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The journey of how **Virat Constructions** and Interior Designing **Company was** started by a successful and hardworking Woman.

Mrs. Pranavi Mediga (Interior Designer & Constructor)

ver the past 8 years, Mrs. Pranavi has led the Constructions team and oversaw several projects that were completed successfully around the city. She stands out from the crowd because of her achievements and outstanding construction and designs.

Virat Constructions & Interiors was a dream come true goal in Pranavi's life. Being a successful woman requires a lot of effort and energy, starting her career life as a freelancer to building her own company, she has learnt and grown a lot in the field of designing and picked up many lessons along the way.

She always emphasize continuous learning and honing my skillset because I firmly believe if you don't know your trade well, how are you going to guide your staff? How are you going to answer your clients eventually? I believe in, in-depth study and knowledge of the work I do.

In the construction industry, we have to keep abreast with the latest in material innovation, something which I love keeping pace with, so that, I can implement the same in my future projects.

Mrs Pranavi shares, being a "women entrepreneur" is a tough and a long journey and her Husband has been a big support throughout my journey.

Pranavi has successfully completed many projects in the field of construction by providing quality houses and her unique selling point is building compact houses that are well spacious. She has been awarded as the Lady entrepreneur in the field of Construction from Telangana and Also has been awarded as the Best Quality and Promising Construction firm.

As everyone says, a single flower does not form a garland, and similarly, our firm is built by all of us working together as a team.





With the help of my team, I was able to achieve my objectives; our team comprises of specialists with years of expertise in sectors such as architecture, engineering, and project management. We are dedicated about offering high-quality services and endeavour to always surpass our clients' expectations! Thank you to my Team....

With our creative methodologies and exceptional customer service, we are committed to revolutionizing the construction sector. To build constructions that will last, we exclusively utilize high-quality materials and cutting-edge technologies. The first thing we decided to do is implementing some of the best construction practices by acquiring new materials and focusing on advanced technologies. By initiating the use of latest technology in construction projects, We have ensured speedy completion of projects, with reduced dependence on manual labour.



She says "I never dreamt of success, but I have always worked for it to be what I am now"!







# Radiologist by day, #Author by evening

Helping others heal is a path to self healing - Juju's Pearls.

from New Delhi, India. Currently, she is based in Punjab, India. She is a Radiologist, Author, blogger, Book coach, social activist, traveler, and counselor. Her selection to Tata Memorial Hospital, Mumbai for Residency in Radio-Diagnosis was the turning point in her life. She set out on a journey to find a solution for freedom from grief. She learnt that a listening ear' was the key to other people's hearts.

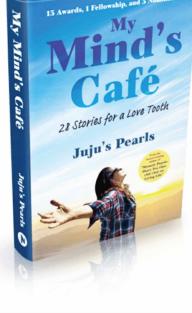
uju's Pearls (Reemanshu Bansal) hails

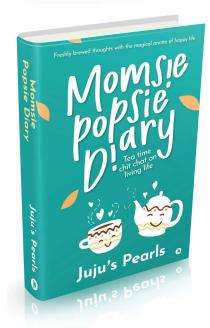
She is a dedicated professional besides a passionate author. She holds national and district posts in her professional association. She has an all-female staff centre. She has adopted families in the slums and runs an evening school for their children. She is a crusader of social projects related to women and children living in slums. Her family has travelled across India and abroad. She believes travelling to places and experiencing different cultures is like a wonder drug for everyone especially children. This is real teaching, which leaves a mark on a child's mind. Family times and vacations help in confidence and personality building besides bonding. She recognizes the transformative power of attentive listening and unlocking people's hearts and embraces her mother's wisdom mantra of "simple living, high thinking,"

#### Juju's Pearls -

Writing under the pen name "Juju's Pearls," she enthrals readers with her unique style on her globally acclaimed blog. Her extensive literary accomplishments span fifteen books (three as solo author.) Achieving notable success, her debut book ranked #2 on Amazon as best hot new seller, while her tenth publication secured #9 spot. Her book 15th ranked #1 Amazon Hot New Releases. Available worldwide in paperback and e-Book format, her works grace prestigious book fairs-Kolkata International Book Fair, New Delhi World Book Fair with future appearances at the upcoming Frankfurter Buchmesse. Her personal blog (reemanshu.blogspot.com) has readers across the globe. Tea-time at her workplace has evolved into counseling and therapeutic sessions. She loves to share her life experiences in her own style statement.











She also delves into realm of cinema, with one of her books adapted into a captivating short film. OTT platforms and the Goa Film Bazaar have taken an interest in her stories. Passionate about reviving the reading culture, she founded JRC (Juju's Reader Club). She champions environmental causes, cycles to work, supports Greenpeace, and adopts trees as birthday gifts. Life member of the Indian Red Cross Society, an enthusiastic WWF volunteer, she actively promotes positive change. Regular meditation and yoga contribute to her balanced and purposeful life. She runs a Readers Club by name JRC- Juju's Reader Club both offline and online. She is on a mission to revive Book reading culture. Upcoming projects- one is in publishing stage, two are in pre-publishing stage

