

THE MAESTRO

AUG - SEPT 2025
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INDIA

FESTIVE SPECIAL

FROM SIMPLIFYING
INTERIORS TO EMPOWERING
FUTURE DESIGNERS

SONIKA KHURANA

Is making design accessible,
real and deeply personal



SENCO GOLD & DIAMONDS

Enters Dehradun with a Majestic Flagship Store on Rajpur Road

National award-winning actress and brand ambassador Vidya Balan inaugurates the brand's grand 8,000 sq. ft. showroom featuring a dazzling array of intricately handcrafted gold, diamond, and platinum jewellery—just in time for the festive season.

In a glittering celebration of artistry and heritage, Senco Gold & Diamonds unveiled its first-ever store in Dehradun, marking a significant milestone in the brand's nationwide journey. The launch coincided with the auspicious fifth day of Dusshera, a festival symbolizing prosperity, new beginnings, and the goddess's eternal strength. The grand opening was graced by actor par excellence and brand ambassador Vidya Balan, whose elegance perfectly echoed the brand's timeless ethos.

Strategically located on the bustling Rajpur Road, the two-storey showroom sprawls across an impressive 8,000 sq. ft., offering customers a luxurious experience that blends tradition with modernity. The store's design is as striking as the collections it houses—ranging from delicate, minimalist adornments to regal, statement-making masterpieces. Every display reflects Senco's design versatility, ensuring jewellery lovers discover treasures that resonate with every occasion, mood and personality.



"We are very excited to expand our presence in Uttarakhand with our first store in Dehradun, just in time for the festive season. This city, with its rich culture and heritage, deserves an equally rich jewellery experience."

— **SUVANKAR SEN**
MD & CEO, Senco Gold & Diamonds

"Every piece of jewellery we craft reflects the soul of the wearer. With designs spanning from the traditional to the avant-garde, our Dehradun showroom embodies inclusivity, beauty and versatility."

— **JOITA SEN**
Director, Senco Gold & Diamonds

"Jewellery is never just an adornment—it is emotion, heritage, and a celebration of feminine energy. I am delighted to represent Senco, a brand synonymous with purity, trust and timeless beauty."

— **VIDYA BALAN**
National Award-winning Actress & Brand Ambassador



Carrying forward the brand's legacy of unmatched craftsmanship, the Dehradun store showcases intricately handcrafted gold, scintillating diamond, and exquisite platinum collections. Each piece is a testimony to artistry, finesse, and cultural storytelling. With this flagship launch, Senco Gold & Diamonds promises to bring Dehradun a world of luxury, legacy and unmatched elegance—just in time for festive indulgence.

max
New New You!

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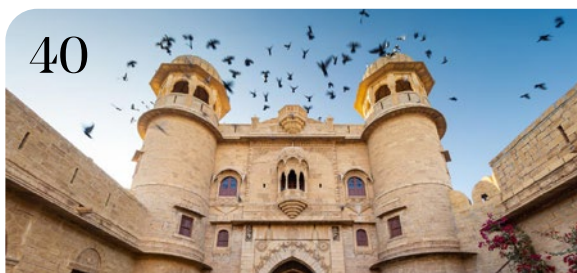
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for the Everyday
Indian Home



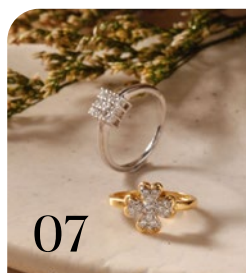
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**PR & THE FESTIVE
ADVANTAGE**

How Communication
Turns Brands into
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FOUNDER'S NOTE

At The Maestro India, every edition is more than a magazine—it is a statement of intent. With each issue, we strive to build a platform that not only celebrates success but also amplifies the voices shaping tomorrow's industries, cultures and communities.

This festive edition is no exception. We are honoured to feature the very talented Sonika Khurana, whose work in interior design represents the perfect intersection of creativity and contemporary relevance. Her story reflects the essence of our vision—to showcase individuals who transform passion into lasting impact. Festivals, for us, are also about innovation. Today, PR and brand storytelling play an undeniable role in festive campaigns, driving connections that are authentic, emotional and impactful. Through this lens, we explore how businesses and creators can harness the festive spirit to strengthen relationships and expand reach.

Our Uttarakhand Cover features Anilesh Khare, a gifted rock balancing artist whose craft embodies patience, balance and mastery. We also highlight Shakti ka Utsav by Priya Gulati, an initiative that honours women leaders for their perseverance—echoing the power of resilience in shaping industries. And through Trailblazers from the Hills, we continue our promise of spotlighting talent from the heart of India's cultural landscapes. Behind this success is a team driven by creativity and a community of supporters who believe in the mission of The Maestro India. Together, we are building not just a publication, but a movement—a collective that honours visionaries, nurtures dialogue, and inspires change.

As we move forward, our commitment remains clear: to grow as a platform of influence, relevance and inspiration. This festive season, I thank you for being part of this journey and invite you to continue shaping it with us. The road ahead is exciting—The Maestro India will continue to expand its horizons, building bridges between regional and global narratives and positioning itself as a voice for trailblazers across industries and borders.



Rishi wadhwa

Warmly,
RISHI WADHWA
Founder - The Maestro India

If you wish to be a contributor with us, please email on maestroindia.magazine@gmail.com

**THE
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Festive Grandeur by Parina International

Jewels That Celebrate Heritage



→ Founded by **Parina Jain**, Parina International redefines luxury through heritage-inspired designs—royal, rare, and timeless creations for the modern global connoisseur.

This festive season, Parina International unveils a collection that echoes India's timeless legacy in fine jewellery. Masterfully handcrafted in Polki, Jadau, Kundan, Meenakari and coloured stones, every piece is an ode to regal artistry and contemporary elegance.

Uncut Polki diamonds, vibrant enamels and rare gemstones come alive through intricate craftsmanship—each jewel radiating luxury while holding the weight of tradition. Designed to be heirlooms, the creations embody authenticity, with every stone handpicked

and certified for uncompromised quality.

From the delicate hues of Meenakari to the opulence of Jadau and the striking brilliance of coloured stones, this collection bridges heritage and modernity, offering versatile masterpieces for today's global connoisseurs.

More than adornments, these jewels are festive stories—crafted to be worn, treasured, and passed on. With Parina International, every celebration finds its sparkle in artistry that transcends time. ✨



DRK JEWELS CELEBRATES

This Festive Season with Sparkling Creations Inspired by Tradition

"To Every Age its Art, To Arts its Freedom."



This festive season, DRK Jewels, a heritage name in fine jewellery with over seven decades of excellence, unveils a stunning new silver collection crafted to embody elegance, devotion, and timeless artistry. Designed to complement the grandeur of the celebrations, the collection brings together finely detailed jewellery, exquisite idols, and intricately crafted figurines—making for meaningful and lasting gifting options.

Founded in 1950 by Late Shri Dhani Ram Khanna, DRK Jewels has been synonymous with craftsmanship, legacy, and sincerity. The brand's philosophy has always been to create more than ornaments, each piece is envisioned as a work of art that carries cultural heritage and modern elegance in perfect harmony.

Inspired by India's rich jewellery-making traditions, the new silver collection reinterprets traditional motifs with a contemporary touch. From graceful pendants and earrings that radiate festive charm to statement pieces designed for grand celebrations, the jewellery reflects DRK's mastery in blending artistry with timeless wearability. Alongside jewellery, the collection also features silver idols and figurines, sacred, artistic pieces that embody prosperity and devotion, making them ideal for festive gifting and for honoring traditions in homes and communities alike.

As the season of joy and togetherness unfolds, DRK Jewels invites patrons to celebrate with creations that sparkle with meaning. With a legacy built on artistry and devotion, the brand continues its journey of crafting treasures that are not only adornments but heirlooms, telling stories of faith, beauty, and elegance for generations to come. ✨



Priyanka Deepak Shah

The Woman Who Built Prosperity with Grace



In the bustling world of investments, where numbers often outweigh emotions, Priyanka

Deepak Shah's journey stands out as a story stitched together with grit, resilience, and heart. Alongside her husband, Deepak Danendra Shah—the determined founder of Prosperity Partners—Priyanka transformed a simple dream into a trusted consultancy that today empowers investors across cities and villages alike.

What makes her story remarkable is not just the milestones achieved, but the way she achieved them—balancing the roles of a businesswoman, mother, wife, and mentor with extraordinary grace.

A LEAP OF FAITH

With a degree in B.Com and a Diploma in Taxation Laws, Priyanka stepped into the world of investments with no prior experience. What she did have was a clear vision and Deepak's unwavering support. Together, they took a leap of faith—building Prosperity Partners from scratch, grounded in integrity and driven by a people-first approach.

From day one, Priyanka took charge of client servicing and operations. While many might have faltered under the weight of responsibilities, she thrived—balancing business growth with motherhood and household duties.

For over a decade, her mornings began with dropping her daughter to tuition and her afternoons with back-to-back client meetings. Her ability to be fully present in every role makes her story deeply relatable.



IT WASN'T JUST ABOUT
CONTINUITY; IT WAS A MOMENT OF
TRUE LEADERSHIP

BEYOND INVESTMENTS: BUILDING TRUST

What sets Prosperity Partners apart is their philosophy. For Priyanka and Deepak, it was never just about equity, debt, or insurance—it was about trust. Clients often recall the couple's patience in explaining the "why" behind every decision, sometimes across multiple meetings.

