

# The Neutral View

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## THE TASTE OF TIO TILLY'S

### MELISIA D'SOUZA

Tylden and Adit welcome you into a sunny new restaurant along the Calangute-Candolim road, just where resort Tio is. The blue and yellow cottage is converted into an adorable little restaurant – lined with bird cages at the entrance, along with arty décor and crafted wooden furniture that adds such a rustic vibe to it. There is a separate Game of Thrones corner for all the GOT fans out there.

The furnishing is so well done – large unevenly cut wooden panels converted into tables of different sizes, cushioned caned chairs and handcrafted chandeliers. The paintings and brick wall adds to the arty vibe to Tio Tilly's. Though it's less than ten meters away from the main road, it has its own quaint setting, since it's located inside Resort Tio which again features lush greenery, a swimming pool and spacious rooms.

The owners who are former investment bankers have put in a thought into crafting the menu which includes some refreshingly light bites, scrumptious pizzas, non-messy toasted burgers and simplistic seafood preparations – all served with dips and sauces made in-house. They have a bunch of beer options and refreshing cocktails to sip on as you wait for your food.

The momos are a must try here. They have them in a few varieties – open dimsums called the shumai, regular chicken, prawn and vegetarian momos, fried variants of it and also a steamed version smeared with garlic sauce. Or just opt for the momo platter – which is a wholesome appetiser if you're with a group of friends.

If not, go in for the simplistic butter basic prawns. They are nothing but prawns tossed in butter and cooked for the least time as possible, thus preserving the original taste of the fresh prawns. Though you can opt for other options like lemon mustard chilly fish, batter fried calamari or crispy chicken. But if you're looking to try something different, opt for the vermicelli crusted prawn. It's a crunchy addition to the menu – prawns crusted with vermicelli and served with a chilli mayo dip. It's a slight variation of the golden fried prawns by giving dragon

prawns a vermicelli coat that adds to the look and crunch.

The pizzas are basic – with everything right from the base in house. The thin crusted pizzas come in several variants like tandoori chicken/paneer, BBQ chicken twist and classic veggies. You can even opt for a classic margarita if you don't mind the delightful cheesy thin crust goodness.

The burgers can be considered as well. They aren't too chunky and not messy at all. You can opt for the crispy mustard mayo chicken if you're a fan of Bengali food or just go in for the 'thousand island crispy fish burger'. All the burgers are served with a salad and in-house dips.

They have a bunch of salads, sandwiches and pizzas as well. They also have the pink pizza, which not many places in Goa serve. The pink pizza is a variant that's made using a combo of both – the red sauce and the white sauce which gives it the distinct colour.

They also have a bunch of tandoor items and Indian classics which include both – vegetarian and non-vegetarian items like murgh kadai, fish tikka masala and dal fry. For the mains, try their aromatic chicken or seafood pot rice. The warmly spiced basmati rice cooked with perfection is delightful and makes for a hearty meal.

For the desserts, you can opt for gulab jamun with ice cream or plain ice cream. But if you're looking for some delicious Goan treat, go ahead and choose from between the delicious bebinca with ice cream or toffee seradurra. Who doesn't love seradurra right?

**VERDICT:** The restaurant is new and doing a great job with their food. The service needs to improve a bit, but it seems like they are working on it. The ambiance is perfect for a lunch with friends or family. You can also head there for a drink during the evening/night and chill over a Bira and some good food!



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# LET'S FIND GOENKAR IN THE GOVERNMENT'S "GOENKARPONN"

One will not forget the fierce speeches of Vijai Sardesai before the elections literally ripping off BJP government. The newly formed Goa Forward Party with its Coconut symbol was in full swing in four constituencies it contested. The agenda was set up against BJP. The Congress party was spared from their attack. Goa Forward Party had already formed a sort of coalition with the Congress party. This was the prelude to election of 2017.

Vijai's appeal was simple. He promised to undo whatever BJP-led government had done between 2012-17. Those who know Vijai closely will certainly agree that he knows to package things well. He knows to present it well. And when it comes to politics or any issue, there is hardly anyone who can reach the stature of Vijai. He can market politics much better than anyone. Personally, I feel that he has gained this ability with his exposure to the world outside Goa or may be due to his habit of reading.

It was then that the word Goenkarponn emerged as a competition to every other agenda of the rival candidates. Vijai just stressed on one thing, "Goenkarponn", and there was a craze about it. Needless to speak about the success of GFP in the election; how its candidates including Jayesh Salgaoncar and Vinod Palyekar defeated BJP big wigs. That is immediate past. Everyone knows what happened after the election.

The word Goenkarponn has currently become an anthem of the current government. One would translate Goenkarponn as Goanness in English. But the real meaning of Goenkarponn is very subjective. Everyone can think in his/her own way and derive the meaning the way they want.

If we peep a little in the just-concluded elections, a meeting that actually highlights entire Panaji by-election is the one addressed by Chief Minister and BJP candidate Manohar Parrikar, Vijai and Rohan Khaunte together, hours before the campaigning concluded.

Parrikar's alternate statement had word "Goenkarponn" in it. Vijai and Rohan too spoke the same language. It was loud and clear that "Goenkarponn" is the focal point of this government.

The Neutral View magazine which is a

media house with Goa's interest at its heart could not detach itself from this entire euphoria about "Goenkarponn." Mind you our slogan itself is 4 G – Goen, Goenkar, Goenkarponn and Goenkaranchyo Gajali. So, when we sat to design this edition, the first thought that came to our mind was to introduce Goans to the world.

After entering into an agreement with Reliance's JioMags app, your own The Neutral View magazine is read by over one crore people across India. Through this edition we decided to mirror Goans and Goenkarponn to the world.

The planning meetings had variety of ideas that were churned out. The point of agreement was that we should showcase the Goanness. How do we do that?

For any state, its people, society and culture are the ingredients that give it an identity. When we speak about Goanness, it is the Goan population that needs to be celebrated. Every Goan who is living in the state needs to be recognised.

We decided to pick up few Goans whose struggles can be inspiring for many. Many of those had to balance between the reality of life and their dream. People know them for their success but hardly know the story about their struggle.

Our team decided to document these tales through this edition which has come little after Ganesh Chaturthi. Some of the success stories are yet to be completed as they are climbing the higher ladders.

Who is a Goan? The real question was raised. It is not only the one who is born and brought up in Goa that fits in the criteria of being Goan. We decided to widen our horizon and feature in our edition those who are working for Goa despite having their roots outside the state.

The one who feels about Goa and the one who wants to do something for Goa rising above the personal interest is a Goan. The one who has swam against the tide and beaten all the odds is a Goan. There were many names that came up, but a few were selected.

This issue might have few stories being published but we have decided to make it a point to include at least one success story in our magazine every time.

I still remember that almost a decade back brain drain began in Goa due to the emergence of IT industry in places like Pune and Bangalore. The experts were also quoting that our young generation was moving out of Goa to make a living as we don't have a proper IT industry.

There were attempts made to set up IT estates and habitats. One such project was planned at Dona Paula but everyone knows what fate it met. Let's not discuss the politics behind such a disastrous project but it is certain that we could have stopped many youth from leaving the state if we had a proper IT estate.

The recent one was an attempt by then Chief Minister Laxmikant Parsekar to set up IT industries at Tuem and Chimbhel. These days we are not hearing anything about it, but our IT minister Rohan Khaunte has begun talking something different about information technology.

Back to the problem of brain drain, Goa needs serious attempts to have reverse migration of its talent, youth and Goenkars. Our Goenkarponn demands that we should work overtime to ensure that the job opportunities are created in the state which will help to retain the existing talent and also reverse the trend of migration.

This edition would certainly work as a contribution to have reverse migration. At least we would be able to trigger thoughts amongst the youth who read us outside Goa to get back home and do what they always aspired to do.

The heroes that we have featured in our edition are the ones who have attained success living in the state. There were times in their lives when they could have very well shifted outside Goa in search of greener pastures but they fought against all odds, remained in the state and made a mark for themselves. That is what which makes them super heroes and inspirational figures for many.

We hope that many more Goenkar super heroes will be born in this land where talent is in abundance but not the opportunities. We hope that the state government should implement their "Goenkarponn" in real spirit. Let our heroes stay here and provide inspiration for generations to come.

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# Meet Goa's Super Agent

**GANPAT SATOSKAR**

**P**radip N Joshi a well-known name in most households of Goa is a story of determination, hard work, patience and success. Working as a LIC agent, he achieved the heights that most working professionals can only dream of. Working from a four storey plush corporate premises and driving a luxury SUV, this person can only make you envy him.

Born in a family of very humble background, Joshi's father was a taxi driver. After doing his initial schooling in Saraswat Vidhyalaya, he joined St. Xavier's Higher Secondary School on a scholarship for economically backward students. In a bid to support his family, Joshi used to also work as a part time accountant for shops in Mapusa market. While perusing his education in 12th he joined LIC as an agent and there was no looking back for him from thereon.



five crore after a follow-up of 10 years with nearly 300 to 400 telephonic calls and meetings," recalls Joshi.

Reaching the top of the ladder is a challenge, but to maintain it year after year requires a huge amount of dedication and self-motivation to perform better every single day, says Joshi, who has qualified 29 times for MDRT, and is the only person from Goa to be the TOT which is the highest recognition in the world for the insurance industry. Last financial year Joshi ranked No. 5 in the whole country and No. 7 in terms of premium collected.

Joshi who just celebrated his 50th birthday is an idol for many people. A journey which started many years back is full of success stories. "My journey so far has been very satisfying. As a young boy, I had not even seen the whole of Goa but today I have visited 21 countries. I would want to thank Mrs Suchita Shinkre and Mr Ramchandra Shirsat my development officer and all my ex branch managers, marketing managers and senior divisional managers. A special thanks to my wife Varsha Joshi who kept me on my toes always, and the biggest thanks to the people of Goa and especially the people of Mapusa who have loved me and supported me always," said Joshi.



In the very first year of joining LIC, he became No. 1 agent of Mapusa branch followed by being No.1 in Goa the very next year and since then, for the last 29 years, he has been the No. 1 agent in Goa.

Joshi completed his B.Com from DMC College Mapusa and became a full time agent. First thing he did after that was he sold off his father's taxi so that he never works again and enjoys a beautiful retired life. Today, Joshi operates from a four storey corporate office which is completely dedicated to the service of the customers, which

was inaugurated by the chairman of LIC.

Year after year Joshi performed, breaking stereotypes and setting new benchmarks. "Systematic working style, dedication to the job, hard work and patience is the key to my successes," says Joshi.

Joshi says that his customer base is from the GM of a company to a peon. "The key is to understand their needs and selling what is required by them according to their needs rather than selling what you want to," reveals Joshi.

The fact that Joshi has over 30,000 policies from over 20,000 customers, all in force with zero lapsation, only reaffirms that. His customers list is huge which includes names like Chief Minister Manohar Parrikar, businessman Dilip Salgaocar and many more.

After the privatisation in the insurance sector there were a lot of companies which entered the market, offering lucrative jobs and pay packages, but Joshi remained faithful with his organisation. "Trust your organisation and do your job with complete dedication. Don't get involved in monkey jumps from one company to the other," he says.

"Selling is a tough job; it requires complete knowledge of all the products, understanding the customer's needs, hard work and above all patience. I have sold a Jeevan Anand policy worth Rs



# HAS 'BHAI'S POPULARITY DROPPED?

TEAM TNV

Having only managed 13 of the 40 constituencies, Goa had declared an anti-BJP sentiment in the February 2017 election. The anti-BJP wave seemed to have continued even for the Panaji by-poll that saw saffron party candidate and former Defence Minister and incumbent Chief Minister Manohar Parrikar winning the election but not with a kind of vote share the party and the leader expected.

Parrikar, who was ruling the Panaji Assembly constituency since 1994 (until November 2014, when he got elevated in the Narendra Modi-led cabinet), won the by-poll with 9862 votes. The total vote share declined compared to 2012, when he scored 11,086 votes.

The BJP's tallest leader, who had to return back to state politics to lead from front a coalition government, won with a mere margin of 4803 votes against Congress' Girish Chodankar who got hold over 5059 votes. What is interesting to note is that despite the Panjimites' beloved Bhai in the battle field, the overall voting percentage witnessed a decline of seven percent compared to that of February 2017 polls- when then BJP MLA Sidharth Kuncalienker contested. All these do not hear much drums or loudspeakers to those who were cherishing Parrikar's return with smiling faces and had predicted a victory margin of not less than 9000 votes.

"I am happy to be back to the original place," Parrikar said after being sworn in as a MLA to the State Legislative Assembly. In the days leading to the by-poll, Parrikar had all his allies sitting behind mikes -supporting him, speaking of him as the glue that holds the government, its politics and policies together. A strange and unexpected move, many felt.

The people of Panaji were proud of the fact that their leader was picked by Modi in his first ever cabinet expansion in November 2014. Parrikar was sworn in as Union Defence Minister- the third rank in the Union cabinet. However, his love towards state politics was quite evident with his frequent visits to Goa on weekends and his superimposition in the state government's decision making process.



Considering the political history that Congress party has won only twice in Panaji, that was in 1984 and 1989, when Joao Baptista Gonsalves wrested the seat for the party.

No doubt that Congress has a base in the constituency, but if election math has to be seen - Congress has never secured such vote share (5059) against Parrikar - and certainly not this margin in any of its previous five elections. The Congress vote share, despite introducing a new non-resident face, was quite impressive. The party's last such performance was in 2012, when its candidate Yatin Parekh secured 5018 votes. The saffron brigade has managed to hold on to the Panaji seat for the past 18 years including elections in 1994, 1999, 2002, 2007, 2012, 2015 (by-poll) and 2017. In 2012, the election that saw BJP achieving an historic victory with clear single majority. Meanwhile, with the backing of Babush Monserrate, Congress had managed 5018 for their

candidate Yatin Parekh.

