



"To be authentically you and to help others through power of stories"
- Oprah Winfrey



"I was intrigued by how many leaders in the field were driven by profit rather than creativity"
- Muskaan Jain

"Challenges are always there, we just find ways to overcome them"
- Priyanka Gill



WOMEN ENTREPRENEURS IN MEDIA

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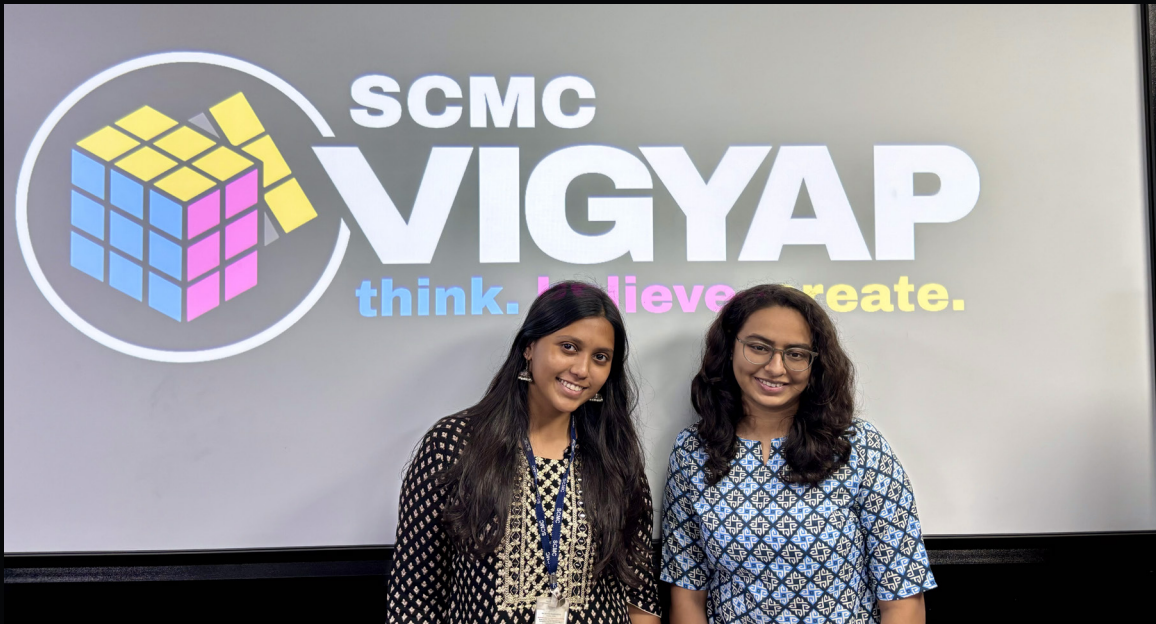
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EDITORIAL'S DESK



“Our editorial desk is buzzing with excitement as we bring you a diverse range of content”

Reviving the essence, the advertising specialisation of batch 2024 presents the 17th issue of Vigyap, where we delve into the dynamic advertising world, focusing on “Women Entrepreneurs in the Media Industry.” Our editorial desk is buzzing with excitement as we bring you a diverse range of content that explores the intricacies of the advertising landscape. We have an array of magazines, blogs, a podcast, and a league planned for you.

As we celebrate Women Entrepreneurs in the Media Industry, our magazine features stories of resilience, innovation, and success. We showcase how these trailblazing women have navigated challenges, built their personal brands, and left an indelible mark on the advertising landscape. Our editorial team, under the guidance of Dr Kavitha Iyer, has meticulously curated content that transcends the traditional realms of advertising, focusing on value addition rather than disruption.

Stay tuned for the articles and club session feature pieces, comic strip scenes, advertorials, games, and more to be uncovered.

