

# Media Talk Back



Honour  
her हुनर!

Women Shaping the Next Era of  
Media and Entertainment Industry

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Sri Narendra Modi  
Hon'ble Prime Minister  
(India)



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@mijm00 nifml

चलो झारखण्ड, फिल्म बनाएँ



Shri Raghubar Das  
Hon'ble Chief Minister  
(Jharkhand)



# प्रथम झारखण्ड अन्तराष्ट्रीय फिल्म महोत्सव 1st JHARKHAND INTERNATIONAL FILM FESTIVAL 2018 | 25 | 26 | 27 | May 2018

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### Released 5th Edition of MESC Magazine

Media Talk Back, 5th Edition magazine of February 2018 on "Re-skilling the Training Ecosystem" released by Media & Entertainment Skills Council with the hands of Eminent Industry guests during Mind&Career Confluence 2018



Mr Mohit Soni, COO, MESC being felicitated with the Award of Excellence by the Hon'ble Chief Minister of Manipur Shri N Biren Singh

## MESSAGE FROM THE CHAIRMAN



**Dr Kamal Haasan**

Chairman (MESC) Film Actor,  
Producer, Director & Screenwriter

“

The National Award winning actor, director and producer Dr Kamal Haasan, identifies the real need to enhance the skill sets in professionals of Media industry. As Chairman of MESC ( Media and Entertainment Skills Council) he intends to work on the future of the country as well as it comes to showing the art of India Media & Entertainment Industry. He Intended to offer programs for training the students and also the trainers in such a way that the skill gap between academia and industry is minimized to the lowest possible limit.

”

## MESSAGE FROM THE EDITOR IN CHIEF



**Monica Nayyar Patnaik**

Managing Director, Sambad Group,  
Founding Governing Member, MESC

“

I extend my thanks and regards for supporting and contributing the information and insights required during the creation of our 6<sup>th</sup> monthly magazine highlighting about Media & Entertainment Industry. I'm sure the subscribers will get a much better understanding of the industry, the focus today and plans for tomorrow. For budding aspirants, this magazine shall provide the direction to accomplish success in their careers. I congratulate, MESC for this initiative and request all stakeholders to come forward and support the 'Skill India' mission by contributing not just to the magazine but also to uplift the entire skilling ecosystem. Jai Hind!

”

# WOMEN

## Shaping the Next era of Media and Entertainment Industry

Gone are the days when women were no match for all powerful men. In this new generation women across the world overcome all negative notions and have themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship.

Women have come a long way from just being a homemaker. Our Honorable Prime Minister Shri Narendra Modi Ji's start up friendly environment in the country has proved to be a blessing for female and instrumental in fighting gender stereotyping in the business community.

Nothing could be truer for the women of today who are chartering unknown territories unabashedly and fearlessly. Be it in television, films, advertising, modeling, media, journalism, fashion or anything and everything under the sun. They are proceeding with gumption and unbridled enthusiasm to change the world around them, making a difference with their ideas, seeking solutions that have never been sought, fighting for equality and social norms, running successful ventures and generating employment for many and giving rise to new sustainable ecosystems.

Each of them is scripting her own success story in today's new age world. Through this special edition of our **March Media Talk Back**, we bring to you the journeys of some of these dynamic Indian women, who have set benchmarks in their chosen fields.



**"DO IT" is my message. Whatever you want to do in life just do it. If you will not take the first step, you will not be able to fulfill your dreams. So you need to take that first step and it will amaze you that how step by step you actually reach where you wanted to be. So it is a process.**

**Kiran Joneja**

Indian Actress





# Tribute to Sridevi



**A recipient of the Padma Shri and five Filmfare awards, Sridevi was India's dream girl. Her beauty and grace will forever live in our hearts. The team of MESC would like to remember the legend for the immense contribution she has made to the media and entertainment industry. Her legacy will forever live.**



## From Doll to Diva

### THE INCREDIBLE JOURNEY OF FIRST FEMALE BOLLYWOOD SUPERSTAR **Sridevi**

Sridevi will be remembered for carving an equal space for heroine in a male dominated film industry.

Sridevi Kapoor (born Shree Amma Yanger Ayyapan, 13 August 1963 – 24 February 2018) was an Indian actress and film producer who starred in Tamil, Telugu, Hindi, Malayalam, and Kannada films. Regarded as one of Indian cinema's biggest female superstars, She was the recipient of filmfare awards in Bollywood as well as Tollywood. Sridevi ranked among the highest-paid actors in the 1980s and 1990s and is considered to be one of the most popular actresses of Indian cinema.

Sridevi was renowned for her naturalistic acting abilities, her comic timing, and her graceful dancing skills. She was among the few female stars in Hindi cinema who could steer a movie's commercial fate on her own merit. She starred in some of the biggest hits in the 1970s and the '90s, and won acclaim for her sensitive portrayals of women thrown into challenging situations.

#### Quotes by Sridevi

"I COULD SHOP AROUND IF I DISGUISED MYSELF. BUT THEN I WOULD MISS THE HIGH OF BEING RECOGNISED AS A STAR. AH WELL. I GUESS ONE CAN'T HAVE EVERYTHING"

"IF NOT ACTOR, I'D HAVE BECOME AN ARTIST"

"I AM VERY SIMPLE, ALL THESE PRAISES SCARE ME. I FEEL LIKE A NEWCOMER"

"I'VE BEEN WORKING SINCE I WAS FOUR. MY LIFE HAS ONLY BEEN ABOUT SHOOTINGS, STUDIOS AND HOME"

"FORGET ME BEING SRIDEVI, I AM A NORMAL MOTHER"







## Sridevi

**Acting powerhouse, dancer extraordinaire, comedy queen**

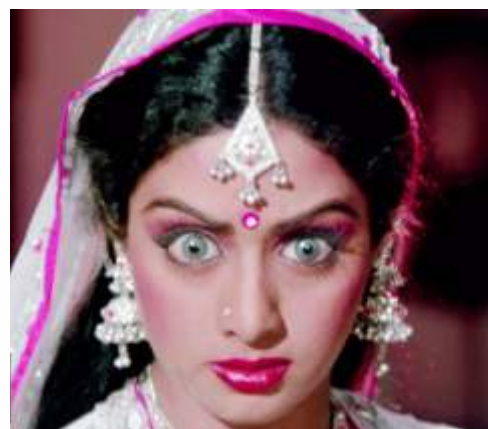
Those who grew up on the corpulent diet of the '80s' mainstream cinema would remember that they had to make a strange choice. Either you were a Jayaprada fan or you were a Sridevi loyalist. It was based on the actors' respective screen image. If you followed the former, it meant you liked a comely, conservative girl, who followed the morality of the society. But if you were a Sridevi fan, it's complicated. It signified you wanted to be with a girl who spoke her mind and who could stand up to you as an equal. She could shed a tear but it was her sunshine smile, her mischievous ways that won hearts and became a tool for those filmmakers who wanted to push the envelope ever so slightly in an era where heroines were either cardboard dolls or deities. Sridevi was invariably the one who crossed the proverbial 'lakshman-rekha' in family dramas like "Suhaagan". At that time, it was branded as a rebellion of sorts, today it has almost become the norm.

## From Child Artist to Superstar how Sridevi ruled hearts for five decades

She started her career at a very early age in 1967 as a child artiste in a Tamil movie 'Kandhan Karunai'. She made her foray in the Bollywood in 1975 with the smash-hit 'Julie' in which she played the younger sister of the lead actress.

In most of her major hits, Sridevi played characters who would not conform to patriarchal values easily. Be it as the ravishing shrew, difficult to be tamed, in 'Himmatwala' or

a ichchadhari nagin in "Nagina", Sridevi knew how to make a monkey out of a man. Kamal Haasan showed the process brilliantly in "Sadma". As the Afghan tribal girl Benazir in "Khuda



Gawah", who rides a horse in buzkashi and refuses to marry Badshah Khan unless he brings her opponent's head to her. Badshah Khan was played by Amitabh Bachchan, who till then was known to play characters who avenged the wrongs committed to their father or mother. With the audience by her side, writers and directors had to give her equitable space even in a Bachchan film. Jeetendra owes a major share of success in his second innings to the oomph that Sridevi brought to those otherwise inane PT exercises in the name of choreography. She never took her grudges against the 'system' to the media. She didn't have the skills

to intellectualise the gender disparity. She fought the box office battles and won her space.



## Miss India of Bollywood Sridevi hogged the limelight

By the time she became a part of Mr. India she was already cavorting the male audience without the help of the hero. When the script demanded, she effortlessly transformed into an avenging one woman army. In "Nagina", she was the hero taking on Amrish Puri, the biggest villain of his time. In "Nigahen", it was Anupam Kher and in "Army" it was Danny Dengzongpa and who can forget the flogging that Shakti Kapoor got in "Chaalbaaz". In these films, the 'heroes', Rishi Kapoor and Sunny Deol, were reduced to guest artists. She kept on reminding us that there is more to her than a beautiful face. She started her career as a child artist playing god but up North she wanted to be a diva. And unlike any other actress of her time, she had an impeccable comic timing. She could match not only the heroes but also the best of comedians. Perhaps that's why she had a Pan India appeal and was loved by audience in all age groups for different reasons. In "Shola Aur Shabnam", released in 1992, A famous melodrama of the



decade . Her biggest strength was her love for the camera and how it reciprocated in her films. Once the arc lights turned on, she opened her inner recesses and allowed audience to be part of her weakness and insecurities. Her eyes spoke volumes, at times conveying more than one rasa, the biggest of them was the childlike sense of wonder which came through best in "Sadma" but it was there in some proportion in all her films which she could bring in with a twinkle in her eyes. It was the strength of this intangible that added warmth to clichéd moments like that speech towards the end in "English Vinglish". That is the strength of good melodrama. Perhaps that's why not many could make out that her voice was dubbed for at least first five-six years of her career in Hindi films. It was reduced to a matter of trivia. That's why even bad films – there were many – could not harm Sridevi. Like Amitabh Bachchan, she became the complete 'entertainment' package as her characters could converse with each individual in the theatre. That's why she could easily transcend from the universe of Raghavendra Rao and Harmesh Malhotra to that of Yash Chopra and Shekhar Kapur.





## Chandni of Bollywood

Yash Chopra made Sridevi the face of change with Chandni. The film also completed her transition from a South Indian import to a true Hindi film heroine who reflected its dominating Punjabi colour. The acting style was getting more internalised and Sridevi responded by dubbing her own lines. She soon became the new benchmark for the Hindi film heroine.

## Smooth transition

Last year, when someone asked her about this transition, she shared her experience in the south movies with legendary filmmakers Balu Mahendra and K Balachander who tested her in the 'art' side of cinema. "They gave me the tools," she said, adding that "Yash Chopra and Shekhar Kapur allowed her to flourish." She kept the fire burning. She was brought as a beautiful prop to Hindi cinema but Sridevi kept nurturing it with flesh and blood.



