

EMPOWER

EDITION 2021 | ISSUE 01

WATCH
Shopping
ISA
Whopping
TASK

BY VRITTI JADWANI JAIN

PG 12

**SELF LOVE
IS THE KEY
TO LIFE**

BY RADHIKA RAI

"TO BE BEAUTIFUL MEANS TO BE
YOURSELF. YOU DON'T NEED TO BE
ACCEPTED BY OTHERS. YOU NEED
TO ACCEPT YOURSELF."

-THICH NHAT HANH

PG 31

LEGACY BEARERS

A YFLO AHMEDABAD EDITORIAL

BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>
 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS
BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>
 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS
BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>
 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS
BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>
 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS
BEYOND BARRIERS	 <p>The Power to Empower</p>	BEYOND BARRIERS	 <p>The Power to Empower</p>

LETTER FROM THE CHAIRPERSON'S DESK



What a month it has been with a yo-yo of emotions. Lockdown, covid, curfews, oxygen levels, positive, negative, zoom calls- these are just a few of the words that have occupied our daily mental space and lexicon. But what struck me most amidst this pandemic has been our ability to EMPOWER. To take this dire situation and turn it into a silver line.

From forming covid task force groups, initiating covid relief work, fundraising, or even just lending a shoulder to a loved one, we have all gone beyond our limitations, pushing ourselves to be the better people we know we are! And it is this very thought of having the power to make a difference, to collectively inspire each other, that has led us to relaunch power magazine in its new avatar, EMPOWER. For we not only have power, but more importantly the power to empower.

There is a Zulu concept known as "Ubuntu" - I am because we are. Let us use this as our guiding force in the months to come. Let us come together and lift each other up, for this is our power.

I am so grateful to our talented magazine team that has helped put this together and all the contributors and article writers that have made this vision possible. With a lot of excitement, I am pleased to introduce the first launch issue theme LEGACY BEARERS of YFLO Ahmedabad's in-house editorial, a place to share your voices, opinions and journeys, EMPOWER Magazine!

SUPRIYA JINDAL

**CHAIRPERSON
YFLO AHMEDABAD**

Team YFLO thanks
MS. NIYATI SHAH

for being the fashion photographer for our member features.

 @chiaroscuro_niyati

 niapandya@gmail.com

Team YFLO thanks

TIMS
MAGAZINES

for formatting and designing EMPOWER magazine.

 +91 7490012311

 support@timsmagazines.com

Team YFLO thanks
SHUMONA SUTARIA

for the photoshoot venue.

 +91 9909015594

 shumonaagarwal@gmail.com

Contact **EMPOWER** for Ads/Articles/Collaborations

 +91 9909909125

 empower.yflo@gmail.com

A diamond in the rough needs just a little shine to show its glory. The first issue of Empower pays homage to the women that have gone beyond being just the caretakers of legacies, polishing the corporate diamonds they have inherited to their full lustre. These legacy bearers have held their own, shining bright and taking over the boardroom by storm! They have not only been powerhouses but have forged ahead. YFLO is proud to feature its

LEGACY BEARERS



TEAM EMPOWER

EDITOR – IN – CHIEF
SHWETA LUHANA

From holding a career in design from CEPT university , to being highly acclaimed for her creations of weddings & space Design , Shweta is a world traveler in a pursuit of stories lesser known and places unexplored. Our young vivacious Editor in Chief has covered & interviewed various royal families of Gujarat, amongst many others. She brings her excellence & expertise in covering rare stories of our member features as well as co-conceptualizing EMPOWER.

EDITOR & CONTENT CURATOR
AKSHITA CHIRIPAL GARG

An ace jewelry designer as well as a booklover and voracious reader, Akshita has a keen sense of style & literature, making her the perfect content curator for EMPOWER. As magazine editor she has curated a plethora of articles written by YFLO members igniting discoveries & a passion to share. Always onto “What’s Next?” Akshita is truly a gem!

SHOOT STYLIST
VRINDA SARAF

From being a Chartered Accountant to following her passion of styling since 2017, Vrinda is a shoot producer & the city’s leading stylist. She has styled icons such as Neeti Mohan & cricketer Cheteshwar Pujara to name a few. Vrinda brings out the best our member feature has to offer, accentuating each member’s already shining aura.

COMMUNICATIONS MANAGER
SHANAYA BAJAJ

A NIFT graduate in Fashion Design & a Postgraduate from London School of Fashion, Shanaya runs her own fashion label. Inspired by modernism & minimalism, Shanaya brings with her an aesthetic vision, working with the team to keep a clean look & feel to EMPOWER.



CONTENTS



RE-DEFINING HER OWN LEGACY!

Featuring Sandhya Patel

07

CHOOSE YOUR CAR BEST SUITED TO YOUR PERSONALITY

By Shilpa Pugalia

10

THE WISHLIST

by Akshita Garg Chiripal

11

WATCH SHOPPING IS A WHOPPING TASK

by Vritti Jadwani Jain

12

BUILDING BEYOND - HER BESTOWED LEGACY!

Featuring Shumona Sutaria

14

OF LUXURY GIFTING AND TIMELESS CHARM

by Purva Patel

18

A LITTLE PARTY HURT NOBODY!

by Aayushi Katyal Nemani

19

A HEALTHY EATING PLATTER

by Varuna Jain

20

**RAISING THE NEXT – GEN
LEGACY IN MAKING!**

Featuring Parita Parekh

21

BREASTFEEDING IN MODERN TIMES

By Dia Jadwani

24

**MOTHERHOOD AMIDST A PANDEMIC
A NEW CHAPTER AMIDST A PANDEMIC**

by Purvi Tibrewal

25

FORGING HER OWN LEGACY!

Featuring Nija Gandhi

26

INCLUSION...THINKING BEYOND CHARITY

by Mala Arora

29

FEEL FOR LUMPS, SAVE YOUR BUMPS

by Dr. Priyanka Chiripal

30

SELF LOVE IS THE KEY TO LIFE

by Radhika Rai

31

A RENDEZVOUS TO REMEMBER

by Shweta Luhana

32

VIRTUAL COLOUR ANALYSIS

by Sakshi Agrawal

33

AN ACCIDENTAL STARTUP?

by Janki Thakkar

34

HAPPENINGS AT YFLO

35

I'M EMPOWERED BY

Photo journey of creating empower #BTS photostory

37



From being born into a legacy of futuristic upbringing, the daughter of the AJANTA CLOCKS family, to being married into a mammoth legacy corporate giant, the MEGHMANI group - Sandhya Patel the director of MEGHMANI LLP is an iconic story of Woman Power in a man's world!

Being a leader of the MEGHMANI group, A \$550+ Million enterprise - recognized as one of

India's premier corporate house & a trusted name on the global industrial map of Pigments, Dyes, Intermediates, Basic Chemicals & Additives since 1977, as well breaking stereotypes, founding MEGHMANI LLP, and shaping it as one of India's largest producer of PARACETAMOL, Sandhya fondly dedicates her success to two very special men in her life - her visionary loving father & her friend philosopher mentoring husband, who became the wind beneath her wings & the fuel to her dreams as she soared high in this sky of success!

Let's embark on the journey of Sandhya's inspirational success story of creating a legacy within a legacy!



FROM BEING RAISED IN MORBI TO BEING A MEGHMANI – TELL US ALL ABOUT YOUR JOURNEY!

I was born and brought up in a small town called Morbi. My father was a businessman and the founder of AJANTA CLOCKS. Being a visionary & equalitarian, he raised my brothers and I with equal freedom. It was mandatory for all of us to do a summer internship at dad's manufacturing unit and that's where the seeds of entrepreneurship were sown into each one of us early on!

RE-DEFINING HER OWN LEGACY!

Sandhya Patel

SIMPLE, SPECIFIC, SUSTAINABLE & SCALABLE— SANDHYA PATEL REVEALS HER SECRET TO SHAPE A GREAT LEGACY OVER A CANDID CHAT WITH SHWETA LUHANA, WHO IS ON AN INCREDIBLE JOURNEY TO UNVEIL SUCCESS STORIES OF RARE BOSS LADIES AT YFLO!

He always asked us “Do you want to be a cork in the machine or do you want to build your own machine?”, and that's when I yearned to grow up and build my own legacy!

I was always told – “Thinking small is a crime!” So, even as a kid of the 80's, I was taught horse riding, karate, and infact I even had a student pilot license. Dad always emphasized that we should not be restricted by the small town roots of Morbi, and that is why he gave us an ocean of opportunities to carve our own niche!

I pursued my engineering in CSU, California, returned to join dad's business with marketing as a focus in the genre that was Clocks & Appliances!

I got married to Maulik in 2007. It was an arranged marriage and thats when I was warmly welcomed into

the world of MEGHMANI, which with time became not just my loving family of 100 odd loving Meghmanis, but also a tribe which had business in their DNA! They were ready to absorb each new member of the family into an ever-growing conglomerate of business genius and expansion!

FROM JOINING MEGHMANI TO CREATING MEGHMANI LLP – HOW DID U CARVE A NICHE IN A WORLD WHICH IS PRE DOMINANTLY MAN DRIVEN!

Getting married into Ahmedabad changed my base. I knew I didn't want to just be a daughter-in-law belonging to an influential family. I always wanted to be a working professional. Dad's business was placed too far to be involved in personally, so I decided to join my in-law's business at Meghmani.

A year after my marriage, I was given an underlying segment of a very small unit of 25 Crores in the pigments sector to explore and see if I enjoyed that genre. However, the challenge was that I knew nothing about chemicals or pigments! That's where my husband became my teacher, and slowly within a year of joining and exploring the facets of B2B marketing, I did my first exhibition overseas!