This empathetic approach transformed even the most hesitant investors. One client who started with just ₹5,000 now confidently invests lakhs with a long-term goal of crores. Another, who once resisted equity mutual funds, is today targeting ₹1.8 crores for his child's education. **"More than just money, it felt like someone was finally listening to us."** – A Client

HOLDING THE FORT

The journey wasn't without hurdles. When their partner, Karvy Stock Broking, collapsed, Priyanka faced one of her toughest phases.

And during the COVID-19 lockdown—while Deepak was recovering from major surgery—it was Priyanka who shouldered the responsibility of transitioning the entire sub-broker business online. **"It wasn't just about continuity; it was a moment of true leadership."**

Even in everyday challenges—whether it was handling demanding clients, competing with other brokers, or navigating changing regulations—Priyanka relied on consistency, empathy, and constant learning to stay ahead.

DEEPAK JOINS THE DREAM

For years, Deepak balanced his full-time job alongside the budding consultancy. But with Priyanka's encouragement, he eventually joined her full-time. Together, they expanded Prosperity Partners beyond metros, reaching into B-30 cities and rural towns. Convincing first-time investors with limited awareness wasn't easy, but their persistence planted seeds of long-term financial discipline in communities often overlooked. **"With patience, persistence, and purpose—even the smallest investments began to grow."**

THE HUMAN TOUCH

Priyanka's influence extends beyond numbers. She has played a pivotal role in building and nurturing a team—recruiting young talent, personally training them, and instilling the core values of transparency, empathy, and excellence.

She credits her success to her mentors, her inner circle, and most importantly, to her husband's belief in her. **"Their shared vision turned what could have been an ordinary consultancy into a beacon of empowerment."**

A STORY OF COURAGE

Today, Prosperity Partners is more than an investment consultancy—it's a testament to the power of perseverance. Guided by the mentorship of Vivek Shah and built on the pillars of trust and integrity, it is proof that you don't need to start with everything. As Priyanka's journey shows, all you need is the courage to begin. ✨

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Anatomy, Legacy & the Art of Living

Dr. Vaishaly Bharambe redefines how we learn anatomy

Dr. Vaishaly Bharambe is a senior anatomy professor with over 25 years of experience in teaching and mentoring medical students. She holds a PhD in Anatomy, with her research focusing on organ donation—an area she champions passionately in both academic and social spaces. Over her career, she has held key leadership roles including Dean and Head of Anatomy at Symbiosis Medical College for Women and as faculty

at Dr. D.Y. Patil Medical College, Pune. In 2023, she founded VB Anatomy Academy on YouTube to simplify anatomy and embryology for students across medicine, dentistry, nursing and physiotherapy. She also collaborates with DeftXR, a health-tech startup creating 3D anatomy learning tools. With over 55 research papers, multiple national and international awards and an inspiringly calm teaching style, she is as

much an educator as she is an advocate—believing that a teacher's role goes far beyond the classroom. Read on more in this insightful interview

You've spent over 25 years teaching anatomy—how has working so closely with the human body shaped your own philosophy of life and living?

I respect life more. It is a precious gift that should be lived to its fullest. I have also learnt that the usefulness of being doesn't stop at death.

Through your advocacy for organ and body donation, you're encouraging people to leave behind a legacy. What inspired this passion, and how do you think it changes the way we view mortality?

As doctors, we are taught to value life. Organ donation has become an important way of continuing life. Meanwhile, knowledge of the human body is the foundation on which we base our treatments—whether medical or surgical. Human body donation gives that precious hands-on experience needed to build a strong foundation for every medical student.

From classrooms to YouTube to 3D tech platforms, you've adapted seamlessly to new mediums of teaching. What excites you most about taking anatomy beyond textbooks and into the digital age?

My only goal is the education of my students in Anatomy—ensuring it is

built on strong knowledge and reverence for the logic and resilience of the human body. I will adapt however needed, whenever needed, to reach any student wishing to learn.

The new-age students are not limited by textbooks. They explore knowledge in the digital world, which seamlessly takes them from the 2D world of books into 3D learning—exactly as anatomy should be understood. After all, the human body itself is in 3D, right?

Outside the lecture hall and research papers, what brings you joy in your daily life—and how do you personally balance the precision of science with the simplicity of living fully? This is a very relevant question. I believe I am driven to be creative. When I am not creating educational material, I explore other creative arenas. I paint, cook, read philosophy and try to stay regular with exercise—since one drawback of the digital world is that it often keeps us sedentary. Walking in nature is an important part of life for me. And finally, family and friends are my anchors; I always make sure to spend time with them.

Dr. Vaishaly Bharambe's journey is proof that science and humanity can weave together beautifully. In every lecture, video, and conversation, she not only teaches anatomy but also reminds us of life's deeper lessons: to value, to create and to give—even beyond ourselves. ✨



Keeping Heritage Alive

– An Exclusive Conversation with **Nupur Bhamri**

– Founder of Artifyy.in by Nupur

In a world where fast fashion and mass-produced décor dominate, *Artifyy.in by Nupur* stands out as a brand rooted in heritage, sustainability, and storytelling. Founded by Nupur Bhamri, an engineer-turned-entrepreneur, the brand bridges traditional artistry with modern sensibilities while empowering artisans from Odisha and beyond.

What inspired you to start Artifyy.in By Nupur, and how would you describe the brand's essence?

My love for art goes back to childhood. Even though I pursued engineering under family pressure and worked in the corporate

sector for a while, I always felt drawn back to colors, textures and handmade crafts. Starting Artifyy.in was my way of reconnecting with that passion and at the same time uplifting artisans whose skills deserve global recognition. The essence of Artifyy.in lies in preserving traditional art forms while presenting them in ways that fit into modern lifestyles. It's about keeping heritage alive one handcrafted piece at a time.

As a female entrepreneur, what challenges have you faced in building your business and how did you overcome them?

Coming from a purely job-oriented family,

stepping away from a stable corporate path into entrepreneurship was a huge risk. There were doubts, resistance and the constant question of "why leave a secure career?" But I believed in my vision and poured dedication and hard work into building it. It wasn't easy—balancing the uncertainty of business with my personal journey—but perseverance slowly turned challenges into stepping stones. Each small success strengthened my resolve to continue.

How do you approach customisation and personalisation in your paintings, whether for home décor or festive gifting?

Customisation is always guided by the client's requirements. With mini paintings, I have the flexibility to adapt themes, colors and sizes to suit their space or occasion. But with Pattachitra, which I source directly from the artisans of Raghurajpur in Odisha, originality is non-negotiable. These pieces are works of heritage and I respect the artistic fluency of the craftsmen. If a client requests changes, I discuss it with the artisans but the essence remains as close to tradition as possible. Authenticity is always the key.

What drew you towards working with fabric jewellery and incorporating Odisha's folk arts into your creations?

Jewellery is everywhere but I've always been fascinated by the handmade. Choosing fabric jewellery was a

natural extension of my commitment to handicrafts—it carries the same soul as my paintings. Each piece reflects sustainability, uniqueness and a touch of Odisha's folk traditions. By blending motifs, colors and textures from my cultural roots, I ensure that every accessory has a story and remains true to the craft's essence while still being wearable in a contemporary way.

Looking ahead, what is your vision for Artifyy.in By Nupur and the role it can play in blending tradition with modern lifestyle?

The next chapter for Artifyy.in is global. Within the coming year, I see the brand scaling to international standards, building bridges between local artisans and global buyers. My vision is two-fold: to expand Artifyy.in as a lifestyle brand that resonates with people across cultures and to empower artisans by helping them sell their products abroad at fair and reasonable costs. Tradition and modern lifestyle don't have to be at odds—they can beautifully complement each other and Artifyy.in is committed to making that harmony a reality.

Nupur Bhamri's journey from engineering to entrepreneurship is more than a personal leap—it is a mission to celebrate heritage crafts and give them a contemporary voice. With Artifyy.in by Nupur, she continues to prove that tradition and modernity can not only coexist but thrive together on the global stage. ✨



AIKUM BHATTI RUIA

The Voice of Authentic Expression

Author, singer-songwriter, creative entrepreneur and brand storyteller—Aikum Bhatti Ruia's journey is a testament to living life on her own terms. Rooted in Chandigarh and now based in California, she continues to craft stories through words, music and brands, always guided by authenticity and creativity.

Born in a city envisioned by Le Corbusier and cradled by the Himalayas, Aikum grew up surrounded by design, art, and nature. Summers spent in Shimla, Manali and Kufri instilled in her a love for slow living and the beauty of small details—values that continue to shape her creative lens. Her journey into self-

expression began early. By the age of ten, Aikum was already composing songs and writing essays, eventually winning awards for music while publishing lifestyle columns as a teenager. Fashion and styling soon became another outlet, leading her to pursue a Master's in Fashion Business in Florence. Living in Europe's design capital gave her a deeper appreciation for aesthetics and storytelling, weaving together art and entrepreneurship as integral parts of her identity.

Professionally, Aikum has built an eclectic path across industries. She started in PR and celebrity

styling before moving into brand strategy. In 2020, she co-founded Entreprenet, a digital platform on the business of fashion and beauty that grew to 10,000+ readers and later evolved into a Spotify podcast. By 2022, she was shaping the brand voice of Neeman's Shoes, one of India's most disruptive footwear startups, as Brand Manager. She later co-founded Manifest Agency, a boutique social media consultancy, while also serving as a juror at ISDI Mumbai Fashion School, mentoring young design talent.