#### Literary Awards -

Golden Book Awards2023, Bharat Vibhushan 2023, Most Iconic Doctor & Author of the year 2023, Author of the Year 2023, Top 50 Impactful Author Awards 2023, India's 100 Women Achiever 2023, Tagore Commemorative Honoree Author for 2023 for Literary Excellence and beyond, Literary Award for Best title Fiction 2023 SRG Literary Awards, Winner of 'Literary awards 2022 Non-fiction-Best Biographies/Memoirs', Awardees 'Emerging Author of the year 2022, Awardees India Prime Top 100 Authors 2022, Tagore Commemorative Honoree Author for 2022 for Literary Excellence and beyond, Recipient of 'India Star Inspiring Woman of the year 2022 (all-rounder), Sahityakosh Samman' for literary work recognition, Literary Award, LITFEST 22, Awardee Book Honor, World Book Day, Awardees 'Certificate of Excellence', Tagore Commemorative Edition, 2022, Awardees Category 'India 50 Inspiring Women 2022, Awardees 'Outstanding influencer of the year, Awardees 'Inspiring Indians 2022, Awardees 'Excellence in writing beyond medical field, Fellowship Certificate, Inspiring Indians 2022, Book in 'Must read shelf' at LIFEST 22, Coverage in Litteratura magazine thrice (April'22, July'22, April, 23). Books placed in Kolkata International Book Fair, New Delhi World Book Fair, Goa film festival. Frankfurter Buchmesse Book Fair, Nominated for 'Bharat Gaurav Shree Sammaan, Nominated for 'Reader's Choice Awards 2022' by TCK Publishing, USA Her published books are- Momsie Popsie Diary 2.0 Reimagining Life' Tapestry, Momsie Popsie Diary Tea-Time Chit-chat on Living Life, My Mind's Café 28 stories for a Love Tooth. Other books/anthologies:#Verses of love, Love Me, Till Your Cessation!, My Feelings on the Paper Bookl of My Heart Goes On, Wide Awake Volume 1, How I Calibrate My Life!, The Kolkata Diaries Volume II, Summer Waves Volume II, Stories from India Volume I, Tales in the City Volume I, Petals & Chocolates Volume III, Nyra Volume II, Dear Mom Volume II









#### Activities (JRC) -

Juju's Reader Club: Book lovers meet first Tuesday every month. Books of different genre are discussed over tea/coffee. Social Projects; Raksha: Aim to sensitise women regarding menstrual and general hygiene by providing free sanitary pads to women living in slums. They have stopped using cloth during periods. Udaan: Aim to motivate children living in slums to study in evening mobile school, gain basic education. Then help them in enrolling in regular government school. Jaagrukta Camps (Awareness Camps): Aim to create awareness camps in women living in slums. Make them aware about the various skills they can learn, help them in forming SHG (self help groups), arranging their skill learning courses and making them financially independent. A life lived in a fully conscious, aware state, is the most powerful addiction. Get addicted to this. Join me in my mission.–Revive book reading culture





Beauty Awards are passion

to us.

~ M Savarni Devasena

~ M Narmada Dharmasena

(Pageant Models)

Savarni Devasena, and
M Narmada dharmasena
born in September Ol,
2008, and july 24, 2009
in a educated family,
where parents are professors.
Devasena is studying 10th class
and dharmasena studying 9th
class, and very active & meritorious in education and sports.
As she had been to abroad many
times from childhood, very well
versed with system of abroad. The
place she resides comes under

rural part of andhra pradesh, amd she taught of by participating pageant

programmes could bring empowerment to women.

DKP is a leading organaizer of Pageant, operating from Delhi, has announced in march 2023,

Miss Teen 2023 India programme. Devasena and Dharma Sena, has applied to the mentioned programme with a permission from parents.

First round was introductry and second round was dress compitition, third was interview by jury members, fourth round is dancing on high heels, fifth round was ramp walk and posture presentation.

All the score was cumulative and results were announced in July, Devasena selected as winner from state of andhrapradesh, Dharmasena became runnerup from state of Andhrapradesh as Miss teen 2023 finalists.

Both are invited to Delhi on Dec 2023, to participate in Finals for Miss Teen 2023







#### Q. what made you to choose pageant?

Devasena and Dharnasena emphasize that the world is interconnected on a global scale, offering numerous opportunities and options for validation. In this context, the significant role of digital platforms makes it convenient to showcase various initiatives, including those related to pageant programs. These programs have been recognized as a means to promote women's empowerment, aligned with the idea of leveraging the digital realm for their advancement.

#### Q. what was training part involved?

Every day, I dedicate one hour to practicing yoga, another hour to enhancing my understanding of general knowledge and international languages, and engage in a rigorous one–hour dance practice that specifically focuses on mastering the art of dancing in heels. This structured routine empowers me to balance physical well–being, intellectual growth, and artistic expression effectively.



#### Q. Who is your trainer?

My Mother specialized in dance, mastering the art of graceful movement in heels, while father dedicated his expertise to a diverse range of subjects, excelling in areas such as general knowledge, international languages, and yoga.

#### Q. How did you feel, after the selection of finalists from AP?

I am overjoyed, having received blessings from both my trainers and parents, as I continue my training in preparation for the upcoming finals.

#### Q. what did parents said?

Upon their recommendation, my parents have advised me to pursue additional training abroad for a month under the guidance of professionals. Excitingly, our next training session is scheduled in Italy for the month of October.

#### Q. what are your Golas?

Dedicated to achieving excellence, our commitment to receiving unparalleled training underscores our determination to deliver an outstanding performance in the forthcoming finals. With the aspiration of capturing the prestigious title of Miss Teen 2023 India, we have set our sights on this accomplishment. Furthermore, casting our gaze into the future, we envision the establishment of a hospital that will make a positive impact on society. This endeavor aligns harmoniously with our continued participation in a variety of pageant programs.

#### Q. Message to the women.

We can participate in pageant programs to fulfill our ambitions in the beauty world while still maintaining our professional pursuits.

#### Q. Any other programmes and awards?

Engaged in the "Stree Mission." I proudly participated and received an award as the Queen of the month for July. Additionally. I'm currently in the process of vying for the title of "Queen of Hearts" in Miss Teen 2023.

#### Q. Any other programmes and awards?

Having engaged in the "Stree Mission," I am thrilled to have participated and received the Queen of the Month award for July. Furthermore, I am currently in the process of competing for the coveted title of "Queen of Hearts" in Miss Teen 2023. Additionally, I am excited to share that I am also in the process of participating in the United Nations pageants, with the finals currently underway.

#### Q. Any Model or Acting Ambitions?

Absolutely, our primary goal is to become doctors and establish our own hospital. However, we're also deeply passionate about participating in beauty pageants and receiving awards. It's important to note that our interest in beauty awards isn't for pursuing acting careers; we're clear about our intentions. We're determined to balance both our medical aspirations and our passion for pageant programs without compromise.



