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**@ WE\_Empowered**

# Women Empowered

## What WE Are About

Women Empowered or WE as we feel we are and like to call ourselves, is a wholly social initiative which aims to empower women to make the best of their individual skills and talents and help them to achieve whatever personal and professional goals they have. We work at a grass roots level, trying to ensure we are easily accessible to all who would like to reach us.

WE is open to all, even men. Men are 50% of the population and need to be a part of the discussion so that we can effect change, to our own worlds and the larger one. WE is open to all women although we have a slight South Asian focus, women of the same age can be at very different junctures of their lives.

WE aims to be broad and provide an array of speakers on the same topic at each event so that women can find applicability and can find an affinity with one or more of them to make the difference to their lives.

That difference is not about achieving fame or fortune, it can be overcoming an illness, finding the right way to empower our children or starting our own businesses - whatever that special thing is, it is the thing that makes the difference to our life as we see it.

WE will showcase inspirational speakers who will share their experiences and opinions and through their stories and journeys WE aims to:

**ENGAGE** more women in discussion;

**ENCOURAGE** fresh and varied thinking and perspective;

**EMPOWER** women to find the inner confidence to take the next step;

**ENABLE** and support them through the journey by putting them in touch with organisations that can nurture their ideas and mentors who can assist in achieving those goals;

To provide a platform to enable women to articulate their issues and concerns; with a chance to meet decision makers and get their views and opinions heard.

To create a powerful and exciting network for women to link up and help each other.

Our events will consist of: Guest speakers to **ENGAGE** and **ENCOURAGE** and a partner organisation that can **EMPOWER** and **ENABLE** women to make that change.

WE aims to provide women a forum, a platform and a network where they could find support, mentoring and inspiration to try and get out of life everything they wanted and to support them through the journey by putting them in touch with organisations that can nurture their ideas and mentors who can assist in achieving those goals.



**Reena Ranger**

Chairwoman & Founder of WE



**Mona Remtulla**

Co-Founder of WE

Read more about WE at:

[www.womenempowered.co.uk](http://www.womenempowered.co.uk)

**women**  
**Empowered**



# Making an Impression

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## Our Speakers:

We are privileged to be addressed by and then have a Q&A discussion with women and men who are in the eyes of the media talk about image, perception and self esteem.

We draw on the experiences of those who are arguably under more scrutiny than most being in the public eye and ask how they go about making an impression and what that impression is.

The opinions, observations and experiences from our speakers are ones that can be applied to many fields. What the perception and assumptions that have been made about of them? If they were negative how were they dealt with and overcome?

Have they felt any pressure on their appearance or the way they came across? Did they have to behave a certain way?

We will hear of their journey's in a niche and highly competitive industry and what their ethos is and how they have succeeded and using their experiences, wisdom and advice find our own way to "make and impression".



**Nina Wadia**  
British Actress



**Nihal Arthanayake**  
DJ, Radio & TV Presenter



**Sadia Siddiqui**  
CEO / Creative Head



**Dr Kamel Hothi**  
Business & Community Director  
Lloyds Bank  
Group Corporate Affairs

Read more about our speakers at:  
[www.womenempowered.co.uk](http://www.womenempowered.co.uk)

**women  
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# DOING MORE...

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life.

Lloyds Scholars  
Programme helps  
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below average  
income households  
attend University.



# How can we help our daughters?



- An Asian woman's point of view

**Dr Kamel Hothi**

Business & Community Director  
Lloyds Bank - Group Corporate Affairs

There are many issues that face us all in these difficult economic climates. As a woman, wife, daughter, mother and a corporate leader I believe we women can survive these challenges and have multi skilling down to an art form that the male gender envies. However, there is one adversity that I would like to challenge, one that is of our own making. As an Asian woman I look back on my career, my personal experiences and the challenges I encountered. It took me some 25 years to reach the position of a Director in the banking world and a similar time to win the praise from my extended family for my achievements.

I have and will try to continue to support both worlds as a corporate leader and that of a daughter-in-law. What is the role of the future female in our progresses society? Our daughters are coming back with degrees; they are entering occupations that we never dreamt of. They have the passion and determination to reach the pinnacle of their careers. They certainly are making their mark and in most circumstances leaving their brothers behind.

Knowing how hard it is to achieve success in a very male, white dominated world, it gives me great pleasure to see how well our children especially our daughters are doing. It's for this reason I was proud of our sponsorship of the Asian Women of Achievement Awards which discovered new talent each year. However why then do I still have numerous young ladies seeking advice from me on how to balance their career with their home life? How to explain to their mother-in-laws the challenges they face each day at work, the long hours that are required to do in order to compete with their white male colleagues if they want to earn the salaries of those they wish to replace.

Why is it that our girls have to make these difficult choices, why is it that in this modern world where we have pushed our children onto further education and yet when they achieve the high accolades and then walk shoulder to shoulder with our sons, why is it then we begrudge this new balance in status? Surely we should reflect upon our own adversities when we were young ourselves, trying to live our dreams. I too wanted to go to University and maybe if I had, I would have broken those glass ceilings quicker. However as these opportunities were forbidden, does that mean I should make other females suffer and enforce my regrets on to them? What does that say about the female form and our thinking?

These issues then often lead many girls to remain single as they pursue their careers. Unfortunately soon these groups of females reach the age of 40 and then start having fears of being alone and not finding a partner. The thought of having made the wrong choice soon sets in...It's situations like this that makes me sad that we have encountered so many adversities since reaching these shores, and have astounded many in our achievements and determination to succeed. However now we face our biggest personal challenge – the challenge of 'changing of time' we need to face the fact that bringing up our children in this western world will dissolve our culture, this is inevitable and part of nature's evolution. However just like we have adapted our skills in the past we now too need to adapt and understand the challenges faced by our children especially our daughters.

