

# WOMEN SHiNE

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## AmeeshivRam

# WOMEN SHiNE



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# CHIEF EDITOR'S LETTER

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#SHINEON

APARNA MISHRA

Founder , Women Shine

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## Dear Readers,

As I sit down to pen this Editor's Note, I find myself reflecting on the incredible journey. As the vibrant warmth of summer embraces us, June arrives with its unique blend of celebration and reflection. It's a month marked by powerful global observances – Pride Month, World Environment Day, World Food Safety Day, and Menstrual Hygiene Awareness – each resonating deeply with our values at WomenShine.

In this edition, we shine the spotlight on stories that go beyond the surface – women who are leading with courage, creativity, and compassion. From artists and activists to entrepreneurs and changemakers, we celebrate journeys that inspire us to question, to learn, and to rise.

We are also proud to launch our year-long campaign "Voices of Change" under WCE, starting this June, focusing on menstrual dignity and awareness. Let's normalize conversations around periods, promote safe hygiene practices, and create a world where no girl misses school or a woman misses work because of menstruation.

June also gives us a chance to talk about inclusion – of identities, ideas, and dreams. Through Pride Month, we reaffirm our commitment to standing by the LGBTQ+ community and to making WomenShine a platform where everyone feels seen, heard, and valued.

As always, our pages are filled with beauty, lifestyle, travel, wellness, and a generous dose of inspiration.

Thank you for being part of this journey. Together, let's keep shining — for ourselves, for each other, and for the world we wish to build.

**With gratitude and hope,**

**Aparna Mishra**

**Editor-in-Chief**

**@womenshinemag**



# AMEE SHIVRAAM: GUIDING SOULS, ONE CARD AT A TIME



In a post lockdown world where uncertainty rules everyone, we have seen more & more people turning towards religion, spirituality to find an anchor. Astrology, Tarot, Yogic & Pranic sciences have all become a means to find healing and answers.

In this rapidly emerging world of the above practitioners, we found one who stood out with her deep integrity, commitment & empathy.....Amee ShivRam, founder of Amee's Tarot World. Ranked #3 among Indian Celebrity Tarot Card Readers.

She has been awarded **"Eminent Tarot Reader of India 2021"** in March 2021.

Her book **"Auroraa - the light within"** was published in 2021 and was a best seller in the inspirational and self-help books category.

**WS:** Your journey into tarot and healing is both unique and inspiring. Can you take us back to the moment you realized this was your true calling?

AS: It all started with a dream where I saw a bejewelled hand giving me some kind of cards. I realised in a few days that those were not ordinary cards but Tarot Cards. I followed the dream and started doing readings for friends and family. In a couple of years people started getting back testifying what the cards had predicted. I was in a corporate job at that time and this was just a hobby. True calling came in 2018 when I had another dream where I heard a voice saying I need to reach more people as they are waiting for me. Eerie as it can get, around the same two random people called me and said they had dreams of me guiding people and people waiting in a line to meet me respectively. I took it seriously and focused completely on my calling and cards blessed me abundantly. Rest as they say is history !!!



**WS:** Tarot reading often goes beyond predictions—it becomes a path to healing and self-awareness. How do you integrate spiritual guidance into your sessions?

AS: I think after a period of time it just comes naturally. Self awareness comes first. In a day, I speak to or meet 10-12 clients on an average. Everyone comes to me with problems and hopes to get some relief or answers. I can't start to explain how this affects me at all levels. It starts with feeling empathetic, grateful for having a better life and then questioning the very base and need of existence. It breaks you. As years passed something kept shifting within me as well. Spirituality came naturally. Understanding life beyond the practicalities and complexities, focusing on the macros of how the physical universe works and how we are part of a greater non physical form of existence, journey of the soul spread across lifetimes etc. It was and still is overwhelming most of the days.

**WS:** You've built a strong community on social media. What role has Instagram played in growing Amee's Tarot World, and how do you maintain authenticity in the digital space?

AS: I think I will give a lot of credit to Instagram and Social Media apart from word of mouth publicity in placing me where I am as a professional. Authenticity is the only ingredient that will build a strong base in anything that you do. It does not need any effort or special attention. In fact, lying without being genuine needs a lot of effort and planning. Till date I don't follow the trends or post things just to stay relevant. If you are authentic and genuine you will always be relevant. It never goes out of style.





**WS:** Many people turn to you during times of uncertainty. How do you stay grounded and emotionally balanced while guiding others through their challenges?

**AS:** This needs a lot of effort and mental equilibrium. It is not easy to stay positive, grounded or even happy after you hear tragedies, emotional abuse or problems everyday for 7-10 hours. What works for me is I have a switch on and switch off mode. If I am guiding you in a session I will feel you but the moment the session is over I will not waste a minute thinking about what we spoke.

Of course this has come after years of effort. Initially I used to break down at night and used to worry about how fragile and unpredictable life is. Our job is difficult. We take so much negativity that it can make us very bitter as a person. We have to constantly choose positivity over all the negativity thrown at us. It's a full time and very exhausting job.

**WS:** What misconceptions do people often have about tarot or spiritual healing, and how do you address them in your work?

**AS:** Ohh there are many. People feel that this is magic and readings alone can change lives. No it doesn't. Cards or spiritual guidance will guide you on how things can pan out and what you should do so it works out in your best interest. Efforts and hard work is what you have to put in. In all my sessions I always reiterate that we are not God, take this as a guidance and work your actions around this guidance. That is how it will work. You want to go to a destination and the quickest way is by airplane but there are trains, buses and cars too that will take you there. Our guidance will tell you which is the quickest or the safest way and the best time to visit but we will not book tickets for you. That's your job. You can't sit at home and only wish and not book tickets or plan the journey and then say that spiritual master told me I will one day go there but I am still sitting at home and nothing happened as predicted or guided. As simple as that.



**WS: Could you share a powerful or memorable experience that reinforced your purpose in this field?**

AS: There are so many. But one such experience gave me a lot of confidence about my work because it was the first of its kind. One client came to me and said she was heading towards a divorce with her husband. I told her I don't see a separation because I see them living together for the longest time and having children too. A few months later she called me and said "Amee I came to you with a lot of hope but I am disappointed to tell you that my divorce just got final last week and I am separated from Ashish". I was surprised so I again pulled out a card and I still saw them together. I told her this should not have happened and I am sorry. A year later she called me again. Her exact words "Amee I have no words to express my shock and surprise but you should know this first. After our divorce me and Ashish realised how wrong we were in taking a divorce. We are getting married again next month" This was a few years ago and in 2025 they welcomed their twin boys. This one case will always be close to my heart.

**WS: As a Woman Entrepreneur in the wellness space, what advice would you give to women who want to turn their passion into a purpose-driven career?**

AS: Take time to decide on what you want to do. Once decided, plan appropriately. Once planned, take small but concrete steps. Revisit and re-strategise if needed. Your greatest strength or strategy in the wellness field should always be helping people feel better and always being straight and filter free. Don't give false hopes. Don't judge people or their situations. Be discreet. Don't have opinions. Focus only on how you can help. Don't strive to be right all the time. Nobody is always right. And above all, always remember money will be a by-product. It cannot be your purpose. The day you start chasing money, you will fall. Focus on doing good, money will follow you.

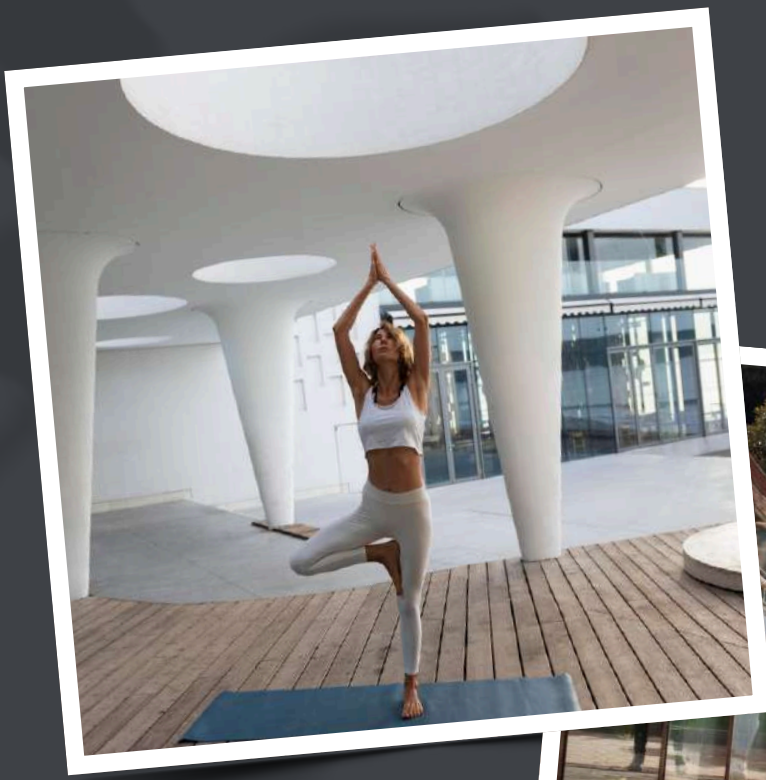
**WS: Tell us about your show on Finance? What is it about? Does it really work?**

AS: I have been doing Stock Market predictions through Tarot Cards and Numerology through my show "**Finance Vaani**". This airs on Tata Play, Dish TV and Airtel TV. The guidance is purely based on occult and not financial calculations. We will soon complete 3 years. The show predicts movements in Sensex, Nifty, Bank Nifty, Global Markets, Commodity Markets and Crypto markets.. It also guides how numbers will impact the market and your mindset in the week to follow. We also take questions from our viewers every week.

**WS: You also do a show on radio? Is that reading cards & answering questions from listeners?**

AS: Radio is more of a life coach and spiritual guidance based podcasts. We talk about the current topics or some news and discuss it from a psychological, spiritual point of view. Sometimes we do live Tarot Readings for our listeners.

**Interview by : Sunita C Sinha**



## *Beyond aesthetics: The rise of architecture-led urban wellness*

As cities worldwide become denser and more intricate, a profound transformation is taking place: architecture is not solely evaluated by its aesthetics or iconic stature. There is a new frontier where architecture is intertwined with public health and quality of life. This shift is termed as architecture-led urban wellness, which emphasizes a more profound understanding that the built environment in one way or another, affects how we move, breathe, interact and heal.

### **FROM SHELTER TO SANCTUARY: BUILDINGS AS WELLNESS ECOSYSTEMS**

There is now more evidence connecting the built environment to mental and physical health. The World Health Organization associates urban dwelling with increased risks of depression, anxiety, and sedentary lifestyle. In response, architecture is evolving as a prevention tool by designing buildings that promote rest, natural light, fresh air, tranquility, and nature views.

Biophilic design—an approach that weaves nature into the built environment—is now a cornerstone of wellness architecture. Several published studies indicate that biophilic spaces can lower cortisol levels, reduce hospital stays, and even improve cognitive function.



## WELLNESS AT AN URBAN SCALE: RETHINKING CITIES

On a macro scale, urban wellness architecture is reconstructing whole cityscapes. The integration of green infrastructure such as urban forests, rain gardens, and green roofs improves harmonization of the area and also lowers pollution, supports biodiversity, mitigates heat, and creates a better aesthetic. Walkable layouts, mixed-use developments, and traffic-calmed streets are being used to promote physical activity and reduce reliance on cars.

Wellness-driven urban planning has been pioneered in countries such as Singapore with the “Park Connector Network” initiative which integrates green trails throughout the city. Copenhagen also develops policies that encourage the construction of buildings with cycling infrastructure, promoting the use of bicycles. In India, the coastal road project in Mumbai and the redesign of Connaught place in Delhi includes shaded walking paths, pedestrian-only zones, and open areas for the community.

## HEALTH EQUITY THROUGH DESIGN

Notably, wellness-led architecture is expanding beyond elite enclaves. Government housing, educational institutions, and even public hospitals are beginning to adopt some principles of wellness. For example, Delhi government's School of Excellence features naturally ventilated classrooms, green campuses, demonstrating affordable design scalability in a minimal budget.