Parrikar had a chartbuster figure of 11086- a victory margin of 6068 votes. It is interesting to see that this time, without Monserrate's support, Sonia Gandhi-led party created a wave against Parrikar- shaking his bastion partially. Monserrate, who had contested from Panaji against Sidharth in 2017 election, had got over 6000 votes, when BJP managed to win a sleeping margin of 919 votes.

"Absence of Parrikar from the state politics is something that affected his popularity, and its results are evident from this election," BJP senior leader and Union Minister Shripad Naik said. In 1999 Parrikar had won with 5912 votes against Congress' Keshav Prabhu's 2815 in a seven cornered fight.

In 2002, Parrikar touched 5700 against Congress's Ramesh Silmkhan 4408, which was considered as a close fight. The 2007 election too gave a clear majority to Parrikar against

Congress' Dinar Tarcar. While Parrikar got 6004 votes, his contender had 4560 votes. There is no doubt that Parrikar overpowered Chodankar in almost every polling station, leading right from round one; but the AICC leader left his mark on the people. The political experts feel that unhappiness and anger against Sidharth during his rule, is also one of the reasons that contributed to declining vote share of Parrikar. Moreover, Parrikar's negligence towards the constituency for past 20-22 years also raised question in the minds of the voters.

While the Congress created its base and its voters remained intact for last one decade, the Sonia Gandhi-led party failed to have a proper organisational setup to deal with well trained and disciplined BJP Panaji mandal. Its candidate Chodankar was rightfully accepted by the people; but failed to garner the required support in his battle against Parrikar.

# VISHWAJIT- THE UNCROWNED KING OF VALPOI

A historical win by a margin of 10,087 votes has proven that Vishwajit is synonym to victory, no matter on which party ticket the leader contests the Assembly elections or who his contender is. Vishwajit, just like his father- the longest serving MLA and former Chief Minister Pratapsingh Rane- has demonstrated that Valpoi will always be his bastion.

## TEAM TNV

“In Sattari, whether it is Poriem or Valpoi Assembly seat, people vote for Rane and not for any party. Every vote that I and my father get is for us as individuals and not as candidate of any party”. These were the words of Health Minister Vishwajit Rane, just before the Valpoi by-election. And it won't be wrong if we say that junior Rane has proven this very political fact during the August 23 by-polls.

A historical win by a margin of 10,087 votes has proven that Vishwajit is synonym to victory, no matter on which party ticket the leader contests the Assembly elections or who his contender is. Vishwajit, just like his father- the longest serving MLA and former Chief Minister Pratapsingh Rane- has demonstrated that Valpoi will always be his bastion.

On August 28, when the by-election results were announced, Vishwajit- the BJP candidate- stunned everyone when he got a vote share of 70.17 percent with 16,167 (plus 21 postal ballots) casting vote in his favour. He defeated Congress candidate Roy Naik- son of former Home Minister Ravi Naik, who got 6,101 votes of the total 23,038 votes the constituency recorded on the polling day.

Independent candidate Rohidas Gaonkar scored 316 votes. Here too, NOTA stood in the third position with 454 votes.

The constituency, which consists



of 46 polling stations, saw Vishwajit surpassing his contenders across every booth. Right from round one, with a lead of 3500 votes, Health Minister continued to increase his victory margin, which reached to 10,087 (including 21 postal ballots) by the end of fourth round.

“I am thankful to the people of Valpoi for reposing faith in me. Whatever I have achieved today is due to my father's blessing and love of the people,” Vishwajit had reacted after his victory.

The constituency that witnessed Congress' growth all this while under Rane, for the very first time, saw saffron flag flying high. BJP had never managed to get hold of Valpoi in the previous decade.

Hailing from a family of political background, Vishwajit plunged into politics in 2007 when he contested as an independent from Valpoi constituency. He won the seat by defeating BJP's Puti Gaonkar wherein Rane got 8,590 votes while Puti managed 5,051 votes. The margin between the two was 3,549 votes.

After extending his support to the

then ruling Congress-led coalition government, where his father Pratapsingh was a part of- Rane officially joined the party forcing by-election in the constituency in 2010. By this time, his fan-following increased manifold leading to an easy victory.

Junior Rane got 11,642 votes while BJP, that pitted another candidate H S Tukaram against him, faced defeat yet again. The total votes polled in favour of Tukaram were 3,237. Vishwajit's victory margin witnessed a double growth with 7405 votes.

Vishwajit became Minister under former Digambar Kamat-led government. Health and Agriculture were the crucial portfolio's allocated to him.

Vishwajit, during his small stint of less than two years, became most talked Health Minister. Introduction of mediclaim scheme, followed by 108 ambulance service and also creating medical infrastructures and procuring advanced equipments were some of his achievements. However, his failure was marked with alleged corruption cases with recruitment scams filed before

anti-corruption branch and Lokayukta.

Congress faced a humiliating defeat in the 2012 general elections but Vishwajit and his father retained their respective seats. BJP fielded Satyavijay Naik against Vishwajit whose vote share witnessed a sharp rise to 12,412 votes against Naik's 9,473 votes.

However, the victory margin reduced drastically to mere 2,932 votes. Naik gave a tough fight to Vishwajit by almost shaking his bastion.

For the February 2017 Assembly election, Vishwajit who contested on Congress ticket again, secured 13,493 votes winning the seat fourth time in a row.

However, unhappy with party's failure to form the government despite having 17 MLAs in hand, Vishwajit was forced to have a dramatic exit from the party. The day he chooses to quit was when Manohar Parrikar was asked to prove majority on the floor of the House.

Vishwajit joined BJP on April 6 amidst huge supporters from his constituency and was inducted in the Manohar Parrikar cabinet.

# DEEPALI DESAI

## A GOAN GIRL IN THE BIG CITIES!

TANVI BAMBOLKAR

She was one of the Gomant Bal Bhushan Awardees in her school days in creative performance. She was passionate about theatre as well as journalism. Her love for journalism took her beyond the boundaries of Goa to explore the possibilities in bigger cities. Deepali Desai, a strong willed girl from Goa, after exploring the metros got a chance to explore the rural India once she joined the NGO 'Going To School' after seven years of experience in the electronic media.

Currently, she goes in villages, talks to people and produces radio shows which create awareness regarding the education in rural India. While speaking about a latest show that she produced for All India Radio, Bihar, called 'Chapati Challenge' she told how she brought various kinds of people to discuss about the school dropouts. Parents of dropouts had one view while teachers would express how they can help in curbing the number of school dropouts in rural India.

Hailing from the tiny town of Ribandar, Deepali Desai dreamt big as she took admission in Bangalore's Garden City College after her HSSC. After completing her graduation in Journalism, English and Psychology she opted to do PGDM in Broadcast Journalism in the Indian Institute of Journalism in New Media in Bangalore.

Recession had hit up India in 2010 when Deepali completed her post-graduation, waiting to join the industry she wanted to join since a long time. She started off her career with TV9



Some of the major reasons for girls dropping out of the school are less amount of dowry to be paid if the girl is married young and secondly once the puberty hits them the school infrastructure is unable to meet the demands of hygiene.

ask for advice. But I am happy today as I can advise the young girls who are getting into this profession," she says.

After having lived in Mumbai, Deepali decided to move to Delhi in order to explore the profession further. Her short stint with NDTV taught her once again a lot about the media field. She then decided to join NewsX where she held significant positions for nearly two and half years. "I was the shift head for the morning band," Deepali recalls.

She saw it all, the good and ugly face of the media. She wanted a change and some fresh air, thus she again took a call and joined NGO named 'Going To School' which works towards sensitising people in rural India about the importance of education. She started working for them as radio producer. "I love my job. It lets me travel to places which are away from the metropolitan India." Deepali tells.

"Some of the major reasons for girls dropping out of the school are less amount of dowry to be paid if the girl is married young and secondly once the puberty hits them the school infrastructure is unable to meet the demands of hygiene," Deepali noted.

Deepali feels that journalism today has become politics centric and is hardly concentrating on social issues. "Mumbai floods are covered on a large basis on national media, but nobody is talking about Bihar's plight," she says with the pain.

Deepali has travelled a lot and has seen a lot of things around India. But her heart comes back to Goa. She says, "this is where I find my peace." Thus, right now Deepali is on a sabbatical down in Goa. She says now she wants to explore and work for Goa. At the end, we wrapped our chat with her saying, "I hope Goa doesn't disappoint me."

Bangalore and worked there for nearly two years. Her good work further gave her the opportunities to work for reputed channels like Times Now. She worked for Times Now in Mumbai for around one and half year. From a state based TV channel to one of the biggest national channels was a big jump for Deepali. It was also a learning experience for her as she tells. "Living alone in Mumbai wasn't easy, but it taught me to live by myself," she often says.

"I am glad that girls from Goa today are taking up fields which demand going out of the state. When I took up this profession I had nobody to call and





# DIGITAL REVOLUTION

## TEAM TNV

Vishal Lobo, a young entrepreneur from Porbawaddo Calangute has revolutionised the smartphone market with his excellent customer service. The vision and entrepreneur skills of this young man has made Digital World the most sought after mobile store in Goa. Digital World has now become a name that is synonymous with trust, a name that has in itself become a brand. Started in 2002, Digital World has three outlets today, situated at prime locations in Panaji city. Digital World offers a range of mobile handsets of all the top brands at competitive prices.

Digital World is now starting with the first in Goa exclusive new look Samsung Smart Cafe, which will have a virtual reality (VR) section where the customers can walk in and get amazed with the all new 3D experience. The cafe will exhibit all the Samsung smartphones where one can have live demos and experience

the real feel of the mobiles. As an inaugural offer Digital World will also be giving free updates to all the Samsung mobile owners who will be walking into the cafe.

For over 15 years, Digital World has been a name of trust. Differentiating from its competitor's Digital World not only sells smartphones but is also known for its excellent after sales service. It is their after sales service that makes the customers come back and also recommend Digital World to their friends and family.

There are ups and downs in business, during the initial phase when online shopping portals had started selling mobiles at slightly cheaper rates and some people got attracted to buy from these sites at that time, there was

a slight effect on the business but it soon faded away as the after sales service started becoming a headache to the customers and they returned back. "Our after sales service is the reason, even though there are many online portals selling smartphones at competitive prices, the customer chooses to buy from us. We are thankful to our esteemed customers who have shown their trust in us and helped us grow over the years and enabled us in opening our new store," says Vishal.

There are many mobile stores in the market but the trust which has been built over the past 15 years is where Digital World stands out from the crowd. It caters to all sections of

the society. It has various schemes for its customers. At the store, phones can be bought at 0% interest and at affordable installments. Customers can also opt for exchange of their old mobile handsets for new smartphones.

Digital world has the prestige of being awarded for their best sales and service for various brands like Nokia, LG, Samsung and Blackberry. Digital World has been a top retailer for multiple brands of mobile phones as well as cordless and landline phones.

Vishal along with his wife Natasha have been successfully running the store, creating new milestones in the field.



# WHERE IS THE FINISH LINE??

PRITHVIRAJ THALI

Mother Earth is wise. She has been spinning at her own pace. Should she spin a bit faster or a bit slower? For all I know, it has been the right pace for life to survive. All life forms on earth stir and move in harmony with nature. All except us – humans. We pride ourselves in being the most dominant species, easily forgetting that we have also turned out to be the most destructive. We ruin and we ravage. Our daily routine is a mad race for survival. And we have got better and better at it, in that we have learned to run faster and faster till we reach dizzying speeds.

Each one of us is running on his own narrow track. Each one of us measures success by how far ahead or how far behind we find ourselves in relation to the fellow runners. We have forgotten where the finish line is. All that matters now is how we can race past the one ahead of us. And once we do that, we intend to outrun the next one ahead. We are way past the point from where we could have consciously chosen to be or not to be a part of this race. Today, we don't have time for such nonsensical thoughts to creep in our minds. We have saved such a useless exercise for our post-retirement days. Yes, we feel stressed out. In fact, we are secretly proud of all the stress because it proves that we are still very much in the race!!! And yes, proving our point to ourselves and to the world matters today.

Our basic need is no more air or water or sleep. On our 'most essentials' list, those useless things have been replaced by belief-systems, pretentiousness, hypocrisy, self-worth and pride. They keep us going. They fuel our ambition to never be satisfied. Contentment and peace are no longer enough. My car is a big car, if my neighbour's is smaller and vice versa. Abundance, therefore, is no longer an absolute value. It is a variable dependent on so many external things.

We need benchmarks and scales and measuring devices. Clocks and watches tell us when it is the best time to sleep, to wake up, to eat and to rest. Our biological clocks can no longer be relied upon. Actually, I am all for progress and technological advancement. In fact, I believe they would best serve as props or aids in easing human life and effort. We cannot risk being turned into human robots, which will think or analyse more and feel and care less. Competition and

the determination to succeed are thrilling but we cannot allow them to consume the empathy and kindness that are innate in each of us.

At the end of the race, as we grow and grey and as our pace slows down, we end up acquiring a lot of things, but we pay a huge price for it. As our bodily engine sputters and coughs, the wear and tear starts showing. The doctor orders a full checkup of our malfunctioning form. He prescribes a long series of tests and an even longer list of medicines. The body sometimes retires even before we retire from service. From a racing rat, we now turn into a lab-rat. Now, the arena changes and it is a race for plain survival, for that one more breathe, and then the next one, and then another one -- if god wills. All the accolades and medals of honour, one has gathered along the way, somehow fail to be of any significant help. From want, the focus again shifts to a desperate need for

the basics of life. Suddenly, it becomes clear as water, but this clarity has come at an unimaginable price.

Most definitely, the wisest of men have been the ones on their death beds. Perhaps, they at last see with a rare clarity, which sadly has evaded them all throughout their life.

The greatest irony is that, with death dancing its macabre dance all around us, we still tend to think we will live forever. Eternal life is not the ultimate goal, as some would believe, but a well lived life most definitely is.