Now is the time to support them in their careers as daughters or daughter-in-laws but at the same time having the wisdom of elders to understand that our role is also to act as the banister that guides our children up the stairs, reminding them to pay the same attention to their personal life as they do to their careers and try to find solutions that work in harmony with each other.

By Dr Kamel Hothi - Business & Community Director Lloyds Bank



A close-up portrait of a South Asian woman with dark hair, looking directly at the camera with a serious expression. She has several small red marks on her face. She is wearing a light blue hospital gown with a pink floral pattern. A white medical collar is around her neck, and two tubes (one blue, one red) are connected to it.

South Asian people are  
**three times**  
more likely to need an  
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# What is success?



**Nina Wadia**

British Actress

"Success is something each person can and should define for themselves. For me, getting the chance to do good work, doing that work to the highest standard, being brave enough to fight for the result to be recognised and then being in a position to change the world for the better, bit by bit - this is success. Lastly, never confuse success for happiness. My family, my friends and the time I get to spend with them - this is true happiness."

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[www.artofliving.org](http://www.artofliving.org)



Effective leadership depends on soft skills: the ability to connect with and inspire coworkers and teams, to communicate with clarity and confidence, and to remain positive and transform challenges into opportunities. Most of our training focuses on technical skills. An organization's success relies on leadership and employees who have the energy, clarity, and inspiration to work together to exceed expectations.

## ORGANIZATIONAL GOALS

(Accelerated through integration of Personal and Professional Skills)

### PERSONAL SKILLS

(Enhanced through the TLEX Program)



#### Focused & Energized

Simple stretches and yoga to relax the body

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#### Creative & Innovative

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#### Authentic & Collaborative

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#### Inspired & Committed

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Visioning exercises to inspire dynamic action and drive sustainable impact, transformation

### PROFESSIONAL SKILLS

(Gained from work and educational experience)

The Art of Living programs enhance the skills that truly advance people and organizations, resulting in employees with greater energy and clarity of mind, a sense of connectedness to each other and the organization's mission, and a passionate commitment to personal excellence.



# Is it all about perception?



**Nihal Arthanayake**

DJ, Radio & TV Presenter

"A famous football manager once said "it's all about perception" and I've thought about that a lot over the years. It is not necessarily the reality but the attitude that some focus on. In the music industry there is plenty of swaggers going around. Artists who've sold few records acting like they've sold out Wembley Stadium and managers making demands simply to create a perception of superstardom. Someone once said to me that the definition of arrogance was confidence without a sense of humour. I hope that the perception of me having self-confidence is tempered by me having a healthy disregard for those who brag endlessly about their achievements. I'll let you judge which kind of person you think I am."

## **BUILDING YOUR BUSINESS OR SHAPING YOUR CAREER? I CAN HELP YOU DO IT, BLOCK BY BLOCK**

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# Does the impression you make create a positive impact?



How successful communication can create powerful relationships and business opportunities.

Experts say that it takes no more than 30 seconds to make that first impression. So when communicating for the first time with someone at a social or networking event, in a meeting or during a presentation, this first impression will be the primary factor that decides whether someone wants to build a relationship with you or not.

So, what are first impressions primarily based on?

## 1. Appearance

The first and most immediate thing that others see when they meet you is your appearance. Despite the saying 'don't judge a book by its cover', how you appear and what you wear does have an impact. Why? Because it makes an outward statement about you. This statement will be evaluated according to the role you play, the event you are at and the context you are in. So while dressing in shorts and T-shirt for a high corporate event will definitely create an impact, it most likely won't be a positive one. The question is, do you wear clothes that make you disappear, get you noticed or express who you are within that social or business context?

## 2. Body Language

The second is your body language. You may not be aware of this but you are constantly sending out 'silent messages' by the way you sit, stand, gesture, move or shake hands. Others will unconsciously observe this and make judgments about you based on these signals. Over half of how you communicate comes through your body language which is why it is so important to be aware of what signals you are sending out.

Do you tend to withdraw by slouching, folding your arms tightly across your chest, losing eye contact or turning your body away from others? Or do you find yourself taking up more space than you need, expressing yourself with large gestures and notice others withdrawing from you?

Having a powerful physical presence involves owning your full height and posture, staying grounded in your feet and being comfortable in your own skin. It is from this place that you will truly connect and influence others rather than impress or impose yourself on them.

## 3. Voice

Did you know that your voice is as unique as your thumbprint? It is this distinctiveness when fully owned that stands you out and leaves that powerful, memorable and impact.

While men have the tendency to speak from the bottom half of their range, losing the variety and energy in their voices, women tend to speak from the higher pitches of their range, using lighter and softer tones. This is largely due to social conditioning and a perception of what the male and female voice should sound like.

Very few women feel comfortable stepping into their vocal power unless they have been encouraged to do so or where their roles require this. It was not by chance that Margaret Thatcher lowered her voice to gain the gravitas and authority needed to be taken seriously by her male cabinet ministers. The higher the pitch, the less impact you will have. Getting in touch with your centre sound will connect you to the warmer, deeper tones in your voice that exude calm, confidence and strength.

We are creating an impression all the time, whether it be sitting quietly in the corner or speaking gregariously to a large group of people. The question is what kind of impression are you creating and is it enabling you to build powerful relationships and gain the business opportunities and success you deserve.

### "Personal Impact for Women" Workshop

Exclusive event with limited numbers

11th July 2013 - 7pm-9.30pm

Mandeville Hotel, Central London

Cost: £50

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### International Leadership Conference

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(W) [www.successfulleadersconference.com](http://www.successfulleadersconference.com)



# Into the world of lights, camera, action!



**Sadia Siddiqui**

CEO / Creative Head

Mustang Productions

My personal journey into the world of lights/action/fashion and media began when I started the first ever-Asian modelling agency in the UK. Media attention and glamour are all part and parcel of the fashion industry but is there a dark side to this industry and what does it take to look the part?

