

VOL I Issue 8  
DECEMBER 2021



# NAINEN

the woman

A Monthly Digital Magazine



'TIS THE  
SEASON  
TO BE JOLLY

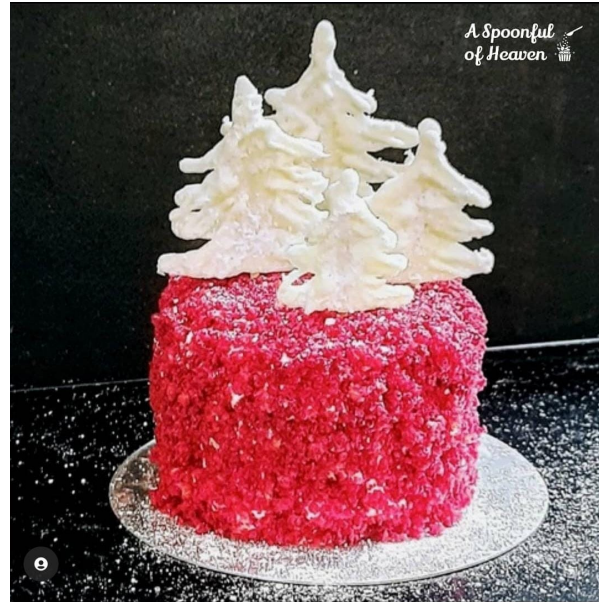
# TABLE OF CONTENTS

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Editor's Note	04
Book Section	06
Expert Speak - Bhamini Subramaniam	10
Cover Story	18



Profile - Regalo	25
Success Story - Semoni Shah	28
Brand Story - A Spoonful of Heaven	31



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Photo Feature	33
Christmas in London	39
Brand Story - Flea India	42
Success Story - Tinaa K Mutreja	54



**NAINEN VOL. I ISSUE 8  
DECEMBER 2021**

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**NAINEN**

**A MONTHLY DIGITAL MAGAZINE  
FOR WOMEN**

# NAINEN – THE WOMAN!

*“tis the season to be jolly”*

Christmas celebrates Jesus Christ's birth on 25 December. I honestly feel that Christmas time is the most magical time of the year filled with unique attractions, events and activities. So in this edition of the magazine, which is a Christmas special, I have tried to include all possible aspects of Christmas.

It is the most wonderful time of the year when the entire world spends a lot of time scurrying around, looking for the “perfect” gift. But whatever it is, I fully agree with David Jeremiah when he said that “All the Christmas presents in the world are worth nothing without the presence of Christ.”

So though gifts and sweets and carols are important, let us also try to spread the Christmas cheer by going an extra step and doing that extra thing in our very own special way.

As it is the season to be jolly, a very merry Christmas to each one of you! Stay safe, stay blessed!

Happy Reading!

Jubilee Cardozo

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# NAINEN – THE WOMAN!

NAINEN is an amazing magazine. Love the way you write Jubilee. The wordings are appropriate for the readers. Every story has its own charm. A woman can only understand other women so nicely. That's what you are doing. Keep up the good work. Looking forward to seeing more and more editions of NAINEN.

– **Sminu Muralidharan**

Jubilee, you're doing such a fantastic job! I look forward to your magazine every month which is so informative and inspiring too! My good wishes to you. Due to the pandemic of the last 2 years so many have lost jobs. So many women looking for opportunities to work, start their own home venture or even online genuine job opportunities could be a new feature to your magazine. Maybe the last page could be dedicated to your magazine. Or even online classes for various activities where they can learn and earn. Just a thought!

– **Sandra Rose**

READERS SPEAK



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# NAINEN

the woman

A Monthly Digital Magazine



**WOMEN'S  
ENTREPRENEURSHIP  
SPECIAL**



# A CHRISTMAS CAROL

BY  
CHARLES DICKENS

*“Once upon a  
time of all the  
good days in the  
year, upon a  
Christmas  
eve.....”*

A CHRISTMAS CAROL is a novella by my most favourite author Charles Dickens. This novella was first published on 19 December, 1843. A CHRISTMAS CAROL is the classic tale that brought its protagonist Ebenezer Scrooge to life.

This book is the only book which has been continuously in print since it was first published in the winter of 1843.

A CHRISTMAS CAROL is an integral part of my life and I make sure to read it every year during Christmas. It just warms up my heart before Christmas. I get going every Christmas after reading this book. I kind of join the ghosts of Christmas Past, Present and Future as they lead the miserly Ebenezer Scrooge on a journey of transformation and redemption. As some of us know, Scrooge was a penny-pinching, mean, old

man.

I love the book A CHRISTMAS CAROL because it's a short story of love, goodwill and mercy centering on Ebenezer Scrooge who receives three ghostly visitors.

In this novella, which is Dickens' one of the most popular and endearing novels, Scrooge sees the folly of his way and



exclaims, “I am not the man I was. I will not be the man I must have been but for this intercourse.”

While speaking about *A CHRISTMAS CAROL*, how can anyone ever forget these famous lines from the novel? “Once upon a time of all the good days in the year, on Christmas eve, old Scrooge sat busy in his counting-house. It was cold, bleak biting, foggy weather....”

According to [charlesdickenslondon.net](http://charlesdickenslondon.net), Charles Dickens greatly influenced the shaping of Christmas as we know it today. In his early work, *PICKWICK PAPERS*, he sets out a splendidly homely family and friends gathering to party together. It was only after this that the (A) *CHRISTMAS CAROL* came in followed by five lesser known, but still important Christmas stories by Dickens. It seems

this great novelist also wrote numerous other Christmas stories. Interestingly, the earliest term of the phrase “Merry Christmas” was coined in (yes, you have guessed it right), *A CHRISTMAS CAROL*.

**PC: The Guardian**





# COVER MODEL: SIMRAN LOBO

## MAKEUP ARTIST & INFLUENCER



*“When you look beautiful you feel beautiful, and it’s that kind of happiness that I try to give to women every day.”*

Enhancing natural beauty is foremost in the mind of any makeup artist. With over a year of experience in the fields of creative makeup, bridal makeup, fantasy and SFX makeup, I have learnt from my clients the first rule “women want to look fresh, flawless, glamorous and beautiful.” These principles drive me to

put my best foot forward and pick up inspirations from daily activities, pinterest, other renowned makeup artists, Instagram and many other platforms.

I have certified myself from MU Academy as a makeup artist but I believe in perseverance and practice. I have picked up experience

from constant hard work and my amazing clients. I have done commercial work with Velocity Genetics. I have been freelancing for over a year and honestly I love my job only because of the smile I am able to bring on my clients faces. Instagram handle: [@makeoverr.by.simran](https://www.instagram.com/makeoverr.by.simran) Small business: [@masmerize.in](https://www.instagram.com/masmerize.in)

# BHAMINI SUBRAMANIAM, EDUCATIONIST AND DESIGN THINKER



***For Bhamini Subramaniam, research and consistent work throws up innovative ideas. She feels that the design antenna should be active all time. This month she describes her typical day and writes about what motivates her. She also speaks about her ideals.***

The span of my career from 1978 to 2020 can only be described as hectic, crazy, always on my toes and not looking back, but fruitful and enjoyable. The lockdown has calmed me a bit and I am more disciplined now. A typical day for me begins at 5.30 am listening to spiritual invocations over a hot cup of filter coffee like

in any Tamil brahmin home.