What is remarkable about her rise to this throne is that she never had any godfathers in any of the industries she worked in. Instead, she made her rise to the top thanks to her versatility, her commitment to cinema and the hard work she put in over several decades.

# Mainstreaming GENDER EQUALITY

## WOMEN IN

### Media and Entertainment Subsectors

Watching late night TV shows is viewed as a norm in some households, whether it is a talk show or a comedic standup with a mix of political topics.

In a male-dominated field, the rise of original content from streaming services such as ALTBalaji and Voot has opened more doors for women.

Looking at the roots of film history in India, it surfaces that the first feature film was made in the year 1912-13. Dadasaheb Phalke is acknowledged as the father of Indian cinema. He released in 1913, a historical themed movie - Raja Harischandra. Those were the days when women avoided participation in films. So, male artists had to play the female roles as well. Then a change occurred in 1930 and women from rich families joined the movie industry and changed its face. Devika Rani, Zubeidaa, Mehtab, Shobhana Samarth were the popular heroines of this time.

Media also discharged a key role leading to modernization of societies by changing the face of women. Over past decades, Indian cinema has witnessed a significant change in the way women are depicted through films. Modern films represent women as more independent, confident and career oriented.

On streaming services, where women are more prevalent in comedy shows as heros. You're seeing women take on bigger roles in comedy than there has ever been in decades.

Game developers are starting to recognize that 44% of their customers are females and in order to keep the playing field fair, they have to make a change. Females in India are also more active in terms of monthly mobile game downloads. Indeed, One third of women downloaded more than five games per month compared to just 24% of men. With more female developers creating games behind the scenes and women themselves joining up as players, a changing mind set towards women in the world of gaming is starting to emerge.



**Please come out of your house and explore. Live a normal life, be fearless. Women can do a lot in the areas which are yet to be explored.**



**Reshma Qureshi**

Model Activist

**"I am fortunate to be born in a place where girls and boys are equal. But I want every girl in India to feel the way I feel. Let's celebrate girl child."**



**Lin Laishram**

Indian Model and Actor





A higher proportion of employees that freelancers in the Radio industry are women – 50% compared to 32%. One of the most thrilling women's voices have emanated from outside broadcasting, in music and performance.

Over the years, there has been a steady increase in the number of women employed in animation industry. As the viewership of cartoon and animation is equally divided into male and female. Women are part of the fraternity and has played a big part in making it a multi-billion-dollar industry. They have always played the role of a silent soldier in all these years.

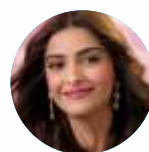
Gone are the days when journalism was considered to be a predominantly male domain. Journalism is a field in India where women have made significant progress in the past few decades. Women reporters have covered wars and reported from the edge of calamitous events. They have become the face of many news channels and are even accepted in cricket reporting, for long a male bastion. The percentage of women in Indian journalism has been rising every day spanning the many areas of media ranging from print to radio, television and the Internet. Women have taken leading roles in news channels and even on the boards of some national newspapers. This is not confined to the English media but reaches out far and wide to embrace the languages recognized by the Indian constitution. The rise in new technology has widened to include women journalists who have broadened their skills and developed expertise in several different types of media.

“Weight used to be an issue. I was always fat as a child. And everyone used to tell me, 'You've got such a pretty face; why don't you lose some weight?' Over the years, I've realised that my body is of a certain type, and I have learned to accept it.”



– Vidya Balan, Interview for India Today

“The mindset of people has to change when society changes. It will take a while. I feel that now we are becoming more aware of the issue (following the mass protests demanding more security for women). It's a slow and steady start to increasing this awareness. Otherwise, there wouldn't have been so many people on the streets.”



– Sonam Kapoor, Interview for The Hollywood Reporter

“It's a very good initiative. It's coming from a good space, but honestly, I believe empowerment should be given to the women who actually need it, who are kind of far away from where we are right now. We have been bred and brought up with luxury.”



– Sonakshi Sinha, Interview for IANS



### KIRAN JONEJA SIPPY – INDIAN FILM ACTRESS, MANAGING DIRECTOR (Ramesh Sippy Academy of Cinema & Entertainment)

More than three decades of experience and over 40 films and television serials later, Kiran Juneja is a veteran Indian actress best known for her role of Ganga in Mahabharat and her award winning portrayal of Verrawali in Buniyaad which was directed by her husband Ramesh Sippy and Jyoti Sarup. She is also a painter and founder of Respond Foundation which helps the talented unexposed artists from various fields and showcase their work in different cities across India and abroad as well.

**Q. What challenges women face in daily life in order to follow their passion and how can they overcome it?**

A. I think the main Challenge women face is working in men dominated world. She has to work double hard to prove her capabilities. She has to behave always like a man, which means she becomes little aggressive in her talk and body language because sweet, soft behavior doesn't work. So, this is the one challenge, women face throughout their life. Even if you reach to a position, people still doubt your capabilities. One has to constantly prove herself to the world. Sometimes, there is always a reaction from men, who work under you, as if they don't like taking commands or orders from a woman and to get work efficiently done. From men, certain reaction factors are always expected.

So, you go ahead if you need to be aggressive, be aggressive. If you need to make a point, make a point but ultimately it settles down. Once you proved people that your work is done, can complete your work, meet deadlines, deliver your work in time, then slowly over the period of time any organisation or institution, whosoever people work under you, after a while people around you will start understanding and accepting your position and will also be ready to compel.

**Q. What will be your message to women of today?**

A. "DO IT" is my message. Whatever you want to do in life just do it. If you will not take the first step, you will not be able to fulfill your dreams. So, you need to take that first step and it will amaze you that how step by step you actually reach where you wanted to be. So, it is a process.

**Q. We don't ask enough for ourselves, what are your views regarding this?**

A. I think because we play a role of housewife, a feeder, a giver, a person who has to take care of everyone. You grow up seeing this around you. Your mother and grandmother had done this. Every woman you have seen in these role models and somehow you land up following their footprints, because you think that this is the ideal roles. She wears the cap of a mother, wife, boss of the organisation. And in contrary when man comes home he is free, he sits, relaxes, eats and goes to bed. But a woman, before retiring for the day she discusses, plans with each of her family members for the next day.

**Q. How important is it for women to lift each other up?**

A. on the contrary, according to me a woman is the worst enemy for another woman. I feel that woman bonding is important in life, be it to share your experiences or just sit over a cup of tea on Monday's for a casual chat.

**Q. What makes you passionate personally about reaching gender equality and what is your "pledge for parity"?**

A. Woman will be woman, I am not under an illusion because a man will be a man and today we are breaking the rules. I know many couples, where man works at home and woman goes out for work. The roles are reversing, a little, but the change is happening. And for rest of the woman, they have to continue to play the multiple roles they are given.







### SATINDER SATI - ANCHOR, ACTRESS, POETESS, DANCER, SINGER, MODEL AND ACTIVIST

Singer, actor, model, anchor and poetess, Satinder Satti has won accolades for her performances all over the world. Starting as an anchor at Guru Nanak Dev University Youth Festivals, she went on to anchor shows on Doordarshan, Alpha Punjabi, ETC and PTC Channels. Satti has been awarded a Gold medal by GNDU for contribution to art and culture and also Award by Shri Anna Hazare, social activist (2016) for her contribution to Punjabi language and culture on the occasion of Vishwa Punjabi Sahitya Sammelan among many others. The ingenious Satinder Satti also has two music albums to her credit. A sensitive poetess, she has a collection of poems "Kuch Khat Tere Naam" to her to her name. She has certainly become a role model for women who aspires to get into broadcasting in the region of Punjab.

**Q. How did poetry become an integral part of your life? And how your anthology of poem has become as a revolutionary medium to raise issues and concerns that reaches out to wider audience?**

A. I am born in the city where the biggest poet of the Punjabi industry has been born, the city known for its poetry and it was Shiv Kumar Batala city. I am born in that city, so the poetry is in my blood. I used to write poetry when I was at 7-8 years old. So the first thing that any medium of art which was very close to me or which give me first Shaquan poetry, that was the medium to express your emotions, to your feelings and that's how I got identified with poetry and being an artist I travel a lot and being very sensitive towards all the issues. So, my first book Ajanmmaya Both (unborn child) a collection of Punjabi poems. The poems which are of my like, that how I conceive the world around me through my eyes (the marriage, the power, the worth) everything I have expressed in the form of poetry.

**Q. How this book has become a revolutionary medium to raise issues, concerns and reaches wider audience?**

A. We were the first one who made audios and videos of the poems in which we featured all the female celebrities of Punjab and we did it on Women's Day last year.

**Q. The Punjabi film industry is turning over a new leaf in our country, what's your take on it?**

A. Punjabi music has already ruled the world and now Punjabi cinema is turning the table. Many artists Daljeet, Dharam, Kapil have gone to Bollywood. The social media like Facebook kept the whole world closer. The punjabi artists are being appreciated and the scripts have change the fortune of Punjabi Industry.

**Q. How was your journey from being a law graduate to poet, singer and actress?**

A. I did all these things when I was a young kid. I used to do it in school, university. So, for me, I was simultaneously studying law and I was into the television also. I am born artist.

**Q. You got interested in this field only why not law?**

A. Law I took because education was very important to anybody for own growth. Today what I am, the artist is the one thing, but the law has given me the wider picture to understand the world.

**Q. What message would you give to all the women, who want to get into the media industry and pursue their dreams and passion?**

A. Law I took because education was very important to anybody for own growth. Today what I am, the artist is the one thing, but the law has given me the wider picture to understand the I think everybody, not only the women, everybody in the world should follow their passion and dreams because you only have one life and you have to design it according to the desire. So that if you look back, you should be proud of your journey, you should not regret at the end of day. You should feel proud of yourself.

**Q. What is your message to all the fans, family and all the women around the world?**

A. Whatever you do in life you should be happy!





### LIN LAISHRAM – INDIAN MODEL & ACTRESS

Coming from a small state of Manipur located in the Northeast of India, Lin Laishram is an Indian model and actress. Her journey in Bollywood started more than a decade ago when she was casted for a cameo role in the movie Om Shanti Om. Since then, she has appeared in big production movies like "Matru Ki Bijlee Ka Mandola", "Rangoon", "Qaidi Band", among many others. She is best known for her role in the movie Mary Kom as Bem Bem, where she played the role of Mary Kom's boxer friend and sparring partner. The Manipuri beauty has also walked the ramp for designers such as Tarun Tahiliani and Shantanu-Nikhil. Along with projects in India, she has also been a part of commercials abroad which earned her fame and recognition not just in India but all over the world.

#### Q. What inspired you to take a career in media entertainment industry? What are the key highlights of your journey so far?