I believe every industry should demand a standard of grooming. You must look the part, especially in fashion if you are walking the ramp as I was. I had to make sure, I stayed a size 8 (not easy after having a baby), my skin was in good condition and that I got my eight hours of sleep. Only then could one look fabulous on the ramp. Is that pressure? Yes it is, but if you can't take that pressure, do not be in this field. I have seen girls in the industry, who have smoked and drunk alcohol excessively. Eventually bad habits will take a toll on your complexion, your skin tone and you will age prematurely.

I feel in terms of grooming, we all should dress for success! I will give you a small example; if you are going for surgery, you will have more confidence if your surgeon has a neatly trimmed beard, is smart and well dressed. I am afraid any man who looks like a mad scientist with a dishevelled appearance will not be allowed to bring a scalpel near me.

Over two years ago I started my now company **Mustang Productions**, which is a TV production and event management agency. I became the first Pakistani to executive produce and host her own talk show on a global Indian network. I co produced and created the Achievers show with B4U. From the ramp to the sofa interviewing high profile celebrities was a big change, but might I add a magnificent change.

During the time I ran a modelling agency, I was also a model myself. However in business meetings I actually had to hide the fact that I was also a model, as I felt that wouldn't reflect well on my intellectual abilities, cliché but true. There is a stigma attached to the world of fashion, somehow if you are a model, you are not considered the brightest spark. However as a TV presenter it was completely different. You have the ability to command respect. As a producer you can give an individual their 60 mins of fame, and whereas money can buy anything it cannot always buy fame.

Achiever's was a wonderful journey. I had come from the fashion industry and the world of media was a welcome change. I feel the same rules apply in business and in media. My theory to success is persistence; we cannot allow ourselves to be discouraged. If you fail, try, if you fail again try harder, if you fail again, reassess and keep trying! Somehow, as human beings we tend to accept failure; failure is just a negative result. We just have to work at it till it becomes a positive result. The world of fashion and media is a tough field, my advice is to avoid getting bogged down in any politics, work hard, focus on where you want to go and keep finding various ways to reach your goal. You can't please people all of the time, but strive to do your best and ultimately success will be yours.

It is such a joy to be on a platform like this, where women are supporting women, as sadly in my experience its not the men who hold women back its mostly the women. If we don't help and encourage each other, we will see very few women rise to the top of their profession. I have a long way to go, in many ways I feel my journey has just started.



# Our Champions



**Rajesh Agrawal**

Chairman, Founder and CEO - RationalFX



**Nina Amin**

Diversity Ambassador - KPMG



**Cllr Lurline Champagnie OBE**

Chairman, Harrow West Conservative Association, Councillor Pinner Ward, London Borough of Harrow, Harrow Mayor (2004/5)



**Cllr. Mrs Mimi Harker OBE**

Mayor of Amersham, Amersham Town Council, Cabinet Member Responsible for Community, Young People, Communications, Sports & Leisure, Chiltern District Council, Parliamentary Candidate 2005



**Dr Kamel K Hothi**

Business & Community Director, Lloyds Bank - Group Corporate Affairs



**Tasmin Lucia-Khan**

News Anchor and TV Host



**Kanya King MBE**

Entrepreneur, Public Speaker and CEO/Founder of MOBO Organisation



**Seema Malhotra MP**

Member of Parliament for Feltham and Heston



**Natasha Mudhar**

CEO & MD of Sterling Media



**Ruby McGregor-Smith CBE**

Chief Executive - MITIE Group PLC

Read our champion's statements at:  
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# Our Champions



**Anjali Pathak**

Brand Ambassador - Culinary Development - Patak's Foods



**Alpesh Patel**

Co-author, 'Our Turn: The ultimate start-up guide for female entrepreneurs'  
Former Visiting Fellow in Business, Corpus Christi College, Oxford  
Founder Praefinium Partners



**Priti Patel**

MP, Member of Parliament for Witham



**Rishi Rich**

Song Writer / Music Producer / Artist Management



**Kulveer Singh Ranger**

Global City Adviser  
Former Adviser to Mayor of London  
Former Vice-Chairman of The Conservative Party (Cities)



**Kiran Sharma**

Managing Director of KIKIT Ltd and Manager to singer Prince

Read our champion's statements at: [www.womenempowered.co.uk](http://www.womenempowered.co.uk)

# Media Partners



women  
Empowered





What do a celebrity chef in England, a teacher in a remote village in Pakistan, a social entrepreneur, a globally acclaimed finance expert and IT students from an urban slum in India have in common?  
**They are donors, charity partners and beneficiaries of The British Asian Trust.**

Over 500 million people survive on less than £1 a day in South Asia. With competing charities dealing with problems such as chronic malnutrition, lack of education and employment, health problems and the marginalisation of women and girls, it is little wonder that people who want to donate money are uncertain as to where to start.

Every individual donation that comes to The Trust enables us to support charities in Bangladesh, India, Pakistan, Sri Lanka and the UK. **It is a long-term investment which creates a greater impact for those in need.**

This is where The British Asian Trust comes in. We are committed to bringing together leading members of the British Asian diaspora from celebrities and entrepreneurs to some of the world's largest companies and charitable foundations with existing local grassroots charities to make a difference. These extraordinary links together with the power of collective giving is what sets us apart from other charities.

By supporting handpicked charities, we are able to empower local communities on the ground and transform lives by offering innovative and practical solutions to social and economic problems, enabling them to move towards self-sufficiency. The impact is there for everyone to see: Since its inception in 2007, The British Asian Trust has touched 800,000 lives through supporting 24 handpicked charities. However, there is a lot to be done – we aim to reach out to over 2 million people in the coming five years.