Cheers,
Aarohi Malvi and Priyanka Balya

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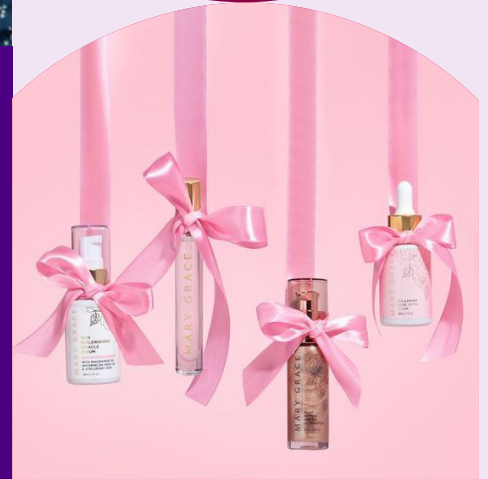
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Trailblazing Women in Media: Crafting Personal Brands and Shaping Narratives

By Shaivya Singh

In today's media dynamics, women entrepreneurs have been busy breaking barriers of stereotypes, societal expectations, and everything else that threatens to hold them down. These trailblazers are not just inspirations but are also architects of change, transforming the narrative for women in media entrepreneurship. The reason behind their success lies in their sheer strength and determination to stand their ground even in adversity. However, a critical quality they all have in common, yet goes unnoticed, is the careful crafting of their personal brands.

Mitali Sharma, CEO of Oddduck Advertising, a woman entrepreneur who started her advertising company, believes in crafting a personal brand when running a successful venture.

“I have remained true to my morals and ethics since I started my company about six or seven years ago. That has distinguished my personal brand, and people respect me for it,” commented Mitali.

Authenticity and Storytelling form the core of an individual's personal brand. Renowned entrepreneur Oprah Winfrey's personal branding message is,

“To be authentically you and to help others through the power of stories, inspiration, and giving.”

Despite the silent battles fought along the way to craft a unique identity, these resilient women persevere, undeterred in their pursuit of success. Mitali's words serve as a beacon of hope for aspiring young women, as she said, **“Even though the industry remains unpredictable and success shall take time, as long as you stay true to your principles, it shall come to you nevertheless.”**

Source: Mitali Sharma



Source: Amazon Audible

Real Stories, Real Women: Building Personal Brands in Today's World

By Vidhi Agarwal

The success of entrepreneurs' brands is anchored in authenticity, a genuine reflection of their true selves, fostering trust, credibility, and connections, whether on a global scale or within local communities. Their commitment to authenticity acts as an empowering force for all.

At the core of personal branding triumph is the art

of storytelling, a skill where women entrepreneurs shine. Beyond business jargon, they adeptly weave narratives that resonate, inspire, and create a shared experience that is universally understood. In this transformative era, women entrepreneurs are re-shaping personal branding by leveraging social media. Huda Kattan and Riti Khandelwal stand as exemplary figures in this phenomenon.

Huda Kattan seamlessly integrates business with social media, transcending traditional advertising through Huda Beauty. Her authentic online presence forms a community of beauty and lifestyle enthusiasts, illustrating the potent impact of relatability in personal branding. In contrast, Riti Khandelwal, the creative force behind the small Indian business Allurabyr, envisions a personal brand extending beyond mere recognition. Allurabyr aims to provide a comforting and relatable experience, forging profound connections with its audience.

They impart a crucial lesson - personal branding transcends mere business recognition. It is about honesty, resonant storytelling, and creating a

universal experience. This evolution is not just a story but a shared experience, illustrating the powerful journey of women entrepreneurs in the dynamic media industry. As we witness this transformative journey, it becomes evident that in the narratives of women entrepreneurs, we find enduring legacies of empowerment and connection.