I was the only WOMAN heading the exhibition, with the other participants all men, but it was in that moment I felt an inherent sense of belonging - "I knew I was here to stay!"

Slowly, from basics, I started learning finance, accounts, production, purchase and R&D. Each year I targeted to learn a new segment and mastered the skill of delegation. There was a time where even chemical experts felt convinced that I was also an ace chemical engineer! I dedicate this journey to my never-ending thirst for learning, perseverance against all odds and an efficient planning with strict timelines as a goal setting strategy!

By 2011, within 3 years of being in the business I launched MEGHMANI LLP

with the vision to diversify and try my luck into PHARMA as a segment. Today, in the 13 years from what was given to me as a 25 Crore baby is now a booming 600+ Crore market game changer!

And By 2024 we aim to grow this to a 1000 Crore company and be the market leaders in the production of PARACETAMOL!

BEING A BOARDROOM BOSS LADY, TELL US YOUR THOUGHTS AROUND WOMEN EMPOWERMENT & YOUR CONTRIBUTION TOWARDS IT !

I'm the biggest believer in woman power. Having a father and husband both who were my biggest supporters to make me reach where I stand today makes me realize that woman empowerment is best flourished when EQUALITY becomes the guiding principle!

I am a mother to my 11 year old daughter Ananta, and when I see her idealizing my stature, caring for me on busy days, pampering me always in her little ways, and trying to be self-sufficient so I can focus on my work, it melts my heart and makes me believe that girls / women are gifted nurturers. I try and seek to strike a better work life balance. Women are better workers and it is my constant effort since the last five years to employ women in my company's varied job profiles!

I have about 50 women employees working with me in HR, Finance and Quality Check and they prove to be superlative in terms of dedication and commitment to work!

I shall strive to expand my team and have a 50 / 50 ratio of men an women with more and more women participating in jobs traditionally deemed for men, breaking the the MYTH that it's a man's world!



WHICH ARE THE OTHER DREAMS THAT MAKE YOU FEEL ALIVE & MAKE YOU CHASE EXCELLENCE ALL OVER AGAIN?

I believe in the genius of young talent. Today's generation is so assertive and passionate in what they believe. I wish to mentor such young passionate endeavors, so slowly I've diverted into grooming such talent by mentorships, investments & incubation opportunities.

I wish to support great ideas and micro financing and angel investing is one methodology through which I wish to take this forward and make it a complete Mentorship Module!

A VALUABLE ADVICE YOU WISH TO GIVE THE YOUNGER GENERATION!

As much as I appreciate and am thrilled to see today's youngsters unabashedly chasing their dreams, I also feel they are caught up amidst thousands of distractions – Be it social media, peer rat race illusionary influences, idolizing of pseudo heroes and much more. I'd wish they focus better and choose to do just one thing flawlessly rather than chasing 10 average ones. Goal setting is very important, prioritizing is very important, and planning is the key to a balanced life!

To each aspiring Entrepreneur I'd say, "With every growing year shift your roles, hire more people, delegate better, leave when you become the bottle neck of the company, believe in liberation of ideas and the fact that each one performs better when they feel it's their own company . . . So be specific, confidant & give everyone the wings to fly but also keep them rooted!"

ON A CLOSING NOTE :

*Such was Sandhya –
Soothing, Wise, Empowering
& Full of Life!*

*I wonder how someone
bestowed with such power,
accomplishments, love and
applaud still have the glitter
in her eyes to become a
better version of herself and
have the passion for scaling
onto bigger horizons, and
then I'm reminded of the
adage, "Like a fine wine ,
she just gets better with
age!" So here's to the
magnanimous Sandhya
Patel and the wonderful
rendezvous I shared with her
on a sunny holiday morning
sharing nostalgia of life,
learning and legacies
untold.*

~ SHWETA LUHANA
Editor-in-chief / Story weaver
empower



CHOOSE YOUR CAR

BEST SUITED TO YOUR PERSONALITY

SHILPA PUGALIA
(MD:- GALLOPS GROUP)



MINI COUNTRYMAN



BMW 6SERIES GT

BMW isn't just an automobile; it is a way of life. A reflection of your personality, a specimen of your exhilarating lifestyle experiences. This is exactly what we aim to build at Gallops Autohaus. We create opportunities for all BMW owners, to indulge their passion for exclusivity by discovering special BMW owner privileges and gaining access to premium BMW events. But before that you can check out how BMW and Mini cars are reflection of different aspects of your personality

1) Z4-THE ADVENTURE ENTHUSIAST

For the new age woman-dynamic, fearless & captivating, ready to explore the unfathomed. Her presence radiates confidence and her actions make headlines. She is gorgeous on the outside & solid on the inside.

2) X7-THE UNPARALLED FORCE

For the woman characterized by postmodernity, strength & unprecedented authority. She is ready to take the Center Stage at every given opportunity. Her presence overpowers the existing traditions, as her majestic aura is marked by exclusivity.

3) 6gt-THE POISED PERSONALITY

For the Immaculate, Stylish & Progressive woman, who gives attention to each detail. Her essence lies in her symmetry to weigh out and receive the best of both worlds. She is calculative on the outside & Graceful on the inside.

4) Mini Countryman- The Go-getter

For the woman who is truly free, eloquent & easy-going. She carves her own way, live by her own rules & appreciate ingenuity. She is equipped with a go-anywhere confidence as reflected by an intrepid adventurer.

Choose the one best suited to your personality and be the part of the BMW family, because we believe it is our responsibility to be there for all our members to make it a smooth experience for them each day. In order to attain that, we pledge to deliver state of art service & repair facilities in the blink of an eye.



THE Wishlist

DAILY WEAR FINE JEWELLERY TREND REPORT

AKSHITA GARG CHIRPAL

*Founder of Akshita Garg Chirpal Jewellers,
Diamond jewellery designer and IGI graduate.*



GEOMETRIC / EDGY

Look for unique shapes and designs to have your pieces stand out. Be it triangular, conical or curved there are a variety of designs to choose. Like this ring has laser cut diamonds in unique shapes assembling to form a geometrically bold and edgy statement ring or this conical rays earring.



MIXING AND LAYERING

Noticing a new trend of finding multiple rings on different fingers looking cooler than different tones.

Use different tones to add extra zing.

Mix and match different shapes while wearing earrings, ring and bracelet and not go overly matchy on your overall look. Stackable bracelets along with your watch is a trend game still going strong. Try mixing metals, shapes and the style of bracelet. For example pairing an initials cuff in rose gold, a boxy emerald twine bracelet and a classic tennis bracelet in round diamonds paired together.



SOLITAIRES

We usually buy our carat sizes solitaires once in a while or when we get married and wear them as is on an everyday basis. Inserting the solitaires in what we call diamond jackets will not only elevate the overall size of the solitaires (which lets face it is a big factor while buying them) but also provide a designer look and feel to wearing the same style daily. You can go for a simple line around the shape you own or something slightly different like these beautiful diamond solitaire jackets can alter the overall look of round solitaires to a slightly asscher cut look.

DOUBLE FINGER RING 7

This is one of my personal favorite trends. Rings covering 2 or more fingers as a statement piece, be it a lighter occasion or weddings these are so fun to carry off. We offer a variety of them from a slightly easy wearable one to heavier chunkier pieces for heavier occasions I personally like wearing 2 finger rings with a simpler tennis bracelet on that hand for an easy yet stylish feel.



WATCH Shopping IS A Whopping TASK



**VRITTI
JADWANI JAIN,**
*a watch curator,
consultant and ex-
designer at Jaeger
LeCoultre. Also,
founder at India
Luxury Week /
Creative and
Marketing
Director at
RedBar Bombay*

Deciding which watch to buy is a herculean task, both on the mind and the pocket. There are a plethora of options available, and everytime I enter a watch boutique I feel like Charlie in the Chocolate Factory. Now, I don't know if it's the same for all of you. But, I have taken this upon me to make you all delve in this fascinating world of watches. For most men and women, watches may merely be an archaic instrument to keep a track of time. With the advancement in technology, people have grown to detach themselves from everything that's made by hand. The most preferred mode of time-keeping these days is either a cell-phone or an apple watch. However, in the past, if you would have pulled out a watch from your pocket, you'd have been quite the deal.

There is a big difference between today's mass produced watches and luxury timepieces that focus on design, quality, and complexity. These timepieces in today's world aren't strictly necessary or novel from a technological standpoint, but they do have something to say about who is wearing them. Now, the first and most important thumb rule is to figure out the reason why you may be buying the watch. I am jotting down the reasons I have commonly come across.

To Impress Business Colleagues

When I was in Switzerland, someone wise once told me that you're not taken seriously if you're not wearing an impressive watch. Watches on your wrist make quite an impact on the person you're doing business with, both in India and abroad.

Rolex could be your go-to, the most commonly known brand in India, appreciated by all. It may be cliched, but rolex is the six-letter word that boasts accomplishment. However, if your business associate is a European, you could borrow your husband's Patek Philippe. It is one of the top high-end brands in the world and also comes with an average price several times that of a Rolex. You'd make quite the statement with a Patek.

To Show Wealth, Casually

A trend, commonly, followed by indulgent bollywood wives. They're known to be au courant with fashion and luxury. If you fall in this category, you might want to buy the Bvlgari Serpenti.

From the witty Twinkle Khanna to the fashionista Sonam Kapoor, from the mommie Shilpa Shetty, to the newbie Jacqueline Fernandes,



they all own a Bvlgari Serpenti. It's Italian, beautiful and elegant, and you may as well flaunt it, if you own it.

To Impress In-Laws

If you want to make a statement in front of your sindhi/marwadi mother-in-law to be, then darling, diamonds galore. Watches that bling, make glasses clink.