It is like that most enchanting melody we have heard and which still haunts us with an earnest longing for a well-deserved encore. Every beginning has an end but that end is just a momentary pause. It lays the foundation for a new beginning. Hope still soars in the human heart. It is time we learn that the moment we decide to opt out of the mad race, we begin to perceive the finish line. I choose to walk my own path. I am done with racing. Now I delight and rejoice in the joys of the gentle stroll. The pace may be slower but I get to smell the entrancing fragrance of roses by the wayside. Now, I often stop on my way to contemplate, to enjoy the clarity and peace of a content life.



# NEW DIMENSIONS OF ECO-TOURISM

**CHRISTON RIEN**

All the wild life enthusiasts have heard about the Africa's big five- African lion, African elephant, Cape buffalo, leopard, and rhinoceros. There are several other countries or areas in the world which have successfully cashed in on its natural heritage, wildlife and have been popular destinations for eco-tourism and also for viewing exotic wildlife.

Australian outback, Galapagos Islands, Amazon rainforest have been popular destinations for people who want to view some of the rarest and exotic wildlife.

Even India is a known destination where wildlife enthusiasts come from all over to explore the Indian jungles with a hope to spot the majestic tiger. It is fair enough to say that tiger is a brand ambassador of Indian eco-tourism.

This ever growing eco-tourism can be easily seen as an opportunity to not only generate revenue but also to resolve human animal conflict and create employment opportunities for the people living in forest areas.

Even in our neighbouring state of Karnataka, the Jungle Lodges & Resorts, a unit of Government of Karnataka's Department Of Tourism, has set up resorts and adventure camps in the vicinity of its wildlife sanctuaries to facilitate the tourists and wildlife enthusiasts.

These resorts provide a complete package which includes activities like safari inside the forest accompanied by an experienced guide, kayaking, and a bird watching trip. The package also includes delicious breakfast, lunch and dinner.

Goa, a popular tourist destination known for its unique culture, customs and traditions as well as its historic sites and also nightlife along the coastal areas should also try and cash in on the eco-tourism through its natural heritage.

During monsoons there is a massive inflow of tourists in forest areas who rush to enjoy the cascades and small waterfalls which come to life due to rains. It is evident that people, not just nature admirers, are looking forward to explore the beauty of wilderness and also to spot unique animal and bird species.

In Goa, if the government invests to setup wildlife resorts to facilitate people interested in

wildlife and eco-tourism, it will not only generate revenue but people residing in these areas will be provided with much needed employment opportunities. People dwelling in forest areas, gainfully employed through eco-tourism, will also be able to help in conservation and preservation of wildlife.

This initiative can also prove to be a small move in saving our natural heritage for future generations.

The government has already started activities such as rafting and hot-air ballooning to attract people interested in adventure tourism. Setting up of such eco-tourism resorts will help in making Goa a tourism destination which has something in store for anyone and everyone.



# YAKI ZUSHI

## A TREASURE CHEST OF ORIENTAL CUISINE

Team TNV's Amey Joshi talks to restaurateur Amory Dsouza, chef and owner of Yaki Zushi restaurant about his inspiration and journey of introducing South East Asian cuisine to the coastal state of Goa

### HOW DID YOUR JOURNEY BEGIN IN THIS FIELD?

Since my family was in hospitality line, I took up to learning all that I could of this field. After pursuing my BSc in Hospitality & Hotel Administration from Bangalore, I began working as a management trainee for Taj Vivanta in Panaji. While working as a chef de partie at Tamari, a Pan Asian restaurant at Taj, I handled the Japanese, Thai and Indonesian sections. There I got the inspiration to start my own South East Asian Restaurant. With great chefs teaching me and expat chefs flying in from abroad to give me inputs, I learnt so much in a short span of time! Apart from learning about sushi, I got to know about other important aspects such as the hygiene required and the style of cooking in an open kitchen where customers could watch me cook in a way that does not offend. It was my determination, self-motivation and my father's support that drove me to establish Yaki-Zushi.

### FOR HOW LONG HAVE YOU BEEN IN RESTAURANT BUSINESS?

I got introduced to the hospitality business thanks to my dad who started A'Lua 25 years ago. Growing up with my father was an amazing journey by itself, whenever possible he would get me involved in the family business and that is how my passion for this grew and now I have pretty good idea of what goes into running a food related venture.

### WHY DID YOU CHOOSE THIS LINE?

Well it's more like the line chose me. It has been a family business and I was introduced to this field at a very young age. I have walked through life



seeing my father do this every single day of his life. And now that he is no more with me I believe that it's my responsibility to continue his legacy and continue my father's name. I want A'Lua to be the name on everyone's mind. And I know my father's spirit will be with me on this journey.

### TELL US MORE ABOUT YOUR RESTAURANT YAKI ZUSHI.

Yaki Zushi is a 70 cover oriental restaurant that focuses on providing clients with authentic Asian cuisine with a casual dining experience. Being very primly located at Sangolda on the main Chogm road, our goal is to reach out to every sector of the market. The restaurant has a very promising future due to the growing demand of Japanese, Chinese and Thai food. Sangolda has a very warm, peaceful and friendly environment, allowing you to dine in nature. A place where you always know you will get the best of everything. Yaki Zushi will provide you with a truly warm Asian Experience. The various services offered at our venue includes bar, smoking areas, outdoor seating as well as AC dining hall, we also provide home delivery. We welcome guests from 11:00am -3:00pm and 7:00pm - 11:00pm allowing diners to relish a scrumptious meal between the functional hours. Besides the a la carte menu we also offer outdoor catering service and party banquet halls (A/C, Non- A/C and open air).

### WHY WAS IT NAMED YAKI ZUSHI?

Yaki Zushi is Japanese for 'grill and



sushi.' My original concept was to sell the best sushi in town. I am still working on the 'grill' aspect. We have even re-done the interiors completely and have a growing customer base. Our customers can choose to see the chef preparing sushi if he wishes to.

### HOW DID YOU GET THE IDEA OF STARTING AN ORIENTAL CUISINE RESTAURANT?

The inspiration to start on my own began at Taj. I started with a brunch at A'Lua in Sangolda and quickly revamped the Indo-Chinese menu to make it more Asian-inspired. I always had a liking for the indo-Chinese dishes, not only because of the unique taste but also because of the health benefits of these dishes. Chinese and Japanese food is cooked with the intention of increasing the health benefits like longevity and having healing powers and medicinal value

### HOW IS THE DEMAND FOR ORIENTAL CUISINE IN GOA?

Goans are open to trying out sushi. I didn't expect to have such a great response from the customers and I see a pretty good future. I make it a point to talk to every customer, and if I find that they are new to the cuisine, I offer my recommendations with dishes I know they will like. I do this so they don't order something they are put-off by and stay away from the cuisine entirely in future. If they are a seasoned sushi lover, I know that they will definitely love what we have to offer.

### WHICH ARE THE SIGNATURE DISHES OF THE RESTAURANT?

Prawn sushi, nigiri, sashimi and tuna ceviche are popular among people who are fine with authentic Japanese food. Our hot items like tom yum and tom kha soups move fast, along with miso, ramen, Shanghai chicken and Thai chicken wings. Apart from these, the tepanyaki, gyoza, Thai curries, crab meat fried rice and burnt garlic rice are a few of our much loved items.

### TELL US ABOUT SUSHI FESTIVAL

Well, the Sushi Festival has been a great experimental ground for me to decipher what the market in Goa wants from sushi. As Goa is still a bit new to the concept of Japanese food and especially sushi, it really helped me a lot to find out the likes and dislikes of the Goan community as they are my main market for now. In the last festival we had experimented with about 25 types of sushi preparations, some entirely raw, some semi raw, some entirely cooked, so it was a great experience for us to find out what the market expects from us.

### WHAT MESSAGE DO YOU HAVE FOR YOUNGSTERS WHO WANT TO GET INTO THIS PROFESSION?

Don't worry about what you get paid. Whatever you think you should make, you're probably wrong. Go to places where you want to work and wait for an opportunity there. Those are the places that are going to mould you into the chef that you will become. Work ethic and attitude is everything.

# WHY YOU HAVE NOTHING TO WEAR

**SZWENSKA CHRISS**

Let's get straight into the meat potatoes of why all of us say 'we have nothing to wear'.

In reality we are staring at a closet full of clothing, but we still say that we don't have anything to wear, which doesn't make sense at all.

There are certain reasons why a lot of us say these things, so I am going to walk you through some of the possibilities. You can take some of this information and incorporate it in your closet so that you are able to solve that problem.

The first thing that comes into consideration with not having anything to wear in our closet is the sizing.

## IS IT THE RIGHT SIZE?

Most of us at some point in our life have fluctuated in weight and we have purchased clothes to accommodate that, period. So, either we are still in that period of our life and don't want to invest in new clothes but have kept old clothes just in case we might need them again.

When you do leave multiple sizes

in your closet, you are going to look at racks of clothing in front of you that you can't actually wear. This creates a part of that 'I have nothing to wear syndrome'. Because it doesn't either fit you well, or if you are someone that wants to hold on to things then my suggestion is to remove those pieces of clothing from your closet. Since you are not ready to purge them as of this point, just get a box and pack all of those clothes inside and store them elsewhere. You can always grab them down the road.

I don't recommend keeping them longer than six months but this way when you have cleared your closet and you can see the clothes that you can physically wear at this moment. You will get a clear picture of what you actually have in your closet.

## LOOK AT THE THINGS THAT YOU LOVE.

Women already deal with so much negative self-talk. You don't need to keep stuff in your closet that is going to make you feel unhappy about yourself. In short, only keep things in your closet that brings you joy because those are

the things you're going to wear and make you feel good about yourself.

## CLOSET ORGANIZATION

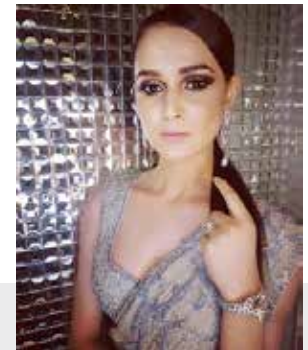
Another huge factor in why you may not have anything to wear is because you are not able to find things in the right place. The organisation of your closet is another important factor. It may seem so simple but if you can't find pieces, it is because you have got clutter all over the place. So, my suggestion to you is to always coordinate your closet by colour and the type of clothing.

## ACCESSORIES

The last puzzle to that equation is accessories. They are kind of like the icing to a cake, it just finishes an outfit. It gives it a little bit of more personality and this doesn't mean that you have to go bold and crazy and colorful as it is not for everybody. Always go with what feels right to you.

## MAKE A SHOPPING LIST.

We go shopping and get drawn to items that may be colorful or sparkly, and as a result we end up buying them. We don't actually think whether



"When buying an outfit, look at the statement that separates you and which could be teamed differently with basics giving a new appeal every time you wear. Also for occasion wear, do look for outfits with cuts which you could wear from day to night by styling accessories correctly. This way the same outfit could be used for both, the day functions and could be styled differently for evening functions too."

**Nitya Bajaj**  
Fashion designer

it's going to go with anything in our closet. My rule of thumb is that if you can't think of three ways to wear an item before you buy it, you probably shouldn't take it home. Because you will know that it doesn't offer any versatility and is again going to add to the clutter that you are looking at in the morning, creating the 'have nothing to wear syndrome.'



# RAJDEEP NAIK COMPLETES 20 YEARS IN THEATRE

When I was in seventh, Anvekar sir took us for a skit competition at Kala Academy in which I had acted. That was my first performance, but the real breakthrough came during my Higher Secondary School days when Dilip Dhargalkar gave me a break in the one-act play competition.

## TEAM TNV

Imagine a situation when you are about to start a ticketed show and someone walks to you amongst the crowd with a thick file of documents. The documents have enough proof that the drama which you are about to perform is copyright protected and you have no rights. The hall is jam packed and this person who is standing next to you with the file is like a sword hanging over your head. What to do?. This is not a sequence from any film but a real life experience of Rajdeep Naik, a veteran actor who has given a new meaning to the professional Konkani theatre.

The incident occurred around 20 years ago when Rajdeep was in the group which was performing the drama 'All the Best'. The original 'All the Best' drama was a Marathi hit and what Rajdeep was acting in was a crude imitation of the original play. That day, the drama continued, and the group in which Rajdeep was acting, vowed not to do the mistake again. That was the day that gave a star to Konkani theatre and movie industry.

Recalling his introduction to his passion, Rajdeep remembers Anvekar sir who encouraged him to participate in skit competition when he was in seventh standard. "When I was in seventh, Anvekar sir took us for a skit competition at Kala Academy in which I had acted. That was my first performance, but the real breakthrough came during my Higher Secondary School days when Dilip Dhargalkar gave me a break in the one-act play competition," Said Rajdeep. "I also started directing one-act plays when I was studying at Government College Khandola," added Rajdeep.

While narrating anecdotes about his theatrical journey, Rajdeep credits his success to 'Rang Yatra', an initiative by Vijaykumar Naik under Haus Theatre banner. It was in the year 2006 when the first students' drama convention was held. Rang Yatra had invited college general secretaries from

across the state, in which Rajdeep had represented his college. There were others like Eknath Naik and Jitendra Shikerkar who had also come for the event.

Rajdeep said that he was participating in the drama camps which helped him to know the nuances of drama making. There he learnt the science of drama which helped him to have a proper base for the theatre performance.

"There were certain guidelines which were taught to us during those days and we still follow them. For instance, we never show liquor bottle or dead bodies on the stage. In the year 1998, I started my commercial group 'Kala Chetana' which completes its 20 years this year. We have produced 65 dramas and 7,000 shows. The dramas include Shiri Re Shiri Adhantari, Tirangi Chakra Chakri, Ami Te Ami, O Bay, Shortcut, Puppa Eke Puppa, Ankwar Company and others," said Rajdeep.