## THE FUTURE: WELLNESS AS A FOUNDATION, NOT A FEATURE

The wellness of a city through its architecture is not a fleeting phenomenon, but rather a reaction to the health epidemics urban centers are grappling with. By incorporating wellness within the boundaries of zoning laws, building policies, and infrastructure expenditure, governments and city planners enhance the ability of cities to maintain their resilience, happiness, and prosperity.

As the line between design and public health blurs, architecture is poised to become not just a reflection of our values—but a catalyst for healthier, more connected urban lives.



**- Written By :  
Swati Khedkar**

# 10 Lessons in Storytelling from a Director Who's Reached 100 Million+ Viewers



In an age wherein content material is abundant however attention spans are quick, Kartikye Gupta has emerged as one of the rare storytellers who not most effectively captivates but continually connects with massive audiences. As a director, editor, and the founding father of ScrollX.io a tech platform revolutionizing put-up-production workflows Gupta's narratives have reached over a hundred million visitors globally. His frame of work spans grassroots campaigns in rural India to global product launches for tech giants like Microsoft and Facebook. Here are ten storytelling concepts that define his innovative procedure and continue to steer an era of filmmakers and content material creators.

## 1. Root Your Story in Real-Life Experiences

For Kartikye Gupta, the most compelling stories don't begin in boardrooms—they begin on the streets, in homes, in the everyday struggles and triumphs of real people. His work pulses with emotional authenticity because it's anchored in truth. From portraying the quiet dignity of a street vendor to unpacking complex socio-political realities, Gupta captures life as it is—raw, relatable, and deeply human. It's this grounding that transforms even commercial campaigns into narratives that earn not just attention, but trust and lasting connection.

## 2. Be Part of the Creative Process from Day One

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## 3. Visual Language Matters as Much as Dialogue

Gupta's work leans heavily on cinematic mood boards, subtle gestures, and impactful compositions. Campaigns like his rebrand for Victoria's Secret show how silence and style can sometimes say more than any dialogue ever could.

## 4. Balance Commercial Appeal with Artistic Integrity

Kartikye Gupta's brilliance lies in elevating branded content into something that feels cinematic, not salesy. He doesn't just advertise a product he builds a world around an idea. By prioritizing narrative integrity over overt messaging, Gupta ensures the brand becomes part of the story's fabric rather than its centerpiece. In his campaigns, the idea, not the product, is the hero, allowing audiences to connect emotionally first and consciously later. This approach has made his work stand out in a cluttered ad space, where storytelling with soul is rare and deeply impactful.

## 5. Stay Curious and Culturally Aware

Kartikye's stories resonate because he stays tuned into the world—be it political movements or pop culture trends. His work feels timely yet timeless, shaped by a deep curiosity and cultural intuition that adds both edge and empathy.

## 6. Don't Just Tell the Story—Design It

With ScrollX.io, Gupta is transforming how stories are finalized. He treats post-production as a storytelling phase, not just a technical step. From color grading to typography, every design element is intentional—shaping how the audience feels even after the screen fades to black.





## 7. Think Like a Global Citizen, Tell Like a Local

Whether he's helping launch Microsoft's AI in global markets or telling intimate stories from Indian villages, Kartikye adjusts his narrative tone without losing clarity or relatability. His work is proof that stories don't need subtitles when they're emotionally universal.



## 8. Innovate Without Losing Authenticity

Even as he embraces futuristic tools like AI, the Metaverse, and AR, Gupta remains firmly rooted in his values as a storyteller. His film for Facebook's Metaverse launch didn't just showcase tech—it grounded it in human curiosity and connection.

## 9. Build Layered Characters and Arcs

A former theatre actor, Kartikye approaches every protagonist with depth and empathy. His characters grow, evolve, contradict themselves—mirroring real people. This makes his stories not just watchable, but memorable.

## 10. Consistency and Patience Pay Off

In an industry obsessed with virality, Gupta plays the long game. Building a viewership of over 100 million didn't come from one breakout hit, but from a decade of delivering quality, evolving with tech, and never compromising on story.

Kartikye Gupta's journey is a masterclass in modern storytelling—blending art, tech, and cultural insight with authenticity. His ten lessons offer a clear, inspiring roadmap for creators seeking purpose and impact in a fast-evolving world.



**- Written By :  
Kartikye Gupta's**



# THE NEW FACE OF INDIAN REAL ESTATE- DECODING THE IMPACT OF WOMEN LEADERS ON THE SECTOR

The real estate sector has been traditionally male dominated, with women comprising only 12 per cent of the Indian real estate workforce, as per a joint report by Naredco Mahi and JLL. However, in recent years, the sector has been undergoing a remarkable transformation, with women occupying key positions across the value chain – from property consultants and channel partners to leadership roles in prominent real estate firms. This push is being amplified by real estate firms through industry bodies such as the Confederation of Real Estate Developers' Associations of India (CREDAI), which have advocated earnestly for greater gender diversification and inclusivity in the sector.

## AN EQUAL BALANCE

Today, women comprise nearly 35 percent of homebuyers in several major Indian cities. Factors such as rising economic empowerment, changing societal structures and policies that favour first-time female homeownership – lower stamp duty, subsidies under Pradhan Mantri Awas Yojana, tax benefits and lower interest rates – are predicted to further boost this demand.

Even when involved in a tertiary capacity in the financial aspects of the homebuying process, women have traditionally had a significant say in influencing the ways in which residential spaces are designed and consumed. It is heartening to note that a considerable percentage of women (42 per cent) are estimated to view real estate as an investment asset class, outweighing gold purchases or even fixed deposits. A corresponding increase in the presence of women in the supply-side of the ecosystem can enable real estate firms to design more customer-centric approaches and appeal more evocatively to this growing market segment.

## A COMPETITIVE ADVANTAGE

Sample data exists to suggest that the inclusion of women in diverse teams can foster a more creative, out-of-the-box approach to decision-making and urban planning. Women leaders typically favour sustainable development and socially responsible projects, meeting the priorities of contemporary homebuyers.



Anecdotal evidence also suggests that women leaders are early adopters of technological innovations and embrace data-driven decision making. With cutting-edge technological interventions such as AI rapidly transforming the real estate landscape, their visionary leadership can afford organisations a definitive edge.

## THE WAY AHEAD

To further encourage female participation in the real estate sector, organisations must make concerted efforts to dispel stereotypes and foster a culture of inclusivity. This change must begin at the grassroots level with more inclusive hiring processes, as well as targeted initiatives such as sensitisation programmes and capability building programmes. In the absence of female role models and mentors for new talent to look up to and emulate, organisations highlight the successes of female employees. Finally, creating women-centric policies that are centred on a healthy work-life balance, such as flexible working hours, remote work options, and access to healthcare resources and maternity or childcare facilities, can encourage more women to enter and succeed in the real estate workforce.



**- Written By :  
Ms. Shraddha Goradia**



# I AM ENERGY LITERATE, ARE YOU?

Climate change is making headlines frequently with rising temperatures, melting glaciers, and extreme weather conditions. This is the reminder that we are living in the age of environmental reckoning. As Barack Obama said, **“We are the first generation to feel the impact of climate change—and the last that can do something about it.”** This responsibility demands awareness, urgency, and action—from individuals, communities, and nations alike.



While many speak about the urgency of climate change, few live it as fully as Prof. Dr. Chetan Solanki. Born in Madhya Pradesh, Dr. Solanki is an Indian solar scientist, author, educator, researcher, speaker, and certified Happiness Program teacher of the Art of Living. At IIT Bombay, he has led several impactful solar projects, including the National Centre for Photovoltaic Research and Education (NCPRE) and Solar Urja through Localization for Sustainability (SoULS), benefiting millions.

In response to the planet's crisis, he left his professorship at IIT Bombay to live in a solar-powered bus, embarking on an 11-year journey across India called the Energy Swaraj Yatra. His mission? To make India aware of the power of solar energy and the need for mindful consumption. Through his Energy Swaraj Movement, he aims to mitigate climate change by improving energy access and promoting solar energy. Under the umbrella of the Energy Swaraj Foundation (ESF), he has launched several impactful, community-driven initiatives to promote sustainability and renewable energy.

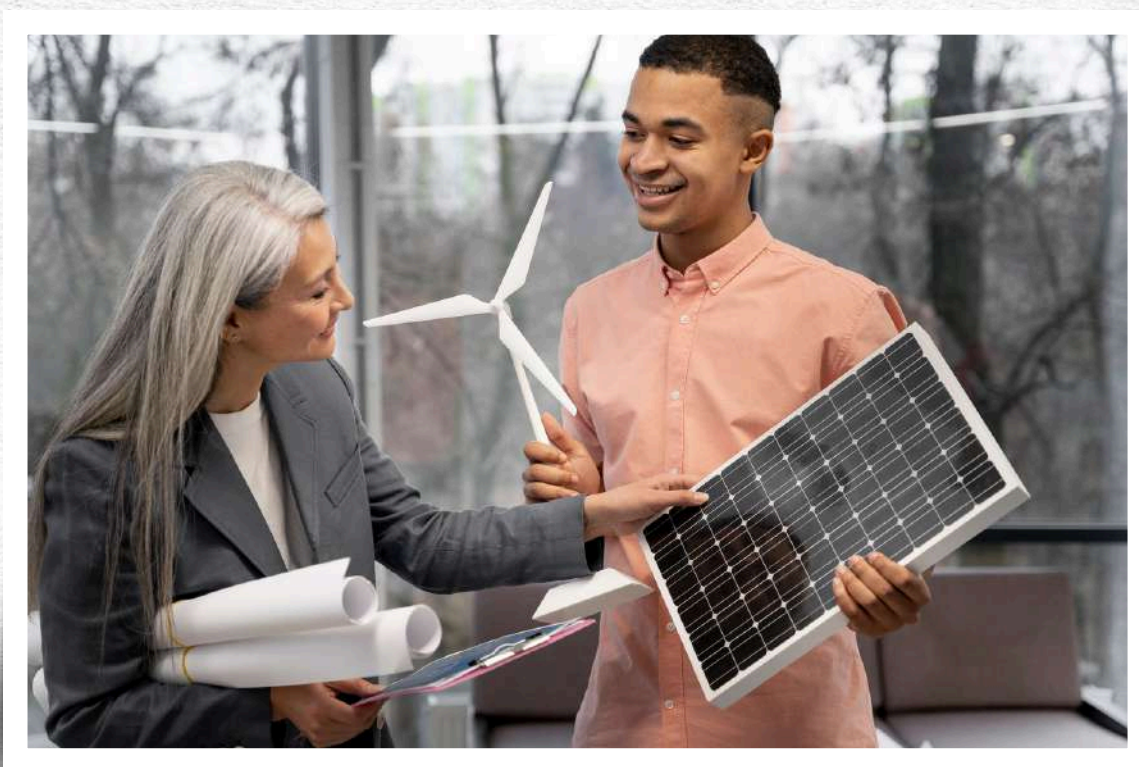
His yatra began in November 2020, and he has pledged not to return home during the journey. Widely recognized as the **“Solar Man of India,”** Prof. Solanki is also a staunch follower of Gandhian ideology and often speaks about the philosophy of life. Inspired by Gandhi's ideals, he came up with the term Energy Swaraj.

Prof. Solanki has been invited to speak at national and international platforms about his work. He has received numerous prestigious awards, including IEEE's global grand prize, the Prime Minister's Innovation Award for the SoULS project, the ONGC Solar Chulha Design Challenge, three Guinness World Records, two Young Scientist Awards, and many more. He has authored over 100 research papers and eight books.

**- Written By :  
Vijayalaxmi Mishra**

# BEYOND SOLAR : WHY INDIA NEEDS INTELLIGENCE IN ITS ENERGY INFRASTRUCTURE

India is generating more energy than ever before. With over 107.94 GW of installed solar capacity as of 2025, we have no shortage of sunshine or ambition. Yet, millions of homes and businesses still face inconsistent power supply. The reason? Not generation, but wastage.



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Every year, India loses an estimated 20 percent of its electricity due to transmission losses and distribution only and by adding inefficient appliances, unmonitored usage, and human behaviour this goes upto 40-50%. This isn't just a technical flaw, it's a structural one. Our infrastructure was built for consumption, not optimization. As a result, even those with rooftop solar panels often depend on the grid during peak hours, while surplus solar energy goes untapped.