## YOUNG WRITER AND HER JOURNEY - MS Nithya Vijayaraghavan (Youngest Writer)





s Nithya Vijayaraghavan was born in a middle class family Chennai . Her father Vijayaraghavan was selected by UPSC and was a class officer of Income tax appellate tribunal . Her mother Mrs Sudha Vijayaraghavan was a Tamil tutor and stood as strongest motivation towards her writing career . Her passion of writing and motivating people with words began when she was in her 9 th std . Her first poem "Helen Keller " motivated her to do so . She considers William Shakesphere ,Helen Keller& her father as her inspiration

She was awarded a book titled "ballet" during her 9 th std for her poem "leisure is the pleasure" which was her very first award. She agile cheerfully towards her goals and ambitions . She was graduated with Bachelor of Science from JBAS college for women and was the magazine secretary of JBAS college student's council. She had worked day and night for her father 's thesis & projects . Ms . Nithya Worked as a translator during her UG and invested

the money she earned in anthology works and patronage services . She had provided Shanthi Vaithi home of Sholinganallur happy lectures and had also interacted with other old age homes with happy lectures and in bringing people out of depression . She is purusing MA journalism at Shasun Jain college for Women. Ms. Nithya Vijayaraghavan on the other hand was a national level actor of theatre arts, She was felicitated by Govt college of Karnataka for her performance. She had got a wonderful opportunity to work with London organisation of skills development (LOSD) under Dr. Parin Somani as content writer and social media manager, Ms. Nithya V had started her new start up paperinashes a writers community to establish doors for other aspirational writers to join and work together. She has been collaborating on a Malaysian journal . Ms . Nithya was also selected as one of the Asian youth international model of United Nations conference at kola lampur Malaysia. She had written several anthologies and has been working on her debut novel "lassie a tale of minuscule paws".





She was also selected as one among 20 poets of India by super 7 poetry organisation. Her writer ups were featured in popular writers website people reflections and she has reached 93 out of 100 in their top writers scoreboard. She was also invited as the judge for the debate and word war events of SIET and has also been a judge to Bharath university once for poetry competition.

Ms Nithya is a hard worker and work oriented person she was a topper and all rounder both in academics and co circulars as well . She had recieved several laurels during her college days and was given the honour of excellence for her extended service as the student's coordinator of siet .Ms. Nithya Vijayaraghavan has been awarded by Diva planet magazine as the most youngest writer of 2023 , She has also been nominated by forever star India awards for the title "Ms Writer India "And has been title holder of Ms content writer of FSIA (FOREVER STAR INDIA AWARDS)Nithya selected as one among the top 10 influential writers of Namya magazine. She was also been recognised by National book of Records as one Among the top 10 influential writers of India for



their she global awards . She is currently a member of several literary forums and has been collaborating with global research journal towards content management . And has published several anthologies under Manda publishers Delhi . She has also been appreciated by Piyush Goel " Mirror man of India " for ranking IO among top 25 young aspirational performers of open mic organised By knight writers community of Uttarakhand . She is also the founder of paper in ashes forum a newly started writers community for budding aspirational writers . Mr . Sai Pavan Tej "her fiancé" is one of the most strongest stalwart supporter of her career who has always been a plinth of reinforcement for her independent women titles.



## **Empowering Minds:**

### Celebrating the Noble Journey

#### of Teaching

~ Sharmila Mangalaraja

(Teacher & Professor)

#### The Art of Impactful Education -

Teaching is an art, an art that goes beyond the mere imparting of knowledge. It involves understanding the individual needs of each student and adapting teaching methodologies accordingly. Great teachers have the ability to ignite a flame of curiosity and instil a love for learning that lasts a lifetime. Their passion for their subject matter is contagious, inspiring students to dive deeper into the realms of knowledge and exploration.

Moreover, teachers are not just providers of information; they are facilitators of growth and personal development. They serve as role models, guiding students on the path of integrity, empathy, and resilience. In a world where values can sometimes be overlooked, the teaching profession stands as a beacon of ethical conduct and values-based education.

#### My Journey as a Professor -

The journey of a teacher is not without its challenges. The profession demands immense patience, as I have worked with students of various abilities and backgrounds. I must cater to diverse learning styles and adapt to evolving educational landscapes. Despite these challenges, the rewards of teaching are immeasurable. The joy of witnessing a student's 'eureka' moment, the pride of seeing them succeed, and the knowledge that they played a role in shaping a bright future, make every hurdle worthwhile. The impact of a teacher's influence extends far beyond the academic realm; it touches the emotional and social aspects of a student's life, fostering a sense of belonging and self-worth.

eaching, often hailed as the noblest of all professions, plays a pivotal role in shaping the minds of future generations. A teacher's influence extends far beyond the classroom, leaving an indelible mark on the lives of their students. My journey as a teacher is one of dedication, passion, and perseverance, as I took on the responsibility of nurturing young minds and empowering them to reach their full potential.







#### Embracing Innovation in Education -

As society evolves, so must education. Teachers must embrace innovative teaching methodologies and incorporate technology to engage their tech-savvy students effectively. Blended learning, virtual classrooms, and interactive tools offer new avenues to captivate and inspire young minds. Furthermore, the role of a teacher goes beyond classroom walls. They become lifelong learners themselves, continuously updating their knowledge and skills to remain at the forefront of education. Professional development opportunities, conferences, and workshops equip teachers with the tools they need to navigate the ever-changing educational landscape.



#### The Impact on Society -

The impact of teaching extends beyond the individual student. Educated and empowered minds contribute positively to society, driving progress, and creating a better world. Teachers, as architects of these empowered minds, play a crucial role in shaping the fabric of society.

Many influential figures attribute their success to the guidance and support of their teachers. These teachers leave a lasting legacy, not only through the knowledge they impart but through the character they instil in their students.



