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JULY, 2022
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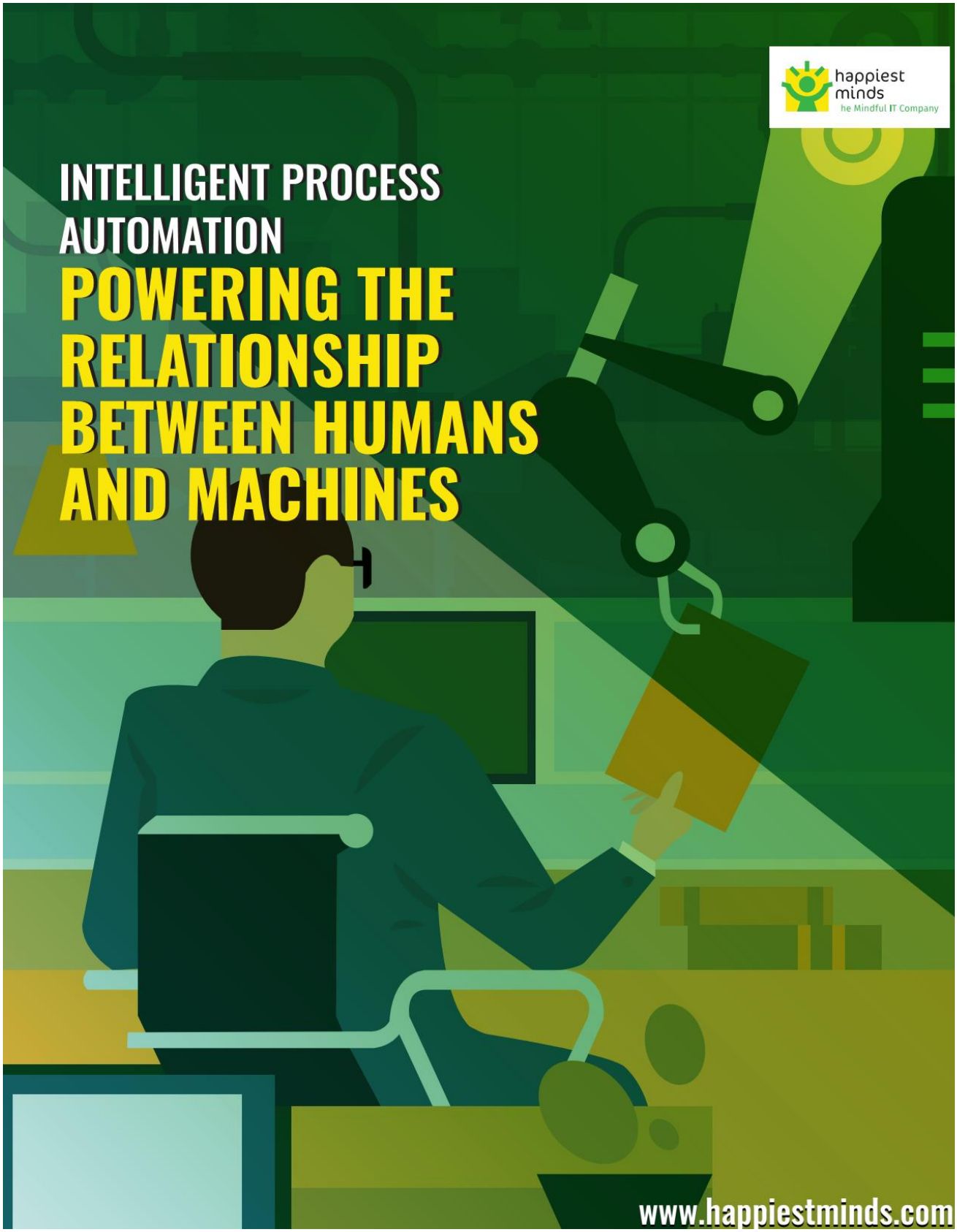
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Editor Note

EUROPE TAKING STRIDES TO CLOSE THE GENDER GAP IN THE WORKFORCE

The jury is no longer out on the importance of gender equality in the workforce. Numerous studies have concluded that 'gender balance' is the key to business success in modern world. In a world where men dominate most roles in the workforce and especially pertaining to leadership positions bringing more women on-board bestows upon organizations a different perspective and skill set. The European Union fares relatively higher when it comes to women's representation of women in top leadership roles as compared to its other global counterparts. According to an EU statement, 30.6 percent of board members in the EUs largest publicly listed companies are women and 8.5 percent of board chairs currently. The region stands to gain economically if this number goes up along with the participation of women in other roles in the workforce.

According to a survey by McKinsey & Company titled 'Win-win: How empowering women can benefit Central and Eastern Europe' 'closing the gender gap in the workplace' is one of the most promising sources to enable organizational growth. As stated by the survey women currently make up 52 percent of the overall population and 60 percent of all college graduates in the seven CEE countries. However, they only make up 45 percent of the workforce in the region. The research dived deep and concluded that closing the gender gap could lead to €146 billion in annual GDP by 2030, which is an eight percent growth win the current scenario which would provide the region with the growth acceleration it requires after the COVID-19 crisis.

What holds true for CEE countries will also work for other regions of Europe. Recently the EU also reached a political agreement to introduce a law according to which listed companies world require to work towards achieving 40 percent female representation in all non-executive director positions by 2026. The Legislation was first proposed in 2012 by the European Commission. However its formal adoption still awaits approval by the parliament and the 27 member states. Their objective of the legislation is crystal clear, "There are plenty of women qualified for top jobs: they should be able to get them". If adopted to apply to both executive and non-executive positions, the target would be to achieve 33 percent female representation which will be a giant leap for women folk across the European region.

Rachita Sharma
Managing Editor

Women Entrepreneur India

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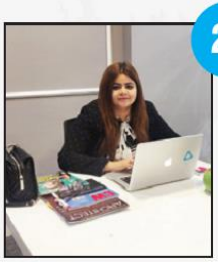

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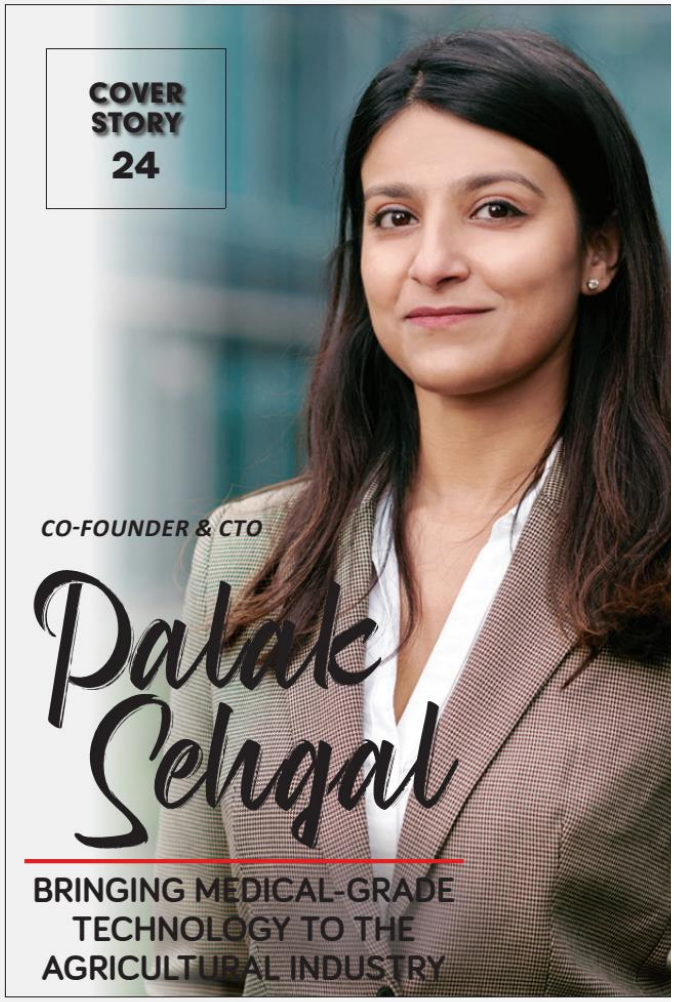

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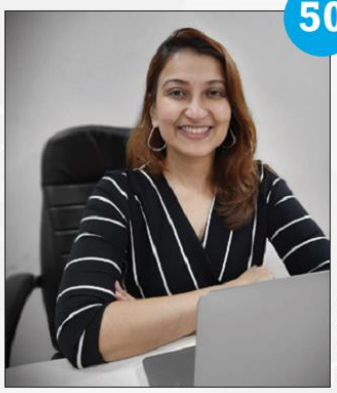

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IN FOCUS

BHARDWAJ INAUGURATES THE HAUSLA EXHIBITION & SALE FOR FEMALE BUSINESS OWNERS

By WE Team

Vivek Bhardwaj, Additional Chief Secretary for finance, industries and commerce, opened a seven-day Hausla exhibition and sale in Zabarwan Park. A comprehensive programme called HAUSLA- inspiring her growth was introduced last year by Lieutenant Governor Manoj Sinha to encourage female entrepreneurship in Jammu and Kashmir. The Department of Industries & Commerce and J&K Trade Promotion Organization (JKTPO) are working together to prepare the week-long exhibition and sale, which will include a number of female entrepreneurs selling their goods.

The ACS looked over every booth set-up by the female entrepreneurs and spoke with them to learn more about their experiences starting and running businesses. Vivek praised JKTPO and the female entrepreneurs who participated in the exhibition and sale while addressing at the event. In his special presentation, he argued that India is a distinctive nation with customs and crafts that date back thousands of years. He added that we should cherish this distinction, which is being carried on by these Hausla women.

According to the ACS, people are aware of the hardships these female entrepreneurs have faced and they are proud of them in society once they have achieved some level of success. Once a woman has achieved this level of success, she serves as an example for the entire family. Devnash Yadav, the Managing Director of JKTPO, Athar Amir Khan, the commissioner of the Srinagar Municipal Corporation, Mehmood A Shah, the director of industries and commerce in Kashmir, and Syed Haneef Balkhi, the additional deputy commissioner of Srinagar, among others, were also present. WE

> **THE DEPARTMENT OF INDUSTRIES & COMMERCE AND J&K TRADE PROMOTION ORGANIZATION (JKTPO) ARE WORKING TOGETHER TO PREPARE THE WEEK-LONG EXHIBITION AND SALE, WHICH WILL INCLUDE A NUMBER OF FEMALE ENTREPRENEURS SELLING THEIR GOODS**

IN FOCUS

REMEMBERING INDIA'S FIRST FEMALE HIGH COURT JUDGE

By WE Team

On February 9th, 1959, Anna Chandy made history by becoming the first Indian woman to hold the position of judge at a high court. Anna served as a judge of the Kerala High Court for more than eight years, till April 5th, 1967. In the then Kingdom of Travancore, which is now Kerala, Anna was born in 1905. She was reared in Thiruvananthapuram by a Syrian Christian family. Anna became the first woman in the state to acquire a legal degree after graduating from the district's Government Law College in 1926. In 1929, she began working as a barrister and focused on criminal law. She received a lot of praise for her work as a criminal defence attorney.

CAUSE OF WOMEN

Anna campaigned for women's right to work because she was dedicated to improving society for women. She made a point of openly challenging her peers, including prominent intellectuals like TK Vellu Pillai, to call for quotas for women in public employment. The Malayalam journal Shreemati was founded and edited by Anna in 1930. The publication provided a forum for promoting women's rights. Anna would challenge gender-based discriminatory conventions through her publications. In her publishing, social themes like widow remarriage frequently appeared. Anna also discussed the severe wage discrimination that women who work on farms must endure.

