

Inspira



Vol. No. 24 / May 2008

FROM MY HEART

Dear Friends,

Already one quarter of the New Year is over. We were together at the New Year party, and it feels like we met just a few days back. But that is not true. Time seems to be speeding away. Soon we will get busy with the selection of the **new batch of Lila Fellows**. This would be the **13th batch**. What a wonderful journey it has been for Mr. Poonawalla, the Trustees and me. We have all experienced joy, happiness and a lot of learning in the process of selection and **building the extended family of Lila Fellows**.

In my last communication, I had informed you about the initiative that our Foundation has taken together with Asha Foundation, to sponsor 10 LFs to UK for training them to become Young Peace Ambassadors. Well I am happy to inform you that the selection process is over. We got a very good response. Many applications were received. The trustees after evaluation got together and **short-listed 20 Lila Fellows for a personal interview and finally we selected 12 girls, who will participate in this program starting 8th August until the 31st August this year**. Wow! Isn't this a great step towards our **very own philosophy of cultural integration?** We support young girls for PG from all walks of life **without any consideration for caste, creed or culture**. We only look at their **academic initiative** and their **economic need**, and of course their **desire and determination to realize their dreams and achieve their goals**. You will hear more about this project in the forthcoming issues of INSPIRA.

What a coincidence that when we have been discussing and focusing upon integration of different cultures and peace, Lila Fellows had the opportunity to participate in two events

which gave them the relevant inputs and appreciation of other cultures. The Foundation in collaboration with **Ashta No Kai** organized a cultural event to bring together the **Japanese young people** with young Lila Fellows. **"Ashta no Kai is a Japanese term, which means For a Better Future."** At this event, 21 Japanese Students from Orberlin University of Japan and around 35 Lila Fellows met over dinner to **share cultural diversities, social issues, Japanese traditional art of origami, folk dances and various Japanese costumes**. Lila Fellows demonstrated **Rangoli, Lavni dance, Kathak and Hindustani music**. It was indeed a fun evening and this was evident from the fact that none of the young people wanted to go home. I had to literally push them into a bus and make them say **SAYONARA**. The other event was a get together with **18 Kashmiri Girls from Kupwara**, district of Jammu and Kashmir. These young lovable girls were from an **Orphanage in Kupwara** and their visit to Pune was sponsored by the **Borderless world Foundation**, working under the aegis of UNICEF. This was their first visit outside their homes. The interaction of Lila Fellows with these young girls, **made them aware how gifted they are in what they have, compared to these young girls who were so**



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hungry for love and acceptance. What a heart rendering experience to listen to their songs, and see their simple performances. Lila Fellows really integrated well with these young girls and the evening ended with an excellent Chinese meal for all of us.

We had a lovely party to bring in the **New Year. Almost 100 of us got together.** This is the first time that we had a **professional DJ to play the most popular tunes.** Lila Fellows just freaked out and so did the Trustees. They just could not stop dancing. It was almost impossible to get them to come to the table to have some food. But when we ultimately got them to taste some of the dishes that were specially prepared for the occasion, we could not get them off. **We almost ran out of food. What a fantastic evening.** We also released the **23rd Issue of Inspira** on this occasion at the hands of the **Spouses** and the Trustees cut the New Year cake.

After all these celebrations and sumptuous meals at every occasion I thought it was time for some **Physical fitness education and training.** In this effort we organized a half-day workshop for the Lila Fellows and the trustees at **ABS Fitness and wellness club.** At this session **Mr. Abhimanyu Sable, a world-renowned health Guru** encouraged the girls with a motivational talk and had all of us in buoyant spirits amidst the chant of **"I AM HAPPY, I AM HEALTHY AND I AM STRONG"**. The session also included a **Fitness talk, Nutrition Tips, Calisthenics, Stretches and an extensive workout on various most sophisticated machines,** the like of which one rarely sees in normal health clubs. There was a quiz competition, and three Lila Fellows won a free membership for three months to the club. The club also sponsored a scholarship of one-year free membership to three Lila Fellows every year. The Foundation trustees will select the awardees. **A big thank you to Mr. Sable.**

Talking of Awards, I am indeed delighted to inform you that **Mr. Sareen of Dass Electronics felicitated five of our LFs on the 8th of March, International Women's day.** They received praise and recognition for their struggle and achievements. They received gifts of a **microwave Oven, hairdryer and even a**

washing machine from the sponsors, Dass Electronics and Videocon. These LFs were short listed by the Trustees of the Foundation for their achievements and continuous participation and involvement in the Foundation activities. **In the future very many such opportunities will come; I would appreciate it if all you Lila Fellows keep us updated about your achievements and progress, so that we are able to select the most deserving girls for such recognitions.**

I am also happy to inform you that after a lot of deliberations, the Trustees have decided to extend the scholarships to girls from the whole of **Pune district instead of only Pune.** The details have already been uploaded on the Foundation website www.lilapoonawallafoundation.com. **The objective of this initiative is to make available the opportunity for PG studies to more girls, even from rural areas.**

The Foundation also invited Lila Fellows and the Trustees to a **National Convention on Independent India 2007.** The convention was organized by **Top Management Consortium, MCCI&A, Symbiosis International, Sadhu Vaswani Mission & MAEER's MIT World Peace Centre.** The event was Presided over by **Rev Dada J P Vaswani** (spiritual Leader of Sadhu Vaswani Mission) and inaugurated by **Hon'ble Dr. APJ Abdul Kalam** (Former President of India). Many Lila Fellows benefited from the wisdom of learned speakers, such as Dr. Mashelkar, Dr. Bhatkar Dr. Mujumdar and many others, at the convention.

I end this communication with a prayer to GOD to give us and the Trustees of the Foundation, further enlightenment and insight to go through the process of selection of the new batch most diligently, fairly and finally select the most deserving girls to become a part of the Lila Poonawalla Foundation Family. **A big thank you to all the Trustees for the hard work they have to put in to complete this difficult task.**

With best wishes to one and all.



Lila Poonawalla

CLIP BOARD

The Inspira team members have constantly been making efforts to make our Foundation newsletter very interesting to read. Here we introduce a new column called **Clip Board** which is more interactive, and which will need your views.

The Objective of this column is to understand the thinking, views, perception & responses of our Lila Fellows on current developments in our country; the issues concerning all of us and which affect our lives in some way. This Column will give chance to all the Lila Fellows to interact and put forth their creative ideas. Infact, it is a platform to express yourself & what you feel on a given topic.

One of our Lila Fellow (Mona Dange- LF -1997) liked the idea of starting this column she says "This is an excellent idea and I hope in future you include more serious topics such as on politics, burning issues such as Tibet Protests, female infanticide & what we can do to prevent it... etc". Definitely Mona we would come up with real interesting topics for all of us to interact.