#### Teacher-Student Relationships: Building Trust -

At the heart of effective teaching lies a strong teacher–student relationship. The connection between a teacher and their students is built on trust, respect, and understanding. When students feel supported and valued, they are more likely to engage actively in the learning process and take ownership of their education.

Teachers act as mentors and confidants, creating a safe space for students to express their thoughts and concerns. By fostering open communication, teachers can identify the unique strengths and challenges of each student, enabling personalized learning experiences that maximize potential.

#### Conclusion -

As we are celebrating my journey, let us acknowledge the unwavering dedication and passion of educators worldwide. They are the unsung heroes, moulding the leaders of tomorrow, and empowering minds to create a brighter future.

In a world that faces numerous challenges, the teaching profession remains a beacon of hope and enlightenment. It is a profession that leaves an enduring impact on individuals and societies alike. So, let us honour and appreciate the teachers who tirelessly dedicate themselves to empowering minds and transforming lives.



# I can never imagine not being an Artist. Colours and Brushes is my world. ~ Shalaka (Painting Artist)



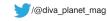
was born and brought up in a liberal Maharashtrian family in Poona. My parents recognised my talent. As i grew up, drawing became a medium for expressing myself and this talent began to take shape in the form of an art.

By the time i was in 10th class I knew where my future lay. Science and commerce was not for me. Art it was so I joined Abhinav Kala Mahavidyalaya, Pune and studied 'Commercial Arts'. The knowledge of GD Arts... opened the doors of the world of advertising and designing. But who said artist think through their brains. Having established myself as an upcoming designer in a reputed company and having much to look forward in terms of career progression I took the plunge and got married to a man in uniform. I soon found myself in a place where even buying the weekly quota of vegetables was a luxury - leave alone a computer and internet connection to continue my work online. Being a part of the armed forces showed me how tough life could be and we in the civil streets take most things for granted. While I was a "Commercial Artist" the commercial part took a back seat while the artist in me continued to

evolve. My feelings and emotions took shape in the form of canvas paintings, rangolis on cultural occasions for soldier's wives or even decorative items of art and craft. Over time I started experimenting with art. I began to using different media such as coffee, turmeric and even items of makeup such as lipstick, eyeliner etc for drawing. One fine day after having spent more than a decade and a half away in my own small world of art, I met a friend who said that my art was so beautiful that it must be shared with the world. This led to the birth of 'Art beat". A site that showcases my emotions and tryst with art. "Art beat" is Art from the heart. It is about the small moments that give us everlasting happiness; it is about charting the untrodden path. it is about fun, it is about adventure and importantly it is about living life on your own terms. Not having to worry about what others think about you. In due course 'Art beat' will evolve into a movement of sorts with concept being to teach ordinary people the use of different media to express themselves and discover how extraordinary each one's life is.

As we learn to appreciate the small little colours in small little things in everyday life we will forget our worries and live life fuller and happier. We can then share this fullness and happiness with the people around and make this world a better place. My urge to study made me complete my Masters in Fine Arts there after. I worked as an Art teacher teaching art to children from class I to class I2th for almost I2 years of my life. I was even fortunate to work as an ART instructor in the US.

I then discovered the world of fabric and there began my journey to paint and create one of a kind pieces of sarees, suits, stoles, dupatta and anything in fabric. I worked under the label of Flowing Dreams for 4 years after which I began Shalaka'S and started my own website. There were many struggles and health issues that kept Getting in the way but to overcome those and live your dream is life. In these years I have won several awards from Two world records, to Indian women talent award to Asias top 100 influential wome in the field of art. Featured in Many magazines for my work I am so thankful to everyone who supported me. It's been a wonderful journey and it continues....







#### Q. What motivates you to be in the field of Art?

I find peace in ART. it's like oxygen to my soul. A world of colours, brushes, sketching, drawing and painting is a beautiful world. Creating ART makes me complete stress free. I think it's like a stress booster. Nature, Abstract, Various form or just being on a Railway station with a sketch book and sketching makes me at peace. I feel in the chaos of life ART brings me comfort and inner peace.

#### Q. What kind of person you are - a tea lover or coffee one?

I am a complete Tea lover. My day can not begin without a hot cup of ginger or lemon grass tea. Tea offered is never refused. A lot happens with a cup of hot tea I believe.

#### Q. Is there any special art or any kind of form which you like to do most of the time?

I am into painting on fabric most of my time goes in it, but the one thing I do every single day is sketching. Since my college days it was instilled in us to sketch every day. Sketching is the base of any good artist to be. I have managed to keep sketching daily. There is no easy way to be successful as an artist one has to practice contour drawing everyday.

#### Q. You have already achieved so many achievements, which one you find most close to your heart?

Every achievement has been very special to me. Each has its own story and hard work. Every achievement has its own struggles. But if I have to choose I would say the two "World Records" Not every day does everyone get to make or break them. It's a dream that is fulfilled.

#### Q. What is your morning schedule, would you like to give us a sneak peak?

I am a total morning person. Early to rise and early to bed is me. An early riser my day begins at 4:30. I get done with all my work from breakfast to lunch and then go for a morning walk. I begin my painting at 9:30 in the morning

#### Q. If you are not an artist, Which field you will choose?

That is tough!!! I can never imagine not being an Artist. Colours and Brushes is my world. Actually never though of this one before but I think probably a "Gemologist "I have always had interest in the study of Gems and very few people know this that I have a diploma in it to. So yes it would have to be in the study of Gems





# Unveiling the prismatic colours and standing tall ~ Isabel (Mentor & Model)

i! I'm Isabel, recent title winner of Crown Times Mrs Photogenic, I have done Masters in counseling & Organizational Psychology, I am an educationist by profession and a practicing karateka, a wife and a mother to an eight year old handsome



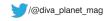
#### Q. Being in a hectic schedule, what kind of activities filled you with joy?

