, Shipra aims to mentor and guide growing businesses on their journey towards user research and design thinking. Recently, she was honoured with the 'Value Partner' Award by T-Hub, the world's largest incubation centre by the Government of Telangana, for her contribution towards mentoring their start-ups and corporates.

As we know, a huge part of user research comprises understanding humans, their cultures, motivations, emotions and other aspects which determine their overall behaviour. However, we often neglect this crucial exercise and directly move to build products solely based on gut and then force it via smart selling and marketing. Shipra firmly believes that the true value of research is more definitive when one influences the creation and decision-making from the nascent stage itself. And, this will define the future journey of any business.





# MS. ARPITA KATYAL: A BEACON OF ENTREPRENEURIAL SUCCESS AND SOCIAL RESPONSIBILITY

Ms. Arpita Katyal, the CEO of Roperro, emerges not just as a young entrepreneur but as a beacon of success and social responsibility in the business world. Her journey epitomizes the transformative power of dedication, support, and a commitment to making a difference.

Arpita's entrepreneurial journey is deeply rooted in her personal experiences and the invaluable guidance of her father. His unwavering support and the lessons learned from his life have shaped Arpita's approach towards building the brand Roperro. Through challenges and self-doubt, her father's belief in collective success has been a guiding light, emphasizing the importance of support in both personal and professional realms.

As Arpita navigates through the complexities of entrepreneurship, she embodies a calm and composed demeanour, confronting challenges with unwavering commitment. Her dedication to infuse every project with heart and soul underscores the transformative power of passion in achieving success.



In her professional endeavours, Arpita prioritizes treating everyone with equal respect and love, creating a respectful environment that echoes throughout the corridors of Roperro. Her childhood dream of owning a company, once dismissed as fanciful, now unfolds as a tangible goal, fuelled by sincere effort and nurturing support.

Roperro, an extension of Arpita's family business, represents her earnest effort to build a global brand from India. With a commitment to quality and style, Roperro offers luxury products alongside mid-range selections, embodying the narrative that luxury is for everyone.





Moreover, Roperro's social responsibility initiatives, including support for women's education and empowerment through the Vidya Devi Charitable Trust, highlight Arpita's dedication to making a positive impact on society. As Arpita navigates through the complexities of entrepreneurship, she embodies a calm and composed demeanour, confronting challenges with unwavering commitment. Her dedication to infuse every project with heart and soul underscores the transformative power of passion in achieving success.



At 27 years old, Arpita is a trailblazer in the business world, representing Roperro on prestigious councils and earning recognition as a **"Global India Leader 2022."** Her vision for Roperro extends beyond borders, aiming to make a global mark with the "Made in India" label while expanding flagship stores and launching new collections.

In essence, Ms. Arpita Katyal's journey exemplifies the essence of entrepreneurship—dedication, resilience, and a commitment to making a difference. As she continues to lead Roperro towards greater heights, her story serves as an inspiration for aspiring entrepreneurs worldwide.

<https://www.linkedin.com/company/roperro/>

<https://www.linkedin.com/in/arpita-katyal/>

<https://www.facebook.com/roperro.official>

<https://www.instagram.com/roperro.official?igsh=MWJ2ZjYzdjg5cHR2ZQ==>



# Diversity by Design: How Women Entrepreneurship Transforms Ideas and Perspectives

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For centuries, the design industry has mirrored the broader societal landscape, often reflecting a single, dominant perspective. This homogeneity, while yielding iconic landmarks and functional spaces, has limited the potential for innovation and inclusivity. However, a powerful transformation is now driven by the surge of women entrepreneurs who are redefining design with fresh perspectives. This influx of diverse talent is not merely enriching the design industry, but rather, it is reshaping the very foundation of the built environment, promoting a future characterised by inclusivity, innovation, and deep respect for the environment. In this article, Ridhima Singh, Founder and Principal Designer, of Danza Del Design, offers insights into the role of women entrepreneurship in design, shedding light on how these women leaders are breaking down barriers in the industry.



## A Focus on Empathy and Inclusivity

Women entrepreneurs are bringing a heightened focus on empathy and inclusivity to the forefront of design. Their lived experiences often inform their approach, leading to the creation of spaces that cater to the diverse needs and perspectives of users. This can be seen in the rise of design firms led by women who prioritise accessibility, functionality, and emotional well-being in their projects. Whether it's incorporating adaptable features in built environments or designing furniture that caters to a wider range of body types, these entrepreneurs are pushing the boundaries of user-centric design to create spaces that are truly inclusive and welcoming for all.



## Sustainability at the Core

The increasing number of women-led design firms is also driving a significant shift towards sustainable practices. With a heightened awareness of the environmental and social impact of design choices, these entrepreneurs are championing sustainable materials, energy-efficient solutions, and community-centric projects. This commitment to sustainability is evident in the growing number of eco-friendly buildings, locally sourced materials being prioritised in construction, and the rise of design initiatives focused on social impact projects like revitalising underprivileged communities.

## Innovation Through Collaboration

Women entrepreneurs are encouraging a culture of collaboration within the design industry by breaking down traditional silos and promoting cross-disciplinary approaches. This collaborative spirit is leading to the creation of innovative solutions that integrate diverse perspectives and expertise. For example, we are witnessing the rise of design firms led by women that bring together architects, interior designers, engineers, and social scientists to create holistic solutions that address the multifaceted needs of a project. This collaborative approach boosts innovation and leads to the creation of more sustainable, user-friendly, and impactful design solutions.



### Breaking Barriers and Inspiring the Next Generation

The growing number of successful women entrepreneurs in the design industry is not just changing the landscape of the present, but also paving the way for a more inclusive and diverse future. By serving as role models and mentors, these women are inspiring the next generation of aspiring designers, particularly young women, to pursue their dreams in a field that was once dominated by a singular perspective. This change enriches the design talent pool with diverse perspectives ensuring a brighter future for the industry, where creativity and innovation thrive through inclusivity and collaboration.

Thus, the rise of women entrepreneurs in design is not simply an industry trend, but rather a seismic shift with far-reaching consequences. As these women continue to break down barriers and inspire the next generation, we can look forward to a future where the built environment reflects the rich tapestry of human experience, well-being, and a profound respect for the planet we call home.



**- Written By :  
Ridhima Singh**





## **WOMEN CONSTRUCTING :** **BREAKING DOWN THE NUMBERS AND GENDER** **DISPARITIES IN THE INDIAN REAL ESTATE MARKET**

A significant transformation is underway in the Indian real estate sector — the growing presence and influence of women. Traditionally perceived as a male-dominated domain, the real estate landscape is witnessing a paradigm shift as women step into roles as builders, investors, and decision-makers. This change not only reflects evolving societal norms but also highlights the economic empowerment and resilience of women in India.

The Indian real estate market, renowned for its dynamism and diversity, has long been a cornerstone of the nation's economy. According to a Knight Frank report, the industry is projected to grow to \$5.8 trillion by 2047, significantly increasing its share of the GDP from 7.3% to 15.5%. However, despite its robust growth trajectory, the industry has grappled with gender disparities and unequal representation.

## CURRENT STANDING OF WOMEN IN THE INDIAN REAL ESTATE SECTOR

Historically, women have encountered formidable barriers when navigating the property ownership, construction, and investment ecosystems. Deep-seated cultural norms, restrictive legal frameworks, and entrenched gender biases have hindered their participation and hindered their access to opportunities within the real estate ecosystem.

A report released by Primus Partners revealed that only 7 million women are employed in the Indian real estate sector, compared to a staggering 50 million women in the workforce overall and 57 million total real estate workforce in the country. This glaring disparity highlights the need for concerted efforts to create more inclusive opportunities for women within the industry.

## FUTURE POTENTIAL: WOMEN IN THE INDIAN REAL ESTATE SECTOR

As women assert their presence and prowess across various facets of the sector, recent trends indicate a palpable shift towards inclusivity and empowerment. One of the most notable manifestations of this trend is the rising number of women engaging in property development and construction activities.

Empowered by education, entrepreneurship, and access to financing, women are spearheading initiatives to construct homes, commercial complexes, and infrastructure projects across urban and rural landscapes. A collaborative survey conducted by NAREDCO and JLL reveals that women's participation in real estate is steadily increasing, with women now occupying a larger share of various roles within the sector.





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Central to this transformation are initiatives aimed at facilitating women's participation in construction and infrastructure development. Government schemes, such as the Pradhan Mantri Awas Yojana and Mahila Awaas Yojana, prioritize affordable housing for women and incentivize female-led construction projects through subsidies, grants, and technical assistance.

Moreover, women's increasing presence in real estate is reshaping industry dynamics and driving innovation in design, sustainability, and urban planning. As architects, engineers, and project managers, women bring a unique perspective to construction projects, emphasizing inclusivity, environmental stewardship, and community engagement.



Initiatives such as NAREDCO's Women's Wing and CREDAI's Women Wing in Rajasthan serve as successful case studies of organizations actively promoting gender diversity and empowerment within the real estate sector.

There is a need to further increase concerted efforts from policymakers, industry stakeholders, and civil society actors to dismantle barriers and create an enabling environment for women in real estate. This entails reforms in land laws and property rights, ensuring equal access to resources and opportunities, and promoting gender-sensitive policies and practices across the value chain. Moreover, fostering mentorship, networking, and capacity-building initiatives can empower women to overcome challenges, build resilience, and assert their rightful place in the real estate sector.

**Shared by: Ms. Amrita Gupta**





# EMPOWERING WOMEN ENTREPRENEURS: UNLOCKING ECONOMIC POTENTIAL

Picture this: a world where women call the shots, set the pace, and make the rules. Sounds like paradise, right? Well, entrepreneurship brings that reality to you where women are not just breaking barriers but shattering glass ceilings, one startup at a time.