From 6.30 to 7.30 I have my online group workout sessions with my beautiful and experienced trainer Madhushri Shetty, thrice a week. The other mornings I walk on the terrace or at the beach listening to classical music, Indian or Western. Between



7.45am and 8am I speak to my granddaughter overseas over video call. Next five to ten minutes, I browse through the newspaper or watch TV for the latest news. A quick bath followed by pooja within the next thirty minutes. 9am to 10.30am is cooking time for Sattvic vegetarian meals for the day ( no help here).

Around this time music tempo in the background changes to peppy Zoom,

MTV or VH1 to get into the Mumbai mode. Breakfast is simple with fruits or milkshakes or smoothies, sometimes with supplements. Ready for work at 11am. Email correspondence, phone calls from clients, from staff about planning and production, or sourcing of fabrics from wholesale dealers, dyestuff, checking out colour scheme, shades to be prepared for the current collection,

fabric inventory, design file, specifics and material consumption, embellishments, planning the week's schedule, online search for new fabric, dates of international Fashion fairs and events, trend forecast by experts, and so on. Never a dull moment.

Lunch at 1pm and work continues from 2pm to 6pm. Preparing for talks in webinars, guest lectures, attending



online meetings keeps going.

Some days I travel by local train to Vasai where the workshop is situated, which means to merge with the high strung spirit of Mumbai. 6pm to 8pm is time to be in touch with my friends from school, college, my students, family and relatives, teacher's group, industry pals on Whatsapp, Facebook or LinkedIn. My son joked that my choked up phone had created a

worldwide outrage in Whatsapp and Facebook some time ago since he was trying to reach me.

8pm to 9pm relax with some popular TV serial and lots of intermittent calls made to my sons abroad during the ad commercials. Post dinner, I love to watch films on Netflix, Prime, etc. being an absolute movie buff. The settings and costumes, apart from diction and

storyline, interests me and I like to see how dress plays an important role in characterization. If there aren't any good films to watch then it is nice to snuggle up with a novel or book of poems and call it a day.

The 'love' of so many people who have touched me in this journey of life is what motivates me. First and foremost, my Dad who has influenced me, been my moral support,



instilled ambition and qualities of excellence and stood by me till he breathed his last in 1998.

In school, the nuns and teachers of St. Teresa's Convent, Santacruz, for discipline, importance of hard work, the need for sound values in life, and most of all, the value of time. Elphinstone College, one of the best educational institutions in Mumbai in the seventies, motivated me for higher learning.

I completed my Masters in English Literature and American Literature studying under the tutelage of some of the well known and finest writers, poets and academicians like Nissim Ezekiel, Eunice D'souza, Mrs. Wood, Ms. Jussawalla, Dr. Hoscott, who did not just lecture but channelized the mind to different ways of cognitive thinking and reasoning.

Strangely, I got interested and motivated to study further only after basic graduation. The part time Diploma course in Textile Designing which I did along with my graduation stood me in good stead in choosing a career which I started only after marriage in 1976. I worked as Designer for the famous Vichitra Prints, Delhi which gave me the commercial know-how.



My stint at Weavers Service Centre, Delhi for a course in Designing, Dyeing and Printing was a detailed exposure of the traditional designs in India and its age-old but still relevant techniques. It was strange those days when, after marriage, we were not really encouraged but yet not stopped in choosing a career but which had to be within the confines of tradition.....a situation where one had to please all family members and keep home and hearth

without hurting their sentiments.

So it was work hard in your home and work harder in your career but never give up. The best escape here was Creativity.....my freelance years back in Mumbai was work from home, had to be artistic, functional, satisfying, and most important income generating.

With grit and determination I

overcame most obstacles and it was only the consistent perseverance that gave me results. This was a common dilemma faced by many educated married women of my time, trapped in the confines of mundane duties but aspired to venture out in the world.

I realized very early in my married life, that education and economic freedom, better still



through creativity, is the only way to maintain one's sanity in life. The thirst for knowledge persisted, when one day twelve years after post graduation in 1976 I enrolled for an M.Phil course in the Post Graduate Dept. of Literature at the SNDT University Mumbai.

Once again, education broadened my vision, opened the vistas of my mind and I learnt the importance of in depth

research. Till then I felt I was just a conditioned woman going by the ways my family and in-laws expected me to behave, obediently and without questioning.

There was no time for leisure reading at home with daily chores, so the best motivation was to study. The seventies to the nineties was when Feminism was at its peak and gave rise to women's voices getting heard, and

contemporary women writers and poets expressing their angst through their work.

One early twentieth century woman writer who definitely changed my perception was Simone De Beauvoir's 'The Second Sex'. The book added to my sense of motivation and determination and I made sure I earned my M.Phil degree. Women's issues have not yet been solved in our country



although it appears as if things have got better than in the past.

Situations change over the years but the problems remain nevertheless in a male chauvinist society. My design career then was simultaneously in full swing and I established my own design studio Abhinav Creations in 1988.

The textile concepts created in my studio came from a lot of research, after the client gives a

brief of the theme, number of colours, size and so on.

Books have always motivated me and I spent a lot of my earnings for a design library in my studio. It was open for my staff to use them and get inspired (which they hardly did) but as for me, I had a visual memory of what is to be referred from the page of any relevant book.

As a designer it was also important to interact with the outside world..... the textile and fashion industry, to know what is exactly required from the customers, fabrics that would be trending for the coming season, the kind of design to be popularized, the price construct....all these factors motivated me a lot.

For the exporters, we were busy creating





samples for their seasons in advance. Trend and colour forecasts varied from region, climate, people and their temperament. I stumbled upon the art of hand painting on silk which became my Unique Selling Proposition, even though I was into hand block and screen printing which had limitations and plagiarism overnight was another problem.

As a woman, these boundaries metaphorically

seemed like bondage, both physically and to creative expression. Stretching the cloth like a canvas and giving free rein to my imagination with vivid colours and natural spontaneous effects not possible then in printing, led me to create unique designs. No constraints of repeats and uniformity. I'd just let the brush take over like dancing a waltz. The end result was sheer joy and strength enough to come back to the real world of duties.

