

Broad Horizons

February 26, 2010

Upcoming Events

March 11th – *Small Format Dinner with Arpita Menon, Media*

March 20th – *Coffee Club Saturday*

Get Involved!

We are seeking participation from members to help with:

- ***Keeping our website up to date***
- ***Coordinator of the Coffee Club***
- ***Event Sponsorships***

Please contact us if you would like to volunteer for any of the above

Your Voice

We welcome article contributions to the newsletter from our members – to post ideas, news, stories, jobs, anything that you would like to share with your fellow members.

Write to Meghna at:
megrak@gmail.com

Upcoming Event: Small Format Dinner with Arpita Menon on Thursday, March 11, 2010

The chief guest at our next small format dinner will be Arpita Menon, Managing Partner, Quantemplate and Media Expert.

Arpita will be speaking about “***Effective Ways of Using Media***” and will also share her insights and personal journey as a senior media professional. Her book ‘*Media Planning and Buying*’ was released in January 2010.

Arpita Menon is a seasoned media professional with 17 years of industry experience in diverse roles spanning strategy, planning, media buying, research and client management across agencies like Draft FCB’s media arm Lodestar Universal, Starcom and JWT. During her stint with Anand Bazaar Patrika, she set up the solutions selling team and headed the business intelligence cell. She is currently Managing Partner at Quantemplate, a media analytics company focused on improving realization for media owners. Arpita has contributed articles in various industry websites like exchange4media, agencyfaqs and indiantelevision.com. She has also taught at NMIMS (Narsee Monjee Institute of Management Studies) and currently teaches a media course at XIC (Xavier Institute of Communication, Mumbai).

This is a Members Only event and is restricted to ten members on a first-response basis.

Coffee Club Saturday: Volunteers Required

Our next coffee club Saturday will take place on March 20th, 2010 on the topic ‘Reduce, Reuse and Recycle: Waste Reduction’.

Coffee Club Saturdays are a great way to meet other members in a more cozy setting and talk about a topic that you are interested in. We need members to lead the following sessions planned for this year: ***Reducing Waste and Garbage in our Lives, Vacation Alternatives, Running Productive Meetings, Reading for Pleasure, Business Writing Tips, Fitness without Gyms, Personal Security Tips***. If you think that you are willing to lead a discussion on any of these subjects or can suggest

something else that you would rather do, write to us at 85broadsmumbai@gmail.com and volunteer one Saturday during the year 2010 to lead a COFFEE CLUB SATURDAY.

Job Opening: Conference Manager for the next Cherie Blair Conference

The Cherie Blair Foundation is looking for someone to plan and execute the next Cherie Blair Conference in December 2010. They will need to prepare, organize, implement and manage the conference, procure goods and services, negotiate contracts, manage budget, liaison with suppliers, source and manage sponsorships, develop and implement marketing strategy, draft the conference program, acquire industry leading speakers, develop and implement communications strategy, do conference follow up including monitoring and evaluation, liaise with hotel, delegates, speakers and sponsors and full conference management.

They are looking for someone with at least two years of experience in event management with the following core competencies: ability to communicate clearly and compellingly, excellent negotiation skills, strong academic record, ability to work independently and proactively, ability to work flexibly in a team, highly organized with excellent attention to detail, in-depth knowledge of India, enthusiastic about conference production with the drive and desire to be the best.

If you think that you have the experience and skills to do the job and want to know more, send an email to Nana Luz at nanal@softype.com and we will send you the requirements of the job and who you need to contact at the Cherie Blair Foundation for Women.

Read About Design in a Business Context

Our member Aparna Piramal Raje writes about design in a business context for the Mint and the UK Financial Times. She is a director of BP Ergo, a Mumbai-based office furniture company and has studied at Harvard Business School and Oxford University. Some recent articles can be found online at:

India Modern's Design Entrepreneurs (20th Feb)

<http://www.ft.com/cms/s/2/fe5eb2f8-1c40-11df-86cb-00144feab49a.html>

Alibag, Escape from Mumbai (13th Feb)

<http://www.ft.com/cms/s/2/edf28ae2-169c-11df-aa09-00144feab49a.html>

A look at the new Hindustan Unilever headquarters (4th February)

<http://www.livemint.com/2010/02/03213020/Designed-for-leverage.html>

Aparna looks forward to your views on this subject at aparnapiramal@gmail.com.