While having his edge over the commercial theatre in Goa, Rajdeep also acted in the movies starting from 'Dekhni Durai' penned by Pundalik Naik. His first major break came through the film 'Mortu' where he acted alongside Bharat Ganeshpure. Rajdeep carved a niche for himself with his mind blowing performance in 'Home Sweet Home' and its sequel 'Home Sweet Home 2'.

Born in Savoiverem, this 42-year-old actor was impressed with the acting of Marathi star Sanjay Narvekar and Hindi film's sensation Paresh Rawal.

After spending two decades on the stage, Rajdeep has decided not to act in the festival theatre which includes the dramas that are performed during the festivals like Ganesh Chaturthi. "There are some organisers who give immense respect to the groups but there are many who don't give due credit," rued Rajdeep.

He said that every drama that was produced had certain message. "We produced Firangi Fatas which gave a clear message on education in mother tongue. It is difficult to explain this topic through speeches but easy to tell it through theatre."

Rajdeep knows that he has a long way to go in this field. He is one amongst the few people who have made theatre as their profession. The Neutral View salutes such a performer.





## TEAM TNV

The long patch of road travelling through fields and green belt from Kankavli in Maharashtra's Konkan area led us to Devgad, a small coastal town 40 kms away. As we reached the place representing the ethos of Konkan, we took a small lane leading towards a bridge that connects Devgad to Kunkeshwar, a place known for its famous Shiva Temple.

A vast ocean and a hamlet of Mithmubri was ideal location for the launch of our Konkana edition of The Neutral View. We named it as "YeVa KonkanaT" which means welcome to Konkan. On August 23 we were in Konkan. It was a milestone and historic feat for Neutral View Pvt. Ltd which has become the fastest growing media organization.

After successfully capturing the hearts of Goans through its English fortnightly The Neutral View, we have ventured into the neighboring Konkan. Our latest addition to the world of media in Maharashtra's Konkan belt "YeVa KonkanaT" was launched on the auspicious occasion of Ganesh

## YEVA KONKANAT THE NEUTRAL VIEW STRIKES CHORD WITH KONKAN REGION

Chaturthi.

Being Goa based media house, we could not ignore Konkan region which has a lot of similarities with us. The migration that happened out of Konkan some five generations back also contributed to the welfare of Goa alike Mumbai. There are several people from Sawantwadi, Kudal, Kankavli up to Ratnagiri and Raigad who have made Goa as their home. The cultural similarities are helping them from not being home sick.

Ganesh Chaturthi is one of the most

important festival in Goa and also the Konkan region. It is said that roughly there are 8.5 lakh people living in Konkan area but there are over 50 lakh Konkani people who have migrated to Mumbai and other places.

This is a time for reverse migration. We launched our edition in Konkan to start the trend of reverse migration in the region. On the occasion of Ganesh Chaturthi, the edition of YeVa KonkanaT was launched in the historic home of Khawle family. The family has a tradition of celebrating Ganesh since last 317

years. They have entered into Limca Book of Records for having Ganesh idol which is seen in three different colours during 21 day celebration.

BJP leader from the region, Pramod Jathar was the chief guest for the function which was well attended by prominent people from the region. In a unique style, typical to Konkan, the blessings of Lord Ganesh was sought for the success of this edition. The edition was launched in front of Lord Ganesh.

The 16-pages edition was well appreciated by the readers who wished that in the years to come the news magazine would be converted into daily reflecting the ethos of the region.

We have set up our office at Kankavli, which is a major commercial hub of this region. The office was later inaugurated by local MLA Nitesh Rane who welcomed the initiative. He said that the magazine should add up to the quality of life of the people of the Konkan belt.

With YeVa KonkanaT all set to have its second edition being published on September 15, we have started our journey in this region.



# BOMBAY TO BICHOLIM AND BACK, DR SHEKHAR SALKAR'S JOURNEY IS INSPIRATIONAL

Oncologist Dr Shekhar Salkar is not a new name in Goa's medical field. He is also known for his penchant for the game of Cricket. His journey is inspiration for those who want to make a career in Goa without crossing the borders forever.



## TEAM TNV

One quality that makes Dr Shekhar Salkar different from the rest of medical practitioners is his style of dealing with the patients. Known for his ever smiling face and humour even while dealing with the most difficult cases, Salkar has been the face of the profession in the state.

"I never had the confidence that I will become a doctor but my mother was very much interested in making me a medical professional," Salkar says with a smile recalling that even during his childhood, the toys were that of a doctor including a dummy stethoscope.

"I was not very intelligent also to get high marks but somehow I managed to get good marks to enter this stream.

When I was in 12th my mother suffered from cancer and unfortunately she died in six months. She was not there to witness my success."

Salkar says, "I think it was in my destiny to become a doctor that is why I became a doctor but to become a cancer surgeon was my own choice. When I went to see my mother in Tata Memorial Hospital, the site of stalwarts like Dr Prafull Desai, Dr M R Kamat impressed me a lot. That time I was not sure if I would enter the medical field."

"Many people aspire something but they can't get it. I was very lucky. I was lucky also because I was born in a family which was well to do. There was always an encouragement to study. We were pampered a lot and childhood was ultimate."

in recovering the dues."

"My father and uncle owned Gomantak soap factory. They were doing very well. Sometimes I used to go for sale with my father on his vehicle but it was just an excuse to go to my grandparents' place at Curchorem. It was amazing," recalls Salkar.

When asked about childhood, Salkar turns nostalgic remembering the time when he went to 'balwadi'. "We had a fantastic life. Even right from childhood, I was the most notorious kid," revealed Salkar.

Bicholim was a very small town that time. Salkar who has been nationally famed as leading oncologist says that he will never discontinue his roots with Bicholim. "I don't like staying in a flat and city culture. I am comfortable at my home," he said.

"It is my ego actually. I am very egoistic about the fact that people from across the state will come to meet me in the evening at Mardolkar Hospital at Bicholim. I have been practicing at Bicholim in the evening. That is like a big thing because when you belong to a small town, you are always proud of it," says Salkar.

"I did my MS from Tata Hospital. After passing the MBBS I was not getting admission in surgery or medicine, so I was doing diploma in paediatric. One day one of my professors asked me to apply in Mumbai, so I applied everywhere including Tata Hospital."

With broad smile, Salkar remembers a day when he was heading to Mumbai to answer the interview. "I took the bus and went to Mumbai and stayed at Ajit Kadkade's home (singer). He took me to a senior scientist Chitnis, who eventually knew M R Kamat," Salkar said, adding that then he got registered for MS in Tata hospital.

Salkar had to work for one and half year outside Tata Hospital. "That time Sion hospital was like an asylum for Goans. I had a cousin who helped me to work there on a temporary basis," he said.

The oncologist recalls that the most difficult days of his life were the first 15 days at Sion hospital. "There we were not able to sleep for almost 48

"We belong to the best generation. We have seen best of yesteryears and also the new things which are coming up right now including mobile phones, YouTube, Google etc. I have also heard Cricket commentary on radio. During 1982 when Asiad was hosted, television was brought in our home. We were listening to commentary while studying."

"Ours was a big family. We were seven of us. We call ourselves as seven Salkars."

When asked why he did not preferred to continue with his family business, Salkar concedes "I am very bad in bargaining. Somehow I never had an inclination towards it. Today I feel that if I was not a doctor, I don't know what I would have been. I am bad



hours. The nurses did not help even to collect the blood samples. I could not work and I was issued memo and warning. That was the time when I contacted my brother Vallabh back home, who asked me to come back home on a weekend. When I was back, I told my brother about my difficulty. He gave me 12 cashew packets and 12 feni bottles. On returning to Mumbai, I gave the feni bottles to one of my seniors who used to like drinking feni and I distributed 12 packets of cashew to the nurses. This plan worked very well," Salkar remembers. "My life became much easier after that. I then started conducting operations. That made a big difference. I was earning Rs 1,200 a monthly salary. We used to spend our Sundays at the residence of Ajit Kadkade. Two more of our friends used to join us. One was Apa Teli who was engineer in Air India and Sanjiv Kadkade who was in catering college. We used to roam Mumbai on Saturday and Sundays. That stopped us from feeling home sick."

I worked for one year in Sion Hospital. I did senior residency there which gave me maximum confidence to operate. Sion Hospital was known for trauma. All the highway accidents were being referred to Sion Hospital. We used to do eight hours of duty.

Salkar recalls how Bhivandi riots gave him the most challenging time as a medical practitioner during which he worked with minimum resources. "Nothing could match the challenge there. We could see all kinds of casualties," he said.

Salkar then shifted to Sushruya Hospital. Salkar recalls working with Dr Nandu Lad who was famous for operating former Prime Minister Atal Bihari Vajpayee. Salkar said that he used to get work under the top surgeons and gained a lot of experience.

"All the current 'A' level surgeons in Mumbai were my teachers. I got junior residency and that was a life changer. Then I wanted to be a cardiac surgeon," said Salkar.

"There were opportunities everywhere including JJ hospital, Nair



hospital except KEM. But my dream was to join KEM hospital."

"Somehow I had craze for KEM. When I was going through this situation, suddenly senior residency in Tata Hospital was announced and I got through there."

In the year 1990 when Salkar completed the residency, he took the bus and rushed back to Goa.

"The biggest compliment was from my boss Pradhan who said that he wanted to make a cassette of my journey when I landed in Mumbai and when I left from there. He told me that you will be very successful as a doctor because of my style of talking with the patients and dealing with them," Salkar said.

# goenkar

conducting an operation from him. "I went to GMC seeking to join there but they told me that there was no vacancy. Then I started my private practice. The first cancer operation that I conducted was on my uncle who had male breast cancer. I operated on him at Salgaonkar Medical Research Centre in Vasco. He survived for 15-20 years," recalled Salkar.

Salkar feels that he is thankful to few doctors like Dr Sham Bhandari who had confidence in him. Also Dr Raut Desai and Dr Pradip Dhungat who helped him to start.

He is now chief of clinical services at Manipal Hospital, Dona Paula.

Salkar also represented the state in Cricket, which he perceived as a hobby. Salkar is also a member of the Lions Club and is heading the National Organisation for Tobacco Eradication. He has also been Goa unit president of Association of Surgeons of India, Indian Medical Council.

When he left from there, Salkar carried endoscope from there which was being introduced for the first time.

The most important phase of Salkar's life was when he returned back. His father firmly believe that looking at his age, no one would trust

## The Neutral View



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# AGAINST ALL ODDS

## NURSING WAS AN ACCIDENT IN MY LIFE BUT I AM LOVING THE INJURIES: VITHOBA MHALKAR

When nursing education was a female fiefdom, VithobaMhalkar was amongst the few males to try their hand at this profession. Currently faculty at Institute of Nursing Education at Bambolim, teaching psychiatry and research Vithoba has recalls how this noble and evolving profession can be a medium to care for others.



### RUPESH SAMANT

When you meet this young guy with white apron instructing the to-be nurses about their nuisances of the profession, you are bound to mistake him for a doctor. Meet Vithoba Mhalkar, teaching faculty at INE, Bambolim. He is one amongst the first few to take up nursing as a profession and he has made a mark for himself and certainly has become the torch bearer of it.

"I am from Pirna village in Bardez but due to my father's business we shifted to Margao. He suffered losses and the family went through lot of financial crisis. After the demise of my father when I was in XIth std my mother took the responsibility of running the house taking job of attendant in a private school in the morning and running a flour mill in the evening," narrates Vithoba as we sat down for an interview with him.

During the time when it was a usual thing to take up Nursing as a vocation owing to the low percentage in the examination, Vithoba was an exception. Having a distinction at secondary school level, in the entire list on the basis of merit he was first for admissions in Nursing. This was in the year 1998.

He admits that his main purpose of joining nursing was to get the government job once he passes out from there. "One of my relative had told me that this is one profession

that can give an easy access to the government job once you pass out from here," said Vithoba whose goal was to have financial stability to himself and his family in the career path that he chooses.

When Vithoba opted to be a nurse the financial situation of his family was at the lowest ebb. "I wanted to help the family from this crisis. My mother was doing odd job, brother was seven years younger to me and sister was at uncle's place," he recalls.

At that time, there was no degree course in nursing education in Goa, but still he opted it knowing it well that it is a diploma in General Nursing and Psychiatry. The only hope was to get the government job.

Life was not easy for Vithoba when he joined nursing. The class of 45 had only three boys. "It was a bit odd situation for me. I was surrounded with all girls and we were only three boys," he said.

Then Vithoba resigned to the fate. He decided to adjust and carry on. "It took one month for me to reconcile to the fact that this is the future. Then things became normal and there was no looking back thereafter," he says with a wide smile on his face.

While psychologically Vithoba made peace with the fact that he has chosen the profession which is female dominated, socially it was tough for this young lad with extra intelligence and who had carved a niche for himself in

the extra-curricular activities.

Vithoba narrates an anecdote when he went to meet his former school principal. When he told the principal that he has chosen to be a nurse, he could not digest it. "He was furious. He said I expected you to do much better. By becoming a nurse, you are ruining your career."

But down the line Vithoba proved the principal "absolutely wrong." Now with the degree of MPhil in Nursing which is the first ever in the State and mentoring budding nurses through Institute of Nursing Education, he has become an example to emulate for others.

All three years, Vithoba was first during his course of nursing. He passed out in the year 2001 with distinction. And he was destined to be, he got a government job in the year 2004 and was posted at Goa Medical college, Bambolim where he worked and garnered experience in various departments like ICCU, Surgery, neurology etc. . He used the provision which allows the leave to have in-service education and Vithoba took admission in KLE, Belgaum and completed his graduation under Indira Gandhi National Open University with a distinction.

He did Masters in Hospital Administration through ICAI university. Vithoba also completed his Masters in Psychiatric Nursing from Manipal university with a distinction. In the year 2013, he was deputed as faculty in Institute of Nursing Education at Bambolim, a facility that he still continues to serve. In the year 2015 he completed his Masters of Philosophy in Nursing (M.Phil) by standing first in Manipal University with distinction thereby becoming the first person in Goa to acquire it for which he was felicitated by the then health minister Adv. Francis D'Souza. He is also a certified emotional intelligence trainer and ably uses his expertise in infusing optimism, assertiveness and leadership qualities in the upcoming generations. He has attended many research conferences and also has research publications too to his credit. A multifaceted personality Vithoba has personal interest in writing stories, conducting quiz, taking emotional

intelligence seminars and workshops and he is equally a good poet too.