Well, I won't call it hectic......I was undergoing the dior need to update and upgrade myself. I was greedy to fill my cup and everything fell right in its place. It was all thrilling and exciting to be a part of a University again to complete my studies, while being an employee to a renowned training institute. Practicing martial arts with my 8 year old son, who is senior to me in terms of grading of the belt. Though it took a lot of sweat, I enjoyed every bit of it, as I was continuously shifting my roles from being a mentor to my trainees to being a student for my weekend lectures, to dawning a Gi (karate uniform) and kicking and punching and learning my kata's, to helping my son with his studies and finally my late night practice on heels in my living room to grooming myself as a model, it was all thrilling. Since I was building up myself, it was all wonderful and I embraced every challenge that came my way.



#### Q. How difficult is it to handle so many things?

As a child I was surrounded by a lot of family members from my mother's family. On the same hand I enjoyed family gatherings more than hanging out with friends. But growing up teaches a lot of things where one learns to handle so many things alone when you are left with only the extinct side of people once you were surrounded with. Coming from a broken family where parents never gelled in and witnessing a lot of tiff between them. I grew up with a lot of questions in my mind. Since my high school years there was a constant urge to be independent in terms of handling my expenses. The thought was so persuasive that I started earning while pursuing my graduation. But as I was heading toward getting married there was another thought creeping in my mind, I wanted to be a homemaker. I met Mr Simon on a matrimonial website and informed him about my plans to be a homemaker after marriage. My decision was valued by him but soon I was informed about his side of the broken family. Starting my journey in a new city after marriage with no relatives and known people to surround me, I took up a job to occupy myself and settled into my husband's third shift work. So even I don't know how I handle so many things, probably my life was planned in such a way and I am just strengthening





## Q. Despite a long career as an educationist, what made you participate in a pageant and after winning a title what do you think has changed?

Ups and downs in human life are part and parcel of life, 2 years back I had enrolled myself to study psychology to understand different segments of human behavior. Still everything kept turning topsy turvy. From someone very close wishing me my son's death to someone close yet again spread rumors about me on silly petty things. I was devastated. My peace was challenged. Leaving everything apart, I finally chose to rise above, on the same hand there was a constant urge to make a grand confident walk cutting the cords with everything that was toxic.

Hence here I would underline for people who consider participation in pageant show a bizarre(could be opinionated), that for me it was a grand walk, it was gaining my confidence and wit after a pathetic episode, it was presenting myself to get judged by a panel of jury who judged my attitude, how I walked, how I spoke and carried myself. For someone who tried to ruin my image by stealing one of my pictures to create a fake instagram account in my name, to spread rumors about me, this pageant show helped meto give it back with a confident face of Mrs Photogenic. Although a lot has changed but one thing for sure my pictures come out more confident and strong I must say!

## Q. After going through lots of ups and downs in family relations, do you believe in joint family concepts?

As a child I lived in a family which was joint and I still have fond memories of my grandparents being the strong pillars who kept everyone united. I've come a long way understanding relations and managing a lot of things on my own and just because I don't have a healthy family background doesn't mean I don't believe in the joint family concept. In my opinion, be it joint or nuclear, a family should be a bunch of understanding people

#### Q. Canyougive us a sneak peak about your morning rush schedule?

As I start my day early, a lot depends on how I wind up at night. With support from my husband and being taken care of by two house helps who simplify it for me in the morning, so more than me rushing they rush to help me and let it sail smooth for me



#### Q. Your journey is a continuous process of evolving, so what is that one thing you were grateful throughout?

Yes, I was working hard, I strived my best to evolve as that was the only thing I was left with

Isabel, which means believer of God, my belief in almighty was that one thing which kept medeep rooted to my ground rules. I felt immensely grateful as I could feel the strength I was drawing from the Supreme Power which helped me face all the challenges in life. Regardless of so many in the past few years. I also felt grateful as my husband and I could take care of our couple goals and wisely continue to take care of our little one.



IT WAS ALL
WONDERFUL
AND I EMBRACED
EVERY CHALLENGE
THAT CAME MY WAY.



# An Equity research Analyst turned to a well known beauty content creator ~ Deevya B (Beauty Content creator)

A beauty content creator who loves creating makeup and skincare content. Has had the opportunity of working with some of the leading brands in the industry.

am Deevya B, born and bought up in Mumbai. I completed my schooling and bachelors in accounting and finance from Mumbai. I pursued my Master's in accounting and finance from an esteemed university in Scotland, United Kingdom. I worked with a few renowned finance companies. Currently, a beauty content creator who loves creating makeup and skincare content. Has had the opportunity of working with some of the leading brands in the industry. Since childhood I have been a headstrong opinionated girl. Open to people's perspective. Always took decisions based on my past experiences. Love people who value others equally, cannot take it if someone does injustice with other person. I am very practical and analytical. I may seem old school but I'm equally modern as well.

I love watching Romcoms, comedy and movies based on true events. Love listening to music, podcasts, swimming and playing indoor games. Cooking for my people makes me happy. I am a Chai lover, a foodie, a pet lover and love spending time with family and friends.

#### Q. You are a beauty content creator. So from where you got the idea of being a content creator.

In 2014, My Nani was bedridden due to an accidental fall at home and my mother was suffering from Interstitial Lung Disease. During that time my family needed me and for me family always comes first hence, I decided to quit my dream job of Equity Research and just be there for my family.