Should you wish to come together with us on our journey, please do get in touch [madhu@britishasiantrust.org](mailto:madhu@britishasiantrust.org) or 0207 024 5646



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# How I am perceived



A journalist in Forbes recently rounded up the 10 worst stereotypes about powerful women. Many of them conjure images of cold, sterile, rigid, erratic or scary people.

Meanwhile, studies show that assertive women are more likely to be perceived as aggressive; that women usually don't ask for what they deserve but when they do, they risk being branded as domineering, or worse, "ambitious."

As my profile and job has evolved, I am told more often that I am intimidating and aggressive. By my Indian community, I am pigeon holed as 'a career woman', which is code for childless and independent; and not in a good way. Anyone that really knows me will be laughing right now.

What we do has an interesting effect on how we are perceived. By looking at me it isn't easy to figure out what I do for a living. There is no uniform, no power suit, no badge or obvious "look". So people's immediate reaction to me is one of 2 things... friendly or indifferent. What is interesting is when I am then introduced as, or they learn, that I am a manager to famous musicians. Their reaction changes dramatically almost every time. The smile gets wider, eyes bigger, the questions start of what my life must be like and, more importantly, they want to know about the people I work with. Their perception has changed and they now want to know about me and what they imagine my assumed "glamorous" life is like.

They comment on how friendly or 'normal' I am as their expectation as someone with my job is of an ice queen or tough woman. They talk about how young I look. How sane. They have effectively put all their stereotypes of a successful woman in a row - an ice queen, emotional wreck, hard, tough, older, power dresser, lonely, single - and sized me up against each of them. It is a pattern I am familiar with and my pleasant responses are well rehearsed.

Personally I find a difference between how I am perceived by men or women.

Once the initial questions have been tactfully managed, or politically avoided (I hold my artists confidentially with high regard), it is mostly women that will then spend time getting to know ME. Women are intrigued and often proud of what I have achieved. The older ones congratulate me on my independence and freedom and the younger ones are eager to be inspired and ask for advice, which is hugely flattering and humbling.

Interestingly, it is often with men that the conversation falls short. Some are intimidated by me... I am told the concoction of youth, wealth, power and feminine is much to deal with. A few get competitive.

When I first started my role as a music manager, I was received with confusion. Most people in my position are older men. On meeting me the assumption would be that I was the (male) artists PA and on occasion, girlfriend. In the beginning, I thought I needed to be a hard business woman and would also justify my role telling them how I have an engineering and business degree, how I worked for major corporates as a director, how many artists I have worked with, etc. But that soon stopped when I realised it is great to be different and that I didn't need to prove myself to anybody but myself. Instead, head down, I worked hard to create a job that fits into my life, that I love and doesn't feel like work. I realised that people's perceptions are influenced by their own belief systems, insecurities, ideals and experiences, not mine.

Kiran Sharma  
Management  
PRINCE | KING

Director  
KIKIT ENTERTAINMENT

women  
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# Helping women to find their feet



Dear WE network,

As a WE Champion I would like to take this opportunity to introduce you to a charity I feel very passionate about called Find Your Feet. I was introduced to Find Your Feet many years ago and have been an ambassador for them ever since. They are a small charity but they make a big impact on the lives of the women they support, and just like our network, they aim to encourage and empower women to work together so they can find solutions to the challenges they face.

Today's WE event is focused on making an impression and asks us, how we, as women perceive ourselves and the assumptions we make about others. All too often, it is assumed that women from the developing world lack the ability to improve their situation or simply want charity. But this couldn't be further from the truth.

Find Your Feet was founded over 50 years ago and their experience shows that the women they work with might lack resources and opportunities, but they possess a great deal of knowledge, resilience and ambition. Which is why they support women to form community groups and start saving and loan schemes; groups that quickly become an essential lifeline, providing them with support and access to credit so they can start small businesses.

And so, despite living on the other side of the world, I think we have a lot in common with the women Find Your Feet works with, because we too know the value of economic independence and the support of other women.

If you would like to find out more about Find Your Feet's work, please do get in touch. I know they would value your support.

Best wishes,

Anjali Pathak



## Helping families build a future free from poverty



One in eight people around the world suffer from hunger because they don't have enough to eat all year round.

We work with vulnerable families, particularly women, in India, Nepal, Malawi and Zimbabwe to enable them to grow more food so they don't have to go hungry, to strengthen their voice so they can speak out and earn an income so they can stand on their own two feet.

We don't give handouts, but instead we provide women with the skills and tools they need to help themselves.

**As a small organisation we rely on the generosity and support of people like you.**

Please get in touch if you would like to hear more about the women we work with and discuss how you could use your skills, knowledge and networks to help women around the world to find their feet.

**To find out more please contact Laura Perkins at [laura@fyf.org.uk](mailto:laura@fyf.org.uk) or call 020 7326 4601**

Website: [www.fyf.org.uk](http://www.fyf.org.uk)

Registered charity number: 250456



# Working in the media



## Attika Choudhary

Broadcast Journalist / Presenter / Producer / Model

BBC/B4U Music TV

A good friend of mine once said, appreciate what you have got because what God has given you he can also take away. Those words still remain in my mind. Growing up I was a shy and quiet girl but I had a big smile. It may surprise some but all that changed as time went on: it had to be for the job I wanted to do. I still feel shy from time to time depending on the situation. However, I can say that I am now a confident young lady and I think that only happened because I found an inner confidence. I realized this when I left school and I remember my teacher saying to me, "Attika you blossomed!" If I had not found that confidence I wouldn't be able to do the job that I do now.