Now based in San Francisco, Aikum continues to balance

entrepreneurship with artistry. Alongside her debut novel *A Punjabi Gal's Guide to Rock*, she is currently building a wellness brand for women—furthering her mission to create with honesty, impact and grace. Featured in *VICE* and *Women Entrepreneur India*, Aikum represents a generation of multi-hyphenate creators who prove that identity is not about fitting into one box, but about writing your own story.

First love: "Music—writing lyrics at 10, strumming chords, and learning the art of storytelling through sound."

Design influence: Chandigarh's architecture and summers in the Himalayas still inspire her creative eye.

Florence takeaway: "Fashion taught me more than aesthetics—it showed me the power of narrative in identity."

Philosophy: Authenticity over perfection. Every project, whether a brand or a song, must carry truth.

Current focus: Balancing art, writing, and entrepreneurship while building a women's wellness brand in California. ★



Playful Design Meets Purpose at *Pinch of Pretty* by **Shweta Kshetrapal Goel**

Turning love for design into a conscious brand for children's spaces.

In 2015, PR professional-turned-entrepreneur Shweta Kshetrapal Goel founded Pinch of Pretty to create playful yet functional décor for kids. What started as a passion project soon became a thoughtful brand blending design, utility, and Indian craftsmanship.

How did Pinch of Pretty begin?

Our journey was driven

by both heart and need. In 2015, the kids' market in India was still nascent. Parents were becoming more mindful about their children's spaces while space constraints in Indian homes demanded smart solutions. From the start, we focused on creating playful, thoughtful designs with space-saving functionality—pieces that are both beautiful and practical.

What sets you apart from other kids' décor brands?

We create soulful designs

that feel warm, imaginative, and personal. By working with artisans and using handcrafted ceramics and eco-friendly cork, we preserve traditional skills while embracing sustainability. Each piece is designed with heart—not mass-produced—making it unique and rooted in slow living.

Why has the kids' lifestyle market boomed?

Parents now see children's spaces as investments in creativity and growth. Social media exposure

to global trends, rising disposable incomes, and access to better designs have fueled demand. Today, kids' rooms are imagined as inspiring sanctuaries rather than just functional spaces.

Have you faced gender bias as an entrepreneur?

Yes. In the early days, I wasn't always taken seriously, especially in areas like manufacturing or finances. But persistence and results eventually spoke louder than bias. Seeing Pinch of Pretty thrive is my way of breaking stereotypes.

With Pinch of Pretty, Shweta continues to champion slow design, Indian craftsmanship and the magic of creating spaces that spark joy.

Our festive offerings are designed to bring joy, color and charm into children's spaces, making the season even more memorable for families. And to make this season even brighter, we're offering a special 10% off on all festive orders with code FESTIVE10. A little extra joy, a little extra pretty this festive season is all about celebrating with love and imagination.*

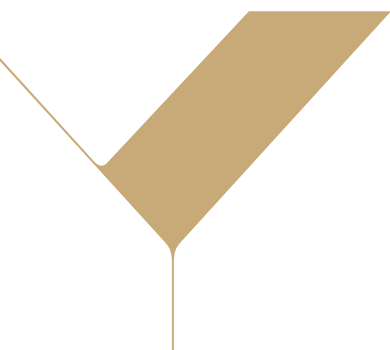
Featured



SONIKA KHURANA

REDEFINING DESIGN FOR THE EVERYDAY INDIAN HOME

Interior design in India is often misunderstood as a luxury reserved for the wealthy, yet **SONIKA KHURANA** has spent the last few years breaking that myth. An interior design content creator, educator and founder of **COLORAZA DESIGN SCHOOL**, Sonika has built a community of over a million followers by keeping design authentic and approachable. Known for her practical advice, honest storytelling and sharp eye for overlooked details, she has become a voice of change in an industry where aspirational aesthetics often overshadow real homes. With **FARVI WADHWA**, she shares her journey, shaped by motherhood, resilience and a vision for democratizing design, continues to inspire homeowners and aspiring designers alike.



You simplify design for the everyday homeowner. What do you think is the biggest design myth people still believe in and how do you bust it through your content?

There's a lingering myth that interior design is a luxury, something only the wealthy can afford. But that couldn't be further from the truth. I truly believe design should be accessible and reflective of one's personality, not one's bank balance. Another common misconception is the pressure to create a "perfect" home. In reality, homes are meant to be imperfectly perfect. Through my content I offer budget-friendly alternatives, easy-to-maintain ideas and design suggestions that are deeply personal. I'm also vocal about a growing issue: home shaming. Much like body shaming, it makes people feel inadequate for not fitting into aesthetic norms. My goal is to empower people to break free from those standards and embrace what feels right for them.

How do you foresee the future of interior design shifting in the next 5 years, especially with AI tools, Pinterest trends and increasing DIY culture?

We're heading toward a more self-aware and empowered generation of homeowners. AI, Pinterest and the rise of DIY culture are helping people better understand their preferences and what works for them. That's a positive shift. But while tools can inspire, they can't replace the depth a designer brings, understanding flow, function and emotion. I believe designers will take on more collaborative roles, co-creating with clients who are better informed. The future isn't about choosing between tech and professionals; it's about finding synergy between the two.

Coloraza began with bite-sized videos on color palettes and hardware—two overlooked design details. What's one underrated design element that can completely transform a space?

Lighting. It's always lighting. Most people treat it as a checklist item, a ceiling light here, a spotlight there. But lighting, when done intentionally, can dramatically elevate a space. From layering ambient, task and accent lights to adding a lamp with a dimmable LED, these small changes can create mood, highlight textures and make a room feel alive. It's one of the most transformative yet often overlooked elements of design.



I BELIEVE DESIGNERS WILL TAKE ON MORE COLLABORATIVE ROLES, CO-CREATING WITH CLIENTS WHO ARE BETTER INFORMED. THE FUTURE ISN'T ABOUT CHOOSING BETWEEN TECH AND PROFESSIONALS; IT'S ABOUT FINDING SYNERGY BETWEEN THE TWO.

From 800 followers to a million in just over two years—what do you think clicked with your audience? Was there a particular moment or video that changed everything?

Instead of only showing what looks good, I focused on why it works and how to make it happen. That shift in approach made a real difference. I've always been honest, even about the unglamorous parts like seepage, budget compromises or site mess-ups. That realness connected with people. I can't pinpoint a single viral video, it was the consistent value, relatability and practical mindset that helped me grow.

How do you manage the fine line between being an educator and a content creator in a space that's often trend-driven?

Honestly, I see content creation and education as byproducts of my primary work, designing homes. I don't chase trends; I respond to what people actually need. My content may appeal to a wider audience curious about interiors, while my courses go deeper for those serious about learning. That overlap is natural, but my goal in both remains the same: add value, stay practical and keep it real.









I TEACH TO ENERGIZE TO SPARK CREATIVITY

Social media can be unpredictable and sometimes harsh. How do you protect your creativity and mental peace from algorithm anxiety and unsolicited opinions?

I consume less than I create. That's been my biggest shield. Social media today can throw content at you, even the kind you didn't ask to see. That's when the comparison trap sets in. Of course, I have my low moments too, especially when I compare my posts to past performance. But I consciously return to my "why." I remind myself of the goals I've achieved through this platform, the community I've built, and the value I still offer. I focus on gratitude, not just growth metrics.

Your Humans of Bombay feature touched many hearts. How did motherhood and online criticism shape your resilience as a creator and entrepreneur?

Motherhood made me efficient. I no longer had the luxury of procrastinating or waiting for the perfect moment. I had to make things happen now. Taking my son to work wasn't a strategy, it was survival. It resonated with so many because it reflected the silent desire most mothers carry, to not choose between their child and their career. Of course, I faced criticism. Some said it wasn't ideal. But I believe we all have the right to choose what works best for us. If my story inspired someone to believe they too can balance both, that's enough for me.

“

I BELIEVE DESIGNERS WILL TAKE ON MORE COLLABORATIVE ROLES, CO-CREATING WITH CLIENTS WHO ARE BETTER INFORMED. THE FUTURE ISN'T ABOUT CHOOSING BETWEEN TECH AND PROFESSIONALS; IT'S ABOUT FINDING SYNERGY BETWEEN THE TWO.

A day in the life of Sonika—how do you balance shoots, course recordings, parenting, and still show up creatively every day?

Time blocking has saved me. I assign focused hours to different tasks and avoid multitasking during those blocks. I also track my creative highs and lows. On high-energy days I create; on lower-energy days I handle backend and mechanical work. I follow the 80-20 rule and celebrate small wins, which keeps me moving forward. Most importantly, I tune out negative noise. I'm clear on my goals and I don't let outside energy shake that.

What's one life lesson your son has unknowingly taught you that now reflects in the way you run Coloraza Design School?

Children live fully in the moment. They don't carry expectations or fear of judgment, they just create, enjoy and move on. That's what I try to channel into Coloraza Design School. I infuse joy and passion into my courses. I don't teach just to inform, I teach to energize, to spark creativity. And that's something I've learned from watching my son explore the world with curiosity and no fear.

ROOTED IN THE PHILOSOPHY OF LEARN. DESIGN. MANIFEST

What was the biggest gap you noticed in India's design education ecosystem that led you to create the Coloraza Design School?