Source:
Riti Khandelwal

Source: Forbes Middle East

Beauty, Blogging and Beyond

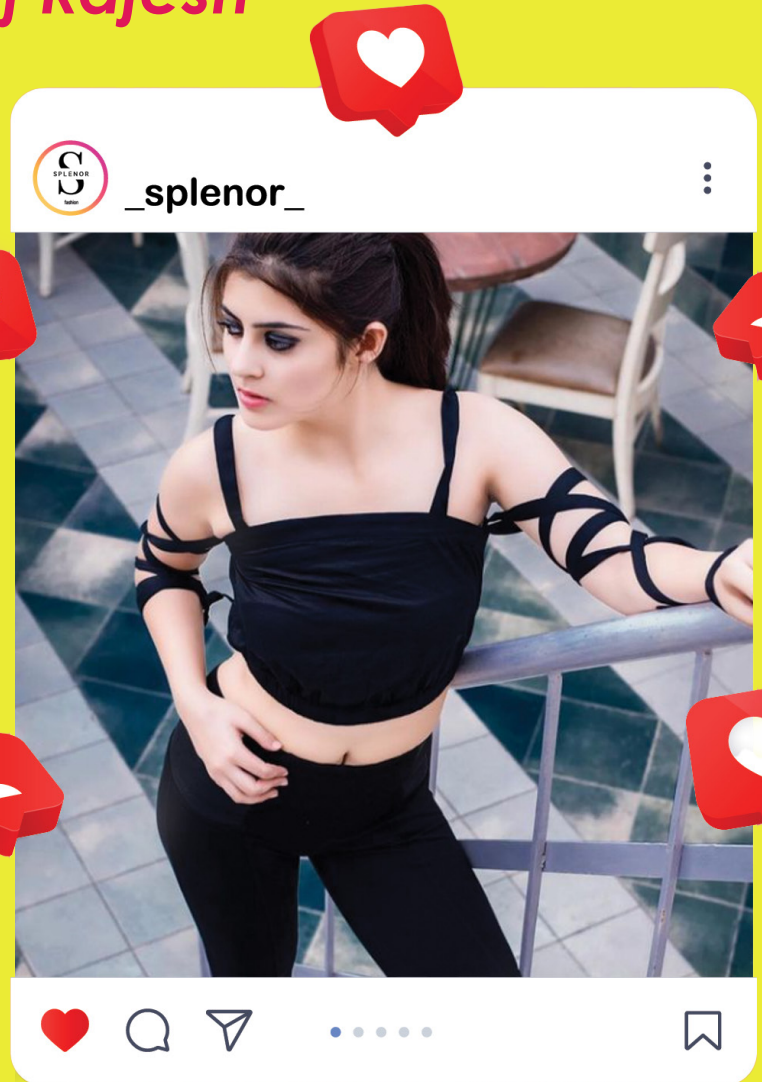
By Sharaj Rajesh

Saloni Sehra is a fashion, beauty, and lifestyle blogger. A graduate of Amity University, she started blogging in 2016 and has worked with brands like Flipkart, Myntra, Lays, Garnier, Cox, and Kings Tourism. During her graduation period, Saloni began her vocation as a lifestyle and fashion blogger three years before she joined Instagram. Despite encountering scepticism about her passion from those around her, she continued with her work.

She shouldered other responsibilities alongside her work, and her life's most defining moment occurred when she was invited to cover London Fashion Week from India in 2016. From that point onwards, there has been no looking back. In 2018, Saloni was asked to promote the Abu Dhabi tourism industry and headed out to Malaysia as the chief fashion blogger from India for the launch of Omnia perfumes.

Her blogs are detailed, from giving valuable tips on finding the best foundation for your skin undertone to collaborating with brands like Intrika to review their lacy ethnic sarees. Readers can easily read these blogs as they are simple to understand.

Saloni also is the proud owner of Splenor, an online thrift store whose Instagram page showcases a wide range of clothes, from kurtis to evening gowns. Two of her most prominent achievements include winning the Impactful Influencer in the North by Exhibit Magazine in August 2023 and the Young Leaders Award in 2020 by the Women Economic Forum.



Source: Instagram & Freepik

“The journey has been long and tiring but extremely rewarding,” she says.

Shifting Paradigms

By Sharaj Rajesh

Beatroot

No Indian journalist has cleaned up news as much as Faye D'Souza has. D'Souza, who works independently and uses social media to connect with millions of people, has made it her mission to recapture the meaning of news from flamboyant primetime television journalists who are too busy becoming the news to be able to explain it.

She launched Beatroot News, her own news app. There is a restricted download restriction for it

“Traditionally, news has to be separated from opinion; that [separation] has got badly blurred on television, and I would like to bring that back,” she says.

Television journalism operates on a fundamentally flawed model. Running a television business is quite costly, hence journalists are under tremendous pressure to increase viewership to attract advertising and support their businesses. Anyone who wants to operate a television business and be profitable finds it extremely difficult when sponsors are unwilling to back individuals who challenge authority.

on the iOS App Store and Google Play Store. Introducing the team during an Instagram Live, D'Souza explained the thought behind the name. Faye has won many accolades, including the RedInk Award for her coverage of health during the epidemic in 2021 and the Ramnath Goenka Award for Journalism Excellence.