A. I didn't plan to become an actor first of all. It was never a carrier option for me, because I have never saw orient actor in Bollywood which were expose to you a little girl. So, I never thought of becoming actor. Actor happened by chance. I chose to be an actor because I belong to a completely different horizon, from where I am or what I am, un-limitless, being an actor. The limitless of mind is what I am attracted, so I really enjoyed being an actor but acting never happened to me.

#### Q. Hailing from northeast, what are the opportunities you see for aspiring youth to become a part of most enrolling film and television industry?

A. Tremendous, I see a lot of potential. We have lot of talent and lot of interesting actors in northeast in Manipur. There are so many interesting movie makers, film makers, actors, talented singers, dancers, rappers in Manipur. You nail it and you have it.

#### Q. How do you feel a woman can shape into most evolving media and entertainment industry and what carrier roles you suggest them to take forward?

A. I don't suggest anything. I feel, as long as you are passionate to do something, be in media, be an actor, astronomer anything in this world, you should have fire, passion, to be wherever you are not only in media, but whatever you choose to be in. Coming from the place which is really small map of world and being a girl again, it was never an option for us. It was never a carrier option to be in media. We have seen the directors, the male directors and the actors they have been ruling the world, the film industry and media industry. But now even the journalist to that matter we don't see many. In past few years, you can see women are coming up as journalist for example Ms Bharkha Dutt. Ms Mallika Dua, who is from Delhi and doing such great fantastic job as a comedian. We have never seen women comedian so openly speaking about life. So, I think time is changing. This is the time for all the younger to get inspired from all these people. Now you can see many opportunities for young generation, especially for girls.

#### Q. How do you see Northeast Contribution over next 5 years to become as a region of significance in the media sector?

A. Tremendous. I just saw the slide show shown by Mr Mohit Soni, COO, MESC during his panel discussion. Manipur has the potential. We have talent. But we have limitation of infrastructure. We need to bring in more interest with whatever we have we should made use of these. Shooting in green background is creating something else the CGI and its tremendous work without having such top-class facility we have created a market for our own self.

#### Q. Your message on women's day for your fans, followers and family?

A. Whatever you have owned it being a girl, enjoy it. This is the time for us to Shine and Glow. Whatsoever we have in this lifestyle, feel proud and happy of being yourself. Also feel that you are enough for yourself! I am fortunate to be born in place where girls and boys are equal. But I want every girl in India to feel the way I feel. Let's celebrate girl child.







### RESHMA QURESHI – INDIAN MODEL, VLOGGER AND ANTI-ACID ACTIVIST

Described as an Indian model, vlogger, anti-acid activist and also the face of Make Love Not Scars, Reshma Qureshi has become a role model for not only women but also men all around the world. Qureshi has come a long way since she was attacked with acid and her suicidal thoughts that followed. Recently she has achieved her modeling dreams by taking part in the New York fashion Week wearing one of Archana Kochhar's designs. The courageous young woman also uploads makeup tutorials videos on YouTube which the Cosmopolitan magazine described it as, "ridiculously empowering". The 20 year old is now the ambassador #EndAcidSale Movement and hope that one day the open sale of acid will end in India.

**Q. You stole the show – New York Fashion Week with an empowering message of courage and diversity in beauty. What advice would you give to all the people who face such challenges in their life?**

A. I would convey message to all the people that face is not the most important thing, you should have that confidence and courage. And I walked for the first time and I felt good.

**Q. Your beauty tutorial video that highlighted how acid was as easily available as lipsticks in the country, inspired many people out there. What advice you would give to all the women to believe in their inner beauty over anything and follow their heart?**

A. It takes only two minutes to put a lipstick and so do acid take that much of time. Anyone can buy a bottle of it and can throw on anyone, so the person should believe in inner beauty.

**Q. What change would you like to see in the society that would help the victims lead a normal life after the attack?**

A. There is a lot to change because there are lots of people who see us and pass some smile back, while others just feel pity about us. But I want to say that we are also normal human beings. What happened with me was not my choice but it did to a lot of people, they say that who will marry me. So, I just want to say that marriage is not important for me and it is not the only thing left for my life.

**Q. What is the most important message you want to share to all the women around the world on International Women's Day.**

A. I would like to say, please come out of your shell and live a normal life. Be Fearless. A woman can do a lot. Several good and exciting things are around you to explore!





### SAYANTANI GHOSH – ACTRESS

Born and brought up in Kolkata, she is a popular face in the Indian television industry and has done few Bengali movies as well. She has won the title of Miss Calcutta and made her acting debut on television with the series "Kumkum" in 2002. She's best known for her portrayal of Amrita on the Zee TV drama series "Naaginn" and as Neela Maa in Star Plus drama Series "Naamkarann".

**Q. You started your career through beauty pageants and now you're among the top leading actress in the television industry. How has your journey been so far?**

A. It has been great so far. I started off by winning miss Calcutta and worked in the Calcutta Film Industry for about a year. I came to Bombay for some work and grabbed my first role in the Hindi television serial Kumkum and so I stayed back. The thing is I was very good academically so there was no such desire to become an actor but the creative inclination was always there. I'm still very grateful for what the city has offered me in my life.

**Q. You've played various roles in serials, what has been your favorite character to play and which character resembled you the most in real life?**

A. Honestly, I cannot pick a favorite one. I'm a self-taught actor and have never taken any formal training in acting. Every role that I've done has taught me something or the other. Even the mistakes that I've made were learning experiences for me. I learnt a lot with the mistakes I did. So, all the roles I've played so far have a special place in my heart. Every job that I do is equally dear to me.

**Q. You've also taken part in shows like Big Boss, Comedy Circus and Dare 2 Dance. What has been your favorite show to participate in and why?**

A. As I said earlier, every work that I do is dear to me. I cannot choose any particular role or pin point a show that has been my favorite to take part in.

**Q. Any new projects in the process?**

A. I've just completed Naamkarann last month, so let's see how things shape up.

**Q. Growing up, did you aspire to become an actress? If so, who inspired you?**

A. As mentioned, I've always been good academically and I come from a middle-class Bengali family so there was no plan as such to get into the media profession. Being a Bengali there has always been a creative inclination towards dance and dramatics, but no such aspirations to become an actor. I've always said that my profession has chosen me and yes, it just happened to me.

**Q. Any message you would like to give to the women and the youth who wants to get into this media and entertainment industry?**

A. A lot of people give up their studies and come to Bombay to pursue their dreams. But I always feel that a basic level of education is very important. It doesn't matter what degree you hold but the whole process of school or college going shapes you as a person. People come to this city to fulfill their dreams but the competition is very tough also. One has to be mentally strong enough to face all odds equally. Always dream big but also aware that there are a lot of heartbreaks and dreams usually don't come true. So be a little practical about it. Have your family by your side always because if unfortunately your plans don't happen as planned you should have the love and support of your family and friends. A lot of hard work is involved along with the glamour and fame. So, always be mentally and emotionally strong.

**Q. Any tips for aspiring youngsters who want to be an actor?**

A. I think everybody knows that there is no secret mantra to success but a thing that one must know is that there are people who are here for short term, they believe in doing one or two shows and that's it. For me, I'm very passionate about my work and want to act till whenever possible. So, if someone is passionate about this job and not just concentrate on their looks then I think they will go a long way. In my time there weren't a lot of schools to get formally educated in the field of acting but these days, there are so many options available. People can learn a lot about acting even from online platforms like YouTube and many others so they should always look out for that and be alert. To be successful in the industry, it is necessary for aspirants to keep a balance of both beauty and skills.







### SHREYA CHOPRA - GLAMMONN MISS INDIA 2017-18

Miss Shreya Chopra is the winner of GlammOnn Miss India 2017-2018. She is also a part of the Beti Bachao Beti Padhao movement which is a social campaign of the Government of India that aims to generate awareness and improve the efficiency of welfare services for girls. In the future, she aims to contest for the title of Miss Universe and also make a name for herself in the Bollywood industry.

**Q. Who's your biggest inspiration and how has he or she helped you to overcome your challenges that have come your way?**

A. To be really honest, my inspiration is my mom. I've seen a lot of challenges in my life but she's the only one who stood by my side supporting me. During a session in Bangkok for the GlammOnn

Miss India 2017, I was ill and had to undergo an operation but my mom never left me and took care of me. She was like my doctor. She is my best friend.

**Q. What incident in your life made you realize that you want to pursue a career in pageantry?**

A. I was a very shy and studious girl during my school days. But one day, someone made a personal comment and I took it hard. I decided that I should prove to them what I can really do and thus began my journey.

**Q. Who assured you that beauty pageants are your cup of tea?**

A. In pageants it is inner and outer beauty that the judges look for. So, I guess everyone can participate in pageants.



**Q. What do you think will be your biggest strength while representing India in the Miss Universe pageant?**

A. I think I will be focusing more on the weaknesses, I had in my past pageant. Like maintaining a diet, perfecting my walk and so on. I'm always finding faults in myself and so I would definitely like to improve on that.

**Q. What do you think gives you an edge over others?**

A. See everybody is good in their own ways and I cannot say that I'm better than them. All I can say is that may the best participant win.

**Q. What is the most memorable moment of the Miss India event?**

A. When I was in top 6 because the celebrities who have come to judge our event have directly selected us and random questions were asked. They also said that I had the best walk as well as the best answer so yes, maybe that was the most memorable moment.

**Q. Your Beti Bachao, Beti Padhao project aims to generate awareness and improves the efficiency of welfare services intended for girls. Hearty congratulations on this initiative and how are you planning to take forward this project?**

A. Recently I visited Aurangabad and there I've requested the officials to initiate a Miss Aurangabad pageant as I think it will empower woman and make some of their dreams come true. Even in today's day and age people still feel that girls should wear a certain kind of clothes or behave a certain way. I want to change their mind set. Also, I've visited orphanages and old age homes specially dedicated to women and offered all the help I can, whether it is emotional or financial.

**Q. What is the most important message you want to give to women?**

A. All I can say is to stay motivated. Never stop, always follow your dreams and never give up.



# Beti Bachao Beti Padhao



As our Honorable Prime Minister Shri Narendra Modi launched "Beti Bachao Beti Padhao" Scheme on January 22, 2015 which aims at generating awareness and improving the efficiency of delivery of welfare services meant for girls. There's a powerful saying, "When you educate a man, you educate a man but when you educate a woman, you educate a generation". This is because of the benefits of educating girls permeates the entire family and have far-reaching impacts within the entire society. Women make up for almost half of the total population of India but they still lag behind men in a lot of areas. It is harrowing to note that a lot of females are not even allowed to be born. Many of those who are fortunate enough to see this world are denied of some of their most basic rights: quality education and healthcare. Many are married off in their teenage. Over the last many years, a significant fraction of number of women has been at the receiving end of discrimination and exploitation. Needless to say, it should be government's top priority to empower women in a country like India that has witnessed male domination for years.