There's a huge gap between theory and real-world design practice. Traditional education often skips the practical side, working with labor, dealing with on-site challenges, setting up a business, handling clients. Nobody talks about the actual market. That's the gap I wanted to fill. Coloraza Design School is where design meets reality. My mission is to bring street-smart design knowledge to aspiring designers, knowledge you don't find in textbooks.

Your courses range from color combinations to the business of design. What kind of transformation stories have your students shared that truly stayed with you?

Many students tell me, "No one talks about this." They're referring to the practical challenges, the unspoken truths, and the behind-the-scenes skills that aren't taught in formal education. Whether it's learning how to deal with tough site conditions or navigating design as a business, I've seen my students gain clarity and confidence. Some of them have even launched their own design practices or landed their first big projects after the course. That kind of impact stays with me.

“

ITS NOT JUST ABOUT INTERIORS BUT ABOUT BUILDING A CREATIVE BUSINESS WHILE NAVIGATING MOTHERHOOD, SOCIAL MEDIA, AND SELF-GROWTH. MY JOURNEY IS ROOTED IN THE PHILOSOPHY OF LEARN. DESIGN. MANIFEST. AND THAT'S WHAT I'LL CONTINUE TO STAND FOR.

You've already built a design empire from scratch. What's next—do you see yourself on stage, in colleges, or perhaps authoring a book on design for Indian homes?

Absolutely, all of the above. I'm working on expanding Coloraza Design School offline and planning to launch more in-depth online programs. I'm also writing a book on home wellness and design for Indian homes, which should be ready soon. And yes, I would love to speak at colleges and design events, not just about interiors but about building a creative business while navigating motherhood, social media, and self-growth. My journey is rooted in the philosophy of Learn. Design. Manifest. And that's what I'll continue to stand for. ✨



From bite-sized videos on color palettes to building one of India's fastest-growing design schools, Sonika Khurana is reshaping how we see and practice design. Her story proves that homes don't need to be flawless to be beautiful and that design becomes powerful only when it feels personal.

PHANI KIRAN SUNKARI



Redefining Laundry with FABO & Pristino

An engineer turned entrepreneur, Phani Kiran Sunkari has taken one of India's most unorganized sectors—laundry—and transformed it into a structured, tech-enabled and premium service industry. His career began in operational excellence and business transformation, where he mastered efficiency, scalability and leadership—skills that became the foundation of his entrepreneurial journey.

The turning point came from a personal struggle. Living away from family in the early days of his career, Phani realized how inconvenient and unreliable laundry services were in India. Unlike the West, where laundromats are an everyday convenience, here the system was fragmented, inconsistent and trust-deficient. That frustration made to choose the industry and later

“

Festivals are about new beginnings, fresh energy, and timeless traditions. At FABO & Pristino, we ensure your garments reflect the same spirit—fresh, vibrant and cared for with love.”

ventured into business with one store and later established FABO

What started as a single laundry store to understand customer needs has today grown into a network of 100+ outlets across 16+ states. FABO's franchise-first model empowers local entrepreneurs while ensuring consistent processes, technology integration and customer-first service.

Real-time tracking, standardized operations and reliable delivery have made FABO a name synonymous with convenience and trust.

But Phani didn't stop there. Spotting another gap, he launched Pristino, a premium brand for luxury garment care. With European multi-solvent machines, eco-friendly solvents and fabric-specific protocols, Pristino goes beyond cleaning—it preserves delicate couture, silks and designer wear with world-class precision.

Sustainability lies at the core of both brands, with eco-friendly solvents, reusable packaging, water- and energy-efficient machines and optimized logistics reducing environmental impact.

From tackling an everyday problem to scaling a nationwide franchise, Phani Kiran Sunkari has proven that even the simplest services, when backed by innovation, vision and technology, can redefine industries ✨

Redefining Luxury Through Sustainability

VIKASH GUPTA'S THREE-SIXTY LEATHER

IN a world where fleeting trends often overshadow timeless values, Vikash Gupta, founder of Three-Sixty Leather, has built a brand that stands for meaningful luxury. Rooted in sustainability and steeped in India's artisanal heritage, Three-Sixty Leather offers products that are not only elegant but also conscientious. In this exclusive conversation with Ramya Mishra, Gupta shares the philosophy, backstory and festive vision behind the brand.

What is Three-Sixty Leather's core brand ideology?

Our core ideology is rooted in sustainability. We encourage customers to choose meaningful, long-lasting gifts during the festive season rather than giving in to fleeting trends. Our handcrafted leather products are designed as a perfect blend of luxury and responsibility—made with care for the environment and a deep appreciation for ancient Indian craftsmanship.

What is the backstory behind Three-Sixty Leather's products?

Every piece from Three-Sixty Leather is built on three key elements: artisanship, ethical sourcing, and timeless design. When customers purchase our products, they're not only celebrating the festive season but also supporting a conscious lifestyle and the talented craftspeople who bring these creations to life.



HOW CAN CUSTOMERS CELEBRATE THE FESTIVE SEASON SUSTAINABLY?

We believe sustainability can be woven into every celebration. Some simple steps include:

- (A)** Choosing useful, long-lasting gifts that can be cherished for years—our heirloom home and living pieces are designed to be passed down through generations.
- (B)** Supporting local artisans and craftspeople to honor their skills and heritage.
- (C)** Rethinking packaging by using reusable boxes, fabric wraps, or eco-friendly

alternatives instead of single-use plastics.

(D) Celebrating mindfully by focusing on quality over quantity. Many of our home and office accessories are crafted from recycled leather and leather waste, ensuring that every person can play their part.

What is your personal philosophy as the founder of Three-Sixty Leather?

For me, festivals are about ideals, and luxury should be both classic and conscientious. Our handcrafted creations are designed to preserve the beauty of our planet

and make every occasion joyful. We want to encourage people to select gifts this holiday season that are meaningful, last for generations, and are either upcycled or recycled—yet remain rooted in tradition and carry a sense of duty to the future.

Through Three-Sixty Leather, Vikash Gupta reminds us that true luxury lies in thoughtfulness. By combining heritage craftsmanship with modern sustainability, the brand offers a way to celebrate festivals with not just grandeur, but with meaning and responsibility. ★



When customers purchase our products, they're not only celebrating the festive season but also supporting a conscious lifestyle and the talented craftspeople who bring these creations to life"



PR & The Festive Advantage

HOW COMMUNICATION TURNS BRANDS INTO CELEBRATIONS

Festivals in India are cultural milestones and commercial high points when emotions, aspirations, and spending soar. For fashion and lifestyle brands, PR becomes the force that ensures they stand out. Through storytelling, influencer collaborations, media visibility, and cultural resonance, PR transforms collections into experiences, creating both buzz and long-term loyalty. Here's how India's leading PR voices decode the festive impact.



YAMINI GOLA

Sr. PR Consultant

“PR is not just about creating a buzz, it's about creating meaningful connections that turn brands into experiences.”

In fashion and lifestyle, PR plays a vital role in shaping brand perception. During festive seasons, competition intensifies, and PR ensures relevance by aligning brand narratives with cultural celebrations. Through influencers, media engagement, and curated experiences, PR makes brands emotionally resonate with consumers. Beyond driving visibility, PR embeds brands into festive journeys, creating deeper connections and ensuring recall even after the celebrations end.



PALLAVI GOORHA

Founder & CEO
PG Communication

“PR is storytelling with purpose, not spin.”

PR builds aspirational brand narratives, driving visibility and credibility in lifestyle and fashion. During the festive season, it gains even more importance by amplifying launches, partnerships, and events through influencers and media. By aligning campaigns with cultural and emotional triggers, PR helps brands stand out, leaving lasting impact. This isn't just visibility—it's about creating strong consumer connections that extend beyond the festive season.



TASNEEM LATHIWALA

Co-Founder,
Shimmery Entertainment

“ PR is not about noise—it’s about creating meaningful conversations that leave a lasting impression.”

PR is the bridge between creativity and visibility, ensuring a brand’s story connects with the right audience. Especially during festive seasons, when emotions run high, PR amplifies presence and sparks meaningful engagement. By transforming campaigns into experiences, PR builds trust and loyalty that extend beyond celebrations. It doesn’t just spread awareness but shapes conversations, giving brands a distinctive place in consumers’ hearts and choices.

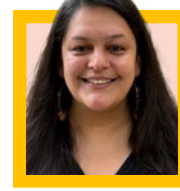


DR. PRACHETAN POTADAR

Founder, Stay Featured &
Pen Paper Prachetan

“ PR is the bridge between brands and hearts—it’s where stories spark trust and inspire loyalty.”

PR is more than publicity—it reveals the authentic story behind brands. During festive seasons, it deepens connections by highlighting culture, trust, and emotion. PR turns campaigns into memories, embedding brands in people’s celebrations rather than just promoting products. This thoughtful communication helps brands stand out in a crowded space, build stronger relationships, and shine as a trusted part of the festive experience.



RIDDHI SHARMA

Lead, PR & Integrated
Communications, Jajabor Brand
Consultancy

“ PR, in its purest form, is managing reputation—not gimmicks that harm credibility.”

Fashion and lifestyle brands thrive on aspiration, and PR is what drives it through subtle storytelling. From celebrity looks to influencer trends, PR builds discovery and desire. During the festive season, these moments become even more powerful. Effective PR strategies enhance visibility, build credibility, and strengthen long-term reputation. It’s not about short-term gimmicks but about nurturing consumer trust that lasts well beyond celebrations.