“News is not Butter Chicken. It is a vegetable. It is necessary information. Many youngsters are not consuming news because they find it toxic. We will offer news without the toxicity,” she said.



Source: Instagram

Breaking Barriers in Digital Media

By Kritika Pandey



Source: Instagram

In the ever-evolving realm of digital media, women entrepreneurs like Muskaan Jain are redefining the landscape. As the founder and CEO of 'The Social Culture,' Muskaan's journey from a college intern to a social media strategist and branding expert is a testament to her passion for creativity and innovation.

Muskaan recalls how her early encounters with the industry sparked her entrepreneurial spirit. "I was intrigued by how many leaders in the field were driven by profit rather than creativity," she shares. Her vision was different: to create content that resonates and brings positivity to social media. "Even if I'm making one person smile today on social media, that's the best thing," she asserts.

However, her path has been challenging. "People often perceived my business as a hobby," Muskaan reveals, highlighting a stereotype she has tirelessly worked to over-

come. She emphasises the importance of being relatable and understanding customer pain points. Muskaan also underscores the significance of mentors and learning from positive and negative experiences. Her advice to aspiring female entrepreneurs is grounded in realism: "Don't expect rapid growth. Take your time, start small, and build a portfolio."

The most rewarding aspect of her journey? Gaining respect in an industry often overlooked by traditional career paths. "The respect I've earned is so gratifying," Muskaan reflects, marking her success in breaking societal norms and stereotypes. Muskaan Jain's story is an inspiring reminder that creativity, resilience, and a willingness to defy conventions are at the heart of successful digital media entrepreneurship.

Source: Instagram



Scan the QR code to listen to
The Vigyap Podcast

“Try starting out small, see what you like and what you don't before starting your own venture”



Empowering Voices Beyond Entrepreneurship

By Kritika Pandey



Source: Activate Concious Thinking

In the vibrant world of digital media, women are making impactful strides. Saakshi Mhadgut, a marketing generalist, embodies the versatility and creativity driving this change. Starting as a screenwriter, she exemplifies women's diverse paths in this field. "I've worked across various arenas," Saakshi explains, illustrating her multifaceted roles from graphic design to campaign management. Her journey, fueled by a passion for storytelling, mirrors the broader narrative of women finding their niche in digital media.

Despite their contributions, challenges do exist. Saakshi highlights a key issue: "The lack of a mentor was a significant challenge," underscoring the need for more

mentorship and support for women. This reflects a broader sentiment in the industry, where the representation of women, especially in leadership, demands improvement. Saakshi advocates for more vital female voices and recognition, a call resonating with many in the field.

Work-life balance is another crucial aspect, particularly in a fast-paced environment. Saakshi emphasises the importance of self-worth, advising, "Being secure in your abilities makes it easier to say no to those who undervalue you." She encourages documenting one's journey as a testament to resilience and growth, a practice particularly valuable for women navigating this competitive space. Looking ahead, she identifies content creation and community commerce as emerging trends shaping digital media's future. Women with unique perspectives are poised to influence these developments significantly.

In conclusion, women in digital media are not just participants but catalysts of change, redefining the industry with resilience, creativity, and determination. Their experiences and stories shape a more inclusive and dynamic digital media landscape.

“Women in marketing and digital media definitely deserve better recognition.”

Source: Pinterest





**FUEL YOUR
HUNGER, FIRE UP
ENJOYMENT!**



Vanshika Kumar
2756


**ZARA
FORMALS**

**ELEVATE
YOUR
STYLE**

**LOVE
YOUR
CURVES**



Shagun Dube
2731



**“Talent, I believe,
is most likely to be
found among
nonconformists,
dissenters
and rebels”**

David Ogilvy

Agency in Focus Ogilvy & Mather

By Priyanshi Saraf & Yashee Raaj Krishna

“Talent, I believe, is most likely to be found among nonconformists, dissenters and rebels”, said David Ogilvy, the visionary and architect behind the rise of Ogilvy & Mather. Founded in 1948, the firm has been lauded for its work since its conception. The agency’s approach to advertising is grounded in the philosophy of making brands feel like they matter: designing the brand, turning it into an experience and communicating its story to the audience

Rukh Khan My Ad campaign, Ogilvy India has added another feather to its cap, following its wins of the coveted Cannes Titanium last year and an Effie APAC this year. A first-of-its-kind Diwali campaign saw Ogilvy India and Cadbury Celebrations collaborate to support small businesses in India that were

active minds in the country. This is a beautiful place to learn and grow.”