Women upliftment is nearly impossible if issues like illiteracy, inequality, sexual harassment and female infanticide are not combated in the right manner. The year 2015 saw the launch of a flagship scheme by the Government of India, 'Beti Bachao, Beti Padhao' (Save daughters, educate daughters). The scheme aims to beget awareness regarding the waning Child Sex Ratio (CSR), apart from perking up the efficiency of several welfare schemes that have been rolled-out for women. The programme is being administered through a well-framed national campaign and a focused multi-sectorial effort in 100 districts having a shallow CSR. As Census data lays down, in the year 2001 the child sex Ratio in India (0-6 years) was a mere 927 girls per 1,000 boys, which further declined in 2011 to staggering 918 girls for every 1,000 boys. To address this dwindling CSR is one of the core intentions of this scheme and it is garnering massive support from NGOs like Save the Children who are already doing pioneering work in fostering girl child education and welfare. NGOs work through the support of philanthropic individuals, many of whom donate online to contribute to the good of the society.



'Beti Bachao Beti Padhao' is a collaborative initiative being run by Ministry of Women and Child Development, Ministry of Human Resource Development and Ministry of Health and Family Welfare and it covers all Indian states and union territories. The scheme has three primary objectives:

## 1. Prevent female infanticide

The steep downfall in the CSR is a prime indicator of women disempowerment in the country. CSR puts a light on the pre-birth discrimination on the basis of gender that manifests in the form of unacceptable practice of female infanticide. Convergent efforts by government agencies and NGOs are crucial to ensure survival, safety and empowerment of the fairer sex. Under the scheme, district authorities are required to effectively monitor and ensure that the use of sex-determination tools by families and doctors lead to stringent action by law. Several healthcare centres indulging in such practices have been sealed owing to this programme. Parents, families, doctors and the community at large are being oriented to not resort to sex-determination during pregnancy.

## 2. Devise new schemes and work cohesively to ensure that every girl child is secured and protected

BBBP programme is being implemented with full commitment of government officials across the country. These officials are working in close coordination with each other in order to ensure survival, well-being, security and education of the girl children. The government has been actively working to converge BBBP with other schemes that have been implemented for the well-being of girls in India. Several sub-schemes have also been rolled out as a part of the umbrella BBBP scheme. For instance, Sukanya Samriddhi scheme is a small savings scheme wherein the parents of a girl or a legal guardian can open a dedicated savings account for her in any post office or in some of the authorized commercial banks. One needs to make contribution to the scheme for the first 14 years only. In the remaining seven years one will earn interest from the scheme without depositing.

## 3. Ensure every girl child gets quality education

This is a very significant aspect of the BBBP scheme. Right to Education Act, 2010 entitles every child the right to free education till the completion of elementary education in a neighbourhood school. Unfortunately, the Act does not see its proper implementation in letter and spirit. If the girls are educated properly, they will grow up to be self-empowered individuals, better equipped to take their socio-economic decisions in their own and society's best interests. Under the BBBP scheme, district-level education officials have to ensure that the benefit of free elementary education reaches all the girls in their areas. There is active involvement of schools and other grass root-level organisations in this. The school management committees that are able to achieve 100% transition of girl students at various educational levels are awarded under the BBBP scheme.

## Conclusion

The Beti Bachao Beti Padhao scheme is a praiseworthy initiative by the Government of India to address the issues revolving around girl children in India, right from the time they aren't even born to them turning adults. Apart from generating global headlines, the initiatives under the scheme have started bearing fruit as the level of awareness among the masses to work for girl child upliftment is increasing. An assessment of the scheme is due in July 2016. Success of this scheme will add tremendously to the economic growth of the nation. This is because to march ahead, India cannot afford having a large part of its population remain neglected and marginalised. As responsible members of the society, it is our duty as well to contribute for the betterment of girl children. One can donate for education of marginalised girls to NGOs working in that area and strengthen the cause. Remember, donation and tax benefits go hand-in-hand. In all of Save the Children's programmes on education, there is a special focus on helping more and more girls reach school. Your support can help us do a lot more for the most marginalised girl children of India. Will you help?



# POWERFUL WOMEN CHARACTERS IN INDIAN CINEMA THAT SHOW WHAT WOMEN CAN TRULY ACHIEVE

When it comes to women empowerment, Indian cinema is not far behind, we recollect some of the most powerful women characters from Indian cinema who showed what it was that educated and liberated women could achieve. As a medium with the strongest influence on the Indian psyche, we explore through these portrayals how cinema has played an important role in promoting the empowerment of the girl child through the years.

Here are 11 most powerful and memorable characters that portrayed the strength of women perfectly through Cinema depicting amazing personalities who inspire us in more ways than one, showcasing the strong women characters which left a mark on the society and became an inspiration to many.

## SHIVANI SHIVAJI ROY OF MARDAAANI



Rani Mukherjee's portrayal of a fierce cop in Mardaani perfectly showcases the true strength of a woman. The character is based on a real life cop who solved several child trafficking cases. Shivani Shivaji Roy not only single-handedly beat up some of the baddest criminals but held her own against the evil doers. The perfect mix of strength and respect, Roy is an inspiration.

## GITA OF SWADES



When most of the youth in villages seem to be migrating to urban cities for better jobs and opportunities, the simple character of Gita (played by Gayatri Joshi) from Swades sets an example of an empowered woman who can make her own decisions. This highly educated village girl gave up lucrative offers in the city and chose to stay in the village to teach kids and reform the village. Her unconditional love for the villagers and her selfless acts made her a strong character which many women would aspire to.

## MICHELLE IN BLACK



Rani Mukherjee's character Michelle as the visually and hearing impaired protagonist in the movie Black is one of the most powerful portrayal of a physically handicapped person in Indian cinema. The relationship of Michelle with her aging teacher (Amitabh Bachchan) and how she helps him to rediscover life is very liberating, inspiring and shows the true strength of a woman.

## ROSIE OF GUIDE



The character of Rosie played by Waheeda Rahman in 1965 classic film Guide, showed women in different light. At a time women were expected to be dutiful and follow their husbands even when unhappy, Rosie left her cheating and unsupportive husband and decided to choose her passion for dancing and someone who valued her as a person. Later, she again followed her heart and drifted apart from her lover when he did not turn out to be what she had expected. Rosie was one of the rare characters in Hindi cinema who stood for what she believed in and made her own choices in life.

### PREETI SABHARWAL FROM CHAK DE



Though all the girls in Chak De did justice to their character, there was one girl who stood out and gave a fresh and powerful answer to the male dominated society. We are talking about Preeti Sabrawal (Sagarika Ghatge) who portrayed the character of an independent, self-respecting and dignified hockey player who refused to give up her career for her celebrity boyfriend. She not only stood up for herself but was an inspiration to all the ladies who sacrifice their dreams at one point or another because of their partners' different priorities.

### RADHA OF MOTHER INDIA



A mother's character has always been depicted as sacrificing, loving and all-forgiving – the one who would go extra mile to do the best for her children. But Radha (Nargis) in Mother India played a challenging, different and strong character who killed her own son when he became an outlaw. She was a perfect example showcasing a woman's strength, will power and sense of righteousness. Radha left a mark on everyone who saw the powerful film and will be remembered for a long time.

### MARY KOM IN MARY KOM



This character needs no introduction. The powerful portrayal of boxer Mary Kom by Priyanka Chopra is one of the strongest female roles in Indian Cinema. How Mary Kom went against her family and chased her dream to become a boxer is very inspirational. In a country where sports is not taken seriously as a career, especially for girls who are supposed to get married and look after their family, Mary Kom sets an example for all of us.

### MEERA GAITY IN NO ONE KILLED JESSICA



Yet another powerful performance by Rani Mukherjee as Meera Gaity, a feisty journalist who stands for the truth and brings an influential culprit to justice when all odds were against her. She not only single-handedly reopened the case but also got the public involved and finally gave the much needed closure to the family of the innocent girl who was murdered. Gaity is the perfect example of a modern, empowered woman who can bring a larger change.

### JANKI IN LAJJA



The character of Janki played by Madhuri Dixit sure portrays one of the most powerful identifies of a woman in Bollywood. If women can be loving and caring, they can also be fierce and stand up for what is right at the same time. Janki not only showcased freedom and a fearless attitude which does not care about others' opinions, she also raised important questions on the sensitive issue of Indian mythology and religious beliefs.



## BINDU OF MANTHAN



The character of Bindu portrayed by Smita Patil gave a glimpse of a strong, independent woman who never feared to stand up for her and her community's rights. She went against higher authorities to set up a local milk cooperative that could help villagers earn a better livelihood. She was not afraid of raising her voice against wrong and stood up to influential personalities with confidence.

## RANI OF QUEEN



If there is one character which touched everyone's heart, it was that of Rani played by Kangna Ranaut in Queen. Rani's transformation from a once shy and timid girl to a confident and liberated lady was amazing. The natural, innocent and effortless acting made Rani look like a real life character and had the ability to inspire many girls to come out of the shadows and feel confident about themselves.

We are proud that the Indian film industry has been giving due respect and credit to strong women characters through its history and we hope it will only increase in the future with the new fillip provided by the government.



# POWER OF SKILLED WOMEN LEADING TO ENTREPRENEURSHIP, JOB CREATIONS & ECONOMIC GROWTH

The media shapes our world—but so do women, as powerful agents of change in all areas of society. It is time for media to reflect this reality.

In Indian film industry women have played very significant role in bringing success to individual films. Their roles however have changed over a period of time, from total dependency on their male counterparts to independently carry the storyline forward. Women in Indian film industry have established some magnificent records for example Lata Mangeshkar in the Guinness Book as the world's most recorded artist; and Helen danced in over thousand films. Cinema plays a key role in depicting powerful characters who inspire us in more ways than one. In this context women have not been far behind

- 52% of stories on television and 45% of those on radio are presented by women.

The average total of stories on television and radio presented by women is 49%, less than half of the total number of stories on both mediums combined, a 4 percentage point drop since 2005 and lower than in 1995 when the statistic was 51%.

- A higher proportion of employees than freelancers in the radio industry are women – 50% compared to 32%.



## Why women entrepreneurship requires a different perspective

Women are sometimes unaware of the potential they harbour within themselves. With the right mentoring and encouragement, they are sure to shine as confident, smart and successful businesswomen, who have the strength and capability of making a mark for themselves in the business world.

The women have different backgrounds, but have one thing in common: they have ventured out of their comfort zone and taken the brave step of setting up their own business. The common notion of women being "better off staying indoors" or the taboo of a "working woman" that has been brought down.

Their relentless zeal, incessant quench for success and willingness to walk the extra mile have broken all myths about their inborn limitations that were supposed to be major roadblocks on their success expressways.