Well to set the ball rolling.... we have chosen a topic which is of interest to all....let's talk about Movies, the Bollywood & Hollywood Block Buster. Recently we have had real good movies ranging from Om Shanti Om, Taare Zameen Par, Dor, Iqbal.... and so on. Some have been pure entertainment and some issue based... the topic for this issue is...

"What viewers are looking for ... Pure Entertainment, Good story, Big Star cast....What is the formula for a Movie to be a hit?"

We received good response from the Lila Fellows with variety of answers; let's have a look at them -

Nilima Upasani (Mrunal Kulkarni) - LF - 2000

I think nowadays with our lives full of tensions; people mostly look for pure entertainment. They just want to spend 3 hours laughing and forgetting all their worries. So a good story with a blend of good acting and some jokes will definitely make a movie hit.

Snehalata Mahamuni - LF- 1996

For a movie to be hit it requires Devotion of each & every artist. The story of the movie must reflect as a mirror of the Society. It should have good script, director, established actor/actress, budget, good music, etc.

Riya Bhandekar (Lakshmi Nayak) - LF - 1999

People are mainly looking for a good combination of pure entertainment and Good story line. The casts don't matter that much. Once in a while people will go for watching a movie which has famous star cast but the movie will not remain in theaters for too long. E.g. 'Race' is not too big a hit with 6 superstars, however in spite of having a single big star 'Taare Zameen Par' is a hit! People are also going in for "different concepts" or "new ideas" these days.

Ritu Suyog Jitnurkar (Jain) - LF- 2003

Movie should be decent enough to be watched with the family, Even if there is no great story it should give enough moments of laughter and emotions, if they deal with happening in the daily life of a common man, audience can relate to the movie. Making unrealistic movies gets boring. The star cast justifies its role. If it has super stars then their roles shouldn't go against their image in audience's mind, e.g. If Madhuri Dixit comes and does an extremely indecent appearance in a movie, I will get frustrated after watching that movie, Lastly no unnecessary songs popping in between and at irrelevant occasions.

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CLIP BOARD

Mubashsharaha Tanvir Khan (Shaikh) - LF - 2003

For a movie to be hit it should show the reality of the society. It is not necessary that a high budget movie should be a hit e.g. Savariya is a flop but on the other hand even though Iqbal was a low budget movie it was hit.

Swarada Angal - LF - 2003

Hilarious movies are a hit.

Deepa Krishnamurthy - LF - 2005

Good Story, famous actor & actress loved by all people. Good scenes, scenery, songs & costumes & 1% luck.

Deepali - LF - 2007

Music, good story & direction are required for a movie to be hit.

Priyanka Prabhakar Padwal - LF - 2007

Good story is formula for a movie to be hit, the star cast also matters.

Rajashree Mangalchand Ahirgawali - LF - 2005

The movie should be made on a social cause, this is the formula for a movie to be hit.

Supriya Ram Iyer - LF - 2007

Great meaningful story with comedy, romance & that's all.

Swarupa Bhalchandra Bhagwat - LF - 2006

Good Songs, good acting

Anjali Ramesh Sarda - LF - 2005

Good Story, costumes & actor & actress

Oh Wow!! So we could see girls talking about stories, costumes, super stars etc. Must say every one has a different taste and choice in life. If you ask me I feel, the formula for a movie to be hit is, it should be made from heart. e.g. All Raj Kapoor's movies are a hit like 'Mera Naam Joker', 'Boot Polish', 'Bobby' etc. because of it's script, story writing, production, direction, music, acting, dance, comedy, the simplicity of the character portraying the movie. Raj Kapoor had the passion of making movies straight from the heart i.e. "Dil se". The motto was not to make a big budget movie & earn money but to show the reality of the common man and the society. Well thanks to all those who participated and going ahead we look forward to greater participation from the Lila Fellows on real interesting topics.

Here I announce the Topic for the next issue right away – Cricket has always been a Hot topic to discuss in India and with the Indian Premier League tournament on the agenda its all over the cricket fever. Well Girls we want to know what do you all have to say about the way IPL has branded itself, 'Manoranjan ka baap - DLF Indian Premier League Ad' and others like Hrithik Roshan as the brand ambassador figuring in a promotional video campaign to muster support for the team through a Hindi song "Duniya Hila Denge Hum (Let's rock the world)", etc. What do you all think about these branding ways / strategies, has it enhanced the market value of the players? Has it provided the opportunities to many young cricketers? What? What else??

So scratch your heads and then all you have to do is just jot down your views on the above topic in 5-6 sentences giving examples & the best answers will be selected on First come First basis for our Clip Board column to be featured in the next issue. Mention your Full name and your year of scholarship along with the answers and send it on my Email ID.

Till then Be Happy, Healthy and Strong!!!

■ - **Kiran Pardeshi (LF- 2006)**
(call2kirangal@gmail.com)

EMPOWERED LILA FELLOWS...

Walking the wildlife way...

Rapid industrializations, increase in human populations and modern ways of life have led to a further decrease in natural ecosystems, lesser habitats for the animals and a life of micro-wave meals! Today what we value more is to buy yet another set of wheels. Our actions have not only led to an imbalance in our lives but also in theirs. Time recalls the responsibility for us to make our decisions more sustainable and work towards the bigger picture instead of our own extensive needs. Led to be a part of the rat-race until not so long ago, she longed for a lifestyle which would add more meaning to her life. This is Devna Arora (Lila Fellow- 2005) a young biologist who will give us an insight into her Wild-Life career, rather her passion, because she proudly says it's just for the people who can't live otherwise.

Through times untold, cultures mimicked the rich colours, dances and the wisdom of nature. Having grown up with animals around me, it sounded perfect. I found my calling, my road to walk upon. It is not always easy to start afresh but when you have to, you must. That's where the journey began. My first degree was in Economics from Fergusson College, Pune. I then went ahead with a Diploma in Wildlife and Forest Conservation (through correspondence) from Thompson Education Direct (now 'Penn Foster International School') in PA, USA.

Some places offering courses in conservation in India are the WII, WCS and NCF. The Wildlife Institute of India (WII), Dehradun, is one of our fore-most institutes offering a M.Sc. in Wildlife Conservation as well as other courses and some modules for the Forest Department. On the downside though, India having an inflexible education system, this course requires you to be a science graduate. A branch of World Conservation Society (WCS) based in Bangalore offers a M.Sc. in conservation which was introduced in 2004. Their first flow of graduates into the market was in 2006. The course at WCS compliments WII and aims to provide quality education and training. The entry requirement offers flexibility and a chance to brush up on your biology without a formal degree. The Nature Conservation Foundation, in Mysore, which currently has projects in different parts of India, also proposes to introduce a master's course in Conservation Biology.