# FEEL CHRISTMASSY WITH TILOTAMA SANJAY BHANDARKAR

## FOUNDER - ATHENA LIFESTYLE



**Please give us a short background of who you are and what you do?**

I am Tilotama Sanjay Bhandarkar. I was working as an International Business Development executive for 1 year for a market research company named Markets and Markets, Pune, Maharashtra. Being a management student and passionate about working

for myself led to the inception of Athena Lifestyle. The skills and expertise from my mom, an art teacher, and the planning and zeal of an entrepreneurial mind has made it possible for Athena Lifestyle to launch Athena Shokunin as a brand that is based on the sole passion for traditional crafts and artisanship. I manufacture aroma

candles in various categories.

**How did you get your idea or concept for the business?**

Sitting at a desk staring at the computer screen and following a monotonous pattern everyday would make me think "Is this something I would want to do for the rest of my



life?” And somewhere there was always a voice saying “You should be working for yourself. Creating something new each day, learning something creative.” Helping others learn something along with me and making their own living.

That’s what motivated me to take up on polishing my skills in crafts. I have been making candles since my school days but over the years I started collecting aroma candles every time I walked into a gift store. After having like a huge collection of over 50 to 60 candles that I never used I

decided if I have the skills why don’t I put that to use and make my own candles categories.

After researching for several days for a material that is environmentally friendly, I finally decided to work with soy wax. We started making the essential oils at home from the flowers in our garden and conducted several experiments to make the first candle that was made using home made essential oil.

After the first satisfactory result there was no looking back. Me

and mom made candles after candles and we had a set of candles but never thought what we would do with them. That’s when my sister urged me to participate in a flea market with her. I participated and was astonished to see the response for my product. This motivated me to actually think of it as a main line product for a business.

**What was your mission at the outset?**

Creating everyday sustainable handmade products that spread happiness.



**How do you generate new ideas?**

Imagination is the mother of all creations. I look for everyday items that we have around us. I try to find the quirk and use it to create my ideas.

**What new collections are you coming up with for the festive season?**

This festive season we are coming up with several new quirky designs. We have been working on various exotic fragrances and designs for traditional conical candles, twisted pipe candles, ceramic candles, wax tarts and

diffusers, and illustrated votive candles.

**What are some of your biggest achievements throughout your journey?**

It's been a learning all through the journey with a few achievements that have proved to be the major motivators. Since Athena Shokunin the launch of the brand we have successfully collaborated with 8 major e-commerce platforms that purely support the motto of sustainable and handmade products.

As a home based business with only me and mom working we successfully completed five major corporate gifting orders of over 3000 products in a single festive season.

**Check out Athena Shokunin on Instagram: @athenashokunin**



# FEEL CHRISTMASSY WITH MINELLI COELHO-D'SOUZA



Hello, my festive beauties! I am Minelli Coelho-D'Souza, a professional make-up and hair artist certified by the best make-up school in the country, Fat Mu Pro Make-Up Academy. I am also a new mother. I do make-up and hair for brides, shoots, special events and I teach one-on-one personal grooming workshops. My Instagram handle is @rougeandrattles, where I share my raw and honest memoirs as a make-up

artist and new mother.

I am here to share with you a Christmas make-up look using one of the most pocket friendly brand that all Indian ladies love, Maybelline New York! This look will be super simple to achieve as always and all the products listed are easily available on Nykaa.com

Here is a short break down of the look (for a

tutorial on this, you can head to my Instagram handle @rougeandrattles).

**Step 1:** Create an even coloured base for your eyeshadow using your Maybelline Fit Me foundation (230 Natural Buff is a perfect match for me) and then some compact powder from the same range to seal everything in. If you have pigmented eyelids feel free to add a tiny



amount of orange corrector (easily available on Nykaa.com) with your foundation.

**Step 2:** Apply the golden shadow all over the lid and then some brown shadow just on the outer corner to give depth and dimension. I would recommend the City Mini Eyeshadow Palette in Rooftop Bronze.

**Step 3:** Line your beautiful eyes using the Maybelline Hyper Glossy Liquid Liner.

**Step 4:** Apply your foundation all over your face.

**Step 5:** Get rid of your under eye dark circles by replicating Step 1.

**Step 6:** Apply a black kajal (I love the Maybelline Colossal) in your waterline and smudge the kajal line again with some brown eyeshadow from the same Maybelline eyeshadow palette.

**Step 7:** Apply your favourite Maybelline mascara to complete the eye look.

**Step 8:** Apply the Maybelline Master Chrome highlight on the high points of your face such as the brown bone, tip of the nose and cheekbones. (The shade in the image in the next page is Molten Rose Gold)

**Step 9:** Use your favourite shade of blush



from the Maybelline Fit Me range (I used the one in Rose 30)

**Step 10:** Because it's a Christmas look after all, add your favourite shade of red lipstick! Here I am using the Stace Face Red shade from their Alice + Olivia limited edition range.

Hope you enjoy creating this simple, subtle and affordable look this Christmas season!

Don't forget to take a selfie and tag us on Instagram using our Instagram handle @nainenawoman and use the hashtag #ChristmasWithNainen

If you have any queries, I am just a DM away on my Instagram handle @rougeandrattles or a Whatsapp message away on 9820755964.



# FEEL CHRISTMASSY WITH REGALO BY SHEETAL SURESH



Regalo gifting solutions is a three year old company that started with the premise of filling up the gap of meaningful gifting by Leena Sharma and myself Sheetal Suresh. We worked together as merchandisers and buyers for close to six years. A bit of research made us confident this would work especially since there was no such gift store in the vicinity. Though online purchases had swept the market, we felt that gifting is an emotional experience and requires touch and feel and people who appreciated this defined

our target segment. With a small available space and support from our respective spouses in terms of investment, management and operations, we plunged into it. Regalo literally means gifting in Spanish. We decided to zero in on the name hence.

Along the way, we found treasures in Indian art forms and heritage which had somehow vanished after Chinese products took over the market and slashed prices making it more of mass appeal and less

qualitative.

My partner Leena and I, luckily share similar tastes and found that Indian art with its small imperfections delighted us to no end. That is where our journey of seeking such products started and we consciously decided to support rural artisans in their beautiful creations by also providing them with ideas to suit the contemporary look and feel. We help them earn a sustainable livelihood through a cycle of orders for our store based in Mumbai and we get great response from select strata of buyers



who are able to appreciate such art form and understand its value and worth. We have entered the corporate gifting space too, wherein we are in a position to place bulk orders with them.

Regalo Gift Store is located in Deonar, Chembur, (Mumbai) and it does not have the frontage that any retail store is expected to have. However, that is the beauty of the store and actually proves to be a strength. It has consciously been given an art gallery contemporary look, which, if it was in the heart of a marketplace would not do justice to our clientele who mostly like to spend time

browsing through the store. We receive feedback from several of our customers that our store is therapeutic.

We are at a stage where people seek us and not having the frontage is really not a hindrance. Yes initially, for the first two years, we did have to put in huge efforts to create awareness.

Our future plans include promoting eco-friendly recycled products, creating market awareness for such products and contributing in a small way through our venture.