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## Why the World Needs Women Entrepreneurs

Women entrepreneurs are making their mark in the Indian economy. Women entrepreneurs are key contributors to economic growth, trade, employment, poverty alleviation, and innovation. Thus, making them competitive is essential in realizing inclusive progress and economic prosperity. The development of women entrepreneurship is vital not only in driving economic growth but also in narrowing the gender gap of a country. However, recent research findings show that women entrepreneurs in the developing countries are not reaching their optimum potential. Overall, entrepreneurship represents a large proportion of women's paid work in many countries, thus, it serves as a critical avenue to support women's economic empowerment. Women's entrepreneurship holds a strong potential for spurring economic opportunity and job creation in India.

Supporting women entrepreneurs is essential to stimulate growth since the entrepreneurial potential of women has not yet been fully exploited. Women-owned businesses are more likely to have positive revenues since women entrepreneurs a tendency to minimize risk so that their business and personal lives work in harmony. Subsequently, a significant percentage rate of women are found growth-oriented and are increasingly operating firms across all industry sectors while engaging in global trade.



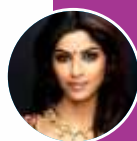
"My one advice is to be passionate and in love with the intricacies of the industry"

- Monica Nayyar Patnaik, M D - Eastern Media Ltd



"I think it is important to communicate to young women that the sky is the limit and that they must have dreams and go out and fulfill them"

- Meghna Ghai Puri, President, Whistling Woods International



"People come to Mumbai to fulfill their dreams but the competition is also very tough so one has to be very mentally strong"

- Sayantani Ghosh, Actress



"Stay up-to-date on what's new, market, technology and trends"

- Radhika Chaudhary, Co-Founder, SKINYOGA



"To women who aspire to start their own ventures I would say have confidence..."

- Meghna Ghai Puri, President, Whistling Woods International

# 7 REASONS WHY WOMEN ARE BETTER ENTREPRENEURS THAN MEN

Entrepreneurs are arguably the most important actors in our economy: the creators of new wealth and new jobs, the inventors of new products and services, and the revolutionizers of society and the economy. Yet despite their centrality, little is known about entrepreneurs: what motivates them, how they emerge, why they succeed. We know even less about who becomes an entrepreneur, and why. Too often, we take for granted that entrepreneurs simply emerge, driven by some internal motivation or "little voice." That assumption may be true to some extent. But can we, or should we, simply take for granted that entrepreneurs can't be made—that they can't be identified, recruited, mentored, and encouraged? Women are one particularly understudied group of entrepreneurs. We know very little about female entrepreneurs, and our ignorance of this important demographic is a serious blind spot in any effort to increase the total number of entrepreneurs participating in our economy.



Women comprise about 30 percent of corporate senior management positions, which is notably higher than the global average (24 percent). New research reveals that women entrepreneurs are less likely to fail when setting up a business than men.

Women are more ambitious in business, with 50 percent of women keen to start another business in the next three years, compared to less than 20 percent of men.



So why are women doing better in business than their male counterparts? Here are reasons that answers this question

## 1. Women are better calculated risk takers

87% Women entrepreneurs see themselves as financial risk takers, compared to 73% of men, while 80% of women say they are likely to see opportunities where others see risk, compared to 67% of men. Moreover, while these female entrepreneurs are embracing risk, they're also more likely to be tempering their business approach with a realistic assessment of the dangers ahead.

## 2. Women tend to be more honest about the business

Women open up, they talk about their fears, they are not afraid of sharing their failings because they have less ego attached to the success or failure of the business and they want to address issues not ignore them. In short women are more open and honest about what is going on and that makes it easier for others to help.

## 3. Women are more likely to take the long-term view

Men and women have different views about the type of growth they should go for – the research suggests women are more likely to reinvest business profit in order to generate steady and profitable growth, while men are more likely to look for faster growth, possibly fueled by equity investment, and a quicker exit.

## 4. Women are less prone to over-confidence

Fewer women go into business with dreams of building an empire. Women consider their business a success if they can be their own boss and replace their former job income. But they never get into over confidence.

## 5. Startups with more female executives, there is a higher success-to-failure rate

Companies with 1-2 female executives have close to a 50/50 failure/success rate, with failures exceeding successes by 5-10 percent. But in the smaller samples of companies with 4-5 female executives, the succeeding companies outnumber failing companies by between 20 and 50 percent.

## 6. Women appreciate the value of creativity

We live in a world where creativity is a very important commodity. We need to be creative in every aspect of running a business and I think that any business that has a creativity shortage will find it very hard to survive in the coming years. Women tend to be more open minded, in touch with the creative aspects of life and they see value in creativity.

## 7. Indian women value relationships and well-being more than the business

Generally, women will always put the health and well-being of their spouse and family as their main priority. If they have to choose between the business and the family, the family will always win. For many men for a very long time, the idea is to put the business first and build something that would support the family down the line. Sadly, all too often, by the time the business is financially successful the family have moved on because they got sick of being ignored.

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### MONICA NAYYAR PATNAIK Managing Director, Sambad Group

Ms Monica Nayyar Patnaik serves as Managing Director at Sambad Group, whose flagship brand in print is Oriya daily, Sambad. Previously, Ms Patnaik was Director of the radio arm of Eastern Media Ltd Radio Choklate. Apart from her current responsibilities, she also looks after the group's print business, Sambad. Ms Patnaik is the founder of the group's radio business, Radio Choklate, which is operational in the cities of Bhubaneswar, Cuttack and Rourkela.



**Q. You take great pride in the fact that your company, Sambad Group is the only media house in the state and probably in the country which caters to all sections of the society. How do you manage it?**

A. When Sambad started as a newspaper in the year 1984, to come out as a creative young newspaper and for it to be number one was definitely a challenge. So that was handled by bringing out multiple editions daily to reach out to the readers and also good content was very important. The next bet was in around 2006 when the licenses was given out, we applied for a FM license and in 2007 we started our radio channel in Bhubaneswar and Roukela and that's how our journey began in the media sector. We also simultaneously got into theatre and opera shows and that's how we got into the entertainment industry as well. We specifically concentrated in the original idea of being involved with the state of Odisha and catering to the needs of the state and that's how we expanded and managed.

**Q. Sambad Group has been ruling the media world in Odisha for more than 3 decades now. What do you think has been the secret to your success?**

A. When the newspaper was launched, we were doing everything for our paper to make it big and for people to take notice of it. With multiple printing are available the reach of the paper also expands and become easier to reach a larger audience. Later, we tried to experiment on the color, paper quality and machinery of the paper printing. We also wrote fresh content and collected news from all around with reporters from 30 districts. So, this worked for us and we could present the newspaper, which was acceptable by the public. I think our success is reflected by numbers and also by managing the group professionally. Doing everything, has been the secret of our success, which made us to be on top. The launching of our digital portal "sambad.in" also helped in boosting our success rate.



**Q. As a person in the media industry for so long, do you feel that women have become more powerful and forward as compared to the past?**

A. With the number of women involved in the corporate world or any type of profession, we can see that people are respecting and realizing that woman can drive any kind of a business forward. Also, in terms of the media industry, we have women doing very well with so much involvement and dedication towards their work. I feel that this is the right time for women to have on board and encourage them.

**Q. What would be your advice to young aspirants who want to make a name for themselves in the media world?**

A. Whether it's in the media industry or any other, I believe in the mantra that if we work hard enough the results will definitely reflect. One will have to let go of the attitude that they will succeed even if they just sit around doing nothing. Be in the profession or personal life, if we put in the hard work, success will follow. Also, there's a plethora of options for the young and the youth in the media industry especially in the digital area these days.

**Q. There has been encouraging signs in recent years with large number of women becoming involved in media related education and careers. Why is it important to have more women in media organization?**

A. I feel that women are creative and flexible. We can do multi-tasking and are prepared for any challenge. Media and Entertainment Industry is very young and vibrant for the people who are passionate. For me this industry is very exciting as a woman especially and so I'm sure it will be for other women too.

**Q. What is your message for all the women who wants to get into the media and entertainment industry?**

A. My one advice is to be passionate and in love with the intricacies of the industry. Only then one would be able to create a name for themselves in this field.



**Q. What made you think of a career with Twitter? How is Twitter different from any other social media platform and who are the major target group?**

A. Study after study has shown that more diverse teams are more creative and innovative. Companies with diverse leadership are more profitable. To actually achieve diverse perspectives, we need to make sure that every voice is heard. At Twitter, we care about women's empowerment and make sure women's voices are heard at all times. No one's point of view makes our culture. We need to come together to build an inclusive and diverse community.

Twitter is committed to building an even more inclusive and diverse workforce. This commitment includes the expansion of our inclusion and diversity programs, diversity recruiting, employee development, resource group-led initiatives (eg @TwitterWomen), as well as publicly disclosing our annual workforce data and representation goals. Women overall stats from 38.7%

(2017 end) to 43% (2019 goals).

Twitter is actively committed to supporting diversity in tech, both at Twitter and in the industry as a whole. We want to make sure that everyone feels invested in creating an inclusive community rooted in respect for one another.

**Q. Twitter has been around for exactly 10 years. And fairly or not, there has been an impression from the outside of decline. Do you feel you've arrested that? Do you feel the changes are having an impact? What do you think are the most exciting things in the media, marketing and creative world at the moment?**

A. Twitter is what's happening and what people are talking about right now. And it's the best place for brands to surround, elevate and be what's happening. We're focusing our investments on revenue products that strengthen Twitter's unique value proposition for marketers, specifically in Live and video.

Our clients believe in our positioning and marketers are excited by progress on consumer side as well – we've seen five consecutive quarters of DAU growth which is very positive. Our live events and in stream video ads/sponsorships are garnering significant viewership, delivering great reach and a large variety of premium content categories and is giving advertisers a unique opportunity to be a part of the live conversation.

**Q. On a personal level, how does women's empowerment matter to you?**

A. On a personal level, I'm a mother of two and always a strong believer in women's empowerment. I'm a huge supporter of inclusion and diversity and I'm proud to say our team in Asia Pacific is well diversified, both from gender and ethnicity perspectives. I lead the @TwitterWomen team in Asia Pacific and the team organizes internal and external events ranging from industry networking with our Connected Women series, to workshops focused on women empowerment with #PositionOfStrength. In relation, I am an active mentor and sponsor for networking and training sessions on women's empowerment.

**Q. Keeping in mind the social and cultural bondages which generally trim down the freedom, confidence and boldness of women, what steps/programs/policies you would like to suggest for the ladies who want to be successful like you?**

A. Women in Asia need to believe that they deserve to have an equal seat at the table. Often times, this belief in itself is missing given how Asian Society has raised girls all these years. Economic empowerment is a key step – it can not only drive economic growth and participation but also help correct societal norms and patterns so as to drive gender parity in the long run. Private and public sector focus on enablement through creative programmes such as (gender neutral parental leave, flexible working hours and mentoring & fostering of women management) can lead to strong progress in driving inclusive economic growth in Asia Pacific.