Finding it difficult to pursue further studies in India and dreading the thought of dealing with an extreme political game (as I believe the wildlife scenario to be here) I decided to try for options elsewhere. The insufficiencies and lack of passion of managements towards wildlife in India drew me outside the country. Strangely enough, I found very few people who respected the need for conservation and fewer still who understood my purpose in life.



Young Biologist - Devna Arora

With just a few friends to believe in and support me, I moved on to do my MSc in Wildlife Biology and Conservation from Napier University, Edinburgh, Scotland. My decisions took me far away from home, from the love and security of all that I had ever known. Scotland gave me more than a formal education as I found safety and encouragement in the hearts of strangers. I was given an opportunity to explore new areas of study, new ways of life and the further understanding to choose my own. It was a tough and steep, thereon, but rewards just as sweet followed. Through highs and lows and the longings to be home, life teaches you that there is a time for things, you learn the value of patience and perseverance. I will return and provide the change that our country requires; yet now, I must make firm foundations for myself first.

Coming to the scope for my subject, I would say I honestly haven't a clue about it. Wildlife in many places is a business and which is the only reason it even has a place for some. It took me a while to be able to decide upon the right jobs and gain the appropriate experience to get there. I can't fail to

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EMPOWERED LILA FELLOWS...

emphasize upon the reality of it all: this field is demanding; it constantly tries you emotionally, financially, intellectually and physically. The conservation sector being a charitable cause keeps you on lower pay scales than elsewhere. Funding is not enough as it is not a commercially viable enterprise. To add to that is the intense competition. This choice is for people who live their entire lives for that one moment they may be able to achieve for those, who aren't practical enough to choose otherwise, for those who have a purpose in life. Our professor used to say that as biologists you are 'master of all trades'. I used to think he was proud and boastful... I see what he means now - you have to know everything right from your animals, biomes, history, geography, geology, political changes, your people, and their culture. For some it is a physical challenge at odd times, whereas some of us enjoy it. I don't mean to deter people and keep wildlife exclusive, no. Our ambitions will only succeed when everybody joins hands as we do need everybody's support, because this is our responsibility - yours and mine together. I hope someday the world is in complete harmony and there is no need for the likes of us biologists. I encourage people to follow their dreams (I value what it is to have one) but caution success only when they walk the earth bare-footed.

I started volunteering in a wildlife rescue and rehabilitation centre at the Pune Snake Park and Uttara's Animal Rescue and Rehabilitation Centre and contributed to their cause for two years there. At the park/rescue centre, my duties at the beginning included watering plants, cleaning the campuses, picking litter and helping with odd jobs around. After a couple of weeks, I was allowed to clean up the enclosures whilst being "trained" on how to handle reptiles and attend to snake rescue calls. I was soon taking visitors for tours of the place narrating interesting stories of some of our inmates, assisted in awareness talks/ lectures on snake, attended to telephone calls and was then allowed to be involved in the rescue centre. I was able to help take care of our animals, rescue those in need and raise the little orphaned ones until we could hand them back to nature. Soon I was allowed to take more

responsibilities, got to care for some of our rescues solely and be responsible by myself. I must add though, life there was not a game. For every mistake you made, you paid in blood, and this wasn't easy to deal with at the end of the day. Soon, I also learnt the need for conservation of wild places and the importance of management of free-ranging wild animal communities. Experiences at the park were good as they introduced me to the world I was about to step into and emphasized on self learning. I found my work fulfilling and carried out my responsibilities with pride. It took me a while to learn that my interests and ambitions don't quite follow the norm and guidance for the same was always insufficient. I

learnt to respect every being, try my very best and always keep learning.

In September 2006, I joined the Dalkeith Conservation Team of the Scottish Wildlife Trust as a volunteer trainee. My six months there gave me experience in on-site habitat management. It helped us gain the proficiency to make positive physical transformations in rolling landscapes to better wildlife habitats. Our days were often very tiring but left me feeling

satisfied with a wonderful sense of accomplishment. There was a new sense of pride in being a part of active conservation, along with being able to stand on my own feet as I was also doing a part-time job to help pay for my bills. Today, I am assisting at our (SWT) reserve at the Loch of the Lowes, Dunkeld (Scotland) as an assistant ranger. I am staying in a cabin at the reserve and helping to take care of loads of different bits around the reserve. It feels absolutely ecstatic to be working with people who are so driven towards the same cause.

I hope to enter graduate school next year which will enable me to have a good research background to carry out further endeavours. Gaining varied experiences in the field of conservation, I hope to soon have developed a wholesome approach towards building/enhancing ecologically sound ecosystems. Someday, hence forth I will challenge attitudes of managements towards wildlife and be able to put things into place. For today, I walk conviction. They say if you move with an honest and open heart the entire universe moves things in your favour.



*Devna along with her colleagues -
The wildlife group*

■ - **Ms. Devna Arora (LF-2005)**
(devdebs@rediffmail.com)

LEADING LADY

Chhatrapati and Arjun awardee! Convenor of BCCI Women's Committee, chairperson of Asian Cricket Council, Asia representative on International Cricket Council Women's committee and a good administrator! Apart from this she is a former captain on Indian Cricket team! Harshada and Prachi met this leading lady Ms Shubhangi Kulkarni!

She just loves cricket. Cricket is everything for her. Shubhangi started playing cricket right from her school days. She used to play with boys. Boys never hesitated to consider her in their team, as she was able to take good catches and was a good fielder too. Ms Shubhangi Kulkarni's parents were very much supportive. In 1974 her cousins presented her with a bat as an encouragement. She was the leader of the cricket team in her school. Hockey was another parallel game for her but she preferred cricket. Due to her love for cricket in her school days, she got a little distracted from her studies. Her teachers said, "you are not going to write with a bat" (smiles Shubhangi), but her friends were very supportive. If she could not attend the lectures or continue the class, they would always help her in studies. Even though they were not so aware of cricket, they were always encouraging their friend. She has sacrificed a lot for cricket, like movies, picnics etc. Cricket was her passion.

Shubhangi started her career in cricket in Pune. Her first match was against Australia and was in Pune. It was her first ODI! In that match she scored 12 runs and took good catches. This was a memorable event in her life. The very next means second ODI was in Bangalore against New Zealand in 1976. In that match the Indian team was really in a bad situation. 5 batswomen were out. But Shubhangi scored 35 runs and took 5 catches and gave a lift to the team. She also has played first Women's test series against West Indies and bagged 5 wickets in the first inning itself!

Her career started as batswoman, but she was an equally good bowler *i.e.* right arm leg spinner, which is rare to find. Basically she was an all rounder. But batting was her forte. She has played 3 test matches, first against England and second against Australia. She has many records to her credit *e.g.* highest wickets (6 for 99 against Australia), highest runs (118 against England). She was selected in the Indian Cricket Team and it gave her a great feeling, then her career started moving faster. Shubhangi was captain of the team from 1986 to 1988. From 1988 – 1991, there were no matches of ODI so she was playing at the national level. In the period from 1978 – 1991, she was the captain for Maharashtra! Government of India has recognized her dedication for cricket, and in 1985, the Chhatrapati and the Arjun Puraskar were awarded to her.