And within no time, you'd be cin-cinning and maybe even twinning. So if you fall in this category, you may want to wear a diamond studded Lady-Datejust or the Happy Diamonds by Chopard. However, if you're lucky and your in-laws are subtle like that, then you may as well sport a Cartier. The late Princess Diana and her daughter-in-laws Kate Middleton and Meghan Markle are known to own the Cartier Tank and the Ballon-Bleu.

Something Watch Snobs will approve of

If you are known to be hanging out with watch aficionados and enthusiasts or are one of them, you may want to own a watch that's universally loved and respected and is known to

manufacture the movements and components in-house. If you belong in this category like

I do, then you may want to buy/own a Jaeger LeCoultre, an Audemars Piguet, a Breguet or all of them. Because how many watches are too many watches, said someone wise. And if you're still confused about which watch to buy, then you know who to reach out to.



THE
3

WELCOME TO THE
GRAND SIDE OF THRILL.
THE BMW 3 SERIES GRAN LIMOUSINE.



The world's favourite sports sedan is here in a brand new and luxurious form. The new BMW 3 Series **Gran Limousine** blends the thrill of driving with outstanding comfort in an extremely luxurious cabin. Impressive in every way, it is not only the longest and most spacious car in its segment but also comes with the most powerful engine, making it an absolute thrill to drive. Welcome to the Grand Side of Thrill.

Special Launch Price – ₹ 51.5 Lakh

BMW Gallops Autohaus
Ahmedabad, Rajkot
Tel. +91 9099234567
www.bmw-gallopsautohaus.in



To book a test drive, visit www.bmw-gallopsautohaus.in/testdrive. Terms and conditions apply. Launch price is valid for a limited time period on the BMW 330Li Luxury Line. The model, equipment and possible vehicle configurations illustrated in this advertisement may differ from the vehicles supplied in the Indian market.



Building BEYOND

HER BESTOWED LEGACY!

In spite of being an heir to the real estate legacy Shumona Agarwal Sutaria followed her heart very early on & recently launched her luxury women's wear label - the house flor. In an uncanny chat with Shweta Luhana, she speaks to team Empower about her dreams, her pursuit for excellence!

SHUMONA SUTARIA

Belonging to the BAKERIS, one of the oldest and most trusted real estate companies in India since 1959, Shumona Agarwal fondly embraces this pride of her maternal roots!

Shumona is a third generation Bakeri, raised with strong values of humility, empathy, trust, transparency and ethical practices. Growing up, as much as she valued her legacy and aspired to be a part of it, she had a natural fetish for aesthetics and fashion. While travelling the world, Shumona grew fond of Designer wear & cultivated a Chic sense of fashion!

Let's discover her journey as she chooses to make her mark in Premium Pure Silk women's western wear!

SHUMONA ON BEING BAKERI!

Being a BAKERI to me meant being as normal as anyone else in spite of the tag of this privilege!

Very early on I was taught to treat everyone with respect and humility irrespective of their background, and humility was a very well-fed virtue!

I knew I had to work hard irrespective of my privilege or my being a woman! I was never told what was I supposed to do or become. I had to discover and chase my own calling!

HER INSPIRATIONS WITHIN THE BAKERI LEGACY!

The Bakeri legacy taught me to discover who I really was apart from the name The Bakeri legacy taught me

to discover who I really was apart from the name attached to me. It summoned me to work hard, to be good at what I do and to strive to create an identity for myself!

My Grandfather, Anil Bakeri, laid the foundation of the BAKERI real estate mammoth.

My uncle, Achal Bakeri, started SYMPHONY air coolers, which were market game changers.

And with our generation, hopefully we create our own identity and pave our own path!

BEING THE SHE BOSS IN BAKERI REALTY!

I finished my master in Business Management from Boston University and it was while I was interning with a





real estate firm there that I realized how much I enjoyed the real estate game!

On returning back home I decided to join the family business of Bakeri Real Estate. Since marketing and sales were my forte, that was my first scope of work in my maiden years.

Over the five years that I've spent in a legacy business, I've learnt that belonging to this legacy didn't lay a silver platter in front of me. Like every individual, I faced my fair share of challenges. I strived hard to make my place. Initially I used to work through the week and even go to the sales office on weekends to deal with clients of a varied spectrum – right from affordable housing to the premium ones!

Language was a big barrier, but with patience and perseverance we conquered each new twist – Right from demonetization, RERA, GST revolution & the most recent COVID & LOCKDOWN Saga!

I emerged stronger with each passing learning and am carving my niche in a world which was pre-dominantly ruled by men!



HOUSE OF FLOR – A DREAM LAUNCH!

I had a fetish for FASHION and everywhere I travelled I always noticed style. In spite of taking over the family legacy, somewhere my heart lied in the curation of fashion and fine aesthetics that defined the charisma of a contemporary Indian woman. Fuelled by this passion, I launched the HOUSE OF FLOR this February!

FLOR is a luxury clothing label which focuses on

premium Silk Silhouettes for modern Indian women. We strive to have unmatched attention to detail & styling which is inspired from the global fashion scene!

I've started my very first HOUSE OF FLOR, but the vision is to expand it to various cities across the nation, tie up with multi designer stores and develop a brand recognition which is sought after by the fashion lovers across the country!



**MESSAGE TO A YOUNG
16-YEAR-OLD
SHUMONA VS A
GRACEFULLY AGED 40
YEAR SHUMONA!**

If I could give advice to 16 year old me I'd say:

Enjoy your childhood thoroughly, coz later in life somewhere you lose yourself in chasing your dreams. While having fun, plan for the future as well, because a good present can build a good future. So, work hard & make sure you are up to date when the time comes!"

When I reach 40:

I hope to be as motivated and full of energy as I am at the moment – to make the most of each minute and having the zeal to re-invent myself at each stage of my life.

**SHUMONA & HER
VISION FOR THE YEAR
AT YFLO!**

I've been a part of YFLO right from its inception In 2016. I've seen YFLO grow & flourish. Each leader at YFLO has played a wonderful part in creating a stronger community!

It has contributed a lot to my personal growth as well. With the position I hold in YFLO I wish to help small business owners and aspiring entrepreneurs by giving them a better platform to grow, interact, communicate & generate more business within the community !

ATMANIRBHAR being the mantra of the moment, what better than to cheer and uplift our fellow YFLOITES!



ON A CLOSING NOTE :

Shumona – a story lesser known. As I see the sparkle in her eyes chasing her dreams, silently yet wisely, it makes me smile & fills me with bliss - knowing here is a young lady carving her niche beyond the blankets of privilege that cocoon her!

-Shweta Luhana

Editor-in-chief / Story weaver empower



ADVERTORIAL - 2



Experience the Panache of Statement Jewelry

— ITEE BY NEHA GOYAL —

📍 A-204, Mondeal Square, Prahlad Nagar, S.G. Highway, Ahmedabad - 380015

✉ info@itee.co.in 📞 898 090 0006

OF LUXURY GIFTING & TIMELESS CHARM:

PURVA PATEL

*Event designer and Gifting connoisseur
Founder, Pristine Paige Events*

Enriching and enhancing the event and gifting industry for over 17 years.



The event and gifting industry has transformed manifolds in these years. From larger-than-life events to close-knit, there's a luxury experience involved to make it unforgettable. Gifting has always been a remarkable concept to make people feel wanted and loved. This gesture has a beautiful impact on mental and physical health.

Gifts build you and your relationships with everyone, be it family, friends or at work. It is just the right way to make people feel more close to you. It is the best way to express love and care for the one who receives it. It is the best way to bring a smile to people's face. It is a service that makes people happy, and that's why it will constantly get enhanced.

Each year, the gifting business see a new trend, a trend of luxury, a trend of technology with a touch of love and warmth.

Due to the pandemic, luxury gifting has become convenience based gifting. With various e-commerce options, gifting has become easier and quicker.

Love for wrapping gifts for loved ones:

Gifts differ entirely from the person and the rapport you share. Exchanging gifts as a culture bring in positivity and is a part of almost the whole world.

And with Izhaar being a gifting paradise, the experience of picking a gift is unforgettable.

"I feel a gift connects the whole world on one platform. In various languages, gifting traditions is just the same and meant for making people feel special."

I have been in the luxury gift business for a while now, and I love to see how people spend on their loved ones. And to tell them how special they are.

Luxury gifting can sometimes be tricky, but with various gifting options, packaging, and detailing at Izhaar, gifting becomes easy. The whole process of picking a gift for a special someone doesn't just make the receiver happy, but the one who is buying, too,



feels excellent while choosing one.

I love the spark in their eyes when they talk about their loved ones' choices. The way they put thought and warmth of their feelings, the gift doesn't look or feel materialistic.

The emotions connected with gifting keeps me intact in this business. Sometimes, it is not about money, and it is about the feeling, the gesture to show love and express the best in the most beautiful way.

I feel lucky to be a part of this and helping people pick the most beautiful gift. A gift that is not just luxurious but thoughtful too that they will cherish for a lifetime.

To enhance my passion for gifting, I have learned more from various courses to pack with detailing and charm the receiver with the luxury gift and presentation.

Gifting culture in Ahmedabad: I have been into gifting ever since I understood the concept. With the beginning of Izhaar, I made sure to transform the culture with each day. It all began with me.