This is where intelligence, not more infrastructure, becomes critical. Energy management systems, driven by real-time data and AI, help align consumption with actual need. They don't store energy, but they ensure we don't waste what we already have. They can help households use just enough power during high-load periods, and allow buildings to auto-adjust usage across appliances without compromising comfort.

Imagine a home where it knows when to dim the lights, delay the washing machine, or shift cooling loads not just to save electricity bills, but also to reduce your environmental footprint. Multiply that across millions of households, and we don't just reduce bills we meaningfully cut carbon emissions. Research suggests every unit of electricity wasted results in 0.82 kg of CO<sub>2</sub> a price we pay silently.



A large portion of this is simply wasted. Electricity Management systems can reduce electricity usage by up to 23 percent and according to several studies, At scale, this means saving 115 billion units of electricity each year and preventing 94 million tons of carbon dioxide emissions. That impact is equivalent to planting 3.7 billion trees, removing 20 million cars from the road, powering 130 million homes for a month, or cancelling 14 million flights.

As India moves towards its 2070 net-zero target, smarter consumption could be just as transformative as new energy projects. And in building this intelligent layer of infrastructure, women are increasingly leading from the front as innovators, engineers, and policy drivers. Their presence in clean tech and energy AI isn't just symbolic; it's systemic. Energy intelligence needs diverse thinking, empathetic design, and systemic problem-solving all of which women in tech bring in abundance. India has enough energy for all of us. The question is can we become wise enough to use it well? Smarter energy is not the future. It's the upgrade we need today.



**- Written By :  
Jharna Saha**





# Women Entrepreneurs in Infrastructure: Breaking Barriers and Building a Sustainable Future

Traditionally viewed as a male-dominated sector, the infrastructure industry is undergoing a remarkable transformation, and at the heart of this change are pioneering women entrepreneurs who are not only breaking glass ceilings but also redefining the future of sustainable development.

From real estate and construction to transportation and green infrastructure, women are now emerging as key decision-makers and business leaders in a sector once inaccessible to them. Their growing presence is not just a matter of gender diversity; it is a strategic shift that is helping shape more inclusive, sustainable, and forward-looking infrastructure systems.

One of the key challenges women entrepreneurs face in infrastructure is access, access to capital, access to networks, and access to opportunities. Large-scale infrastructure projects often require deep financial investments, extensive legal knowledge, and long-standing industry relationships, which have historically been tilted in favour of male counterparts. However, a new generation of women is stepping up, leveraging their expertise, vision, and resilience to drive change.



Take, for instance, women-led firms that are integrating ESG (Environmental, Social, and Governance) principles into infrastructure planning. These leaders are embedding sustainability from the ground up, whether through the use of eco-friendly building materials, innovative waste management systems, or renewable energy solutions. But their approach goes beyond environmental considerations. They are also more likely to account for the social impact of projects, looking at how developments affect local communities, promote job creation, and support urban equity, not just profitability or project timelines. It's not just about building infrastructure, but about building it responsibly.



What also makes women entrepreneurs particularly well-suited to lead this sustainable shift is their tendency to prioritise long-term community impact alongside profitability. Studies have shown that women-led businesses are more likely to reinvest in community welfare, employee wellbeing, and environmental stewardship. In the infrastructure space, this translates to urban designs that consider walkability, inclusivity, and resilience to climate change, factors that are increasingly critical in today's rapidly urbanising world. Additionally, their strength in multitasking and managing complex, large-scale projects, while navigating regulatory frameworks and aligning diverse stakeholder interests, is proving to be a valuable asset in a sector where coordination and collaboration are key.

Moreover, governments and private investors are gradually recognising the value of diversity in infrastructure leadership. Initiatives like gender-responsive procurement policies, mentorship programs for women in STEM, and startup accelerators focused on female founders in the construction and renewable energy sectors are helping level the playing field. However, there is still a long way to go.

Representation matters, not only to drive innovation but to inspire the next generation. When young women see female CEOs leading infrastructure conglomerates or launching climate-smart infrastructure ventures, it challenges stereotypes and opens doors for many more to follow.

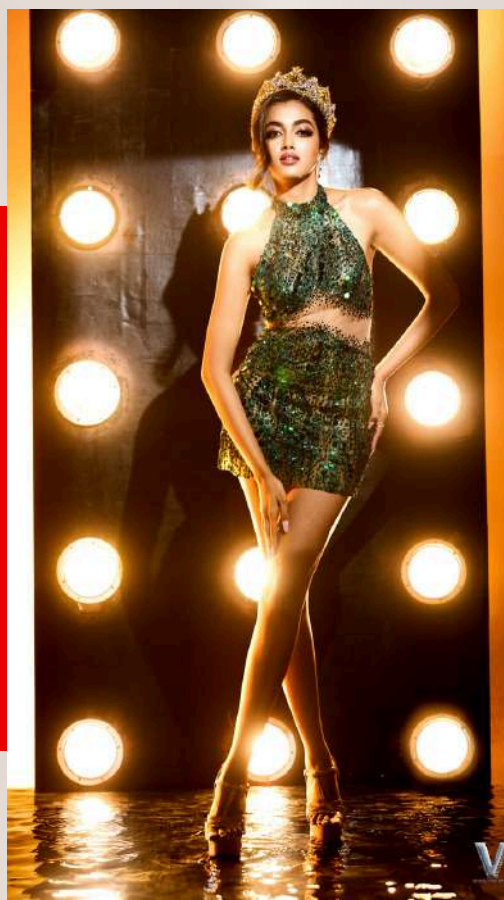
Undoubtedly, the rise of women entrepreneurs in infrastructure signals a powerful shift, one that combines economic growth with environmental responsibility and social equity. By breaking barriers, these leaders are not just building roads, bridges, and buildings; they are constructing a more inclusive and sustainable future for all.



**- Written By :  
Ms. Minal Srinivasan**



# STITCHING SUSTAINABILITY



As a professional model and pageant participant, I have witnessed the evolution of the fashion industry from the front row in the past couple of years. Fashion has become responsible across the globe, from the corporate as well as consumer sides. I have walked many runways and red carpets, worn designer dresses and accessories, won some titles and crowns at beauty pageants and clicked for several fashion photoshoots. With time at a young age itself, I realized the responsibility of sustainability in fashion and everyday life.

The environmental impact of the fashion industry extends beyond waste. Globally, the fashion industry consumes 93 billion cubic meters of water annually, leading to 20% of global wastewater. Synthetic materials, prevalent in many garments, require an estimated 342 million barrels of oil per year, and their production and maintenance release micro-plastics into our oceans thereby affecting the marine life of aquatic flora and fauna. India is the world's second largest producer of textiles accounting for 4% of the global textile and apparel trade and a 9.7% CAGR growth. As per a recent study by KPMG, India's textile industry was valued at USD 160 Billion, employing over 45 million people directly and 100 million people indirectly. This is a huge cornerstone of our economy. Unfortunately, this growth comes with environmental costs. The textile sector annually generates around 7.8 million tonnes of textile waste.



According to research of another Big 4 PwC, the textile and apparel sector in India is a major contributor to water pollution and waste generation. These aren't just corporate survey statistics; they represent the health of our rivers, the burden on our landfills, and the future we are shaping for generations to come.

Consumerism in India is witnessing an awareness and a mindset shift. A PwC survey revealed that 40% of Indian consumers are willing to pay up to 10% more for sustainably produced items, with 19% open to paying up to 20% more for ethically produced products.



According to a Boston Consulting Group report, the sustainable fashion market in India would hit USD 9 billion by 2025. These numbers signal a clear shift: Indian consumers are becoming more aware and willing to invest in eco-friendly choices. This shift in consumer behavior indicates a growing demand for sustainable fashion. The sheer scale of India's fashion consumption demands a conscious shift. Myntra's recent **'Sustainability Edit'** showcasing eco-friendly brands points to a growing supply-side response, yet the demand needs to amplify further. KPMG's recent report also suggests rising awareness in the Indian consumer community for the environmental impact of their purchases and a section of people willing to pay a premium for sustainable alternatives. This consumer behavior shift is encouraging.

Government initiatives, such as the Union Budget's allocation of 500 crore INR for innovation and MSME empowerment, are encouraging steps towards a circular economy. Government's MITRA (Mega Integrated Textile Region and Apparel) scheme aims to develop world-class state-of-the-art infrastructure for the textile and apparel sector focusing on sustainability and circular economy practices. A recent FICCI report emphasized the potential of the circular economy in the Indian textile sector, highlighting opportunities in textile recycling and waste reduction. This resonates deeply with me. Imagine a future where our clothes are not disposable but are part of a continuous loop, minimizing waste and maximizing value. Brands investing in biodegradable fabrics, zero-waste design, and closed-loop recycling are not only reducing their impact but also setting new industry benchmarks.

Being a public figure, I recognize and understand the power of influence. Celebrities and social media influencers can collectively, in their way, endorse sustainable fashion and educate our fellow citizens.

Stitching sustainability isn't a trend, it is a transformation. It requires a collective effort from all stakeholders - designers, manufacturers, retailers and most importantly consumers. Real change begins with the consumer. Each purchase is a choice for the kind of world we want to shape. Opting for brands that practices ethical sourcing, fair wages and eco-friendly materials can holistically drive the market towards sustainability.



**- Written By : Sweezal Furtado**



# Our Planet, Our Responsibility: Embracing Sustainable Living



As we celebrate World Environment Day this June, the theme **“Our Planet, Our Responsibility”** couldn’t be more relevant. This day reminds us that preserving our environment is not just a duty but a crucial aspect of our existence. From climate change to dwindling natural resources, our challenges are daunting, yet the collective strength of individuals, especially women, can pave the way toward a more sustainable future.

Sustainability starts at home. Simple actions like reducing waste, conserving water, and opting for eco-friendly products can significantly diminish our environmental footprint. By incorporating sustainable practices into our daily routines, we nurture the planet and set a powerful example for future generations. For instance, a plant-based diet reduces greenhouse gas emissions and encourages a healthier lifestyle. As primary family caregivers, women can lead these dietary shifts, promoting household wellness while advocating for environmental stewardship.



Moreover, community action plays a pivotal role in fostering sustainability. Women-led initiatives focusing on local clean-ups, tree-planting drives, or educational workshops can inspire collective action. By engaging with our communities, we can cultivate a culture of sustainability that empowers everyone to contribute. Organizations like Women for Women International exemplify how grassroots movements can create profound change by equipping women with the skills and knowledge to take charge of their environments.



There is an increasing demand for green innovations in business. Women entrepreneurs are at the forefront, launching eco-friendly products and services that cater to a conscious consumer base. Whether it's a start-up that utilizes renewable materials or an established brand revamping its supply chain, every effort counts. By supporting businesses prioritising sustainability, we vote for a future that respects the planet.

World Environment Day is a call to action. It invites us to reflect on our relationship with nature and commit to responsibility for its well-being. Women are uniquely positioned to lead this charge with their resilience and creativity. Together, let us embrace our role as stewards of the Earth, fostering an environment that thrives for generations to come.

As we honour this day, let's pledge to make sustainable choices, advocate for community involvement, and support green businesses. Our planet is counting on us; it is our shared responsibility. Let's nurture this planet we call home for ourselves and those who will inherit it.

**- Written By : Tavishi Dogra**



## FROM WASTE TO WARDROBE: LPU'S TRAILBLAZING COLLABORATION WITH RESPUN FOR A SUSTAINABLE FUTURE

In an era where yesterday's outfits become today's waste, a new fashion movement is unfolding. It is making it certain that sustainability and fashion can go hand in hand. Upcycling and recycling are no longer mere eco-friendly buzzwords. Rather, they have emerged as key tools in the fight against fashion waste. In general, upcycling creatively transforms discarded textiles into higher-value products. For instance, vintage saris are created as designer garments. Likewise, old t-shirts are remade into trendy accessories. On the other hand, recycling breaks down worn garments into raw fibres.