As the business keeps evolving and trends fade in and out, there’s one thing we can know for sure- Ogilvy & Mather will continue to innovate, inspire and leave an indelible mark on the advertising world.

which makes it the most sought-after name in the business.

Their clientele includes Audi, Verizon, Unilever, Coca-Cola, etc., highlighting their ability to work across different industries and consistently deliver compelling and thought-provoking campaigns that drive

desperately trying to withstand the devastating effects of the pandemic.

And often, women are at the forefront of bringing these ideas to life. Names like Shelly Lazarus, Tithi Ghosh, and Liz Taylor are some of the industry’s most awarded creative leaders and have led many campaigns during their tenure at Ogilvy. Their dedication to their craft and passion for storytelling has led to the firm’s enduring success. Rounak Tiwari, a copywriter at Ogilvy & Mather, Mumbai, says, “Ogilvy has allowed me to work with some of the most brilliant cre-

Ogilvy



Source: D&AD



Make it simple.

Make it memorable.

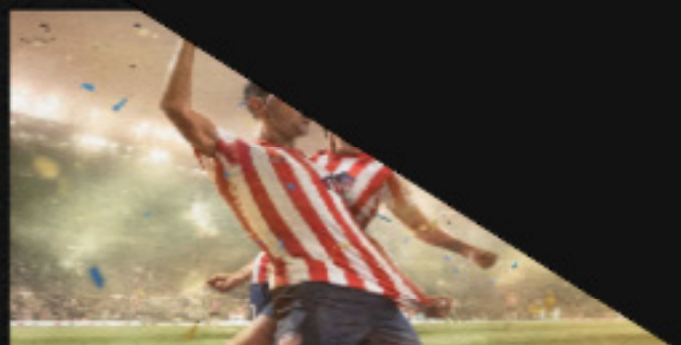
Make it inviting to look at.

Make it fun to read.

Leo Burnett



Flat Operation No Grey



Agency in Focus Leo Burnett

By Shaivya Singh & Vidhi Agarwal

Leo Burnett India stands at the forefront of innovative advertising, with a distinctive approach that sets it apart. The agency's creative process, from the client brief to the final campaign, is characterized by a unique blend of insight, imagination, and strategic thinking, ensuring each project resonates with authenticity and impact.

In navigating the ever-evolving media landscape, Leo Burnett envisions a future of advertising that embraces dynamic trends and emerging platforms. The agency is prepared to lead this charge, utilizing state-of-the-art technologies and staying ahead of industry shifts.

Crucial to Leo Burnett's success is its emphasis on fostering collaboration between diverse teams. The agency encourages an environment where ideas flow seamlessly, breaking down silos to harness the collective brilliance of its talented professionals. This commitment to collaboration propels Leo Burnett India to new heights in delivering groundbreaking campaigns and shaping the future of advertising excellence.

Leo Burnett has been on a winning streak of awards over the years. It made its mark at the Cannes Lions International Festival of Creativity 2023, where it was the most awarded Indian agency with a Gold Lion, six Silvers, four Bronzes and 29 shortlists. Recently, Leo Burnett India introduced the world's first "Water Sustainability Score," in collaboration with AqVerium, a report card devised to accomplish transparency and accountability in brands' water usage.

Leo Burnett's continuous success and creative excellence can be owed to its work culture, on which Khushi Dani, copywriter at Leo Burnett, comments,



Source: Yellow Bees

Leo Burnett

“Some great mentors can give you direction to write very precisely. In our agency, their influence is not just guidance; it's the heartbeat of our culture.”