> THE DEPARTMENT OF INDUSTRIES & COMMERCE AND J&K TRADE PROMOTION ORGANIZATION (JKTPO) ARE WORKING TOGETHER TO PREPARE THE WEEK-LONG EXHIBITION AND SALE, WHICH WILL INCLUDE A NUMBER OF FEMALE ENTREPRENEURS SELLING THEIR GOODS

POLITICS

Anna entered the male-dominated field of politics in 1930 by running for the Travancore state assembly. Although she had the support of the Malayalam newspaper Nasrani Deepika, her foray into politics drew the ire of the Nair publication Malayala Rajyam. Anna ran for office in 1931 but was unable to win a seat for herself. She ran for office the next year, nevertheless, and was elected for a two-year term. After stepping down from her position as a judge on the Kerala High Court in April 1967, Anna served on the Indian Law Commission. Atmakatha was the name of her biography, which was serialized by Malayala Manorama and then published in Thrissur by Carmel Books in 1973. On July 20th, 1996, she passed away. WE

IN FOCUS

SAVITRI JINDAL, RICHEST WOMAN IN INDIA, SAW AN INCREASE IN WEALTH OF $12 BILLION IN JUST TWO YEARS

By WE Team

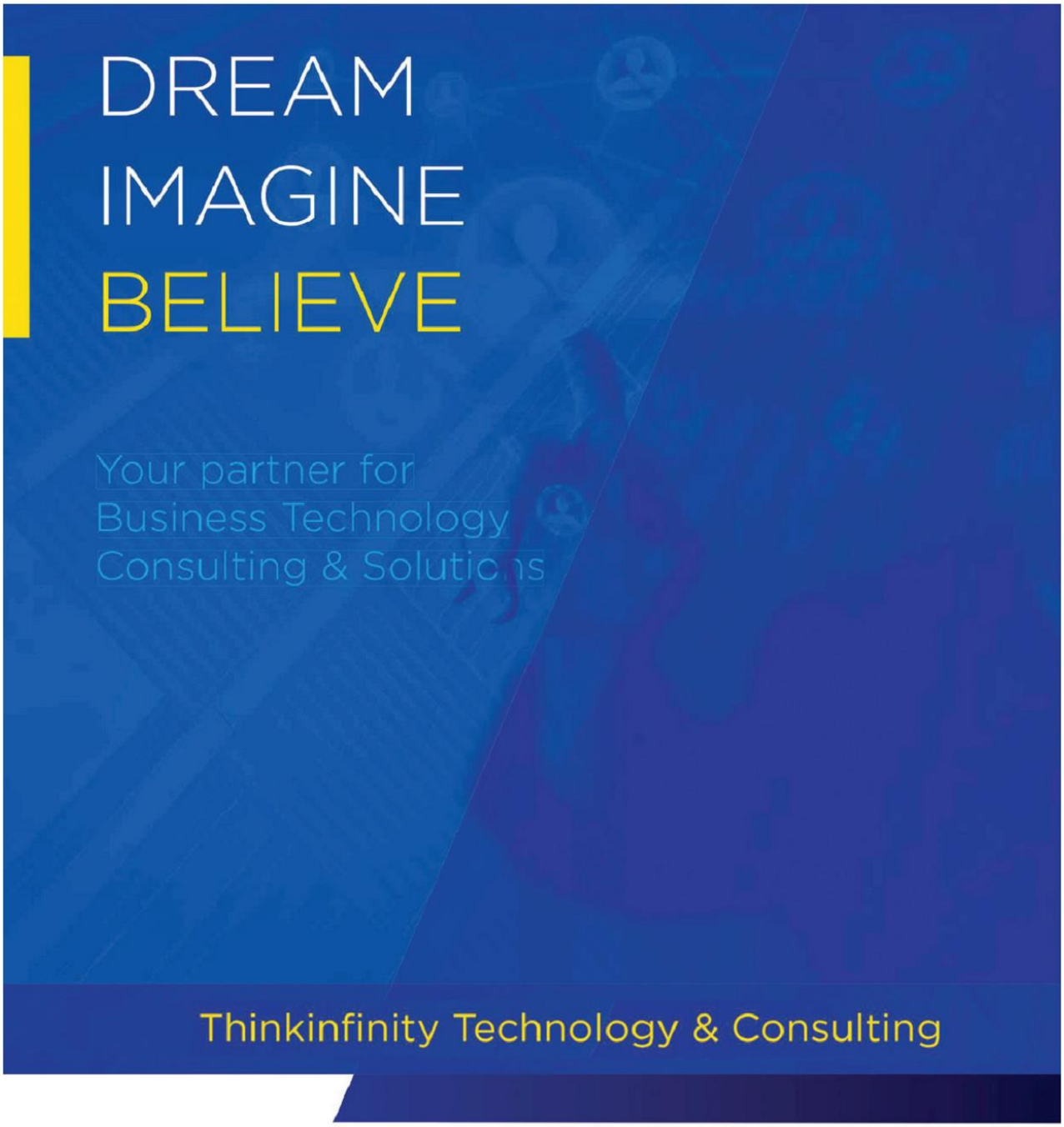
Savitri Jindal's wealth increased by $12 billion in just two years despite the fact that she never attended college and just took over her husband's company after his untimely death. In fact, in the past two years, her net worth has increased more than three times, from $4.8 billion in 2022 to $17.7 billion in 2022. This was following a 50 percent decline in 2019 and 2020. Her net worth decreased from $8.8 billion in 2018 to $5.9 billion in 2019 and then to $4.8 billion in 2020.

And when her net worth reached $18 billion in 2021, the woman—who had previously claimed that women in the Jindal family continue to run the home while males handle everything outside—entered 10 top clubs. According to Forbes, she has been regarded as the richest Indian lady for a while. She is followed on the list of the richest women in India by Kiran Mazumdar and Crishna Godrej.

She increased from 349 to 126 in the global billionaires list between 2020 and 2022. When Om Prakash Jindal, the creator of the Jindal Group, died in a helicopter accident in 2005, Savitri Jindal was 55 years old. After that, she took over the company and got involved in politics. At a point in her life when most individuals are planning to retire, she became a billionaire. With the support of her late husband OP Jindal's success slogan, "Where others saw barriers, he saw doors", Savitri Jindal is advancing the Jindal Group and even assisting the average person in any way she can.

> **ACCORDING TO FORBES, SHE HAS BEEN REGARDED AS THE RICHEST INDIAN LADY FOR A WHILE. SHE IS FOLLOWED ON THE LIST OF THE RICHEST WOMEN IN INDIA BY KIRAN MAZUMDAR AND CRISHNA GODREJ**

She was born on March 20th, 1950, and spent her formative years in Tinsukia, Assam. In 1970, she married OP Jindal. Together, they are parents to nine kids. OP Jindal, the creator of the steel and power behemoth Jindal Group, served as a minister in the Haryana government and a representative for the Hisar constituency in the Haryana Vidhan Sabha. WE



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OPINION

WAYS TO CREATE A SUPPORTIVE ECOSYSTEM FOR WOMEN IN TECH

By Gitanjali Singh - Head of Strategy & Sales, Visionet India

Falguni Nayar has become the latest self-made billionaire. And with that she's also become the new icon for women entrepreneurs, who's hit it off big. There are others too in this realm of women who have climbed the ladder of success and whose names are well known. Indra Nooyi (PepsiCo), Kiran Majumdar Shaw (Biocon), Swati Bhargava (CashKaro), Meena Ganesh (Portea Medical), Nivruti Rai (Intel India), Arundhati Bhattacharya (ex-SBI), and many more. The list is pretty long. Yet, according to the World Economic Forum Gender Gap Report, gender parity as regards women in economic participation and opportunity, remains at just 57.8 percent.

In the technology space specifically, according to NASSCOM figures, women currently constitute 35 percent of the workforce ¬ that's a rise of 10 percent over the last decade. Impressive. What's more, this number is higher than the 24 percent women workforce in other industries. A whopping 50 percent of the technology graduates in India are women.

Yet when it comes to women's participation in the middle and higher management levels, it's a different

picture. A significant number of women fall away from the workforce due to personal reasons, leaving fewer women move up the ladder to the top. Family pressures/responsibilities top the list of reasons for women dropping out from the workforce. Women are expected to look after the family, and even sacrifice their careers for the sake of the family.

Realising the loss in letting go competent women from the workforce, tech companies have rolled out many initiatives to support them as well as to bring them back to work.

Realising the loss in letting go competent women from the workforce, tech companies have rolled out many initiatives to support them as well as to bring them back to work. There are tech companies that have rolled out targeted programs for women to get back to work after a break, be it for childbirth, an illness in the family or some other emergency. These unique programs offer these women the chance to upskill their competencies and catch up with the times.

Besides, they are also provided with peer coaching, leadership talks, and sometimes even a window to board-level interactions, among others.

COVID is the latest reason for women to have left/be leaving the workforce. According to one survey by cybersecurity major Kaspersky, 76 percent women in tech say the fallout from COVID has impinged on their rise in at their workplaces. Though Work from Home (WFH) has been rolled out for almost all the workforce in tech, including women, in the home setting, they are expected to do more than their male counterparts.

> WOMEN SHOULD FIND ADEQUATE REPRESENTATION IN WORKING GROUPS, COMMITTEES, PROJECT-LEVEL GROUPINGS, AND SUCH LIKE IN THE COMPANY

GITANJALI SINGH ,
HEAD OF STRATEGY & SALES

Sadly, nothing much has been done to right this situation. For, this requires a perception change among the males in the family, but unfortunately that requires a long time to set in.

Gender equality also requires the employer company to offer a certain degree of flexibility to its women staff, including support systems for staff with children who need to be cared for. Women should find adequate representation in working groups, committees, project-level groupings, and such like in the company. This should not be for the sake of providing cosmetic representation to women at their work, but should be done with the aim of providing equal opportunity to women in the organisation.

Tech is a field where changes happen at a fast pace. So, it is essential for participants to learn the domain skills on the go. Time and effort have to be expended to succeed in this effort. Joining relevant groups within the organisation, as well as outside it, are ways to overcome this ever-evolving hurdle.

Taking up executive management programmes from reputed management schools is yet another way to lend a significant leg-up to the resume as well as knowledge base of the women staff.

Organisations which profess gender equality have to move with the times to bring out the best in their women employees. WE

COVER STORY

Gomathi Siva Sankaran

FOUNDER & CEO, THE GUIDING LIGHT ART COMPANY, DENMARK

A True Change-leader Working towards Leaving Positive Impact on Society

Change, no matter, for good or for bad, it is never easy, and a leader always knows this. However, a true leader is the one who survives the stumbling blocks only to emerge as a true change leader. One such woman leader who is setting new benchmarks for female entrepreneurs to follow is Gomathi Siva Sankaran, Founder & CEO, The Guiding Light Art Company. Working with a vision to create a positive social impact through art and yoga, Gomathi Siva Sankaran believes that the social and societal challenges that exist today, which are hindering our development as individuals/ groups can be alleviated best via such good-old traditional methods as art and yoga. The GLAC Studio has a wide range of products and services that enable this process, and we work with both children and adults.

"Through the art classes The GLAC Studio enables the students to embark on a journey of self-discovery. Children and adults not only learn art, but they also equip themselves with patience, perseverance, and an open mind-set towards any challenge. You might be surprised to see how much this contributes to alleviating stress, anxiety, and related ailments. To add to this, our 'Change Management the Yogic way' workshops on the other hand, are sessions devised for Corporates, wherein various workgroups come together to identify their inner potential to resolve conflicts, crisis, diversity related challenges with the help of meditation, mindfulness, and visualization techniques", highlights Gomathi Siva Sankaran, Founder & CEO, The Guiding Light Art Company.

Sharing more about The Guiding Light Art Company and her entrepreneurial journey, Gomathi, recently engaged in an one-one interaction with the Women Entrepreneur magazine. Here's the highlight from the same.

Tell us about your educational journey and prior industry experience that you bring to the table.

Having a Masters in Corporate Secretaryship (India), Certified Public Accountancy (New Hampshire, US) and an MBA (Copenhagen

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INDIAN WOMEN IN EUROPE
2022

> AT THE GUIDING LIGHT ART COMPANY, WE WILL TRAIN YOU HOW TO BLEND YOUR PASSION WITH PROFESSIONAL LIFE AND MAKE THE MOST OUT OF IT

QUICK FACTS

Educational Qualification:

o2021 Certified Change Management Practitioner (APMG International)

o2021 PRINCE2 Foundation Certification (PeopleCert & AXELOS)

o2012-13 Master of Business Administration (Copenhagen Business School, Denmark)

o2008-09 Certified Public Accountant (New Hampshire State Board, US)

o1998-2000 Masters in Corporate Secretaryship (Alagappa University, Karaikudi, India)

Business School, Denmark), I feel I have been blessed with the opportunity to learn from three different countries & cultures. To add to these, I am also PRINCE2 (Foundation) certified and APMG International Certified Change Practitioner.

I started my career as accountant in small organizations in India, and then eventually paved my way up to working with Accenture Financial Services, HSBC Bank, Novartis Pharmaceuticals, and Danfoss, in various accounting, management, and administrative capacities. Over the years, I have learnt how to manage small and medium sized projects and have had the privilege to live and work in New York, and Harlow, Essex County, UK, before I decided to move to Denmark.

Throw some light on the key business take aways that you learnt through your prior industry experience.

Over the past 17 years of my intense international work experience, some of the key business lesson which I have gathered would be: Firstly, all organizations are super smart when it comes to identifying and resolving objective issues/showstoppers in their projects. However, there's no accountability as to how much loss we incur due to subjective issues/people-related challenges such as stress, anxiety, conflicts, disagreements. This is exactly where I came up with the business idea for the GLAC Studio.

Secondly, Diversity and inclusion is not just about filling in people with various skin colors. Instead, it is about identifying ways to work with different cultures. Many organizations provide culture training highlighting the differences. This is where we are fundamentally wrong. The knowledge of such differences is only going to further strengthen the lines between us! We have done enough talking about differences and seen the results. The need of the hour is to turn the table around and talk more about the similarities instead.

Thirdly, there's an immense need for leaders to work with emotional quotient. Yes, there are special trainings that support leaders in appreciating this need. However, many leaders go back to their own old ways when they get back to their work floor. Organizations, especially after the COVID situation,

need to build in the culture of working with emotional quotient amongst their leaders and employees.

What is it that motivated you to establish The Guiding Light Art Company? Tell us about the transformation or impact which you are looking to create through your venture.

Being a woman in business is always a challenge, and to top it with racial harassment, it always left me frustrated. I understood that no matter the country, I would always face such challenges. However, despite all the discouragement, I was still able to cope up with these situations because I came back home to paint away or do yoga or meditation.