This is done to make entirely new fabrics. Together, these practices are reshaping the global fashion ecosystem by keeping materials in use and out of landfills. This shift is visible across industries and is not just a passing fad. Various fashion giants are using recycled plastics into footwear and apparel. In addition, recycled polyester, reclaimed cotton, and biodegradable alternatives are also entering mainstream collections. They are now proving that eco-conscious materials can match traditional fabrics in both quality and appeal.







Interestingly, sustainability isn't always the main driver for many secondhand shoppers. Millennials make up nearly 40 per cent of secondhand fashion buyers. And they often cite affordability and uniqueness as their primary motivators. But this doesn't mean sustainability doesn't matter. In fact, being eco-friendly consistently ranks as the top expectation consumers have from brands since 2019. They may not always choose a product because it's sustainable, but they want to know the brand behind the picture.

Additionally, there has been a 70 per cent rise in social media posts that mentioned preloved fashion over the last 6 months. Social media has long been a source of information and inspiration when it comes to fashion, with especially younger consumers following influencer trends and reviews when making a purchase decision. Social media is also helping re-energise brands that have been around for a while.

That said, consumers expect brands to act responsibly. Nowadays, the consumers may choose items for style or price. However, they still want the assurance that brands are making sustainable decisions behind the scenes. Repair services, recycling options, and resale models build trust and long-term brand value if done with authenticity. In a landscape filled with green washing, genuine action speaks loudest.



While recognising the importance of preparing future designers for this new shift, Lovely Professional University (LPU) has launched a forward-thinking collaboration with Respun- India's pioneering clothes recycling service under Kay Gee Enterprises. As part of this initiative, LPU's fashion design students were given over 350 kilograms of textile waste sorted into "**mystery bags**" of pre and post-consumer materials. Rather than viewing the scraps as unusable, students saw a creative chance. They turned discarded fabric into high-concept garments, accessories, and lifestyle products, blending design with purpose and impact.

In a world where fashion often emphasises the new, this trend promotes the regenerated. Upcycling and recycling are not just alternatives. They have become the model for a sustainable industry. And, via partnerships like LPU and Respun, the next generation is being enabled to create a future in which fashion leaves a legacy rather than waste.





# Understanding PCOS: A Rising Health Concern Among Women Due to Lifestyle Changes

In today's fast-paced lifestyle and changing dietary habits, hormonal imbalances are increasingly affecting women's health. One such common yet serious condition is Polycystic Ovary Syndrome (PCOS), which primarily impacts women of reproductive age. In PCOS, the body experiences hormonal imbalances, leading to various symptoms, most notably irregular menstrual cycles. Missing periods, experiencing very light or heavy bleeding, or going months without menstruation can all be signs of PCOS. Early diagnosis and timely treatment can help manage the condition effectively.

## WHAT HAPPENS IN THE BODY DURING PCOS?

### 1. Hormonal Imbalance

In PCOS, the body produces higher-than-normal levels of male hormones (such as androgens). This disrupts ovulation, preventing the ovaries from releasing an egg each month, which leads to irregular periods.

### 2. Insulin Resistance

Many women with PCOS have insulin resistance, meaning the body doesn't use insulin effectively. As a result, it produces more insulin, which can increase androgen levels, worsening symptoms.

### 3. Ovarian Dysfunction

Elevated androgens and insulin interfere with egg development. Immature eggs accumulate in small sacs called follicles within the ovaries, appearing as cysts on ultrasound.

### 4. Low-Grade Inflammation

Some women with PCOS experience mild inflammation in the body, which may trigger the ovaries to produce more androgens.

### 5. Genetics and Lifestyle

PCOS often runs in families. Lack of physical activity and unhealthy weight gain can further aggravate the condition.

## COMMON SYMPTOMS OF PCOS

- **Irregular Periods**

Delayed or absent periods, or periods with very light or heavy bleeding.

- **Unwanted Hair Growth**

Thick, dark hair on the face, chin, chest, abdomen, or back.

- **Acne**

Especially on the face, chest, and back.

- **Hair Thinning or Hair Loss**

Scalp hair becomes thinner or starts falling out, resembling male-pattern baldness.

- **Weight Gain**

Especially around the abdomen, difficulty losing weight.

- **Fertility Issues**

Trouble conceiving due to a lack of ovulation.

- **Dark Skin Patches**

Dark, velvety patches around the neck, underarms, or inner thighs (Acanthosis Nigricans).

- **Fatigue or Mood Swings**

Feeling constantly tired, irritable, or having symptoms of depression.





## WHAT TO DO IF YOU NOTICE SYMPTOMS OF PCOS

### 1. Consult a Doctor

Visit a gynecologist or an endocrinologist for proper diagnosis. They may recommend:

- Ultrasound to examine the ovaries
- Blood Tests to check hormone and blood sugar levels

### 2. Improve Your Diet

- Eat a low-sugar, low-carbohydrate diet
- Include plenty of vegetables, fruits, lean proteins, and fiber
- Avoid processed, fried, and junk foods

### 3. Exercise Regularly

- Engage in 30 minutes of daily activity like walking, yoga, or fitness routines
- Helps regulate weight and improve insulin sensitivity

### 4. Manage Stress

- Practice meditation, yoga, or deep breathing exercises
- Ensure adequate and quality sleep

### 5. Take Medications as Prescribed

Depending on your condition, your doctor may prescribe:

- Medications to regulate periods
- Medicines to control insulin levels
- Fertility-enhancing drugs (if you are planning pregnancy)



PCOS is manageable, but it requires time and consistent effort. With the right information, regular monitoring, and a healthy lifestyle, women can successfully control PCOS and lead a fulfilling life.



**- Written By :  
Dr Kajal Singh**

# Culprits in your diet: the three whites

As Mahatma Gandhi rightly said, **"It is health that is real wealth, not pieces of gold and silver."** We could not agree more! In today's fast-paced world, our food too has become **"Fast Food"**. We talk about how we are gaining weight, having multiple lifestyle conditions, a lack of time, a lack of good organic foods, high stress levels, difficult relationships, having a tough time managing work-life balance, but we often forget to find a sustainable solution.

There are many articles on the internet and social media boasting about how to attain good health, but none of them talk about the difficulties and pressures when the desired results are not attained. We need to make smart food choices, identify what is healthy and what is unhealthy. It is generally advised to minimize or stay away from meals that are heavy in processed components, added sugars, bad fats, and excessive sodium to maintain a healthy diet. Processed meats, fried foods, sugary drinks, refined cereals, and some processed snacks are examples of this.



According to the Food Safety and Standards Act of 2006, the Food Safety and Standards Authority of India (FSSAI) is responsible for ensuring that the country's citizens have access to nutritious and safe food. FSSAI launched the Eat Right India campaign, intending to encourage sustainable, healthful, and safe eating habits throughout the country. It's a multifaceted strategy that includes partnerships with many stakeholders, awareness initiatives, and regulatory actions. Their slogan says **"आज से थोड़ा कम"** and Bollywood actor **Mr Rajkumar Rao** is the brand ambassador.





We need to identify the **Three Whites** in our diet and start limiting them, which are **SUGAR, SALT & REFINED FLOUR (MAIDA)**.

Consuming too much sugar raises the risk of diabetes and its related conditions, heart disease, impairs brain function, causes depression, accelerates the aging process, and exacerbates dental problems. Consuming too much salt can cause several detrimental health outcomes, such as high blood pressure, heart disease, stroke, and kidney issues. In the near term, excessive salt intake can result in thirst, bloating, and elevated blood pressure. Increased risk of stomach cancer, osteoporosis, heart disease, and stroke are among the long-term effects. It has been demonstrated that Maida/Refined flour cannot prolong feelings of fullness. It increases your appetite and encourages you to consume more.



Additionally, it contains a lot of carbohydrates, which raise insulin secretion and cause weight gain and obesity. Additionally, it has a high glycemic index, which has been connected to overeating.

So all of us should pledge "नमक, चीनी, मैदा आज से थोड़ा कम "



- Written By :  
**Kalpana Singh**

# Oral Cancer among Youth on the rise



Formerly, Oral Cancer was almost exclusively observed in older persons, usually compromised by habits, such as tobacco chewing, or heavy smoking. Today, that pattern is shifting dramatically. Younger people, including those in their twenties and thirties, are being diagnosed with Oral cancer. The situation is more alarming in India's small cities and villages, where awareness is still negligible, and urgent measures are indicated.

## A DISEASE NO LONGER LIMITED BY AGE

In the past, doctors expected oral cancer to emerge in older people, mostly due to decades of indulging in unhealthy habits. Unfortunately, the expectation that younger people will be protected by the factor of age has been reversed dramatically in recent years.

The reason is not difficult to identify. Chewing tobacco in more "**modern**" forms, such as flavoured gutkha and pan masala, combined with early exposure to smoking or drinking, amongst younger people, has opened the flood-gates of vulnerability to oral malignancies. Moreover, unlike in older persons, where symptoms may take time to appear, these malignancies in younger patients tend to advance faster and more aggressively.

## WHAT IS ORAL CANCER?

Oral cancer is a malignant disease that occurs in the mouth, including the lips, tongue, inner cheeks, mouth floor, and, in some circumstances, the throat. It usually begins as a small, painful, white or red patch, or lump that won't heal. Early symptoms are easy to dismiss.

But make no mistake: mouth cancer can be fatal, if not detected early. It can impair speaking and eating abilities, as well as disfigure parts of the face. More critically, if cancer spreads from the mouth to the lymph nodes or lungs, therapy becomes more difficult and the odds of survival decrease.



## WHAT IS DRIVING THIS TREND AMONG THE YOUNG?

Lifestyle choices are to blame. Chewing gutkha or khaini has become popular among adolescents because it is readily available and inexpensive. These items are frequently advertised with appealing packaging and flavours, attracting teenagers and young people who may be unaware of the long-term consequences.

Furthermore, the increase in alcohol usage and smoking, particularly among college students, is contributing to the problem. These habits undermine the body's natural defences, allowing toxic substances to destroy oral cells.

Another lesser-known, but growing factor is poor oral hygiene. Unclean teeth, gum infections, or continual discomfort from a fractured tooth or ill-fitting dentures, can all cause alterations in mouth tissues, eventually leading to malignant growths.

Many young people are unaware of the risks, or the warning signs, or, if and when they should seek medical attention. By the time they decide to act, the condition is usually advanced.

## THE VALUE OF EARLY DETECTION

What is the good news? Oral cancer is one of the few tumours that can be detected early—if you know what to look for. Any oral wound that does not heal within 2-3 weeks, chronic ulcers, swelling, or trouble moving the tongue or jaw, should be immediately attended by medical experts.

Dentists and ENT specialists are frequently the first to identify warning symptoms. Regular dental checks, even if only once a year, can help detect early signs of cancer.

Quitting smoking and drinking, as well as practicing basic oral hygiene, can all help to lower the risk. Brushing twice a day, using mouthwash, and cleansing the tongue are all simple procedures that can help prevent major issues.

The difficulty in India's smaller cities and villages is twofold: a surge in risky lifestyle choices, accompanied by an alarming lack of awareness of the dangers involved. This vicious combination accounts for the increasing incidence of Oral cancer among younger populations.

Fortunately, hospitals in these locations now have skilled doctors who can detect and treat oral cancer using modern treatments such as surgery, radiation, and chemotherapy. Health education in schools, during community discussions, and monthly screening camps, may assist in raising awareness, particularly among young people.

If you or someone you know uses tobacco in any form, and presents suspicious symptoms, or if you observe any strange changes in your mouth, do not wait. Early detection prevents major complications, lowers the cost of therapy, and saves lives.

Oral cancer among young Indians is no longer uncommon. Ignoring the symptoms can be a life-threatening mistake. The power to reverse this rests with the individual who is affected. Be aware, be awake, and do not be afraid to seek medical attention. If you have even the smallest worry, see an expert. A simple check today may save your life tomorrow.

**- Written By :  
Dr. Kunal Mangle**

# THE IMPORTANCE OF MENTAL HEALTH IN THE WORKPLACE

Mental health isn't just a personal matter anymore—it's a workplace priority. As someone who's worked closely with people across different roles and industries, I've seen first-hand how mental well-being directly impacts team morale, performance, and even retention. For too long, mental health was treated as something we left at the office door. But the truth is, we all carry our emotional weight with us—through deadlines, meetings, performance reviews, and even casual hallway conversations. And ignoring it doesn't make it go away. It only builds silent stress, burnout, and disengagement.