POPxo



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ing the need to keep going and not let fear stop you from taking risks and eventually reaching success. Hence, understanding the journeys of Priyanka Gill and many other female entrepreneurs provides a stepping stone and would inspire all those young females who one day dream of becoming successful entrepreneurs.

Fearless Trailblazers: The world of women entrepreneurs

By Payal Bhanarkar

In today's business landscape, women entrepreneurs are breaking barriers and reshaping industries. The media sector in India has seen significant growth in recent years, with more and more women venturing into entrepreneurship. However, despite this growth, women entrepreneurs in India face multiple challenges stemming from the patriarchal nature of Indian society, stereotypes, and women's family responsibilities. Overcoming these challenges has always been difficult; however, sheer determination and passion have made it possible for many women entrepreneurs to succeed. One common challenge for women entrepreneurs that

is often overlooked is the fear of failure. Societal expectations of conforming to traditional gender roles and the pressure to succeed contribute to this fear, making it even more important to overcome it. Priyanka Gill, founder of POPxo a digital media platform focusing on women's lifestyle and entertainment, mentions persistence and resilience have been very important for her in her journey. Throughout the entrepreneurial journey, there can be many instances where this fear of failure can cause a hindrance; however, as Priyanka Gill shared, "Challenges are there, but we find ways to overcome them, and the success is sweeter because of that." Highlight-



Image Source: TiEcon Delhi

“Be sincere and diligent, find your passion once you know what that is, it makes it very easy to actually start producing content that is going to resonate.”
– Priyanka Gill

Breaking Barriers: Women Entrepreneurs in Media - Juggling Challenges, Crafting Success

By Payal Bhanarkar

The media industry presents a unique set of challenges for women entrepreneurs, and their journey is often one of perseverance and resilience. Social and cultural factors, including family pressure and gender inequality, influence the experiences of women entrepreneurs worldwide. Each woman's journey is unique, marked by her ability to overcome societal barriers and carve a path to success.

The challenge of gender inequality has been prevalent for decades. Still today multiple instances of inequality are seen whether it's the fewer number of women at top management, limited networking opportunities and pay gap. However, Aditi Shrivastava, Co-founder of Pocket Aces a digital entertainment company, ensures to have the right balance of female and male employees at her company sharing that "The world is supposed to be equal, and if your creative world is balanced, then you will neither take too many male queues or female queues. You will just be progressive".

Additionally, many women entrepreneurs continuously juggle between their work life and personal lives as they are expected to fulfill traditional gender roles and expectations of taking care of the household while pursuing their entrepreneurial ambitions. Shradha Sharma, founder of YourStory Media, shares that constantly traveling for work while managing to make time for her family and mental health can be hectic but also necessary.

These women entrepreneurs have found various ways to navigate through multiple challenges and serve as a source of inspiration and empowerment. As Aditi Shrivastava said, "Equality is not that hard to implement on a daily basis, and that's how it can translate to tangible results".



Source: Forbes India

"Our dean once told us that you can do anything, so that is my mantra, I can do anything."

Aditi Shrivastava



Source: LinkedIn

"I have never followed the norm, I have always followed whatever I have wanted to be"

Shradha Sharma

Empowering Narratives: How Women Entrepreneurs in India Are Redefining Success Through Impactful Storytelling

By Cheshta Adlakha

In the dynamic realm of entrepreneurship, Indian women are skilfully carving out a distinctive niche by leveraging impactful storytelling across various media channels. The art of narrating compelling tales has become a powerful tool for these women entrepreneurs to communicate their vision, values, and the positive change they seek to bring about.

This storytelling strategy is pivotal in humanising businesses, making them more relatable and fostering a sense of connection. Through social media, podcasts, and traditional outlets, Indian women entrepreneurs showcase their ventures while inspiring and empowering others. These narratives serve a dual purpose, delving into personal and professional journeys. By weaving personal experiences into their brand stories, women entrepreneurs create authentic connections with their audience, building trust and loyalty in today's competitive business landscape.