MIDAHAT ZAHRA KHAN

Founder,
MK Communications & PR

“ We don’t run after the spotlight, we create the stories that make it shine.”

PR is the quiet power behind shaping how people connect with entertainment and lifestyle brands. During festive seasons, every campaign, event, or launch becomes a chance to create cultural conversations. Strategic PR doesn’t just join celebrations—it defines them, leaving lasting impact. With the right stories, brands transform from participants into central figures of the season, sparking resonance that continues long after festivities end.



RATNAPRIYA BELWAL

PR Consultant

“ PR is about translating a brand’s purpose into stories that deeply connect—it thrives on empathy and creativity.”

PR creates trust, relevance and recall by placing brands in meaningful conversations. The most effective campaigns are not the loudest—they’re the ones that resonate. During festive seasons, PR helps brands cut through the noise with creative, authentic, and emotional storytelling. By doing so, it ensures that brand messages feel genuine, connect with audiences, and leave a lasting impression that continues beyond the celebrations.



ABHINAY KUMAR SINGH

MD & Founder,
Adcraft Communications

“ PR is not about noise; it’s about trust and relationships that last longer than campaigns.”

PR is crucial in helping fashion and lifestyle brands shine during festive peaks. With emotions and shopping at their highest, PR builds awareness, trust, and aspiration. By sharing stories and connecting emotionally, PR creates visibility that turns into stronger sales and long-term loyalty. More than hype, it’s about building brand equity that lasts, ensuring festive buzz translates into meaningful relationships with consumers.



KARISHMA H JAIN

Co- Founder,
Offbeat Media

“ We help brands find their voice and make it heard.”

PR gives fashion and lifestyle brands their unique voice, shaping identity beyond advertising. During festive seasons, PR strategies create cultural resonance by combining collaborations, media features, and curated experiences. This approach builds credibility and emotional connection with consumers, ensuring not just seasonal attention but long-term loyalty. By helping brands tap into festive moments authentically, PR drives meaningful engagement that resonates well beyond promotions.



NAVITA MANTRI

Co-Founder,
Blurb Communications

“ PR is about finding a brand's true voice and sharing it with clarity.”

Festive PR is about authenticity and visibility. Rather than focusing on discounts, PR ensures brands gain credibility through trusted channels—features, guides, and stories that resonate with culture. By weaving nostalgia, roots, or modern traditions into messaging, PR creates authentic connections. Credibility is strengthened when respected voices carry the story, helping brands stand apart in a crowded festive market. That's how PR sustains trust.



SONALIKA PAWAR

Founder,
Bold & Beyond

“ We don't just communicate; we champion brands and craft experiences that last.”

At Bold & Beyond, PR means crafting authentic brand stories rooted in identity and values. For fashion and lifestyle brands, the festive season demands a holistic approach—combining media, influencers, campaigns, and events. PR doesn't just create buzz, it builds trust and emotional resonance. By celebrating uniqueness, PR strengthens cultural and consumer connections, ensuring festive campaigns leave lasting impact both commercially and culturally.



SIDDHARTH SHARMA

Founder & CEO,
Foundations PR

“ PR is the cornerstone for lifestyle and luxury brands—crafting aspirational narratives that resonate.”

PR crafts compelling narratives that amplify lifestyle and fashion brands, particularly during festive seasons when new launches are highlighted. By leveraging storytelling, influencer tie-ups, and strategic media engagement, PR boosts visibility and aspiration. Done well, it creates prestige and loyalty that set brands apart in crowded markets. Beyond sales, PR builds cultural and emotional resonance, helping brands connect deeply with their most discerning audiences.



SAYONNEE GHAI

PR Advocate & Director,
SG PR and Strategic
Communications Advocacy

“ True PR doesn't chase trends—it creates timeless relevance.”

PR amplifies stories that matter, helping fashion and lifestyle brands shape perception and build recall. During festive seasons, when choices multiply, PR ensures credibility and authenticity set brands apart. By focusing on collaboration and unique voices, PR highlights what makes a brand meaningful. It's not about chasing momentary trends, but about creating relevance that endures, ensuring brands remain timeless beyond festive noise.



TANYA SWETTA

Co-Founder & CEO,
id8 Media Solutions

“ The North Star of PR is integrity, quality, and constant innovation—transforming how we stay true to our customers, no matter how vast the landscape”

PR isn't an accessory—it's the engine of influence. It takes brand intention and turns it into cultural presence by building trust, stirring desire, and placing brands at the center of conversations. At id8, PR isn't just seasonal—it's a continuous, strategic process. Festive seasons simply unlock bolder creativity, weaving brand stories into culture and creating emotions that last well beyond the celebrations.

Festive seasons are the ultimate stage for fashion and lifestyle brands. PR is the storyteller behind the spotlight—shaping trust, building aspiration and creating cultural relevance. As industry leaders show, PR is not about short-term noise but about resonance and authenticity. When done right, PR transforms festive campaigns into lasting brand legacies.



Draping Heritage, Weaving Celebrations with **BANARSI GATHRI**

BANARSI GATHRI is not just fashion—it is a celebration of tradition, festivity and timeless artistry. Born from the vision of Binita Debuka in Jamshedpur, the brand draws its soul from an heirloom Banarasi saree—reimagining the magnificence of India's textile heritage for today's discerning woman.

Every Banarsi Gathri creation is a celebration in itself—handwoven silks from Banaras, vibrant bandhej from Kutch to timeless block prints from Jaipur—all brought together with delicate hand-finishing at our in-house atelier, KariGhar 24. Each sari, dupatta or ensemble is more than fabric; it is a living heirloom, shimmering with zari, adorned with motifs that whisper centuries-old stories and crafted to embrace the spirit of modern festivities.

This season, step into a world of luminous silks, intricate weaves and ensembles that echo the joy of



I believe fashion should not just adorn but empower—Banarsi Gathri is about giving every woman a chance to wear her roots with pride and elegance
– **Binita Debuka, Founder & Designer**



weddings, the warmth of togetherness and the sparkle of celebration. From intimate rituals to grand festivities, Banarsi Gathri drapes you in heritage that feels alive—crafted with care, devotion and artistry.

At its heart, Banarsi Gathri is about people. Every stitch carries the soul of artisans, every weave reflects culture, and every piece is personalized to your story. When you wear Banarsi Gathri, you don't

just dress up—you adorn yourself in centuries of tradition, woven into modern elegance.

Banarsi Gathri – Where every weave is a festival and every drape a legacy. ✨

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THE MAESTRO INDIA

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UNLEASH WITH

Anilesh

THE MINDFUL MAESTRO

Unleash with ANILESH

From balancing stones in flowing rivers to creating rhythm in vibrant drum circles, Anilesh Khare is redefining how we connect with ourselves, with others, and with nature. A two-time award-winning experiential facilitator, recognized by the Telangana Government, Anilesh has spent over three decades exploring the intersections of learning, creativity, and transformation.

Now calling Uttarakhand his new home, he brings with him unique practices like Rock Balancing, Sound Healing & Chakra Balancing, and Community Drum Circles, offering spaces for people to pause, reflect and rediscover life's natural flow. His journey is not just about art or rhythm – it's about celebrating mindfulness, harmony and community in their purest forms. **AN EXCLUSIVE CONVERSATION WITH FARVI WADHWA**

Rock Balancing Art is still a rarity in India, with very few practitioners and mentors. What first drew you towards this unique art form, and how did you begin your journey?

I was first drawn to Rock Balancing while watching a naturally occurring phenomena in Mahabalipuram, Tamil Nadu, called "Krishna's Butterball", where a huge boulder is balanced on a slanting rock face and that led me to its sheer simplicity and silence. It's just you, nature, and a few rocks – no tools, no noise, no distractions. I began experimenting during one of my retreats, and what started as a playful attempt soon became a meditative practice. Each balance felt like a dialogue with nature, where patience and stillness guided the outcome. Over time, I realized that it wasn't about creating an art piece, but about creating a connection – both with the environment and with my inner self. That's when my journey truly began.



**THROUGH
BALANCE
AND
RHYTHM,
I WANT
PEOPLE TO
REDISCOVER
THE JOY
OF BEING
PRESENT**

Balancing rocks seems like a test of both patience and precision. What kind of mindset or meditative practice does it require, and how has it shaped your approach to life?

Balancing rocks teaches you surrender. It's not about forcing the stones into place, but about finding their natural point of stillness. This requires deep focus, patience, and acceptance – because not every attempt will succeed. Over time, this practice has shaped my approach to life by teaching me resilience, presence, and balance in the truest sense. Just like rocks, life also finds its equilibrium when you let go of control and tune in to the flow. Another experience is that each balance is "Here Now and Gone Later", which reflects on the truth of life that like the balance, the life is

impermanent and that realization helps one practice detachment.

In a country where traditional art forms dominate, how have people responded to Rock Balancing Art, and what challenges do you face in promoting it here?

People are often fascinated when they first see Rock Balancing. Some view it as art, others as meditation, and some as an unusual curiosity. The biggest challenge is awareness – most people don't know that this form exists, or they think it's "impossible" until they try it themselves. Promoting it in India means not just showcasing the beauty of the balance, but also helping people understand the deeper meaning behind it: mindfulness, patience, and harmony with nature. Slowly, I see curiosity turning into appreciation.