A healthy mind is just as important as a healthy body. When employees feel psychologically safe and supported, they're more likely to communicate openly, take initiative, and show up fully—not just physically, but mentally and emotionally too. As HR professionals and leaders, we must stop treating mental health support as a one-size-fits-all solution. Everyone copes differently, and sometimes, just having a space to speak up without judgment can make a huge difference. Creating an empathetic culture starts with small, consistent steps—normalizing mental health days, encouraging work-life boundaries, training managers to spot early signs of distress, and offering access to counselling or wellness resources. But more than policies and programs, it's about building a culture of care. Let's not wait until someone reaches their breaking point. Let's start with simple check-ins: **"How are you really doing today?"** These moments of genuine connection often open the door for support in a way no formal program can. I've found that when employees feel seen and heard, they respond with greater loyalty, creativity, and collaboration. They don't just work—they thrive. At the end of the day, our workplaces are made of people, not machines. And people need compassion, understanding, and space to breathe. Let's champion mental wellness not just because it boosts productivity—but because it's the right thing to do.



- Written By :  
**Amneet Kaur Sahdra**





# FERTILITY AFTER 35: WHAT WOMEN NEED TO KNOW

Fertility naturally declines with age, especially after 35, leading to challenges for women trying to conceive and embrace motherhood. This article explains the factors that affect fertility after 35 and how to manage reproductive health during this time. If you are over 35, then it is a good idea to consult an expert and clear all the doubts if you want to plan a pregnancy.

Many women today are choosing to have children later in life, often due to career goals, personal choices, financial planning, or even cancer. While this is completely natural and understandable, it's important to be aware of the changes that occur in a woman's body after the age of 35, mainly when it comes to fertility. Age plays a pivotal role in a woman's ability to conceive, and understanding these changes can help in making informed decisions about starting a family.

## THIS IS WHY FERTILITY DECLINES AFTER 35

As a woman becomes older, the number and quality of their eggs go down. This process tends to start in the early 30s but becomes more noticeable after 35. By this age, not only are fewer eggs available, but the chances of chromosomal abnormalities also increase, which can affect the chances of conception and the risk of miscarriage. Moreover, hormonal changes may also impact ovulation. Even conditions such as fibroids, endometriosis, or thyroid disorders can also hurt a woman's fertility. It is imperative to be aware of these factors and consult the doctor for pregnancy planning.

## SIGNS AND CHALLENGES

Women over 35 may notice irregular menstrual cycles and heavier or lighter periods, which can indicate reduced fertility. Older maternal age is also associated with conditions like gestational diabetes, high blood pressure, and a higher chance of cesarean delivery, miscarriage, and other complications. It is essential to understand these signs and report to the expert.

## WHAT TO KEEP IN MIND

The good news is that many women over 35 can conceive and have healthy pregnancies. The key is proper pregnancy planning. Visiting a fertility specialist can help evaluate egg quality and hormone levels, which are crucial for pregnancy. Furthermore, lifestyle modifications like a balanced diet, avoiding junk and processed foods, regular exercise, managing stress, and quitting smoking or alcohol can also support fertility. Even fertility treatments such as In vitro fertilization (IVF) and Intrauterine Insemination (IUI) may be recommended to improve the chances of conception. With proper care and expert support, it is now possible for women over 35 to successfully achieve pregnancy. So, no need to panic, if you are above 35, you can still get pregnant.



**- Written By :  
Dr. Varsha Agarwal**



# My First Period Story



I still remember that day as if it were yesterday. I was 12, sitting on the cold, hard toilet seat, feeling a strange fluttering in my stomach. Moments earlier, I had brushed it off as just nerves or possibly a bad lunch. However, that flutter turned into an unmistakable pain, prompting me to rush to the bathroom, convinced I'd have a regular visit.

When I glanced down, my heart sank. There it was—a stain on my underwear that filled me with confusion and dread. Mortified and unprepared, I felt like I was in a scene from a movie I didn't want to be in.

My mom had briefly discussed periods before, but at that moment, her words faded from memory, leaving me feeling utterly lost. Panic set in as I tried to clean up, my hands trembling. I could hear my heart pounding, each thump echoing my anxiety and the overwhelming newness of it all. As time ticked by, I listened to my mom knocking gently on the door, concern lacing her voice, **"Are you okay in there?"**





Swallowing my fear, I hesitantly asked her to come in. Her expression shifted from concern to understanding as she saw the stained evidence of my confusion. She sat me down and explained everything, her tone soothing and reassuring. She told me that periods were a regular part of growing up. Yet even with her reassurance, I felt the weight of stigma pressing down on me—a weight that seemed impossible to shed.



It wasn't until I joined a girls' empowerment group that things began to change. Those safe spaces became a haven where we could openly discuss periods and the complex emotions surrounding them. We shared our stories, laughed through the awkwardness, and formed bonds that helped us navigate this shared journey. In those moments, I learned to embrace the experience rather than hide from it, transforming my initial fear into a sense of empowerment.



Let's build a #PeriodFriendlyWorld together. Let's normalize periods and celebrate the remarkable capabilities of our bodies.

Share your story. Break the silence.





**- Written By : Tavishi Dogra**





# 7 Small Habits That Make a Big Difference in a Mompreneur's Mental Wellness

The journey of a mompreneur is one of ambition, resilience, and delicate balance. As someone who wears both the entrepreneurial and maternal hats, I understand the emotional toll this dual role can take. But what I've learned over time is that mental wellness doesn't demand grand transformations—it thrives on consistent, intentional habits. Here are seven small yet powerful practices that can greatly impact a mompreneur's mental well-being.



## 1. Start Your Day with Stillness


A few minutes of quiet before the day begins can bring clarity and calm. Whether through meditation, mindful breathing, or a hot cup of tea, this moment of stillness sets a grounded tone for everything that follows.

## 2. Use a No-Guilt Calendar

Schedule time for work, family, and most importantly—yourself. Treat personal time as non-negotiable. A guilt-free calendar reminds you that your well-being is a vital part of your productivity.

## 3. Focus on Three Daily Priorities

Rather than chasing an overwhelming to-do list, pick just three key tasks each day. This helps you stay focused and feel accomplished, rather than stretched thin.





## 4. Move Your Body

Even 15-20 minutes of movement—walking, stretching, or playing a sport with your child—can elevate your mood and refresh your mind. Physical activity is a mental reset.

## 5. Build a Support Circle

Connect with people who understand your journey. Whether it's fellow mompreneurs, friends, or mentors, having a support system reduces isolation and keeps you motivated.

## 6. Set Loving Boundaries

Learn to say “no” when needed. Setting boundaries—whether it's around work hours or social obligations—protects your energy and preserves balance.

## 7. Celebrate the Little Wins

Recognize and appreciate even the smallest accomplishments. From sending that email to managing a tantrum with patience, these wins add up and fuel confidence.

In the end, being a mompreneur isn't about achieving perfection—it's about creating harmony between your personal and professional worlds. By embracing these small, mindful habits, you invest in your own mental wellness, which ultimately empowers both your business and your family to thrive.



**- Written By :  
Mrs. Archana Khosla Burman**

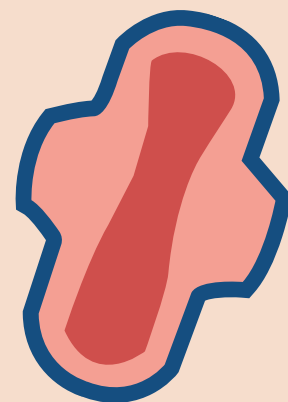




# MENSTRUAL HYGIENE

Menstrual hygiene refers to the practices and conditions that enable women and girls to manage their periods safely and with dignity. It is a crucial aspect of health, education, and gender equality. Despite being a natural biological process, menstruation is still surrounded by stigma and misinformation in many parts of the world, leading to poor hygiene practices and serious health and social consequences.

Proper menstrual hygiene management helps prevent infections, reproductive health problems, and skin irritations. It also promotes mental well-being by reducing discomfort and anxiety. Inadequate menstrual hygiene, on the other hand, can lead to urinary tract infections (UTIs), bacterial vaginosis, and even infertility in severe cases. Access to clean and safe menstrual products is essential to protect the health of menstruating individuals.



Moreover, In many low-income regions, girls miss school during their periods due to a lack of sanitary products, private toilets, and clean water. This absenteeism affects their academic performance and increases the chances of dropping out. Similarly, in the workplace, poor menstrual hygiene facilities can force women to take time off or work in uncomfortable and unsanitary conditions, limiting their productivity and opportunities for advancement. One of the major challenges to menstrual hygiene is the lack of awareness and education. Cultural taboos often prevent open discussions about menstruation, leading to shame, secrecy, and misinformation.

In some societies, menstruating women are considered impure and are isolated or restricted from participating in normal activities. Wrong wiping technique(back to front ) can lead to urinary tract infection and vaginal infections . These harmful practices not only affect women's self-esteem but also contribute to poor hygiene.

To address these issues, a multi-faceted approach is necessary. First, menstrual hygiene education should be included in school curriculums for both boys and girls to dispel myths and promote empathy. Governments and NGOs must work together to ensure that menstrual products are affordable, accessible, and sustainable. A key figure in increasing awareness about menstrual hygiene in rural India is Arunachalam Muruganantham, often referred to as **"Padman"**. He developed a machine that produces sanitary pads at a lower cost, making them accessible to more women.

To address these issues, a multi-faceted approach is necessary. First, menstrual hygiene education should be included in school curriculums for both boys and girls to dispel myths and promote empathy. Governments and NGOs must work together to ensure that menstrual products are affordable, accessible, and sustainable. A key figure in increasing awareness about menstrual hygiene in rural India is Arunachalam Muruganantham, often referred to as **"Padman"**. He developed a machine that produces sanitary pads at a lower cost, making them accessible to more women.



Moreover, creating a supportive environment through community engagement and public awareness campaigns can help normalize menstruation and reduce stigma. Promoting local production of low-cost, reusable menstrual products like cloth pads and menstrual cups can be both cost-effective and environmentally sustainable.

In conclusion, menstrual hygiene is not just a health issue—it is a matter of human rights, dignity, and equality. By improving menstrual hygiene practices and removing the barriers that menstruating individuals face, societies can empower women and girls to lead healthier, more confident, and more productive lives.



# Menstrual Hygiene Poem

Each month a rhythm, nature's own, A  
sign of strength so gently shown. Yet  
wrapped in silence, shame, and fear,  
When all it asks is care and cheer.

A drop of blood, not sin or stain,  
Not cause for whispers said in vain.  
It's life itself that flows this way—  
A cycle old as night and day.

But still, too many lack the means, To  
change, to wash, to keep things clean.  
With rags and leaves they make do,  
Where pads and dignity are due.

No water clean, no private stall,  
No teacher there to help at all.  
They skip their class, they miss their  
goal, As silence takes its heavy toll.

Yet hope is born in voice and light,  
In lessons taught and standing right.  
To speak the truth, to break the spell,  
To teach our girls they can be well.



**- Written By :  
Dr. Hemant Deshpande  
Dr Aparna Sarwade**



# FROM HER FIRST PERIOD TO EVERYDAY POWER: CELEBRATING MILESTONES IN MENSTRUAL HEALTH EQUITY

How grassroots partnerships and quiet leadership are rewriting the menstrual health narrative: from shame to strength

The first period of a girl marks the beginning of her reproductive capabilities; it's a moment she remembers her entire life. Ideally, it should be embraced with love, dignity, empowerment and knowledge. However, it's been labelled as a silence, guilt, stigma, taboo, shame and something that should not be talked about and is often pushed into the shadows. However, the time has started to change, and how people see menstruation is changing through grassroots partnership and focused leadership in urban centres as well as rural communities.



Real change doesn't come from campaigns alone; it comes when a woman in a village and her daughters can talk about periods openly, or when a woman in an office feels supported to manage her work during her period without judgment.