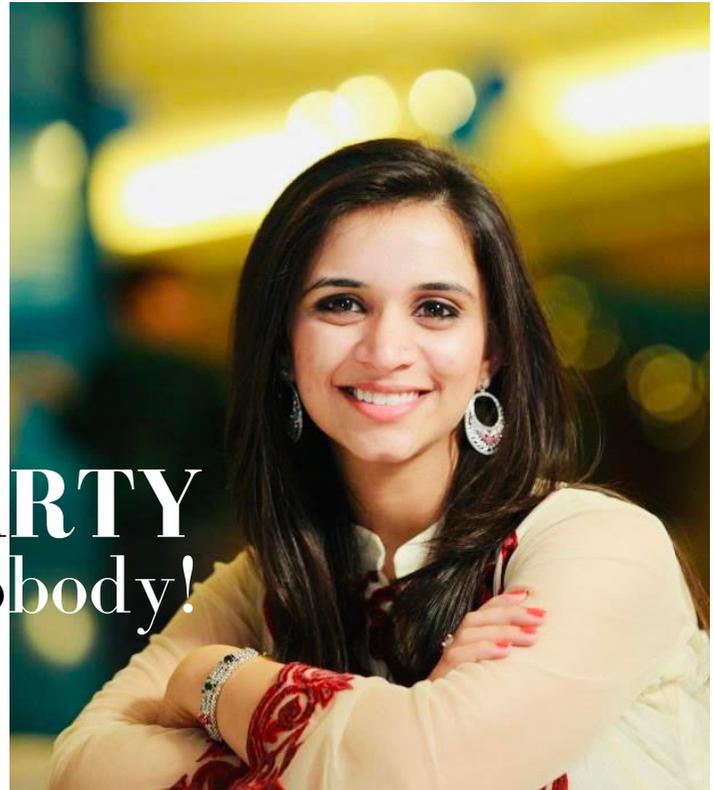
I am picky when it comes to gifting something to someone. Even if I don't know the person well, I will sit down and think about what can I give to make it both thoughtful and helpful. And I don't go anywhere without a gift, known or stranger; a box of happiness from Izhaar changes everything.

In Ahmedabad, gifting has been witnessed more formally. But with time, it is changing; people are spending on presentation, detailing, and packaging, which makes the gifting culture better. A regular gift wrap is fine. But if the gift is wrapped with minimal floral decor and a thoughtful, customised message, then that makes you stand out. You hold a particular space in hearts. And that difference in gifting people have understood.

I am glad to see many gifting businesses in Ahmedabad doing well. This will bring in variations and break the monotony of wrapping the gift with glittery plastic paper. This trend will enhance the gifting tradition magically. Because What you gift, how you gift and how much you gift matters. Keep giving, and keep spreading positivity and happiness.

The current scenario might make you may feel daunted at the idea of celebrations or styling a space to host a party or any formal gathering at home. And that is primarily because quite often we get so involved in minute planning and ensuring everything is impeccable, that we forget that the whole point is to create memories and make the day a special one.

So here we are, sharing these fun quick tips and ideas that will surely cheer you up and your close ones around, with minimal effort and expertise.



A LITTLE PARTY hurt nobody!

Don't let these tough times dampen your spirits. Let your lockdown celebrations reflect your personal style.

AAYUSHI KATYAL NEMANI

Event stylist / chef

Director - Aayushi-Kirti events

1 Take it easy and uplift the décor in your home.

To begin with, don't make the mistake of focusing on over-the-top styling or scouring the internet in a panic to buy new things. Work with what you have to help you focus on enjoying the party.

Whether it's a big tree in your garden or a humble potted herb on your kitchen windowsill, create a space around the tree or bring the plant to the dining table for everyone to tie little notes on it recounting memories or making wishes.

If you're planning an evening celebration, light a few candles of varying sizes around the room for a warm and festive mood, interspersed with seasonal flowers, fresh fruits and even leaves from your garden.

Tip-: You could use fruits like a whole pineapple or dragon fruit with flowers, some old vintage books, lemons with leaves and clear glass vases filled with water and lemon slices and white flowers in the centre of your dining table.

2 Dress up your table

It's the perfect time to flaunt your heirloom china or the crockery you have been saving up for a special occasion. Lay your table with the best of what you have to give the feel of dining at a fancy restaurant.

3 Focus on bringing everyone together.

Pick one room in the house and remove or shift all the furniture from there. Throw in a huge rug on the floor with cushions and pillows so that the entire family or your loved ones can huddle together for long chats over drinks and snacks or a few rounds of games.

4 Create a party backdrop wall

Party backdrops are a sure shot way to liven up your celebration and cater to a chosen theme if any. Use any central wall as the highlight and use it as a photo booth and cake cutting backdrop. Get the kids involved in some DIY crafts, make use of colourful foam sheet buntings, glossy paper fans, curled ribbons and crushed paper streamers.

5 Outdoors & old school styles.

If the weather allows you, make the best use of the outdoors and utilise natural elements to set your party mood. Give your garden/yard a celebratory feel with balloons and triangular pennant flags in beautiful vibrant colours hanging beautifully around the trees.

Give your home quarantine celebrations a dose of your personal style and charisma with these fun tips and ideas and transform your space into a spectacle of festive jubilancy.

The key ingredient while preparing hummus is adding a few ice cubes and blend until smooth for a creamy texture
 -most importantly I always include cheese and dips to my platter finishing with seasonal fruits and veggies, you can also decorate with flowers like gypsy, rosemary herb which doesn't shed and attract insect

WHY

Why I started sante?

Knowing about global healthy cuisine and catering for the same has been my passion in life, We have multi cuisine menu for our customers which is not only healthy in its ingredients but also taste delicious , as rightly said you eat with your eyes first (healthy food has to be plated interestingly)

Along with promoting in the eco friendly way, (right from our cutlery, banana rolling straws religiously everyday, furniture lamps etc)

RECIPES



Marinated Burrata :

If you can't SOURCE burrata, mozzarella will also work
 - 10 teaspoon olive oil
 - 1 teaspoon pinch of kosher salt and 1 teaspoon of ground black pepper
 - 3 cloves of Minced garlic
 - some red pepper
 - some fresh basil can also try mint, oregano, dill, or thyme, A combination of these herbs would also taste great
 - 2 1/2 cup cherry tomatoes
 - 2 teaspoon of balsamic vinegar
 - crushed red pepper flakes, microgreens

Directions :

1. In a bowl , combine olive oil, minced garlic, fresh basil, kosher salt, black pepper, balsamic vinegar
2. Add cherry tomatoes and red pepper stir to coat.
3. Let sit for 30- 45 minutes to marinate.
4. Put marinated tomatoes to a serving bowl.
5. Add with fresh burrata. (burrata is served as a whole or cut into pieces)
- 6.. Sprinkle with salt, pepper, crushed red pepper flakes, fresh basil and microgreens.

A HEALTHY EATING PLATTER

VARUNA JAIN,

VISIONARY RESTO-PRENEUR, OWNER SANTE SPA CUISINE AHMEDABAD





RAISING THE NEXT - GEN LEGACY IN MAKING!

Parita Parekh

PARITA PAREKH, THE CO - FOUNDER OF TODDLER'S DEN SPEAKS IN A TÊTE-À-TÊTE CONVERSATION WITH SHWETA LUHANA ON BECOMING A RENAISSANCE LEADER, IMPACTING AND NURTURING YOUNG MINDS BY RE-DEFINING PRESCHOOL EDUCATION!

From being raised by a mother who is a torch bearer of one of the finest International schools in the city, to becoming a new age leader in PreSchool education, Parita discusses creating a transformative learning experience, helping mould Toddlers into lifelong learners equipped with critical skills and practical knowledge. I met Parita as a newly expecting mother. While she nurtures a life within – She reflects back on her journey and mission of igniting young minds by creating an integrated, holistic curriculum, challenging and elevating all aspects of a child’s brain.

PARITA ON BEING A STUDENT & RETURNING AS AN EDUCATOR, FULFILLING HER MISSION TO MAKE A DIFFERENCE IN PRESCHOOL EDUCATION !

“Born and brought up in Ahmedabad and having studied in Ahmedabad International School – I grew up never wanting to pursue education as a vocation. I had seen my mother’s dedication towards bringing global excellence amongst the students through establishing an international curriculum school. However, I was more interested in pursuing public policy and developmental studies.

It was only when I went to BROWN UNIVERSITY to pursue my

undergraduate course I ended up writing a capstone thesis on education in India. This particular thesis ignited a vision of connecting with the Indian education system, finding the gap and improving it, which became my life’s mission.

On returning back to India after finishing my graduation, I wished to work in politics and development of rural education centres. I had joined Citizens for Actionable Governance, a professional campaign supporting group that helped Mr. Narendra Modi in the 2014 General Elections. During my course of service, I led initiatives like “Chai Pe Charcha”, 3D rallies, visited rural schools in remote areas, interacted with people at grass root level and observed the sad plight of the education scenario prominent in our developing nation.

Moreover, I realised access to quality education was poor, which encouraged me to research and reach to the core of this issue. I felt education was the first most important step in a child’s development. Forming a space that could create a positive impact in the early years of a child’s growth, started my journey as a contributor in Indian Education.”



WonderBoxx – INDIA’S FIRST AGE-SPECIFIC LEARNING TOOL KIT. EMPOWERING KIDS TO BE THINKERS, CONSTRUCT CREATIVE IDEAS AND DEVELOP A CULTURE OF KNOWLEDGE.

“I met my husband - Deepanshu Arora - during my term at the Modi election Campaign in 2014. He was an IIT Kanpur graduate and a former Business Analyst at McKinsey & Company. During our experience of working for the general election campaign we both realised that we wanted to build something that is our life’s work, something that had to be at the core of a child’s life!

We gradually moved towards our aim and created a product, WONDERBOXX - a themed home lab created for children. Wonderboxx is a learning tool kit created keeping in mind the different guiding philosophies for age groups between 1 - 8 years old. The boxx can be subscribed monthly with age appropriate tools and toys exploring varied themes like light, sound, math, flora and fauna etc. It stimulates action and enquiry and ensures that the child develops an imaginative, adventurous, intuitive, perceptive and playful worldview.