You are also a drummer, now planning to start a drumming circle in town. How do you envision this initiative, and what role do you think rhythm and community play in healing and creativity?

A drumming circle, for me, is a space where people can let go, connect, and rediscover their own rhythm. In today's fast-paced world, many of us are disconnected

from community and from ourselves. Drumming together creates a sense of belonging – it's a primal language that transcends words. Rhythm has the power to heal, to energize, and to bring joy. I envision the Dehradun drumming circle as a vibrant community space where people of all ages can come together, play, and feel the collective pulse of unity.



**ROCK
BALANCING
IS LESS
ABOUT
CREATING
ART AND
MORE ABOUT
CREATING
CONNECTION**

Both rock balancing and drumming are deeply rhythmic in their own way— one with nature's elements, the other with musical beats. Do you find a connection between the two art forms in your personal practice?

Absolutely. Rock Balancing is about finding rhythm in stillness, while drumming is about expressing rhythm through movement. At first, they may seem like opposites, but both demand presence, flow, and alignment – with yourself and with your surroundings. In a way, balancing a rock tower feels like tuning into the same vibration as drumming with a group. Both remind me that rhythm is everywhere: in silence, in sound, in balance, and in life itself.

Looking ahead, what are your aspirations for bringing Rock Balancing Art and drumming into the community, and how do you hope they will impact people's lives?

My aspiration is simple – to create experiences that help people pause, reflect, and reconnect. With Rock Balancing, I want people to experience the joy of stillness and the power of patience. With drumming, I want them to feel the energy of rhythm and community. Together, these practices can bring both grounding and expression – qualities we all need in our lives. I hope they inspire people to embrace balance, celebrate creativity, and rediscover the simple joys of being present in the moment. ✨



TRA ILB *of* LAZ ERS

UTTARAKHAND

STORIES OF CREATIVITY, HEALING & ENTERPRISE

From the heart of the Himalayas, a new generation is bringing the soul of Uttarakhand to center stage. In art, wellness, business, craft, and cuisine, these personalities are painting a vivid portrait of resilience, tradition, and innovation. Get ready to meet the creative spirits who are transforming their dreams into legacy.



Jeeva Rawat

The Little Star of Uttarakhand



A LITTLE SPARK OF JOY,
DANCING THROUGH LIFE
WITH PASSION, POSITIVITY,
AND ENDLESS DREAMS."

➔ At just 6.5 years old, Jeeva Rawat is winning hearts with her love for dance, food and storytelling. On Instagram, she shares Garhwali and trending dance reels, fun food vlogs and travel snippets that highlight the beauty of Uttarakhand. From magical landscapes to the warmth of its people and the flavors of pahadi street food, Jeeva captures it all with innocence and charm. Through her videos, she spreads joy while proudly showcasing her homeland's culture and simplicity.



Tarannum Usmani

Captivating Strokes of Nature

“ I DREAM OF PAINTING, AND THEN I PAINT MY DREAM.”
– VINCENT VAN GOGH

→ Through every brushstroke, Tarannum Usmani honors Uttarakhand's Himalayan majesty and rivers alive with spirit. A self-taught artist from Dehradun, her canvases reflect not just scenery, but the purity and resilience of her land and people. Tarannum travels India with her art, hoping her work inspires a reverence for nature's harmony and encourages its preservation.

Richa Karanwal

Ashima's Alankaar of Elegance

“ ASHIMA'S ALANKAAR IS MY DREAM WOVEN WITH UTTARAKHAND'S VALUES.”

→ Richa Karanwal's creations in Ashima's Alankaar aren't just jewellery but an affirmation of culture, authenticity, and grace. Every piece reflects the virtues of Uttarakhand – simplicity, beauty, and belief in women's empowerment. Through her creative vision and personal conviction, Richa turns ideas into ventures, dreams into reality.



Priya Gulati

Empowering Women Through Enterprise

“ GIVING WOMEN ENTREPRENEURS OF UTTARAKHAND THE LIMELIGHT – AND A STAGE TO GROW.”

→ Priya Gulati journeyed from crime journalism to entrepreneurship, launching BAGIT Consulting Group and Tejasvani Business Association & Charitable Trust. Her platforms empower women – from branding to market access for artisans and farmers. Priya's leadership is synonymous with opportunity, dignity, and elevating local talent, preserving both social and economic well-being.



Zoyad

Styling Legacies, Shaping Futures

“ EVERY TRANSFORMATION IS ABOUT BRINGING INDIVIDUALITY, NOT CHASING TRENDS.”

→ A third-generation hairstylist and owner of Zoyad Sylvie Salon, Zoyad carries forward his family's 60-year legacy while redefining hair artistry in Uttarakhand. Trained in advanced techniques from the U.S., Italy, Spain and Dubai, he specializes in transformations, color and treatments that meet global standards. His vision is to make Dehradun a hub for world-class styling and education, training future professionals who can shine across India and beyond. For Zoyad, every hairstyle is more than beauty – it's individuality, confidence and pride in his homeland.



Did You Know?

- Project Laal has impacted thousands of women in rural villages across Uttarakhand with affordable menstrual solutions.
- Little Lamps uses upcycled pine wood – reducing waste and conserving local resources.
- Zion Fragrance's products have reached over 20 countries, blending Uttarakhand's spirit into each bottle.



Avrati Raturi

Zen Wellness, Redefining Healing



"I BLEND TRADITION WITH TRANSFORMATION."

→ Avrati Raturi's Zen Wellness fuses yoga, art therapy, and holistic healing to freshen lives. Champion of Project Laal, she transformed menstrual health in rural India. With accolades at Miss Uttarakhand, stints at global brands, and HPAIR at Harvard, Avrati's story is one of bridging worlds, elevating personal growth, and advocating for equity through storytelling and transformation.



Nalini Trikha Taneja

Healing with Heart and Hand



"HEAL THE WORLD AFTER YOU ARE HEALED FULLY."

→ As a multidisciplinary healer, Nalini Trikha Taneja channels energies, blends holistic remedies, and crafts spiritual products under Mohana Makes. Her therapies nurture balance, using Reiki, massage, gemstones, and aromatics to restore emotional and physical well-being. Nalini's holistic approach is about guiding others toward harmony and wholeness.



Hassan Ali

Capturing Uttarakhand as a Feeling



"BECAUSE UTTARAKHAND IS NOT JUST A PLACE – IT'S A FEELING."

→ For Hassan Ali, photography is more than visuals – it is storytelling. Through his lens, he captures the essence of Uttarakhand as a feeling, not just a destination. From Landour's misty lanes to quiet resorts and bustling cafes, Hassan reveals the state's beauty, lifestyle, and untold stories. His content creation bridges the hills with the world, ensuring Uttarakhand's charm is experienced globally.



Ashish & Blessing

Zion Fragrance of Sophistication



"MADE WITH LUXURY, WORN WITH PRIDE."

→ Ashish and Blessing's Zion Fragrance celebrates individuality with perfumes inspired by timeless archetypes and handcrafted sophistication. Delivering over 10,000 orders worldwide, and now extending into luxury candles, they raise Uttarakhand's name in the world of elegant gifting and sensory delight.

Gokul Parvinda

Amplifying Uttarakhand's Creative Pulse

“CREATING BEATS, BUILDING BRANDS, AND AMPLIFYING THE VOICE OF THE HILLS.”

→ Advocate at the Delhi Bar Association and founder of Gary Gang Dehradun, Gary Gokul Parvinda is transforming the state's creative landscape. Established in 2022, Gary Gang operates as a marketing and advertising agency for music concerts, clubs, NGOs, and more, while also functioning as a music production house. Rooted in Dehradun, the team combines artistry with strategy to put Uttarakhand on India's cultural map. Very soon, they will also launch their own unisex clothing brand, merging fashion with the spirit of the hills.



Sahil Akram

A Creator at Sea and Beyond

“THE SEA TEACHES RESILIENCE, BUT THE HILLS TAUGHT ME STRENGTH.”

→ Merchant Navy officer and content creator Sahil Akram proudly represents Uttarakhand's spirit of resilience and hard work. Sharing stories of life at sea, career insights, and motivational lessons, he inspires young people to dream beyond boundaries while staying rooted in their culture. Through his journey, Sahil showcases how Uttarakhand nurtures global achievers who carry forward its simplicity, strength, and values, wherever life may take them.



Mona's Kitchen

The Soulful Taste of the Hills

“ROOTED IN TRADITION, FLAVORED WITH PASSION.”

→ Mona's Kitchen is more than biryani – it's a celebration of Uttarakhand's warmth and values through authentic ingredients and methods. Every dish narrates a story of the hills, aiming to heal the soul while feeding both body and heart, keeping the wisdom of the land alive in every serving.



Kamya Baranwal

Illuminating Traditions Sustainably

“LITTLE LAMPS GIVES WINGS TO MY CREATIVITY AND CARRIES FORWARD UTTARAKHAND'S VALUES

→ From Almora, Kamya Baranwal's Little Lamps reimagines eco-friendly lighting by upcycling pine wood and embedding ancient Aipan art. By blending sustainability, culture, and creativity, Kamya shares a piece of Uttarakhand's harmony and simplicity with the world.