Entrepreneurship isn't just about starting a business but it's about driving innovation, creating jobs, and fueling economic growth. And when women entrepreneurs are given the support they need to succeed, the results speak for themselves.

Women bring unique skills, perspectives, and strengths to the table, rooted in their innate feminine abilities. These abilities include empathy, intuition, collaboration, creativity, and nurturing, which are invaluable assets in the entrepreneurial journey. By leveraging these qualities, women entrepreneurs can cultivate a competitive advantage and thrive in sectors that value and prioritize these attributes.



When it comes to launching a successful startup, the choice of sector plays a crucial role in determining the trajectory of one's entrepreneurial journey. While emerging tech and STEM fields offer exciting opportunities, women may find greater alignment and success in sectors that resonate with their innate feminine abilities and interests. Let's explore some viable sectors that offer fertile ground for women entrepreneurs to flourish: Healthcare and Wellness: Women have a natural inclination towards caregiving and nurturing, making the healthcare and wellness sector a natural fit for their talents.

Startups in areas such as telemedicine, mental health services, wellness products, and personalized healthcare solutions offer opportunities to make a tangible impact on people's lives while leveraging their empathy and compassion. Education and EdTech: Women's inherent nurturing and collaborative nature make them well-suited for the education sector, particularly in the realm of EdTech.

Startups focused on online learning platforms, skill development, tutoring services, and educational content creation cater to the evolving needs of students and educators, empowering women to shape the future of education. Social Impact and Nonprofits: Many women are passionate about creating positive social change and addressing pressing societal issues. Startups in the social impact sector, including nonprofits and social enterprises, offer opportunities to make a meaningful difference in areas such as poverty alleviation, education access, healthcare disparities, and environmental sustainability, aligning with women's values and aspirations for social justice. Sustainability and GreenTech: With a growing awareness of environmental issues, there is a rising demand for sustainable solutions. Women entrepreneurs can establish startups focused on renewable energy, waste management, eco-friendly products, sustainable agriculture, and conservation efforts, leveraging their creativity and innovation to address critical environmental challenges.





But here's the thing: They need focused support from the government to step up and create a conducive environment where women entrepreneurs can thrive. This means policies that provide access to funding, eliminate gender biases in lending practices and promote women's leadership in traditionally male-dominated industries.

It also means investing in programs that provide mentorship, training, and networking opportunities for women entrepreneurs. By connecting aspiring entrepreneurs with seasoned professionals and providing the resources they need to succeed, we can unlock the full potential of women in business.



So, to all the policymakers and decision-makers out there, I say this: it's time to invest in women entrepreneurs. Bringing them into the mainstream of the economy is a sure shot way to supercharge the economy and turn Uttar Pradesh into a trillion-dollar economic powerhouse by 2027. And with 2024 already upon us, the clock is ticking quickly. It's time to kick things into high gear and show the world a new paradigm of women's empowerment.

Organizations like WomenShine are already leading the charge, advocating for policies and programs that tear down barriers, break through glass ceilings, and pave the way for a future where every woman has the opportunity to "Shine".

Together, let's build a world where every woman has the opportunity to chase her dreams, build her empire, and leave her mark on the world. The future is bright, my friends, and the time for action is now.

Feel free to tweak and personalize this article further to match your unique voice and style! Let's advocate for policies that empower women entrepreneurs and unlock their full potential in the world of business.



- Written By : **Abhishek Tiwari**



# Need for Financial Independence for Women



## Introduction

Financial independence is not just about having money. It's about having control over your life and making decisions that aren't influenced by monetary constraints. For women, especially in India, achieving financial independence is crucial. It allows them to make choices that can help them lead better lives.

## The Need for Financial Independence for Women

Women are making their mark in their chosen professions, shaping up the lives of their families for the better. However, when it comes to managing their hard-earned money, most women, either wholly or partially, still depend on their fathers, husbands, brothers, etc. This dependency can be reduced by promoting financial literacy among women and encouraging them to take charge of their own finances.



## Government Schemes Promoting Financial Independence for Women

The Indian government has launched several schemes focusing on women's lives, from entrepreneurship to maternal health. Here are some key schemes:

1. Pradhan Mantri Matru Vandana Yojana (PMMVY): This scheme offers a cash incentive of ₹5000 in three instalments for pregnant and lactating women.
2. Mudra Yojana: Aimed at fostering entrepreneurship among women, this initiative provides financial support to micro and small enterprises.
3. Mahila Samman Savings Certificate: This scheme offers a secure and beneficial avenue for women and girl children to grow their savings risk-free.
4. Working Women's Hostel Scheme: This scheme addresses a critical need for safe and affordable accommodation for working women.

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### Investment Benefits for Women

Investment schemes like E-Kisan Vikas Patra Scheme, Government Saving Bonds, Gold Monetization Scheme, PPF (Public Provident Fund), EPF (Employees' Provident Fund), ULIP (Unit-Linked Insurance Plan) that also provide tax benefits, NSC (National Saving Certificate), SSY (Sukanya Samriddhi Scheme) and the latest small saving scheme Mahila Samman Savings Certificate are available for women.



## Insurance Benefits for Women

Women-specific health insurance plans are available in the market. These plans are designed to keep women's health issues in mind and primarily focus on pregnancy, childbirth, and related covers. Some popular health insurance plans for women in India include the Care Joy Plan, Star Women Care Plan, My: Health Women Suraksha, Cholamandalam Sarv Shakti Plan, and New India Asha Kiran Mediclaim Policy.

## Conclusion

Financial independence for women in India is not just a need but a necessity. It's high time every woman in India became financially literate and took charge of her finances. The government schemes, loans, investments, and insurance benefits for women are steps in the right direction. However, more must be done to ensure every woman in India is financially independent.



- Written By : Ranu Singh





## **DIGITAL LITERACY FOR WOMEN: NAVIGATING THE ONLINE WORLD SAFELY**

Jacob, the 26-year-old IT / Tech support specialist in my company is a busy man. He is almost always swooping in to save the day for almost everyone in our office. Ironically, a lot of us women are still dependent on men for various tasks due to a lack of digital literacy. Whether making complex online transactions or preparing mixed media presentations, women rely on men to perform these tasks. Even in social or work gatherings when the conversation turns towards technology, men tend to dominate the dialogue and end up using jargon that further alienates the women in the group. There is a massive gap between the digital literacy levels of men and women in India. Among Indian women, less than 29 per cent use the internet.

Technology as a whole is an essential component in achieving gender equality. Proficiency in digital tools boosts efficiency and can help women take on newer / bigger roles. Take the example of Naina, a marketing manager at Clear Logistics\* and a mother of two. Initially hesitant about diving into the digital realm, she decided to enrol in online courses after a performance review.

Today, she not only efficiently manages her brand's digital budget but also manages to create high-performance agency briefs. Digital literacy is not just about the present; it's an investment in the future. Women who embrace and promote digital literacy become role models for the next generation. By doing so, they contribute to creating a workforce that is not only technologically savvy but also diverse and inclusive.

The journey towards digital literacy for women is challenging. It is a long and ever-evolving journey. But here's a cheat sheet into what women in 2024 should know about today's technology.

**Let's look at the top trends, where the winds and money are flowing:**

**AI** (traditional and generative alike) can free up precious human cycles from mundane operations and allow people to focus, finally, on higher-value work that better aligns with tomorrow's business imperatives—namely, new and improved products, services, experiences, and markets. Many worry that Generative AI reduces the need for, or, diminishes the worth of human creativity. In an age of creative machines, creative humans matter more than ever. With Generative AI



as a force multiplier for imagination, the future belongs to those who ask better questions and have more exciting ideas to amplify.

**Data Science** combines math and statistics, specialized programming, advanced analytics, artificial intelligence (AI), and machine learning with specific subject matter expertise to uncover actionable insights hidden in an organization's data. These insights can be used to guide decision-making and strategic planning.

**UX Design** is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

**Space tech:** Addressing earth's challenges from outer space

**Sustainable tech:** E-bikes, cars and public transport.



**- Written By : Chetna Israni**



# Viewpoint to Leadership:

## Yashika

"Women provide a unique viewpoint to leadership that crosses traditional boundaries. Yashika Arora, a corporate inspiration, believes that an organization's greatest success lies in its diversity. Women in leadership positions not only break down glass barriers but also foster collaborative and innovative cultures. She promotes the idea that leadership is not gender-specific, but rather based on ability, resilience, and a commitment to excellence.

As a PR Executive, She understands the importance of good communication in changing narratives. She believes that women leaders, with their particular ability to feel and connect, have the power to redefine the narrative of success.

She encourages ambitious female leaders to see setbacks as chances for progress, knowing that their path not only leads to their success but also opens doors for others who follow. Women in leadership positions serve as change agents, propelling organizations toward more diversity and innovation. She encourages leaders to create environments where diversity is not only recognized but also appreciated, promoting an environment in which every voice is heard and cherished.

She displays the art of creating compelling narratives in the realm of public relations. Her sentiments mirror the belief that women in positions of leadership have the power to redefine and elevate the narrative, leaving an indelible impression on the companies they lead. Her advocacy for women in leadership demonstrates her view that empowering women is more than just knocking down barriers; it is about building bridges to a future in which leadership recognizes no gender."