**FEEL CHRISTMASSY WITH SEMONI SHAH**  
**FOUNDER & PROPRIETOR**  
**AARU JEWELS**





**Please give us a short background of who you are and what you do?**

My name is Semoni Shah. I am a housewife and a professional jewellery designer - Founder and Proprietor of Aaru Jewels. I am also a certified reiki healer.

**How did you initially start your business?**

I started my business five years ago. After working as a freelance jewellery designer for some years I started my own manufacturing firm as designing did not give me a nice growth in terms of learnings.

**What is the hardest part of being an entrepreneur?**

The hardest part was to make people worth our best work. Also with a whole trustworthy quality due to being a small business owner.

**What advice can you give to other entrepreneurs?**

Be determined and stay focused on what you look forward to in your future and you will definitely reach your destination.

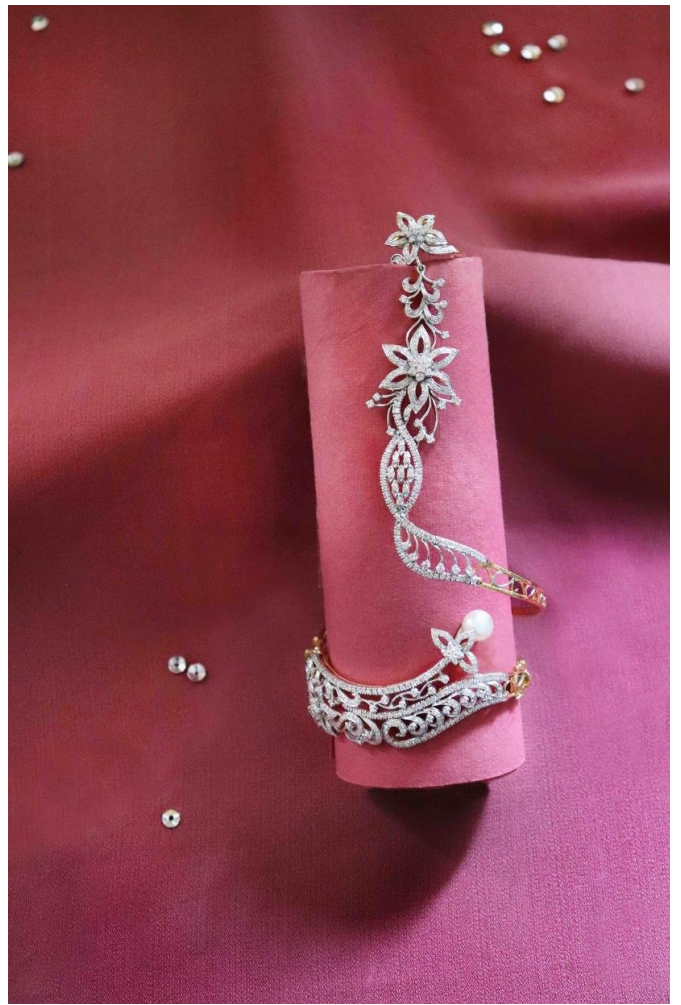
**How do you balance your personal life and career?**

Balance comes from best management and best

management comes from your clarity towards what to give priority.

**What are some of your biggest achievements throughout your journey?**

The biggest achievement is yet to come but making Aaru Jewels a known brand with zero investment in publicity was the biggest achievement for me till now and also winning the trust of people in Aaru Jewels. My idea to make Aaru Jewels a brand, and dream to take Aaru Jewels to its highest peak with all loyalty, quality, harmony and humility.



# FEEL CHRISTMASSY WITH A SPOONFUL OF HEAVEN



I am Deepika Budhrani. I have been creating recipes, named “myhappyplate”, during pandemic where I shared my recipes and received overwhelming response. I loved creating good food and baking happened to me around end of September 2020. One of my sister’s friends wanted me to create a birthday cake for her best friend. At first I was a little sceptical but with the support of my partner and my sister I managed to take the order. This was the first ever order that I took and never looked back since then.

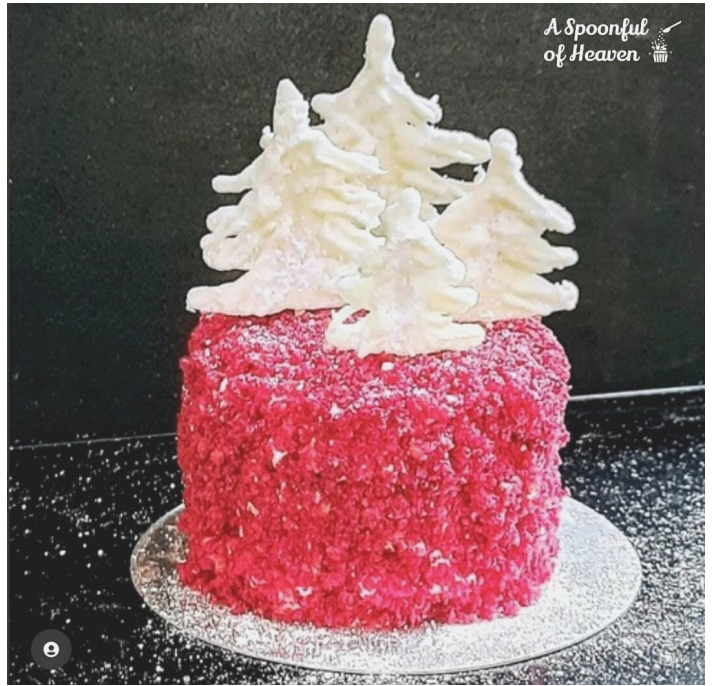
The journey of a Spoonful of Heaven had started. We were recognised by friends and slowly started receiving orders.

We have been featured by top food bloggers like Munchy Dessert, Munchy Mumbai, Mumbaifoodcrush, Foodie\_delhi\_Mumbai, and we have received a lovely response from the clients as well.

We have a range of scrumptious goodies like cakes, cupcakes, cookies, brownies, piñata cakes, pull up cakes, cakesicles, theme cakes for humans.