In India, we have this tendency to look at artwork as a hobby and yoga as good set of exercises. We do name them as 'extracurricular activities'. When I was going through enormous challenges both at business level and personal level, I began to adopt art and yoga as an integral part of my life which gave me the tools to find solutions. All I had to do now was to share with others how to combine these tools to one's professional life. This business of knowledge sharing came to be known as 'The Guiding Light Art Company'.

Today, The GLAC Studio wants to build bright futures through art and yoga. We aim to create a positive social impact in the lives of individuals and work groups such as corporates. This can show you the way to lead a successful and purposeful life using the tools art & yoga, and it all starts with a simple brush stroke or a single deep breath.

What are some of the most pressing challenges that you face in your role as the founder & CEO? How did you successfully overcome them?

An entrepreneurial journey is always full of stumbling blocks and this one was no different. Some of the major challenges which we had come across includes -

- **The TIME Challenge:** Until the first quarter of 2020, I was working full-time and working on further developing my ideas. However, time posed a huge challenge in coming up with viable product and service range. It was only after I had moved completely into The GLAC that I was able to create the complete value chain, find suppliers and customers.
- **The Technology Challenge:** Though I had great ideas, putting them out there for the public to see, wasn't clearly my thing. In the Leadership Discovery Process at the CBS MBA program, I had learnt how to identify one's strengths and weaknesses as a leader and to delegate roles & responsibilities to appropriate individuals/ teams. With support from my network, I found the perfect business/technology partner – Priyanka Asawa, SanviTech Solutions that could handle all the technical matters and guide me through the process of bringing the GLAC Studio to this virtual world.
- **Fixed Cost Challenge:** This is something every business owner fears. The sessions that I take – art and yoga, do need space. When I was struggling for space, local organizations (Sønderborg International School & Sønderborg Andels Boligforening) came to the rescue by providing spaces at concessional rents. They saw the benefits that these sessions could bring to the society/community, and immediately agreed to support. The COVID lockdown, also gave the opportunity to go online bringing the fixed cost down.
- **Resource Challenge:** At present, I'm the only one doing the teaching for both art classes, yoga sessions and conducting workshops. As we scale up, we will need more resources to train. Therefore, I began training my students also to be teaching assistants. When I am conducting summer camps for kids, some of my current

students also play the role of teaching assistants. One of the product lines that we offer 'superhero series' of coloring worksheets for kids, is actually managed by 13-year-olds now. Slowly and steadily, I want to train so many students as possible to become independent tutors, so I don't have to hunt for resources as and when the GLAC studio grows.

- **Existing Challenges:** There are still many challenges, for example, finding the appropriate printing partner, so I could outsource the printing, packaging & logistics of art prints. I am still working on identifying a partner. I guess, it is a part of the learning process of being an entrepreneur – as we grow our business, we will always face new challenges and it is this journey towards the solution that makes the life of an entrepreneur interesting.

Beyond your role as a business leader, what are some other important facets of your life? What has been the driving force behind your success as a business leader?

Today, I believe, enjoying life means enjoying every aspect and every moment of your life to the fullest. Our ancient education system in India was based on the yogic way of life and creative thinking. So, everyone lived a healthy, happy, and fulfilling life. The moment we got into splitting subjects as academic & non-academic, we lost the yin-yang balance. The structural/analytical thinking mind (SHIVA – the masculine energy) and the creative energy (SHAKTHI – the feminine energy) need to co-exist to create the balance in life and thereby the balance in the ecological system. At The Guiding Light Art Company, we will train you how to blend your passion with professional life and make the most out of it.

Some of the key factors that have contributed towards my success are:

- **Consistency –** Being consistent is always helpful. People will always respect you for your consistency even if they aren't interested in buying your products/services. They might even connect you to your next customer, just because they appreciate your consistency
- **Adaptability –** There's amazing learning waiting out there for you when you are being flexible/adaptable. I've been able to build so many revenue streams only because I have listened to my customers and tried to adapt my products/services to their requirements.
- **Openness** - This goes along with consistency. Being open about your business strategy, plans, ideas, and failures, helps in building the trust with the viewers/audience.
- **Network –** This is great learning from the CBS MBA and life in Denmark. You are only as strong and powerful as your network. Never stop growing your network!
- **Never give up Attitude –** Oh! I think, this is a mandatory requirement for all entrepreneurs.

Owing to your years of experience as a business leader, what would your advice be to young women and girls who also aspire to become entrepreneurs in the future?

While gender disparity is a global issue that might take many years to resolve, it is to be treated as work in progress and each one of us needs to have a part to play in bringing this change about. Instead of waiting for the change to happen, be the change maker! Becoming a business leader is also about learning how to look at the big picture. It doesn't happen in a day. However, certain routines can be put in place so as to ensure that you do, such as -

Reading the newspaper – Read the same news from 10 different papers globally, so you get to how people interpret the same thing so differently; Networking – Try to network with people from different professional/academic backgrounds. For example, a footballer would think differently about leading when compared to a surgeon on an operating table. Yes, both are completely different, yet both have a goal to achieve, and time is of essence to both. Hence, they emote a different leadership style; Practice solution providing - Every problem/challenge has a solution and it's already on its way. You just need to grab it! This takes practice. When you read the newspaper, or network with people, you will have access to many more challenges. Start writing down your own thought process relating to possible solutions and discuss with people. Who knows? You might have hit the next best idea for business!

Once you know that you've hit the best business idea, don't wait for someone to recognize you. You own this idea, and you give yourself the title Business Owner/Entrepreneur/CEO. However, it is important to remember, 'Beneath the CROWN lies the head that holds it!' So, own up to your title – take responsibility for your actions and be sincere to this business idea. Use the tools such as business model canvas, to create your value chain. Be consistent and flexible in your approach, building on the work ethic. Success is just around the corner! WE

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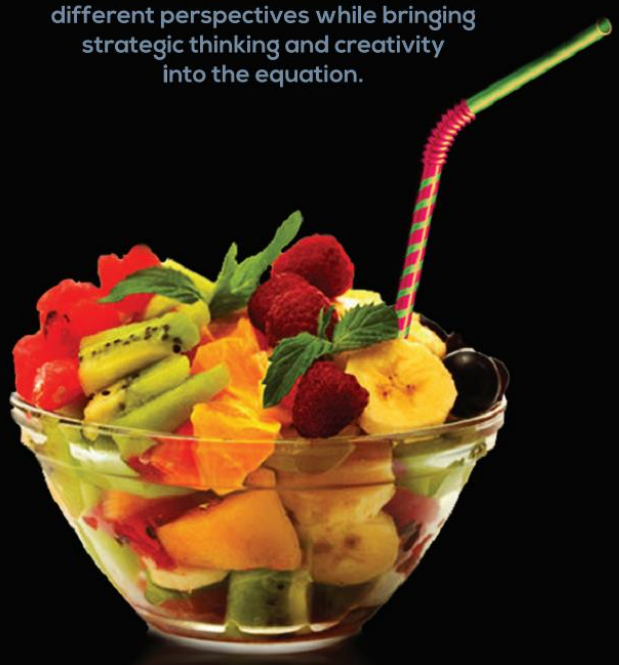

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COLUMN

THE IMPORTANCE OF PSYCHOLOGICAL WELL-BEING FOR WORKING WOMEN

By Geeta Ramakrishnan, Ontological Coach

Geeta is an ontological coach, who has authored Amazon's #1 Bestseller book, 'The Game of Change'. This book brings together her rich experience of having interacted and coached people over the past few decades. Her coaching focus has primarily been on change management and assisting people professionally and personally, to help bring to their lives a balance of success and happiness or in other words, help them discover their 'AHA' moment.

Dear working woman,
In this fast paced life, managing a holistic lifestyle can be difficult. Especially as you juggle your career, your home, and personal time, it can lead to easy development of stress and fatigue. Wanting to be perfect, we play the game of life by allowing ourself to be sucked out of every ounce of energy in everything we do. It means we are left with very little energy for ourselves, and hardly any time to replenish it. Adding to it, the hurdles we have to face as women cannot be ignored, and they are enough to fester anxiety and forms of depression at times.

Apart from wanting to succeed in every aspect of our lives, we, as women, also need to make our psychological well-being a priority. Being mentally fit and happy not only helps you focus more on all your tasks and responsibilities, it also enables you to feel more confident and live a healthier, more composed life overall.

UNDERSTANDING PSYCHOLOGICAL WELL-BEING

Today, when expectations from individuals, especially women, are so high, keeping our calm, giving some self-love and appreciating our own efforts becomes challenging. We start doubting our capabilities, focus on our flaws, and give in to anxiety easily. It's not that we are not capable of handling challenging situations; we need to sharpen our mental mindset and focus our energy to address them calmly and efficiently. Your mental well-being is extremely important to help you keep your composure in tough times and manage your emotions.

Many people tend to run away from their problems by ignoring them altogether, procrastinating, blaming others for their problems, accepting them unwillingly and being in resentment, or giving

in to short lived stress coping activities like smoking or drinking. While these help our mind escape the pressure of the situation, it is never a long term solution. Unless you start working on your psychological well-being, you cannot expect things to get better. It has to begin from within, and it has to begin now.

WORKING WOMEN & QUALITY OF LIFE

Many studies suggest that women who have a professional career or job have as many challenges and success and satisfaction in their lives as the women who engage in house making tasks alone. Not that being a home-keeper and full time mom is any less empowering. This study only helps solidify the fact that the stress in our lives is not because we have to focus on both our careers and homes at the same time. If anything, a career or job gives you more confidence and financial independence.

SO WHY DO WORKING WOMEN STRUGGLE WITH THEIR PSYCHOLOGICAL WELL-BEING?

It is because we are often overwhelmed by the sheer pressure that comes with juggling multiple tasks from our professional and personal lives. Women have to work twice as hard as men to get the same recognition and respect at work, and they have always been known to contribute more at home than their male spouses.

Amidst this hustle of wearing all the hats at once, we sometimes forget to take off the hats and relax. Many working women prioritize work, family and then themselves, resulting in continuous physical and mental fatigue. Their body and mind also need some recharging– something we fail to notice or acknowledge until it starts showing up as life-style diseases like PCOS, weight gain, fatigue, digestion issues, diabetes and hypertension to name a few.

HOW DO YOU BOOST YOUR PSYCHOLOGICAL WELL-BEING?

The most common question that all life coaches are asked is "How do we recharge our mind?"

I believe we are one whole of part mind and part body, and respecting both our body and mind while tending to them is a big gap we miss out on. In order to build and enhance your psychological well-being, you have to identify what makes you feel relaxed, gives you joy, and does not completely exhaust your mind in the process. A life coach or therapist can only help you identify what makes you happy, what can you let go in that process, and how to engage in activities that bring you positive energy and joy, it is you who has to make the change.

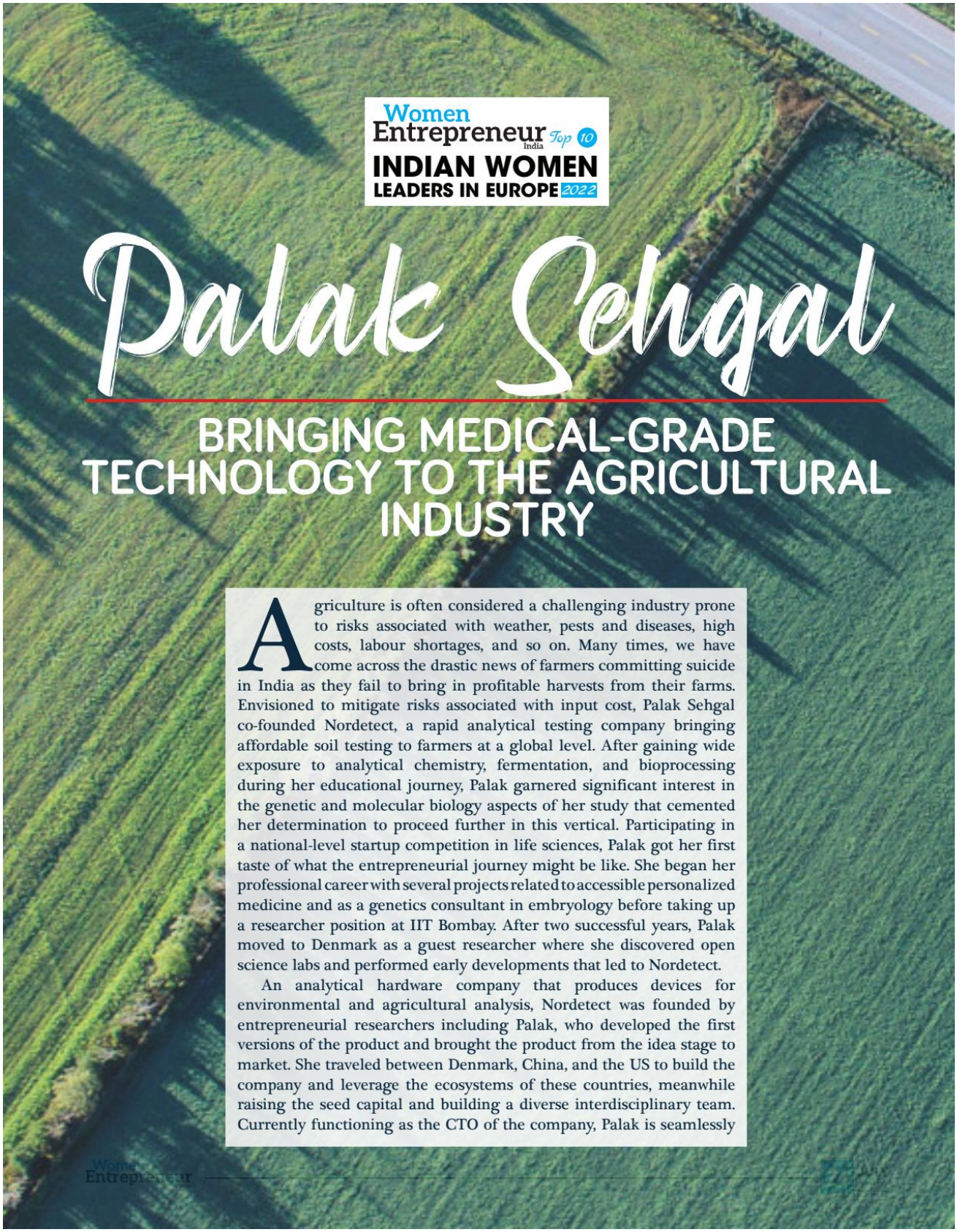
MAKE RELAXATION A PART OF YOUR ROUTINE

Some people plan a mini vacation, leisure trip, or spa visit to rejuvenate, while others choose to volunteer time for a social cause. Even despite COVID, you can be creative and look for ways to pamper and enrich yourself. Invest time in self-care and keep a grooming day for long baths with aroma oils and candles perhaps. Invest some time in upgrading your skills, or try catching up on hobbies you didn't think you had time for. These periodical escapes from the routine not only help you come back with a fresh renewed energy and more excitement, they also give the much needed break from your stressful routine.