In the entire journey, Vithoba says that he encountered different kind of people who used to make understanding out of his career as nurse. "To nurse is to care for somebody. Nursing is like applying scientific knowledge and the art of caring and blending it in caring the body, mind and the soul. It takes a lot of knowledge, expertise and dedication to be a good nurse," he explains.

"The best part of this profession is that you are working with humans and not the machines. With the innovations, specialisations and advent of evidence based practice in nursing one can leave their footprints by showing the intent to learn the art of caring in the most sophisticated way. I always tell my students that the image of any profession lies in how well you being in it view it and if you feel there has to be any change then be the agent of change yourself, where there is will there's a way" he further reiterates that, "behind every successful man there is a woman, I was fortunate that I had two. One was my mother and other one being my better half who always gave that rock solid support and boost to achieve the goals and milestones that I have soared. I really owe a lot to them".

Vithoba has a basic tendency to interact with human at a personal note, to crack jokes and to make the atmosphere lively which also makes him one of the favourite teachers in the institute amongst students.

If someone wants to enter the profession, the first and important quality is the intent to serve mankind without bias and second is to handle the competition and stress in life in the most positive way, he said. Vithoba says "With glorious 10 years of clinical expertise in GMC and four years plus experience in teaching I would certainly say that Nursing was an accident in my life but I am loving the injuries."

We salute Vithoba Mhalkar for the kind of career orientation he had in his life. He is an inspiration for many boys who search for an excuse to leave the state in search of a career and settle for less. His story can make them wait back in their homeland, and be a role model for others.

# AFTER NINE TITLES UNDER HER BELT, IT'S TIME FOR SAMAPADA KUNKOLIENKAR TO WRITE ON WORLD PHILOSOPHY IN KONKANI

VINAYA WALAVALKAR MANTRI

Sampada Kunkolienkar has an ardent reader. She has now graduated from being a reader to writer. Right from penning columns in various newspapers in Marathi and Konkani to having nine titles under her belt, she has been one of the most sought after writer in the State. She is a column writer in newspapers like Navaprabha, Lokmat, Sunapranth, Gomantak and Bhangarbhui.

"Ever since my childhood days I had a flare for reading.. It was my favorite hobby and still is a part of my life and it was also the way through which I got into my line of work," says Sampada who is certified diploma holder in electronics and communication.

"Even during my time as a student I was always reading and in that process I came across 'the monk who sold his Ferrari' by Robin Sharma. This book was my inspiration to become an author and ever since my focus on positive thinking grew," she explained.

Born in a family of writers, Sampada followed footfalls of her mother

Jyoti Kunkolienkar. "My career started with an article in Navaprabha in June 2009 which was widely appreciated by the readers. This boosted my confidence in my writing. It was the starting point of my journey as an author," he said.

"My first book 'Mysterious Power' was published in 2010. It was in English.

I am a vigorous reader, such that I have atleast 15 unread books in my house stacked at any given point of time so that I don't run short of books. She has finished reading more than 100 books."

"During this process of reading, I came across the works of Mr. Ravindra Kelkar, after this there was no looking back, I just couldn't stop myself form reading all his work but I just didn't stop at reading it but I also went on to do an in-depth study of his literature. While I was doing the study I realized that one's own mother tongue is the best medium to express oneself freely," said Sampada.

"This made me realize that if I can write in English than why can't I express

myself in a language that is so close to my heart and soul. Since that day I began writing in Konkani as well."

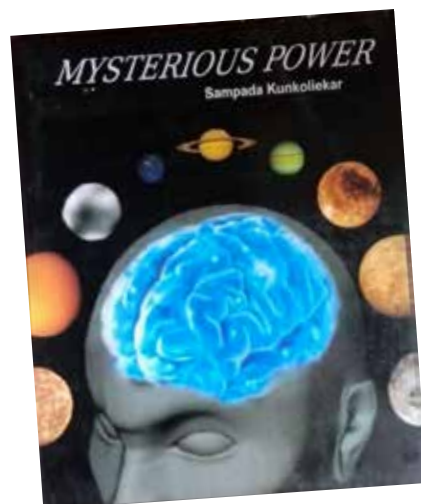
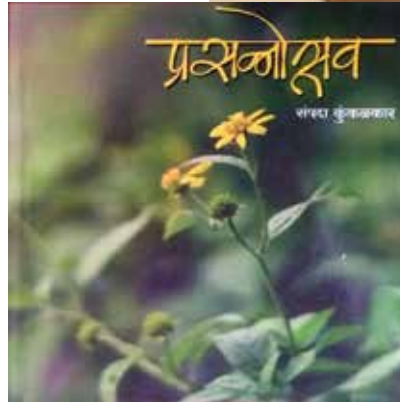
"My parents have always been a huge source of motivation and support throughout my journey. I was always given the freedom to decide for myself and they trusted my decision. Off course my family having a literary background owing to my mother's reputation in the literature field was a good ground for my choices to be understood."

Being daughter of Jyoti Kunkolienkar had several plus points, but Sampada recalls one minus point too which she took as an inspiration in a very positive way. "In my early phase this also was a little bit of a hiccup as when my work used to be published my friends teased me that my mother might have had a hand in it's creation, but as for me I took it as a compliment as

people could see that level of expertise in my writing as my mother. It did make me feel proud."

Sampada says her mother has always been a source of inspiration for me but I always wanted to make an identity of my own for my satisfaction as an author.

When she was asked how she feels about her achievements, she had two



instances to express her feelings of joy.

She recollected the time when Bhakti Kulkarni- a well known chess player, said in her interview, "I read book Mysterious Mind by Sampada Kunkolienkar during the Asian competition and I must say that book helped me tremendously."

Secondly I always feel that when one's work reached the common man and he appreciates and understands it, that is the time when one has really achieved something in real.

One day when I was in a queue to cast my vote, the person who was marking my hand with ink recognized me and began to appreciate my work and he

also was curious about my future plans. I was the happiest I could be as that day I had achieved what I wanted to achieve through my work.

She said that till now her literature mostly revolved around mind power but from past two years I have began researching on world philosophy. By now I have studied Indian philosophy, Chinese wisdom and Greek philosophy. Currently I am focusing on Bhagwat Geeta.

Sampada said after completing her study on world philosophy it is her dream to make it available the same in konkani.

If there is a fire within you, let it burn. One of the two things that could possibly happen is that it either turns into a gigantic success or it doesn't work out and you go back to what you are currently doing. The key is, measure the risk and set boundaries. Give yourself a time frame and state clearly within how many months you aim to see returns.



# UPSTARTING YOUR START-UP

CHARLENE FARRELL

In an age, where the word start-up is as common as the word mobile phone, we definitely see a trend developing. As we progressed through life, we were always told, first you study and do well, then you go to college and choose a field and after that you work in that field till you reach the ripe old age of retirement. Well, today we are singing a very different tune. Thousands have realised that working in mainstream processes isn't as lucrative as say, starting your own business. There is, however, a lot of risk that comes with the idea of slipping off the beaten track and actually finding your way through the road less travelled. In today's scenario, there are definitely various personality types that account for the given population. Two types of individuals that immediately spring to mind are those who take the plunge and dive in with both feet, and those who are too cautious and thus refuse to let one foot stray from a well-planned future.

A youngsters upbringing is an important decider as to which path the youth will take. We have been brought up in a very predictable world till date. Our parents and grandparents were sure about being on a certain path. They allowed their wisdom to percolate down and

thus we became who we are today. Focus and determination on a single goal is what we were taught. We were also told to plan for a rainy day and make sure we didn't take risks. Worry about tomorrow was always what most of us were taught. This was also something that was passed down through no one's fault and if you go to see, it's quite a good advice. Being human, one thing is for sure, and that is our fear of the unknown. It is this fear that has led thousands to refrain from following their dreams and to bury deep within their hearts their most intricate dreams. In doing so, some individuals go a lifetime without realising their deepest desires.

Today, things are rapidly changing. People are bringing up their children in a much more wholesome, well rounded way. Children are being taught to question everything and are encouraged to be creative, skilful and experimental. Of course, this could come with its own set of drawbacks but with the current topic, it can lead to wonders beyond what we could conceive. Being brought up to explore and to create new things also means being given the opportunity to script their own destinies. When children are brought up and nurtured into believing in themselves, the sky is the limit. Not all youngsters or individuals who have decided to quit mainstream

mundanities and explore new horizons were brought up by parents with these principles. What could have possibly led them to take such drastic steps out of the box? Well I do have a few theories.

Individuals who love to learn and research are great candidates for taking these risks. They are those who will turn every idea inside out and look at it from every conceivable angle possible. Thus, they would be most likely to have their risks pay off as the margin of failure would be fairly small. Another type of individual who would take the plunge are those who don't only love change but actually go out and seek it. These individuals aren't really fearful of new things but actually look at change as the only normal progression of things. Then there are those who are very in tune with their instincts and trust them to the hilt. Besides these I'm sure there are many others who would take the risk and do a great job of it.

With that being said, we need to understand that some risks are really worth taking. If there is a small part of you that sees something great happening, give the idea an opportunity to sit in you for a bit. Allow it to take root. Let it grow while it's nurtured through research and analysis. Let yourself question the risk involved and then ask yourself if it is worth it. Keep questioning and researching till you are completely satisfied.

If there is a fire within you, let it burn. One of the two things that could possibly happen is that it either turns into a gigantic success or it doesn't work out and you go back to what you are currently doing. The key is, measure the risk and set boundaries. Give yourself a time frame and state clearly within how many months you aim to see returns. If it doesn't catch up, go back with your head held high for at least you gave it all you've got.

Individuals who love to learn and research are great candidates for taking these risks. They are those who will turn every idea inside out and look at it from every conceivable angle possible.

# VRITTI I-MEDIA; THE STORY OF INDIA'S LARGEST DIGITAL AUDIO NETWORK

**RAHUL KAMAT**

In India, radio was the first medium of mass marketing which was the most trusted medium to promote your brand to the masses. It covered all strata of population right from the deepest of the rural market to the biggest of the metros in India. With the advent of television, things dramatically changed as there was a great interest among the people to watch something which was otherwise only audible, and after that it was the technology which took over the business of marketing and then came the social media jargon and so on. With changing times people started to look out for new medium which could make sure the message about a product or service is delivered to the end user or say the influencer who could be a future prospect for it. All the mediums which exist have been trying to reach each and every part of the country. To connect to the people passing on a message and have been successful.

Team TNV's Rahul Kamat talks to Dhiraj Naik, zonal sales manager of one such media house Vritti i-Media



and Margao, Vasco, Ponda, Curchorem and Cancona in South Goa.



## TELL US MORE ABOUT VRITTI I-MEDIA

In this marketing world Vritti i-Media is a very young entrant in terms of the age of the company and also the medium that we use. Vritti i-Media proudly calls itself "Experts of Rural Market" because it has carved its own niche in the rural market for software solutions and agriculture related businesses for over two decades. Vritti has mastered the use

of available technologies in optimum way to be successful in rural market. Vritti i-Media, a media arm of Vritti is a pioneer when it comes to "Audiowala Bus stand"—India's Largest Digital Audio Network at transit places with captive audience from small towns and rural areas. Today, this medium is present across the states of Maharashtra, Karnataka, Punjab, Rajasthan, Goa, Himachal Pradesh and Haryana with a reach of 350 million people across 300+ locations. We at Vritti i-Media are

always inspired to perform, innovate and deliver dynamic and groundbreaking solutions to our clients.

## WHAT BRANDS ARE YOU SERVING?

Our esteemed clients include Godrej, Parle, Emami, Zee Cinema, Mahindra Tractors, Eicher Tractors, State Bank of India, Union Bank Of India, Bank of Baroda, Central Bank, HUL, Vicco, Maruti Suzuki, Idea, Deepak Fertilizers, Indofil, Kirti Gold, Vikram Tea, MKCL Product Launch, Customer Engagement, Sampling, Product Demonstration, Market Study, Customized Activation, Mobile and Digital Integration and many more

## TELL US ABOUT YOUR OPERATIONS IN GOA?

In Goa, Vritti i-Media has the audio and visual announcement facility at 10 bus stations across Goa. The stations being Panaji, Mapusa, Assnora, Bicholim and Sanquelim in North Goa

## WHAT ARE YOUR EXPECTATIONS FROM YOUR ASSOCIATION WITH THE NEUTRAL VIEW MAGAZINE?

As India is a Cricket loving nation we know the importance of a good partnership, and we at Vritti i-Media adore a good partnership. The Neutral View is an exciting new magazine which has started in Goa. What The Neutral View brings to the table is a fresh air to the field of journalism and freshness in the way it is presented to the readers. In a short span of time it has created a very good space for itself in the already crowded Goan market.

What we are doing is we are simultaneously promoting each other at the above mentioned bus stations in Goa. You could hear the appeal of The Neutral View in the form of an audio jingle at a stipulated time and you could also see and read about Vritti i-Media on the various issues published by The Neutral View magazine.

Hope that the Partnership Continues for a long time because it's always good to have a long partnership for a long and successful journey ahead.

# WORK TOWARDS ACHIEVING YOUR GOAL ROYSON AFONSO

TEAM TNV

Royson Afonso, a diploma holder in air conditioning. Having worked initially with private companies and thereafter with Goa University for three years. He left the job at Goa University in 2009 and started his own business and now is a successful entrepreneur.

## WHAT WAS YOUR MOTIVATION?

I don't enjoy sitting in one place and working. I prefer to explore and work outside of an office desk. This keeps me going and helps my body to stay fresh and active.