In 1991 she retired from cricket at the International level but was still playing at national level. She was



Ms Shubhangi Kulkarni - Former captain on Indian Cricket team

secretary of the BCCI from 2003-2007. In 2006 she became convener of BCCI, Chairperson of Indian Cricket Council and many such responsibilities she has handled very skillfully. *"I had to play different roles at different places. In India, it was organization of various events, whereas in Asia, my role was to introduce cricket where this game is not popular. And at other places, governing the sport kept me busy"* says Shubhangi. Apart from these activities she has her own business, which is again related to cricket. She use to go with her father to his factory. She always wanted to do something different.

When she played in Jalandhar, Shubhangi became the 'Women of the Match' and was awarded a free cricket kit too! After coming back to Pune, she got her idea of starting her business - selling cricket kits. After completing BA (economics) she was going around for selling the cricket kits or sports items, eventually her business grew. We have heard about "Sunny sports" this is parterned by Mr Raju Mehta, Mr Sunil Gavaskar and Ms Shubhangi Kulkarni.

She finds a lot of difference in the game as compared to how it was played earlier. The audience or public were curious about the women's dressing that time. Also collecting funds was the major problem. But now things are changing a lot. BCCI is looking after the administration, so girls do not have to worry about funds, organization, etc. Now a days girls are getting better exposure. They are also taking up cricket as a career.

Being a girl, she never had any bad experience in

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LEADING LADY

personal or social life or even while traveling. She has never faced any cheating experiences in the game as well. Cricket gave a lot to her. She made many friends, learnt to handle many difficult situations, learnt teamwork, and broadened her outlook.

As a sportswoman she finds her life to be different than others. She says, "A sportswoman lives a life differently". She undergoes physical and mental stress.

So she has to balance in her personal, social and sports life. A Sports woman has to travel lot and for that needs a lot of support from family. In a sport persons life 15-35 years work best and after that they have to search for another career. Hence education is equally important.

After the active play in cricket, a sportsperson can



Inspira team with the very enthusiastic Ms Shubhangi Kulkarni

be a coach, umpire, sports journalist or can do administrative work.

Sunil Gavaskar and Sachin Tendulkar are her favorite cricketers and Anil Kumble and Rahul Dravid are role models. She finds today's Indian Cricket team at the top! Shubhangi would like to give a message to the young generation, "Hard work is very much important. If anyone

likes cricket then one must continue it as a hobby. Health is also very important in life and therefore proper diet and regular exercise will keep you fit to pursue whatever activities you desire".

So then young LF's we have another option of choosing Cricket as a Career in our lives...

- - **Harshada Nagar** (harshada98@gmail.com)
- **Prachi Harkare** (prachiharkare@gmail.com)

MELTING POT

Alfred D' Souza - **"For a long time it had seemed to me that life was about to begin - real life. But there was always some obstacle in the way, something to be gotten through first, some unfinished business, time still to be served, and a debt to be paid. Then life would begin. At last it dawned on me that these obstacles were my life."**

Prachi Harkare (LF-2005); exploring the stories of our trio, Anagha Mitra (LF-1996), Jai Deshpande (LF- 2001) and Kiran Pardeshi (LF-2006)...



Anagha Mitra (LF-1996)

"In spite, of getting a distinction for SSC; I opted for Arts and took up Economics as major for Bachelors. I was very passionate of this subject and did not really intend to take up sciences and than search my path", Anagha's journey starts here! She got scholarship in 1996 for Masters in Economics. While studying economics she

developed a lot of interest in development economics. Her interest in this subject became a passion. So she took up the offer of working with an overseas aid development agency named Community Aid Abroad (Oxfam in Australia). She worked for two years with

them on issues like microfinance and natural resource management. Those two years, "I got an opportunity to travel in the most interior parts of India. This unique experience taught me a lot which the books and theories never would have. The livelihood patterns of tribal, the gender problems and education and health issues. There was a clear mismatch in policy and implementation at grass-root level." She continues, "I also received a scholarship from London school of economics for higher studies and currently I am working as an independent consultant for YASHADA, Poona University, FORD Foundation and Community Aid Abroad, Poona and various other Organizations. I plan to do a PH.D on Indian microfinance sector and also have the option of going back to London school of economics." Anagha who is a national level swimmer loves to travel and collects a book mark wherever she goes.

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MELTING POT

To add colors to her life, her son's birth is the memorable moments for her. "Probably getting adjusted to a new life of motherhood was quite a challenge. My son's birth was the biggest lesson I learnt in my life. We changed our location to Poona from Delhi because of him. I never knew a little baby would bring so many changes into our lives", she adds.

Jai Deshpande, belongs from a middle class family completed her B.Com. At the same time she pursued German language courses from the University of Pune as well as Max Mueller Bhavan. She got the LPF scholarship to do M.A (German Literature) from Jawaharlal Nehru University (JNU), New Delhi. Jai says, "Having



Jai Deshpande (LF- 2001)

had an upbringing wherein the importance of doing well in studies whatever one chose was etched in me, I landed up being a topper in all the courses that I did. I was awarded a scholarship from the DAAD (German Academic Exchange Service) for an essay I wrote to do a summer course at the University of Essen. After that there was no looking back. I decided to pursue M.A in German Literature from the Jawaharlal Nehru University in New Delhi". Jai's elder sister is also a Lila Fellow. Jai has bagged many awards & scholarships during her studies at JNU, Delhi. The path after that was not quite easy to walk she adds, "After spending 2 years in Delhi and topping the course I was ready to take on a newer role. The transition from being a student to working in a corporate environment was not made any easier working for a multinational like Hewlett-Packard in Bangalore. I worked there for about a year and then switched job in order to get into the field of market research with Symphony Marketing Solutions. Hard work at Symphony brought me 2 promotions in a span of 3.5 years. My newer role requires me to get in touch with my colleagues in Germany in order to migrate newer work to India". Jai is very interested in fabric painting, cold ceramics, metal embossing but hardly gets time to do anything due to her hectic schedules. Currently she is working with Symphony Marketing Solutions as a Lead Consultant with the German team. she says, "Marriage is on the cards in the very near future and in case my fiancé comes to India I plan to continue working in Bangalore in the field of market research. In case he stays back in the US (where he is currently working) I shall join him there and either study further or else begin working from there". From leading a sheltered life to working

to make ends meet into the corporate world, she proudly says, "I must have come a long way!"