**Q. What has been the greatest challenge in your career thus far, and how have you overcome it?**

A. The challenges facing women cuts across all industries, be it getting a seat at the table or the salary gap between men and women. Having been at different companies in the tech industry, I would say the flexible working hours and parental leave policies are accommodating to the needs of working parents. At Twitter, our employees are given options to work from home and leave early to pick up their kids. We offer 20-week paid parental leave benefit for new parents, including same-sex parents who opt for adoption.

And we love for our employees to bring their kids to see where they work and organize "Bring Your Kids To Work" Day every quarter where we celebrate parenthood and our working parents can enjoy some time with their family during working hours.

**Q. What is the best way to achieve long-term success?**

A. In order to effect change and true inclusion, there are decisions that need to come from the top that requires a different approach from leadership, for example in actively hiring for a diverse workforce. Study after study has shown that more diverse teams are more creative and innovative. Companies with diverse leadership are more profitable. To actually achieve diverse perspectives, we need to make sure that every voice is heard. Both women and men's.







**Meghna Ghai Puri, President**

**Q. How has the journey been so far, the challenges you had to face?**

A. My journey has been both exciting and fulfilling at the same time. Of course, troubles and challenges were bound to arise. However, I never got swayed or felt disheartened. Today, challenges are different. But I am determined to do my best, by putting all my energy into Whistling Woods International (WWI). I am focused to provide the best film, media & communication and creative arts education—one that is dynamic and different—to suit the needs of the students and also flow well with the ever-evolving media and entertainment industry. As the President of WWI, I'm responsible for the day-to-day functioning and a key player in the long-term strategy of the institute. I would like to take Whistling Woods International to new heights and ensure it becomes an incubation hub for new and path-breaking ideas and inventions.

**Q. How WWI is different from other filmmaking schools in India and abroad?**

A. WWI has always been synonymous with advancement and it will continue to adapt itself with the changing times. Our course, our curriculum is built in such a way that we take care of the latest inclusions in the field of cinema, music, media and communication, fashion, animation and visual communication design, to be specific. Hence, everything that we teach at WWI is based on a forward approach and a mind to offer students something more than the usual cut-and-dried method of imparting education. Apart from the fact that WWI is equipped with state-of-the-art facilities, our technological equipment is the finest in the industry. Through our masterclasses and 5th Veda sessions, we are trying to ensure that our students learn from the experience of industry experts. Our aim is to make the students industry-ready once they step out into the 'reel' world! Over the years, our hard work and effort has manifested in the form of acceptance and recognition. When we started in 2006, there were only 80 students. Today, 12 years later we have more than 1000 students on campus and over 1600 alumni successfully working in the industry. My father started this institution but it was our responsibility to take this to the next level and fulfil his dream. Undoubtedly, it has been a journey full of ups and downs. But I have cherished every moment of it. As a team, we have tried to provide our students with the best. We are very proud of Whistling Woods International and what it has done for so many talented youth and for the media and entertainment industry in India and globally.

**Q. What courses have you introduced in the school?**

A. When Whistling Woods International opened its doors, the only course we offered was filmmaking! With times, we slowly understood that there are also other disciplines that need to be taught. So, we launched School of Animation where we cater to subjects including VFX, 2D Animation Filmmaking, 3D Animation Filmmaking, Comic Book Design and Game Design. Later we launched the School of Media and Communication, where subjects such as journalism, PR, advertising, marketing, events, among others are taught. Slowly we expanded and forayed into Fashion Design with School of Fashion followed by starting a course in Music Production and Composition as part of our School of Performing Arts - School of Music. Our latest addition is the degree programme in Visual Communication Design under the School of Creative Arts umbrella. It's very unique, as it's not restricted to graphic design or animation, but packaging and label designing are also a part of the course. Recently, we have set up India's first VR lab keeping in mind that India is going to be one of the largest consumers of VR by 2019-20. We will be conducting several sessions in Research and Development in the field of VR which is the future of filmmaking & gaming.

**Q. How have your parents inspired you?**

A. I grew up in Bandra, firmly grounded to life. Though Subhash Ghai is my father, I never felt like I was any different from the other children. I went to Apostolic Carmel, Bandra, a lovely simple school! My friends from school came from different backgrounds and I am blessed to have encountered their warmth while growing up. My dad has always been a workaholic. In my growing up years, it was mostly my mum, Rehana who spent the maximum time with me. She has instilled in me the values of family, friendship and love. The biggest learning that my father has passed on to me is to learn how to take success and failure, joy and sorrow, in your stride. He has always taught me to enjoy success but never let it take over you. He always says, "You have to remember where you came from and use your failures as stepping stones in life."

**Q. Being a woman, do you think it is harder to create a name or gain respect for yourself in the industry?**

A. It wasn't difficult for me. It's true that since the primitive times and to an extent even now, the society states that 'It's a man's world'. But I believe times are changing. People are being more accepting about women being independent and successful. In situations where people tell you otherwise I feel the key is not to get deterred and to go out there and prove what you are made up of, in most cases the abilities one owns reflects eventually. I work hard and am determined to work even harder while overcoming any sort of gender-roadblocks and inequality issues.

**Q. Where do you see the school in five years? Expansion plans?**

A. I would like to take Whistling Woods International to new heights and make each school the best in its domain. Going forward our vision is to create an even greater state-of-the-art academic institution that sets new standards of world-class education in media and entertainment. The institution aims to inspire innovation and encourage creativity, by leading from the front in the field media and entertainment. My dream is to have an institution that hones and encourages talent from the age of 5 to 50. I want every creative person who wishes to make a career in this dynamic industry to receive quality education and be successful by following our motto **Do What You Love**. One way to achieve this, I feel that having a merit-based scholarships will empower students from all walks of life to seek education in Film, Communication and Creative Arts.

We are also in talks with various state governments and organisations, as it's our endeavour to build more such schools that aren't just a film institute but a communication, media and creative arts oasis!



## MS NANDITA ABRAHAM – CEO

**Q. What has been the vision behind setting up Pearl Academy and how have you been able to seek such amazing industry engagements?**

A. The core purpose of our institute is to provide education and service for the development of society. The Academy is committed to excellence, innovation, student satisfaction and their development through self and shared efforts. In order to develop curriculum that matches industry needs, it is important to build collaborations that leverage the combined knowledge of markets, skills and pedagogy for students. It is our endeavor to make our students industry ready, and that is the reason why we engage with the best in the industry. A partnership between educational institution and industry is increasingly becoming important and common as educational institutes seek to enhance their research and prepare students to enter the workforce.

Collaborations like these seek to create a more well-rounded education that satisfies both the demand for skilled employees and the need for knowledgeable and engaged learners.

**Q. What makes Pearl Academy stand apart among all the other institutions offering similar courses?**

A. Our passion, commitment and focus on students and their outcomes clearly differentiate us. Being the only Indian institute to be ranked at 21 by Business of Fashion in the world is recognition of the same. In order to ensure student success, we have a keen focus on employability and placements, international experience for every student, world class faculty, a strong career mentoring process and the much-needed industry exposure that provides students with rich experience widening their career options.

**Q. How do you think that the education system has evolved from the time of you being a student and now? Do you think that the students are more focused and demanding now?**

A. Today, youngster is living in a completely different world than when I was a student. They move seamlessly between the real and the virtual world and have grown up in a world where change and innovation are a part of daily life. Faculty are no more the repository of knowledge as everything is available on Google, social networks and peers play a far more important role than they ever did. Today's education system should revolve around the new needs of this generation – a strong shift from teaching to learning, from knowledge dissemination to inspiring, mentoring and coaching and a shift from learning in the classroom to learning for life.

I am happy to share that at Pearl Academy we have a team whose focus is Academic Development and Innovation, who are continuously assessing the needs of the students and gearing up faculty and the curriculum for maximum success. From blended learning to multi-disciplinary projects and environments, we ensure that our focus is on the learner and his needs. Young people are amazing and very early on develop a sense of what they want to do. It is our job as academics to ensure that we create the right environment for them to be the best that they can be.

**Q. Being a woman, did you anytime felt that it is more difficult to create a name and place for yourself in the industry?**

A. I come from a family of strong women and was taught that I could do anything. The environment at Pearl Academy is similar with a large percentage of the leadership and senior faculties are women. This is not true in traditional organizations and institutes. At the same time it is also true that women sometimes are diffident and shy away from commercial roles. I think it is important to communicate to young women that the sky is the limit and that they must have dreams and go out and fulfil them.

**Q. What advice would you give specifically to women who aspire to set up their own successful venture?**

A. I believe that women make great entrepreneurs as they have unmatched ownership grit and determination. To women who aspire to start their own ventures, I would say have confidence, set yourself a stretch goal and create for yourself a set of mentors who you can go to for advice whenever you need it. Don't give up on your values and develop a strong team who you can depend on. Embrace failures and difficult times and convert them into your greatest successes.

**Q. Years down the line where do you see Pearl Academy?**

A. Pearl Academy is already at the forefront of design and media education in India. In the next 10 years, we will see the Academy grow to own the field of creativity, possibly including the applied arts, performing arts and other creative professions. We will also see growth in terms of credibility, thought leadership and international recognition. 10 years down the line, India will be proud as Pearl Academy will be one of the most renowned institutes in the world.





**Q. Three sisters running one skin care venture, how did it all come about?**

A. We grew up in a farm in India, where we used to grow our own vegetables, nurtured cows for dairy, and lived a very organic lifestyle. Then we moved to different parts of the world to study. We always got complimented for our skin and hair and at that made us realize it was the very simple and pure regime we had been following since our childhood. After seeing misleading claims from beauty brands that you only need 3% natural ingredients to call yourself a natural skincare brand, we were determined to develop and formulate a 100% natural and clean luxury skincare line that showed results in just one use. The idea was to create a product for the modern working women, so they could enjoy the best of ancient science and modern technology, yet without having to spend hours on different steps. And today have SKINYOGA 100% natural skincare brand and very few brands in the world can say they are 100% natural.

**Q. How is SKINYOGA different from other all natural beauty brands? What would you say intrigues you the most about the beauty industry?**

A. Quality has become signature to our brand. That's our USP and always has been our main focus. The rare ingredients we use are also very unique in each of our products. We must say we are very proud of the range and formulations of our products. That's what makes each of our products highly effective. The glow and flawless results speak for itself. Like I mentioned earlier, there is nothing like this in the market that caters to high quality effective natural skincare product. Since it was developed for the international market the standard and quality maintained is way difficult as our main focus is to bring to our customer the very best from across the globe. All our ingredients are plant-derived, pure, and unprocessed. Beauty industry is always changing and that to us is extremely fascinating.