Menstrual health is no longer about providing sanitary pads; it's about celebrating resilience and strength and redefining the way the world views menstruation and making it a human rights issue, which is celebrated at every stage of women's and girls' lives. Whether it's a young girl in a city learning to manage her period among a busy, stressful life or one in a rural setting beginning to break from long-held taboos, the landscape has begun to change. Across regions and backgrounds, the focus is shifting from silence, discomfort and shame to dignity, strength, awareness and knowledge for every girl.

Change is being made from the ground up by local and government organisations, volunteers, and advocates across urban and rural landscapes, and they are breaking taboos and delivering culturally sensitive education and support. By fostering open conversation and empowering communities with tools, they are turning silence into dialogues and shame into strength.

Some of the powerful progress has come not from headlines but from quiet leadership of people who distribute pads in silence, teach dignity on how to handle it and transform communities without standing on the stage.

The impact of these transformations has begun to be seen everywhere, from schools in urban neighbourhoods where girls attend school confidently to rural villages where menstruation is discussed openly for the first time. These milestones are not individual achievements but the collective step towards social equity, transformation and inclusion for a healthier society.

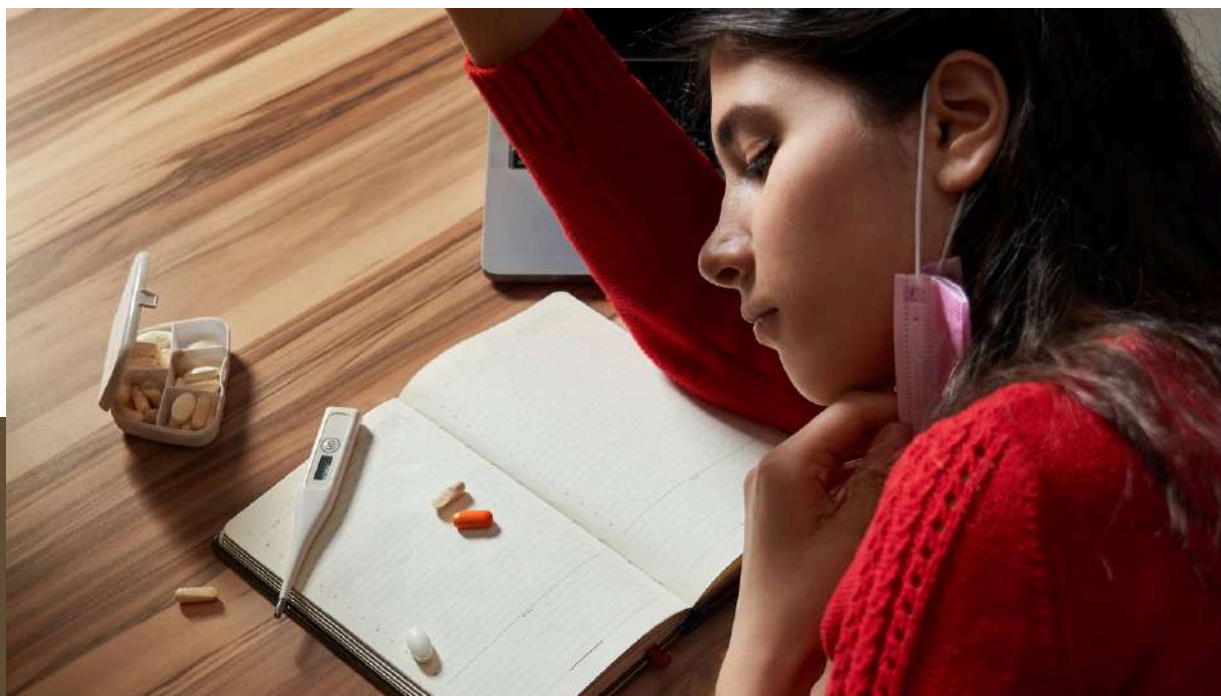
This journey from vulnerability and unawareness of a first period has been transformed into an everyday power of informed decision and reflects a growing movement for justice. It's a gear shift from negligence to inclusivity, from invisibility to recognition.

By continuing to invest in grassroots leadership and collaborative strategic partnerships that span across rural areas, society can ensure menstrual health awareness is embedded in broader efforts for education, health, gender equality, security and empowerment. When menstrual health is treated with respect and dignity, it ignites a strength that reciprocates far beyond the cycle itself.

Access to pads is one thing; true menstrual awareness begins when no girl misses school, a woman doesn't have to apologise when she touches a jar of pickle when she is on her period, and a village woman can openly talk about managing her post-pregnancy bleeding with her mother-in-law.



**- Written By :  
Dr. Malini Saba**



# From Shame to Strength: Why Sharing Our First Period Stories Matters

For generations, periods have been wrapped in whispers. Many of us may still clearly recall the uncomfortable time of our first period, along with confusion, shame, and terror. Even though these stories are very personal, they are remarkably common: a pad tucked surreptitiously under a book, a ruined school uniform, or a hushed discussion. However, what if we used that quiet to our advantage?

*Discussing our early period stories is a potent tool for social change as well as a personal act of bravery.*

## Breaking the Taboo, One Story at a Time

Despite being a normal biological function, menstruation is nevertheless stigmatized. One in three South Asian girls are unaware of menstruation prior to their first period, according to UNICEF. Shame and dread result from this ignorance. However, by freely sharing our tales, whether on social media sites like Instagram, LinkedIn, or even at the dinner table, we make room for empowerment, empathy, and education.

## Creating Safe, Period-Positive Spaces

When we talk about periods, we normalize them. When leaders, influencers, and working professionals share their experiences, they help dismantle long-standing taboos. Imagine a young girl reading a LinkedIn post by a successful CEO about her first period—how empowering would that be?

It tells her: ***“You are not alone. Your body is powerful. There is nothing to hide.”***



## Shifting the Narrative: From Shame to Strength

Words have power. Every time we say **“period”** without flinching, we challenge a system that taught us to be embarrassed. Sharing stories about period leaks, cramps during exams, or support from friends builds solidarity. It builds a sisterhood.

From Bollywood celebrities to school teachers, more women are speaking up. Campaigns like **#PeriodPositive** and **#MenstrualMatters** are gaining momentum. At WomenShine, we believe storytelling is a catalyst for change—and period stories are no exception.

## For the Future: Educating Boys and Empowering Girls

This isn't just a **“girl's issue.”** When boys and men hear these stories, they become allies. They understand, support, and help foster more inclusive homes, schools, and workplaces. Education begins with conversations, and every story shared is a seed planted for a more period-friendly world.



## Let's Start a Movement

Your story matters. Whether it was awkward, funny, or painful—share it. Post it on LinkedIn. Talk about it with your daughters, sons, and friends. Let's make periods a conversation, not a secret. From shame to strength—it starts with us.

**#PeriodPositive**   **#MenstrualHealth**   **#BreakTheTaboo**   **#WomenShine**   **#FromShameToStrength**  
**#FirstPeriodStory** **#MenstruationMatters** **#EmpowerHer** **#VoicesOfChange** **#HealthForHer**

**Team WS**

# Magical Blends Presents Simplified Skincare Regime for the Monsoons

Magical Blends is a Unique Patented Personalised Skincare System with 6 active plant-based serums that help solve all common skincare issues and concerns.

These clinically researched and formulated serums blend seamlessly with the bases - either cream or gel - crafting a quick, simple and hassle free skin care routine. Their Sun Defence Serum, Glow Boosting Serum, Pore Refining Serum and Vit C Brightening serum combine to make the perfect monsoon skincare regime to battle monsoon skincare woes. The Niacinamide enriched Glow Boosting Serum is a boon for dull skin with blemishes and marks. Regular use helps to brighten skin, smoothening it out and giving a healthy glow to the skin. It also helps in preventing acne breakouts and keeps the skin barrier healthy.



The Sun Defence SPF 50 PA++++ Serum is India's first oil-in-serum sunscreen and has highly effective broad-spectrum UVA & UVB protection, leaving no white cast! It's perfect to use for AM whether one is indoors or outdoors as it also helps protect against blue rays and radiation from our digital devices. And Yes, SPF is a must even in the monsoons.

Add the Tea Tree Oil & Salicylic Acid infused Pore Refining Serum to your monsoon skincare regime to battle acne issues and breakouts. This serum is perfect for all-over use for controlling sebum production and refining pores, as well as spot-based topical use to fight acne and acne marks.





Depending on how oily or acne prone your skin is, this serum can be added to both AM and PM routines. Finally, adding the Vit C Brightening Serum in your PM routine will help you achieve a clear and radiant complexion and fade out pigmentation.

It also stimulates collagen, helping you achieve younger looking, firmer and healthier skin. Magical Blends advises using this Vitamin C serum in the PM so that you can get the complete benefit of its overnight brightening effect without the risk of photo-exposure led oxidation.

Monsoons can be gloomy; but your skin shouldn't be! Use the Magical Blends Monsoon Skincare regime to achieve bright, youthful and radiant skin this Monsoon!!

**How to Use:** Take a small, pea-sized amount of the base of your choice - cream or gel, and mix it with 3-4 drops each of the SunDefence SPF 50 PA++++ Serum and Glow Boosting Serum during AM. For PM use, take the base of your choice - gel or cream - and add 3-4 drops each of Vit C Brightening Serum and the Pore Refining Serum. In case of excessive acne or oiliness, use the Pore Refining Serum both in the AM and PM. Mix your skincare blend and apply it evenly to your face and neck.

**Good to Know:** Dermatologically tested, plant-based actives, no artificial fragrances & colours, no mineral oil. Cruelty free, sulphate free and phthalates free with no nasties.

**Price:** Available at Monsoon Discount at INR 1056 for set of 4 Serums (3 week packs)

**To Buy:** <https://magicalblends.in/collections/monsoon-essentials>



# Epic Honeymoons: 5 Dream Destinations That Go Beyond Maldives

Let's face it—Maldives has its moments. Gorgeous? Absolutely. But if you're dreaming of a honeymoon that's a little less expected and a lot more "you," it's time to break away from the usual. From fairytale cities to mountain escapes and cultural gems, your honeymoon should be as unforgettable as the wedding itself. Louis D'Souza, Managing Partner, Tamarind Global, shared five once-in-a-lifetime destinations that go far beyond the postcard-perfect—because your love story deserves nothing less.

## 1. Patagonia, Chile

For couples seeking a honeymoon that's far from ordinary, Chilean Patagonia is an unforgettable choice. Nestled at the southern tip of South America, this remote and awe-inspiring region offers a perfect blend of luxury, adventure, and raw natural beauty. It's ideal for newlyweds who want to start their journey with something truly epic. Think jagged mountain peaks, turquoise glacial lakes, ancient forests, and sprawling valleys where you might spot wild guanacos or soaring condors. Explore the iconic Torres del Paine National Park, where you can hike to the base of the majestic granite towers, kayak on Lake Pehoé, or simply bask in the serenity of its postcard-perfect views. For a softer pace, head to the Lake District, where charming towns like Puerto Varas offer cozy vibes, local culture, and scenic volcano backdrops. Luxury eco-lodges like Tierra Patagonia and Awasi Patagonia provide an intimate escape with private excursions, spa treatments, and floor-to-ceiling windows that frame Patagonia's otherworldly scenery.

Whether you're trekking through rugged trails, horseback riding with local gauchos, or sipping Chilean wine by the fire, Patagonia delivers a once-in-a-lifetime honeymoon that blends wild adventure with soul-soothing tranquility.



## 2. Kyoto, Japan

If you're dreaming of a honeymoon that blends timeless romance with rich cultural heritage, Kyoto is the perfect destination. Often referred to as the heart of traditional Japan, Kyoto offers newlyweds a serene and soulful escape—where every alley whispers history, and every garden feels like poetry. Whether you're wandering hand-in-hand through the magical Arashiyama Bamboo Grove during the early morning light or watching the sunset from the terrace of Kiyomizu-dera Temple, Kyoto promises unforgettable moments at every turn. Take a stroll along the Philosopher's Path, especially during cherry blossom season, or experience the quiet beauty of Fushimi Inari Shrine as you walk through its thousand red torii gates at twilight.