Kiran Pardeshi, the third side of this trio, is the eldest among 3 sisters in her family. She opted for HR as her career option and have completed MPM (Master in Personnel Management). She completed this course while doing a job in an IT firm & attending the lectures in the evening. She believes that Human



Kiran Pardeshi (LF-2006)

relations and Productivity of an organization are directly proportional. When asked about her future plans, she confidently states, "I would like to explore mainly Training & Counseling. By training I am not only exploring my teaching skills, but also able to share my knowledge by being a facilitator. Counseling will help me solve the conflicts between the employees and also help them solve the issues they are facing; this will make me give the right justice to them." During her 2nd Year of MPM, she applied for the LPF scholarship and received the same with the highest amount. Through out her career she bagged lot many awards and achievements, to name few, Scholarship (Naralkar Institute) for the year 2006-07, Scholarship from University of Pune, 2006, Indira Bai Natu Award, Best Female Management Student Award for 2006 – 2007, Lavni Performance at the National Conference of Transactional Analysis Pune Chapter...etc. Kiran's hobbies are Dancing, Acting, Listening to Music, Eager to learn new things, playing with children, Yoga, Swimming, Mehendi, Rangoli and Sports. About ups and downs in life, she explains, "There are many incidence which taught me a lesson and it's in my daily routine every dialogue what we have in our professional, personal & social life teaches us a lesson, we need to take the good things and leave the bad behind there it self. It's truly said that, Experience is the best teacher, as I have learnt the art of giving, by being a LF. I learn, I grow, I share & serve to mankind with whatever knowledge I have & this is the path that leads to success" says Kiran.

It is said, "*Happiness is a journey and not the destination*". So let's not stop here...We, the Inspira team will certainly come up exploring journeys of our own LF's in the further issues to share this happiness with our readers!!!

■ - **Prachi Harkare (LF 2005)**
(prachiharkare@gmail.com)

My Journey of Lead India Movement...

"Sharmila Oswal" a Lila Fellow though not a Lila Fellow; currently she is a Director of Oscan Group India which promotes education in India. Sharmila holds a LLB degree from the ILS Law College, Pune, where she was also given a Best Student Award. She has also completed LLM from University of Nottingham- UK.

EX-Principal of Balaji Law College (University of Pune) and Hon. CEO- Jain International Trade Organization (JITO), Sharmila received Rastriya Gaurav Puraskar for Academic Excellence and was also the 'Rotary International Woman of the Year' nominated by Mrs. Lila Poonawalla. "I am associated with the Lila Poonawalla Foundation because I had applied for their scholarship in 1996 for my higher education at UK. I was considered for the same but I deferred it, as later I got a full scholarship from the British government" says Sharmila who is now taking us through her experience and journey to the Lead India Campaign.

On August 15, we embarked on an ambitious journey — a unique talent search which has the potential to make a huge difference to India. Times of India began a hunt to identify new leaders for a new India; men and women with the vision and ability to empower India with the kind of political leadership that is so conspicuous by its absence. Launched on India's 60th year of Independence, the initiative is a search for a new bold leader for the country.

The Lead India campaign stemmed from our belief — and overwhelming reader feedback — that even as India takes giant strides towards fulfilling its undoubted potential, it is doing so despite, not because of, its political leadership. "Good people don't want to join politics" is an oft-heard lament. And yet, good governance is the cornerstone if India is to overcome the many hurdles that threaten to slow its journey to a developed nation status. And so, TOI decided to provide a platform to good men and women who refuse to be daunted by the system, and struggle against massive odds to make life better for their fellow Indians. The TOI invited us to come forward and use the Lead India programme as a springboard to public life.

The response was overwhelming. Applications

flooded in as did messages of support and encouragement from readers. There were over 34,000 valid applications from all over India. There were many more that TOI had to regretfully turn down as they did not meet the criteria.



Sharmila Oswal with Anupam Kherji during the Lead India Contest

I thought of the moment when I took a stand when others shrugged in dismay. I also remembered a period when I kept going when the odds were stacked against me. I recalled a decisive instant when I made a difference.

I wanted to share this moment in time with me where the leader in me emerged. I wanted to show the stuff I am made of, and I'll be happy to tell the

world about it. And the TOI had given this wonderful opportunity to express the leader in me... And my leadership journey began.

From Pune there were approx. 3800 applicants who were selected on the basis of their online information. I was lucky to be one among them. The second round was when we were invited for a public discussion. In the public discussion the topic given to us was 20: 20. As there was a cricket series 20: 20 between India and Pakistan on the same day, the whole atmosphere was of the tension and curiosity of who would win 20: 20. The discussion was about advantages and disadvantages of 20: 20.

Well, again I was the fortunate one to pass this round of public discussion after which I got selected for the Personal Interview. At the personal interview, I was asked questions like What I do, what's my profession, my contribution to Society, how and what difference I would make to my country if I am chosen, what's my vision, goals, aim and object in life, etc., etc.

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SPECIAL FEATURE

After appearing for this interview, I received the good news that I was the lucky one to be selected among 154 selected candidates. The competition among the 154 candidates was really tough as it had lots of different kind of perspectives. We were called for the interviews with eminent personalities like Vandana Chavan, Avinash Dharmadhikari, Vikas Mathkari, Razia Patel, Chief Editor, Mr. Surendra Naidu of Times of India, and a few other eminent personalities.

The questions asked were if I get selected and get an amount of Rs 50 lakhs what I would do? How I would use this money? What kind of governance Pune needs? How is the health system in this country? What change it requires? How to get foreign investors? How to bring foreign students to study in India? What kind of improvements our education system needs? Why I returned to India from Canada despite having a good career abroad? What made me participate in Lead India Campaign?

I was again lucky to be among the 25 selected candidates from Pune.

There was also a written assignment given to us along with the project. We were supposed to outline the project where we can utilize the corpus of Rs. 50 lakhs. We were also asked to write our concerns and our priorities for certain issues.

Because of my work schedules and frequent travel, I couldn't complete and submit this assignment on time, and unfortunately, I was out of the competition now. But the journey I had so far ... was very good... as I could see the youth of this country so positive and innovative with brilliant ideas for our country..... I wish every one of us was given an opportunity which can certainly make a difference to our country. It's not true that we are not interested in politics; the fact is, the Youth of this country is getting suppressed by the dominance of bad politics. Honestly speaking, we all want to lead, but at what cost???? When the politics of this country is mingling around race, caste and religion where is the room for oneness, creativity and innovation?

A grueling process followed, as TOI whittled down the list through group discussions, personal interviews and public debates. TOI invited eminent citizens to serve as judges and readers to vote via email and SMS. Finally, after many highs and lows, euphoria and heartache, TOI zeroed in on city winners: Devang Nanavati (Ahmedabad), Rajendra Misra (Bangalore), Sanjiv Kaura (Delhi), Soumya Mishra (Hyderabad), Dipayan Dey (Kolkata), Abha Singh (Lucknow), Ujjwal Banerjee (Mumbai) and Ranjit Gadgil (Pune).