**Q. What were the challenges you faced during the initial stages of setting up SKINYOGA?**

A. Our company has the social mission to transform the skincare regimen of every women back to using the ancient and natural methods of products. The wealthy and fortunate women are increasingly falling prey to artificial methods of maintaining their largest organ: skin. To educate and bring awareness to women about harmful effect of chemicals and inspire them to go completely natural has been our biggest challenge. But we are loving the process.

During our process of creating luxurious skincare, we aim to educate the users by providing complete transparency about the ingredients and their sources. This will educate them about what most companies aim to decipher using medical terms. We don't settle for anything less than the best. Be it ingredients or formulations. Our wonderful team is enjoying every minute of it and are very actively involved in conducting seminars for women all over India.

**Q. Why was it so important for you to take the all-natural route for your brand?**

A. The future of the beauty industry is heading towards natural and sustainable brands. With the growing consumers' awareness and demand, the natural skincare category is one of the fastest growing in skincare globally. But there is a huge gap in the market still and more brands are coming to that realization.

One miracle bottle. That's our brief behind every product. If you look at our current range we have an ideal capsule skincare range, adaptable to every age and all climate conditions. Coming back to the idea that you don't need 10 products to take care of your skin.

Our team works extremely hard to create products, which are clean and effective. Our philosophy is "If you can't eat it, don't put it on your body". 60% of what you put on your body is directly absorbed into your blood stream..



**Q. Since all three sisters are from different area of interest, how do you make it work in the same venture?**

A. Universe has played its role in directing us to pursue the career each one of us chose. Radhika is an expert in product sourcing, Deepika has her Masters in Photography and she handles our branding so beautifully and Jagriti brings her impeccable business knowledge. It's a great team we have and we are very fortunate. Even though we come from different backgrounds and field we had a common vision. Vision to empower women of our country. Vision to make even vanity bag chemical free. We are proud that today SKINYOGA is a 99% women run company and we are working very hard to achieve our goals we have set for this business by creating employment opportunities for 10000 women.

**Q. How do you generate new ideas? Where do you get the inspiration from?**

A. We have always been inspired by and passionate about Ayurveda – it's been a massive catalyst on my own journey into health and wellbeing and over the years has become increasingly important to us to provide balance in this fast-paced world. Our Almonds are from Middle-East, Green Tea is from Assam, Coffee is Columbian. Sourcing pure and organic ingredients makes our brand what it is..... Also Hundreds and Thousands of strong independent working women who work hard every day because they were not given anything on a platter across the globe, who have and are living balanced and healthy life with lots of style, not because they have to, but because they choose to do so are main inspiration. They are incredibly inspiring, and thanks to our profession, we are blessed to be working with many of such women today, our mother being one of them.

**Q. With so much competition in the beauty industry from top notch brands all around the world, how do you manage to stay on top?**

A. Complete transparency and best quality to our consumers is what we offer. We sisters started this brand to improve lives by sourcing, formulating and providing the best skincare products to every woman out there. It has never been about making sales and fake advert for us. We are growing organically and strongly every day and that's important for a business if they want to sustain. That's why we work really hard to give the most effective luxurious natural skincare products to the consumers as they don't want to use chemicals and would like to stay away from Parabens and medicated product line.



**Q. What would you say are the top three skills needed to be a successful entrepreneur?**

A. It wasn't exactly easy for us, sisters to start this brand because we had to do everything ourselves. Three top skills that definitely helped us and I think every entrepreneur should try and develop:

**Adaptability:** Things in business never goes exactly the way you want. This skill helps the entrepreneur to keep going when the outlook is bleak.

**Be Authentic:** Originality and transparency goes a long way. And don't be scared to share your ideas, it is not a bad thing cause only you have the vision to execute it.

**Focus and hard work:** The third necessary skill is extremely important and is the ability and the willingness to work very, very hard consistently.

**Q. What advice would you give to people starting out their own beauty venture?**

A. Research... research... research. The best way to prepare yourself for starting any business is to find out more about it. You need to realize one doesn't know everything and the market is always changing. Stay up-to-date on what's new, market, technology, and trends.

Also, you have to have clarity. It is extremely important.

Most importantly don't get caught up in a rat race. It's very important to know what you want from your business. It doesn't necessarily have to be money. Don't make money your goal. If you are truly passionate about your work you wouldn't feel you are working at all. Today I am living my dream of becoming an entrepreneur and am enjoying every day of it. Enabling and empowering women our goal and to be able to actually do that makes us feel extremely satisfied and powerful.







## VISHAKHA SINGH - INDIAN FILM ACTRESS AND PRODUCER

Actress, producer and entrepreneur, the multi-talented beauty Vishakha Singh has achieved a lot since she first started her career in 2007. Her most well-known role was in the movie "Khelein Hum Jee Jaan Sey" directed by Ashutosh Gowariker for which she was nominated for Best Breakthrough Performance of the Year in 2010 by Stardust Awards. After taking a break from the Indian entertainment industry for some years, she returned to the big screen with the film "Fukrey returns". Besides acting, Vishakha has co-produced a few short films that have dealt with social stigmas, an aspect that intrigues her deeply. She is also committed to her business venture "Iconic Bot" which is India's first AI powered celebrity management tool that connects icons with their fans and helps them engage with them.

### Q. Why did you turn producer so early?

A. I just love acting and enjoy acting. Acting is a business, a game you have to understand the minute details about how to get launch, how to meet right people, how to network all of that. The first few films I did, didn't work and then I realised that acting is something that I need not always do, because I want to be a heroine person. I can act till the age of 90 at any point of time at my life. Until the great role that come my way. I will not wait for the great role, I will continue living my life and I thought meanwhile let's create content, I would like to see. I turned producer in 2012 with Anurag Kashyap and then produced Haramkhor with Nawazuddin Siddiqui and those were in partnership.

### Q. What is your message for all the women?

A. "PRACTICE THE PAUSE" because the digital era can be very chaotic. There is a lot of noise out there, learn to focus your energy on right thing and do not react to everything that the digital media puts out there. Pause before reacting and responding.

### Q. How did you get the idea of starting The Loca Entertainment?

A. Initially the understanding of the industry started from 2012-2014, by 2016 I have evolved enough and grown enough, that I can take risk. The personal growth helped me to take risk, and that's how the Loca entertainment started.

### Q. What plans do you have for the future of the company?

A. I believe in a tag line- GOOD FILMS, HONEST PEOPLE. We want to make content driven films that are not centred around stars. The Indian audience is changing and we need to cater their needs.

### Q. What are the three important things women need to consider while starting their next chapter of life when it happens?

A. Not three things, I think it depends on what you really want to do in your life. Things have to be clear in your mind. Whatever you do, it should consume you. I believe in the idea, which consume you through your work.





## MS MEHA JAYASWAL – AREA HEAD, SCHOOL OF MEDIA

### Q. Which courses of M&E sector are offered by your college?

A. Currently at the Under Graduate level, Pearl Academy offers courses in advertising, marketing, communication design, fashion design, fashion & lifestyle business management, fashion media communication, global luxury brand management, product & lifestyle design, fashion styling and image designing etc. At the PG level we have courses in Communication Design, Fashion Business, Fashion Communication, Fashion Design, Fashion Styling and Image Design, Interior Design and Styling, Luxury Brands, Media and Communication. Recently our institute has introduced two new courses, Media and Communication, Advertising and Marketing from the academic year beginning in July 2018.

### Q. There has been an evidence of mismatch in the demand and availability of education or skills. What would you like to say on this?

A. This may sound true for many other sectors, and the gap in Media & Entertainment has certainly widened in the last decade. Primarily, owing to proliferation of the digital media and rapid digitization of media platforms. This has led to a big shift in the way media is being consumed. Another catalyst for this shift is the reduction in 4G tariffs, which has created screen access on all devices. Hence, viewership has moved from large screens to mobile screens.

To keep pace with these shifting preferences, media & entertainment companies have to continually ramp up their programming and content strategies. Technology has revamped the way content is produced especially news content and this has given way to MoJo (mobile journalism). These advancements and shifting consumer preferences necessitates education institutes to be nimble-footed and infuse technology into their curricula to cater to media companies.



This gap could be reduced with stronger industry and academia collaborations. At Pearl, we have a strong team of board members who come from different sectors and are adept at advising and mentoring academics to cater to industry requirements. Board members include the likes of Managing Editor of Filmfare, Farhana Farook; Former Chairperson of the Indian Institute of Mass Communication, DrJaysree Jethwaney; Creative Director & Executive Producer of BBC Media (Action) and Ms Radharani Mitra, among others.

### Q. Do you feel the requirement of extensive efforts to be taken for skilling/ training the workforce?

A. Pearl Academy maintains the highest levels of professionalism, academic rigor and encourages academic excellence during a student's tenure. It provides students with several opportunities to work in groups, internships and live projects. This helps hone their teamwork skills and apply classroom learnings on projects from the industry. At Pearl, our pedagogy has a key focus on training students to become storytellers and articulate their messages about what they do through multiple media formats.

Skilling the workforce is also a top priority for the Government of India, and for media industry and academics. Efforts of Media & Entertainment Skills Council in this regard are noteworthy and is much needed for this rapidly growing and dynamic sector. Digital is the common thread for all the Media & Entertainment Sectors whether it is news, journalism, television or live entertainment. A series of tremendous skilling and upskilling efforts are required in all the sectors and has to be led jointly by media houses and academics for the current workforce.

### Q. What new career opportunities you see in media and entertainment sector in the coming 2 years?

A. Media and entertainment sector is burgeoning with opportunities and new skillsets emerging to meet its changing requirements. The next two years will continue to see an eruption in digital technologies and content strategies. Live online streaming, Internet / TV Apps, Online video content to name a few are some of the major aspects that will have a key focus. With all media houses aggressively expanding and investing in online media. Media aspirants with a flair for story telling through relevant and short posts, social media, online videos will be able to cope better and emerge successfully.

### Q. What have been the placement opportunities you provide to the students ? Is there any formal training provided to the students for interviews ?

A. As far as placements are concerned, the collaborative efforts by the team of experts at Pearl Academy have successfully set high standards in the industry. We have been constantly providing our students with best-in-class career counselling and guidance, which can be reflected in our successful placement rate of 97%. We have an incubation cell called Canvass, which fosters innovation and knowledge based entrepreneurship amongst alumni and students. HR Summits are organized to explain the students on what to expect in the first 90 days of their job life.

Today, our graduates are working in AajTak, Harper's Bazaar, Cosmopolitan, Vogue Online, NDTV and various other production houses where they can hone their skills.



# The Name & Fame: Women Shaping the Media & Entertainment Industry

## TOP 08 HIGHEST PAID ACTRESSES IN INDIAN CINEMA (BOLLYWOOD) 2017

Gone are the days when people's enquiries were mostly in lieu of knowing who the hero of film is. In a rapidly and ever changing landscape, our actresses are equally capable of driving people to cinemas with their inclusion in it, and in a way that matters.