Uttarakhand's trailblazers do more than excel in their fields; they bring harmony, resilience, and beauty to the world – painting, healing, empowering, and serving. Each story featured here is a call to cherish the land's virtues and let its spirit shape lives globally. In Uttarakhand, passion finds purpose – and every purpose becomes a legacy. ★

RESILIENCE, DEVOTION, FREEDOM

NAMRATA RAI

on the Essence of Kathak

Namrata Rai is an internationally acclaimed Kathak exponent, celebrated for her powerful stage presence

and her ability to weave narratives through rhythm, expression, and silence alike. Trained rigorously in the classical tradition yet

unafraid to experiment with contemporary themes, she has taken Kathak to global audiences while remaining deeply rooted in its spiritual

and cultural essence. For her, dance is not just performance—it is dialogue, meditation and celebration.



Photograph by Rashmi Choudhary

Kathak is as much storytelling as it is rhythm—when you dance, what story do you feel you're telling the audience?

Every movement, glance, and pause in Kathak is imbued with meaning, transcending mere rhythm. The story that I share changes depending on my mood and the moment. The “story” isn’t always linear; it can be a mythological tale, an emotion, a philosophy, or simply a dialogue with the audience where you invite them to feel joy, playfulness, heartbreak, surrender or resilience, using abhinaya (expression) as your language.

“

I don't just perform—I feel as though I become part of the celebration”

Even within abstract nritta (pure dance), your energy, rhythm, and body language tell the audience something about your state of being—as if the bols and footwork mirror the heartbeat, the cycles of breath and the endless play of time.

Beyond technique and training, what personal emotion do you channel into your performances that makes them uniquely yours?

Beyond the training, I bring my own inner landscape into my Kathak—the desire to connect, whether with the story, the audience or something beyond myself. That yearning gives depth to even the simplest movement. What I truly channel is joy. That joy is what makes the performance feel alive.

How do you balance preserving the purity of classical Kathak with exploring modern expressions of the art form?

For me, the grammar of Kathak—the taal, abhinaya and storytelling—remains the anchor. When I explore modern themes or collaborate across genres, I carry that foundation with me. Innovation then feels like a dialogue, not a departure.



Photograph by Rashmi Choudhary

What is one moment on stage that has stayed with you and continues to inspire your practice?

There was a concert in Florence, Musica Dei Popoli, where, after a long sequence of fast footwork, I paused in complete stillness. The audience was silent—yet I felt every gaze, every breath connected. That moment taught me that Kathak isn't only in movement; it's in silence too. I carry that lesson into every practice.

If you could describe Kathak in just three words

that go beyond “dance” and “tradition,” what would they be?

Resilience. Devotion. Freedom.

Festivals in India are incomplete without music and dance—how does Kathak, with its rhythm and storytelling, bring alive the spirit of celebrations for you?

The whirl of spins reflects the joy of togetherness, the sparkle of ghungroos, and the dialogue between the dancer and the tabla mirrors the spirit of the festival. When I dance

Kathak at a festival, I don't just perform—I feel as though I become part of the celebration itself, stepping into timeless tradition while rejoicing in the present.

For Namrata Rai, Kathak is more than performance—it is connection, silence, rhythm and emotion all interwoven into one. Through her art, she reminds us that Kathak is not only about tradition but also about freedom and dialogue, constantly alive in every beat, every pause and every gaze. ✨

SHAKTI KA UTSAV

A Grand Salute to Womanhood, Empowerment & Social Change, by **Farvi Wadhwa**



Tejaswini Charitable Trust celebrates three impactful years with Jaya Prada and 47 trailblazing women in the spotlight. In an era where the voice of empowered women is shaping communities and rewriting societal narratives, Tejaswini Charitable Trust helmed by Priya Gulati celebrated its third anniversary with a landmark event Shakti Ka Utsav at Hotel Clarks Inn, Patel Nagar, Dehradun.

The occasion was more than just a milestone; it was a vibrant tapestry of strength, resilience and the

transformative power of collective womanhood. The event was graced by iconic actress and former Member of Parliament, Jaya Prada, who brought glamour, gravitas and heartfelt words to the celebration. Speaking passionately about the power of women-led initiatives, she said: "It is a great honor for me to be in Dehradun and be a part of Tejaswini Charitable Trust's 'Shakti Ka Utsav.' Watching women being honored for their contributions and achievements is a deeply moving experience. The work being done by the Tejaswini Trust is a true inspiration for women across the

country. This is not just a movement—it's a social revolution."

AND A REVOLUTION IT IS

From launching initiatives that uplift rural women to creating platforms for skill development and entrepreneurship, Tejaswini Charitable Trust has, over the past three years, established itself as a force of purposeful change. The event captured this impact beautifully with the premiere of a short documentary chronicling the Trust's journey Shakti Ka Utsav touching hearts and igniting inspiration.



INTRODUCING "SHAKTI SUTRA"

Taking their mission a step further, the Trust launched "Shakti Sutra", a new initiative designed to provide women with access to economic opportunities, mentorship, and community-based support systems.

The program aims to nurture women's leadership in both grassroots and urban contexts.

TEJASWINI EXCELLENCE AWARDS 2025

One of the most stirring segments of the evening was the Tejaswini Excellence Awards, where 47 remarkable women were honored

for their contributions across diverse sectors – from education and healthcare to social service, entrepreneurship, arts and advocacy.

Some of the shining names included: Manisha Agnihotri, Priya Khurana, Shubhi Sisodia, Smriti Batta, Komal Bhatra, Acharya Varsha Matta, Dr. Isha Batra, Leena Sachdeva, Sarika Pradhan, Kiran Singh and many more – each a beacon of inspiration, courage and service.

Their stories were not just celebrated; they were amplified to inspire hundreds of others to rise, lead, and bring about change.

A Dignified Gathering of Change-Makers. The event drew distinguished dignitaries and community leaders including:

DR. FAROOQ

Chairperson
Himalaya Wellness Company

D.S. MAAN

Chairperson
Doon International School

DR. GEETA KHANNA

State Minister
Child Protection
Commission

MRS. VINOD UNIYAL

State Minister
Entrepreneurship
Govt. of Uttarakhand

RAVINDRA SINGH ANAND

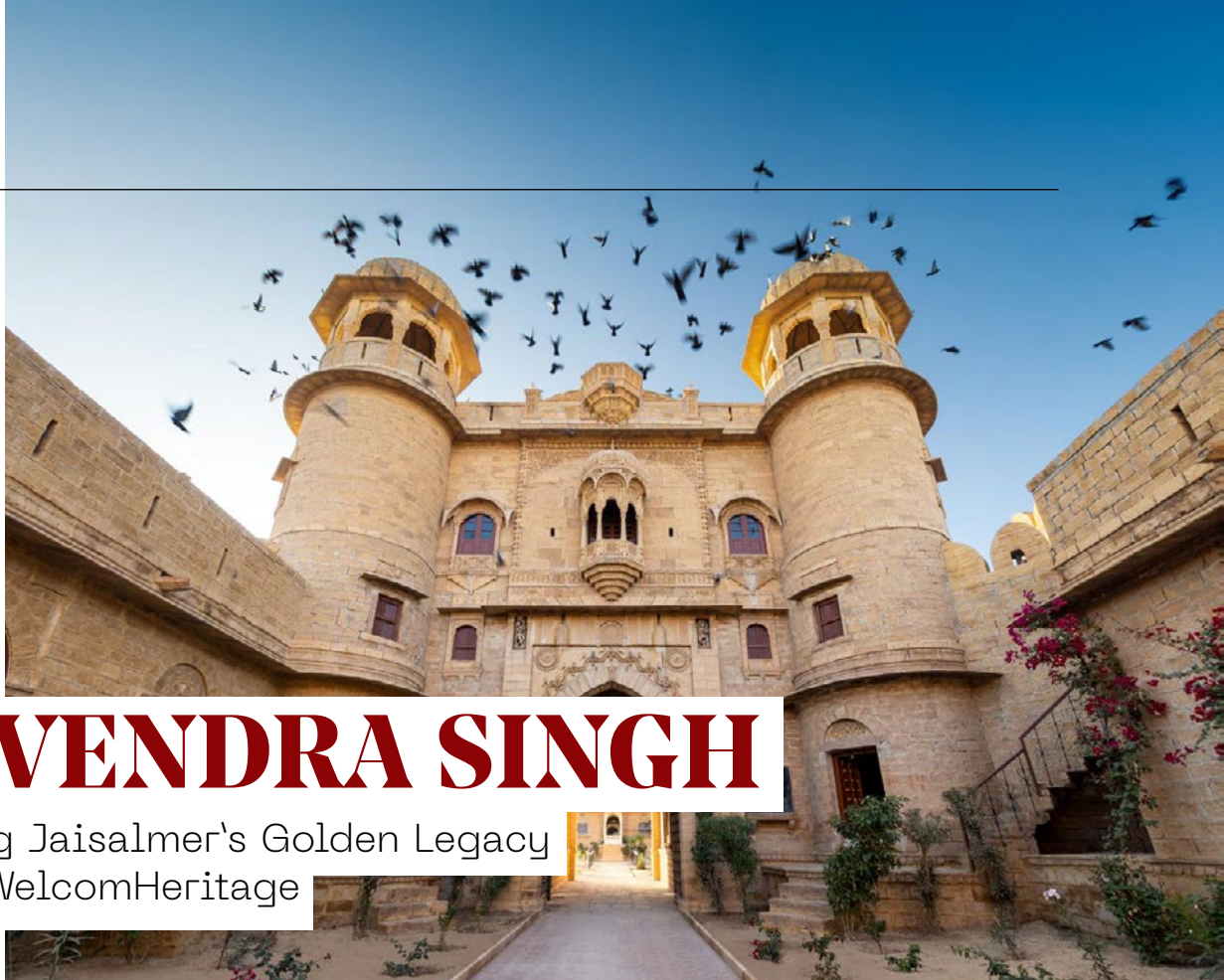
Former State Minister

A Festival of Strength, Sisterhood, and Social Impact

As the evening drew to a close, what lingered was not just the applause or the accolades, but the shared spirit of solidarity, the unspoken vow to uplift one another, and the unwavering commitment to continue building a future led by empowered women.