Source: Aima

“The stories we tell matter. As women, we have the power to script narratives that not only resonate but also redefine the conversation around empowerment”

- Shereen Bhan

Shereen Bhan, managing editor of CNBC-TV18, exemplifies this approach through her insightful journalism, and has become a prominent voice shaping economic discourse in India. She remarks, “The stories we tell matter. As women, we have the power to script narratives that not only resonate but also redefine the conversation around empowerment”

Beyond personal branding, this storytelling also acts as a catalyst for social change. Today, entrepreneurs use their media presence to address societal issues, champion causes, and advocate for inclusivity. By narrating stories highlighting the impact of their initiatives on communities, they are driving awareness and action, fostering a sense of responsibility among their audience.



CNBCTV18.COM

Source: Ad Gully

Unveiling the Power of Storytelling: Women Entrepreneurs Redefining Narratives in the Media

By Cheshta Adlakha

In the dynamic world of entrepreneurship, women are crafting a distinct niche by harnessing the compelling force of impactful storytelling. The ability to narrate one's journey, struggles, and triumphs resonates profoundly, and Indian women entrepreneurs are seamlessly integrating this approach into their ventures.

To embark on this storytelling journey, women entrepreneurs usually delve into the intricacies of their experiences, crafting narratives that highlight their professional growth and encapsulate the essence of their personal challenges. Some key aspects involved are introspection, courage, and a willingness to share vulnerabilities, creating a narrative beyond mere business success.

What sets women's storytelling apart is the profound connection it establishes. The narratives are often steeped in relatability, addressing the universal aspects of resilience, determination, and passion. This connection transcends gender boundaries, allowing these stories to reach a diverse audience on a deeper, more emotional level.

In the male-dominated media industry, women producers and directors like Gauri Shinde have demonstrated exceptional prowess in producing narratives that distinctly portray the female perspective. She says, "I want people to stop thinking of women in the film industry as a special case." Shinde's films, such as "English Vinglish" and "Dear Zindagi," delve into the intricacies of a woman's life, resonating with audiences nationwide.



Source: The Economic Times

"I want people to stop thinking of women in the film industry as a special case."

- Gauri Shinde

Source: Pinterest



Empowering Creativity: Insights from Kanchi Yengul's Session on Advertising and Media Dynamics

By Shreya Choudhary and Vidhi Agarwal

In a recent guest session, Ms. Kanchi Yengul, Creative Director at Leo Burnett, shared profound insights with the advertising specialisation of Batch 24, igniting a palpable enthusiasm among the students. The open-ended session allowed students to unravel their queries and delve into the intricacies of the creative industry.

Ms Yengul emphasised the gradual trajectory of success in the creative field, stressing the importance of building confidence to actively pursue desired roles and negotiate compensation based on performance metrics. In the context of copywriting, she highlighted the significance of storytelling rooted in insightful observations, advising aspiring copywriters to hone their skills as keen observers.

Illustrating this principle, Kanchi delved into Lenovo's "Damn Good Tech!" campaign, showcasing the potency of transforming observations into compelling narratives. An anecdote from her own experiences underscored the importance of keen observation, resonating with the students.

The session seamlessly transitioned into a Q&A segment, where students sought Ms. Yengul's perspective on industry dynamics. Notably, her observation of the

“**In the typical Indian setting, girls would be expected to choose a profession with more structure where they could come home at a sane hour. An agency requires you to work in the office overnight and travel back at ungodly hours. Now, families and parents are more open to that. Women are more willing to do that now, which is why many more women are in the industry now.**”

positive shift in the media industry towards women's inclusion stood out. She highlighted the evolving acceptance within media

agencies, signalling progress towards an inclusive future where women can contribute without traditional constraints.

In conclusion, Ms Kanchi Yengul's guest session left an indelible mark on the students, offering a glimpse into the dynamic world of creativity and the evolving media landscape. As students absorbed her insights, the session catalysed their creative journeys, inspiring them to observe, learn, and craft narratives that resonate with the world.