And for the same, rightly so, their remuneration for films have drastically gone up over the years. Although Bollywood too is not untouched with the issue of equality in wages, we can only hope that things will square over time. And here goes the list of top 10 highest paid actresses in Indian cinema.

### DEEPIKA PADUKONE



This should come as no surprise that the number one highest paid Bollywood actress is Ms Padukone. Her Box office golds, "Padmaavat", "Bajirao Mastani", "Piku," and hits like "Yeh Jawaani Hai Deewani" have earned her the right to this title. Padukone rakes in about 10-12 crore per film, not only she is the highest paid actress in Bollywood, she is also the tenth highest paid actress worldwide.

Bangalore's sweetheart debuted in 2007 with the hit "Om Shanti Om" opposite Shah Rukh Khan. Today she is a newcomer (the only newcomer) to the Forbes' World's Highest-Paid Actresses, ranking at number 10. She is the first Indian star to make the cut. However, this gorgeously talented actress is not stopping at Bollywood. Her Hollywood debut was alongside Vin Diesel in "XXX: Return of Xander Cage." Padukone also is featured in endorsement deals from Tanishq jewellery and Vistara, not to mention her own label, "All About You" for the Indian online shopping website, Myntra. This woman is clearly astounding and headed straight for that glass ceiling!

### KANGANA RANAUT



Ranaut has gained significant popularity in the past few years. Many speculate her to be "one of the best actresses of the current generation." Her talent is not only being recognized by such gracious comments but also by her salary. She has been reportedly set to receive Rs. 11 crore for her next movie which will earn her the second highest paid Bollywood actress title.

### KAREENA KAPOOR KHAN



Khan has been in the industry for over 15 years now, so it's no wonder she is ranked so high on this list. Hailing from an extremely talented and multi-faceted family, Kareena has embodied this captivating ability throughout her career. She has showcased acting perfection in her wide-ranging roles from comedy to tearjerkers, from "Kabhi Khushi Kabhie Gham" to "Heroine," this actress has performed each role with such charisma! She is seen to make around 9-10 crores per movie.

### PRIYANKA CHOPRA



The international superstar is paid around 8-9 crores per Bollywood movie. This does not include her annual income from the Hollywood industry! This talented beauty is definitely leaving her mark on both hemispheres of the acting industry. Chopra also was the 1st Indian on Forbes' 10 highest paid TV stars list in 2016! She was profiled for her hit ABC-series, "Quantico". She is making both nations extremely proud.

### VIDYA BALAN



Vidya Balan is seen as one of the best performing actresses in the industry. She is often sought as a primary choice for producers who are attempting to make females the leading roles in their new cinematic ventures. Whether it's "Parineeta" or "Dirty Picture," she never fails to impress. She makes around 6-7 crores per movie.

### KATRINA KAIF



One of Bollywood's hottest actresses, Kaif's acclaim and talent has only increased in the industry. She averages around 6-7 crores per film and her (slightly) lower salary requirement allows her to get more film offers than almost any other actress.

### ANUSHKA SHARMA



Anushka Sharma is one of the most natural and gifted actresses of this generation. Given the amount of talent that she has, she definitely is in this business to stay for long. She has been in big hit films such as 'Rab Ne Bana Di Jodi', 'Jab Tak Hain Jaan' and 'Sultaan'. Recently, she delivered a top-notch performance in 'Ae Dil Hain Mushkil' and earned praise of everyone. No wonder, she receives 4-6 crores for each project.

### ALIA BHATT



Bhatt, though relatively new, is extremely adored ever since her debut in "Student of the Year." Her subsequent films, "Highway," "2 States," "Humpty Sharma ki Dulhaniya" and "Udta Punjab," have proven her mettle. She is gorgeous and outspoken. She makes around 4-5 crores per film.



# TIME TO MAKE INDIA PROUD WITH YOUR SKILLS



**GRAPHIC DESIGN TECHNOLOGY  
3D DIGITAL GAME ART  
PRINT TECHNOLOGY**



## Enhancing with the Support of State Skill Mission

The government has listed skill development as one of its priorities and aims to enhance participants of youth into the workforce, and improve the capability of the present system, making it flexible to adapt to technological changes and demand emanating from the market.

Currently, skill development efforts in India are spread across approximately 20 separate Ministry, 35 State government and Union Territories and the private sector. The Ministry has been entrusted with the coordination of all stake holders during the evolution of an appropriate skill development framework, removal of disconnect between demand and supply of skilled manpower, skills upgradation, building new skills, innovative thinking and assuring availability of talent.

**Specific outcomes expected from implementation of National Skills Qualification Force are:**

- Mobility between vocational and general education by harmonization of.
- Recognition of Prior Learning (RPL), allowing transition from non-formal to organized job market.
- Standardized, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework.
- Global mobility of skilled workforce from India, through international equivalence of NSQF.
- Mapping of progression pathways within sectors and cross-sectors.
- Approval of National Occupational Standards as national standards for skill training.



**SIMOUL ALVA** GRAPHIC DESIGN  
TECHNOLOGY

**WINNER RUSSIA SKILLS AND MEDALLION OF  
EXCELLENCE IN WORLD SKILLS 2017**



## About MESC

Founded in 2012, Media & Entertainment Skills Council is a Not-for-Profit Organization, registered under the Societies Registration Act, 1860. The Council has been promoted by Federation of Indian Chambers of Commerce & Industry (FICCI) with financial support by National Skill Development Corporation (NSDC). MESC has a mandate to create 11.74 lakhs (1.2 mn approx.) skilled workforce by 2022 and contribute to the National Skill Mission of creating 500 million skilled workforce by 2022.

The key objective of MESC Council is to create a robust and vibrant eco-system for quality vocational education and skill development in Media & Entertainment Space in the country.

In addition, the Media & Entertainment Sector Skill Council aims to serve as a single source of information on M & E sector with specific reference to Skill and Human Resource Development in India. The Council is also implementing Standards, Training, Accreditation & Reward (PMKVY) scheme of Government of India. Under the PMKVY Scheme, MESC has introduced the training programme in affiliated institutes and completed the assessment and certification of approximately 8,000 students.

## PRIME OBJECTIVES OF MESC:

- Develop National Occupational Standards
- Standardization of Training Process & Certificate
- Establishing Industry Academia Interface
- Set-up effective Labor Market Information System

**240+**  
**TRAINING CENTERS**

**52+**  
**QUALIFICATION PACKS**

**15+**  
**ASSESSMENT AGENCIES**

**400+**  
**TRAINERS TRAINED**

**50+**  
**CERTIFIED ASSESSORS**

## MESC Consortium Partners





# Engagement with Stakeholders



MESC team in discussion with Captain Abhimanyu, Cabinet Minister, Govt of Haryana.



MESC team with Ms Shruti Hassan



MESC team with Mr V C Panwar, Vice-Chancellor, Rajasthan IIL University



Mr Mohit Soni, COO, MESc at panel discussion during ASEAN FOCUS CLMV at Manipur



MESC Team with Ms Shreya Chopra, GlammOnn Miss India 2017



Mr Mohit Soni, COO, MESc at panel discussion during One Globe Event



Mr Mohit Soni, COO, MESc during Assam Global Investors Summit | Advantage Assam 2018



# Engagement with Stakeholders



Worldskills Awareness Program organized by MESC at NIFT Delhi



MESC Team with Ms Lin Laishram, Indian Film Actress and Model.



Training of Trainer program organized by MESC in Delhi



MESC Team with Ms Satinder Satti, Anchor, Actress, Singer and Model.



MESC team with Ms Maya Hari, Vice President, Twitter Asia-Pacific



MESC Team with Ms Vishakha Singh, Actress, Model and Producer



Worldskills Awareness program organized by MESC



Training of Trainer program organized by MESC in Delhi





## MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

### Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

**Annual Membership Fees Rs 1,000/-**

**Lifetime Membership Fees : 10,000/-**

### MEMBERSHIP FORM

1. Full Name \_\_\_\_\_ Name of the Organization \_\_\_\_\_
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication \_\_\_\_\_
5. Phone No \_\_\_\_\_ Email Id: \_\_\_\_\_
6. Website ( If any) \_\_\_\_\_
7. Membership type: ☐ Annually ☐ Lifetime

### Single Point of Contact ( for Organizations)

- Name \_\_\_\_\_
- Designation \_\_\_\_\_ Landline No \_\_\_\_\_
- Mobile No \_\_\_\_\_ Email Id: \_\_\_\_\_
7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast )
  8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

**Signature**

Name of the Bank: UNITED BANK OF INDIA  
Bank Account Name: MESC  
Bank Account Number: 359018039336  
Contact: 9999194676

Branch IFS Code: UTBI0TNM709



## MESC CORPORATE MEMBERSHIP APPLICATION FORM

### Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

### Annual Membership Fees Rs 5,000/-

### MEMBERSHIP FORM

1. Name of the Organization \_\_\_\_\_
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication \_\_\_\_\_
5. Phone No \_\_\_\_\_ Email Id: \_\_\_\_\_
6. Website ( If any) \_\_\_\_\_

### Single Point of Contact ( for Organizations)

- Name \_\_\_\_\_
- Designation \_\_\_\_\_ Landline No \_\_\_\_\_
- Mobile No \_\_\_\_\_ Email Id: \_\_\_\_\_
7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast )
8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

Signature

Name of the Bank: UNITED BANK OF INDIA  
Bank Account Name: MESC  
Bank Account Number: 359018039336  
Contact: 9999194676

Branch IFS Code: UTBI0TNM709





# PMKVY

प्रधानमंत्री कौशल विकास योजना

## “Let’s make India the Skill Capital of the World”

**- Shri Narendra Modi**  
Honourable Prime Minister

PMKVY(Pradhan Mantri Kaushal Vikas Yojna) is one of the biggest project led by MSDE(Ministry of Skill Development and Entrepreneurship). The goal is to skill a huge number of Indian youth by providing industr related skill training so that they can achieve a better livelihood. The Short Term Training imparted at PMKVY Training Centres (TCs) is expected to benefit candidates of Indian nationality who are either school/college dropouts or unemployed. Apart from providing training according to the National Skills Qualification Framework (NSQF), trainings for soft skills, entrepreneurship etc is also being on the list. Individuals with prior learning experience or skills shall be assessed and certified under the Recognition of Prior Learning (RPL) component of the Scheme. RPL aims to align the competencies of the unregulated workforce of the country to the NSQF.

### **JOB ROLES offered by MESC** **under PMKVY (Pradhan Mantri Kaushal Vikas Yojna)**



EDITOR

ANIMATOR

ROTO ARTIST

HAIRDRESSER

SOUND EDITOR

MODELLER

MAKE-UP ARTIST

CHARACTER DESIGNER



# Leading Media & Entertainment Training Partners



**Media & Entertainment Skills Council**

## Media & Entertainment Skills Council

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