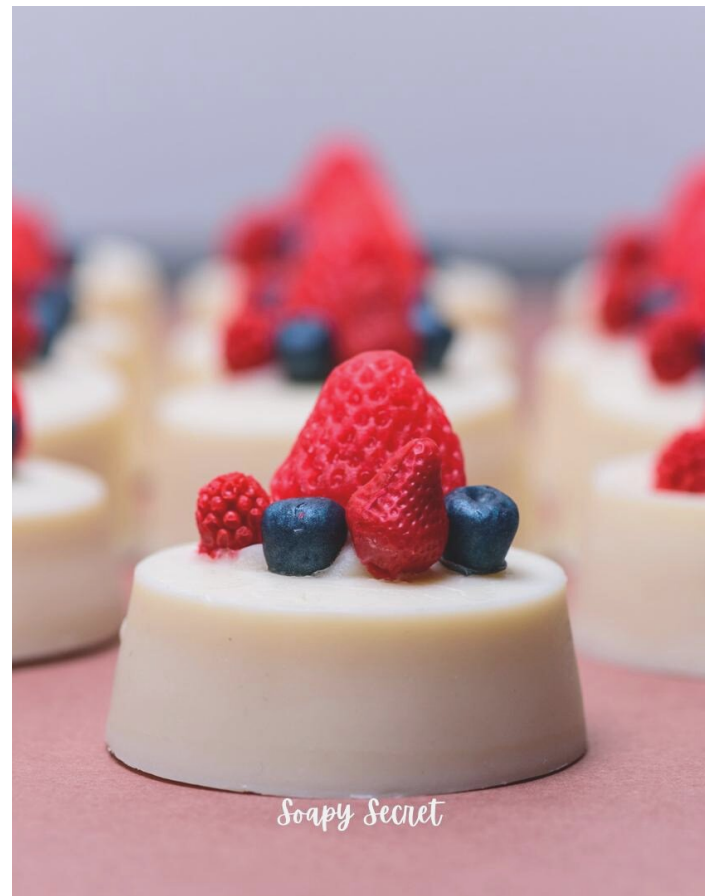
We also offer a variety of cakes for your pets (furry friends). This venture has been an absolute blessing and we love to create edible happiness. Baking to me is a form of my self-expression. I love to create personalised cakes and give the best to my clients.

Working in a 9-5 job in a corporate environment, coming home and baking helps me relax and unwind and gives me the creative freedom – baking truly keeps me fulfilled and energized – spreading joy is immensely powerful.





# FEEL CHRISTMASSY WITH SOAPY SECRET





# FEEL CHRISTMASSY WITH MARGARET D'SILVA







# FEEL CHRISTMASSY WITH SANDRA ROSE





# FEEL CHRISTMASSY IN LONDON WITH ARPITA CHAKRABORTY



Christmas in London really is purely magical. Almost as soon as the temperature dips and the clocks reluctantly goes back to its winter time, the Royal city undergoes metamorphosis and mystically transforms into a wintry wonderland, glittering with multicoloured Christmas lights and creatively decorated trees with winter pop-ups and bustling and busy Christmas markets around every corner.

With the arrival of December, everyone all of a sudden, seems to be that

wee bit friendlier and you can fill your free time sipping hot mulled wine, watching festive shows and pantos, revisiting your favourite Christmas films, gliding around picturesque ice rinks having frosty-fun and having a proper knees-up at all the Christmas parties.

We normally go to the Hampton Court Palace ice skating rink as it is close to us. Hampton Court Palace makes a mighty impressive backdrop for this outdoor rink, especially when lit up after dark. The coveted Christmas illuminations

tend to get switched on from early November. The best-known Christmas lights are the ones in Regent Street, Oxford Street, Covent Garden and Carnaby. The monumental Christmas tree in the renowned Trafalgar Square is donated to the people of Britain by the city of Oslo each year becomes the centre of attraction all through the blithesome period.

Innumerable Christmas markets, festive fairs and yuletide festivals diligently sets up throughout the capital in December to





The hustle and bustle of Christmas markets becomes more appealing to the hyperactive and overexcited children as they are eager to raid the Santa's grottos which are inside these cozy markets.

help make Christmas shopping jolly.

The hustle and bustle of Christmas markets becomes more appealing to the hyperactive and overexcited children as they are eager to raid the Santa's grottos which are inside these cozy markets. Advanced booking is needed if you want an appointment with Father Christmas. The much acclaimed and world famous opulent store, Harrods has very

particular criteria as to which children are invited into its Swarovski-encrusted Grotto.

During this time every year the Wondrous Winter Wonderland opens in the Hyde Park featuring a huge fun fair, ice rink, games, Christmas market and seasonal food and drink. Not only that, the free entry to this enchanting place pulls crowd like magnet and is always busy with teenagers, children and

adults equally. Furthermore, Christmas carol services take place all over the capital, many raising money for charity from St Paul's Cathedral to Westminster Abbey. The Great Hall at Hogwarts and the much acclaimed Charles Dickens Museum sets the mood for everyone with the numerous Christmas activities. The festive horse-drawn carriage ride through luscious Richmond park in West London and the arrival of the Coca Cola Truck in London as a part of UK tour creates the festive atmosphere effortlessly.

FROM HARRODS WITH LOVE

ARRODS WITH LOVE



# FEEL CHRISTMASSY WITH FLEAINDIA BY SATARUPA CHAKRABORTY



**Please give us a short background of who you are and what you do?**

I come from a typical Bengali family of Calcutta, where academic excellence has been of paramount interest. I was an avid reader of English literature. And as long as I remember, I loved observing people. My hobby was to "watch people". Later, in terms of career, I did my college from Delhi. Moving to the capital at that nascent age was the most amazing decision. I faced many realities, I learnt how to

maneuver day-to-day challenges, how to dream big and most importantly, academics is just a part of you. If you want to chase big dreams, you gotta prepare yourself with so many other skills. As for career, I spent a decade in Business Journalism and worked with some of the notable publications. I also had a stint in corporate and quite disliked being in that so-called office discipline without any outlet of creativity. There's a common question in life, "what's that thing that keeps you awake at night".

The answer for me was, "to find my business idea." Well, as crude as that. Being a single mother and having sizable financial responsibilities, it's natural to gravitate towards the cushion of "jobs". However, as the tough time (during Covid) began, the "job" being in doldrums actually gave me that much needed push to believe in the power of self-employment. So, today, I'm a full time entrepreneur running a home decor business called FleaIndia.

**How did you initially start your business?**



I won't take much credit for starting FleaIndia because it started as a pet project. I have been in touch with some small-time traders and artisans. One day, I went to visit them and they said what kind of losses they were going through. It was humongous.

Being in the retail journalism sphere, I also knew that e-commerce, which was less than 5% in the overall retail market of India, was now starting to spread wings. It was to occupy a much larger share.

Fuelled by just this basic

research, I started an Instagram page named Flea Markets of Delhi. I invested zero money in the beginning and honestly speaking, the page's look and feel wasn't something that made me proud. I was dependent on the pics that the vendors sent. Soon after, on much insistence from these vendors, I started buying some unsold stock from them. By then, I started receiving buying requests from some people.

That's how we started FleaIndia on October 2, 2020. And we started doing business almost from day one.

A few months later, as more artisans across other parts of north India joined in, we changed the brand's name to FleaIndia.

### **What is the hardest part of being an entrepreneur?**

Listen, my favourite author Bukowski said this, "How in the hell could a man enjoy being awakened at 8:30 a.m. by an alarm clock, leap out of bed, dress, force-feed, shit, piss, brush teeth and hair, and fight traffic to get to a place where essentially you made lots of money for somebody else and were asked to be grateful for the opportunity to do so?"



How can I complain about finding my MOJO and finding a professional life that lets me be.

However, being a solo player in my business is tough sometimes. At times, I feel like, wish I didn't have to make all the decisions myself. So yes, I'm looking out for the Co-founder. But, no big complaints so far.