We enjoyed our product launch but

soon realised that Wonderboxx solely would not be able to fulfill the gap required to create an impact in long term education. The preschool education system in India was underdeveloped and that's where our opportunity took life once again.

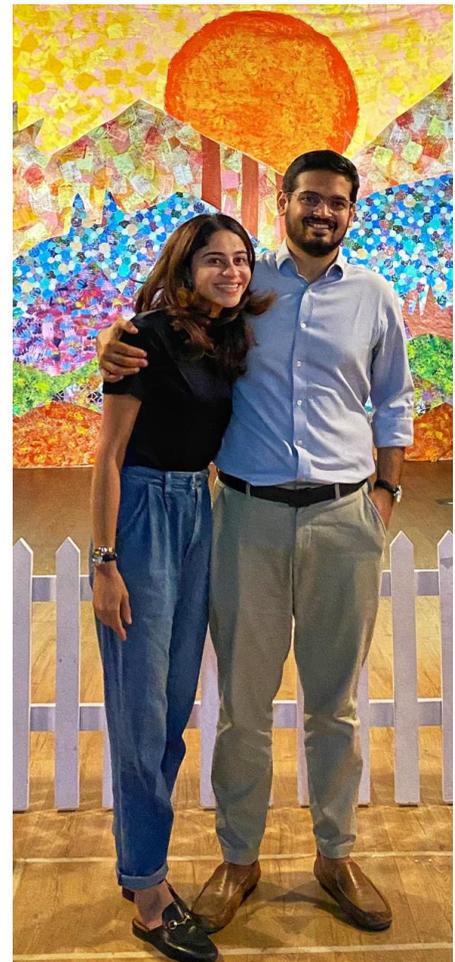
We travelled around the world for 2 -3 months at length to understand what impactful education is, to observe and learn from the best schools all over the world. We spent a lot of time in Japan, Reggio Emilia Italy, Singapore and the bay area in the USA.

Thus, we laid the foundation of TODDLER'S DEN in 2016 - Reimagining preschool education through play-based, child-driven learning experiences.”

TODDLER’S DEN – A VISION, A BELIEF TO CREATE EXPERIENTIAL LEARNING AVAILABLE FOR EVERY CHILD IN INDIA!

Toddler’s Den Ahmedabad was the first preschool to be launched in 2017, followed by Toddlers Den Mumbai and Hyderabad in later years.

The preschool is conceptualised as a child’s learning paradise. Each campus is sensitively designed with a lot of love



“CHILDREN LEARN AS THEY PLAY. MOST IMPORTANTLY, IN PLAY CHILDREN LEARN HOW TO LEARN”



When educators view children as competent and capable, the learning program becomes a place of wonder, excitement, and joy for both the child and the educator



EVEN TODAY WE TAKE PRIDE IN OUR 4 PRINCIPLES WHICH ARE CORE TO TODDEN'S PHILOSOPHY:

- We build a team of the best teachers who are carefully chosen and have been given the best training from across the globe.
- Each Todden has a spatial environment to inspire kids to love spending time in school & never wanting to return home.
- Parents are our true partners, they are extremely involved with the school's activities and functioning.
- We want to integrate technology meaningfully into the schools curriculum and make sure teachers are best equipped for teaching and learning. This thought helped us build our own Tech Tool called TODDLE.

We are constantly reimagining how children can love learning in the classroom and that's what led us to develop Toddle – our very own tech tool, an all-in-one platform for IB PYP and IB MYP teams. Toddle empowers teachers to work together and prepare better for curriculum planning, student portfolios, assessments, reports and family communication - all from one intuitive interface!

WHAT NEXT ?

In 2019 we introduced TODDLE to the global audience after many requests owing to its efficient & futuristic approach in teaching methodology. Today about 1000 IB schools across the globe have subscribed to it out of which only 10 are in India. We are chasing our newfound dream of using technology to transform teaching and learning!

ON A CLOSING NOTE :

I was amazed to hear young Parita chasing her dream to nurture infant minds, to make learning fun and inspire each growing toddler to be one of his/her kind. I can't wait to witness Parita and Deepanshu raise their TODDLER & nurture their very own infant in an environment which believes in grit, empathy, warmth and wonder!

~ Shweta Luhana

Editor-in-chief / Story weaver empower



BREASTFEEDING IN MODERN TIMES:

BREASTFEEDING BUSTING THE MYTHS
AND BRINGING TRUTH TO LIGHT

EMPOWERING THE PARENTS TO TAKE INFORMED DECISIONS

Breastfeeding in today's times has become more challenging than ever. The reason is: Aggressive marketing of formula, Our Society which instead of being a safe placeto raise a child is an unsafe place filled with people who create self-doubt in a mother, parents with the best intentions for their child being misinformed.

In my practice, I see that all parents want to do the best for their babies with no exception. My only purpose is to ensure that they are well-informed and take decisions which help them and their little ones in the long run. I am busting some most common myths below for you so that we together at YFLO can create a safe village to raise healthy children.



1. Breastfeeding makes your breasts sag

No, Your breasts sag because of your age and because of your hormones during the pregnancy. So, if you got pregnant then the chances are your breast will sag a little.

2. Some mothers just won't be able to produce enough milk

A biggest myth out there which convinces mothers not to even try if things start going wrong with breastfeeding. Only 1% of the women in the whole world (who have conceived naturally) actually suffer from lactation failure.

3. Breastfeeding is painful

No, Breastfeeding is not supposed to be painful at all, not even in for the first few days. Yes, it could feel different for a first time mother but not painful. If you feel pain, then its time to contact a Certified Lactation specialist

4. A breastfeeding mother should eat a lot to make milk

A mother should derive 1800-2200 Kcal from a healthy balanced diet so that she doesn't get nutrient-deprived herself. You must eat so that you can take care of your child and stay up those sleepless nights. Obsessing over foods which promote milk supply is tiresome and not needed. Breastfeed on demand should be the MANTRA.

5. Women with smaller breasts make less milk

Size of the breasts doesn't make a difference in milk supply.

Women's breasts aren't like a tin of formula which gets finished after the baby has finished a feed. They keep making milk all the time.

6. Formula or feeding solids will make my baby sleep longer

Formula is heavy on a baby's gut and makes the digestive system work much harder causing other issues like colic, reflux but it won't necessarily make a baby sleep longer. Babies will still wake up multiple times at night requiring you to put them back to sleep.

7. Breastmilk loses its nutritional value once the baby turns 1 year old

Breastmilk keeps changing its composition matching the needs of the child. It suddenly doesn't become bad or nutrient-deficient or addictive for your child once he/she is 1 year old.

8. An exclusively breastfeeding mother is COVID positive so baby should be separated immediately from the mother

No, that would be the wrong time to separate a baby from the mother who could already be infected or even not infected. Breastmilk would provide the required antibodies to the infant to fight the virus.

DIA JADWANI,

*A Certified Lactation Educator Counselor from
San Diego, USA*

MOTHERHOOD



AMIDST A PANDEMIC

A NEW CHAPTER AMIDST A PANDEMIC

*I am **PURVI TIBREWAL** , a woke and active homemaker, a storyteller and I've also donned fulltime motherhood recently.*

With the current pandemic situation and me sailing through being a mother, I'd like to share my experiences with you. I would be lying if I say that this was cakewalk but the support of my husband and family was an icing to the cake. I used to get an information overload on social media and made it all the more confusing. But I realised a happy mind space was the first item on the list. Think about your long-forgotten talents and try to resurface them, as for me I love storytelling and tried to bring that forth.

PREGNANCY AMIDST PANDEMIC

I couldn't go shopping but my mother in law and my mother got me a few dresses. In my second trimester my mother in law had got Covid and we shifted to the farmhouse. Those few days were a little challenging.

Soon enough, it was my 30th birthday and I couldn't have asked for more. My parents visited me. My mother in law and husband arranged for personalised t-shirts, photographer and this lovely party with our family and it was perfect.

I remember I wasn't allowed to go for a wedding and I was feeling very low that day. But my husband stayed back too. We watched the whole thing from our veranda.

It was fun playing board games like Catan and phase 10 with the family. I loved taking long walks in my garden, catching up on my favourite series and reading. It got me through my second trimester.

I knew I wouldn't get my babymoon, but to my surprise, they threw me one in a section of the house with decoration, photos and great food. It really made my day. Another wish came true, my husband supported my dream of a pregnancy shoot. What an exciting experience!

TEARS OF JOY

I believe that every mother is unique and develops her own way of parenting. Yes, there are times when you feel exhausted but after going through all this, his smile, his unrivalled laughter and bewitching glares makes all the hardships fruitful and fulfilling. In the end I'd just like to say that don't let the fear of pandemic stop you from experiencing life's most rewarding and beautiful time.



FORGING HER OWN LEGACY!

FROM BEING A FORMER NEWS CORRESPONDENT WITH DAILY NEWS TO LAYING HER OWN LEGACY IN THE 100-YEAR-OLD VADILAL EMPIRE, **NIJA GANDHI** NOSTALGICALLY SHARES HER SUCCESS STORY OF ACING THE INDIAN FROZEN FOOD MARKET OVERSEAS IN A RENDEZVOUS WITH **SHWETA LUHANA!**

Nija Gandhi

She brims with sharp intellect and confidence as she speaks about how life has always made her a destiny's child. Being raised with values of perfection, purpose and perseverance, Nija has studied literature and is married into a family running a mammoth ice-cream business, named Vadilal. She is an inspiration, adorning many hats with a vision to achieve excellence in all her pursuits.

NIJA GANDHI – HER JOURNEY PRE AND POST JOINING THE VADILAL EMPIRE!