But media was not my first choice: from the time I was around 12 years old I wanted to be a lawyer. I was a proper book worm when I was at school but when it came to revision I also always seemed to leave things to the last minute! I went to university and studied Law and I had a job lined up after I'd completed my degree, but I decided to do my Masters degree in International Relations because of my interest in human rights.

While at the University of Surrey I was approached to do some modelling - now I was shocked at this because I had been a bit of a tomboy, and I never wore make up. Actually, my very first make up item was a clear lip gloss that I brought aged 17. The very idea of modelling I wasn't quite sure about, but my friends encouraged me and I thought, well why not? Things went well and I did more modelling gigs. Most were mainstream and for the western market; I did not work in the Asian fashion market: maybe they felt I didn't fit in there although I felt I had a unique look, maybe somewhere between the two types. But I didn't take modelling seriously although I was surrounded by girls who did; they were so seriously into it while for me it was fun - getting my hair and make up done and wearing some amazing outfits.

I was always interested in the arts; at university I presented a radio show, but never thought that I would end up working in the media industry. Initially, I landed a job in radio because of my voice and this would become a major revelation for me.

Since then a lot of people in the industry have commented on my look, and this has been a surprise for me. Growing up in a household of girls we didn't really talk much about looks or being slim; clothes, yes, and other girlie topics. But the way I looked was never that important to me although I loved clothes and fashion.

When I was asked to present on television for the first time it was really because of my looks because the person who asked me said that, which slightly annoyed me at the time, but I understand now how it makes sense. I had the advantage of confidence - I now know that a good personality will take you even further, and you cannot expect looks to last forever. People have always said that I will do well because of how I look. I just take it mostly as a compliment but it is not everything. They don't realize that without personality and confidence, and a strong voice you might as well be a still photograph or on a catwalk because you cannot do much else. A presenter has to have more than just good looks!

Working as a presenter and broadcast journalist obviously it is important to look presentable. I've been fortunate: I've never had to try too hard to fit in; I've just been me. But I do feel that people base too much on looks and when I have been out on jobs I have had both men and women commenting. I like to remain grounded, I like the natural look - not too much make up, since it's just not me. I think some girls put on more make up because they lack confidence. You've got to be confident within yourself. A lot of people wear a lot of make up when they don't need to; make up is only supposed to enhance your features. Most days I go into work without make-up unless I have to go on screen and although I am not wearing make up people don't believe me or assume that all girls do.

However working with the BBC and B4U Music I could not have survived on my looks alone! You need to know your stuff - and sometimes you are put on the spot and have to prove yourself, show that you are intelligent. Some of my interviewees have turned the questions back on me and I have had to think on my feet. Having a personality is also important: many of the people I interview like that. I have been able to keep make contacts and keep them: with politicians, film directors, actors and in fact people from all walks of life because they have reacted to my personality.

Working in the media is not easy; I think I have been lucky to have the opportunities and contacts that I have had, and been able to meet some of the main people working in today's film and music industries, in the worlds of business, politics and charities. It is not all excitement: there are many moments of tears and pain but we don't show them! It makes you stronger. I have found that sometimes it is difficult to trust people in the media: many are just out for themselves and some people in the broadcasting media can be quite fickle. But I have been fortunate in that I have met people both at the BBC and B4U - they know who they are - who have stood by me along the way, believed in me and helped me in ways that I could not have imagined. What makes it special is that these people have become great friends that I will treasure.

Someone once said "Surround yourself with people who see the good in you and give you the opportunities to shine." I believe I have been blessed in this way.



# Special Thanks

We would like to thank and champion Cynthia Nolan of Shoot Me Studios for the pictures the world will see.

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# Happy Birthday Empower

by Deepali Nangia, a business mentor and founder of Empower, a social consultancy working towards female entrepreneurship and empowerment.

## Diary of a Mumpreneur – Happy Birthday Empower!

April 27th 2013: It is one year today since I was reborn and reinvented myself as an entrepreneur with Empower ([www.empowerbizsupport.com](http://www.empowerbizsupport.com)), a consultancy focusing on providing business support to women and charities. I am so guilty of getting so caught up in the doing, that I decided to do some thinking. What worked well in the past year, what didn't, what should I do more of, what less of – at the end of the day, similar to corporates, I need to make sure that the way I run my business is efficient and measurable. How I acquire customers, how effective are these channels in terms of cost and conversion, how I should price my services, how happy are my customers and am I meeting my financial targets? What are my goals for next year and how am I going to get there? After a significant amount of thinking, I decide to diarize my learnings from my first full year as an entrepreneur.

What I initially struggled with, what is termed in the corporate world as pricing of services. Also otherwise knowing the correct price to charge a client? My target market being entrepreneurs and charities gave me no real benchmarks to compare against. I did not want to over charge given my ultimate goal of social upliftment but I also did not want to give my service away for free. Giving it away for free not only de-valued myself but I also felt that clients who were the recipient of such services put in little effort into the engagement. I did some thinking and over time began to bifurcate my market – I charged a rate for charities and a separate rate for private clients. However, over the year, I continued to do pro bono work for clients that deserved such support. I experimented with price incentives such as free first-time consults, special promotions with organizations I wanted to support and a slightly discounted rate for longer term client engagements.

Over the course of the year, I needed to give some thought to my sales funnel and customer conversion rates. I placed an ad on a website, joined a Women's group, was regularly going to networking events and even took a stand at a women's only event. My funds were limited and I had to measure client acquisition through various channels versus the cost of these channels. While I need to take a longer-term view and expense some cost in relation to brand building, similar to other entrepreneurs, my marketing funds were limited. I learned very quickly that getting yourself out there is key. I began with meeting everyone and for lack of a better phrase, their mother!! Being social by nature obviously helped the cause. When people referred me to others, I always made an effort to follow up diligently, whether or not that contact was going to bring in any immediate work. I also learned that word of mouth (specific note to self: it is FREE) has been my most effective customer acquisition channel. So here's a big thank-you to my friends, clients and others in my network, who have helped me a lot by referring women that I might be able to assist. Looking forward, I still have a fair amount of work to do which includes spending more time on unexplored channels such as freelance associations, partnerships with organizations that have a similar goal of social upliftment, conferences and increased social media presence.