**What advice can you give to other entrepreneurs?**

Being self-employed means that you gotta be spiritually prepared for it. You can't attach yourself too much to either

"success" or "failures". You have to get rid of the cushion from your back and be able to sit straight up on the hard floor without any support. You have to walk the path alone and have to be willing to see the light at the end of the tunnel, even at times when there's absolute darkness.

It's definitely not for the weak-hearted. But like I always say, check your personal life.

How many plunges have you taken or willing to take. If you score there, entrepreneurship certainly is your thing.

**How do you balance your personal life and career?**

I meditate a lot. Whenever I'm in doubt I meditate. With time, I have learnt to switch off from concerns. I compartmentalize when need be. And, the biggest thing is, I know how to have fun with myself. I celebrate my success and failures both with myself.

**What are some of your biggest achievements throughout your journey?**

Almost half of my customers are my repeat customers. And, our complaints rate is less than



3%. These are great achievements for a business which is about a year old.

Also, we receive an enormous amount of appreciation for the curation. We must have received thousands of compliments for the beauty of our products. We have some of the noted names in architecture and design circles as our customers. In fact, we had shoppers from the cinema industry too, the details of which we can't share because of anonymity policy.

### **What are your ideas and big dreams for your business?**

Apart from the regular course of channel development etc, we want to bring the idea of pre-loved decor items in a more organized manner. We would like to expand our artisans and vendors best and get only the best of the best designs from all across the country. We would also like to diversify into decor consultation and institutional design business. Export part of business is already being explored.

# FEEL CHRISTMASSY WITH HOME CHEF SUZIE D'SILVA



Suzie D'Silva is an event conceptualiser and a deliverer. She is also a compere/anchor for various kinds of functions. Having worked as a manager in Crew Communication and Engagement in an aviation industry, she is a self directed person with good interpersonal and multitasking skills.

Amongst her other skills, she is also a passionate culinarian who loves experimenting with different cooking methods and cuisines and is the founder of

@flirting\_with\_flavours, a home-based food and dessert venture located in Mumbai - Bandra, that caters to weekend, festive, party and daily menus.

## ***Getting to know about our Home Chef***

### **How Do You Get Your Inspiration?**

I'm an avid foodie and what better way to keep that up than to cook my food and eat it too! At a young age, I was able to travel across the country and savour different kinds of food. My biggest source

of inspiration was the opportunity to observe and taste a variety of dishes prepared by my mum and both my grandmothers over the years and trying to learn from them.

Joining the aviation industry opened doors for me to try out the local cuisine at different domestic and international destinations and helped foster an interest in re-creating them back at home, with a twist.

Balancing my home and work life was a challenge



that I overcame due to my love for cooking and baking.

I'd give samples to family, friends and neighbours and their positive responses, feedback and compliments gave me the confidence to pursue it further.

I started off on a small scale, taking orders for traditional East Indian and Goan Food along with Christmas sweets, Easter Eggs and bakes during the festive season, but took it a step ahead by curating weekend menus after the lockdown restrictions had eased up in Mumbai, last year. Continuing to keep

covid norms in mind, we began to offer our clients options for online payments, contact-free home delivery and sealed food packaging to avoid food tampering in an attempt to assure them safety and hygiene from our end.

I settled down for 'Flirting with Flavours' as my brand name as it summed up my cooking style - rarely sticking to recipes, experimenting with different flavours and creating something innovative by using the ingredients around me.

### **Explain Your Typical Day**

### **As A Chef?**

I ensure that I select quality ingredients and prepare food as per orders and not in advance, in order to retain the freshness.

While I handle everything from prepping to cooking, my daughter helps in the packaging, delivery organization and advertising our menus on social media platforms with photographs, videos and other interactive methods.

She also handles the dessert section and makes a mean gooey brownie!



## Dark Chocolate Brownies



I usually unwind after all our weekend orders with a glass of homemade wine!

### **Tell Me What Are Your Specialties As A Chef?**

My food and desserts comprise of East Indian, Goan, Indian and Pan Asian, among others and I plan on increasing that list. I also make homemade East Indian Bottle, Fish and Garam Masala and Chilli Powder in addition to pickles, dipping sauces and natural flavoured cooking oils.

I've been known to fuse fruits with food - Pineapple

Pork, Orange Chicken, Apple Triple Mein, Kiwi Chicken and more!

### **What Specials Do We Have For Christmas?**

This Christmas, our main items include Guava Cheese, Eggless Marzipan, Date and Nut Rolls, Flavoured Turkish Delight, Kulkuls, Dark Chocolate Fudge (a year round favourite), Dark Chocolate Truffles, Brownies, Caramelized Nut Chocolates, Nutty Dark Chocolate Jars, Lemon Curd and of course, Rum, Fruit and Nut Christmas Cake.

You can visit our Instagram handle

@flirting\_with\_flavours or my Facebook profile @Suzie D'Silva for more!

**Wishing you all a Happy Christmas and a Peaceful and Safe New Year 2022!**



@flirting\_with\_flavours

Guava Cheese



 @FLIRTING\_WITH\_FLAVOURS

Melt-in-the-mouth  
Dark Chocolate Truffles



Jujubes



Layered Nevries

@flirting\_with\_flavours

# FEEL CHRISTMASSY WITH INNOVATE CRAFTS BY NEHA TALWAR TANDON



Neha Talwar Tandon is the founder of Innovate Crafts. It's a home based business where they make creative, innovative, hand painted products like boxes, photo frames, wall arts, nameplates, i pad stands, festive decors, sign boards, and more at affordable prices.

A lot of effort and designing goes into creating pine wood, eco friendly products.

Their products are being loved not only in India but are making a mark globally too. You can find reviews and testimonials for their products on Facebook Page:

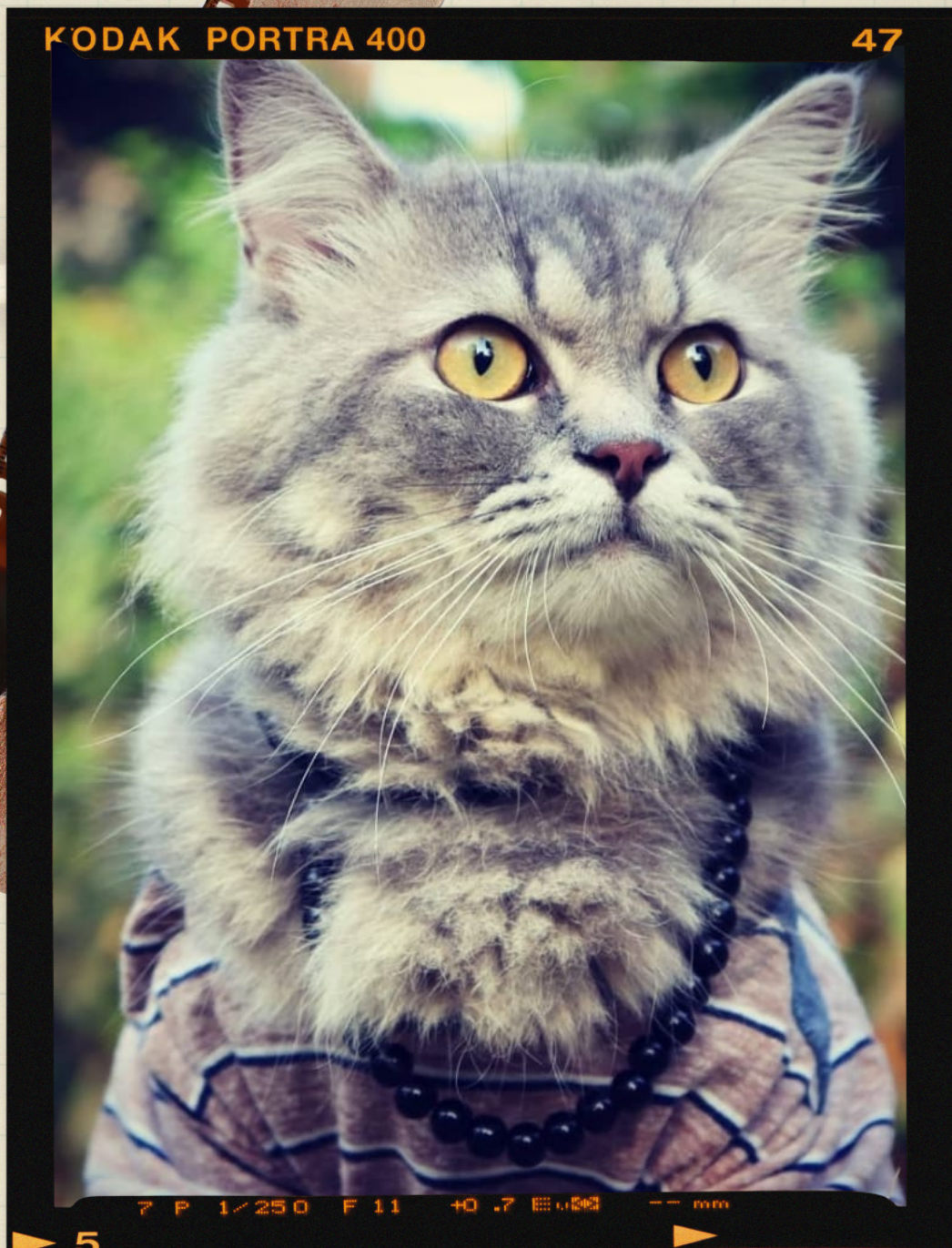
<https://www.facebook.com/innovatecraftsbyneha/>

For more information, feel free to connect with Neha Ttalwar Tandon at 9818313324 (Whats App & Mobile)





# THE PURRFECT FACE



MAX

# FEEL CHRISTMASSY WITH TINAA K MUTREJA'S CASA BONITA



**Please give us a short background of who you are and what you do?**

Tinaa K Mutreja is someone who has an eye for mesmerising home decor. I came up with my own brand, Casa Bonita. As the name suggests, it caters to all attractive products that would make one's abode unique. I aspire to curate products which are non-custom. Casa Bonita is a brand where style and the

customers needs are taken as the priority.

**How did you initially start your business?**

There is a niche market for gifting therefore our brand emerged illuminating options for home decor with the objective of elite gifting.

**What advice can you give to other entrepreneurs?**

I believe working together

leads to success, therefore my piece of advice to entrepreneurs is we should have a healthy working environment. This leads to less competition which helps each of us grow in our own way. This mindset will definitely help us rise in our career as well as our personal life.

**How do you balance your personal life and career?**

Balancing my personal life and career can be hard at



times. Although, if you put your mind into it, set goals and restrictions it's quite possible. From my perspective, I balance these two as I have set certain working hours for myself. This is a commitment I make and follow. Initially, I faced plights to follow my word. Whereas, now I am at a better position where I manage the two.

**What are some of your biggest achievements throughout your journey?**

I as an individual like to

celebrate the smallest achievements as that motivates me to accomplish my goal. Whereas, my largest victory so far is Casa Bonita being recognised and appreciated overseas. This is one success which gave me a feeling of acknowledgement.

**What are your ideas and big dreams for your business?**

My brand would like to target a larger audience. I would love to work harder on my marketing

strategies. Not only this but also I would suggest and provide more unique solutions or options for my elite clientele.

**Her Instagram handle is @casabonita\_home**





# FEEL CHRISTMASSY BY MAKING A CANDLE



Candle Making is one of the most popular hobbies and for all those who love candles, this beautiful hobby gives you the opportunity to create your very own stunning candles.

During this Christmas season, the candles made by your own hands can really add that much needed Christmas cheer to your homes.

You will never be at a loss of ideas while making your own candles as there are many different types of candles. Once you procure all the necessary materials to make candles, you can really get creative with your designs and scents.

So this Christmas liven up your spirits with your personalised scents, colours and styles to create unique candles.

# FEEL CHRISTMASSY WITH SPECULOOS COOKIES



Speculaas or speculoos cookies are a staple of the Christmas season in the Netherlands, Belgium and parts of Germany. Also known as the Dutch Windmill Cookies, these crispy and spiced cookies are traditionally stamped or moulded before baking to imprint an image into them, like the classic windmill.

## Ingredients

250 grams plain flour  
1 tsp baking powder  
150 grams brown sugar  
½ tsp ground cinnamon  
¼ tsp each ground nutmeg,

ginger and cardamom  
½ tsp ground cloves  
150 grams cold unsalted butter. Rice flour (optional), to dust