Being born as the eldest of three siblings, my parents always instilled core values of perfection and discipline in me. They encouraged me to pursue what I believed in and helped me achieve my aspirations, while reminding me to be aware of the real purpose of achieving it.

Holding my master's degree in English literature, I started my career as a news correspondent with an English News Daily. I was content and happy with my successful career path. Post my marriage, somehow, my sense of belonging shifted from a creative field of work to a sharp management oriented genre of work. I decided to join an already established business legacy - Vadilal.

When a new generation joins a well-shaped business, there is an often asked question, "What more can a person contribute to a legacy and strengthen it even further?"

Ours is a 100-year-old business with a lot of recognition and a

strong respectable name in the society. I was inspired by the efforts of our forefathers and decided to add more value to the already successful brand.

Thus, 12 years ago I chose to move away from the mainstream ice cream legacy and dabbled into a low-lying forte of exporting frozen food. This gave birth to the VADILAL QUICK TREAT.

VADILAL QUICK TREAT! - GROWING NEW BRANCHES TO AN ALREADY ESTABLISHED TREE!

I started my market research discovering a gap in the demand and supply chain of frozen foods in the Indian market. To bridge this gap, we introduced Vadilal Quick Treat, a concept featuring ready to eat frozen foods with the finest quality and taste. We knew we had the infra structure for it. We started oiling the old machines and putting products from the frozen food line into the existing distribution.

We also started selling our ice creams through the same business channel used for the frozen foods. It became an important business decision as we were tapping into the export market to make our products available internationally.

"FROM SATISFYING YOUR SWEET TOOTH TO TICKLING YOUR SAVOURY TASTE BUDS WE HAD COME FULL CIRCLE AT VADILAL!"

This accomplishment gave me a feeling of immense satisfaction and pride. It was a vision, my baby which was being well received globally! We are operating across 40



countries at the moment. We have our distribution channels in the USA. A large number of Indians living across the globe can savour our products.

FINDING YOUR NICHE IN AN ALREADY ESTABLISHED BUSINESS

When I look back I feel dearly grateful and happy. I always believed in my vision and worked diligently, breaking barriers and achieving path breaking victories.

A LEARNING YOU WISH TO GIVE YOUR 16-YEAR-OLD SELF!

If I were a 16-year-old, I would just say that some days are good, some days are bad, keep pursuing, keep believing in the excellence of your own self, once you start doing that the energy starts flowing in and you will eventually achieve what you have set out for.

A DESIRE YOU HAVE FROM YOUR 50-YEAR-OLD SELF!

As a 50-year-old, the biggest joy is to be able to provide a living to 3000 to 5000 people through your work. canvas.

“It is very important for a person to believe and trust oneself – go all out and pursue it. There will be forces who will join you. They will start believing in your idea. They see your hard work, your belief starts reflecting on other people and things start moving forward. Look at the brighter side, life is a mixed bag – there’s always going to be brighter days, so work for that!”

Our business was hit locally due to the pandemic; it was the exports business that held us through the tough times. The sheer joy of giving back, when you see an employee prospering and being able to provide for his family even during these testing times, helps us sleep peacefully at night. I want to create more opportunities where I can nurture as many families and skills as I can.



UNDER YOUR LEADERSHIP, HOW IMPORTANT IS WOMEN EMPOWERMENT IN A COMPANY'S WORKING?

It is very important for your peers to observe you achieving it. It is perceived as a call to other women to participate more and feel comfortable in the business world. We can grow together as a community of driven and empowered women leading the organizations!

A MESSAGE FOR YOUR FELLOW YFLO WOMEN TRIBE!

The YFLO tribe is already bubbling with high spirited energy. Strong and fierce women are doing all sorts of different and inspiring activities. There are wonderful initiatives like the making of the Empower magazine, covering unique stories and all the YFLO events build a memorable year for everyone!

The Future is ours, so grab it and enjoy it!
It is truly the hour of she – success!



ON A CLOSING NOTE:

Spilling the beans on her success story, NIJA signs off leaving her infectious aura, inspiring each one of us to accomplish everything that strikes a chord in our heart and ignites a spark in our imagination!

As narrated in a conversation with

~ SHWETA LUHANA

*Editor-in-chief / Story weaver
Empower*





INCLUSION...

THINKING BEYOND CHARITY

Mala Arora

(Consultant- Education, Mental Health, Inclusion & Diversity)

In a 'New' India let us accept and celebrate the differences too!

NEED FOR AN INCLUSIVE SOCIETY

With the Prime Minister's clarion call for Atmanirbharta (Self-reliance) and creation of a New India, it is also a time for a radical shift in how we view disability as a society.

As a first step we should stop viewing disability from the prism of charity. We must not forget that Inclusive minds are the building blocks of inclusive societies. Fundamentally, barriers have to be broken if our children have to live and grow in an inclusive society which is fair and based on equity.

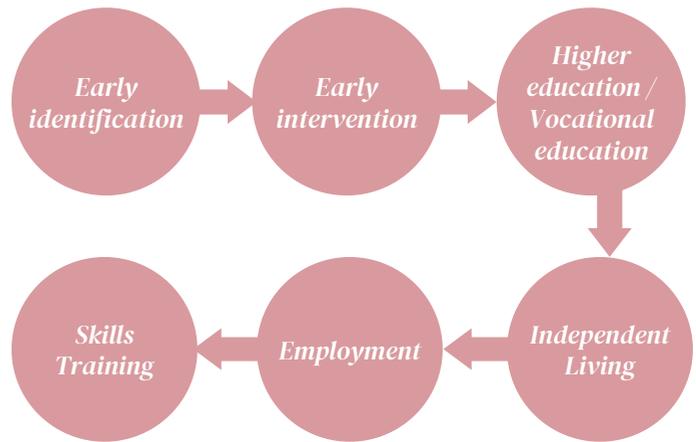


BEYOND CHARITY: INCLUSION, DIGNITY, INDEPENDENCE

Lack of support in school, limited options at higher education and sporadic opportunities in employment sphere is a huge battle that an individual and their family experience in a non-inclusive society.

ACCESSIBILITY AS A FUNDAMENTAL RIGHT

Accessibility covers issues relating to mental, physical and communication barriers, among others. School, colleges, training institutions, office spaces should be able to offer disabled friendly access for them to enjoy learning and be a part of the mainstream system.



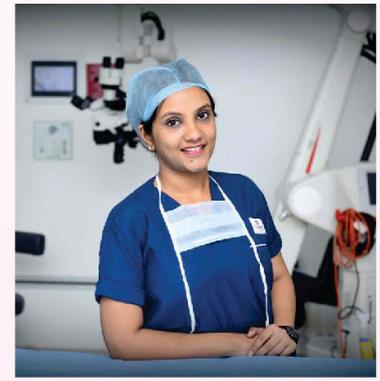
Moving from charitable view to a more dignified and equal opportunity narrative is therefore necessary. Our ignorance often leads to denial of discrimination against persons with disability in education, training or employment. This is imbedded in our society that if we are not better or at par with our counterparts then we are not good enough. This thought creates a sense of us and them in minds of majority of population, especially amongst impressionable children. In our capacity, we could at least educate our children of individuals with various abilities, sensitise our family, society and accept difference in people and opinion.

FACTS THAT ONE MUST KNOW:

- 21 types of disabilities are identified in India
- Equal opportunities for children at school level and individuals in higher education institutions
- 4 % reservation for Persons with Disability in government jobs
- Private and government buildings to offer barrier free access

Inclusion based on equity will play a critical part in the vision for New India!

FEEL FOR LUMPS, SAVE YOUR BUMPS



Dr. Priyanka Chiripal
MS (Gold Medalist)
Oncoplastic Breast Surgeon
Zydus Cancer Centre
Contact: 98254 00705

The Rise of Breast Cancer in India

New figures spell a startling future - It's time we took necessary measures.

There's no escaping the fine print - Breast Cancer is the most common cancer in our country.

Cities like Mumbai, Delhi, Bengaluru, Chennai, Ahmedabad - account for 25-32% of all female cancers.

Unfortunately, In India it is also more common in the younger age group, with >50% of cases in age group of 25-50.

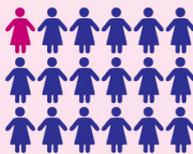
More than 70% of cases are in advanced stage with poor survival and high mortality.

The survival rates of breast cancer in India are low because the detection takes place late. And late detection is attributed to "Low cancer awareness" among women, the presence of stigma, fear, gender inequality and reduced screening behaviour. This article is an attempt to rectify all of that.

IN INDIA



Every **3 minutes**
a woman is diagnosed
with breast cancer



1 in 24 women
will be diagnosed
with breast cancer
in their lifetime



Every **8 minutes**
a woman loses her life
to breast cancer

What are the Symptoms of Breast Cancer:

- Swelling in all or part of the breast – a breast lump that is usually PAINLESS
- Skin irritation or dimpling
- Pain in the breast or nipples
- Nipple retraction (nipple turning inward)
- Redness, presence of scaliness, or thickening of the nipple / breast skin
- Discharge from the nipple (other than breast milk)



Nipple turning inward



Nipple discharge



Lump in the underarm area



Breast or Nipple pain



Swelling of part of the breast



Swelling of all the breast



Skin dimpling



Skin irritation

Are you at risk?

- **Genetic mutations:** Presence of BRCA1 and BRCA2 genes
- **Reproductive history:** Early menarche - Periods starting before 12 yrs of age or late menopause - beyond age of 55 yrs
- **Personal history:** More risk if you had breast cancer previously
- **Family history:** Family history of breast cancer raises your risk
- **Previous treatment using radiotherapy:** Radiation therapy to the chest/breasts before age 30

Early detection is the Key!! How do you detect early?