**- Written By :  
Yashika Arora**

# THE TRANSFORMATIVE POWER OF EDUCATION: EMPOWERING WOMEN AND UPLIFTING SOCIETY



Education has long been hailed as the cornerstone of progress and development within any society. However, its significance becomes even more pronounced when we examine its role in uplifting women and transforming their status. In many parts of the world, women have historically been marginalized and denied equal opportunities in education, perpetuating cycles of poverty and inequality. Yet, as societies increasingly recognize the importance of gender equality, education emerges as a potent tool for empowering women and catalyzing positive change.

The role of women in education is multifaceted and pivotal. By gaining access to quality education, women are equipped with the knowledge and skills necessary to break free from traditional gender roles and societal expectations. Education provides them with the tools to challenge stereotypes, pursue their aspirations, and contribute meaningfully to their communities and economies. Furthermore, educated women are more likely to make informed decisions about their health, family planning, and overall well-being, leading to healthy families and communities.



Moreover, education catalyzes economic empowerment among women. By acquiring education and training, women enhance their employability and access to higher-paying jobs, thereby reducing economic dependence and vulnerability. This financial independence not only benefits individual women but also has ripple effects throughout society, as empowered women invest in their children's education and contribute to household incomes, driving economic growth and stability.

Furthermore, education plays a crucial role in challenging entrenched patriarchal norms and promoting gender equality. As women become more educated, they are better equipped to advocate for their rights, participate in decision-making processes, and challenge discriminatory practices.

Education fosters critical thinking, empathy, and a broader perspective, enabling women to navigate complex social structures and demand equal treatment and opportunities. Additionally, education empowers women to become agents of change within their communities. Whether through grassroots activism, entrepreneurship, or leadership roles, educated women are at the forefront of driving social, political, and economic transformation. By leveraging their education and networks, they champion causes such as gender equality, environmental sustainability, and social justice, paving the way for a more inclusive and equitable society.



In conclusion, the role of education in uplifting women and advancing gender equality cannot be overstated. By providing women with access to education, we not only empower individuals but also foster stronger, more resilient communities and societies. As we strive towards a more just and equitable world, investing in women's education must be prioritized as a fundamental building block for progress and development. Only through education can we unlock the full potential of women and realize a future where every individual has the opportunity to thrive and contribute to the betterment of society.



**- Written By :  
Neha Jain**



# EMPOWERING WOMEN IN STEM: HOW WOMEN ARE *TRANSFORMING THE INDUSTRY?*



In recent years, the global push for gender equality in Science, Technology, Engineering, and Mathematics (STEM) fields has gained much popularity, with concerted efforts aimed at bridging the gender gap and empowering women worldwide.

In India, while women comprise approximately 14% of the total STEM workforce, there has been notable progress in recent years. Institutions like the Indian Institute of Technology (IIT) have witnessed a gradual increase in female enrollment, with some IITs boasting percentages of women exceeding 20%. Initiatives such as the Women in Science (WiS) program and scholarships like the Kishore Vaigyanik Protsahan Yojana (KVPY) have encouraged more and more young women to pursue STEM as their career.

Globally, the representation of women in STEM remains uneven, with only 28% of researchers worldwide being women, according to UNESCO. Inconsistencies persist in leadership positions and career progression, highlighting the need for continued efforts to break systemic barriers and promote inclusivity in STEM fields. Statistics from a study conducted by Microsoft and KRC Research underscore the importance of early engagement, as girls' interest in STEM tends to peak at age 11 but gradually decreases. Through strategic partnerships with schools, community organizations, and STEM groups, girls can be encouraged to choose STEM by equipping them with the tools and resources they need to pursue it as a career.





At ThinkerPlace, we are committed to fostering an environment where women can thrive in STEM. Our innovative DIY toy kits are designed to ignite curiosity and creativity in all children, regardless of gender, by providing hands-on learning experiences that make STEM concepts engaging and fun. By empowering girls at a young age, we are focusing on inspiring the next generation of female scientists, engineers, and innovators.




Amidst the global conversation on gender equality in STEM, it's important to understand the multifaceted nature of the issue. Beyond representation, the culture and environment within STEM industries also play a pivotal role in fostering inclusivity and supporting the advancement of women. Addressing systemic biases, promoting mentorship opportunities, and advocating for policies that promote work-life balance are essential steps toward creating a more equitable landscape in STEM. These efforts require collective action from educational institutes, industry, and government stakeholders. Through collaborative initiatives and sustained advocacy, we can dream of a future where everyone, regardless of gender, has equal opportunities to prosper in STEM fields.

In conclusion, the journey towards gender equality in STEM is a work in progress. Empowering women and girls in STEM can unlock untapped potential, drive innovation, and create a brighter future for all.



**- Written By :  
Deepti Sharma**



# PIONEERING PROGRESS: WOMEN SHAPING THE FUTURE OF LEADERSHIP

In boardrooms, across industries, and on the global stage, women are increasingly asserting their presence and making waves in executive leadership positions.



From tech giants to financial institutions, from healthcare to entertainment, from hospitality to facility management the narrative of leadership is undergoing a profound transformation as women ascend to the highest echelons of collaboration and influence. Today, women are breaking barriers, reshaping traditional norms, and redefining leadership with vision, integrity, and empathy. Their ascent isn't just symbolic; it underscores a profound shift in organizational culture and values—a move towards diversity, inclusivity, and fair representation at the highest levels of decision-making.

One of the most compelling aspects of women in executive roles is their ability to lead with authenticity and empathy. Unlike traditional models of leadership characterized by command-and-control tactics, women leaders often bring a more collaborative, emotionally intelligent approach to the table.



They prioritize building relationships, fostering open communication, and cultivating a sense of belonging within their organizations, creating environments where individuals feel valued, empowered, and motivated to excel. Moreover, women leaders are driving innovation and positive change in their respective industries. As instance, I oversee residential facility management operations PAN India, spanning over 5000 living spaces. This ability to connect instantly stems from my understanding and empathy. Women bring diverse perspectives, lived experiences, and unique insights that empower them to identify unexplored opportunities, predict emerging trends, and spearhead innovative solutions to intricate problems.

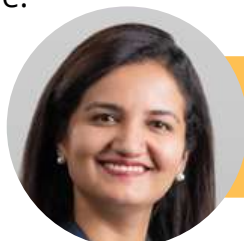
Whether it's spearheading sustainability initiatives, championing diversity and inclusion efforts, or leveraging technology to drive operational efficiency, women leaders are at the forefront of driving organizational growth and transformation. Furthermore, the rise of women in executive roles sends a powerful message to future generations of aspiring leaders. By defying stereotypes, these women serve as role models and mentors, inspiring others to pursue their passions and strive for excellence in their careers. Through mentorship programs, networking opportunities, and advocacy efforts, they pave the way for greater representation and diversity in leadership, ensuring a more equitable and inclusive future for all.

However, while significant progress has been made, challenges persist on the journey towards gender equality in executive leadership. Addressing systemic biases, promoting equity, and dismantling barriers to advancement remain critical priorities for organizations committed to fostering a more inclusive workforce.



By fostering a culture of respect, equality, and opportunity, we can unlock the full potential of all individuals and harness the collective power of diverse perspectives to drive innovation and create lasting social change.

Women are leading the way in executive roles across industries. Through their visionary leadership, resilience, and unwavering determination, they are driving meaningful progress and redefining the future of leadership. As we celebrate their achievements and honour their contributions, let us reaffirm our commitment to building a world where every individual can thrive and succeed, regardless of gender or background. Together, we can create a unidimensional world which is a more equitable, inclusive, and prosperous future for generations to come.



**- Written By :  
Meera Prema**

# The Occult Sciences - Women Turning to Metaphysical, Beyond the Physical

Throughout history, women have contributed significantly to occultism, a role that is sometimes disregarded, and their experiences and accomplishments need wider awareness and appreciation.

Women's role in the exploration and integration of occult sciences and mystical traditions has been huge. Let's find out

## Seeking Deeper Connections

Statistics from the United States of America show that the number of people who consider themselves as religious is down to 47% in 2022. However, the number of people who identify themselves as 'spiritual' (but not religious) is up to 33% of the population. We can safely consider this representative of the trend worldwide.

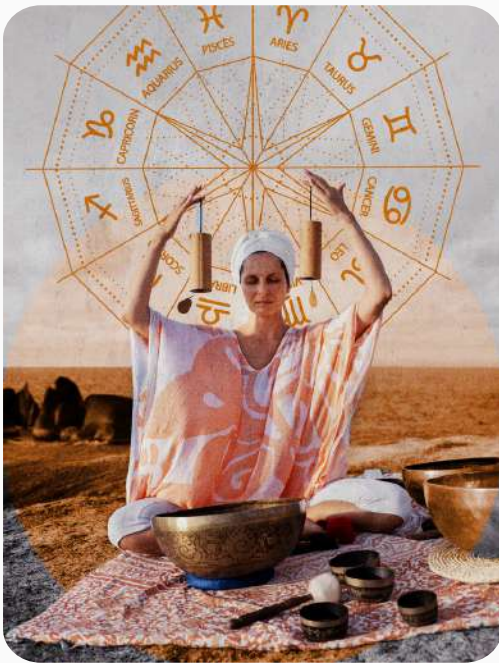
More people than ever before seem to be seeking deeper connections with their true selves which lie in the metaphysical realms. They seek meaning and purpose beyond the material world. And that, in turn, has led to a resurgence of interest and reverence for the occult sciences and spiritualism.





## Women Are Key Drivers

Throughout history, women have especially contributed to a wide range of occult sciences including astrology, divination, numerology, and other esoteric traditions like Kabbalah and Hermeticism. As oracles, healers and priestesses, women have been scholars and revered figures in ancient civilizations of India, Egypt, Greece and Mesopotamia.



