

TOP PICKS



Mission Domination

Sayanta Sengupta

Co-authored by Boria Majumdar and Kushan Sarkar, the book chronicles the historic victory of the injury-stricken Indian cricket team down under in 2020-21. It rightly captures the series of events that led to India's improbable victory against the mighty Australians in their own backyard. This 240-page book is packed with interviews and conversations with the Indian cricket team. Mission Domination is priced at 499 INR.



Fish Curry Rice

Amitabh Dasgupta

Fish Curry Rice serves Malvani, Konkani, Goan food. Branches at Kothrud, Baner, Viman Nagar. Basically a fish thali joint. Over-priced at Rs 550 per thali (no papad, solkadi extra). Nothing unique on the menu. The tisrya (clams) curry is good. Rest of the curries smell of rancid coconut, including the solkadi. Theme décor is interesting. Ambience is ordinary. No parking.



Pawankhind

Atharva Agashe

"Laakh mele tari chaltil pan lakhancha poshinda jagayla hava." The film Pawankhind directed by Digpal Lanjekar is the 3rd film in the eight-film series he is going to direct. Ajay Purkar plays the role of Baji Prabhu Deshpande rather magnificently and the film narrates the tale of how and why Ghodkhind of Panhala turned into Pawankhind.



After Life

Shirin Pajnoo

The Season 3 finale of Ricky Gervais' After Life is one that can simultaneously make you laugh and cry. The series, which began in 2019, follows the aftermath of protagonist Tony losing his wife to cancer. After two seasons of navigating grief, he finds hope and closure this season. All three seasons of the show can be found on Netflix!

How a lockdown goof-up became a business

Archana Shukla

Thanks to the pandemic, Diwali last year was lacklustre and far less cheerful. But for home-maker Alka Tawade it turned into a happy occasion. An accidental mix-up in an order she had placed with a shopkeeper ended up with her starting a small business – something she had never imagined she would ever do.

It so happened that she had placed an order from home for the ingredients for uthna from her local grocer. Uthna is mix of several powdered ayurvedic herbs and roots used for a fragrant restorative bath in Diwali (in North India it is called ubtan).

Since it was not possible for her to go and collect it in person, due to the lockdown, the grocer delivered it to her home – in quantities ten times more than she had



Uthna, the bath powder made with ayurvedic herbs and roots for Diwali.

ordered – 250 grams of each instead of 25 grams. And now it was not possible for her to return it.

That is when her daughter came up with the idea of using up the entire quantity of the ingredients, make uthna in bulk, and sell it to people they knew.

Initially uncertain, Alka decided to go ahead, since otherwise the entire lot of ingredients would go waste.

Together with her daughter, she made small sachets and packets of uthna, sealed labelled them with stickers with her contact details.

To their pleasant surprise, the packets sold off faster than she imagined, and people started placing repeat orders. What started as a mistake turned into an opportunity.

Today, Alka has a growing uthna business and is already contemplating packaging ayurvedic products.

A daughter finds a job, and a gift for her Dad

Samruddhi Patil

Samruddhi Oak, 20, was like any other millennial during the lockdown – restless and disturbed. What was bothering her was the feeling of not being financially independent. What she really desired was to be able to support herself at least to the extent of being able to pay her college fees and bear the cost of her accommodation.

She would have liked to see her parents take a break and go on a vacation instead of spending on her.

Paradoxically, the lockdown itself provided her the opportunity. The free time she had on her hands gave her the idea of doing something productive.

She had completed her C2 in German language, which is an advanced level

of proficiency in the language, from the Goethe Institut Max Mueller Bhavan in Pune. Samruddhi decided to take online classes to teach others who had love for this language, or were interested in appearing for competitive level examinations in German.

"All I did was make a basic poster on MS Word announcing my classes and posted it on Instagram and then spread the word amongst my friends that I would be conducting online classes. Within a week I had almost 75 students wanting to join - ranging from a 12-year old to a 65-year old.

She wasn't charging much, but by the time it was Father's Day, she had enough money to spare to buy a gift for her Dad – a pair of Burberry's sunglasses which she knew her Dad would have wanted but wouldn't splurge on a gift for himself.



The Goethe Institut Max Mueller in Pune.