Spotlight Spectra

Across

3. Ad agency founder known for her work with P&G and “I Am That Girl” movement

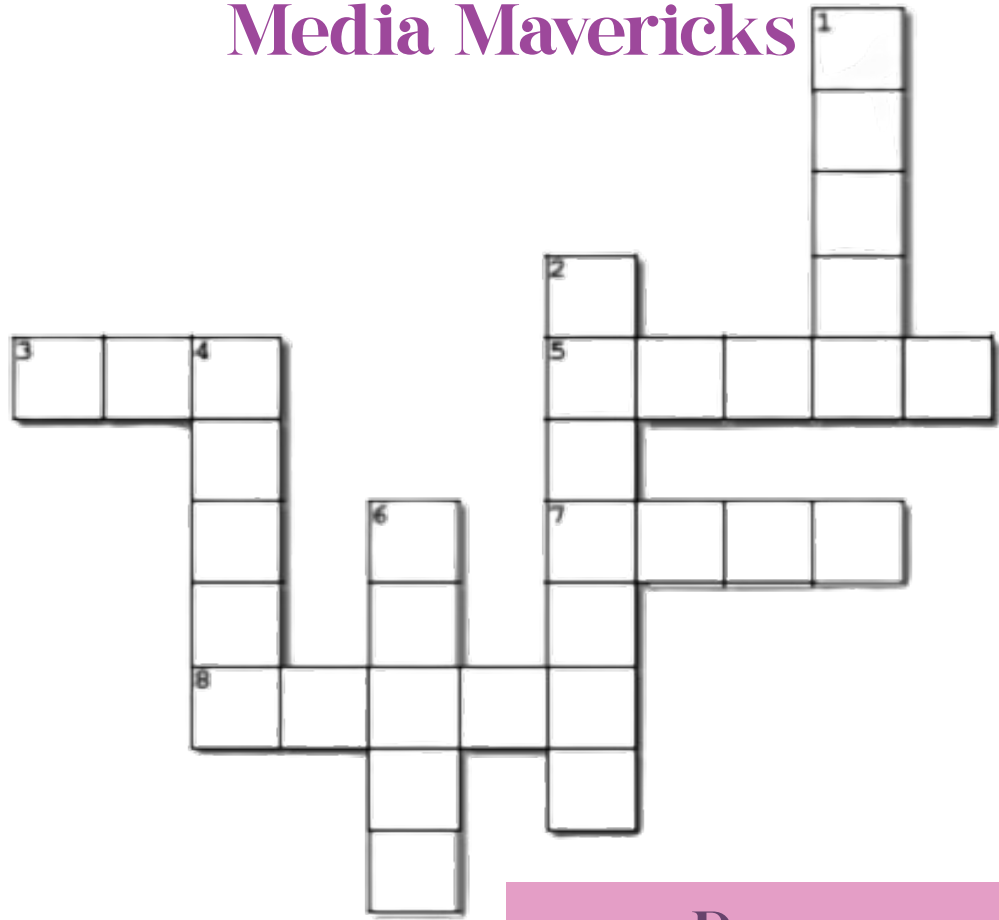
5. Advertising pioneer known for the “Think Small” campaign for Volkswagen

7. Co-founder of an ad agency known for the “Real Beauty” campaign for Dove.

8. Co-founder of an ad agency known for “Got Milk”

Crossword

Media Mavericks



Answer Key : Mcann, Sheryl, Helen, Tam, Wendy, Rani, Nancy

Down

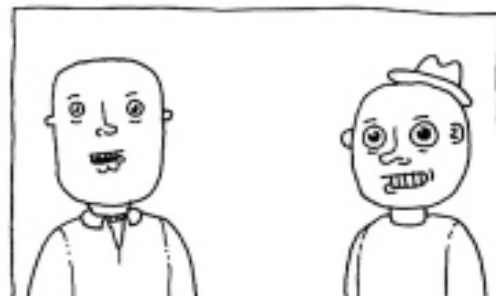
1. Advertising executive known for “Have a Break, Have a Kit Kat” /campaign

2. Chief Operating Officer of Facebook and former Google executive

4. Advertising company known for “Fearless Girl” campaign

6. Co-founder of an ad agency known for the “Share a Coke” campaign

Comic



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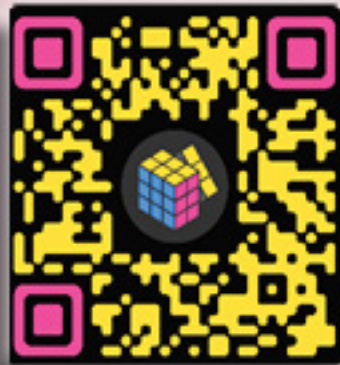
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