While taking care of my nani and my mom I didn't wish to sit idle and that's when my childhood hobby came through. Since childhood I loved drawing and painting, this passion and love for art

transformed into my love for makeup. I used to watch a few foreign beauty content creators on YouTube and that's how the artist in me was fascinated and inclined towards my love for makeup. I was intrigued to start my blog. That's how my blog page 'Beauty Blog Studio' was born in October, 2014. I always wanted to give people first hand experience of having a product in their hand. That's how I started writing detailed blog posts with few pictures. It showcased the product in detail as though the product was in the hand of the reader. I still remember back in the day I used to mention detailed information about the texture of the product, it's packaging and how it felt after using that product, the overall experience about the product, it was so beautiful that even without videos, I shared so much more

In 2015, I started my YouTube channel. I had to take breaks in between as my Nani's and mom's condition kept deteriorating. Due to the accidental fall, my nani underwent a hip joint surgery and was bedridden post that. She was in deep pain but never showcased that pain in front of us. She was very strict yet



cheerful and a very strong woman. In September 2016, I lost my beloved Nani. Post which mom's health kept deteriorating. She was on oxygen 24/7 due to her ILD. Constant visits to the hospitals, in and out of the ICU had taken a toll on her overall health. It was very painful to see her go through it all. She was a very sweet, down to earth, innocent yet strong woman. She was a warrior who battled with ILD till her last breath. In September 2018, she left us and aboded to heaven. Within a span of 2 years, our family lost both the strongest pillars. It was the darkest phase of our life. But their willingness to fight their respective disease and health conditions taught me a lot. Today whatever I am it's because of my family. Will forever be greatful to them. I follow their teachings and path and will continue to do so throughout my life. Through thick and thins finally here I am in 2023 majorly posting content on Instagram. Fortunately, I have been able to work with some of the best brands in the industry. I have learnt a lot throughout this journey and my lovely BBS Squad has always supported me. I am and will forever be greatful to them.



#### Q. How difficult is it to be a content creator, because people have a myth that it's a process with no hard work.

I believe no job comes without hard work. Some people may think that being a housewife/homemaker isn't that a tough job and what hard work does one do, to take care of the family. Well, to be honest, 'grass is always greener on the other side'. If one thinks that an XYZ job requires less hard work I would kindly request them to take the job and find the real truth behind it. Be it a 9 to 5 job or a content creator, be it a housewife/homemaker or a business owner, everyone has to do put in efforts, do all the hard work and things that the other person may not even be aware of, in order to sustain in their respective fields. Being a content creator one certainly has the benefits of working from home but at the same time that very person often times is unable to set boundaries between work and personal life. For a mere 30 to 60 seconds short video, first a content creator needs to decide a theme of the video, create a mood board around it, decide the outfit, hairstyle and the jewellery, arrange the same and only once that is done we can shoot a video. Often we tend to put in four to five hours of hard work just to curate one look. In terms of skincare videos we tend to use several products for weeks before showcasing them on our page, that may/may not work for our skin, so that we share our thoughts about that product with our audience before they end up buying it. So our skin goes through a lot during this process.

Once the video is shot, we need to check whether the shots are perfect or not. Times when we or the brand is not happy with the shots we need to reshoot the entire video. These days the background also matters a lot. Brands ask for specific backgrounds and in case if there is minutest difference in the background we need to reshoot the entire video. I still remember one of the known skin care brands had this unrealistic requirement that the content creator cannot have tattoos, wanted the creator to change their nail extensions, wear a specific colour of clothing as per brand specifications, etc. We need to adhere to strict guidelines of the brands. In case we happen to miss a small pointer in the brief and are unable to reshoot, we are not paid and moreover may even face legal charges. Numerous brand's only wish to work on barter basis which does not provide the creators any monetary benefits. Hence, it isn't as easy as it seems. Once we are happy with the production we need to sit on the post production that is, edit those videos. Which again takes several hours. Once the post goes live after that we need to check on the analytics. Every video does not go viral. So a video that may seem best to me may not work or go viral. While a video that I curated randomly may do really well. So each time we produce a piece of content, we need to be ready to face the judgement and it may be good or really bad. It's a constant fight for survival and pace. There is a lot of backend admin work also that needs to be done. Content creators often face anxiety and depression because days when they don't feel the creative or productive and do not produce content over a period of time, they may seem irrelevant and the fear of being irrelevant is real. Which is the case in any other field too. Hence, though we content creators have chosen this job which back in the day didn't even pay us, (atleast for me it was only for my love for make up that I started it); directly considering it as an easy or no hassle job seems 'hypocrisy ki bhi seema hoti hai Mitron!'.

When you're working in a close knit environment, you tend to compete with only that specific set of people and you are only judged by those people. However as a content creator we are judged by the audience, the brands we are working with, competitors, an XYZ relative that may or may not want the best for you and also any random Tom and Harry sitting behind their computers surfing on the Internet, not having knowledge about the field and commenting anything randomly just because they wish to showcase hatred towards someone. Fortunately, I haven't faced much

hatred. Constructive criticism is always welcomed. We can certainly work on that. But imagine, thousands of people having varied perspective about the same piece of content (your work). It mentally affects you.

It's bound to happen that some may like it, while others may hate it. Though, I often wonder why people may consider a musician, a dancer or for that matter even a cricketer who just plays a sport, as an artist and be respected and valued for their work; then why can't people consider that creating content is also a job and it involves hard work.



#### Q. Any tips you want to give our readers related to beauty

- . Always apply SPF whether indoors or outdoors
- . Always do a patch test before incorporating a new product in your skin care, hair care or makeup routine
- . Never sleep with makeup on
- . For more follow Beauty Blog Studio on Instagram. it's free...

#### Q. Any piece of advice for content creators who suffer from lack of content.

Firstly know your passion for a certain something. If you like 2–3 things, figure out the niche that you love the most and would love to cater to even if you don't get paid for that.

Often newbie content creators enter the industry looking at the glamorous lifestyle of the content creators. Please refrain from doing that. Identify your niche start working on it, find the top content creators from that niche and see whether you wish to do something similar in the next few years. Try to look out for their behind the scenes and see whether you would be OK to do the hard work that they're putting in right now. If that's what you like start putting out content and be regular. Don't get disheartened even if you don't get views in the initial few months. Be patient and keep working hard. Just be true to yourself, the audience and success will certainly follow you.

For those that suffer from lack of content, Just start with the basic content, checkout and post some trending content in your own unique style. Check your analytics and see what has worked for you in the past, try to curate content in a similar way. Try and be unique but be your true self.

#### Q. If you were not a content creator then what other option would you choose for your career?

Most probably I would have been into equity research or into some form of art.

#### Q. Are you a person who enjoys monsoon season or winter season?

Honestly, I love both equally. Be it winters or monsoon, I love sitting by the window, sipping my hot chocolate/garma garam chai and have long conversations with family and friends or just read a book while enjoying the weather.