## WHAT MADE YOU JOIN AIR CONDITIONING COURSE?

This idea occurred to me a long time back during my childhood when I was in 10th standard. Normally when a child or a student is at this stage of their life they try to think of innovative ways to better their future. One of my friends suggested that I should do an air conditioning course as it has a good scope abroad and would overall benefit my future.

## WHAT WERE THE EARLY STAGES IN STARTING UP YOUR BUSINESS?

I was never into sales. My strong suit was my service. I started my career in service industry and that was the strongest asset which I carried with me. I started as a service franchise in Goa for brands like Panasonic and we started doing well as far as service was concerned. Our customers were quite pleased with the service we provided and they soon recommended that we should sell the products as well. We soon started selling to them and that's how we got into sales.

## HOW DID YOU DECIDE THE LOCATION OF YOUR OUTLET?

It wasn't planned. You can say it was a God's gift to us.

## WHAT ARE YOUR THOUGHTS ABOUT ONLINE SHOPPING WEBSITES? DO THEY HAVE AN IMPACT ON



## RETAILERS?

Yes, they do. There is a huge impact on retail counters due to more online shopping websites these days. Our main focus is post sales service which is very important as people will buy from us based on the service we provide to them. We also have clients who have repeated orders with us. So it's not just the walking customers we depend upon but more importantly the concept of post sales service or the people who approach us after service.

## WHO HAS BEEN YOUR INSPIRATION THROUGHOUT YOUR BUSINESS JOURNEY?

I haven't really looked up to anyone in terms of business. I just went with the flow and created my own path. You can say it was by God's grace that things worked out well for me.

## WHAT IS THE MAJOR DIFFERENCE BETWEEN ENTREPRENEURS AND THOSE WHO WORK FOR SOMEONE ELSE?

As an entrepreneur, you are presented with many opportunities and most importantly you can make your own decisions. You have the freedom to

make your own decisions regardless of what anyone says. If things go well it benefits your business and if it doesn't you tend to regret it. Your freedom of choice comes with a risk and that's what I think being an entrepreneur is all about. As an employee, however, you do not have the freedom to make important decisions. If at all you do, you have to take permission from your boss or whoever is in charge. The main aspect is that you do not have the ability to explore your options.

## IF YOU HAD THE OPPORTUNITY TO START YOUR CAREER ALL OVER AGAIN WOULD YOU DO IT DIFFERENTLY?

When I was a child I always wanted to be a cop. Unfortunately due to my height constraint and physique I was unable to get into that field. Even though I was on the right path towards fulfilling this dream in terms of education and doing the right things, it never really worked



out. The way I live my life today is completely different from how it was five years ago.

## WHAT HAS BEEN YOUR MOST SATISFYING MOMENT IN BUSINESS SO FAR?

There were a few actually. The first one was when we were awarded as the best dealers in Goa by Panasonic. I was happy that we finally got something under our belt and this motivated me to work harder. Last year we were awarded 'Best Mitsubishi VRF Dealers' for Goa and Mumbai branch which was presented in Japan.

## ALONG WITH AIR CONDITIONING WHAT OTHER PRODUCTS HAVE U ADDED TO YOUR BUSINESS?

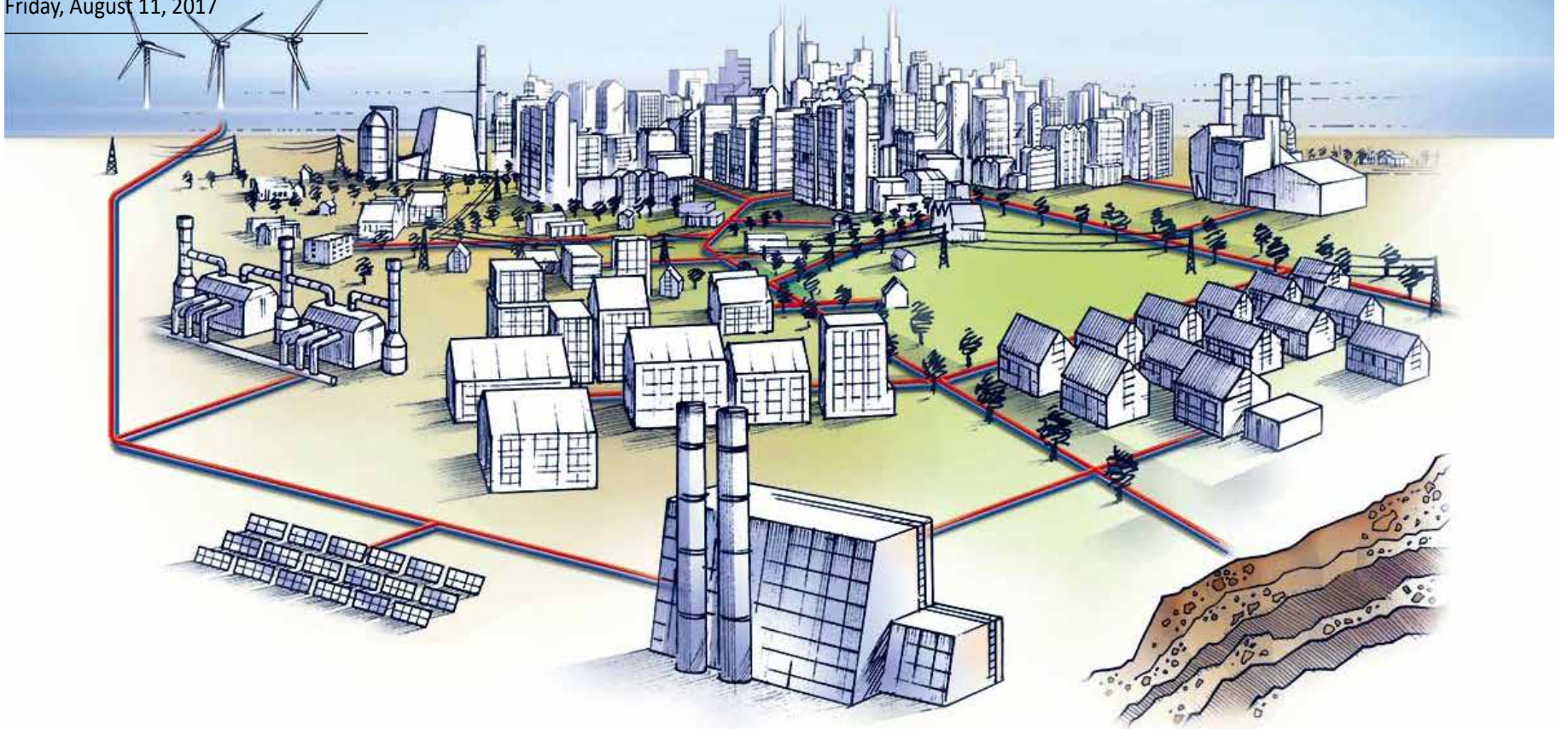
My core business is air conditioning. However as I mentioned earlier our customers requested that we sell other products as well since they loved our service very much. This led us to selling other electronic products such as televisions, refrigerators, washing machines etc.

## DO YOU HAVE ANY PLANS TO EXPAND?

We might think of expanding in the future but at the moment we have two outlets. One in Taleigao and one in St. Inez. We had started an outlet in South Goa two years ago but unfortunately had to shut it down due to lack of man power. I believe in honesty and need people who are like minded. I felt that we were lacking in that area and therefore I had to close down our store in Margao.

## WHAT MESSAGE DO YOU HAVE FOR PEOPLE WHO FANCY GOVERNMENT JOBS?

As I mentioned earlier, I worked at Goa University for three years and then left the job to start up my own business. My parents did not approve of this decision and felt that I was on the wrong path but there wasn't even the slightest bit of doubt in my mind that I was on the wrong track. I trusted my decision and things went well for me. I would advise those people to go after what they truly love doing and work towards achieving their goal each and every single day without doubting themselves.



# TOWARDS SUSTAINABLE CITIES AND SELF-SUSTAINING COMMUNITIES

**SUUHAS TENDULKAR**

The large urban sprawls in India's biggest cities today clearly epitomise the lack of foresight and prudence in city design and management. Even as high rises and big roads have characterised progress in these cities, haphazard planning permits and unregulated construction have also significantly reduced the liveability of the cities. There is a clear need to question the business as usual approach to city planning and urban architecture.

The earliest of urbanities in England and the US, close to coal/oil/gas fields and processing industries, were small settlements that grew over time into large cities. The gradual uprooting of the population from its more traditional surrounding in the country to the routine and congested city life brought about a plethora of cultural and psychological problems and in addition also highlighted the necessity of planning for large scale resources and resource management functions like water supply, sanitation, drainage and electricity. As the cities grew in size, disconnect between the cities and the resources (water, food, nature) became even wider making the cities ever more reliant on the countryside for its resource needs.

In the continental US, the approach to address the problems of growing

urbanisation were expectedly more market oriented. After the First World War, urban planning in the USA increasingly took a modernist spin. The modernist movement championed, most notably by Le Corbusier, looked at the problems from a technical perspective and advocated high rise building, homogeneous superblocks for cheap housing; essentially dense urban settlements interspersed with open spaces. The time after the Second World War, which was characterised by high population growth, a growing economy, saw single families and wealthy residents move outside the city into new suburbs creating the urban sprawl. Vast landscapes were covered with suburbs that were far from jobs and public transit, and residents used cars to commute to places of employment, commerce, and recreation.

Continental Europe also increasingly adopted modernist approach to city planning by constructing dense urbanities with high rises and mass housings. Suburban development also significantly changed the landscape around the established cities. The explosion in car ownership after the Second World War also de-emphasised the need for public transport planning for the cities. The old cities became commercial and industrial areas with the suburbs increasingly hosted residents and retail businesses. This

lopsided and space consuming sprawl created myriad challenges including environmental degradation and consequent health impacts on citizens, deterioration in resource quality, extreme poverty and inequity because of imbalanced economic activity, and social dissolution.

These problems of urban settlements and sprawls helped spawn alternative views and theories for urban development, notably the sustainable city or the eco-city movement. Although the term sustainability is relatively new, the concept itself is quite old. One of the earliest attempts at urban planning that aimed to bridge this gap was the work 'Garden Cities of To-morrow' by Ebenezer Howard in the UK. The concept of Garden Cities aimed to reconcile industrial urbanisation with rural settlements by allowing Britain's growing worker class, increasingly trapped in poverty in the unsanitary and overcrowded slums of industrial centres, an alternative that balanced the social and economic benefits of cities with the healthful effects of living in the countryside. The concept called for a radial development model under which each city resident could claim proximity to self-sufficient industries, community services and agriculture emphasising on walkability within the cities and public transport for outside city commute. Another notable stalwart who advocated

the Garden City concept and called attention to integrated planning model for cities was Lewis Mumford. As the spokesman for the Regional Planning Association of America, an informal group of architects, planners, economists and writers, he advocated for the establishment of regional cities with requisite residential, cultural, commercial and industrial components and surrounded by an agricultural area, also acting as the geographical limit, for servicing the city's needs.

Although these thoughts did not find support during their times, the ideas of city planning from these two intellectuals gained increasing prominence after revival of environmental movement in the Europe and the US in the 1980s. The current approach to urban sustainability also takes cues from their work on integrated planning for urban development. The modern concept of sustainable and smart city has evolved and it not only covers aspects related to architectural planning, land use segregation, zoning laws but also subsumes diverse areas like green buildings, energy conservation, energy efficiency, renewable energy generation, waste recycling, water recycling and capture, home/community gardening, smart devices and innovative transport models.

The next in the series of these articles will cover the concept of sustainable city and some successful initiatives in the sustainable city movement.



# MALAISE OF PEER PRESSURE

SANGITA SHARMA

As individuals we live in a society and constantly balance our individuality whilst being part of a larger group. There seems to be a thin line between being an individual on one hand and member of a community on the other. Society plays its role in shaping our thoughts and actions and within the parameters of our interactions with others, become vulnerable to what is referred to as 'peer pressure'. The dilemma to forgo one's individuality and follow others creates what can be termed as 'peer pressure'. Succumbing to this can kill one's individuality and in extreme cases be destructive and devastating.

Peer pressure in an individual is generally 'self-generated', in response to a feeling of being influenced from a peer or peer group. People change their attitude, values or behaviour, to conform and be a part of the influencing group or individuals.

As one encounters questionable social behaviour and habits of people, the need to analyse if it is caused due to peer pressure is becoming necessary; more so for the individual, as it robs him of his inborn qualities and traits.

Peer pressure is nothing new. It has been a part of the human psyche and shown both positive and negative results. Earlier, peer pressure was restricted to an individual being influenced by his immediate friends and colleagues but today it seems to have spiralled out of control.

In a highly connected world and exposure to different aspects of life, the social media is like a catalyst which sets standards for the new mantra of social

**In the race for academic and professional achievements, depression and despair may set in, while lifestyle and social media can create stress and unending desire to be in the limelight.**

acceptance. Facebook, WhatsApp, Instagram, Twitter are some of the new peer pressures which the young and old seem to be battling either consciously or subconsciously. It's truly baffling to see the extent to which a person can go to, so as to be heard, seen, liked, acknowledged, appreciated or followed. Logic and ground reality takes a back seat as people prefer living in a make believe world. Some common forms of peer pressure which could trickle into an individual's life are drinking, smoking, drugs, breakdown of family values, relationships with the opposite sex, academic and professional achievements, lifestyle changes, and also the status on the social media.

In the race for academic and professional achievements, depression and despair may set in, while lifestyle and social media can create stress and unending desire to be in the limelight.

As we navigate through this beautiful journey of life, peer pressure is a challenge we need to meet with

moral courage and sobriety. Early conditioning by parents and teachers does help young people to make the right choices and the older generation should rely on their inner strengths when confronted with issues related to peer pressure. It is important to have faith in one's own self and not follow the herd. When in a dilemma to decide a particular course of action, there is one simple question that one needs to ask one's own self; "If everyone is jumping into the well, do I need to do the same?" The logical answer to it would be "NO". However, confronting a person suffering from peer pressure with a similar question could lead to arguments and altercations and so should be avoided.