## Instructions

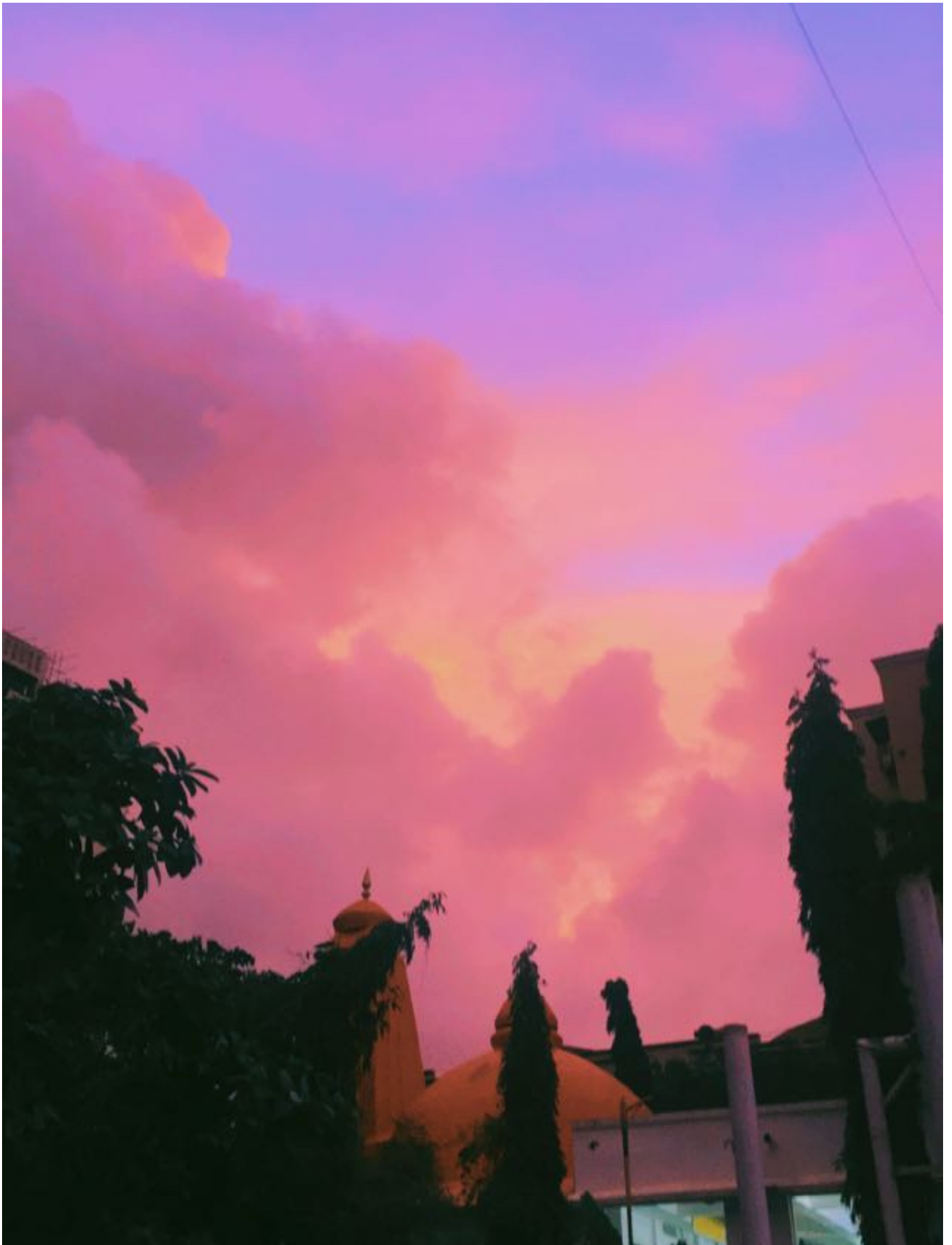
Process flour, baking powder, sugar, spices, ¼ tsp salt and butter in a food processor until mixture forms fine breadcrumbs. Add 1 tbsp iced water and process until mixture just comes together. Turn out onto a work surface, form into a ball, cover and refrigerate for 30 minutes to firm.

Preheat the oven to 170°C. Line an oven tray with baking paper. Roll dough into golf ball-size balls and press into a 6 cm-round mould dusted with rice flour. Trim excess dough, then turn out onto the lined tray and repeat with remaining dough, dusting the mould between each batch. Refrigerate for 20 minutes to help the biscuits keep their shape. Bake for 20 minutes or until golden brown. Cool on a wire rack. You can store the cookies in an airtight container for up to 3 days.

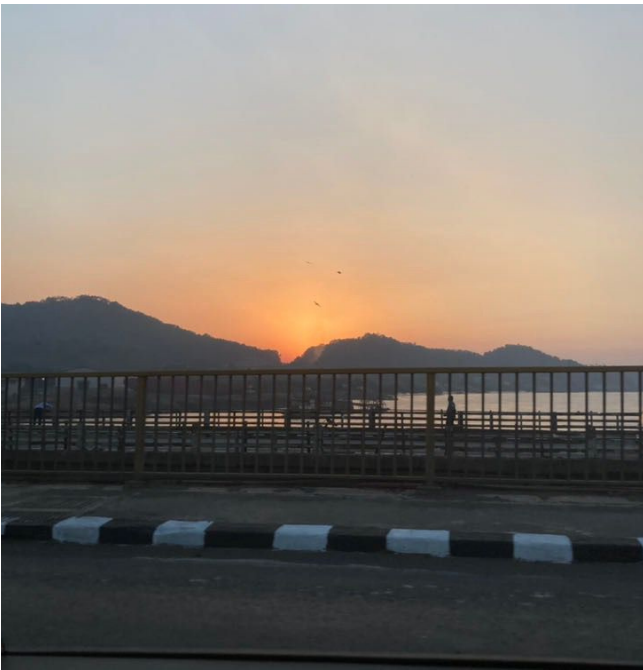


# FEEL CHRISTMASSY IN MAGNIFICENT MUMBAI











# FEEL CHRISTMASSY WITH THE COLOURS OF CHRISTMAS



White, red and green are three of the traditional Christmas colours.

## Significance of the Colours:

### White

White colour signifies light, innocence, purity, joy, triumph, and glory. White is often associated with purity and peace in western cultures. This colour also refers to snowy weather on Christmas Day.

### Green

The colour green represents the birth and eternal life of Jesus Christ – just as evergreen trees remain green the whole winter long. Thus various plants are used during the season to decorate houses and streets during the time of winters. Even though Christmas takes place in the middle of winter, green is everywhere. Green colour is considered the colour of life and mystery.

### Red

Red symbolizes the blood and death of Jesus. The colour red symbolizes love, integrity, and trust that must prevail in every relationship. Red is also considered as the colour of the Holly berries. Red is the most powerful of all colours and the red poinsettias can remind us of the blood that Christ spilled for us. The history of red, white and green being Christmas colours goes back to the earliest centuries and is prevalent till date.

# FEEL CHRISTMASSY WITH YULE TREE



This month's plant is obviously the Yule or the Christmas tree!

From the day my dad threw away the potted plants in Vasai till 2004 I didn't grow any plants. I was busy growing up as an individual and then as a family!

After a really long time in November/December 2004, we bought a lot of plants to grow on the terrace flat that we had bought in February 2003. The terrace was filled with a wide variety of plants and that included a Christmas tree also.

But again I couldn't maintain the plants as the kids were too small and I had to handle everything all alone! On top of that, we shifted to another flat in September 2006.

And since then I have brought home many plants and killed most of



them! Sometimes it was my negligence and sometimes the dogs that I had at home chewed them up!

But some of the plants that I fondly remember are the Christmas Trees or the Yule Trees!

Since our first Christmas in our

present home, I have been bringing Christmas trees almost all Christmas time! But after some time the plants start looking unhappy! So I give them to the society garden! If I am not mistaken some are still there somewhere in the garden! But I really don't know what

happened to the latest Christmas tree that I bought in November 2017. After being with us for two years, this year after Christmas when I shifted it back to the window, it started drying up! And one day it fully dried up!

So I still remember all my Christmas trees!