In winters you can curate your special winter wardrobe. Add layers to your outfits, dress up or down, wear muffler, blazer, trench coat and boots etc, which ofcourse I miss doing in Mumbai. While in monsoons I wear my comfiest outfits n not care much about it... Nature is equally beautiful in both the seasons so I love them both.



The only female scientist of India with 30+ patent, 11 books in the field of chemistry, bio-chemistry with significant contribution in drug discovery research for Covid-19, Black **Fungus** and Cancer

~ Dr. Kavita Khatana (Researcher & Educationalist)

ducation has been a cornerstone of Dr. Kavita's journey. Armed with Post Doctoral Fellowship from Chemical Engineering Department of Shiv Nadar University, **She is a Gold Medallist in Ph.D. from Galgotias University.** Dr. Kavita's career has been a tapestry of accomplishments and accolades. With over a decade of experience as an educator, scientist, and academician, she has left an indelible mark on the landscape of chemistry and education. Her influence extends beyond the classroom, as she has graced over 50 international and national conferences as a Guest Speaker, Keynote Speaker, Convenor, and more.

Hailing from a distant Haryana village, her journey unfolds like a script from a Bollywood blockbuster. Trekking over 20 kilometres to reach her school, she stood as the lone girl



Educationist, Scientist, also known as 'Proud Female Gurjar', a trailblazing figure in research and education, Dr. Kavita stands as the only female scientist in field of Chemistry with a remarkable record of 30+ patents (both national and international), accompanied by a portfolio of 20+ research papers and a literary legacy encompassing 11 books as Chief Editor, Editor, Author, and Co-Author.

among numerous villages, rousing at 3 am to catch the solitary Haryana state bus for her educational voyage. Amid scholarships earned and triumphs in both academia and sports, she emerged as the Haryana board topper, conquering every medical entrance exam that came her way. Yet fate spun its wheel, guiding her towards a Master's in Chemistry at Kurukshetra University instead of the anticipated path in medicine. Undeterred, armed with tenacity and unswerving focus, she demonstrated that success thrives in manifold forms. Fuelled by a drive to embolden young girls in her village, she embarked on a teaching venture at the tender age of 14, rendering free tuition to eager minds. Since then, her mentorship has illuminated the paths of over 2000 students, many of whom soared through the NEET exams with soaring scores in Chemistry and Biology.





Her achievements have earned her recognition on both national and international platforms, with acknowledgments including the prestigious "Top 50 Most Influential Personality of India Award," the "Best Women Scientist Award 2021," the "Young Women Scientist Award 2020," and the distinguished "Scientist of the Year Award 2020." She has also been applauded for her pioneering endeavors, receiving the "Award for Pioneer Researcher" in recognition of her innovative spirit.

Her commitment to environmental sustainability has been acknowledged with the "Green Leadership Award," while her role as an educator has been celebrated through the "GLOBAL TEACHER AWARD 2020." Moreover, her contributions to conservation were honored with the "Paryavaran Ratna Award" at a significant global event. Dr. Kavita's dedication to advancing pedagogical approaches is evident in her reception of the "Digital Teaching Excellence Award" and the "Academic Excellence Award." As a mentor and educator, she has been commended with the "Outstanding Educator Mentorship Award." On a global scale, she clinched the revered "Global Digital Excellence Award 2020" from the prestigious Global Digital Academy. This recognition, awarded by CK International Business Solutions Pvt Ltd, magnifies her far-reaching impact. Her remarkable research contributions have garnered her the "Faculty Award for Outstanding Research." Additionally, her connection to her roots is celebrated through the "Gurjar Gaurav Award" in 2021.

In addition to her remarkable career, Dr. Kavita's commitment to social reform shines brightly. Her endeavors in

combating Covid-I9 and its mutations, as well as her contributions to understanding Black Fungus affliction, exemplify her dedication to addressing pressing challenges through her scientific expertise.

In essence, Dr. Kavita Khatana's journey is one of inspiration, innovation, and unwavering dedication. Her contributions have illuminated the path for future generations in the realms of chemistry and science education, leaving an indelible mark on academia, industry, and beyond.





# Facilitating the Journey of Aspiring Writers.

Miss. Jyotirmayee Panda (Motivational Speaker)

yotirmayee Panda, a resident of Odisha, stands as a powerful motivational speaker and writer, embodying immense motivation along with exceptional communication and time management skills. Her zeal for innovation and creative pursuits fuels her unwavering enthusiasm for continuous learning. Raised in Odisha, her insatiable thirst for creativity guided her across various domains, excelling in both writing and inspiring others. Her outstanding talents and skills have earned her numerous accolades, including several world records.

Miss Panda's remarkable journey from a computer faculty to a flourishing writer serves as a testament to the potential of the right mindset and dedicated efforts in achieving one's aspirations. Her accomplishments underscore the burgeoning opportunities for aspiring writers in the digital age, enabling them to showcase their abilities and connect with a wider audience. Her accomplishments in writing have not only bestowed upon her a fresh identity but also granted her a platform to share her thoughts and ideas with the world. Beyond mere accolades, her journey resonates as an inspiration, particularly to young women, encouraging them to pursue their passions and dreams. Her story underscores the truth that genuine dedication and staying true to one's passions inevitably pave the way for success.

In summation, Jyotirmayee Panda's journey stands as a wellspring of inspiration for the struggles faced by countless young women aspiring to realize their dreams. Her narrative sets a vivid example of perseverance, hard work, and boundless passion. She should rightfully take pride in her achievements and continue both her writing endeavors and her role as an inspirer to others.



#### Early Life And Background -

Miss. Jyotirmayee Panda was born on 2ISt May 1999 in Cuttack, Odisha . She grew up in a middle–class family and face several financial struggles during her childhood. Despite this , she was determined to achieve success in her life. She completed her schooling from a government school in Cuttack and also completed her  $\pm 2$  Science , Bsc.(ITM) And Master degree (MCA) in Cuttack .