In the historic Gion district, catch a glimpse of geishas or enjoy a candlelit dinner in a traditional machiya house. For couples seeking a slower, more intimate pace, Kyoto and Nara provide a deeply enriching alternative to Japan's buzzing cities. Don't miss out on cultural experiences like the Japanese tea ceremony, Zen meditation, or soaking in a mountain onsen retreat together. And no matter when you go—be it cherry blossom spring or fiery autumn—you'll savor the best of seasonal Japanese cuisine and hospitality. Kyoto is not just a honeymoon destination; it's the beginning of your love story told in the most timeless, tranquil, and tender way.



## 3. Iceland

Looking for a honeymoon that's far from ordinary? Iceland might just be the dream destination you didn't know you needed. This Nordic gem is a paradise for couples who crave adventure, breathtaking landscapes, and magical moments that feel pulled from a storybook. From soaking in the steamy, mineral-rich waters of the Blue Lagoon to chasing waterfalls along the dramatic South Coast, Iceland offers a one-of-a-kind romantic escape. Explore the iconic Golden Circle, hike glaciers together, or go horseback riding across volcanic plains.

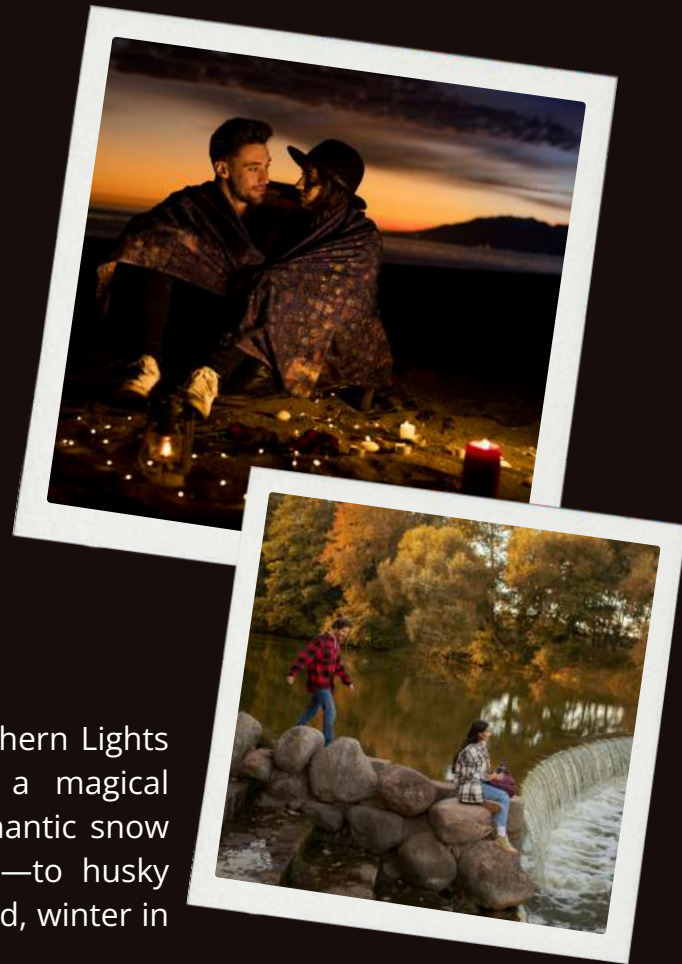
And when it's time to slow down, cozy up in one of the many boutique hotels or countryside cabins with geothermal hot tubs under the stars. If you time it right, you may even catch a glimpse of the Northern Lights, dancing across the sky—a surreal, once-in-a-lifetime moment you'll never forget.

Reykjavík, Iceland's charming capital, offers a perfect mix of modern comfort and Icelandic culture, with fantastic local cuisine, quirky cafes, and relaxing wellness spots. Whether you're thrill-seekers or just looking to unwind in a landscape that feels otherworldly, an Iceland honeymoon promises magic, intimacy, and memories that will last a lifetime.

## 4. South Africa

If your dream honeymoon includes candlelit dinners with vineyard views, spotting elephants in the wild, hiking through breathtaking mountains, or strolling hand-in-hand along beaches where penguins play—then South Africa might just be your perfect match. This diverse and dazzling country offers something for every kind of couple. Start your journey in Cape Town, where dramatic landscapes meet cosmopolitan charm. Take a cable car up Table Mountain, visit Robben Island, and explore the colorful streets of Bo-Kaap. Stay at the Ellerman House or the elegant Cape Grace Hotel for luxury and views that will leave you breathless.

If you're nature lovers, head to the Drakensberg Mountains for hiking trails and cozy mountain lodges, or immerse yourself in the ultimate wildlife experience with a safari in Kruger National Park. For a luxe safari stay, consider Royal Malewane, Singita Lebombo Lodge, or Lion Sands Ivory Lodge all offering five-star service and intimate wildlife encounters. Don't miss a scenic drive along the Garden Route, where you can stop at hidden beaches, lush forests, and charming coastal towns. Whether you're chasing sunsets on Camps Bay Beach, sipping pinotage under the stars, or waking up to the sound of lions in the distance, South Africa delivers unforgettable moments that turn your honeymoon into the adventure of a lifetime.



## 5. Lapland, Finland

Whether you're cuddling in a glass igloo under the Northern Lights or sailing across serene summer lakes, Finland is a magical honeymoon destination that's full of wonder. From romantic snow adventures in Kemi—home of the iconic Snow Castle—to husky sledding, reindeer rides, and icebreaker cruises in Lapland, winter in Finland is nothing short of a dream.

Prefer a warmer escape? Summer brings endless daylight, lakefront picnics, forest hikes, and quaint towns like Jyväskylä and Kittilä, perfect for cultural charm and architectural beauty. Don't miss Helsinki, with its cozy cafes, relaxing spas, museums, and lively shopping streets. Whether you're an adventure-loving duo or a couple seeking quiet connection in nature, Finland offers unforgettable moments all year round.

These offbeat destinations promise adventure, romance, and memories you'll never forget. Go where your heart leads, not where the crowd goes.



**- Written By :  
Louis Dsouza**



# Summer Destinations to Escape Scorching Summer

As the summer heat intensifies across the plains, there's no better time to seek solace in the serene hill stations of India. Here is a collection of exquisite retreats nestled in the Himalayas, providing the perfect escape for those yearning for cool climes, lush landscapes, and unparalleled luxury.

## 1. Mussoorie – The Queen of Hills

Perched at an altitude of 2,005 meters, Mussoorie is renowned for its panoramic views of the Himalayan ranges and its colonial charm. A leisure resort that offers guests a blend of modern amenities and traditional hospitality. Explore attractions like the Mall Road, Lal Tibba, and the Mussoorie Jheel, or simply relax amidst the misty mountains.

## 2. Lansdowne – Serenity Amidst Pine Forests

A hidden gem in Uttarakhand, Lansdowne is a tranquil town surrounded by dense oak and pine forests. It provides a peaceful retreat with luxurious accommodations. Visit the War Memorial, Bhulla Tal Lake, and St. Mary's Church, or embark on nature trails that offer glimpses of the region's rich biodiversity.



## 3. Naukuchiatal – The Lake of Nine Corners

Located in the lake district of Uttarakhand near Nainital, Naukuchiatal is a hidden paradise that stays refreshingly cool even during peak summer. Famous for its serene nine-cornered lake surrounded by thick woods and hills, it's perfect for boating, kayaking, and peaceful walks. It offers a serene stay experience in this idyllic setting, where guests can enjoy birdwatching, lakeside picnics, and a calm that soothes both body and soul.

#### 4. Rishikesh – The Yoga Capital

While Rishikesh is famed for its spiritual significance and adventure sports, it also serves as a refreshing summer getaway. It offers a serene stay with views of the Ganges. Participate in yoga sessions, explore the Beatles Ashram, or enjoy white-water rafting for an adrenaline rush.

#### 5. Udaipur – The City of Lakes

Though not a traditional hill station, Udaipur's elevated terrain and numerous lakes provide a cooler respite during summer months. It offers regal accommodations reminiscent of Rajasthan's royal heritage. Explore the City Palace, boat on Lake Pichola, or stroll through the Saheliyon Ki Bari gardens.



#### Plan Your Summer Escape

With a diverse portfolio of properties, each destination offers a unique blend of natural beauty, cultural richness, and luxurious comfort. Whether you're seeking adventure, relaxation, or spiritual rejuvenation, these hill retreats provide the perfect backdrop for an unforgettable summer vacation.



**- Written By :  
Sandeep Singh**





# ESCAPE THE HEAT WHILE EMBRACING THE MAGIC OF SUMMER

As summer begins to weave its warm charm, explore a collection of India's most captivating destinations, perfect for embracing the spirit of the season while escaping the heat. From serene riverside retreats to breathtaking hill stations and enchanting wilderness experiences, these destinations promise unforgettable summer getaways, each infused with luxury, adventure, and tranquility.

Get ready to dive into the joy and spirit of summer like never before. Nestled amidst nature's splendor, this unique celebration brings together the perfect blend of relaxation, adventure, and luxury. Each destination is carefully curated to offer experiences that rejuvenate the mind, body, and soul while celebrating the essence of summer. From travelling with family along the sacred Ganga River, to soaking in the cool breeze of Nainital's hills with friends, or venturing solo into the wild heart of Jim Corbett—these breathtaking destinations promise unforgettable experiences.

Travel with family around the sacred Ganga River, enjoy the cool breeze of Nainital hills with friends or just solo travel in the wildlife of Jim Corbett, these stunning properties have something special for everyone.





## PILIBHIT HOUSE, HARIDWAR - IHCL SELEQTIONS

For a soul-stirring and rejuvenating summer break, Pilibhit House, Haridwar- IHCL SeleQtions is an ideal destination. Guided by the principle of Puruṣārtha, the 35 artfully restored rooms and suites surround a serene courtyard, with balconies offering Ganges and Shivalik mountain views. Guests can take an auspicious dip at the hotel's private bathing ghat at any time of the day.



Also, the luxury hotel's soul-stirring Ganges Aarti every evening fills the air with soulful positivity. For some relaxing time, guests can indulge in a foot-soak or healing ayurvedic spa therapies, yoga and meditation by the river. Further, guests can indulge in an array of Indian and international delicacies along with live music making it a memorable stay.

## ALOHA ON THE GANGES, RISHIKESH



Located on the banks of the sacred Ganges, Aloha on the Ganges is a haven of serenity and wellness. Start your day with rejuvenating yoga sessions, and let the riverfront transform into a playground for adventure and exploration. Enjoy personalized wellness therapies at the spa, savor summer-inspired cuisines, and soak in the spiritual ambiance that Rishikesh is renowned for.

Evenings come alive with enchanting cultural performances and the mesmerizing Ganga Aarti, creating a truly immersive experience. Whether seeking peace, adventure, or both, Aloha on the Ganges is the ultimate destination to embrace summer in its purest form. Aloha On The Ganges, Rishikesh - INR 17,500 + taxes onwards- per night with double occupancy.



## TAJ CORBETT RESORT & SPA, JIM CORBETT

As the summer season emerges with a new life into the untamed beauty of Jim Corbett's wilderness, Taj Corbett Resort & Spa is ready to host guests looking to escape Delhi heat. Imagine waking up in the melody of jungle birds celebrating the new season, embarking on an adventurous safari spotting vibrant wildlife animals, and soothing souls with authentic Kumaoni delicacies. This summer as the guests watch the Kosi River swell with seasonal cheerfulness, immerse yourself in the essence of untamed nature, where every golden day feels like a celebration.



## THE NAINI RETREAT, NAINITAL



Unwind in the heart of Nainital at The Naini Retreat—your gateway to exploring the lakes, hills, and hidden trails of the city, all while enjoying the comfort of heritage luxury. With serene Naini Lake, this exquisite property offers an idyllic escape from the summer heat. Begin your mornings with a refreshing nature walk along with boating, indulge in unique gourmet delights at Walnut Cafe along with marvelous scenic

beauty while you devour the tastiest dishes and unwind in the evenings with a stroll along the lake's edge. Guests can indulge in an elegant high tea service against the backdrop of misty hills or simply relax in the cool embrace of the lush surroundings. With its charming and comfortable environment, this property promises an unforgettable summer retreat for your loved ones.