Even in Europe and the USA, movements such as Theosophy, Spiritualism, and the Hermetic Order of the Golden Dawn have gained strength. From Hildegard of Bingen to Caterina Sforza of Italy, Helena Blavatsky of Russia to Annie Besant in India, women have been key in promoting deep spiritual exploration.

History shows that women are also more amenable to the practice of these occult sciences. They possess superior intuition and sensitivity to subtle energies and spiritual vibrations. They are in tune with the rhythms and cycles of nature. And most importantly, they can give selflessly (because of which the earth and nature are referred to as '**mother**')!

## Giving Life to Abilities And Passion

Being an Astro-Numerologist, Vastu Expert, Tarot Card reader and a Switch Word Expert myself, I believe that - since women possess a natural aptitude, it is not surprising that they are increasingly taking up these sciences in the modern world.

We are training ourselves for the systematic observation and experimentation involved in analysing and understanding the connections between, say the movement of celestial bodies and their effects on the human mind. Many psychological and cognitive frameworks are being used to interpret practices that used to be written off as 'rituals'. Mathematical models have been built and quantitative analyses done to interpret patterns and derive insights from the fund of data.



As more and more women turn to the metaphysical beyond the physical, the occult sciences are not only becoming necessary but also lucrative. Astrologers, palmists, numerologists, tarot readers, reiki practitioners and the like are gaining renewed prominence and respect the world over. And if you happen to be a woman like me with more curiosity towards these sciences, you should take the plunge and make the most of it.



- Written By :  
**Manyyaa Adlakkha**



# From Homemakers to Breadwinners: How Indian Women Are Redefining Their Place in Society

The specific opportunities and problems that come with navigating the business world as a woman entrepreneur. The number of women starting their businesses has increased drastically, due to their desire for freedom, autonomy, and to pursue their passion projects.



The capacity to provide a variety of perspectives and creative solutions is one of the biggest benefits of being a female entrepreneur. Women frequently have excellent intuition, empathy, and interpersonal skills—qualities that are quite helpful in establishing rapport, encouraging teamwork, and comprehending the demands of customers.

Though there has been improvement, there are still institutionalized biases and impediments against women in the entrepreneurial environment. One of the biggest obstacles still facing female-led firms is finance access; they receive a disproportionately tiny amount of venture capital investment. Moreover, unconscious prejudice and gender stereotypes might impede women's progress by making it difficult for them to be accepted and given credibility in fields where males predominate. Female entrepreneurs are stereotyped and transforming fields in astounding ways. To start and grow their businesses, We Have to start utilizing technology and digital platforms to get by traditional gatekeepers and reach a worldwide audience.

Women can now start profitable businesses from anywhere in the globe thanks to the democratization of entrepreneurship brought about by the growth of e-commerce, social media marketing, and online networking networks. Moreover, female entrepreneurs are promoting diversity, inclusivity, and sustainability as fundamental principles within their companies. They are setting an exemplary example for others to follow by making environmental stewardship, fair labor standards, and ethical business practices top priorities. Women entrepreneurs are producing positive social impact and advancing an egalitarian society through empowering vulnerable populations and fostering inclusive work environments.



In addition, female entrepreneurs are using their United voices to push for institutional assistance and policy modifications that specifically address the needs of female founders. Mentorship programs, networking events, and investment opportunities designed only for women are examples of initiatives that are gaining pace and provide essential resources and direction to budding entrepreneurs.

Women's entrepreneurship has a promising and bright future. Women entrepreneurs are resourceful, tough, and motivated to succeed on their terms even in the face of ongoing adversity. Through their embrace of creativity, teamwork, and social responsibility, they are changing the face of business and encouraging upcoming generations of women to follow their ambitions of becoming entrepreneurs. I'm thrilled to be a women entrepreneur and happy to be a part of this revolutionary movement. I look forward to what lies ahead.



**- Written By :  
Ms Sangeeta Sharma**



## SWEET DREAMS & SAFETY: NURTURING HEALTHY INFANT SLEEP PATTERNS WHILE PREVENTING SIDS



As a caring parent, ensuring your baby enjoys peaceful slumber goes beyond mere comfort – it's about safeguarding their well-being. Establishing a secure sleep environment is paramount in preventing Sudden Infant Death Syndrome (SIDS), also known as crib death or cot death – a tragic occurrence in which a seemingly healthy baby dies during sleep, typically with no clear cause. SIDS is the leading cause of death in infants between 1 month and 1 year of age.

SIDS most commonly occurs in infants between 2 and 4 months of age, and the exact cause is still unknown. Research suggests that it may involve a combination of physical and environmental factors. Factors that may increase the risk of SIDS include premature birth, low birth weight, exposure to tobacco smoke during and after pregnancy, and overheating during sleep. Following safe sleep practices, such as placing infants on their backs to sleep, using a firm sleep surface, and avoiding loose bedding, can help reduce the risk of SIDS. The Back to Sleep campaign, initiated in the 1990s, has been successful in raising awareness about safe sleep practices and has contributed to a significant reduction in SIDS rates.

Infants require ample sleep for their physical and mental development. Establishing a consistent sleep routine helps regulate their internal clock, instilling a sense of security. Newborns sleep an impressive 14-17 hours a day, with this duration increasing as they grow. By establishing good sleep habits early on, you lay the foundation for healthy sleep patterns that benefit your baby for years to come.

## SAFE SLEEP GUIDELINES FOR INFANTS:

Ensuring a safe sleep environment for your baby is crucial in reducing the risk of SIDS and promoting overall well-being. Follow these safe sleep guidelines to create a secure and serene slumber setting for your little one:

- **Sleep and Wellness Check Apps:** Consider utilizing sleep and wellness check apps designed for infants and parents. These apps can provide insights into your baby's sleep patterns, offer tips for better sleep quality, and track developmental milestones. For parents, such apps often include features to monitor their sleep patterns, manage stress, and promote overall well-being. Always choose reputable and reliable apps endorsed by healthcare professionals to ensure accurate and beneficial information for your family's sleep and wellness journey.
- **The ABCs of Safe Sleep:** Follow the ABCs of safe sleep to reduce the risk of SIDS - Alone, Back, Crib. Place your baby in their own sleep space, lay them on their back to sleep, and use a firm, flat surface for their sleep area. These simple steps drastically decrease the risk of SIDS. Additionally, maintaining a cool room temperature and dressing your baby appropriately will help prevent overheating, further contributing to a safe sleep environment.
- **Monitoring Room Temperature:** Maintaining a comfortable room temperature is crucial. Overheating significantly increases the risk of SIDS, so it's important to keep the room cool and dress your baby in lightweight sleep clothing. This simple measure can make a significant difference in creating a safer sleep environment.
- **Breastfeeding and Pacifier Use:** Breastfeeding is not only beneficial for your baby's overall health but is also linked to a reduced risk of SIDS. If possible, opt for breastfeeding. Additionally, consider offering a pacifier during naptime and bedtime, as studies suggest that it may contribute to a lower risk of SIDS.





- **Regular Checkups and Immunizations:** Regular paediatrician visits are essential for monitoring your baby's health and growth. Immunizations play a pivotal role in reducing infection-related risks associated with SIDS. These preventive measures contribute significantly to your baby's overall well-being and safety.
- **Room Sharing vs. Bed Sharing:** Room sharing, where the baby sleeps in the same room but on a separate surface, is recommended for the first six months to a year. On the other hand, bed-sharing is discouraged due to the increased risk of SIDS. Keeping your baby close enables easy monitoring while maintaining a separate sleep space, striking the perfect balance between security and safety.
- **Avoid Smoke Exposure:** Ensure a smoke-free environment for your baby, both during pregnancy and after birth. Exposure to tobacco smoke increases the risk of SIDS.



By adhering to these safe sleep guidelines, you can create a secure sleep haven for your baby, promoting healthy sleep patterns and reducing the risk of SIDS. Stay informed, seek guidance from healthcare professionals, and provide a safe and nurturing sleep environment for your precious bundle of joy. Implementing these measures and understanding the significance of nurturing healthy sleep patterns ensures your baby's well-being while creating a serene and secure sleep haven for your little one.



- Written By :  
Ms. Kiran Meena

# THYROID AWARENESS: A CRUCIAL STEP TOWARDS OPTIMAL HEALTH

In the realm of healthcare, thyroid awareness stands as a vital cornerstone, empowering individuals to recognize the signs of thyroid diseases and prompting timely consultation with healthcare professionals for testing and treatment. In India, a staggering 1 in 10 individuals grapple with hypothyroidism, with a significant prevalence among women, constituting 8 out of 10 diagnosed cases. Moreover, the hereditary nature of thyroid conditions underscores the importance of family history in understanding and addressing thyroid health.

The thyroid is a butterfly-shaped gland in front of the neck and regulates important metabolic functions, energy production and synthesis of Thyroid hormones (T4 T3) pivotal for overall body functions. Thyroid dysfunction manifests as either underactivity (Hypothyroidism) or overactivity (Hyperthyroidism), along with the potential development of nodules—some non-cancerous, but a noteworthy 5% exhibiting malignancy. Hypothyroidism ushers in symptoms such as fatigue, weakness, weight gain, and cold intolerance, elevating the risk of hypertension, heart disease, and diabetes due to increased lipid levels. Conversely, Hyperthyroidism presents with weight loss, heightened appetite, and heat intolerance, and may adversely affect crucial organs, including the heart, eyes, and nervous system.



The impact of thyroid disorders extends to pregnancy, where the developing fetus relies on the mother's thyroid hormone production. Imbalances can lead to severe consequences such as mental retardation and growth abnormalities. Thus, diagnosing and treating thyroid diseases during early pregnancy becomes paramount.