> SOME PEOPLE PLAN A MINI VACATION, LEISURE TRIP, OR SPA VISIT TO REJUVENATE, WHILE OTHERS CHOOSE TO VOLUNTEER TIME FOR A SOCIAL CAUSE

Include physical exercise or workout in your day if your job demands you sitting for long hours. Jumping jack done 20 times before your bath, add some deep slow breathing, all of which can take a total of five minutes of your time. This will help keep your body and mind active throughout the day. Set aside some time for reading books, walking in the garden or park, cooking something delicious, or just sitting in the balcony sipping your favorite beverage. Give yourself time to unwind on a daily basis, and you will witness reduced stress and anxiety.

So stop to breathe. Relax. You are only human and you don't have to be afraid of making mistakes. Make sure to learn from them and move on. Keeping your physical and psychological well-being as a priority can bring you more confidence and happiness. WE



Agriculture is often considered a challenging industry prone to risks associated with weather, pests and diseases, high costs, labour shortages, and so on. Many times, we have come across the drastic news of farmers committing suicide in India as they fail to bring in profitable harvests from their farms. Envisioned to mitigate risks associated with input cost, Palak Sehgal co-founded Nordetect, a rapid analytical testing company bringing affordable soil testing to farmers at a global level. After gaining wide exposure to analytical chemistry, fermentation, and bioprocessing during her educational journey, Palak garnered significant interest in the genetic and molecular biology aspects of her study that cemented her determination to proceed further in this vertical. Participating in a national-level startup competition in life sciences, Palak got her first taste of what the entrepreneurial journey might be like. She began her professional career with several projects related to accessible personalized medicine and as a genetics consultant in embryology before taking up a researcher position at IIT Bombay. After two successful years, Palak moved to Denmark as a guest researcher where she discovered open science labs and performed early developments that led to Nordetect.

An analytical hardware company that produces devices for environmental and agricultural analysis, Nordetect was founded by entrepreneurial researchers including Palak, who developed the first versions of the product and brought the product from the idea stage to market. She traveled between Denmark, China, and the US to build the company and leverage the ecosystems of these countries, meanwhile raising the seed capital and building a diverse interdisciplinary team. Currently functioning as the CTO of the company, Palak is seamlessly

COVER STORY
PALAK SEHGAL,
CO-FOUNDER & CTO

engaged in developing Nordetect's technology over the past four years, meanwhile learning the value of creating products for the end customer to solve challenges in their daily life.

> I believe that digitization and a data-driven approach to soil and crop management will prevent unnecessary degradation of productive land and protect against long-term soil distress

Palak engages in an exclusive interaction with the Women Entrepreneur Magazine.

Define Nordetect as an organization and its current position in the market. Shed some light on the distinctive features of the company.

Nordetect is a deep-tech company that produces rapid chemical analysis products with cloud-connected hardware and software. These are combined into an easy-to-use package that can apply across several verticals - Agriculture, Food Safety, and Environmental/ Water quality. The company's first product is a Lab-on-a-Chip portable testing system that offers farmers and water monitoring authorities the opportunity to test for soil and water quality in real-time, indicating the levels of Nitrogen(N), Phosphorus (P), Potassium (K), and other parameters. The levels of these chemicals must be controlled for optimum crop yields and to check the contaminants in water supplies. This prevents fertilizer runoff that causes widespread degradation of water bodies making it one of the side effects of agriculture. Nordetect helps measure nutrients to ensure growers prepare a tailored fertilizer plan for optimum crop growth and minimizing runoff. We believe that digitization and a data-driven approach to fertilizer management will prevent unnecessary resource expenditures and long-term soil distress.

After recently completing its development cycle, we are now entering the marketing and growing our customer base in North America and Europe. Key differentiators from our customers' perspective have

been the lower requirement for calibration enabling better usability and scalability, and the emphasis on digital solutions.

Tell us about the varied expertise that you possess in the field of translational science. What are some key projects that you have facilitated in the said field?

Over the past years at Nordetect, my work has been devoted to advancing our product through the TRLs that define the maturity of scientific products. My expertise specifically encompasses experimental design, validation, and troubleshooting at the early stages, and rapid prototyping with small-batch manufacturing towards the later stages of development. Nordetect's technology base includes analytical chemistry, nanotechnology, and computer vision, which aligns well with my expertise in diagnostic test development and chemical formulations. Moving from the lab to market, my biggest learnings have been in product and production management alongside recruitment and team building.

Prior to Nordetect, the projects I worked on ranged from point-of-care diagnostics to transdermal drug delivery. One diagnostic product was a biomarker for pre-eclampsia in pregnant women. Another memorable one was a band-aid-like patch that delivered therapeutic drugs via skin non-invasively.

What are the various roles & responsibilities that you currently shoulder at Nordetect?

Today I manage the technology development at Nordetect, which includes strategic research, product development, and lab-scale production. I also manage the contract manufacturing of our portable products with international suppliers and oversee the sourcing and quality management process. Besides these roles, I'm also responsible for the Company's patent strategy and work in close collaboration with patent attorneys to manage our IPR.

What are some of the most challenging aspects of your role as the co-founder & CTO? How do you overcome them?

One of the challenging, as well as exciting aspects of my role, includes aligning the widespread expertise required to build our product. Combining hardware, software, chemistry, and nanotech backgrounds into a well-functioning team needed a purpose-driven approach. Another challenging facet has been the supply chain crisis caused by the pandemic and the recent lockdowns in certain parts of China. We have been facing difficulties to get parts from our suppliers of critical components. In both cases, I overcome the challenges by surrounding myself with colleagues, advisors, and investors that bring in years of expertise and a wide network.

What have been the most significant milestones that you have achieved so far in your professional journey?

There have been several milestones in the past few years that I count as achievements in my professional life. The first was getting Nordetect off the ground, which involved founding the company, doing the early development, and getting the company's early funding. Getting into the HAX accelerator program and moving to Shenzhen, China, and San Francisco, US were the highlights of that time.

Another milestone was securing our early access clients and delivering the product. It took so much to get the product to work reliably, but having engaged clients that saw value in the product, was very rewarding. Our most recent milestone was securing seed capital from VCs and grant funding to take the product into manufacturing and grow the business.

How do you keep yourself well aligned with the periodic evolutions occurring within your respective field of work?

When bringing a new product to market, staying abreast with the most recent developments in my domain is of utmost importance to me. Personally, a mix of active research of scientific literature on the subject matter combined with passive tools like podcasts and industry media online publications works well for me to keep up with the recent trends.

As a successful business leader, what would your advice be to young women and girls aspiring to become business leaders and entrepreneurs in the future?

Building a business that is capable of solving a problem for the customer takes time. It helps to develop deep resilience and patience when you're beginning your journey. Finally, in a world where one is expected to perform at 100 percent all the time, it helps to find time to unplug and pursue something for fun to balance your life. It contributes greatly to your creativity and clarity and can build the muscle for identifying the right problems to work on. WE

COLUMN

A TRANSITION INTO DIGITAL SPACE

By Ar. Himani Ahuja, Founder & CEO, One Digital

An A3 Foundation Journalism award winner n 2015-16, Ar. Himani is known for public speaking and country journalism.

As the novel coronavirus has taken the world in its clutches, people are scrambling to adapt to the new normal. What defines this new normal? Unifying elements include wearing masks, being wary of potentially crowded spaces, and the need to constantly keep our hands sanitized. There has been an increase in public awareness and scientific discoveries but it's a long way to go before we can return to our previous lifestyles. One of the most glaring changes has been in the sphere of social interactions. Video calls and conferences are on the rise, and as in-person meetings are not safe, a lot of businesses are going digital. Like most offices, schools, institutions have moved to a digital platform, mankind was left with no option but to switch to digital. The print media is no exception to this worldwide phenomenon which will go down in the history as 'The Great Realization'. Digital magazines have been there for years now, they are as convenient and informative as their 'print' counterparts. It is also important to note that the magazines that have moved to a digital platform due to the pandemic, still produce the print version but since they can not print it at this time, they post it as pdfs on their websites. Though digital media will continue to grow at an alarming phase, it can not diminish the importance that print media has. It will always stay in demand due to the sense of authenticity attached to it.

AR. HIMANI AHUJA, FOUNDER & CEO,

This sudden impetus is a result of the ease of access that online media has in terms of a platform that is heavily used to showcase ideas & values. How the brain is affected by print is very different from and more powerful than how

it consumes the digital. This is probably due to the sheer volume of the content available online and the fact that it can reach a lot of people within seconds. The print media, on the other hand, goes through a lot of filtering. The content that is being printed goes through a lot of people and is chosen from thousands of submissions. Digital media comes with a certain amount of comfort as it is more accessible, up to date, and has a far wider reach than print media, not to mention, in many cases, it is also cheaper. It is obvious that the world is moving towards a digital age as the whole world is in the palm of our hands. Not only has Digital Media made it easy for us to communicate with people from across the world, but it has also brought forward a lot of strong voices that remained unheard of before.

Shifting the focus towards digitization & exploring potential scenarios, many business owners have been forced to enable remote working or shifting to virtual events & conferences. As a consequence, this is an apt time to get creative. It won't be long before this luxury turns into a modern-day necessity, the reason being an unprecedented rise in consumer attraction which in turn is fuelling growth in the digital media. Easy to understand content, unlimited access to family and friends via the Internet in addition to education, entertainment, and facilities like healthcare and e-Commerce are major reasons for the consumer pull. Our government's initiatives & efforts to make India digital via the use of digital payment gateways as well as the efforts of marketers have played a crucial role in enhancing the distribution of their products and services.

Focusing on Architecture & other Design firms, there is an immediate need for them to be marketed properly or they won't survive. With the help of proper communications specialists, firms will be able to withstand the financial crisis while maintaining their portfolios and building rapport with their clients. For an industry that relies heavily on firm-client interactions, they must transition into digital media. Put simply, the digital transition is about changing how a firm interacts with its clients and provides them with a consistent experience, despite all the challenges they face. If a client is not satisfied with your designs or creations, there must be a feedback system in place so that they can communicate effectively with you. If that is not possible, then your firm's reputation will be at stake and all the hard work you have put in the firm will all be wasted away.

Now, the movement into the digital sphere is assertive and bold. As the initial phases of digital transformation are dynamic, don't forget to keep on updating your systems so that the firms are at par with the current technological trends. Be responsive in real-time so that your responses seem much more natural to your clients which makes the user interface much more friendly to use. Identify what works for your company and stick to it, invest in data collection and analysis of clients to be sensitive to their needs, and observe how your clients are interacting with your firm. Foolproof your plans by hiring external services, a professional graphic designer, as well as a company that can manage all your portfolios and keeps your clients updated as to what your firm is up to. This might seem over the top but think of it as an investment for higher returns in terms of generating a buzz and staying relevant.