Know Your Network

Each month we will be featuring one or more of our members in Broad Horizons in an effort to get to know our members, their interests, their expertise and so on. Volunteer to interview a member and write a short piece on her for a future newsletter. For further information on how you can participate in this activity, contact Meghna Rakshit at megrak@gmail.com.

Member Spotlight: Farheen Ali

Farheen Ali did her schooling and college from Bombay. She completed her electronics engineering from Mumbai University and then went on to do her master's from Duke University in the U.S.

She spent about 6 months in LA, doing an internship which involved teaching high school kids entrepreneurship and then came back to Mumbai to join her family business (Oriole Electronics), in the electronics industry. She says it took her a year just to figure out exactly what they did!! They specialize in LCDs & display solutions, power supplies for LED lighting and embedded software solutions.

Farheen started out in 2006, primarily looking at sales of a single product line. Today, she is directly managing sales, marketing, product development while overseeing other aspects like production, QC and HR. She says: *"I love what I'm doing, and I strongly believe that you can be most productive and be true to yourself and your work only if you enjoy it. Else you spend your entire day waiting for the end of the day to come!!"*

Outside of work, Farheen's interests are in travelling, reading, Yoga, outdoor activities - trekking, biking, swimming, rafting, skiing, rock climbing etc. She is also passionate about paper, and Indian handicrafts. In the past 4 years, she has taken a keen interest in education and how our system works, and what we as an industry can do to make students more "hireable", as she believes that the quality of engineers coming out from a lot of places is disgraceful.

Farheen is a member of TIE - The Indus Entrepreneurs and 85 Broads. Since one of the biggest drawbacks to running your own business is the lack of intellectual stimulation from peers on non-work topics that you would normally get when doing a job - Farheen is always looking for opportunities to meet smart and diverse people! That was her biggest incentive in signing up at 85broads.

Farheen can be best reached by email (farheen.iali@gmail.com) and welcomes correspondence from group members.

Support Your Organization

We need everyone to support the organization by (1) becoming a paying member of 85Broads, (2) coming to programs that interest you, (3) volunteering to do something for others in the network once a quarter, (4) introducing others to the network, (5) giving feedback to us on how we can be more relevant to the business and professional women's community in Mumbai. So the first step is to request everyone to go to www.85broads.com and become a paying member and communicating with any of the core committee members what you think and how you might want to communicate. If you prefer to do this in writing, do so by sending us email to 85broadsmumbai@gmail.com.

Membership Levels and Benefits

- **Power Circle** (\$1000 per annum, INR 50,000 per annum). Exclusive access to VIPs. Whether you are looking for clients, investor, or employees, you can spotlight your company, post content, career opportunities, testimonials, press, blogs, tweets etc through our website and newsletter.
- **Investor** (\$250 per annum, INR 12,500 per annum). Premium Access. As an investor member you will receive formal introductions to network VIPs for your networking benefit.
- **Visionary** (\$30 per annum, INR 1500 per annum). *Women who graduated from college prior to 2004 are eligible for this membership.* As a visionary, you can view company profiles, jobs, postings on

Update your Profile:

Start the year right by updating and adding to your 85Broads Mumbai profile. Many of you have not updated your profile in quite some time. Take the time to do so now and make sure that you are up to date with your dues. The membership benefits of 85 Broads are growing more and more everyday! So let's support our organization. Go to www.85broads.com today.

85Broads Mumbai Team:

*Nana Luz, President
Anjali Patel Mehta
Gayatri Patel
Meghna Rakshit
Zenobia Driver
Lakshmi Ananthamurthy*

Contact Us:

www.85broads.com

Email:

85broadsmumbai@gmail.com
or nanal@softype.com

the global website. You can network with the global 85 Broads database, and seek advice from the senior members and experts. You can contribute to the monthly newsletter with your ideas.

- **Trailblazer** current undergraduate students (\$15 per annum, INR 750 per annum).

To unsubscribe to Broad Horizons, please send email to 85broadsmumbai@gmail.com and put UNSUBSCRIBE NEWSLETTER on the subject line.