Thyroid symptoms often present subtly and progress gradually, underscoring the need for widespread awareness. Everyone should be cognizant of these signs to seek medical attention in the initial stages, preventing complications and ensuring optimal thyroid health. We, as doctors, urge individuals to prioritize their well-being through early detection and intervention.

- Written By :  
**Dr . Madhulika Mahashabde**





**टेंडर पॉम**  
सुपर स्पेशलिटी हॉस्पिटल



# लखनऊ में सर्वाधिक हृदय रोगियों का सफल इलाज

उत्कृष्ट चिकित्सा

अत्याधुनिक तकनीक

अनुभवी विशेषज्ञ विश्वस्तरीय सफलता दर

इलाज में पारदर्शिता

## विश्वस्तरीय सीटीवीएस टीम

### डॉ. विजय अग्रवाल

डायरेक्टर, सीटीवीएस  
एमबीबीएस एमएस (जनरल सर्जरी)  
एफआरसीएस (एडिजिनरि, यूके), एमसीएच सीटीवीएस  
एसओपीआई, यूसीएल (लंदन)  
पूर्व निदेशक, फोर्टिस (मुंबई, गुडगांव)

### डॉ. सुनील गुंडमाला

एमबीबीएस, डॉएनबी( कार्डियोथोरेसिक सर्जरी,  
एमएमएम- चेन्नई)  
सीनियर कंसल्टेंट कार्डियक सर्जरी  
कॉम्प्लेक्स पीडियाट्रिक कार्डियक सर्जरी के विशेषज्ञ  
और वयस्क कार्डियक सर्जन

### डॉ. मोहम्मद वजीउर रहमान

कंसल्टेंट इंटरवेंशनल कार्डियोलॉजी  
एमबीबीएस, एमडी (जनरल मेडिसिन)  
डीएम (कार्डियोलॉजी)  
पूर्व असिस्टेंट प्रोफेसर कानपुर कार्डियोलॉजी

### डॉ. राजीव कृष्णा चौधरी

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डीएम (कार्डियोलॉजी)  
पूर्व असिस्टेंट प्रोफेसर लारी केंजीएमयू

## विश्वस्तरीय कार्डियोलॉजी टीम

# हृदय रोग के लिए लखनऊ का सबसे बड़ा संपूर्ण उपचार केन्द्र

## बाल हृदय रोग (वंशानुगत एवं जन्मजात रोग)

- नवजात और जटिल बाल चिकित्सा कार्डियक सर्जरी
- एओर्टिक सर्जरी
- बाल चिकित्सा कार्डियक
- सर्जरी एंजियोप्लास्टी
- वैस्कुलन बाईपास सर्जरी
- हृदय एवं फेफड़े का प्रत्यारोपण
- श्वासनली की सर्जरी
- वाल्व रिपेयर एवं रिप्लेसमेंट प्रोसीजर
- वैल्वुल वाल्व्युलोप्लास्टी
- वयस्क जन्मजात हृदय रोग सर्जरी
- थोरेसिक सर्जरी
- रीडू कार्डियक सर्जरी
- चेस्ट टोमा सर्जरी
- हार्ट फेलियर सर्जरी
- TGA, TAPVC, FANTAN, TOFC, VSD
- CABG
- ECMO, LVAD, RVAD, BIVAD प्लेसमेंट सर्जरी

## कार्डियोलॉजी सेवाएं

- एंजियोग्राफी
- एंजियोप्लास्टी
- वैल्वुल वाल्व्युलोप्लास्टी
- TAVI प्रक्रिया
- पेसमेकर / ICD/CRT
- BMV, BAV, BPV, IABP
- दिल के छेद की डिवाइस
- (ASD, PDA, VSD) डिवाइस
- Peripheral Interventions Aortic Aneurysm Stenting
- आधुनिक तकनीक से नसों का इलाज
- Radial Lounge

(कैल्सियम युक्त ब्लॉकिंग हटाकर सटीक एंजियोप्लास्टी के लिए  
आधुनिक IVUS & ROTA ABLATION प्रक्रिया युक्त कैथलेब)



आईसीयू • इमरजेंसी • फार्मसी • डायलिसिस • एम्बुलेंस सेवा • कैथ लैब • वेंटीलेटर • ब्लड बैंक

अधिक जानकारी के लिए संपर्क करें-  
**9076972161, 8188064801**



पता: सेक्टर-7 गौमती नगर एक्सटेंशन शहीद पथ,  
निकट एकाना स्टोडियम लखनऊ



tenderpalm.com

# Unveiling the Blueprint: Conquering Prenatal Infections for Flourishing Foetal Growth

Pregnancy embodies a truly remarkable journey where a woman's body undergoes profound transformations to nurture and safeguard the precious life growing within her. Throughout her journey, her body gracefully adapts to support the well-being of herself and her unborn baby. During pregnancy, the mother's immune system carefully maintains a balance between protecting and accepting the growing baby. From the very start, the body's defences tread a gentle path, recognizing the developing foetus as a unique blend of her and her partner's genetic essence. This recognition prompts a subtle recalibration of her immune response, fostering an environment of acceptance and harmony. However, this adjustment, while essential for the baby's thriving, can render the mother somewhat more susceptible to external threats.



In this tender state, the mother's immune system, ever vigilant, may find itself navigating a path of heightened vulnerability. While it lovingly cradles the precious life within, it also whispers caution, reminding her to take extra measures to shield herself from potential harm. The maternal instinct, intertwined with the wisdom of nature, guides her towards safeguarding against infections and other lurking dangers.

During this gentle journey, new studies are showing how the tiny organisms living inside the mother's body play a role in pregnancy. Within the quiet workings of the body's inner world, there's a deep understanding shaping the experience of motherhood, even if we can't always see

it. It's in this soft rhythm of life that a mother finds comfort, feeling connected to the precious life growing inside her—a bond that's timeless and profound.



During pregnancy, women face increased susceptibility to various invading microorganisms due to changes in their immune system and physiological adaptations which can be dangerous for both the mother and the baby. These infections are:

### 1. Bacterial Infections:

Bacterial infections such as urinary tract infections (UTIs), Group B Streptococcus (GBS), bacterial vaginosis, Tuberculosis and sexually transmitted infections (STIs) can pose risks to both the mother and the developing foetus.

### 2. Viral Infections:

- Viral infections like Influenza, Herpes Simplex Virus (HSV), Cytomegalovirus (CMV), Hepatitis B and C, and Human Immunodeficiency Virus (HIV), Dengue, Rubella and Covid 19.
- Some viral infections can be transmitted from mother to foetus, leading to congenital disabilities, developmental abnormalities, or foetal mortalities.



### 3. Fungal Infections:

Fungal infections such as vaginal (candidiasis) are relatively common during pregnancy due to reduced maternal immunity that promotes the overgrowth of fungus, which if left untreated can lead to secondary bacterial and viral infections

### 4. Protozoal Infections:

- Protozoal infections such as Toxoplasmosis, transmitted through contact with cat faeces or contaminated food, can cause severe birth defects or miscarriage if contracted during pregnancy.
- Malaria poses risks of maternal anaemia, preterm birth, low birth weight, and foetal mortality.
- Listeriosis, caused by consuming contaminated foods, can lead to miscarriage, stillbirth, or severe illness in newborns.



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Proper diagnosis and prompt treatment of infections during pregnancy are crucial to prevent complications such as preterm labour, premature rupture of membranes, and neonatal sepsis.

Even though the placenta acts as a barrier against microorganisms, we don't know exactly how it stops infections. Scientists are trying to understand this so they can develop treatments to protect pregnant women and their babies from infections.

At 9M by Ankura Hospitals, we prioritize the safety of pregnant women and their babies by conducting routine screenings for these infections. We provide preconception & antenatal check-ups, and antenatal vaccinations & conduct educational programs, creating awareness about these infections. Collaborating with specialists, the hospital ensures comprehensive care and actively engages in research to understand various infection transmission and offer effective treatments, to optimize pregnancy outcomes and safeguard maternal and foetal well-being.



**- Written By :**  
**Dr Pratibha Narayan**





# EMPOWERING WOMEN: NOURISHING BODY & SOUL – A HOLISTIC APPROACH TO WELLNESS ON INTERNATIONAL WOMEN'S DAY

International Women's Day is not just a day to celebrate the achievements of women; it's a day to reflect on the challenges they face and to advocate for their empowerment in all spheres of life. One crucial aspect of women's empowerment is their holistic wellness, which encompasses both physical and emotional health. In today's fast-paced world, where women often juggle multiple roles and responsibilities, it's more important than ever to adopt a holistic approach to wellness that nourishes both body and soul.



## Holistic Wellness -

Holistic wellness is a concept that considers the whole person – body, mind, and spirit – in the pursuit of optimal health and well-being. It recognizes that all aspects of a person's life are interconnected and that true wellness can only be achieved when these elements are in balance. This approach emphasizes the importance of self-care, self-awareness, and self-compassion in nurturing overall well-being.

## Nourishing the Body -

Physical health forms the foundation of holistic wellness. Empowering women to prioritize their physical

health involves providing access to healthcare services, education about preventive care, and resources for maintaining a healthy lifestyle. This includes regular exercise, a nutritious diet, sufficient sleep, and managing stress effectively.