> "DIGITAL MEDIA COMES WITH A CERTAIN AMOUNT OF COMFORT AS IT IS MORE ACCESSIBLE, UP TO DATE, AND HAS A FAR WIDER REACH THAN PRINT MEDIA, NOT TO MENTION, IN MANY CASES, IT IS ALSO CHEAPER"

We learn the greatest lessons when we experience setbacks. Even though times are tough right now, and the availability of projects is at an all-time low, firms and companies have to adapt and overcome the unique challenges presented by the pandemic. They have to be flexible and creative. By gaining insights into your client base and their needs, digital transformation may just work in your favor. WE

Amid all the talk about leadership, the best thing that the world is witnessing today, is there's been an exemplary rise globally, in the gender diversity across the entrepreneurial and executive leadership positions in the business and corporate world. And, that needs to be celebrated. Be it any industry or sector, women breaking the shackles of social structures have made significant strides, playing a prominent role in providing efficient, innovative, and generative business ideas for the company, and leading enterprises such that it emanates a powerful workforce and fosters sustainable business growth.

A brigade of Indian women CEOs, MDs, and Board of Directors have been inspiring generations of women to dream big and believe in themselves. Be it Leena Nair, CEO of Chanel, Priya Lakhani OBE, the Founder & CEO of CENTURY Tech, or others, a long list of Indian women today, are leading global companies as CEOs, MDs, CTOs, CHROS, and showing the entire world that women are equally capable of calling the shots. Fully leveraging their expertise across product strategy, marketing, talent acquisition, risk management, business development, and other leadership areas, they are driving growth for their companies, helping it in developing solutions & services that promote organizational inclusivity across industries, worldwide.

India stands ahead in Europe in the board representation of women. There are number of Indian women in boardroom positions spread over all the countries in Europe. Here, in this issue we are introducing a list of such `Top 10 Indian Women Leaders in Europe - 2022'. These women have risen to top positions in their job, and their stories will be a true motivation to women all over the world who want to chase their dreams. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts, and our editorial board.

TOP 10 INDIAN WOMEN LEADERS IN EUROPE - 2022

MANAGEMENT	COMPANY	DESCRIPTION
Gomathi Siva Sankaran, Founder & CEO	**The Guiding Light Art Company** Denmark theglacstudio.dk	Enthusiastic and involved in initiatives that transcend several cultures, since that is the great source where tremendous potential can be honed and high performing teams were developed
Leena Nair, CEO	**Chanel** England chanel.com	Global CEO, who believes in equality and inclusiveness, has taken the helm of the French luxury fashion business to new heights
Malabika Chatterjee, Co-Founder & Director, NaturaYuva AG & Founder & Teacher, Maheshwar Yoga	**NaturaYuva AG & Maheshwar Yoga** Switzerland naturayuva.com maheshwaryoga.ch	A healthcare professional with an entrepreneurial drive to create holistic ventures that promote healthier lives
Manali Jagtap, Country Manager	**Casumo** Malta casumo.com	With 25 years of experience, versatile, multifunctional creative/communications & marketing director who thrives on challenges, ideation, and solution development
Niru Kumra, Founder	**MasalaMagic** Oslo MasalaMagic.com	She founded the firm in 2003, and throughout the subsequent 19 years, she has successfully introduced 17 distinct food products
Palak Sehgal, Co-Founder & CTO	**Nordetect** Copenhagen nordetect.com	Seamlessly engaged in developing company's products over the past four years, creating products for the end customer to solve challenges in daily life
Parminder Kaur, CEO	**RegPak BioPharma** Amsterdam regpakbiopharma.com	Regulatory Affairs professional with EU expertise and has been working in the field of regulatory affairs for the last 15 years
Pukhraj Ranjan, Founder	**Moi Namaste** Finland moinamaste.com	Established a sustainable and ethical fashion brand, committed to create fair & dignified livelihood opportunities and she hosts a series of talks and workshops in the space of sustainable fashion & lifestyle
Sowbhagya Shetty, Founder	**Data Sports Group** Germany datasportsgroup.com	One of the leading provider of sports data solutions and a trusted name powering content asset across media & gaming
Suchi Shinde, Founder & Senior Partner	**Rightsourcing GmbH** Germany rightsourcing-gmbh.com	As an entrepreneur, she creates value for small and medium-sized companies by helping them gain a sustainable competitive edge in this rapid world, by building digital business models with the latest digital concepts, processes & technology

Women Entrepreneur India Top 10
INDIAN WOMEN LEADERS IN EUROPE 2022

MANALI JAGTAP, COUNTRY MANAGER, CASUMO

Experienced, versatile and multifaceted creative/communications & marketing director with 25 years of experience in the United Kingdom, India and Malta.

ADVICE FOR UPCOMING WOMEN LEADERS: BE BOLD, BE DARING! KEEP LEARNING AND READING EVERY DAY, LEARN FROM YOUR MISTAKES, TAKE FULL ACCOUNTABILITY FOR YOUR ACTIONS. BE HONEST, OPEN AND LISTEN

MANALI JAGTAP

MULTI-DIMENSIONAL BUSINESS LEADER SCALING THE PINNACLES OF SUCCESS

"Nothing is impossible when you are driven by passion and resilience", believes Manali Jagtap. A global business leader with 25 years of experience in creative, marketing and communications, Manali's professional journey has been a testament to her belief.

Hailing from Kolhapur, a small town in Maharashtra, Manali relied on her hard work and perseverance to build an illustrious career that spans continents. With credible experience of working across India, United Kingdom and Malta, Manali is a versatile and multifaceted leader. She is also an entrepreneur with proven expertise as a marketer and communications professional. The astute business leader thrives on challenges, excels at ideating & developing solutions, and has a great ability to think outside the box.

Currently Manali heads the India operations for Casumo, an online casino and sports betting operator in Europe. She is a strong proponent of the responsible gaming aspect in the gambling & betting industry. Manali has been tasked with leading the company's growth in the emerging India market; her cumulative experience makes her the perfect fit for the task.

In an in-depth conversation with the Women Entrepreneur magazine team, Manali speaks to us about her versatile professional experience, her beliefs as a business leader and much more. Here are choice excerpts from the conversation.

Introduce us to Casumo.

Casumo is an award winning online casino and one of the most distinctive and innovative online casino operators in Europe. Founded in Sweden in 2012, its mission has always been to design, improve, reinvent and shape the future of online gaming.

The Casumo Group has a selection of online casinos including flagship brand Casumo, Dunder and Kazoom. Casumo holds licences in Malta, the United Kingdom, Sweden, and Spain, delivering innovative online gaming products in a safe and secure environment. Its operations are located in Malta, Barcelona and Gibraltar.

Take us through your early educational journey and prior industry experience that you bring to the table.

I was born & raised in Kolhapur, Maharashtra and I did my formative schooling at Holy Cross Convent School. I graduated from Sir J. J. Institute of Applied Arts, Mumbai and completed my Masters

in Art & Politics with a distinction at Goldsmiths University, London.

After my bachelors, my first job was with Alok Kejriwal's Contest2Win, India, as a graphic designer. After a year of working with Contest2Win, I went on to establish Red Ants Design Studio in Mumbai.

An opportunity came by to work on publicity campaign for an Asian Film Festival (Filmi Fundas) that took me to London. After which, I set up Urban Guru Global Limited, London, a hub for design, marketing and communications.

I am also a political artist and have showcased my work in the UK, Malta and India.

What motivated you to foray into the online casino and sportsbook services industry?

Malta is one of the leading places and pioneers for the I Gaming industry globally. This industry has been resilient during the Covid times and it made sense to move into this space. My past experience has been versatile and multifaceted. I have 25 years of experience in creative, marketing and communications in the United Kingdom, India and Malta. With experience from my own start up, business development, past graphic design – this varied, cross sector experience in business management and creative sector brings a unique perspective to the work at hand. With my cumulative experience, I was a natural fit.

For me what is most important in the gambling and betting industry is the thorough responsible gaming aspect, which is abiding. This is taken extremely seriously by compliance and helps customers to play responsibly.

What are the various roles & responsibilities that you currently shoulder at Casumo? What are some of the most challenging aspects of your role as the Country Manager? How do you overcome them?

I Gaming is a fast growing industry, with cryptocurrency playing a big part and I get to work with my favourite country – India.

At Casumo, my role as the country manager for India, entails putting in place a robust strategic direction, being on top of the industry development, yearly budget, working closely with local entities, providing a healthy ROI and establishing our brand in the market. My role also requires me to propose new business opportunities and foster local partnerships.

With COVID-19 hitting, everything is perpetually virtual, so engaging via zoom & Google hangouts takes away the face to face interactions – which could be challenging. Having regular online meetings and aligning the teams, who sit in different parts of the world, is crucial.

What have been the most significant milestones that you have achieved so far in your professional journey? How do you keep yourself well aligned with the periodic evolutions occurring within your respective field of work?

Beyond my professional accolades, I believe my ability to find and thrive on a balance between work, my personal development and investing quality time with my two boys, is one of my achievements.

I believe that learning is an integral part of moving forward. I often have conversations with people in the field and listen to inputs & ideas from all departments to keep myself well aligned with the changes within the industry. I also read news and take up short courses regularly to keep abreast with the latest technologies, and concepts. WE

COLUMN

THE INFLUENCE OF MENTAL ILLNESSES ON WORK, POTENTIAL & CAREER DEVELOPMENT

By Richa Singh, Co-Founder & CEO, YourDOST

Richa is experienced in web-based products in different domains like social media, analytics, finance, human resource management, medical counselling and enterprise resource planning.

According to the WHO, India has one of the largest populations affected by mental illnesses. In fact, if we talk about numbers, 10.6 percent of the Indian population is estimated to suffer from some form of mental disorder.

When we talk about the Indian corporate world, things get even more worrisome. Nearly 56 percent of Indian corporate employees get less than six hours of sleep in a day due to high-stress levels, according to a report by ASSOCHAM. In addition to this, nearly 42.5 percent of employees in the private sector are suffering from depression or general anxiety disorder. Clearly, mental health issues are plaguing our workers which in turn affects their overall functionality and productivity. But how bad are these effects?

A study by the WHO found that workers with depression reported an equivalent of 27 lost workdays per year — nine of them were sick leaves and another 18 reflecting lost productivity (presenteeism). Another research has found that employees with depression are more likely than others to lose their jobs or change jobs frequently. Many of these studies have concluded that the indirect costs of mental health disorders are very high, and they exceed companies' expenditure on benefits such as health insurance and expenses.

Mental health issues can also affect career prospects. People dealing with mental health problems find themselves in a cycle of long-term unemployment; are more likely to lose their job and less able to seek future employment.

Take the case of Yash Kapoor, a 33-year-old software developer who was employed with a Bangalore based MNC. He had been under tremendous stress for a long time. The impact on his life was all-consuming.

"I used to feel a constant strain in my forehead and I just wanted to get rid of it. I started having severe suicidal thoughts. I started to feel like that was the only way to stop the pain".

He had experienced severe sleeping issues in the past years. He would constantly feel low and was eventually diagnosed with Depression. He was let go by his then-employer when they came to know of his diagnosis which further deteriorated his condition.

Coming to Shashank Shekhar, founder of Stoned Santa who had to quit his start-up after three years; the lockdown left him fighting many major changes.

"I had to talk to my team members and understand their challenges. Some team members decided to leave us around that time. I felt like I wasn't ready to take on so much change in one go".

That wasn't all. They had some 70-80 orders already placed with them when the lockdown was announced. So, he had to personally speak with hundreds of people to make those orders happen. This is when he started experiencing anxiety. Just the thought of attending to or attempting a call would make him anxious.

"If I did get a phone call, I would wait for it to stop ringing, and then check who the caller was on Truecaller. But even if it were an urgent call, I wouldn't return it".

A recent survey conducted by YourDOST revealed that 22 percent of the respondents feel that they

infini

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cannot speak about their mental health openly with their managers. Thus, it is important for company leaders and managers to rise up to the occasion and make sure that their team members are doing well emotionally, not just physically. Providing mental health day-offs, 24x7 counselling access for all levels and conducting regular employee wellness surveys are just some ways to let employees know that their team is there for them.

We can all - at our own individual levels - take steps to improve our mental health and build our resilience.

Think of yourself as a pressure cooker, the external environment is the flame. If the cooker is allowed to vent its steam, it works well. If it can't vent, the pressure continues to build within the cooker until the lid blows off.

If you are under stress and try to keep it all in, it won't be long before you reach your emotional breaking point. This is why psychologists and researchers agree on how important it is to talk about our feelings. Research also suggests that putting your feelings into words — a process called 'affect labelling' — can help manage negative emotional experiences. This is how, over time, you can become less stressed over something that bothers you.