The COVID-19, pandemic has resulted in many elective procedures being put on hold, and this has led to a substantial decline in cancer screening. As a breast cancer specialist, I have unfortunately witnessed a shift towards advanced cancer due to the fear of Covid. Let not COVID increase the cancer within you. For early detections - SCREENING is the trick.

Breast Cancer Screening comprises of

a) Breast Self Examination

Every month, starting from 20yrs of age. Please Log on to : <https://youtu.be/J5B0m9w20Uk>: for a video on Breast Self Examination which explains how to examine your breast and the salient features to look out for!! - DO NOT MISS.



b) Clinical Breast Examination

Every Year after 30 yrs. An examination by an expert which will help pick-up even the slightest doubt of cancer.

c) Mammography

Mammography is a special low dose X-ray of the breast. It can pick-up tumors even before they are felt.

- Women 45 - 54 should get mammograms every year
- Women \geq 55 yrs can switch to once in two years mammogram or may choose to continue yearly mammogram.

Clearing certain common myths related to breast cancer

- Not every lump you feel in your breast is cancer
- Not every female with a family history will suffer from breast cancer and vice versa
- Nobody is ever too young to get breast cancer
- Various forms of bra - padded underwired or black in colour do not increase your risk of cancer
- Wearing antiperspirants or deodorants do not increase your risk of cancer
- Yes, even men can get breast cancer
- A mammogram or biopsy does not cause the breast cancer to spread



SELF LOVE IS THE KEY TO LIFE

RADHIKA RAI

*4D Transformation Life Coach,
Mindfulness Practice, EFT and Breathwork Facilitator, Psychic Energy Healer*

“TO BE BEAUTIFUL MEANS TO BE YOURSELF. YOU DON’T NEED TO BE ACCEPTED BY OTHERS. YOU NEED TO ACCEPT YOURSELF.”
THICH NHAT HANH

What is Self? Self is everything that comprises our being. Our mind body and our soul. Self is our thoughts, beliefs, our words and actions. The way we perceive our environment and the way we respond is Self. The choices we make is what shapes the self. Whatever we do, however we think, our relationships, the money we earn, the career we make or the health we have is all the dividend of the investment we do in Self. The derivatives of self love are self confidence, self worth, self acceptance, self care and so on. The power of self love decides how healthy our life would be physically, mentally, emotionally and spiritually.

So if you are facing problem in any area of your life, sit back, pause and reflect. What are your thoughts and beliefs about self in that area of life? How do you treat yourself? What do you think about yourself? What are your self talks?

“Your problem is you’re... too busy holding onto your unworthiness.”
—Ram Dass

To understand that self deeply spending

quality time with self is vital. Only when we spend time with someone we know how they feel, what they like, dislike and what is their personality. When we spend time with self is the time we truly awaken to who we are and what we wish to be.

“Your task is not to seek for Love, but merely to seek and find all the barriers within yourself that you have built against it.” —Rumi

The main “ingredient” and primary “action” is an ancient practice known as mindfulness meditation.

Meditation is the perfect vehicle for us to sail past all the superficial crap (who we think we are) and go directly to the source of who/what we truly are. Pure consciousness.

It is in the stillness deep within us that we find our authentic self, and by visiting and connecting to that place repeatedly, we forge a stronger bond with our true self. A natural

consequence of this practice is that we can’t help but not start to see our true self and love what we see. We begin to love ourselves.

5-Minute Self-Love Morning Meditation

Try this powerful morning meditation 30 minutes after waking:

- Sit upright with your eyes closed.
- Take three slow, deep cleansing breaths; breathe in “more,” breathe out “love.”
- Breathe naturally and notice the sensations of breathing for the count of ten.
- In your mind’s eye, visualize another “you” walking up and giving you a big warm hug.
- Hold this feeling in your awareness, and stay there as long as you like.
- Thank this other “you” for showing up, and bring your attention back to the breath.



A RENDEZVOUS TO REMEMBER

As Shweta once again meets Nija, Shumona & Sandhya on a roundtable chat, flipping through pages of each of their individual journeys and reflecting on every pearl of an insight each one of them shared; she can't help but applaud these powerful women & conclude this rendezvous sharing some of the most thought provoking respectives!

Being a Design Entrepreneur and a world traveler, my job and my passion creates a seeker of lifestyles untold & stories lesser known, and when I met these wonderful ladies sharing a slice of their life as legacy leaders – some being born into it while others plunging into it due to a life partner chosen, I am amazed!

So, when I sit back on a silent blissful day and reflect on my rendezvous with each one them – be it Sandhya, who came from a small town with an alien background and became the successor and torch bearer of a giant industry in a field which is primarily male dominant, to Shumona, being the proud third generation granddaughter of an age-old respected legacy forging her own path into a completely new field of fashion, to finally meeting, NIJA who from the world of literature & news presenting got married into a family who were the applauded moguls of the Indian ice cream

empire and took the brand international - I can't help but feel grateful to hear precious teachings of life, learnings and legacies untold!

So, on a parting note I ask two questions commonly to each of these ladies and here's how they responded to it and gave us pearls of wisdom for life!

What is the biggest learning you have absorbed & imbibed belonging to a legacy like yours?

Sandhya: It's been 13 years and I'm a very firm believer of keeping things simple, sustainable, specific and with time I've evolved and learnt the fourth concept called "scalability." Sustainability is the most important and poses a very powerful role across all sectors. When we speak about legacy – I believe whatever we do, it has to be a sustainable format!

Shumona: For any legacy it

takes years of hard work, a lot of pursuit for excellence and a lot of patience to build an image that is applauded. I am hugely inspired by that & in my journey ahead I'd like to move forward with this traditional approach, but also adapt & innovate with time to create my own methodology of reaching excellence .

NIJA : Believe in excellence, believe in perfection, and good things will always follow!

If you have to forge your own path or share a vision with which you have to create a legacy further what would it be?

Sandhya: I would like to stress upon woman empowerment, and clean earth, green earth is not enough! We need to have our next generation cultivate a thought process which encourages gender equality. I really want upcoming new Millennials to not be just yet another male dominating generation, but to be a generation

who shares responsibility equally without the gender bias!

Shumona: I've already launched "House of FLOR" – my fashion label exploring silk silhouettes in premium wear. I'd like to shape this further by continuing the same ethics and the same policies that made Bakeri a legacy!

NIJA: I've already taken a different trajectory with VADILAL QUICK TREATS. I've got my individual space in this legacy and I am really enjoying doing my thing staying within that same framework which believes in the values of perfection & excellence, which built Vadilal as a legacy!

It amazes me to see the drive, inspiration, and perseverance that each one of them has as inherent qualities to carve a niche of their own within an existing mammoth of an identity, keeping their individuality in spite of the huge cocoon of a blanket which wraps them up as community Belonging. More Power to our LEGACY BEARERS! May they ignite & carve a million more dreams ahead!

~ SHWETA LUHANA
Editor – in – Chief



VIRTUAL COLOUR ANALYSIS



SAKSHI AGRAWAL

*Co-founder Neesh.Studio
Image consultant and softskills trainer
from ICBI with certification from
NABET and SQA
Internationally certified in Color
Analysis from AIM, Singapore
Masterclass by Carla Mathis from Style
Core on Style transformation for men
and women.*

Undertones go beyond the general colour of your skin. They're separated into three categories; warm, cool and neutral.

Warm undertones tend to lean towards peachy, yellow or golden tones; cool undertones mean your skin has hints of pink, red or blue; while neutral is a mixture of these colours.

THE COLOUR OF YOUR VEINS



THE RIGHT TYPE OF JEWELLERY

The colour of your jewellery is another easy way to figure out your undertones. Simply put on some gold and silver jewellery and decide which one you look better in. If you lean towards gold, you're warm-toned, while silver means cool-toned.

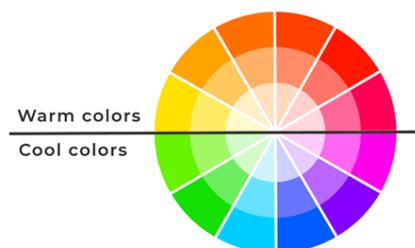


The colour of your jewellery is another easy way to figure out your undertones.

Simply put on some gold and silver jewellery and decide which one you look better in. If you lean towards gold, you're warm-toned, while silver means cool-toned.

HOW YOUR SKIN REACTS IN THE SUN

When you've spent a lengthy amount of time in the sun, how does your skin react? If you find that you tan easily, you're warm-toned, whereas those that burn easily or turn pink are cool-toned.



Health and Happiness Hamper
Distribution to all members



Collecting medicines for
Covid Relief

FICCI flo Ahmedabad
The Power to Empower

BEYOND BARRIERS

Collection Drive for partially used packets of Fabiflu & other Covid medicines

Favipivir Tablets
Fabiflu

COLLECTION POINTS:

Delnaz Medora +91 98252 55634
167, Medora Travels, 167 Sunrise Park, Opp: Advait Complex, Bodakdev, Ahmedabad-380054.

Raman +91 99134 37908
Manav Sadhna, Gandhi Ashram, Ahmedabad-380027.