- 1. Access to Healthcare** - Ensuring women have access to quality healthcare services is essential for promoting their physical well-being. This includes regular check-ups, screenings for common health issues like breast and cervical cancer, and access to reproductive healthcare services.
- 2. Nutrition** - A balanced diet is crucial for maintaining optimal health. Women should be encouraged to consume a variety of nutrient-rich foods, including fruits, vegetables, whole grains, lean proteins, and healthy fats. Nutrition education and access to affordable, healthy food options are key components of empowering women to make informed dietary choices.
- 3. Exercise** - Regular physical activity not only improves physical health but also has numerous mental and emotional benefits. Encouraging women to find forms of exercise they enjoy and incorporating movement into their daily routines can help them stay active and reduce the risk of chronic diseases.
- 4. Stress Management** - Women often face unique stressors related to their multiple roles and societal expectations. Teaching stress management techniques such as mindfulness, meditation, and relaxation exercises can empower women to better cope with stress and enhance their overall resilience.





## Nourishing the Soul:

While physical health is important, true wellness also involves nurturing the soul – the emotional and spiritual aspect of a person. Empowering women to prioritize their emotional well-being involves fostering self-love, resilience, and a sense of purpose.

**1. Self-Care** - Encouraging women to prioritize self-care is essential for nurturing their emotional well-being. This includes setting boundaries, practising self-compassion, and engaging in activities that bring joy and fulfilment.

**2. Mental Health** - Mental health is often stigmatized, particularly for women. Providing access to mental health resources, destigmatizing mental illness, and promoting open conversations about mental health are crucial steps in empowering women to seek help when needed and prioritize their emotional well-being.

**3. Support System** - Building strong support systems is vital for women's emotional health. This includes fostering positive relationships with friends, family, and community members who provide emotional support, encouragement, and validation.

**4. Personal Growth** - Empowering women to pursue personal growth and development fosters a sense of purpose and fulfilment. Encouraging lifelong learning, setting goals, and embracing new challenges can help women expand their horizons and realize their full potential.



On International Women's Day, let us recommit ourselves to empowering women by adopting a holistic approach to wellness. This involves recognizing the interconnectedness of physical, emotional, and spiritual health and providing women with the resources, support, and opportunities they need to thrive.

Governments, policymakers, healthcare providers, employers, and communities all have a role to play in supporting women's holistic wellness. By investing in healthcare infrastructure, promoting education and awareness, addressing social determinants of health, and fostering inclusive environments, we can create a world where all women have the opportunity to live healthy, fulfilling lives.



As individuals, we can also contribute to women's empowerment by advocating for gender equality, challenging stereotypes and biases, promoting self-care and self-compassion, and supporting women in their personal and professional endeavours.

By nourishing both the body and soul, we can empower women to lead lives of vitality, resilience, and purpose. Let us celebrate International Women's Day not just today but every day by committing to the holistic wellness and empowerment of women everywhere. Together, we can create a world where every woman has the opportunity to thrive.



- **Written By : Ranu Singh**





## Bridging the Gaps: How a Holistic and Personalised Approach Can Optimise Women's Health in India

In India, women's healthcare needs are often neglected while they prioritize caring for their children, spouses, elderly parents, and other family members. This is largely due to societal expectations, gender roles, lack of accessibility, and lack of awareness. While strides have been made to improve gender disparities in healthcare, significant gaps persist across the country and particularly in rural areas. To optimise the healthcare experience for women in India, it is necessary to implement a holistic, personalised approach that addresses health education, stigma reduction, preventive care, and tailored interventions.

Compared to their male counterparts, women are less likely to seek out treatment for their health concerns. The primary reasons for this are poor health literacy and a lack of knowledge, particularly regarding women-specific health issues (e.g., menstruation and reproductive health). Due to culturally driven gender roles and economic dependence, it is difficult for women to advocate for themselves and to take an active role in their healthcare journey, allowing false narratives and myths to be perpetuated. Education and awareness are a crucial first step in promoting a holistic healthcare experience. Informed decision-making and open dialogue need to be encouraged to improve health outcomes.

Social stigma is also a major player when it comes to barriers to care for women in India. Efforts need to be made to challenge societal norms and taboos so women feel comfortable to seek care without judgement; a notable topic being mental health. While mental health disorders affect both men and women, women face unique challenges and are more vulnerable due to their position in society. It is important to establish mental health as a top priority and promote a comprehensive understanding of healthcare beyond one's physical state.

In addition to mental health disorders, chronic disease is also prevalent among women in India. According to a study published in BMC Women's Health, more than 30% of women aged 15–49 years in India have at least one chronic condition, such as diabetes, obesity, hypertension, or anaemia, and nearly 9% have multiple chronic conditions. Reactive care isn't enough. To tackle this, a proactive approach is vital. Preventive care, including screenings, health risk assessments, and wellness programs, can help women adopt healthier lifestyles to reduce the risk of chronic disease. Prevention tools and early interventions can also help women feel empowered to take ownership of their long-term health.



At Medix, we have developed a holistic approach that supports women through different life and health stages. From prevention & early diagnosis to family planning, fertility, medical case management, mental health, ageing and more, it is time to invest in women-centred personalised solutions.

Healthcare delivery can be taken a step further with tailored interventions customised to each individual, based on family history, genetics, screenings, clinical health risk assessments, and lifestyle factors. Targeted interventions can help improve health outcomes for women not only by identifying their unique risk factors and best treatment options but also by increasing engagement and adherence to

recommended prevention and treatment plans.

Therefore, a holistic and personalised approach to healthcare is key in optimising women's health in India. By increasing awareness, accessibility, and inclusivity, plus emphasizing preventive and targeted care, women in India can feel empowered to take a more active role in their care, and health outcomes can be improved over the long term.

**- Written By : Sigal Atzmon**





# Kandy, Sri Lanka | Every Traveller's Desire



Stepping into Kandy, Sri Lanka, was like stepping into a living postcard. Vibrant markets burst with colours and aromas, friendly chatter filled the air, and lush greenery unfolded around every corner. My relaxed exploration took me through various facets of this captivating town, leaving me with a heart full of wonder.

A quick dip into the heart of Kandy – the Central Market – was a sensory overload in the best way possible. Imagine colourful displays of exotic fruits, the heady aroma of spices, and the friendly chatter of locals going about their day. This whirlwind experience offered a glimpse into the town's vibrant life.



After the market's buzz, a cup of coffee at Café 1886 felt like a warm hug. The rich brew and cosy ambience provided a welcome respite where I relaxed and watched the world go by.

The true jewel of my journey was Sigiriya, an ancient rock fortress with a legendary past. Don't get me wrong, the 1200-step climb tested my legs, but the reward was priceless. Lush green landscapes stretched as far as the eye could see, framed by glistening lakes and distant mountains.

But Sigiriya's magic extended beyond the breathtaking views. As I ascended, fascinating remnants of the past emerged: the colossal Lion Gate, a testament to ancient craftsmanship, and the Mirror Wall, a marvel of engineering that once reflected the sky like a mesmerizing illusion. Finally, reaching the summit, I stood amidst the ruins of a grand palace complex, feeling humbled by the history and architectural brilliance that whispered tales of a king who built a kingdom in the clouds. As I exited through the natural stone formation shaped like a cobra, a final touch of wonder lingered.



Kendy also offered me the chance to unwind and connect with my inner soul. The Sri Maha Bodhi Maha Viharaya was a haven of serenity, with intricate murals and statues depicting the life of Lord Buddha. Observing the devoted pilgrims deep in prayer filled me with a sense of peace and respect for the local faith.



The Dambulla Cave complex further enriched my spiritual journey. Stepping into these magnificent caves, adorned with centuries-old frescoes and countless Buddha statues, felt like stepping into a sacred sanctuary. Each cave offered a unique experience, and the cool atmosphere provided a welcome respite from the warm Sri Lankan sun.





No journey through Kendy would be complete without a visit to the enchanting Botanical Gardens. Lush green pathways meandered through meticulously landscaped gardens, revealing a kaleidoscope of botanical wonders. Delicate orchids bloomed in vibrant colours while towering banyan trees cast dappled shade. The gentle murmur of water streams and the symphony of birdsong created a truly enchanting atmosphere. As I wandered through this secret Eden, I felt a sense of calm and immersed myself in the beauty of nature.



Leaving Kendy was bittersweet, but the memories I made – of vibrant markets, awe-inspiring history, serene spirituality, and enchanting nature – will stay with me forever. It's a place that caters to every traveller's desire, whether it's adventure, relaxation, or a glimpse into a different culture.

So, pack your bags, grab your camera, and get ready to create your own unforgettable Kendy experience.



**- Written By :  
Narendra Tripathi**

# SPINACH CHEESY ROULADE

## Ingredients

6 no Eggs  
 1 tbsp Gram flour (Besan)  
 2-3 tbsp Plain Flour  
 100 gm Paneer  
 ½ tsp Black pepper powder  
 1 tsp Chili flake  
 1 ½ tbsp Milk  
 ¼ tsp turmeric powder  
 150 gm spinach  
 Salt to taste  
 A little olive oil or butter



## Method

Boiled spinach and make thick puree. Beat 3 eggs till it is frothy. Add 2 tbsp spinach puree, a little salt and pepper, one tbsp plain flour. Mix well.

Heat a nonstick pan, pour some oil and half of the spinach and egg mixture. Cook on medium low flame, turn the omelet and cook from other side. Take out the omelet from fire, keep aside.

Make another spinach omelet with remaining mixture. Cook from both side and remove.

Beat the remaining egg, add turmeric milk, salt, 1 tbsp gram flour and red chili flake. Mix well. In a same nonstick pan make 2 yellow omelet and keep aside.

Now, squeeze and mash the paneer, add plain flour, salt and chili flake. Mix well.



## How to assemble

Take one spinach omelet, put yellow omelet on it, spread half of the paneer on it and roll tightly like a Swiss Roll. Do with the rest. Arrange in a serving plate. Garnish with mayonnaise and tomato sauce.