She doesn't know which feeling was more profound - the joy of giving her Dad a surprise gift on Father's Day, or the satisfaction of having bought it from her own earning.

Samruddhi has now decided to continue teaching German even after the pandemic ends.

Fashioned out of love for art and movies

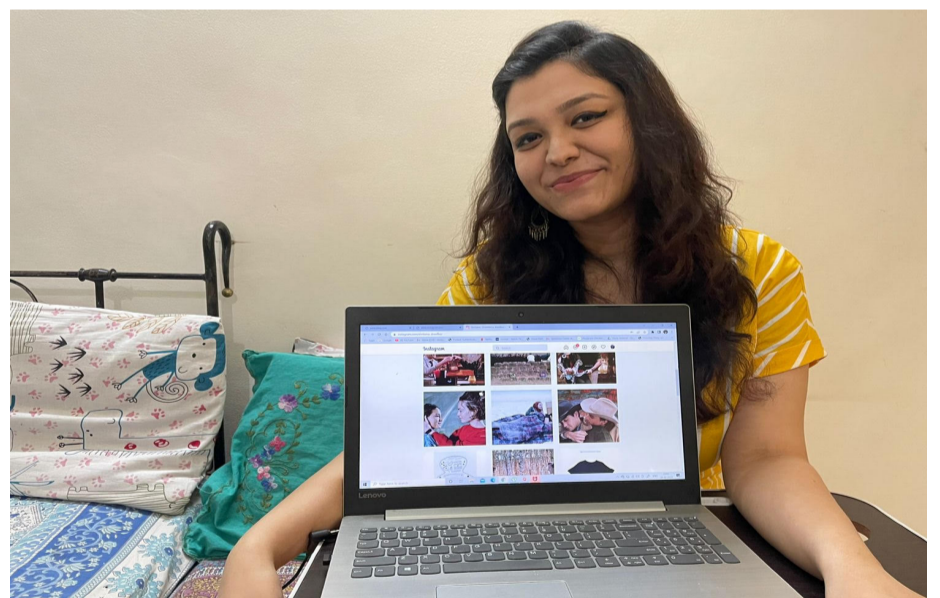
Purnima Priyadarshini

Combining her love of cinema and painting, Shritama Saha, creates her online apparel business.

All it takes is to upload a meme or design you created on a website, and the next thing you know is you are selling t-shirts printed with them. A trendy and very creative way to make some easy bucks as a student. To start a side hustle out of your quirky ideas is not a very tedious job like it seems and is also the new popular culture in town. It is just a few clicks away. And the process can begin and ends within your smartphone/laptop only. If it sounds too fictitious to be true- ask Shritama, a student from SCMC batch 2022, about how she managed to do it.

Wearied by the pandemic buried in social media, Shritama saw her friends and batchmates creating visual graphic content and posting it on social media. Getting influenced by it, she decided to combine her knowledge of movies and traditional paintings to create digital content. She used her photoshop skills which she had learnt from her college graphic design classes. But initially, she was low on confidence and never imagined that people would be interested to order products designed by her. She was proved wrong. Her brand sells varieties of products - hoodies, crop tops, tote bags, mugs, T-shirts and posters online on Frankly wearing.com.

"Before college, I had no guts to make something like this for people to buy. I saw friends doing it and gave it a shot,"



Shritama displaying her design page on Instagram

said Shritama.

On being asked about the initial challenges she faced, Shritama said she had no idea how to reach people online because Instagram asks for money to promote one's post. But, she cracked a method and managed to gather around 500 followers for her Instagram business account. And she started to earn around INR 3 to 4 thousand per month.

"Social media inspired me. I would see people who were posting stuff online and decided to combine my film knowledge and wanted to do something about movies and art, two of my favourite things."

Shritama talked about how difficult it is

to be unique and creative while starting her online business. She said that she had to be very careful about her design cause the probability of someone already having a similar design is pretty high in this industry.

"It's difficult to be unique when someone else must have already made it. So, you must be very active in your unique thinking. It is difficult to stand out while many people are doing the same thing."

But Shritama aspires to make a career in films and continues to be the proud owner of the shop. She is happy that for starting something she never thought she could do and enjoyed the process all along.