As the year progressed and I did more work, I needed to make sure that I was building a trading history. I needed regular customer feedback to ensure I was providing quality service. I also wanted to make sure I regularly captured this feedback for my website, asked for Linked-in recommendations and make sure I shared these on my social media pages. While I had little time for admin matters and no assistance with it (I created and manage my own website), I took time out on holidays and weekends to do this! I would definitely encourage everyone to do this. No feedback is little enough and it never hurts to ask – getting turned down is the worst that can happen.

Lastly, and most importantly was I meeting my financial targets? Give the caveat that every business takes time to build, I still had financial targets in my business plan that I had to meet. Was I setting realistic targets? My initial target was believe it or not to be able to pay my babysitter – I needed to take baby steps with the big picture in mind. Over the months as my charging model sorted itself out so did my financial targets. I tried not to let daily disappointments bother me as much and I continued to believe that if I do my best at something I am passionate about, the results will follow suit.

To top all this learning, over the year, I met many successful entrepreneurs and many women who are gearing up to start new businesses. This past Easter, I finally managed to create the Empowered Club (<http://www.empowerbizsupport.com/the-empowered-club/>), a directory of successful women entrepreneurs who could assist others with all aspects of their business outside of my expertise – legal, accounting, PR, marketing etc. as well as their personal needs (health & well-being, food & nutrition, motherhood etc.). I worked on many interesting projects and while working on these, learned about industries such as health & fitness, nutrition, jewellery, the arts and more. I am not sure I have managed to spend more time with my children since I work twice as hard as I did in a corporate job but I definitely have more flexibility to work around them now.

Twelve months later, I feel more "Empowered" and can stand tall and proudly wish myself a Happy Birthday!!



# Women Get It Right Roadshow

On Thursday November 22nd in Haveli Restaurant in Slough, Women Empowered, in conjunction with Jeena International, and as part of a Sewa Day initiative, held a free "Women Get it Right" Road Show.

The drop in event attracted 120 diverse women. Here, those who needed could find legal advice, talk with counsellors, get career advice or hear about the local amenities available to them.

The event sought to raise awareness for issues that many who need assistance would normally feel uncomfortable asking for.

The busy open day had free initial advice on legal issues and solicitors available to offer guidance on family, criminal and immigration law in the UK and representatives from the UK Border Agency were present along with solicitors from law firm Cameron Clark.



Financial benefit advice was available from Destiny Support, a community based organisation in Slough. Slough Volunteer Centre were particularly targeting women who wanted to increase their skills to update their CVs or for those who have never worked.

Representatives from the Forced Marriage Unit and UKBA attended amongst others to raise awareness about ones rights in the UK and to offer advice in how to become involved in the democratic process along with what protection is available under UK and EU law to those affected by this issue.

The British Army offered advice on job opportunities within the Army.

The event, which included a free lunch, gave women a place to meet, talk and learn more about their rights in the UK as well as raise awareness on issues that still remain taboo in certain communities.

Jeena International is dedicated to working with communities to challenge social norms that discriminate against the most vulnerable in society and is hoping to launch a 24 hour helpline in the new year. Women Empowered presented Jeena International with a cheque for £1080 which it had raised during a fundraiser lunch earlier this month which was held at Indigo Restaurant in Gerrards Cross. The money will be doubled to £2160 through a local "Just Giving" initiative. <http://localgiving.com/charity/berkshirecf>

The Women Get it Right Road Show is hoped to be repeated in 2013 in Southall and Kenton.

More information can be found at [www.womenempowered.co.uk](http://www.womenempowered.co.uk) or [www.jeenainternational.org](http://www.jeenainternational.org). The next free open day event, "The Health Road Show", will be held on 7th March at Haveli in Slough which will include information and advice on mental and sexual health.



# A Women's Guide to "Having it All Now!"

The eternal puzzle, "how to have it all", is rarely away from our minds for long; juggling work, family and the frequently forgotten "ourselves" is ironically one many of us just don't have time to put together!

In the hope of coming somewhat closer to finding the answer to this perennial dilemma and fittingly during International Women's Week, Women Empowered launched "A Woman's Guide to Having it All Now" By Ritu Sethi at Bright Courtyard Club in Baker Street on Wednesday 6th March 2013.

The launch was attended by nearly 200 people including Seema Malhotra Member of Parliament for Feltham and Heston who is also a Champion of Women Empowered, heard the journey of Ritu Sethi, a woman, daughter, sister, wife, mother, successful career women, solicitor and partner in her own law firm and public speaker, who has found time to balance her working and family life and at the same time not neglected her personal ambitions and goals.



Ritu Sethi, who has won many awards and accolades for Law and Business, shared her personal real life experiences, from overcoming professional hardships by remaining resolute and determined and not accepting failure to what she believed were the secrets to a healthy marriage. Ritu has based her book on a "Wheel of Life" that helps one to put perspective, focus and balance to various key aspects of life. Ritu stressed that if more women became leaders in their chosen fields and thought leaders, then more women would benefit from getting the balance right and staying longer in the workforce. She went on to say that it is for our generation to make the difference and change the power dynamics to reflect equality.

Through listening to Ritu's story the women and men present found affinity and applicability to the concepts she extolled and through her words and vision maybe they too could learn to find what having it all really means to them and how to achieve it for themselves. Sadly there isn't a simple cookie cutter solution for us all but learning from the experiences of others opens doors and a new level of possibilities and ideas for us to build upon.