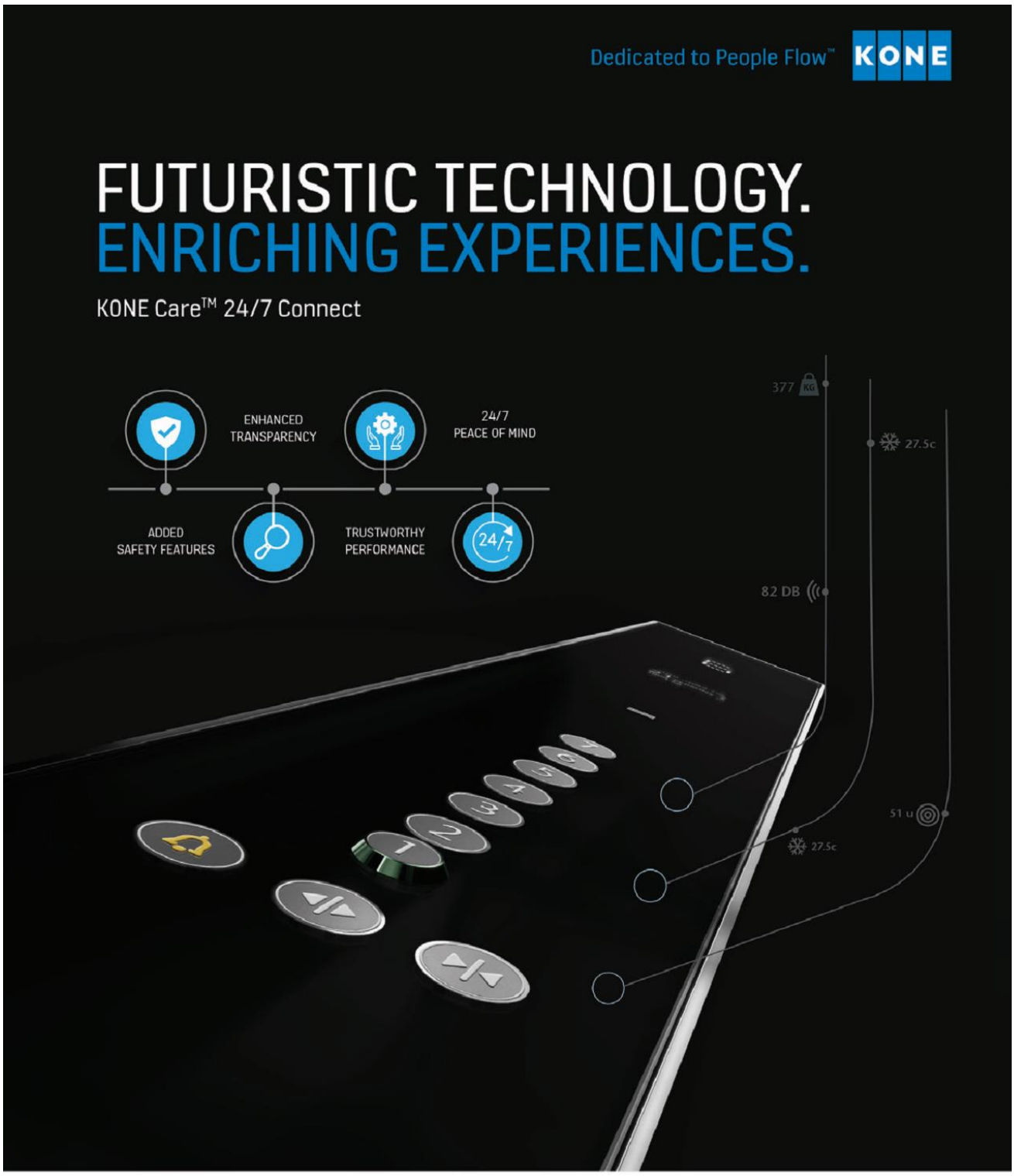
Regular exercise is another way to 'vent out' the stress that is building up inside you. It releases endorphins in the brain which help relieve stress and boost your overall mood. Exercise can also treat mild to moderate depression. A study was done by the Harvard T.H. Chan School of Public Health found that running for 15 minutes a day or walking for an hour reduces the risk of major depression by 26 percent.

Now, you can also increase the capacity of the pressure cooker which will help you in the long run. How? By practicing mindfulness. Mindfulness comes in many forms: meditation, self-affirmations, breathing techniques, and journaling, to name a few. These practices are helpful in shaping a more positive mindset. Mindfulness and meditation are excellent ways to destress and improve focus.

You don't constantly have to be on a flame either. Try to take tiny breaks from time to time. A change of scene or pace is good for your mental health. It could be a five-minute stretch in between work, a half-hour lunch break with your friends, or a weekend getaway. Don't shy away from taking some time off for yourself. You deserve it.

Most importantly, remember to ask for help. None of us are superhuman. We all sometimes get tired or overwhelmed by how we feel or when things don't go according to plan. If you feel distressed, be open to therapy. Your employer may even have an employee assistance program in place just for that. Make use of these services as they are confidential and can be accessed for free.

It is completely okay to break down sometimes but don't let your ego get in the way of you getting better. We are all human after all. Humans are vulnerable and being vulnerable isn't a sign of weakness. Reach out, seek help, because you are strong. WE



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Women Entrepreneur India Top 10
INDIAN WOMEN LEADERS IN EUROPE 2022

MALABIKA CHATTERJEE,
VICE-CHAIRMAN, NATURAYUVA AG, SWITZERLAND
DIRECTOR, NATURAYUVA INDIA
FOUNDER & TEACHER, MAHESHWAR YOGA, BASEL-SWITZERLAND

Malabika completed BA in Education(Hon) from Loreto College, with a first class first, Gold Medalist under Calcutta University. She further pursued MA in Drama and Theatre Education under University of Warwick, UK- an Ivy League University. Also, did her Training Diploma from Bikram College of Yoga, Los Angeles.

IT IS MY PRIMARY ROLE TO IMPLEMENT OUR VALUES OF SUSTAINABILITY AND WOMEN EMPOWERMENT AT THE FARM GATE LEVEL AS WOMEN CONSTITUTE A TOTAL OF 80 PERCENT OF THE FARM GATE WORKFORCE

MALABIKA CHATTERJEE

SETTING NEW BENCHMARKS IN FARMERS' WELFARE, SUSTAINABILITY, & YOGA

Those eyes sparkle with confidence and a smile that feels welcoming, we will never fail to notice even in a crowd. But there is much more to this charm than one can witness at a glance. There is generosity and love for nature in all her deeds! An entrepreneur, mother of a Two-year-old, a Gold Medalist from Calcutta University with a first class first, nature lover, and yoga teacher, Malabika Chatterjee is marching forward with the aim of making the world a better place. She has been pushing fear out of the window, taking risks, and facing life head-on. With the manifestation of balance between nature and humanity, a society where people are healthy, and a country where farmers flourish, Malabika is striving to contribute her best part. With immense fortitude and drive to create holistic ventures, she founded NaturaYuva AG and Maheshwar Yoga. Recognizing Malabika as an inspiring Indian leader in the European business world, we present an exclusive interview with her.

Below are the highlights of the interview:

Give us a brief overview of your brainchild. Highlight itscore objectives.

My first venture is Maheshwar Yoga, established in 2016 in Basel, Switzerland; dedicated in the name of my great grandfather and first homoeopathy icon in India, Mahesh Bhattacharyya, also a renowned philanthropist and a businessman who set up Mahesh Laboratories in 1872. It is a boutique Yoga studio offering pure Hatha yoga classes that build up the innate potentialities to the fullest. The core objective is to highlight the simplicity of learning and practicing of Yoga and its philosophy whilst keeping at bay all the myth and fear about Yoga. The studio caters to age groups ranging from children to senior people, providing them with a renewed sense of enthusiasm towards a healthy way of life.

Subsequently (my husband) Arko and I launched NaturaYuva AG in 2018 again in Basel, Switzerland to transform the conservation of medicinal and aromatic plants and small-holder

agroforestry farming and vertically integrate them in downstream processing to generate niche high-quality traceable organic sustainable natural ingredients: essential oils, powders, or extracts. NaturaYuva aims to conserve >3500 medicinal and aromatic plants and directly support at least 100´000 small holder farmers around the globe in the next 10-15 years.

What motivated you to pursue holistic wellness through homeopathy, yoga, and sustainable business?

In all the three business avenues, the underlying values are the same, that is universal health and wellness; to not only care about ourselves as human beings but also have the empathy to contribute to all sections of society, help our biodiversity including, plants, birds and animals, microorganisms, as there are core interrelationships between each other.

Throw some light on your expertise as a business leader.

My expertise as a business leader lies in prioritizing quality attributes over quantity, contributing meaningfully towards farmers and our ecosystem, and taking care of the underprivileged, especially women workers at the farm gate level, which actually leads to community development and is a key enabler to business success.

The power to do good for others always comes back to oneself, prioritizing values before hardships as learned from my Great Grandfather Mahesh Bhattacharya. In 1904, he first published his book on CSR, social responsibility for large and small businesses.

What have been the most significant milestones that you have achieved so far?

Firstly, NaturaYuva completes four years this June 2022. In this rewarding journey, we received the EIT (European Institute of Technology) recognition as top two startups in Switzerland by the EIT food accelerator network in 2020. We are developing partnerships with several global unilateral organizations in the field of agronomy and social development.

Alongside, we have set up a unique agroforestry research and development station in Sevaiyoor, India benefiting 25000 farmers in the ecosystem. Our driving force is enabling sustainable small holding farmer communities that make up 85 percent of global numbers. The power of following the values-self -belief, focus, grit, determination, and being true to the purpose with perseverance will overcome all challenges. We had the opportunity to attend World Economic Forum, Davos in 2019, 2020 to represent and share our belief and values with global leaders

Apart from this, in 2022 Maheshwar Yoga will complete a 5-year journey. We have been partnering with The Embassy of India, Berne, celebrating the International Day of Yoga in Switzerland and Liechtenstein. I got an opportunity to teach across Switzerland and Liechtenstein covering interested first timers atRietberg Museum, Bad Ragaz, young children atInternational School Bern, Davos, and the honor and privilege that they support the Maheshwar Yoga IDY event in Basel.

It was an honor to receive an award from the Ambassador of India to Switzerland Hon. Sibi George and Member of Swiss Parliament Nik Gugger for receiving the first prize in Yoga Photoshoot competition in Switzerland and Liechtenstein 2018; certificate of achievement for outstanding performance on the occasion of 4th International Day of Yoga conducted by the Embassy of India, Berne.

My husband and I met the President of India, Shri Ram Nath Kovind; at the Embassy of India, Berne. I was also featured in 'GipfelZeitung', a Davos local magazine for teaching yoga to the Davos community

What would your advice be to young women and girls aspiring to become business leaders?

The self-belief that you can be successful to pursue your dreams, to find that one purpose in your life, dream big and fight all odds to make the dream a reality. In addition, one needs to stick to the purpose with full focus, perseverance, and keep up the determination, grit, and killer instinct to work day in and day out to achieve what one desires. And not to forget that empathy for others goes quite a long way, as the good one puts in the world, also comes back. WE

COLUMN

WHAT WOMEN ACTUALLY NEED IN PHYSIOTHERAPY WITH RESPECT TO BODY TYPE & DIET

By Dr. Swathi (PT), Senior Consultant Physiotherapist & Certified Diet Counsellor, Motherhood Corporate

Dr. Swathi has been associated with Motherhood Corporate for over three years now, prior to which she has worked with healthcare institutions such as Cloudnine Healthcare Facility, Geeta Physiotherapy Clinic and Columbia Asia Hospitals.

I believe in one thing 'Guided exercises and healthy balanced diet together can make miracles'. Women's life journey is like a roller coaster, influenced with hormones at every stage, starting from the time of puberty to reproductive age and till the menopause. With this hormonal imbalance and unhealthy lifestyle, women end-up with enormous health related issues. This can be prevented by following age appropriate diet and physical activity. Having a nutritious diet and incorporating required amount of physical activity on a daily basis can improve women's physical, emotional and mental health. This in-turn can improve the health of the family and people around her.

Women being multitaskers, managing household, profession and family life, trying to maintain balance between both, gives very less time and importance to their own self. A recent study shows that requirement for nutrition in women is more than that in men, and it has direct impact on the mood. Women who consume food which provides more energy in the form of calories, but lack in vital nutrients that are required for brain health, are known to have anxiety and depression issues.

It may be overweight or underweight issue or it can be even any underlying health condition, or time of pregnancy/lactation, women need to focus on their diet and physical health. Physiotherapist

DR. SWATHI (PT), SENIOR CONSULTANT PHYSIOTHERAPIST & CERTIFIED DIET COUNSELLOR, MOTHERHOOD CORPORATE

helps women with PCOS, urinary incontinence, pelvic pains, pelvic floor dysfunction, painful intercourse, antenatal & post-natal issues, and organ prolapse. Nutritious and balanced diet helps women who face health issues like PCOS, hyper or hypothyroid, blood pressure issues, osteoporosis, anaemia, and diabetic. These are known to be more common in women than in men. Diet helps women to steer to achieve prosperity in their health.

Being a physiotherapist, I know how important it is to be fit, but there was a time when I realized that exercise and diet both together will lead you to have healthy and strong life a head. Let me tell you how it works. A proper guidance with regards to what kind of exercises and what nutrients to be taken depends on several factors. One of them is body type, which I am going to spill down over here in this article.

- **Body Types:** There are three different body types based on the body composition and bone structure and density (skeletal frame).
- **Endomorphs:** People with this body type gain weight easily. They have lots of muscle and body fat.
- **Ectomorphs:** People have little muscle and less body fat. Ectomorphs need not be overweight all the time.
- **Mesomorphs:** They are strong and have athletic body. Without any effort, they gain or lose weight easily.
- You might have heard about pear shaped and apple shaped body. In pear shaped body, fat storage usually happens in hip and thigh area. In apple shaped bodies, fat storage will be usually in mid-section area. Lot of exercises, equipment and diet plans which are commercially sold are misleading everyone.