- Written By :  
**Chef Neelima Kapoor**





# GAZAR KA HALWA

## INGREDIENTS-

- 1 kg carrots washed & grated
- ghee 2 tbsp
- milk 1 kg full cream
- sugar 200 gm
- green cardamom seeds crushed 1 tsp
- Kaju 50 gm for decoration

**METHOD:**

1. Take fresh carrots & wash them, peel then grate them
2. Take a heavy-sized pan or wok, let it heat -and put the ghee in it, let it be heat add half tsp cardamom seeds & add grated carrot
3. Stir it immediately. cook it for 5 minutes for a good flavour. This technique gives a special aroma to this halwa.
4. Now add the milk & boil it for 20 minutes, when it seems to thicken, slow the flame & stir it continuously so it will not burn in the bottom.
5. Add sugar & again and stir it till it gets some red colour because sugar changes this colour & texture. This time you can add khoya (200) gm.
6. Using khoya will again change the texture,& smell
7. Simmer till the halwa becomes dry. When ghee appears on its Sides it is ready to serve.
8. Remove it from the flame and add the remaining green cardamom mix it very well
9. Add 2 drops of rose water, mix it again & add dry fruits.

**Now Gajar ka Halwa ready to serve.**

**Note- using khoya is optional, you can use malai instead of khoya.**

**Dry fruits should be roasted.**

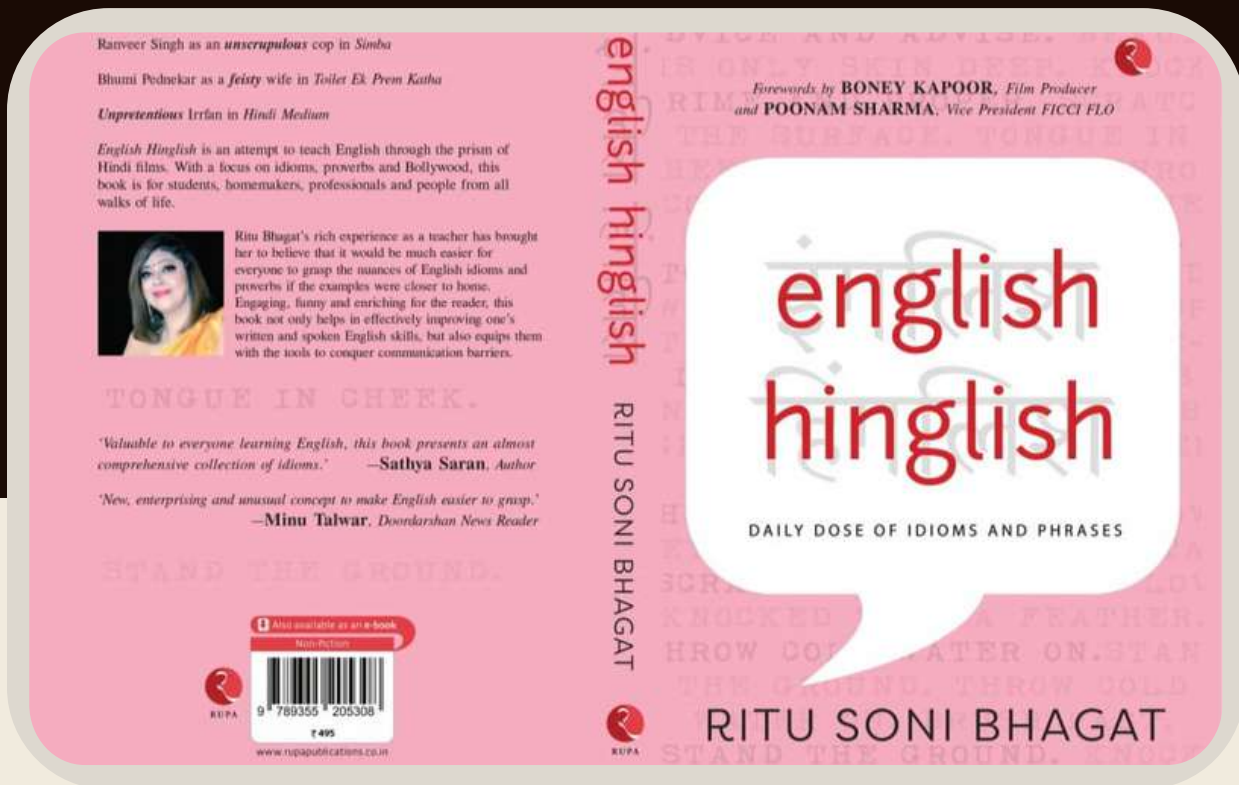
**Sugar can be used in small amounts.**



**- Written By :  
Chef Alka Tomar**



# English Hinglish | Ritu Soni Bhagat



Ritu Soni Bhagat is a well-established name in the field of education.

A postgraduate in English literature and with a B.Ed degree, Ritu has extensive experience teaching English language and literature to secondary and senior secondary students in schools like D.P.S. and Holy Child Convent School.

Ritu also holds a Post Graduate Diploma in Broadcasting Arts from Y.W.C.A.

Ritu has been a compere for television programs for Delhi Doordarshan's national channels like Yatra, Delhi aur Aass Pass, Quiz Time, etc.

She is the brand ambassador for former news reader Salma Sultan's label 'Saree Sanskriti' and also the Brand Ambassador for the International Chamber for Media & Entertainment(ICMEI).

Ritu's well-researched book "English Hinglish ", published by Rupa Publications has combined education with entertainment and aims to teach and improve the reader's speaking and writing skills.

It is a literary treasure and a testament to the magic of literature and the power of Cinema.

English idioms and proverbs have been explained through relatable examples.

These well-researched examples have been presented in the form of interesting and impactful stories.

The book is one of a kind as the idea is so original that you won't be able to find such a book in India or even abroad.

The out-of-the-box idea has not been copied from anywhere. It's a sureshot and guaranteed way to learn idioms and proverbs.

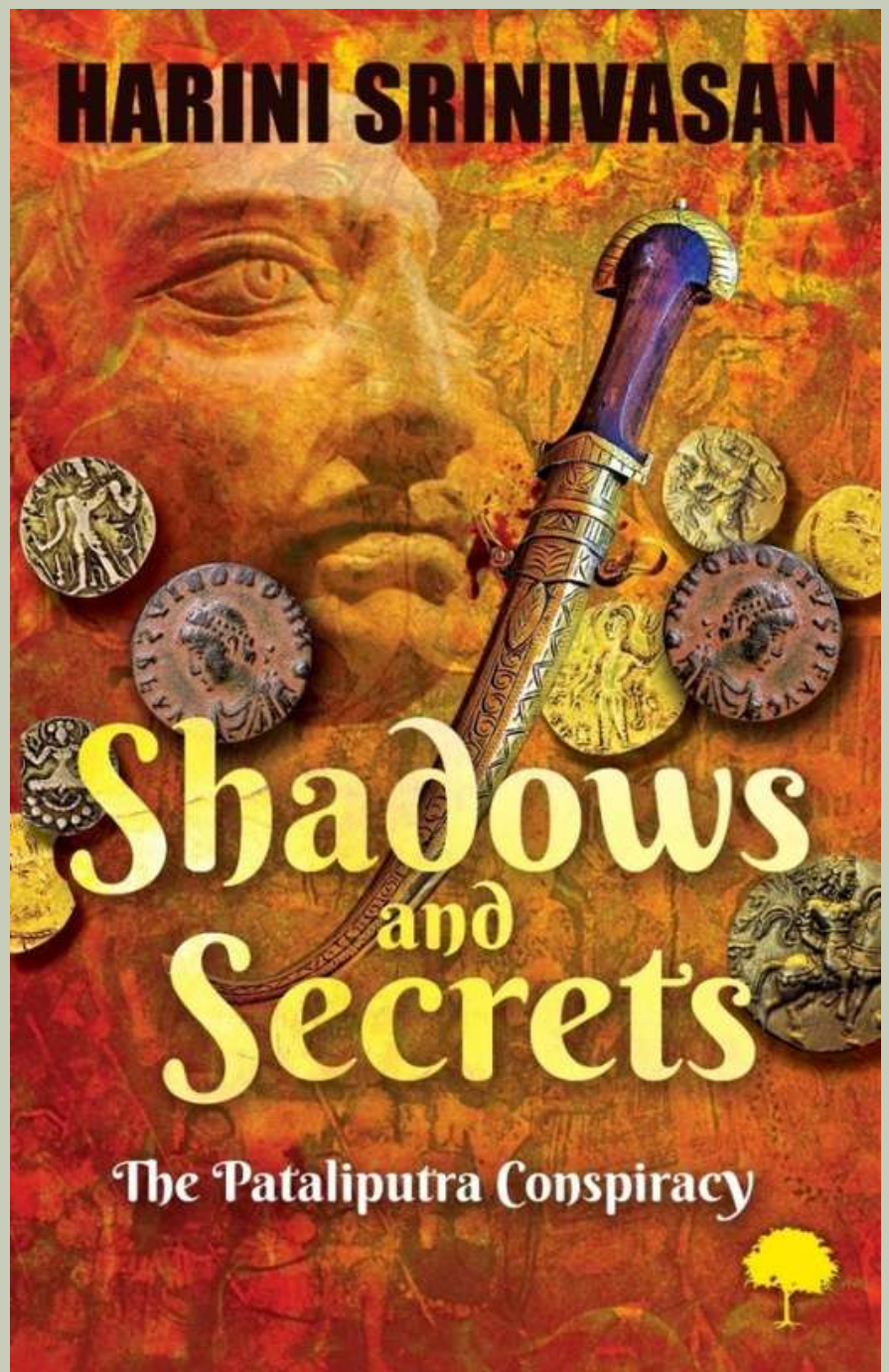
It's not just about newsmakers but in itself news.