Images courtesy of Sonny Sehgal and Raj Bakrania



# Is it a Man's World?

On Thursday 24th January Women Empowered, the social initiative aimed at championing issues for women, held its latest event titled, "Is it a Man's World?". The event was to focus on women who have made great strides in politics, which has been regarded as a male dominated arena. The sold out event was sponsored by KPMG and featured Priti Patel MP, Cllr Lurline Champagnie OBE and Cllr Mimi Harker OBE. Seema Malhotra MP, who was due to attend was unfortunately delayed abroad.

The speakers shared their life experiences, obstacles faced and how they had overcome them along with the experiences what had led them into the political world.

Kulveer Ranger, former advisor to The Mayor of London, gave the key note address offering a male perspective to the issues raised.

Marianne Fallon, Partner, Executive Board Member, UK Head of Corporate Affairs & UK Head of Charities at KPMG shared her views on diversity and the need for women in the corporate world. She said that sadly the figures of women in the Parliamentary world were faring better than those in the corporate world at board level and spoke on what KPMG are doing to tackle some of the issues raised on the evening.



Reena Ranger, Chairwoman, and Mona Remtulla, co-founder of Women Empowered, welcomed the guests and spoke about how the event had been meant to be about experiences in the political world but recent news & events had raised issues as to why we needed more female representation throughout the civic processes. Getting involved did not necessarily mean becoming a member of parliament but getting involved at any level, from residents associations to boards of governors in schools, from charitable trusts to local government and beyond.

Priti Patel, MP for Witham and the first female Asian MP for the Tory party, who had worked in both the political and corporate world said there were not enough in either. She stated that she was against positive discrimination and quotas particularly since there was a limitless pool of talented women which needed to be tapped into. She also added that women should also help other women. We should not be frightened to challenge social norms, push boundaries and pick ourselves up from failures and move onwards and learn from every challenge and setback.

Cllr. Lurline Champagnie OBE, the first British Caribbean Councillor of Harrow Council, Mayor of Harrow in 2004/2005 and Chairman of Harrow West Conservative Association, gave a passionate speech in which she said that whatever you want you should go for it; one has to be strong and believe in themselves and not consider themselves the weaker sex. She added that there are obstacles in all paths of life and that she had entered politics at a time when there were very few women or people of colour, let alone women of colour. She emphasised that there is more than one way to get round your obstacles; you can go under them, over them and around them. As a woman she recounted a number of personal anecdotes which illustrated her sheer determination to succeed and be the best at what she was doing, always giving more than 100%.



# Is it a Man's World?

Cllr. Mimi Harker OBE, the first Asian Mayor of Amersham, spoke how she had entered politics in an unexpected way when she opposed a new property development in her local area. She spoke candidly of the challenges she had faced and sometimes of having to exert herself in what is a male dominated environment. She urged those present that they should show a dogged determination to succeed and achieve their objectives regardless of opposition faced. Mimi addressed the importance of getting involved and how it could benefit the local area and the country as a whole. Nationally, Cllr Harker, is responsible for the 12A cinema classification and founded the national 'Save Our Post Office' Campaign. She has worked on the Cross Party Task Force encouraging women to participate in public life.

Mr Kulveer Singh Ranger spoke about how he too has worked in both political and commercial worlds and also had noticed the lack of women in both at a certain level. He also commented on the unfortunate fact that when some women achieve senior positions they are labelled as alpha females and somehow this implies that they have to become like men to succeed. He acknowledged that women brought many qualities including compassion and intuition to the table, but were often told to exclude these from their work to the loss of the organisation they were engaged with.

Women Empowered had collaborated with Conservative Women's Network and Fabian Women's Network, who offered advice & courses which can be used in many walks of life. Women Empowered championed and thanked Sabiha Hudda-Khakhu of ISHK Photography for the pictures the world would see.





# Entrepreneurship Event

On Wednesday September 26 over 150 men and women gathered under the clear glass dome of The Bright Courtyard Club in Baker Street for the Women Empowered (WE) Entrepreneurship event.

The Panellists, Sally Overhead of Mojomoms, Kiran Sharma Managing Director of KIKIT Ltd and Manager to singer Prince, Anjali Pathak, Brand Ambassador Culinary Development Patak's Foods, Chef & Food Writer and Rupinder Virdee Director of Revolution Creative Agency shared their journeys on how they started and grew successful businesses.

Alpesh Patel Co-author, 'Our Turn: The ultimate start-up guide for female entrepreneurs' and founder of Praefinium Partners spoke passionately about the need for more women entrepreneurs saying that they were needed to save the world. He stressed that they were needed to be key decision makers and influencers so that they not only contributed to the world economically but could then make strides in ensuring social justice was carried out.

Reena Ranger, chairwoman and co-founder of WE said that the organization thought that the traditional definition of entrepreneur had evolved and now with the boom of mumpreneurs (that mother who starts a business so that she can combine working with looking after her children or just a mum in business) the entrepreneurial landscape had changed. Finding a work and family balance is not easy and with the holidays children are given off school combined with the state of the economy many women are finding the best way to solve their employment needs is to start their own enterprises and create employment for themselves and others. Women are turning their hobbies into income streams or are taking their formal job training one step further and starting up their own businesses. It is said that women are natural born entrepreneurs, naturally tuned to communicate, build relationships, are arguably more creative and multi tasking is the norm and this event was to showcase and highlight these attributes and encourage women who wanted to take that next step.



Mona Remtulla, co-founder of WE, introduced the panel as diverse and was sure that those present who had wanted to find their special something would, with the words and wisdom of the panellists, be encouraged and empowered to take that next step. She also thanked two entrepreneurs for their contribution to the event; Reshma of CRR Photography for the pictures the world would see and Sophia Wasu of the Egg Free Cake Box and praised the sponsor for the event, Hassanain Remtulla of Desynz for their generosity which enabled the event to take place and proliferated WE's message of empowerment.