Without forcing opinions and decisions, give the latitude to a person to decide what the right course of action is.

There is no doubt that life is ever changing and dynamic but there are certain universal truths that do not change and have stood the test of time; the sun rises in the East and sets in the West, there is day and there is night, seasons undergo cyclic changes and so forth. In the same way, there is no escaping that which is right and sacred within each one of us: Preserving and valuing the institution of marriage, maintaining healthy and respectful relationship with the opposite sex, having a balanced approach to academic and professional achievements, forgoing greed for money, power and status, having a practical and a pragmatic approach while integrating into lifestyle changes and having trust in one's own self by seeking 'like-minded friends' rather

than the number of 'likes' on the social media, are essential for the well-being of a person and helps dilute the ills of peer pressure. As individuals, family and friends, the intention should be to create ways and methods to have a happy rather than stressed out spaces to exist in.

Changes in society and family bonding are having an impact on the young and old. According to a survey conducted by Associated Chambers of Commerce & Industry of India, there is a huge increase in the number of teenagers taking to alcohol, and one of the main reasons for this is 'peer pressure', besides easy spending power and access to alcohol. Reasons assigned for this behaviour is unhappiness, getting bored or simply to look 'cool' and 'get high'. People seem to be blissfully unaware of the consequences of consumption of alcohol which not only amounts to deliberate self-harm but also results in high-risk sexual behaviour, liver disease, duodenal ulcer etc. Other consequences include problems like poor physical and mental health, accidents and addiction.

Taking to drugs is even more dangerous. In a state like Goa where tourism is a major industry and the floating population of tourists make it difficult to pinpoint culprits, the problem is gaining alarming proportions.

Educational institutions and the state too have a role to play in helping people suffering from disorders related to peer pressure. Access to counsellors, psychiatrists, de-addiction centres is extremely necessary. Crackdown on the menace of drugs is of paramount importance as it generates crime in society.

Most forms of peer pressure are tackled well if the mind is occupied in constructive or creative work. Sports and physical exercises too contribute in keeping an individual stronger not only physically but also mentally. Participating and bonding with family members and contributing to the community by doing social work also helps to create faith in one's own self. Warding off peer pressure and helping others to do the same will help create meaningful relationships.

"Let us value not only ourselves but others too and come together to eradicate peer pressure of all kinds."



# JAVED XEC DIGICOM COMPUTER EDUCATION SUCCESS STORY



TEAM TNV

It was in the year 1998 when Javed Xec faced a choice to either join the bandwagon of jobseekers or to be the job provider. He set out to build a chain of computer institutes that would offer computer courses at affordable fees to the middle class society and make computer education reachable for all. Javed started Digicom Computer Education with just five computers at a small place in Margao, and today, his institute has already trained thousands of individuals in computers and made them assets for the state and national growth.

The venture found an immense response, and the maiden attempt with a modest sized training centre at Margao went on to grow and form into Digicom Computer Education Academy which now has institutes in Panaji, Margao, Vasco, Mapusa, Canacona and Curchorem too. Students disillusioned with fancy institutes and their fancy price tags found relief in the clean and fill free education at prices that brought a smile to their faces.

Today, this network of Digicom study centres is mostly concentrated in Goa and sparsely at various locations in Karnataka. The strategic locations took away the stress of making huge expenses towards mass advertising.

The mission Javed took up in 1998 has become a mission for several working with him. Digicom Computer Education is known for its pioneering work in the field of IT education and training. The strong research orientation has



**Digicom Computer Education now provides computer training of international standards with international certifications to students and working professionals. They are known for their career-specific computer courses which are imparted through interactive teaching techniques, state-of-the-art technology and experienced faculty.**

helped them to innovate continuously in the areas of software, hardware & networking training, and curriculum development.

Established in the year 1999, Digicom Computer Education has trained thousands of people in Goa. From introducing computers to the people in city, to providing advanced IT skills to students and professionals, Digicom Computer Education has evolved into a training powerhouse. While special-priced IT programmes have enabled ordinary citizens to achieve computer and internet literacy, career education has shaped the lives of thousands of individuals.

The institute has managed to establish a dominant market presence in the area of computer education.

Though Javed ideated the institute, he does not like to be wholly credited for it and feels that it is his team of faculties, management and all others who have made his venture into a huge institute.

Digicom Computer Education now provides computer training of international standards with international certifications to students and working professionals. They are known for their career-specific computer

courses which are imparted through interactive teaching techniques, state-of-the-art technology and experienced faculty. Digicom also earns the name for being the pioneer in introducing new courses that helps the students to keep pace with the growing demands of the industry.

"All our faculty members are well qualified and experienced. After all the computer training, we provide a good placement support after successful completion of the course," told Javed Xec.

"To empower individuals intellectually and enabling them to develop their full potential by enhancing competencies was a mission launched a few years ago. It was a mission that spoke little but meant much more to the people behind it," says Javed.

Javed has a target of creating a vast network of study centres penetrating right into the deep interiors of the state. He said that a few more centres within the next few years will be opened as the demand for computer courses and the trained man force in the state has just doubled.

Digicom has also been offering free computer training for the needy and the specially abled persons.

## TVS MOTOR COMPANY ANNOUNCES HIMALAYAN HIGHS SEASON 3 FINAL LIST OF RIDERS

TVS Motor Company announced the names of the 12 riders shortlisted to participate and ride in Himalayan Highs Season 3. The selected riders will embark on a journey to the Himalayas, astride a 110cc, scooter, claiming a hat trick! The Season 2 of Himalayan Highs witnessed 11 women riders securing a place in the India Book of Records for being the first women-only group to scale the mighty Khardung La on a 110cc, scooter.

Following the two successful seasons of Himalayan Highs, TVS Motor Company kicked off the selection process for Season 3 in July, 2017. The process was equally grueling with multiple rounds of evaluation that focus on physical health and psychological resilience to brave the odds that nature throws as a part and parcel of such rides. The shortlisted riders were provided with safety and riding training from experts including people from TVS Racing team. Himalayan Highs has always evoked a lot of interest among the youth of the country, with Season 3 receiving over 1,00,000 enquiries. This year, in response to popular demand to throw open registrations to all, Season 3 assumes a bigger and scaled up form with male riders joining in for the ride.

Himalayan Highs Season 3, will commence in the first week of September 2017 with the flag off taking place at Mandi (Himachal Pradesh).



## HDFC BANK LAUNCHES ALL-IN-ONE DIGIPOS MACHINES

HDFC Bank Ltd, became the first bank in India to launch DigiPOS, a Point of Sale (POS) machine that offers a complete suite of digital payment options. DigiPOS will offer customers various digital payment options such as UPI, Bharat QR, SMS Pay and PayZapp, in addition to the facility to pay through debit / credit cards.

In the coming months, HDFC Bank will convert its entire network of over 4 lakh PoS machines to DigiPOS without any investment by the merchants.

The initiative integrates all popular digital payment methods in

PoS machines thus offering greater convenience to both customers and merchants. For example, using the Bharat QR or UPI option, customer can scan the QR code and make payment using their smartphones. Similarly, SMS Pay option on the DigiPOS can be initiated by merchants in the home delivery business to facilitate payments through SMS to customers. As the largest acquirer in the country, HDFC Bank aims to enable all its existing merchants to accept digital payments thereby driving rapid adoption of digital transactions.

## MINI INDIA INTRODUCES MINI ON TOUR



MINI India has introduced MINI on Tour – an exclusive platform to provide the legendary MINI go-kart experience across 18 cities in India. The MINI on Tour will commence in Jaipur and travel to Ludhiana, Chandigarh, Dehradun, Agra, Lucknow, Kolkata, Indore, Ahmedabad, Pune, Goa, Mangalore, Mysore, Kochi, Coimbatore, Salem, Vijayawada and Bhubaneswar from August to December 2017.

MINI on Tour is a state-of-the-art mobile showroom featuring the brand flagship, the new MINI Clubman on display and offers exclusive chance to experience and test drive the entire MINI range of cars available in India which includes the MINI 3-door, MINI 5-door, MINI Convertible, and the MINI Clubman. MINI on Tour will be stationed for four days across two prime locations in each city. MINI Sales experts will be available to provide professional advice on specifications, technology and features of the cars and help customers find MINI to match their lifestyle. Customers can also book their favourite MINI on the spot.

MINI has established five authorized dealership in India – Bird Automotive (Delhi NCR), Infinity Cars (Mumbai), Navnit Motors (Bangalore), KUN Exclusive (Chennai) and KUN Exclusive (Hyderabad). Customers can service their MINI at BMW authorised service centres across 23 Cities.

## AUDI DRIVES IN THE AUDI Q7 40 TFSI QUATTRO

Audi, the German luxury car manufacturer, announced the launch of the Audi Q7 40 TFSI quattro in India. The powerful 2.0 TFSI engine churns out 185kW (252hp) and 370 Nm of torque effectively accelerating 0 to 100 km/h in just 6.9 seconds. The Audi Q7 also packs in a lightning-fast power redistribution through quattro permanent all-wheel drive, segment first Audi Virtual Cockpit and a smart Audi Smartphone Interface, and is priced at INR 67,76,000 onwards.

“Our flagship SUV Audi Q7 had been the only product in its segment in India when it was launched. A popular choice of bollywood celebrities and big industrialists, the Audi Q7 lead the way for the luxury SUV segment in India. With the introduction of the Audi Q7 40 TFSI quattro, we are now offering customers an exciting line up of their preferred SUV to choose from and own their favorite Audi. This marks the debut of the first-ever luxury SUV in its segment in India and reigning segment leader with a petrol engine,” said Mr. Rahil Ansari, Head, Audi India.

The Audi Q7 40 TFSI joins an exciting line up which already has a powerful 3.0 TDI engine. The adaptive suspension and the lightweight body make the new Audi Q7 a dynamic car among the large SUVs. The car is available in Premium Plus edition and the fully loaded Technology edition.



# POSSIBILITY OF A DREAM COMING TRUE MAKES LIFE INTERESTING: MONISHA JAIN

## TEAM TNV

Team TNV would like to introduce you to Goa's well-known crafter Monisha Jain as she speaks about her life and highlights her journey in this field.

Hi there! I am Monisha Jain, and I am stopping by to give you a brief introduction of my Goa based venture, PaperFiestas, and its journey this far. I have been an ardent crafter all my life. Personally, I always found great joy in making customised and personalised gifts for my family and close friends. Buying ready-made gifts and cards just did not have the same charm for me as conceptualising and creating an exclusive gift did. I enjoyed dabbling in several crafts such as knitting, embroidery, painting, etc. but paper crafts had always been a fond favourite of mine.

Buoyed by tons of encouragement from family members, I finally decided to take the plunge and convert my hobby into a full time business back in 2014. Thus, PaperFiestas, a paper design studio, was born. The initial year was a little slow, as it took me a while to grasp the intricacies of running a business, something I had no idea of up until then.

I had started out by making OOK ('One-of-a-kind') greeting cards. It took me a while to realise that simply being a good crafter wasn't going to be enough to run a successful craft business. I needed to identify and understand my target market, learn pricing, photography, marketing, accountancy, logistics, distribution, search engine optimisation, basic graphic designing, e-commerce, etc. I thoroughly enjoyed the learning experience though, and slowly but surely my business started



to grow. My break came towards the end of 2014, when orders for Christmas started pouring in. It was then that I knew that I had a viable venture.

In the past couple of years, with the help of reliable vendors and customers in Goa, I have been fortunate enough to grow my hobby into a business with a modest but decent annual turnover of just under Rs. 20 lakh. I have been blessed enough to be able to give a little something back to Goa by training and employing three women, two of whom are widows with children.

Over the years, PaperFiestas has successfully expanded to other avenues as well.

We cater to the events like birthdays, baby showers, baptisms/Christening, weddings, corporate events and even showroom launches. We take care of all

the paper needs, from invitations to welcome signs, banners, table décor (food labels, cake and cupcake toppers and centrepieces)

favor bags, boxes, gift tags, etc. All items are designed and created exclusively for your event, as per your theme and budget. Our themed birthday products are a great hit with young moms.

I am now a happy and proud member of two Goa groups, one for crafters and the other for women entrepreneurs. The crafter's group (Creative Crafters Goa) is a small but close group of crafters. We meet to share our love for crafting and introduce each other to our passions, seek feedback and encouragement on our work as well as gain access to new vendors within Goa, and just generally have a joyous and positive influence on each other. The Women's Entrepreneur

group (GoWomana Goa) is a support network for women running small to medium level businesses in Goa. From supporting each other's businesses to conducting workshops, helping each other with acquiring customers and identifying new business opportunities, this group has a positive impact on a lot of it's members.

While my venture, PaperFiestas continues to grow and flourish, I hope to also be able to give back more to Goa in the coming years by participating in charity events, helping out NGOs, and being able to employ additional people. Do like and follow us on Facebook @ PaperFiestas to keep track of our work, or contact us at paperfiestas@gmail.com if any of your requirements can be met by what we have to offer.

I have always loved the saying, "it's the possibility of a dream coming true that makes life interesting", and at the moment, I am happy to be living my dream!