The Lead India Campaign set

I really like the concept of Lead India. But why should we expect so much from one winner? There must be thousands of people with bright ideas for our country. Why can't we harness all these ideas?" The overwhelming response has clearly shown that Lead India is much more about a city winner or even the national winner. It is about getting together, on a common stage, a million Lead Indians with a million bright ideas to provide a platform to those with the best ideas, rather than providing ideas to those with the best platform.

The Lead India Discussion Board is a place where people can share their thoughts on what needs to be done to make life better for all of us -and how to do it.

Recently, I also was a part of the audiences for the shooting of Lead India at Star One. While talking to Ranjit Gadgil from Pune on the set, I asked him how he felt at this stage. He said he was a proud Puneekar to be among the finalists. He was thankful to all of us who made him a leader so far. Before this round started, I was very happy that he took blessings and best wishes from Mrs. Lila Poonawala. To support Ranjit, there were supporters from Pune to enhance his spirits, which did include me of course...!!!!

At this stage, five candidates were selected. Let's see who the two finalists are. And then there would be a final one... Hero... Super Leader from lead India !!!

I am really very proud that I was a Lead India contestant and like to express my gratitude to Times of India which took this initiative for a leadership hunt and to give this wonderful, intellectual platform to the youth of this country.

■ - **Sharmila Oswal**
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LIVING LIFE WITH A DIFFERENCE

This is a column dedicated to those women who have opted the unconventional professions, with an objective to do something different in life and make a difference to themselves as well as to the world around them. So here is the Inspira team introducing you all to a pack of three young women and their commendable contributions to our society and the "Dog society", **The Pet Management Company – The Paws Pack and the 24-hour Rescue Organization.**

"This was a never thought of profession in our lives", reveals Neha Panchamia (Masters in Human Nutrition), Tanya Kane (Masters of Economics) and Dr Shruti Srinath (ENT specialist), but we Love Dogs and our passion drives us - which is why today, we can't imagine doing anything else but working with animals and for animals. These 3 women as if it was planned by fate and as mere acquaintances, they joined hands permanently, for a better cause. One day, Tanya found a dog and she needed a place to keep it overnight. Neha responded, and they got the dog over to E-square. This incident brought both the dog lovers together and they thought of doing something for the dogs in our city. Initially, they thought of Dial-to-rescue but weren't sure how equipped they were to handle the rescues. Hence, they planned to start off on a smaller scale and then grow gradually. Tanya has been working with the Vet from the age of 15 and is aware of the First aid and rescue work done for the animals. Both she and Neha visited various pet management companies to understand how they function and understand their activities. They met lot of people who could help them in starting a company. They analyzed what they actually wanted to do for the dogs, and a lot of ground work was conducted to plan and start this company. Brainstorming for the name of this Pet management Company led to a planned packaged deal for animals in terms of training, grooming, nutrition etc. The name **"The Paws Pack"** was finalized in December 2006 along with the **"24-hour Rescue Organisation"**. Shortly after, they found another dog lover Dr Shruti who joined hands with the Paws Pack Team. She is another dedicated member of this team.

Neha's family was completely shocked to hear of her plans to quit her job, putting her Master aside and work for animals only. Later on, they were the ones who fully supported Neha in her mission. With immense support from all the three families today, the girls are all set to handle and manage any situation in their lives and the Paws Pack has worked out really well. Initially, the team had to borrow money from their families to manage all the expenses; at times situations were so bad that they were put off, but saving one dog's life and the satisfaction that they got in doing that built their

enthusiasm and dedication.

For this noble cause Neha, Tanaya and Shruti are professionally trained for not only rescuing animals but training and grooming them as well. Today, the Paws Pack events and other activities help the Rescue Organization to operate. The Paws Pack team conducts training for dogs, dog walks, Nutrition, Pet Counselling, pre-pet counselling, basic grooming, emergencies etc. These generate funds for the rescue operations of stray dogs. Shruti and Tanya go to homes for dog training and have developed a good clientele. Neha handles grooming. They have also started Pet Tiffin which is delivered in the Deccan and Baner areas free of cost. The three young women are on the roads to rescue a dog at the dial of a call, and today they have a well equipped Dog Ambulance wherein full fledged surgeries can be done inside the vehicle, This ambulance has been customized as per the needs of the rescue team and is donated to the Company by Dilip Chabbria.

Their impressive rescue work has generated a lot of interest with animal lovers who want a platform to come forward and help the animals, Tanya says "Today we have about 60 volunteers out of which 30 are active and help us in our work. As volunteers, people are not expected to work 24 hours with us but they can help us in any small way possible like helping in events, donating food for animals, rescue work, adoption of dogs etc. Most of the volunteers are either students or young professionals, which also means that the youth is the one who wants to make a difference in the society. With this active participation we have divided the volunteers into groups such as adoption, sterilization and rescue. These groups are not only well handled but professionally managed by the group head; Varun Zanzale (Student of Zoology) who is the Rescue Coordinator along with Shibani Chitre who is working as the Sterilization Coordinator for our team. The Pet Adoption group is headed by Shweta Shahade (Student of Psychology) wherein they maintain records of all the dogs, their breed, age, health status, date on which they are brought etc. This group also maintains the record of the dog owners who have adopted them and their details,

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LIVING LIFE WITH A DIFFERENCE

we follow a systematic procedure for adoption of a dog which includes telephonic screening of the family who wishes to adopt a dog, personal visits to the family in their house, understand their need, understand which dog would fit into their family etc. also signing up of forms and declaration from the dog owners, surprise visits to the families who have adopted dogs from the Pet Management Company etc.” So now it's not easy to adopt a dog by just bringing him/ her home, and just being a dog lover does not help us to adopt a dog because after all, it's a life that is coming to your house who gives unconditional

“Apart from the rescue work we also organize events for the members of our Happy Tails Club wherein we have hosted a Hawaiian Dog Party, Dog Dating, Birthday Bash, Doggy Day Trail to a farmhouse where the dogs had a great time dancing, swimming and paw painting. Indeed, enjoying freedom to the fullest. To make it interesting every dog received a participant

certificate from the Paws Pack smiles Neha. We provide dog training, dog owners meet, pet counseling, pre-pet counseling to create awareness amongst the people about dogs. Many times wrong dogs get sold to wrong families which creates trouble for



THE PAWS PACK



love. To get this eternal gift you have got to deserve it.