She went on to introduce each panel member highlighting the inspiration each provided. Anjali Pathak, a third generation female entrepreneur from the famous high quality authentic Indian "Patak" food family encouraged the audience to "discover" that a skill that one perhaps took for granted could actually be the key to your next step as Anjali's grandmother did when she came to the UK in the late 1950's. Sally Overhead, a mother of five children, all under seven years old, and an entrepreneur with two companies one of which is dedicated to helping mothers back into work. She explained that she had tried to get the right work/family balance and had managed to achieve success in both family and business life while at the same time approached the discussion of social entrepreneurship. She spoke of Kiran Sharma whose story started with posters on her walls of the greatest music legends and she now manages one of them, Prince. The final panellist was Rupinder Virdee, a working mother who found a complimentary niche to call her own and set up a PR and marketing agency.

Image(s) courtesy of CRR Photography



# Entrepreneurship Event

Sally Overhead urged those thinking of doing something to “just go for it” waiting for the right time or right thing might mean that you would always be waiting.

Anjali reassured those listening that a fear of failure was acceptable and it was okay to fail sometimes and that one should look at failure as a dress rehearsal for success.

Kiran urged people to do one thing everyday towards your goal and in a month that would become 30 things have been done and that would be progress towards success.

Rupinder advised the attendees to take an idea, plan it and then really go for it.

Women empowered had collaborated with TiE UK, a forum for entrepreneurs, as their mentoring partners and Deepali Nangia the mumpreneur of Empower who provided career and business support to working mums.

The evening ended with those who attended browsing through the stalls that were being championed by WE all of which were started up by women entrepreneurs.



Image(s) courtesy of CRR Photography



# Our Launch Event

On Thursday, 24th May 2012; under the high glass ceiling of the sunny Atrium at the Bright Courtyard Club in Baker Street, 120 attendees came together at the Women Empowered Launch Event. The high profile Launch was attended by many high profile guests, many of who are WE's Champions, including Mayor of Amersham Cllr Mimi Harker OBE, Seema Malhotra MP, MOBO Awards Founder Kanya King MBE, Dr Kamel Hothi; Business & Community Director at Lloyds Bank Group, brand ambassador of Patak's food; Anjali Pathak, Mrs Nina Amin; Diversity Ambassador KPMG, Author; Alpesh B Patel, TV Presenter; Tasmin Lucia-Khan and London Mayor Boris Johnson's former Director of Environment and Digital London; Kulveer Ranger. WE's other champions include Pritti Patel MP, Kiran Sharma; Manager to PRINCE and managing director of KIKIT Ltd, Cllr Lurline Champagnie OBE and Ruby Mc Gregor-Smith CBE; Chief Executive MITIE Group PLC. Other notable guests included Baroness Shreela Flather, music producer Rishi Rich and Ch4 "The Family's" stars and radio presenters; Sunny & Shay Grewal.



The Key note speaker was Baroness Sandip Verma, Minister for Women and Equalities and Whip for the Cabinet Office. The other speakers were Ms Tasmin Lucia-Khan, (TV Presenter and News Anchor) and Entrepreneur Geeta Sidhu-Robb (CEO and Founder of Nosh Detox).

Baroness Verma said the launch of WE shows that work still needs to be done to get a fair deal for women in society. No society can move forward whilst treating more than half of its population as unequal. She pledged her support to inspire those women who do not have easy access to professional networks.

Ms Tasmin Lucia-Khan narrated her own story and how she overheard her father talking of how he had wished she, his first child, had been born a boy. To date she felt this in her heart and tried her best to act as if she was a boy for her father. She was appalled by the violence against women in society and that it must be addressed in earnest. She was heartbroken to see young girls in Bangladesh selling their bodies for food and she would like to do her best to alleviate the plight of such girls and is a supporter of the charity Restless Beings for which she raised awareness. .

Ms Geeta Sidhu-Robb, an entrepreneur, described how both her marriages left her in despair and how she decided to take charge of her life when one day she found herself on the road penniless. As a result of her courage she went on to become a success and found fulfilment in life.

Chairwomen and Co-founder, Reena Ranger, spoke about how women are multi talented, hardworking and committed and how as British Asians she was privileged to have so many examples to learn from. From the Queen who has been serving her people for 60 years with dignity and grace whilst being a wife, a mother, grandmother and great grandmother. It just goes to prove women can do extraordinary things when given the opportunity.

Image(s) courtesy of CRR Photography



# Our Launch Event

Reena continued "We many not all agree with their politics but you can not doubt the strength and capability of women such as, Baroness Thatcher who turned Briton from a sick man of Europe to the most prosperous economy in just 10 years, as Prime Minister of our country, and changed the fortunes of millions of people. We have the late Indira Gandhi, the late Benazir Bhutto, the incumbent president of India, her Excellency Pratibha Patil, Sheikh Hasina, the prime minister of Bangladesh, Sirimavo Bandaranaike, 3 time prime minster of Sri Lanka, and of course Aung San Suu Kyi and so many others."

Co-Founder Mona Remtulla said the aims of WE are to provide women with a forum, a platform and a network where they can find support, mentoring and inspiration to try and get out of life everything they want and to support them through the journey by putting them in touch with organisations that can nurture their ideas and mentors who can assist in achieving those goals. WE aims to be broad and provide an array of speakers on the same topic at each event so that women can find applicability and can find an affinity with one or more of them to make the difference to their lives.

A vote of thanks was given by Mr Rajesh Agrawal CEO of RationalFX. He said he was happy to sponsor the launch as he felt WE is a worthy cause and should be supported.

Thanks was also given to Bea's of Bloomsbury for their cupcakes and to CRR Photography.



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