# I TREAT MY PLANTS LIKE MY BABIES: AJAY NAIK

## Engineer who left his job to become a farmer

PALASH VOLVOIKAR

In a country where farming is considered to be a tough job, Ajay Naik left his well-established IT career to pursue farming, and not just any kind of farming. Originally from Karnataka, Ajay is the founder and CEO of Letcetra Agritech, and runs Goa's first vertical hydroponic farm, located at Mapusa, growing a variety of vegetables like lettuce, cherry tomatoes, basil and cilantro, in a controlled indoors environment. He believes in using technology to help overcome the limitations of traditional farming, and the success he has been having speaks volumes about his dedication to the job. I recently had a chance to talk to Ajay about his journey :

**TELL US A BIT ABOUT YOUR JOURNEY TOWARDS STARTING LETCETRA AGRITECH. DID A PART OF YOU ALWAYS KNOW THAT YOU WOULD SOMEDAY LIKE TO SWITCH CAREERS? OR WAS IT SOMETHING THAT YOU DISCOVERED WITHIN YOURSELF, RECENTLY?**

I was always a problem solver and I always wanted to help the world. After working in IT companies, one day I decided to quit my job and start my own company to solve some real life problems and help people. We started with a spiritual mobile app which helped people to go through their difficult times. It was a great success; we got a lot of users for our app. Our users liked the features of the app and they wrote to us, "you did make a good difference in our lives. Thank you". This gave us a lot of strength to go on. Due to our big user-base and good rating of our apps, a German company acquired our company, after negotiations.

Following this, after doing intense, full-time research for two months, I decided to start India's first hi-tech vertical hydroponics indoor farm to grow top quality pesticide free exotic vegetables.

This is a fulltime job for me and involves 100 percent dedication, hard work and commitment.

**DID YOU ALWAYS HAVE A**



“The science behind growing plants always fascinated me. I treat my plants like my babies, and their well-being and growth means the world to me. Agriculture and farming has been a lifelong interest area. With my engineering background and work experience, I knew that introducing technology in farming can reduce the risk of failure.”

**PASSIONATE INTEREST IN FARMING? TELL ME MORE ABOUT IT.**

My mother's parents were into farming. My grandparents (Mother's parents) house is located in the middle of agriculture land. I still remember, when we were small we used to go to our grandparents house during school vacations; we used to walk through vast fields to reach their house. We lived in a town, so that was my only interaction with farms during my childhood.

The science behind growing plants always fascinated me. I treat my plants like my babies, and their well-being and growth means the world to me. Agriculture and farming has been a lifelong interest area. With my engineering background and work experience, I knew that introducing technology in farming can reduce the risk of failure.

I still remember the first time when the seeds we sowed germinated, it was a great feeling to see that. It almost brought tears in my eyes as

we spent two months of intensive research and three months of setup time, working 18 hours a day, all to achieve the dream of growing healthy food, and we succeeded.

**HYDROPONIC FARMING IS PROBABLY NOT THE FIRST IDEA THAT WOULD COME TO A PERSON THINKING OF TAKING UP THIS LINE OF WORK. WHAT MADE YOU PICK IT, SPECIFICALLY, AS OPPOSED TO SAY, CONVENTIONAL FARMING?**

There has been a huge drop in the quality of what we eat. We are what we eat. I have always been interested in what we eat, and how healthy it is. My interest in technology and farming led me to bundle the two together and develop solutions to real world problems, and inspired me enter hydroponic farming.

In hydroponics, one can grow healthy food without using soil in a controlled environment with very less land, water and labour. After doing research for two months, I decided to start India's first hi-tech

vertical hydroponics indoor farm to grow top quality pesticide free exotic vegetables.

**HOW DO YOU SEE LETCETRA AGRITECH EXPANDING IN THE COMING YEARS?**

Now, we are setting up farms for private investors who see the potential of hydroponics as a high-growth business. Food production will always be in demand, and we don't want to miss out. In the coming years, we would like to help set up many hectares of hydroponic farms and supply healthy vegetables from farm to the table.

**LASTLY, ANY WORDS FOR YOUNGSTERS OUT THERE LOOKING TO BREAK OUT OF THE STATUS QUO AND FOLLOW THEIR PASSION?**

Life is what you make of it. City or village, what work you do and where you do it, is entirely an individual's choice. My message to youngsters is to follow their passion, and give 100 percent to what they are doing.

# Women and Weight Training

TARIQ MOHAMMAD

The women's lib movement can now finally be said to be complete, the women of today right from the high powered corporate executive, to the college going Britney Spears wannabe to the soap opera watching housewife have all of a sudden started visiting gyms, and it's not because gym memberships today cost lesser or the trainers are hunkier, but because the liberated woman of today realise that a gym is where she would acquire true physical strength and beauty.

The gym was always thought to be the domain of the bodybuilder and a woman stepping into the gym and that too for a weight training workout was almost unheard of. The fear of sprouting manly muscles or becoming fat if you ever stop training and other such false facts kept women away from the weight training area. But today's women use weight training as a tool to not only sculpt the body of her dreams but to also improve her health and simultaneously the quality of her life.

Men and women both possess more than 650 muscles and more than 200 bones. The primary difference between Adam and Eve is hormonal. Men have a greater amount of testosterone which gives them their hairy backs, baritone voice and more importantly the capacity to drastically increase their muscle mass. Women on the other hand possess a larger amount of estrogen, which gives them their feminine features and greater tendency to gain fat, plus their extremely low levels of testosterone give rise to a very low potential to gain muscle. All you women need not be too happy. The inability to build muscle, which has a capability to burn calories, makes you carry more fat as compared to your male counterparts.

So, weight training is an invaluable tool for women to increase whatever little muscle, and with it their calorie burning capacity. It will not only make you lose the ugly body fat but keep it off as well.

One more little known fact is that a muscle is something that gives shape to the body. Once the fat comes off,



if the muscles are not developed, the body will simply weigh less but not be ideally shaped. The female form will be enhanced and a woman will be deemed as well shaped only if her muscles are developed.

Even after all this a woman will still have doubts of whether to embark on a weight-training regime or not. This stems from the following

"I do agree that building muscle is the best way of ridding the body of fat...But I am a woman and won't an increase in muscle make me larger and more masculine?"

This message goes out from me loud and clear to all women...

"You've got a hope in hell in building muscle like men... it won't happen even if you want it more than anything in the world...WAKE UP to the fact that nature just hasn't given you enough of the muscle building hormone testosterone to be able to build the kind of muscle that would be visible or make a

substantial difference in size or girth of the body."

At best you can hope for muscular hypertrophy in fractions of millimeters... if you do everything correctly...but the very process of building a millimeter of more muscle will elevate the BMR so much that you will lose fat in inches.

That's the fantastic trade off that women can hope to get from weight training.

A millimeter increase in muscle will lead to an inch of fat loss. Thus successfully reducing dimensions and at the same time giving it an awesome shape and tone.

After I have convinced you that weight training and building muscle is as important for you as men, I am sure you'd want to ask this- "Do I need to train intensely or increase the weights that I lift? As I simply want to tone my muscles and not increase my muscles."

The minutest increase in muscle requires as much effort from a woman

as a male body builder who just wants bigger muscles...the poundage's might differ tremendously between a housewife and a male bodybuilder but the effort level remains the same.

If you just want to be a thin woman then just running round your block and starving yourself will do the job, but if you want to be the epitome of feminine grace and be considered as the possessor of an aesthetically pleasing athletic body that is firm and toned then you better hit the gym to lift weights.

Women have for long been termed as the weaker sex, this was mainly due to a lack of physical strength while performing day-to-day tasks, but this too is subject to change. Weight training is bound to make women more attractive but the other beneficial effect is that they will get stronger too. Thanks to weight training, the weaker sex is weak no more.

# DEEPAK PAUSKAR

## SANVORDEM'S NEW LEADER HAS GROWN FROM THE GRASS ROOT

**DEVIKA SARDESAI**

Deepak Chandrakant Prabhu Pauskar, MLA of Sanvordem and Chairman of GSIDC, was neither born rich nor intelligent but circumstances and determination to achieve something made him work for it. He is fond of social work and he likes to help people. Born in a middle class family of Dabal, where he was a former sarpanch, he never dreamt of entering politics but working closely with people increased self-belief. People envisioned him to be their leader and this nudged him to contest the panchayat elections. He brushed off his initial defeat only to prove that he is worthy of this post.

His mother, Aai as they lovingly called her, was an anganwadi teacher while his father was into agriculture and also had trucks that provided transport and materials to the mining sector. Their income sufficed his daily livelihood and Deepak never demanded more than what was required. As he grew up watching his father carry out his business, he also dreamt of one day becoming a successful businessman. He completed his matriculation followed by a mechanical course for two years. At the tender age of 18, he took over his father's business. His father always wanted to be within the parameters of the business circle but Deepak's 'out of the box' thinking forced him to part ways. His parents were very supportive of his decision and also helped him in smoothening the transition.

Deepak further enlightened us about the challenges he faced and how he dealt with it. At a time when the mining business was showing a steep decline, he had to recover these losses and so he dived strongly into the construction sector.

"In spite of being less qualified, his knowledge helped him bag the best job of his life. This just shows that he maintained a perfect balance in his social and political life. I am proud of him. He earned his victory by being dedicated and determined to

the job at hand, irrespective of whether he won or lost. This is what makes him a great citizen and a wonderful human being," said Sandeep Chandrakant Prabhu Pauskar, praising his brother Deepak Pauskar.

He credits his success to his mother, Sulochana Pauskar, whose prayers were with him constantly along with his father's blessings. His wife, Gayatri Pauskar whose incessant companionship helped him through difficult times, and last but not the least his business partner, his brother and his well-wisher, Sandeep Pauskar, whose constant support on the business front has let him to concentrate on his political career.

Deepak strongly believes that success depends on the individual. You just need to identify your strengths and weaknesses. Strengthening your strengths and working towards turning your weaknesses to strengths is a simple way to success.

As a citizen, his focus is on societal growth, politically using his opportunities in the best possible way where help will always be granted to those in need. The true meaning of politician where the aim is development will be realised as his dreams for a better tomorrow will be fulfilled.

In a world where politics is a dirty word, clean hearts still exist.





## FROM BUSINESS MANAGEMENT TO FASHION

### SYNE COUTINHO A NAME TO RECKON WITH

The fashion world and Goa has lot of similarities. But there are hardly few who could actually encash on it. But Syne Coutinho did it.

#### TEAM TNV

Meet Syne Coutinho, a young lady whose journey has the capability to inspire many who want to turn their hobby into profession. The fashion world and Goa has a lot of similarities but there are hardly few who could actually encash on it, however, Syne Coutinho did it.

"I am not from a fashion designing background, I have done business management so to speak, but I always loved the idea of art and fashion...So I decided to follow my passion and started working on my line of clothing," narrates Syne sitting at her store in Fontainhas.

For Syne, it was an exhibition of her first collection at Hotel Mandovi that shaped her ambition into reality. "Since it was my first time and in spite of my technical ignorance, my passion for art and colours played a big role into making the exhibition into a great success," she says. "This encouraged me to have my second exhibition for the winter season at the Goa Marriott resort, which was also a big success. After the tremendous response shown in my brand, I decided to start a workshop which provided design and styling to my clientele and from there on the brand began on a small scale."

The first milestone in her career was the opening of her first flagship store in 2006 at Sao Tome in Panaji which was followed by another store in Margao in 2011. After 10 years in Sao Tome, she decided to move to a bigger space in Fontainhas within Panaji city. "In this modern vintage style store we have a large variety of



clothing and accessories," she says.

"Having in-house trained tailors make it easier for us to deliver only the best to our customers. The products at Syne are carefully picked and selected in order to maintain the uniqueness and finish of the brand," commented Syne Coutinho.

Though from the outside her journey seems to be easy, she did have her share of troubles.

Coutinho says that her journey so far was not simple nor was it easy, there were difficulties which she

had to face but she believed that success does not come easy. She has a philosophy that life would be useless if everything came easy. The joy of the challenges strengthens your passion.

"Sharing a few problems that I faced would be that of availability of labour. Labour is a big challenge in Goa as it is very difficult to find people who will understand your sensibility and turn it into reality and even after you train someone to for your needs, they want to leave and join elsewhere, hence finding faithful labour is also another herculean task to do," Coutinho laments.

Coutinho says that it has been a great learning experience for her because she is able to meet a lot of artists along the way making it a very exciting journey.

However, her journey does not end here. There are more milestones to be set. She hopes to have an in-house cafe at Fontainhas so that the customers can enjoy her collection with the beautiful surroundings of Fontainhas.

"We will be constantly having in-house fashion shows to showcase the upcoming collections," she adds.

# BOLLYWOOD'S MONSOON

PRITESH NAIK

**B**ollywood's obsession with rains has been from times immemorial. Rains and romance have gone hand in glove and has always been a hit formula no matter what the time period has been. The wet wild looks which have been a sure shot eye-catcher and has been popularised by many songs in the past. The trend continues even today in movies. It makes an emotional, passionate, romantic and sensuous addition to the film.

Bollywood has been synonymous with rains and rain sequences. A rain song in any mainstream Hindi film reveals an array of emotions. It could reveal intense love and passion between the actors, playfulness and some mischief, stage a sequence where the heroine is trying to seduce the hero, or love and longing where the leads are desperate for one another or a beautiful dance sequence. Rain songs are a delight.

Bollywood movies have successfully created the space for rains, be it any emotion from love, intimacy, to heart break rains seem to compliment all the emotions of the scene. Rains are also iconic in films be it the entry of the



hero, the heroine as well as the villain. Fight sequences also seem to get more intense when the same happens in a heavy downpour.

Rains have been used to increase the beauty quotient of the heroines. Water droplets pouring from the face make for a perfect close-up shot. The looks of a wet saree draped on a heroine surely makes one miss a heartbeat. From yester year songs of black and white movies this song is the first which pops



into our minds when we hear the word rain love-song. Pyaar hua ikarar hua hai is an iconic rain-song that features an iconic screen pair in the form of 'the showman', Raj Kapoor and the resplendent Nargis from Shree 420. Their polka dot, vintage Charlie Chaplin outfits and them sharing an umbrella, singing to each other is a sight we just love to watch.

There couldn't be a more defining moment in Hindi film romance in recent times than the one in Aashiqui 2. Who can forget the soothing Kyun ki tum hi ho song in this film. The melodious music, the sequence and the actors everything contributed to the magic.

We have all grown up watching these rain songs and no matter how often it gets repeated we surely love to watch them.



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