The Naini Retreat, Nainital- INR 21,000 + taxes onwards- per night with double occupancy.



# पति पत्नी के रिश्ते में मजबूती लाने के लिये प्रयास आवश्यक हैं

शादी सात जन्मों का बंधन है ... जोड़ियाँ ऊपर से बन कर आती हैं ...वर्तमान समय में ये कहावतें अर्थहीन होती जा रही हैं क्यों कि दिन प्रति दिन तलाक और ब्रेक अप की खबरें हमारे आस पास सुनाई पड़ती रहती हैं . रिश्तों में कड़वाहट या दूरियाँ आते ही आपस में गलतफहमियाँ जड़ जमाने लगती हैं और आपसी संवाद कम होने लगता है तो स्थिति बिगड़ते देर नहीं लगती है .

किसी भी रिश्ते में मजबूती लाने के लिये दोनों तरफ का प्रयास जरूरी होता है . जिंदगी भर का साथ निभाने का वादा करने के बावजूद रोजमर्रा के झगड़े , मनमुटाव धीरे धीरे रिश्तों को कमजोर कर देते हैं . कई बार छोटी छोटी बातें बड़ी बन जाती हैं और रिश्ता टूटने की कगार पर आ जाता है .

सबसे आवश्यक बात है कि एक दूसरे पर भरोसा और विश्वास रखें. एक दूसरे के साथ दोस्ती वाला व्यवहार. बनाने का प्रयास करें. पति या पत्नी दोनों आपस में कंपर्टेबिल अनुभव करें . पत्नी को भी स्पेस मिले जिससे वह अपनी बात कहने में हिचके नहीं.. नीला के बॉस उसे अक्सर देर शाम तक रोकते फिर वह अपनी गाड़ी में उसे ड्रॉप करने के लिये कहते . उसे बॉस की यह बात नागवार लगती , उसने पति रवीश से कहा तो उन्होंने कहा, यदि तुम्हें ठीक नहीं लगता तो साफ साफ मना कर दो . वैसे तुम मुझे रिंग कर देना , मैं पिक करने आ जाया करूँगा . तुम्हारे बॉस समझदार होंगे तो तुरंत समझ जायेंगे . यदि नीला पति से इस बात को छिपाने का प्रयास करती तो संभव था कि पति रवीश के मन में शक का बीज पनप कर रिश्तों में दूरियाँ पैदा कर देता





पति पत्नी के खुशहाल रिश्ते में आपस में सम्मान की भावना रखना जरूरी होता है . एक दूसरे के प्रति इज्जत का भाव रहने से आपसी मनमुटाव अपने आप समय से दूर हो जाता है .

कई बार देखा जाता है कि पति पत्नी एक दूसरे की समस्या सुनना समझना ही नहीं चाहते . ऋषि के ऑफिस में छटनी चल रही थी ,उसके मन में हर समय नौकरी जाने का खौफ छाया हुआ था . इधर पत्नी अंजली अपनी शॉपिंग और पॉलर , किटी की दुनिया में मस्त थीं . ऋषि ने कई बार अपनी समस्या इशारों इशारों में बताई लेकिन उन्हें इन बातों से कोई मतलब ही नहीं था ... जब नौकरी चली गई तो अंजली ने रोना धोना और झगड़ा शुरू कर दिया . ऐसी स्थिति में रिश्ते में दरार आना स्वाभाविक ही है . इसलिये ये जरूरी है कि एक दूसरे की शारीरिक , आर्थिक या मानसिक परेशानी को सुनो समझो और महसूस करके उसके समाधान का प्रयास करें तभी रिश्ते बने रह सकते हैं .

पति पत्नी दोनों ही एक दूसरे की कमियों को देखने के बजाय उनकी कोशिशों पर गौर कीजिये . हर समय दोष देने की बजाय उसे समझने का प्रयास कीजिये.

आपके सकारात्मक कदम रिश्तों को बेहतर और और अच्छे पार्टनर बन कर रिश्तों में निखार ला देंगे .

आशा निराशा , हार जीत तो जीवन की दिनचर्या का आवश्यक हिस्सा है . उसके लिये किसी व्यक्ति विशेष को दोष देना समझदारी नहीं है . रिलेशनशिप कोच इला जैन कहती हैं कि आपस में ब्लेमगेम खेलने से रिश्ते खराब होंगे . इसलिये साथी के प्रयास को सराहें , संभव है कि वह अगले प्रयास में सफल हो जाये . उसे बेहतर करने के लिये आप प्रेरित करें .

हम सभी अपने बचपन से सुनते आये हैं कि पति बाहर के काम करते हैं और पत्नी घर के अंदर का.. परंतु आज के समय में सब सीमायें टूट चुकी हैं . आजकल पति पत्नी दोनों ही बाहर काम करते हैं तो पति का कर्तव्य बनता है कि पत्नी के घरेलू कामों में मदद करे . जब पति पत्नी साथ में मिल कर काम करते हैं तो दोनों के संबंध में प्रगाढ़ता आती है . निष्ठा और विशेष दोनों ही आईटी कंपनी में कार्यरत हैं . विशेष अक्सर पत्नी से पहले आ जाते हैं और निष्ठा जब घर आती है तो पति के हाथ की चाय पीकर उसकी थकावट छुमंतर हो जाती है और फिर दोनों मिल कर डिनर बनाते हैं . इला जैन कहती हैं कि अब वह समय नहीं है कि आप यह कह कर पल्ला झाड़ लें कि यह मेरा काम नहीं है .. जब पत्नी घर चलाने में सहयोग कर रही है तो आपसी तालमेल के साथ एक दूसरे का हाथ बँटा कर रिश्ते में मजबूती ला सकते हैं .

कई बार हम ऐसे शख्स के साथ रिश्ते में होते हैं जिसकी नजर केवल साथी की कमियों पर ही लगी रहती है और वह मौके बेमौके आपकी कमियों पर नजर टिकाये रखता हो और कमेंट करता रहता हो ,तो रिश्ता निभाना मुश्किल हो जाता है . यदि आपके साथी में कोई कमी या व्यवहार में खामी है तो आपको यदि उससे परेशानी है तो सही मौके पर सही तरीके से उसे उसकी कमी से अवगत करायें , यह भी ध्यान रखें कि आपके अंदर भी कई कमियाँ होंगी जिसे आपका साथी नजरअंदाज करके आपके साथ निभा रहा है इसलिये आप भी उसकी कमियों को नजरअंदाज करने की आदत डालिये . रश्मि को पढ़ने लिखने का शौक था, उसके कमरे में पेपर और मैग्जिन बिखरी रहतीं ... पति अखिल जब ऑफिस से आते तो चारों तरफ बिखरी किताबें देख कर उनका मूड ऑफ हो जाता , वह बहुत बार रश्मि को किताबें समेट कर रखने को कहते लेकिन आदत से लाचार वह एक कान से सुनती दूसरे से निकाल देती .. उसकी इस आदत के कारण कई बार आपस में कहासुनी भी हो जाती थी . आखिर में अखिल ने आते ही सबसे पहले बिखरी किताबों को समेट कर रखना शुरू कर दिया तो रश्मि ने पति के आने से पहले ही समेट कर रखना शुरू कर दिया . इस तरह से धैर्य से रिश्तों में मजबूती लाई जा सकती है .

यदि आपका साथी ओवर वेट हो रहा है तो आप उसके साथ वॉक पर जाना शुरू करें या एक्सपर्ट डायटीशियन की सलाह से आप स्वयं भी साथी के साथ अपने खाने पर भी कंट्रोल करें . आप अपने फैसले अपने साथी पर मत थोपें , संभव है कि वह आपकी बात आपके दबाव में मान लेता हो परंतु रिश्तों में यह कड़वाहट पैदा कर सकता है . आपको अपने साथी की भावनाओं का भी ख्याल रखना होगा .

यदि आपका साथी ओवर वेट हो रहा है तो आप उसके साथ वॉक पर जाना शुरू करें या एक्सपर्ट डायटीशियन की सलाह से आप स्वयं भी साथी के साथ अपने खाने पर भी कंट्रोल करें . आप अपने फैसले अपने साथी पर मत थोपें , संभव है कि वह आपकी बात आपके दबाव में मान लेता हो परंतु रिश्तों में यह कड़वाहट पैदा कर सकता है . आपको अपने साथी की भावनाओं का भी ख्याल रखना होगा .

अपने साथी के सपनों को पूरा करने में सहयोग करें . मीना को लेखन का शौक था .. वह कहानी और लेख लिखतीं पति मिहिर उसको कोरियर करते , उनके लिये कॉपी पेन आदि सबका ख्याल रखते , आज मीना जी पति के सहयोग के कारण प्रतिष्ठित लेखिका बन कर लेखन जगत में अपना विशिष्ट स्थान रखती हैं.

मनोरोग विशेषज्ञ उन्नति कुमार का कहना है कि जब हम पार्टनर चुनते हैं , उस समय तो हम केवल दो ही लोग हुआ करते हैं परंतु सच्चाई यह है कि रिश्ते निभाने में समुदाय , दोनों के दोस्त और कैरियर जैसे अनेक पहलू होते हैं , जिन्हें अक्सर नजरअंदाज किया जाता है . यदि इन सबके साथ सामंजस्य नहीं बैठ रहा तो आपसी रिश्ते में खुशी नहीं मिल सकती . इसलिये सिर्फ अपने बारे में ही न सोचे वरन् अपने साथी की प्राथमिकताओं को भी इज्जत दें .

हर व्यक्ति के मन में अपने साथी के लिये अनेक सपने और ख्वाहिशें होती हैं कि वह ऐसा हो ... वैसा हो ... वह उसकी सारी अकांक्षाओं पर खरा उतरे ... और जब वह आपकी आशाओं तो पूरा नहीं कर पाता तो आप उसको बदलने की कोशिश न करना शुरू कर दें वरन् वह जैसा है वैसा ही उसे स्वीकार करें . आपको यह ध्यान रखना जरूरी है कि आप उसकी खुशियों का ख्याल रखें . पति या पत्नी कितना सहज है , दूसरों के सामने उसके मान और इज्जत का ध्यान रखना जरूरी है . शादी शुदा रिश्तों में कई बार पति पत्नी एक दूसरे की फैमिली को ज्यादा पसंद नहीं करते लेकिन आपसी रिश्तों को ठीक रखने के लिये परिवार के लोगों के साथ संबंध बना कर रखना जरूरी हो जाता है .

शादी शुदा कपल्स ज्यादा तर आपसी रिश्तों इमोथशन्स जाहिर करना बंद कर देते हैं और मशीनी सी जिंदगी जीने लगते हैं तो रिश्तों में बासीपन आ जाता है



इसलिये कभी डिनर तो कभी कोई ट्रिप जरूर प्लान करते रहना चाहिये ताकि आपसी रिश्तों में ऊष्णता बनी रहे जब कभी आपस में बहस हो जाये तो ध्यान रखें एक दूसरे को अपशब्द या दिल दुखाने वाली बात न कहें अपनी भाषा पर कंट्रोल रखें . कहावत है कि तलवार का जख्म भर जाता है लेकिन जुबान से निकले शब्दों का घाव कभी नहीं भरता . यदि आपकी गलती है तो माफी मांगने में संकोच न करें . जब क्रोध आ रहा है , कोशिश करें कि मन शांत हो जाने के बाद ही बात चीत करके मामले को सुलझायें .

यदि इन प्रयासों से भी सामंजस्य नहीं हो पाता तो ऐसा रिश्ता खुशी नहीं दे सकता , इसलिये केवल अपने बारे में ही न सोचें वरन् अपने साथी की प्राथमिकताओं को भी इज्जत दें . दूसरों के सामने उसके मान इज्जत का ध्यान रखना होगा . अच्छा रिश्ता तभी हो सकता है जब निराशा या असफलता के पलों में एक दूसरे के आत्मविश्वास और खुद पर भरोसा बढ़ाने में सहयोग करे .



पद्मा अग्रवाल

WOMEN **SHiNE**

**See you in the next edition**