DIET & EXERCISES TO BE FOCUSED BASED ON BODY TYPE

Endomorphs: With this body type, diet should be focused more on high protein and fibrous rich diet. It is recommended to consume frequent and small meals. Fibre has good satiety value and keeps you full for long-time. Consume good amount of water. Gap between two meals should not exceed more than four hours. Include unsaturated fats in your diet to fuel up your body. When it comes to physical activity part, people with this body type should focus on cardio workouts – be it aerobics, jogging or running. Once you feel the difference in your weight, start working-out to tone your muscle and make them strong. This can help you to shed more amount of fat from your body.

Ectomorphs: Having lean body and with less muscle mass, women need to aim at having three meals and two snacks minimum. They need to focus on calorie and nutrient rich foods like dry fruits including sunflower and pumpkin seeds, making sure not to lack on fats, where 30 percent of daily requirements of calories should come from fats. Exercises need to be focused on weight training, initially starting with less weights focusing on increasing muscle bulk. Cardio workout must be kept minimal.

Mesomorphs: Women with this body type need not focus on specific activity or diet. But they need to have healthy nutritious and balanced diet with minimum physical exercises every day or five days a week to keep diabetes, obesity and heart disease far away.

WOMEN NUTRITIONAL REQUIREMENTS CHANGE WITH AGE

- During childbearing age and when planning for pregnancy, folic acid plays an important role to prevent neural tube defects in growing foetus. Food sources include fortified cereals, pumpkin seeds, green leafy veggies, wheat and rice.
- During menstrual cycle and at the time of pregnancy, intake of foods rich in iron is important. Iron helps to transport oxygen to different tissues of our body. Iron-rich foods must be consumed on a daily basis. Food sources include apple, pomegranate, beetroot, meat, nuts, lentils, and green leafy vegetables.
- Iodine is important to regulate thyroid hormone, which is a major concern for women of all ages.
- Intake of calcium rich foods to maintain bone strength and muscle function should be consumed by women at all ages. Food sources include milk & milk products, green leafy veggies, ragi and chia seeds. Vitamin D is required to increase the absorption of calcium.
- Omega three fatty acids for brain health and protein to maintain muscle strength is very important as women age to hold onto their health, as they have world around them to take care.
- Exercises of 30 minutes per day five days a week will be effective. Aerobics for losing fat, weight training to increase muscle mass and high intensity workouts to tone your body should be focused.

Women's health is the health of society. So being a woman, I wish all women to be fit, healthy and happy for themselves and for people around them. Be the change and enjoy it. WE

Women Entrepreneur India Top 10
INDIAN WOMEN LEADERS IN EUROPE 2022

NIRU KUMRA, FOUNDER & OWNER, MASALAMAGIC

Niru completed her degree in Economics and Project Management from Ostfold University. She then worked as a project manager with the Ministry of Affairs – Norway for a while, and in 2003 she realized her true calling is in cooking and started her entrepreneurial journey by establishing MasalaMagic. Today, MasalaMagic offers 17 different varieties of Indian food products, and Niru has published two books named Nirus MasalaMagic, & MasalaMagic - the magic of Indian cuisine, and also, successfully established the first Indian blog in Norwegian, a range of spices and deliveries to food production.

AS SOMEONE WHO HAS NO PREVIOUS CULINARY OR FOOD INDUSTRY EXPERTISE, THIS HAS BEEN A FANTASTIC ADVENTURE FOR ME

NIRU KUMRA

CHANGING THE PERCEPTION OF DELICIOUS FOOD BY ADDING ORGANIC & HOME-MADE SPICES

Motivating yourself to achieve larger goals and enhance your quality of life with a strong sense of purpose is possible when you have the drive to succeed. A high level of dedication inspires you to realize your full potential and to believe in your skills and objectives. Those who put their heart and soul into their profession may accomplish great heights, and Niru Kumra, the Founder & Owner of MasalaMagic, is a perfect example of this. Niru was born in Punjab and migrated to Norway with her family when she was eight years old. She earned a degree in economics and project management and thereafter began working as a project manager for the Norwegian Ministry of Foreign Affairs. Initially, Niru began cooking as a hobby, but as time went on, she began to gather a significant following for her Indian cuisine. As a result of this exposure, Niru chose to pursue a profession in cooking and, with her mother's assistance, founded MasalaMagic. Niru's passion blossomed into an opportunity, and now, because of her hard work and persistence, she is a well-known name in Norway. In an exclusive interview with Women Entrepreneur magazine, Niru discussed her entrepreneurial journey and the obstacles she overcome to achieve her current level of success.

What motivated you to take up entrepreneurship & establish a food services company that intends to popularize Indian cuisine in Norway?

MasalaMagic is based on my experience and understanding of Indian cuisine, as we are an Indian-origin family. I have always been a major admirer of Indian food, since each state has its distinct cuisine to celebrate, and we wanted to introduce that diversity to the Norwegian cuisine. My goal was to bring Indian food to the same degree of popularity as Pizza, Pasta, and Tacos in Norway. It is also very different in Norway, where the majority of people consume non-veg daily and fish is the primary part of

the diet. For breakfast, residents here eat fish or other non-vegetarian food, while dinner consists of boiled potatoes or other vegetables cooked in salt and sauce. We, a Punjabi family, are unable to partake in this diet due to our preference for spicy, flavorful cuisine. Because of this, we decided to raise awareness about spices and how they can transform even the most basic of dishes into something delicious. We also wanted to demonstrate how adding spices to meals can transform the appearance and feel of a dining room table.

When we had visitors, they would admire our cooking and ask if I could teach them how to make Indian food since they loved it so much. Hence, I began teaching cooking classes in Norway, and as the demand for our services grew, so did the schedule. In addition, for some reason, I had reoccurring dreams in which I open a cupboard and find many containers labeled 'Niru'. Eventually, I recognized that I had a deep-seated ambition to build my brand. Taking into account all of these aspects, my husband and I founded MasalaMagic in 2003, and he also designed our website, which was a novel idea at the time.

Tell us about the various services that MasalaMagic specializes in? How has the company's growth journey been so far since its inception?

Eventually, in 2005 we established a full-fledged training facility following two years of success with the cooking classes that we offered. There, we launched our cooking workshops and constructed a facility to host corporate events. Companies organized birthday and Christmas parties for their workforce, to celebrate the organization's accomplishments and even conducted team-building activities. My father would constantly instruct me to make sure that we served pickles and chutneys to the guests at all of these events at our center. In addition, I would prepare all of the chutneys and spices required for cooking at home. A majority of my guests would ask for the recipes of pickles and chutneys after each occasion and later requested me to make them as gifts for their friends and relatives.

Therefore, this is when we decided to launch our brand of chutneys and pickles. pickles, which is totally a vegan series without artificial additives and made with my recipes in India. To begin with, I made these foods in bulk and my family helped in their packaging and distribution. In this journey of mine, nothing was planned; I began this as a mere hobby, and as time went on, it grew into a massive organization. However, as the company grew, we opened an online shop where we offered a variety of Indian cuisine products such as spices, pickles, chutneys, masala pastes, and other ready-to-eat products.

What are some of the most pressing challenges that you face in your role as the founder? How do you successfully overcome them?

While considering the possibility of selling pickles and chutneys from jars in 2011, every Norwegian company we approached declined to work with us, as they were unwilling to include spices into their plain food products. In the end, my husband and I chose to import jars from India, although it was costly to do so for a small number of jars. To make this happen, we took out a loan here in Norway to cover all of our company expenditures, with our house held in trust by the bank. Since we were doing business with Indian dealers and no one in Norway made a profit, even getting that loan authorized was a challenging task. All of the bank processes took much too long, and due to this, I recall having many sleepless nights back then. Getting local merchants to carry our pickles and chutney jars was the next hurdle to overcome, after raising the necessary funds and launching our brand. Every store manager in Oslo said no since nobody knows about these items, making them impossible to sell. Therefore, I decided to take things into my own hands and packed a box of rice and pickles. I asked a shop manager to taste our pickles with rice. When he did, he was pleased and agreed to stock all of our chutneys as a recognized brand. He also recommended us to a few more shops.

In your opinion what have been some of the most significant milestones that you have achieved so far in your professional journey?

As someone who has no previous culinary or food industry expertise, this has been a fantastic adventure for me. With the publication of two books, I am now a published author. Those who hear my story frequently describe it as 'inspiring', and for me, it is a huge accomplishment. Furthermore, I began this journey by teaching others how to cook Indian food, and now I've built a substantial brand with the aid of my family, board members, and thousands of MasalaMagic supporters. Niru's MasalaMagic is currently a well-known brand thanks to many TV shows, interviews, and publications. Because of the help of my husband and children, we could prosper without having to worry about the high cost of living or other everyday concerns. WE

WHAT
DO YOU
WANT?
Is it a logo or an identity people remember your brand by?
Do you want a website or a way to sell your products?
Are you desperate to have a presence on social media or a channel to communicate with your customers?
What exactly do you want?
WE SAY, IT'S NOT THE WHAT YOU SHOULD WORRY ABOUT.
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Email us and let's discuss the WHYs of your business. The WHAT comes later.
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OUT OF BOX

Women Entrepreneur India Top 10
INDIAN WOMEN LEADERS IN EUROPE 2022

SUCHI SHINDE,
SENIOR PARTNER,
RIGHTSOURCING GMBH

Having done a Masters of Management (MMS) from J.B.I.M.S., after her Bachelor of Engineering, Suchi found her passion in the IT industry and a desire to work with the cutting-edge future technologies. After her experience in product management and consulting in India, she accepted a challenging role in Germany, which expanded over Europe. She eventually founded Rightsourcing GmbH, Germany with Prof. Dr. Markus Hesse. Rightsourcing is a management consulting firm with a fully digital business model for process consulting, sales and business development for manufacturing, IT and engineering companies.

TECHNOLOGY IS JUST AS IMPORTANT TO WOMEN AS IT IS TO MEN; IT'S JUST AS EXCITING, CHALLENGING AND REWARDING FOR WOMEN

SUCHI SHINDE

A FUTURE-READY LEADER CONTRIBUTING TOWARDS THE GROWTH OF ORGANIZATIONS

A successful business has many pillars of foundation. In addition to having a robust business plan, implementation of varied processes that operate in synchronicity becomes vital for its growth. Communicating your offer effectively to your target audience is one of the primary goals in the external broadcast. Businesses continue to rely on conventional forms of Sales and Marketing while cautiously delving with new Digital Marketing and Sales Methods. The utter failure of traditional ways of business during the worldwide lockdown due to COVID-19, has made businesses lose their inhibition to exploring the digital methods in moving ahead. This transition has demonstrated to businesses that going digital is both efficient and financially viable. Since the transition offers multiple creative options, building digital business strategies are essential.

Being a visionary in strategic business, Suchi recognized the need for evolving digital business models that would aid businesses in implementing the best solution. With this thought, Suchi Shinde established Rightsourcing GmbH in 2015. Suchi co-founded the firm with Prof. Dr. Markus Hesse and it is currently a renowned B2B Digital Management Consultancy in the field of Sales and Marketing, offering innovative digital solutions.

In an exclusive interview with Women Entrepreneur magazine, Suchi Shinde briefly explained her entrepreneurial journey as well as her passion for innovative technology.

WHAT MOTIVATED YOU TO FORAY INTO AN INNOVATION-FOCUSED MANAGEMENT CONSULTING FIRM?

After a brief experience in advertising, I realized that my passion was the IT industry and a desire to work in the cutting-edge future technologies. After working in the Indian IT industry for 5 years in product management and consulting, I took on a challenging role to set up and later head European sales for an IT company in the engineering sector. One of the reasons for this public limited Indian company to select me was my knowledge of the German language. Moving to Germany in 2001 was a plunge into cold water and luckily, I learned to swim quickly. After some quick successes of setting up partnerships/contracts with large companies like Mercedes Benz, BMW, VolvoIT, Airbus, to name a few, my sales and delivery team grew all over Europe.

It was very satisfying to introduce the value of IT Outsourcing and later Engineering Outsourcing to large European manufac-

turing companies and helping them setup their first offshore IT /outsourcing engineering centres in India in the first decade of 2000s. My strength is working close to new technologies and innovations that drive new business models and open up new industries.

The B2B sales landscape has been seeing exciting changes, driven by technology and innovation such as e-Commerce, RPA, data analytics and e-Learning for sales and marketing automation. Businesses needed help implementing the impact of rapid technology on their organizations, driven primarily by the changing expectations of their customers. This disruptive need is even more emphasized at medium sized companies, who were looking for external help to get themselves ready for the future.

With this idea, Rightsourcing was born. The purpose of Rightsourcing is to equip small and medium-sized enterprises with the latest digitalisation technologies to achieve sustainable success with sales & marketing automation and the best trained employees!

GIVE US A BRIEF OVERVIEW OF RIGHTSOURCING GMBH.

Rightsourcing is a management consulting firm with a fully digital business model for process consulting, sales and business development for the manufacturing, IT and engineering companies.