“Being professionals we three head the rescue team and are available 24X7 on the telephone. We have rescued dogs in a very bad condition – hit and run by vehicles, hurt badly, beaten up, unhealthy, wounded etc. and managed to get them at our kennel and saved their lives too. After complete recovery, they are left back at their locations from where we brought them or else, they are adopted by people free of cost. On an average we rescue 4- 5 dogs a week and have found homes for more than 100 dogs as on date. Today, we have 8 dogs in our kennel who are treated by the animal doctors. We have received immense support from the Vet Doctors and almost 20 doctors have helped us in treating the rescued dogs. But that wasn't easy at all as we faced bad times wherein people did not even come forward to pick the dog. They have insulted us, called us emotional fools, discouraged us, laughed at us, many of them questioned our work and lots more, but still saving that one dog's life kept us going and we tolerated anything at that point” shares Shruti.



both and converts them or people around them, into anti-dog feelings. Animal behavior is important for people to understand before getting a dog; the right kind of breed is to be selected as per the family requirements and their surroundings. Hence to

improvise training skills Shruti and Tanya have recently attended a 21- day residential advanced training course with a leading animal behaviorist at Nilshi” says Neha.

Speaking about the dog menace, all three had to say that most of the time, that human beings are partially responsible for the menace and that there are several reasons why this could happen – dog fights, unnecessary teasing by children and elders too, dogs who are unwell, dogs who are irritated, and dogs who are displaced from one place to another area not belonging to their earlier surroundings etc. Most of the time there are human factors that bother the dog and provoke him to attack. “Rabies is a big problem in India with most of the dogs” adds Tanya.

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LIVING LIFE WITH A DIFFERENCE

Mentioning their future plans the girls have to say, Paws Pack has introduced us to a lots of people and today lots of people know us, it feels good to be recognized and to be known by people. We see a difference though slow happening in society. We have a long way to go where we will not see dogs which we can rescue and no strays but just pet dogs. We have received lot of compliments from people and many have come forward to help us. Recently we have been donated a land in Lohegoan where we plan to build a dog hospital and dog hostel in the next six months. We also plan to conduct various activities and events for the dogs. But most importantly, our work would concentrate on educating people, as there is a dire need to create awareness amongst people as to what they are missing in their lives by not having a dog as a pet. Dogs can influence your world and spread

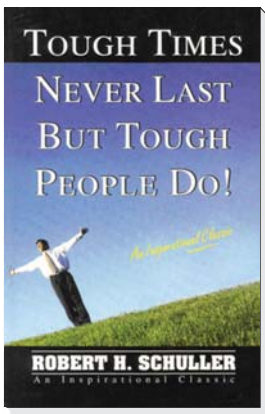
happiness all over; there are Dog therapies, which help people to come out of their depression and loneliness. We the Paws Pack team have a responsibility to create this awareness amongst people and have them adopt a dog with a motto, caption One Dog One Home. We also want to send out a message to society, that – **“Don't just point fingers and talk about any issue but move on and work; you can surely make a difference”**.

So now we all know that if we find a Dog which is to be rescued, or we need to know more about Dogs just dial – 9764542929.

Hats off..!! to the Dogs lover team and we pass on our sincere wishes to the Pet Management Company–All the very Best.

- - **Sunetra Chaphalkar**(sunetrac@gmail.com)
- **Kiran Pardeshi** (call2kirangal@gmail.com)

BOOK REVIEW



Tough Times Never Last But Tough People Do!

Author :
Robert Schuller

Publisher :
Advantage Quest Publication

Class :
Self-improvement/Inspiration

Price : Rs.95/-

In this international best seller Dr. Robert Schuller reveals- What is the secret ingredient of tough people that enables them to succeed? Why do they survive the tough times when others are overcome by them? Why do they soar when others sink?

According to the author the difference between those who win & those who don't, is the application of "Possibility Thinking". Winners dare to dream. They commit themselves to it. They dare to try; to take up risk. They believe themselves & they understand failure is an event not a person. They never quit.

Schuller has split the book into different phases - each with a new immensely persuasive & inspiring thought which is really worth mentioning.

*When you've exhausted all possibilities, remember you haven't. *Nobody is a total failure as long as he

dares to try doing something worth while. *Its impossible to fail totally if you dare to try. *If it's going to be, it's up to me! *Never let a problem become an excuse. *The one battle most people lose is the one over the fear of failure. Try – start – begin - & you'll be assured you won the first round. *God's delays are not god's denial. *Today's decisions are tomorrow's realities. *Take care? People who take care never go anywhere. *Take a chance, Take charge, Take control. *You won't win if you don't begin. *The 'me' I see.....Is the 'me' I'll be! *There will never be another now – I'll make the most of today. *There will never be another me – I'll make the most of myself. *Decision making is easy if there are no contradictions in your value system. *Brownouts do not have to be burnouts. *Beginning is being half done. *Know when to hold on & when to let go.

In this book Dr. Robert Schuller beautifully translates his philosophy of "Possibility Thinking" into an action plan for success & enlightens us on how to turn our setbacks into new beginnings, dreams into successes & success into newer possibilities.

So.....here's learning how you can be too!

- - **Priyanka Khopkar**
(priyankakhopkar7777@yahoo.co.in)

Down Memory Lane... GLIMPSES



LPF celebrates 2008 New Year Party at Filli Villa



LPF meets young Kashmiri girls



23rd Vol. of Inspira released by
Prabha Mam & invited guests



Lila Fellows at ABS Fitness Club with Abhimanyu Sable



Japanese young people with Lila Fellow's
at Ashta No Kai event



Dass Electronics Felicitation to 5 Lila Fellows on the
occasion of International Women's Day

Contd...



ABS Women Achiever Award goes to Mrs Lila Poonawalla

THANK YOU FOR YOUR SUPPORT TO THE FOUNDATION WITH YOUR GENEROUS DONATION



*Mrs. Prachi Nilesh Garge (Ingale) LF-1998
(Donated Rs. 15,000/-)*

LF - 1998 Ms. Madhura Dhoka (Khangaonkar)



*Mrs Lila Poonawalla with the British Royalty
(Prince Andrew)*

Our Chairperson Padmashree Lila Firoz Poonawalla was conferred with yet another award on the 6th of Feb'08 instituted by the Top Management Consortium at a glittering function in Pune

The "TOP MANAGEMENT CONSORTIUM AWARD OF EXCELLENCE 2006-07" was awarded to our beloved Founder along with a **"Citation of Honour"** which was presented to her at the hands of His Excellency Shri S.C.Jamir Hon'ble Governor of Goa.

The Citation and Award was presented to Mrs Lila Poonawalla in deep appreciation, to felicitate, to acknowledge and to recognize her contribution; for her vision, dedication, innovation and primary focus on development and needs of under privileged and needy girls. Above all her modest and humane approach towards society at large has helped the **"LILA POONAWALLA FOUNDATION"** to contribute to continuous sustainable growth of our Country.

We are indeed proud of our Chairperson and wish her many more accolades.