# HARINI SRINIVASAN – SHADOWS AND SECRETS – THE PATALIPUTRA CONSPIRACY

**Former Civil Servant turned Author Harini Srinivasan writes her murders in the Gupta period: Shadows and Secrets – The Pataliputra Conspiracy**

Harini Srinivasan, a former civil servant turned historical writer, returns with her latest in the historical murder mysteries that she sets in the Gupta period called *Shadows and Secrets – The Pataliputra Conspiracy* (TreeShade Books). Set in Circa 403-404 CE during the reign of Maharaja Chandragupta II Vikramaditya, the novel delves into a world of intrigue and mystery.

The story revolves around Mahakavi Kalidasa, a renowned poet-dramatist and a key member of the Gupta Empire's Navaratnas. Tasked with leading the state intelligence network, Kalidasa works tirelessly to uncover both internal and external threats to the empire. As Pataliputra becomes engulfed in a series of shocking murders, a young man named Shaunaka, enlisted by Kalidasa as an unofficial spy, becomes instrumental in unraveling the mystery and uncovering an international conspiracy lurking beneath the surface.





## SHADOWS AND SECRETS –

The Pataliputra Conspiracy is a captivating blend of historical context, suspense, and mystery, offering readers an immersive experience into the Gupta era.

The book has already garnered significant praise, with early reviewers applauding Srinivasan's ability to bring the Gupta era to life and craft an engaging historical fiction. Author Nandini Sengupta hails the novel as "**truly engrossing**," while author Koral Dasgupta describes it as "**a brilliant story of a perceptive spy**."

With its rich historical backdrop and gripping narrative, "**Shadows and Secrets – The Pataliputra Conspiracy**" promises to captivate readers from beginning to end, offering a glimpse into the intrigue and complexities of ancient India.

## SHADOWS AND SECRETS –

Harini Srinivasan is a versatile author known for her historical detective fiction, romantic comedies, novellas, and children's books. With a background in civil service, she brings a unique perspective to her writing, drawing inspiration from her experiences. As an editor and content management professional, she has contributed to various fiction and non-fiction publications. Based in Gurgaon, India, Srinivasan continues to enchant readers with her storytelling prowess, captivating audiences with each new release.



# Turiya (Mamta Chander) - Bridging Eastern Philosophy and Mysticism Through Poetry



Exploring Inner Landscapes: Turiya's 'The Vast Empty' Guides Readers on a Meditative Journey of Self-Discovery

Turiya's collection of poetry, "**The Vast Empty**," is a captivating journey into the depths of human emotion and introspection. With 65 beautifully crafted poems, the book serves as a guide for readers on a meditative exploration of their inner selves. Through themes of love, loss, and the human experience, Turiya invites readers to delve into their own emotions and discover the tranquility within.



— Turiya —



THE VAST  
EMPTY

The book's essence lies in its ability to gently coax readers into a state of reflection and stillness. Each poem acts as a stepping stone, leading towards a deeper understanding of life's beauty and one's own divinity. Turiya's writing is infused with empathy and compassion, resonating with readers on a profound level.

In "**The Vast Empty**," Turiya's words flow effortlessly, weaving together dreams and thoughts into a tapestry of emotions. With imagery reminiscent of flowing rivers and formless mercury, Turiya captures the fluidity of human existence, inviting readers to ponder their place in the vastness of the universe.

As an author, Turiya, also known as Mamta Chander, draws inspiration from Eastern philosophy and mysticism, as well as the natural world and the works of Rainer Maria Rilke. Her poetry reflects a deep reverence for life and a profound understanding of the human spirit.

Overall, "**The Vast Empty**" is a mesmerizing collection that leaves a lasting impression on its readers, guiding them towards a more introspective and peaceful way of being. Turiya's work serves as a reminder of the beauty that lies within each individual and the interconnectedness of all things in the universe.



# Monica Saigal (Bhide)-

*A Culinary Maestro and Inspiring Voice*



## **Monica Saigal delivers hope in second chances in A Kiss in Kashmir**

Monica Saigal (Bhide), stands as a luminary in both the spheres of storytelling and food writing, and is now out with her 12th book, *A Kiss in Kashmir: A Timeless Tale of Love*. Her narrative prowess, reminiscent of Nicholas Sparks, promises a captivating exploration of late-blooming love and second chances against the serene backdrop of Kashmir.

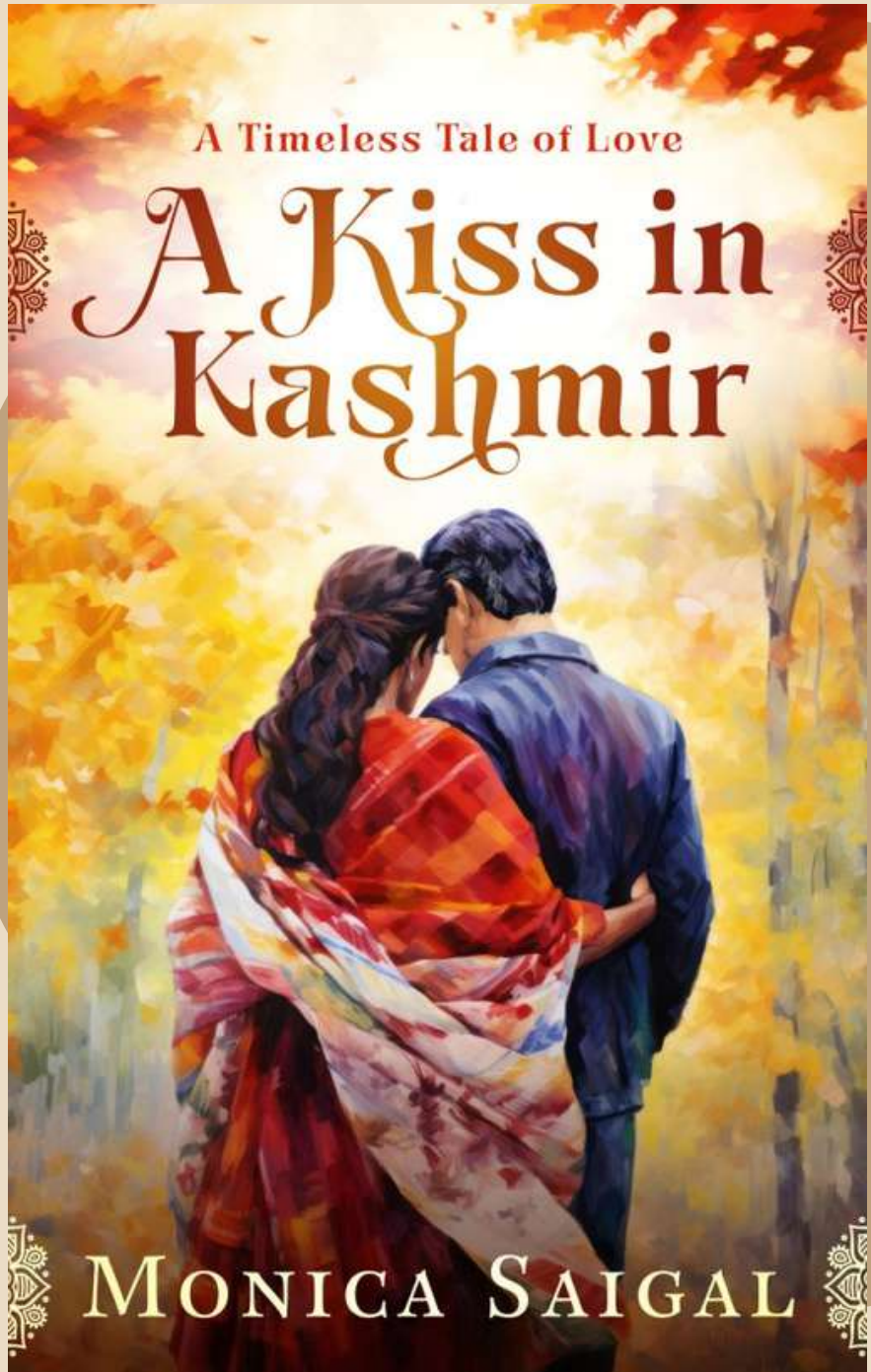
Saigal's literary journey, marked by acclaimed works like **"Modern Spice"** and "A Life of Spice," seamlessly blends the flavors of Indian cuisine with narratives of life, identity, and diaspora. Her contributions to prestigious publications such as The New York Times and Bon Appétit solidify her as a formidable voice in food journalism.

A Kiss in Kashmir transcends boundaries, weaving a tale that inspires hope in the universality of love. Early praise from Kirkus Reviews and renowned figures like Chef Vikas Khanna attest to the novel's emotive depth and its ability to resonate with readers.

Set against the picturesque landscape of Kashmir, the story follows Sharmila and George as they navigate the complexities of loss, love, and newfound romance. Saigal's vivid prose breathes life into Kashmir, turning it into a character that enriches the journey of her protagonists.

Beyond her literary achievements, Saigal's personal narrative of resilience and transformation, including navigating through a divorce, adds depth to her writings. Her story serves as a beacon of inspiration, embodying the essence of embracing one's heritage while forging a path that transcends boundaries.

Monica Saigal (Bhide) not only tantalizes the palate with her culinary tales but also nourishes the soul with stories that celebrate love, resilience, and the beauty of second chances.





WOMEN SHiNE

**See you in the next edition**