We help build future-ready B2B sales teams for our European and Indian clients. To do this, we conduct our own research, learn from industry leaders through close collaborations, and leverage university research and development. Our offering includes defining and implementing go-to-market strategies, digital and/or omni-channel business models and finally embedding these concepts in the customer's sales teams through customized training. Our special focus is on optimizing work processes between Indian and European organizations of international companies by eliminating operational problems resulting from cultural differences.

Germany is ranked 10th in the global innovation index in 2021 and we benefit from being in an environment that is driven by innovation. At Rightsourcing, we have a passion for identifying and learning about future technologies that drive innovation/trends for our clients and how they can train their employees to profitably leverage these innovations/trends. We love what we do!

HOW DO YOU KEEP YOURSELF WELL ALIGNED WITH THE PERIODIC EVOLUTIONS OCCURRING WITHIN YOUR RESPECTIVE FIELD OF WORK? HOW DO YOU KEEP RIGHTSOURCING GMBH WELL ALIGNED WITH ALL THOSE CHANGES?

Rightsourcing was formed with the idea of helping medium-sized enterprises with the latest innovations and technologies, hence identifying global technology trends that can add long term value to our client's business is the key to our success. In addition to having ongoing discussions within our research networks, we exchange ideas with our subject matter experts working on latest research projects. We also keep a track on the topics discussed at ongoing conferences and tech events.

Another very important source are our customers; we listen to key customers who are visionary in their fields. Within Rightsourcing we have firmly planned schedules dedicated for constantly developing our consulting approach. Here insights and market intelligence from the Industry, for which I am responsible, and ideas from all our employees and partners are analysed and worked upon.

At Rightsourcing, we work closely with selected German Universities and contribute to development of Center of Competencies. We also supervise master thesis in cooperation with the industry.

AS A SUCCESSFUL BUSINESSWOMAN, WHAT WOULD YOUR ADVICE BE TO YOUNG WOMEN AND GIRLS WHO ASPIRE TO BECOME BUSINESS LEADERS AND ENTREPRENEURS IN THE FUTURE?

During my 15 years of experience in different industries and roles in Europe, I have had few encounters with women leaders (except in purchasing).

I took for granted the values of equality in education, work, pay and respect. However, the lack of women leaders made me realize that it is important to support and emphasize these aspects even today in 2022. At Rightsourcing, we live these values every day.

So, ladies, don't be shy to explore opportunities in traditionally male-dominated industries. The days when technology-oriented fields were not for women are a thing of the past. Technology is just as important to women as it is to men; it's just as exciting, challenging and rewarding for women. When deciding to work for a company or start your own, look closely at the company's values and culture and then decide for your future.

Dive in, enjoy the competition and share the fruits of success. WE

COLUMN

BEING A WOMAN DENTIST!

By Dr. Gunita Singh, BDS MD Dental Lasers, Director Dentem & Associate Consultant, Sir Ganga Ram Hospital

GUNITA SINGH,
BDS MD DENTAL LASERS,
DIRECTOR DENTEM & ASSOCIATE CONSULTANT

Well, this is one topic which is very close to my heart and when I was told to write something on this I was rather excited. Generally whenever I have to write it's a challenge to take out time from my schedule and concentrate, though I love writing, and this time it's different.

Being a woman is a great challenge in itself it comes with so many highs and lows in life and 20 yrs. Back when I started my practice it was all the more difficult for a woman to survive in this male-dominated society, though the revolution and change had started but was very superficial.

"Hey so good to see woman dentist, but wait will you have the strength to pull out my teeth?"

"Hey you are such a gentle dentist but if you don't mind can your husband see me?"

AND THE LIST IS NEVER-ENDING

Though when I started studying in the dental school the male-female ratio had become 50:50 by then but still when I entered the open world things were different. But believe me, just move on, move on is the only mantra to success and I can vouch we women make much better dentists both technically and emotionally and this is the best profession for women I know by far.

#PREVENTION & CONSERVATION

A recent study found that female dentists are more conservative in their approach they like to follow prevention strategies spend more time explaining to patients about various aspects of maintaining oral hygiene. They lay more stress on conservative

treatments like cleaning fluoride applications and pit and fissure sealants.

#SMALL HANDS
Female dentists have smaller hands so they can work better in the oral cavity with much more precision and causing the least discomfort to the patient.

#PATIENCE SYMPATHY & EMPATHY
Many patients experience a great deal of anxiety about going to the dentist. Research has shown that female dentists may be better at listening to their patients. This could help patients feel more secure and comfortable during their treatment.

#KIDS & FAMILIES
There is one final difference between a male and a female dentist. Parents should know that female dentist are more likely to recommend that young patients use fluoride treatment at home. This sort of preventive treatment in the comfort of home can also have huge benefits for parents and patients. Also, there is that motherly touch in every woman which is such a benefit for patients especially kids.

Also being a women dentist you treat your clinic as your baby and invest all your heart soul and money into it. Often seen, especially at my clinic DENTEM you will find all types of equipment and the latest technology in the clinic as we want to make sure that patients are comfortable.

See Dentistry is a combination of science and art. Health and cosmetics and women can do wonders in both. And with recent advances, we have so much to offer, like,

COSMETIC ZOOM WHITENING
We can whiten your teeth in less than 30 minutes with no permanent side effects totally non-invasive.

LAMINATES
We offer both ceramic and composite laminates to design your smile with minimal tooth cutting the results are unimaginable.

ZIRCONIA CROWNS
Metal Crowns to cover damaged in infected teeth to give them new strength and life.

TOOTH JEWELRY
Biocompatible diamond to just add sparkle to your smile.

HEALTH OPG XRAY MACHINES
Full mouth XRAY machines to analyze full mouth situation of the patient and make diagnosis completely before starting any treatment it takes 10 minutes and we are done.

> WHILE ALL BRANDS MIGHT NOT SELL PRODUCTS THAT SERVE AN ALTRUISTIC PURPOSE, SERVICE AND PROCUREMENT FOR A HUMAN NECESSITY OR EVEN A LUXURY IS PUTTING THE CONSUMER'S HUMAN NEEDS FIRST

LASERS
Lasers for gums stitchless, bloodless and painless surgery.

One of the major revolutions in dentistry I being specialized in lasers from Austria proudly state that this has made life so much easier for people suffering from gum issues.

Endo motor and apex locator

Computerized RCT machines SO that we can finish root canals in 45 mins single sittings without any pain and discomfort.

ABOVE ALL
Clear aligners take care of both beauty and health. They make sure that the teeth are aligned so as a result the gums and occlusion are perfect. And also give you a beautiful smile. They are braces without wires and you can remove them when you wish to. It gives excellent results in less than a year. Highly recommended, so many advances and so much to offer with a heart of a mother and fingers of an artist what more can you ask for.

A woman dentist is a combination of all this. WE

LAST WORD

WHAT MAKES GLOBAL MARKETS ATTRACTIVE?

By Ashma Zaveri, Chief Operating Officer, Monarch Global Access

Ashma has excellent skills and knowledge in economics, and experience in working at banking for promoting businesses. She received Business Leader of the year, Insurance for 2010 by Women Leaders in India

ASHMA ZAVERI, CHIEF OPERATING OFFICER

With upward mobility of the urban middle-class and more income at disposal, Indian investors are increasingly looking to diversify their investment portfolio and equities has become a new favourite. Especially over the past year, a rising trend in investors looking at products around US-listed equities has become visible. The need for such diversification is also necessitated by market volatility, brought about by the COVID19 pandemic. Not to mention, a wide array of benefits that investors can get from a well-diversified portfolio.

For one, equity markets in developed nations are comparatively more stable than it emerging market peers. The interest of small investors better protected as companies are guided by stricter corporate governance norms. Besides, if investments are spread out across geographies, the volatility in one can be offset by the stability in another, since the correlation between different markets is low. There is also space for a small investor with limited capital to invest in stocks outside India through fractional trading.

Global diversification also comes with the dual benefit of superior markets and stronger currencies. Currencies in developed markets are generally stronger and appreciating against the basket of currencies in emerging markets. The Indian Rupee, for example, depreciated 44 percent against the USD in the last 10 years. Indian investors buy stocks in Indian rupees, but the US stocks are denominated in US Dollars. This helps protect INR wealth from eroding when the US dollar is rising. This depreciation in the Indian Rupee is cushioned well by global diversification as dollar-denominated.

By exploring global markets, especially the US, investors get an opportunity to take home a slice of iconic companies in areas such as healthcare, new technologies, science, analytics, and others. Companies of the likes of Google, Facebook, Tesla, Netflix, Apple, and Samsung, become a click away for investors. They can take part in the growth stories of these companies benefit from their different phases of evolution and expansion.

Additionally, the window to the world's largest markets, the US, opens up for Indian investors the moment they decide to diversify. US listed companies account for around 35-40 percent of the world's marker capitalization, not to mention, the US' economy is 10 times bigger than India's.

Therefore, the US could be a stepping stone any investors looking to explore global markets at any point in time. The experience in US equities would boost investor confidence and worldview as much as it would bring in benefits that are typical to geographical diversification. WE

Explore Bengal and the world with us.

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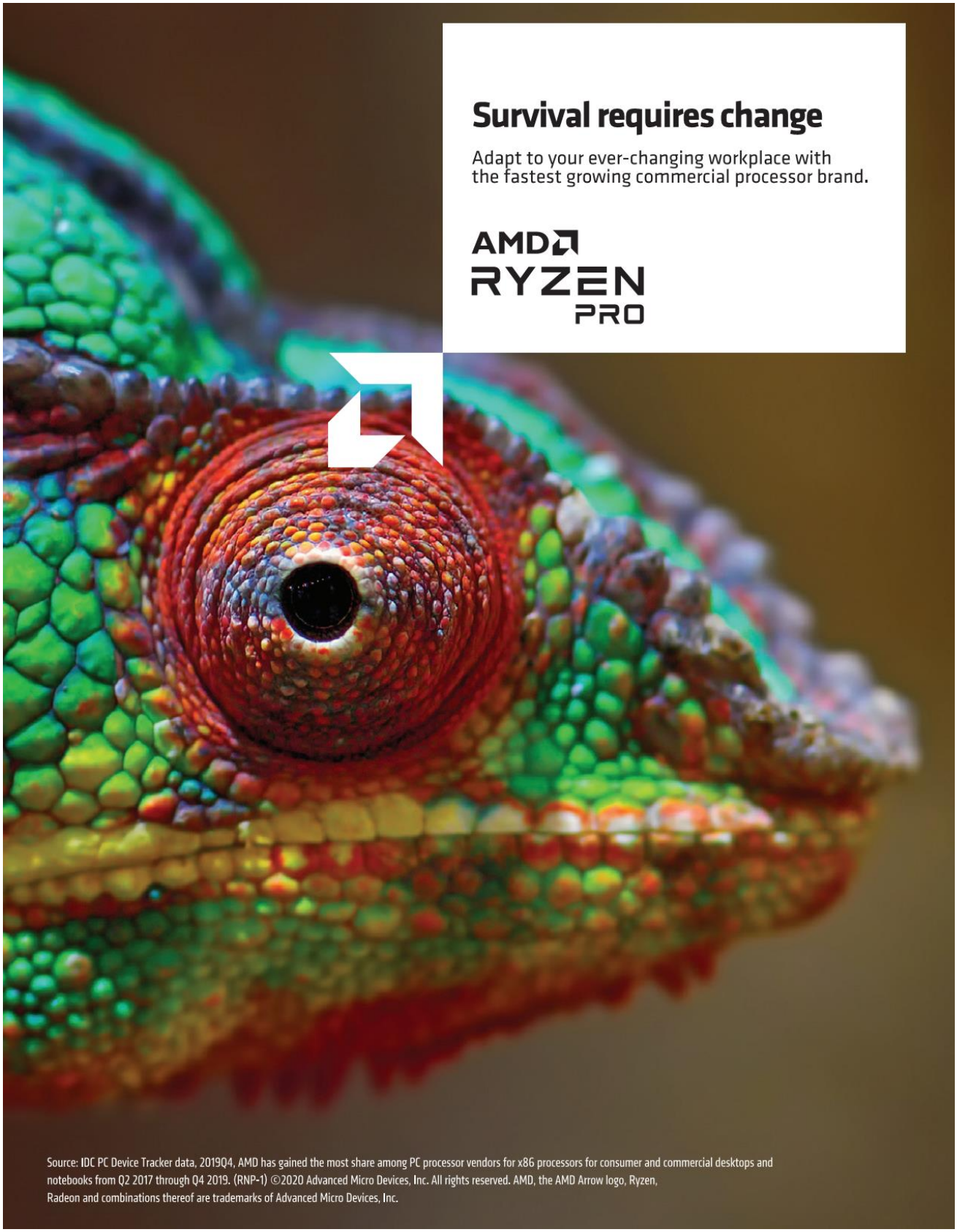
Survival requires change
Adapt to your ever-changing workplace with
the fastest growing commercial processor brand.
AMD
RYZEN
PRO
Source: IDC PC Device Tracker data, 2019Q4, AMD has gained the most share among PC processor vendors for x86 processors for consumer and commercial desktops and notebooks from Q2 2017 through Q4 2019. (RNP-1) ©2020 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo, Ryzen, Radeon and combinations thereof are trademarks of Advanced Micro Devices, Inc.