Mrs Lila Poonawalla receiving the Top Management Consortium Award of Excellence 2006-07 at the hands of His Excellency Shri S.C.Jamir Hon'ble Governor of Goa

RADIO: REVIVING IT UP!

It is said, "The world is becoming a smaller place to live in".....the reasons are varied but surely the world is coming closer day by day and one such medium which has lived with times is the RADIO!!!!!!

It was beyond anyone's might to tame the bull at the stock market last year. An almost similar run was witnessed by the radio industry, one that was bull ridden for most part of 2007. With the launch of more than 150 stations spread across more than 50 towns during 2007, it could be said that private FM has now fanned itself across all towns with population of more than five lakhs. The radio has existed from good old grandma's days but its existence today is significantly more prominent. Radio was the medium of news during the freedom struggle, wars and political changes but that was during the pre independence era.

Infact, India's first commercial radio station was established by the Radio Club of Bombay in 1923. Two privately owned transmitters at Mumbai and Calcutta, established in 1927, were nationalized by the British Raj in 1930 and operated under the name Indian Broadcasting Service until 1936, after which it was renamed All India Radio(AIR). Subsequently, it was renamed "Akashwani". Remember the typical ads: "ZANDU.....balm or "AYYA TARZAN" or Sirf ek SARIDON". In spite of the advent of several private channels like Radio Mirchi ,Radio City, Red FM, Big 92.7 , 93.5 SFM ,Radio Choklate to name a few. AIR is still one of the largest radio networks in the world. It is headquartered at the Akashwani Bhavan, New Delhi. The face of radio changed with the advent of the popular services of the AIR: the VIVIDH BHARTI, launched in October 1957. It not only provided news but film music, plays, sports commentaries and plays. The News Services Division (NSD) of AIR disseminates news to listeners in India and abroad. Radio as a career option was rare at that time but as the expansion took place, it started providing not only jobs but a platform for the young and upcoming singers. It was



the pride of every singer to sing on radio. At the same time, new players came up in the field of Radio such as Worldspace Corporation. It was the start of a new concept and created a new forms of electronic media using satellites to broadcast directly to people across the globe. Satellite radio was first launched in 2001 in the US. It has reached a sustainable phase in India with around 1, 70,000 subscribers in last two years. Radio as a sport medium is still popular. Remember the recent win India achieved against Australia? The first ones to celebrate were people in offices doing their daily jobs but who plugged in to the radio. Nowadays, waking up to the beats of "HELLO PUNE", spending afternoons with the melodies played in "Khoobsurat" exclusively for women and planning the evening in accordance to "Bumper to Bumper" has become a part of our lives. Radio characters such as "Khokho Patil" and "Karan" are becoming exceedingly popular more than the channel! A wide variety of programmes catered for the young and old have come up. And yes, if you have a "relationship problem" those can also be consulted over radio. Very recently the 'Meow' channel exclusively for women has been launched in Mumbai. Radio tackles several bold issues also. Programmes such as Anirudhha unsensored, love Guru are coming up.

Advertising revenues from the Radio too shot up from Rs 421 crores in 2006 to an approximate Rs 686 crores last year. Given the large scale action in this medium in the previous year, it would be fair to say that 2007 was indeed the FM radio. Radio has adapted itself to the changing times and the lifestyles. However, Government needs to address several issues for this industry to grow to its potential. Around 700 new FM channels are coming up in over 230 cities, and this is an amazing figure by any standards. However, Government has imposed restrictions for private channels when it comes to broadcasting the news and current affairs. Following the high decibels of hype and excitement in cities across the country, BIG Fm launched, "kai Ittaru caru, big hero Yaru." The radio reality show in association with Hyundai Motors was kick started at Sigma Mall, Cunningham road, Bangalore. Some of the channels through their outdoor broadcasting studios are broadcasting the event live on air. Radio has changed just like the famous "parkar polka", which are now like the Lehengas and Channya

SPECIAL FEATURE

cholies. Nowadays, everyone from youngsters to the elderly head over heels with the different programmes broadcast on radio throughout the day. Many tune in just to listen to RJ's..!

With the industry poised to grow to Rs 1200 crore (ad revenues), no one would have doubts about including the radio in their plans. 2008 will certainly see radio unfurl as a truly national medium all over due to its constant growth and stability. Developments in regulation are likely to lead to a lot of experimentation, newer formats, music and content innovation. The advent of mobiles with the

radio facility has given a push to radio evolution. Moreover, radio is in a unique position of being as much part of the conventional media basket as much as TV and print. It will also be seen as a new age option in conjunction with the internet revolution and mobile platforms.

As the Queen says in Alice in wonderland, "It takes all the running you can do, to keep you in same place. If you want to go somewhere else, you must run, at least twice as fast as that". Radio players across the country are doing just that.

■ - **Sanchita Thanedar**
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EDITOR'S DESK

Inspira Team brings to you some innovative pages..! The Inspira Team has done a good brainstorming and from this issue onwards, we will have new pages called "Clip Board" & "Melting Pot". We hope you all, our valued readers, will appreciate our efforts and give us your feedback and views, as you have always done.

As the LPF family is growing more and more, there is a need for each one of us to know each other, each one of us has a story and this is what we are going to feature in '**Melting Pot**'. The main objective of this column is getting to know a LF's closely, to identify with her as well as give her a platform to speak.

'**Clip Board**' an interactive column where a topic is shared with all LF's to comment and share their opinion and reactions on current affairs, general issues in our country, etc. this will encourage participation from LF's and they will start interacting through Inspira. In '**Empowered Lila Fellows**' we invite a Lila Fellow to write to us about their professions, opportunities therein and its scope & applications. Thus, it's no longer uncommon for our readers to pick up their academic courses, their

dressings styles, their health tips, and their general knowledge from our empowered LF's! And last but not the least, Your's Truly will be now called as '**Editor's Desk**' now isn't that something Yo!!! Actually its' surprising for us also to realize that though we set out with different aims for each column, invariably each one ends with an inspirational message!



Inspira Team

About how this quarter went by, we had real great events organized for Lila Fellows this quarter, every event has it's own importance and learning, apart from these the Foundation has completed its selection for the Asha Foundation – choosing Young Peace Ambassadors and 12 Lila Fellows are been selected for the same, not just that we also had 5 of our Lila Fellows felicitated by the

Dass Electricals on the occasion on International Women's day.. Kudos and Congrats to all!!! Sooner in May the LPF will start its Application process for the selection of our new family members adding another set of talented Lila Fellows to the present bunch!

■ **Editor: Rajani Panchang-Dhumal**
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Printed & Published by : **Lila Poonawalla Foundation** Office No.8, First Floor, Akshay Complex, Thergaon, Pune - 411 033 Tel. : 20-66302611

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