In every speech, award and initiative, Tejaswini Charitable Trust reminded us of one truth – when women rise, the world transforms.

Here's to the Shakti, the Sutra and the unstoppable spirit of change. ✨



SHIVENDRA SINGH

Preserving Jaisalmer's Golden Legacy
Through WelcomHeritage



Known as the custodian of Jaisalmer's regal legacy, **Shivendra Singh** helms three distinguished **Welcom Heritage properties—Mohangarh Fort, Mandir Palace, and Kalyan Bhawan**. Blending heritage with modern hospitality, he offers travellers an authentic gateway into the Golden City's culture, architecture, and traditions. In this interview with Dicky Motiwale he reflects on Jaisalmer's enduring charm and his vision for the future of heritage tourism.

Jaisalmer is often called the "Golden City" of India. How do you think the city's heritage, culture and landscape continue to attract travellers from India and abroad?

Jaisalmer is a truly magical city, drawing its charm from a powerful blend of history, culture, and nature. The city's soul is in its people, who are deeply connected to its rich heritage. The cultural scene is dominated by vibrant folk music, a unique selling point for Jaisalmer, which captivates tourists with its enchanting melodies. The city's stunning temples, forts, and havelis are a testament to its architectural splendor, adorned with intricate carvings and ornate designs that are unparalleled across India.

From the beauty of the sand dunes to the serene waters of Gadisar Lake and other oasis, the landscape is a character in itself. Guests are not just sightseeing; they are immersing themselves in the folklore and traditions of the region, whether it's through a desert safari, a camel ride, or an evening with local folk music under the stars. The city offers a complete sensory experience that brings its golden history to life.

You own three WelcomHeritage properties in Jaisalmer. Could you share what makes each property unique and how they together showcase the essence of Jaisalmer's hospitality?

Each of my three properties offers a distinct facet of Jaisalmer's hospitality, and together, they provide a holistic experience of the region.

WelcomHeritage Mohangarh Fort is the last built fort in India, completed in 1944. Located about 60 km from the main city, it is a serene oasis for those seeking tranquility. Its stunning amalgamation of yellow sandstone, white Italian marble, along with unique experiences like stargazing, customized fort tours, wellness experiences, and village safaris, makes it a perfect royal getaway. It represents the quiet luxury and grandeur of the desert, coupled with gourmet cuisine in a regal setup that teleports one to a surreal world.

WelcomHeritage Mandir Palace, on the other hand, is a centrally located architectural masterpiece.

It's a living home where my family and I still reside, and our collections of antiques and cherished memories can be seen displayed in the Mandir Palace Hotel and Museum, which were inherited from my late grandfather, Maharaj Hukum Singh Ji. Its intricate design and prime location near the Jaisalmer Fort, which is the only living fort in the world, allow guests to experience city's living history.

WelcomHeritage Kalyan Bhawan, a former residence of Maharawal Jawahar Singh Ji, is in the heart of the walled city. It's the perfect choice for guests who want to be immersed in the energy of Jaisalmer. While it has been refurbished to meet modern needs, it retains its original art deco style and charm, providing a cozy and authentic experience of staying in a traditional haveli. Together, they offer a spectrum of experiences—from the tranquil luxury of a desert fort to a truly immersive heritage stay in the heart of the city.

In recent years, travellers' preferences have shifted towards immersive experiences and boutique stays. How have you adapted your properties to meet these evolving expectations?

We've embraced this shift by focusing on creating authentic, personalized experiences rather than just providing a place to stay. For us, it's about storytelling. We've enhanced our offerings to include activities that connect guests with the local culture. This includes guided heritage tours of the properties, traditional Rajasthani cuisine, and intimate evening programs with local folk artists and musicians. At WelcomHeritage Mohangarh Fort, we offer exclusive experiences like guided safaris to nearby temples, which go beyond the typical tourist trail.

In response to the growing interest in royalty and heritage, we have also established a small museum at Mandir Palace, where guests can view a collection of royal heirlooms. We ensure that our staff, many of whom are from the local community, are not just service providers but also storytellers who share their personal insights and connections to the region.

What changes have you observed in the mindset of guests today compared to a decade ago, especially in terms of sustainability, cultural exploration, and luxury?

The mindset of today's guests has changed significantly. A decade ago, luxury was often defined by opulence and extravagance. Today, it's about conscious consumption and



authenticity. Guests are more aware and actively seek out sustainable practices. They appreciate initiatives like water conservation, local sourcing of food, and supporting the artisan community, which are all practices we have long integrated into our operations.

There is also a much greater desire for cultural exploration. Guests no longer want to just see monuments; they want to understand the culture, the folklore, and the history behind them. They want to engage with the local community, which is why we've placed such a strong emphasis on providing these authentic, immersive experiences.

With the rising trend of staycations and festival getaways, how are your properties creating unique experiences for guests who wish to celebrate in Jaisalmer?

Staycations and festival getaways are a fantastic way for us to showcase Jaisalmer's festive spirit. We curate special packages for major Indian festivals, transforming our properties into celebratory hubs. Celebrations are not restricted to festivals; a celebration should take place for every guest who is waiting to curate his experience into a celebration of a lifetime. Understanding the specific needs helps us customize itineraries to meet guest needs.

We are creating a truly festive

atmosphere with traditional decorations, special themed dinners featuring local delicacies, and live music. We also organize activities like folk dance performances to allow guests to celebrate with us. For staycations, we offer exclusive wellness retreats and culinary experiences, providing a relaxing yet engaging break from daily life without the need for extensive travel.

How has being associated with WelcomHeritage added value to your properties, and what does this partnership mean for the future of heritage tourism in Jaisalmer?

The partnership with WelcomHeritage has been invaluable. As a brand, WelcomHeritage is synonymous with preserving and promoting India's heritage. Their commitment to authenticity and quality aligns perfectly with our own philosophy. The association provides us with a wider platform and a robust network that helps us reach a discerning audience that values genuine heritage experiences. It also provides us with a framework for maintaining the highest standards of hospitality. For the future of heritage tourism in Jaisalmer, this partnership is crucial. It ensures that the unique stories and architectural marvels of the region are not just preserved but also celebrated and shared with travelers from around the world in a way that is both authentic and sustainable. ✨

CASA BACARDÍ ON TOUR

SET TO BRING ADITYA RIKHARI LIVE TO DEHRADUN THIS OCTOBER



Mahesh Kanchan, Marketing Director at Bacardi India Pvt Ltd, shared his thoughts on the upcoming event:

"Aditya's music represents everything CASA BACARDÍ stands for—vibrant, real and rooted in bringing people together. His sound deeply resonates with Gen Z and Dehradun will be the perfect stage for that connection to shine."

Over the past five seasons, Casa BACARDÍ On Tour has become one of the most popular live music experiences in Tier 2 and Tier 3 cities. The platform has hosted some of the country's biggest names including Lucky Ali, Amit Trivedi, Nucleya, Ritviz, Anuv Jain, KING and Talwinder. With its powerful stage production and immersive atmosphere, it has attracted tens of thousands of fans on-ground while reaching millions more online.

Akshat Kumar, co-founder of WMS Entertainment, which has been steering the creative side of Casa BACARDÍ On Tour, said, "This year we are expanding the tour to 10 cities. The goal is to keep raising the bar for live entertainment by offering world-class production, a diverse line-up and unforgettable experiences for audiences."

As the tour enters its fifth season, Dehradun will be one of the first cities to experience its biggest edition yet. More than a concert, it promises to be a collective celebration of music and connection.

Dehradun is all set for one of its biggest musical nights as Casa BACARDÍ On Tour makes its way to the city with singer-songwriter Aditya Rikhari headlining the show. BACARDÍ Experiences has announced that Casa BACARDÍ On Tour will arrive at the Mall of Dehradun on October 4, 2025. Known for curating unforgettable live music experiences across the country, the tour promises an evening packed with soulful performances, vibrant energy and the signature celebratory spirit that defines CASA BACARDÍ.

The spotlight of the night will be on Aditya Rikhari, one of the fastest-rising names in the Indian indie-pop scene. With heartfelt lyrics and a contemporary sound, Rikhari has quickly built a loyal fan base. His journey from small indie stages to nationwide tours is a story of authenticity and music that speaks directly to the heart.

Date
OCTOBER 4, 2025

Venue
MALL OF DEHRADUN

Headliner
ADITYA RIKHARI

Tickets are
NOW LIVE ON DISTRICT



CARATLANE
A TATA PRODUCT

Eternity

Luxury, woven in brilliance





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Zighrana offers handcrafted attars, perfumes, and essential oils that are more than just scents — they are experiences, steeped in tradition and emotion.

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memory.



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