Co-sponsoring Partner
the power

HAPPENINGS

The first Speaker of the year & a
Barrier Breaker

THURSDAY 13.05.2021

સમદાવાદની આજ અ

City Webinar

બોલિવુડ એક્ટ્રેસ સ્વરા ભાસ્કરે ફિક્કી વાયફલો દ્વારા આયોજિત વેબિનારમાં સ્પીચ આપી

મહિલાઓ પોતાની મર્યાદાઓને છોડીને બહાર આવશે તો જ સમય સાથે તાલ મિલાવીને ચાલી શકશે: સ્વરા

ફિક્કી વાયફલો >> ફિક્કી વાયફલો દ્વારા 'બેકિંગ બેરિયર્સ' વિષય પર બોલિવુડ એક્ટ્રેસ સ્વરા ભાસ્કરના લાઇવ સેશન યોજવામાં આવ્યું હતું. જેમાં સ્વરા ભાસ્કરે સિટીની વિમેન આંગ્લિંગમાં સાથે તેઓએ કેવી રીતે બોલિવુડમાં કારકિર્દી બનાવવા દરમિયાન આવવા બેરિયર્સને તોડ્યા તે વિશે જણાવ્યું હતું. આ સાથે સ્વરા ભાસ્કરે મહિલાઓને કોરોનાની કાલી પરિસ્થિતિમાં હેલ્થ પર ખાસ ધ્યાન આપે તે માટે કંટાળીક ડિટેનશન ટિપ્સ પણ હતી. સ્વરાએ કહ્યું કે, મહિલા સક્ષમીકરણ વિશે વાત કરતા સ્વરા ભાસ્કરે કહ્યું કે, 'મહિલાઓએ પોતાની મર્યાદાઓને છોડીને બહાર આવવું જોઈએ અને પોતાના માટે કોંઈક હાંસલ કરવું જોઈએ. મહિલા સક્ષમીકરણને સફળ બનાવવા માટે માતા-પિતાનો સહકાર મૂખ જ જરૂરી છે અને તેમને પોતાની છોકરીઓને પોતાના અનન્ય મતવ્યને પણ સાંભળવા જોઈએ.'



ફિલ્મી બુનિવાસિટી કેમ્પમાં દરરોજ ચાલવા માટે જઈ છું : સ્વરા

કોરોના પોઝિટિવ આગ્યા ભા. સ્વરા ભાસ્કર પોતાની ફિલ્મને પર પહોંચે દયાન આવી રહી છે. ફિલ્મને વિશે વેબિનારમાં પૂછાતા પ્રશ્નોમાં સ્વરા ભાસ્કરે કહ્યું કે, 'હવેમાં એક ટુમ કે કમુ સમુ ન હોવાથી મારા માતા-પિતા જે ફિલ્મી બુનિવાસિટી કેમ્પમાં રહે છે. તેમની સાથે તો ક્યારેય એવું થયું નથી જે કમુ અને સમુના કમરત કરી મારા ફિલ્મને આવા રામુ કમુ કોરોનામાં મહિલાઓને પોતાની ફિલ્મને પર પહોંચે દયાન આવી રહી છે.'

મારા રાજકારણ, કન્ટે અફેર અંગેના વિચારો સમુરુપ ફિલ્મો સાઇલ કરું છું

સ્વરાએ પોતાના ફિલ્મી કારિયર વિશે વાત કરતાં કહ્યું કે, 'પોસ્ટર અને ફિલ્મને સાથે ફિલ્મો કે સિટીંગ સાઇન કરતાં પહેલાં હું ચર્ચા કરું છું અને ત્યારબાદ મારા રાજકારણ, કન્ટે અફેર અને બીજા વિચારોને સંગઠન હોય તો જ સાઇલ કરું છું. મારી માદિતીના સ્ટોલ માટે હું ન્યુઝપેપર, સોશિયલ મીડિયા, ઈન્ટરવ્યુ તથા જે કોઈપણ વિષયો સાઈટ હોય તેનો સહારો લઉં છું. તેમાં પણ ખાસ કરીને મને ખ્યાલ છે કે મારે કયા સ્ટોલ પર ભરોસો કરવો હું જોઈએ આ જમાનામાં પોતાના હક માટે લડવા માટે પ્રેરણા આપું છું અને તેમને સમર્થન બનાવવા માટે સહકાર આપું છું.'

ફિલ્મમાં તરીકી ચાલે કે ના ચાલે તે માટે પેરેલેલ પહેલાં ભાગવાનું પુરું કરવાનું કહ્યું

સ્વરા ભાસ્કરે કહ્યું કે, 'મારા માતા-પિતા ખૂબ જ સ્પષ્ટ હતા કે હું કઈ પણ યુવનમાં કરે પણ પહેલાં ભાગવાનું પુરું કરી લે કેમ કે જો ફિલ્મમાં પોતાનું નહીં ના ચાલે તો તારી પાસે કોઈ એક વિકલ્પ રહે. ત્યારબાદ ફિલ્મમાં પોતાનું નહીં અજમાવવા લાગે બધા પ્રયત્નો કર્યા બાદ સફળતા મળી હતી.' સ્વરા ભાસ્કરે તેઓ ફિલ્મી છોડીને મુંબઈ સ્થળાંતર કર્યા પછી સૌથી વધુ મીસ કરે છો' તો તેના જવાબમાં જણાવતા તેમને કહ્યું કે હું ફિલ્મના ગોલગપ્પા ખૂબ જ મીસ કરું છું.

FICCI flo Ahmedabad
The Power to Empower

BEYOND BARRIERS

SUPRIYA JINDAL
Chairperson & Committee Members,
YFLO Ahmedabad invite you to an evening of

BREAKING BARRIERS
AN AVANT GARDE APPROACH WITH

SWARA BHASKER

Date: 12th May, 2021. (Wednesday)
Time: 4-5pm

zoom

*Zoom link will be shared one day before the event.

LUXURY PARTNER: **FINNATI**
MEDIA PARTNER: **BOMBIL FRY COMMUNICATIONS**
CREATIVE PARTNER: **the sharpener co.**
NGO PARTNER: **DREAMS FOUNDATION**

AT YFLO

**SPREADING SMILES TO LARIWALAS
AFFECTED BY COVID!**



500 X SMILES
YFLO AHMEDABAD



Remember our late-night life in Ahmedabad ??
The laaris - chaivala, coffee, maggi, khichu, makkai, chinese stalls etc... used to be full of life and full of people!!
Sadly, the scene is not the same for them anymore...



500 Smiles
X
Yflo, Ahmedabad

WE ARE JUST GOING ON A ROUND
AROUND AHMEDABAD TO GIVE
500/- TO ALL OUR BELOVED
STALLS/THELAS/LAARIS

CONTACT

RADHIKA PATEL
+91 9879750075

Proud member of YFLO,
Ahmedabad

*A new concept for
fundraising. Very well
received by all!*




The Power to Empower



U A M
EMPOWERED BY
U A M





In a world of unattested biases, questionable metrics and an influx of fancy marketing jargons, we're all searching for custom media that makes a significant impact. **TIMS Magazines** – short for **This Is My Story Magazines** – entered the personalised magazine business just a couple of months before the announcement of the nationwide lockdown on 23 March 2020. The parent company being TIMS Memories and TIMS Magazines is its first product-brand under it. To explain it simply, just imagine it's 1997, and you're curled up in bed with the latest issue of your favourite magazine. Only, the magazine is about you!

ABOUT THE PRODUCT

“We amalgamate sweet, unforgettable memories fused with unique designs and out-of-the-box concepts. One can eternalise any phase of their life such as childhood memories, wedding stories, love tales, success stories, and travel memoirs into a magazine,” claim founder and co-founder Devanshi and Hrutul, respectively. “It can be a gift to your parents, wife, friend, colleague, client, and pet or maybe yourself as these personalised magazines blend in really well as a unique decor idea.”

AN ACCIDENTAL STARTUP?

By Janki Thakkar

**18 MONTHS
3500+
& PROJECTS
A MILLION
MEMORIES
ETERNALISED**



DEVANSHI PATEL
(FOUNDER)

THE STANDOUT FEATURE OF THE MAGAZINE IS THAT IT USES 100% PERSONALISED CONCEPT, CONTENT AND DESIGN AS PER THE REQUIREMENT OF THE CUSTOMER TO PRODUCE A CUSTOMISED MAGAZINE. IN THIS DIGITAL AGE, SOUVENIRS REPRESENT IMPORTANT MEMORIES AND DIRECT A SINCERE AND NECESSARY FLOW OF NOSTALGIA IN EVERYONE'S LIFE. HAVING THE CONVENIENCE OF STORING THOUSANDS OF PHOTOS ON YOUR PHONE HAS FADED THE IMPORTANCE OF CHERISHING VALUABLE MEMORIES.

Playing on every single one of their client's heartstrings, they are found usually surprised as the product is completely different from what the majority assumes.

HOW IT BEGAN

It is safe to surmise that for a company like this to be born, there has to be an interesting backstory attached to it. The journey of the magazine began with a love story. To be precise, it begins with a humble gift – a customised DIY magazine named This Is My Story – which Hrutul made for Devanshi for her birthday back in 2018, of course after prolonged procrastination and a serious bout of overthinking. Hrutul was designing posters when something struck his mind. He started typing a fictional note portraying Devanshi as a Bollywood star. After about eight hours, in the morning, he wrote 21 paragraphs depicting her imaginary film career, scandals and achievements with four images, all put in a randomly sequenced PDF with a reference of a magazine in mind, and with a random title, This Is My Story.

“Trust me, it was the most random gift I'd ever made,” says Hrutul. Later, Devanshi, after a series of joyous tears, saw a business potential in this gift. Rolling up her sleeves, she developed a business model and a very simple, direct and literal name – TIMS. Today, it has turned into a desirable brand, which will eventually expand its roots into multiple customised products with different product brands, customising memories globally. With the aim to keep breaking their own records, the company has grown exceptionally in the span of a year and brought smiles to countless faces.



[tims_magazines](https://www.instagram.com/tims_magazines)



The Power to Empower



FORMATTED & DESIGNED

by

TIMS MAGAZINES

WEDDING | PERSONAL | TRAVEL
BRANDS | EVENTS

CUSTOMISING MEMORIES INTO MAGAZINES

 tismagazines.com