#### Career -

Miss. Jyotirmayee Panda is a 23-year-old young lady who is in the limelight today in a very short span of time. After completing her MCA in 2022, She used the covid period to gradually improve her writing style. Her success in winning numerous awards, certificates, and prize money from renowned writing platforms like "StoryMirror" and "Pratilipi" is a reflection of her talent and hard work. More than 150 certificates from these sites are no small feat, and she has truly proven her mettle as a skilled writer.

Her dedication to honing her writing skills during the COVID period when many people were struggling is a testament to her resilience and determination.

Her school teacher Mr. Khirod Kumar Biswal first made her a member of "Odisha Sahitya Sanskruti Parishad, Cuttack", where on the last Sunday of every month literature and culture are discussed along with the works of many senior writers, which gradually developed her interest in writing. Later, her school teacher "Mr. Khirod Kumar Biswal" extended a helping hand to her. From the beginning she started writing Jagannath poetry which got a lot of popularity and she realized that she can be a writer too. Since then, her journey has been going on, With the blessings of God and the inspiration of all her relatives, The support of her family, the inspiration of her younger brother "Pabitra", All colleagues in her office, With the guidance and encouragement of "Mr. Surya Narayan Rout(Managing Director,OCA)" and her well-wishers one of whom is "Pravat sir" for whose prayers, She herself was a student and worked in a well-known institute "Odisha Computer Academy" for about four years, continuing all these things She started a new writing career. More success than expected slowly touched her feet. At first She started her writing in some famous sites like "Pratilipi" and "Storymirror", then gradually her writing started to be appreciated by the people and the judges there, for which She won many awards, certificate and some prize money in her short writing career.





## Achievements And Accomplishments of Multi - Talented Personality Jyotirmayee:-

- 1) Success in winning numerous awards, certificates, and prize money from renowned writing platforms like "StoryMirror" and "Pratilipi" is a reflection of her talent and hard work.
- 2) She has obtained more than 2IO certificates from "storymirror" and "pratilipi" sites.
- 3) Among them, the "Golden Batch Holder", "Next Great Podcaster", the "Best Writer of the Week" twice, the "Best Writer of the Month" has been selected twice. This time She is nominated as the "Best Writer of the Year". 4) She recently Co-authored 180 above books, Authored 15 above books, Compiled 25 above books and has 2 solo magazines that are sold on Amazon and various other platforms.
- 5) She opened her own motivational channel for people, which is slowly becoming popular with people under the name "JJ Motivation".
- 6) She won Asia's Top 100 Influential Women Awards For "Young Writer And Motivational Speaker –2023".
- 7) Highest civilian award of National Book Of Records "Bharat Vibhushan". 8) 50 UNDER'50- Global Inspiring Women's Award- 2023 For "Emerging Writer".
- 9) Femmetimes Magazine Presents India's Top 30 Women Leaders (Magazine Feature) –25th Mar 2023 For "Young Writer".
- 10) NayeRahi Winner Of Valentine's Week 2023.
- II) Cosmic Inception Publication "Literacy Award For The Year -2023". 12) IWHM- INSPIRATION AWARD -2023 For "Young Inspiring Writer Of The Year -2023".
- 13) Festorganisers Presents Star Of Year Awards 2023 For "Best Author Female".
- 14) 30 UNDER 30 Talented & Rising INFLUENCERS, ARTIST & ENTREPRENEURS, Glaze Iconic Awards 2023 " Young Writer and Motivational Speaker "
- 15) Drop Of Change Publication "Best Writer Award -2023".
- I6) Blue Star Publication "The Glorious Award Of The Year –2023" (Writing Category) .
- 17) Cosmic Inception Publication Presents The Rising Star 2023 (Magazine Feature) For "Young Writer".
- I8) She has recently created her own special organization to identify the hidden talents, promote them and move them forward in which she herself is the Founder and CEO. Which is gradually becoming popular among people as "JJ Crowns". Where she has been able to pay the tuition fees of some of the students by providing voluntary work . She herself came into the limelight as an entrepreneur now at a very young age.

#### International And National TV channel With Newspaper Article And Magazine featuring Like -

- \* MTTV News Channel featuring "50 UNDER'50- Global Inspiring Women's For Emerging Writer" In 8th March 2023 Women's Day.
- \* Combine Article Published For "30 UNDER 30 Talented & Rising INFLUENCERS, ARTIST & ENTREPRENEURS, Glaze Iconic Awards 2023":- Midday, ANI News, The Print, Free Press Journal, Zee5, Latestly, Big News Network, First Post \*I20\* News Media. \* Article Published Many times in " Bharat Times ", " Sanskar News ", " Jabalpur Darpan", " Nai Roshni", "Red Handed ", "Ruhela Tigers Time ", "The Gram Today", "Indore Samachar", "Coldfield Mirror", "Dainik Roshni" And two
- Time ", "The Gram Today", "Indore Samachar", "Coldfield Mirror", "Dainik Roshni" And two biggest international News " World Page3news Thai ", " Women Express", "The MT. KENYA TIMES Paper " Many More.

  \* Personal Article Published: Xpress Times,
- Web Stories India, The Entrepreneur Bytes, The Flimy Beat, Bharat Exclusive, Indian–Xpres, Indian Flux, Best of Hindustan, Digital Scoop India, Medium, Daily hunt, Pixstory, Prevalentindia, UP18 News, Google News, UP Patrika, Rajasthan Journal, Madhyapradesh Mirror, Kanpurlive, Lucknowdigital And Many More.
- \* Article published in "Kirtimaan Sahitya Patrika :- May- June -July 2023 "
- \* Article published in Odiya E-magazine "Puspashree" Edition Ito 6th And E-magazine "Oiashwini".
- \* Combine Article Published For "Asia's Top 100 Influential Women Awards 2023" :- Google News Coverage + First India + Lokmat Times+-Dailyhunt with other 60 +News Portals ( Including her name & Profession)





