

Femme Forward

Edition

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Voice Vista

Celebrating Women's Journey



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Femme Forward

Celebrating Women's Journey



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THANK YOU FOR YOUR UNDERSTANDING AND CONTINUED SUPPORT.

SINCERELY,

FEMME FORWARD EDITORIAL TEAM

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Dear Readers,

As we embark on this journey with our inaugural issue, it fills me with immense joy to introduce to you our magazine, a platform conceived with the noble intention of shining a spotlight on the extraordinary individuals who tirelessly contribute to society in various fields. Our mission is simple yet profound: to celebrate and appreciate the remarkable work being done by people from all walks of life. As March approaches, a month heralding the celebration of International Women's Day, we find ourselves in a position of privilege to showcase the talents and achievements of eleven remarkable women hailing from diverse sectors in Nashik. These women are not just emblematic of resilience and determination, but they also serve as beacons of inspiration for generations to come.



I extend my heartfelt gratitude to the entire team whose dedication and tireless efforts have brought this vision to fruition. Each member has played an integral role in shaping this platform into what it is today—a testament to our collective commitment to amplifying the voices of those who often go unheard.

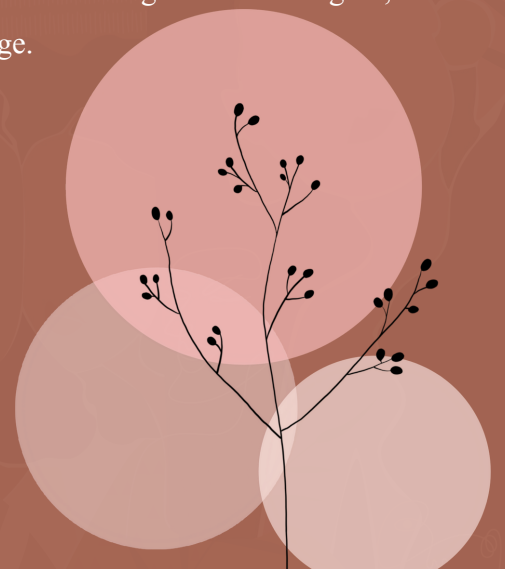
Moreover, I extend my sincerest appreciation to the interviewees who graciously shared their invaluable insights and experiences with us. Their willingness to open up and share their stories has enriched our magazine and will undoubtedly inspire countless individuals.

As we embark on this journey, let us remember that it is not merely about the stories we tell, but the lives we touch and the hearts we inspire. Together, let us continue to uplift and celebrate the unsung heroes among us, for it is through their stories that we find hope, courage, and the power to effect change.

With warm regards,

Pooja Praasun

Founder & Editor in Chief for Project
Femme Forward



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Celebrating Women's Journey



Esteemed Readers,

As we stand on the brink of our magazine's debut edition, poised to launch on the auspicious occasion of International Women's Day, I am reminded of the immense power and potential encapsulated within each page. This edition is not just a collection of stories; it is a testament to the unyielding spirit of Nashik's women—a celebration of their triumphs, their resilience, and their unwavering commitment to shaping a better tomorrow.

Within these pages, you will find narratives that transcend the ordinary, offering glimpses into the extraordinary lives of eleven women who have left an indelible mark on our city and beyond. From breaking barriers in traditionally male-dominated fields to nurturing communities with compassion and grace, each story is a testament to the boundless possibilities that await when courage meets opportunity.

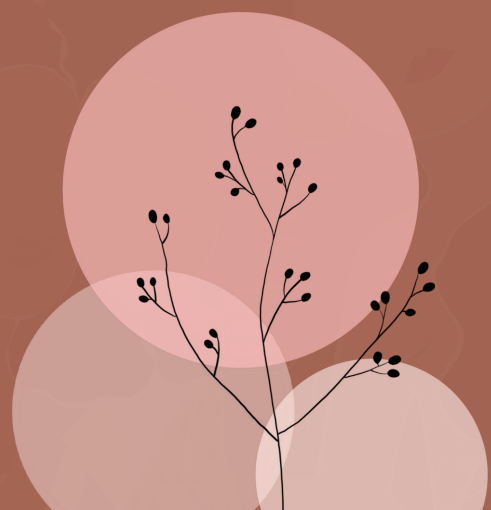
As we embark on this journey together, let us not only celebrate the achievements of these remarkable individuals but also reflect on the collective strides we have made towards a more equitable and inclusive society. May their stories inspire us to dream bigger, to reach higher, and to embrace the unique potential that lies within each of us.

With gratitude and anticipation,

Dr. Anagha Naik

Editor-in-Chief (English Edition)

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संपादकीय ..

पंचवटी पासून पॅन्टीयम पर्यंत प्रगती केलेली ही नाशिकनगरी ... मंत्रभूमीकडून तंत्रभूमीत परावर्तित झालेली नाशिकनगरी ... रुद्राक्षभूमीकडून द्राक्षभूमीकडे वाटचाल करणारी ही नाशिक नगरी... या नवशिखरांवर वसलेल्या नाशिकनगरीतील स्त्री शक्तीच्या भारावलेल्या पंखांनी साकारलेली 'अकरावी दिशा' म्हणजे 'Femme Forward' चा हा पहिला अंक चोखंदळ वाचकांच्या हाती देताना आम्हाला मनस्वी आनंद होत आहे.

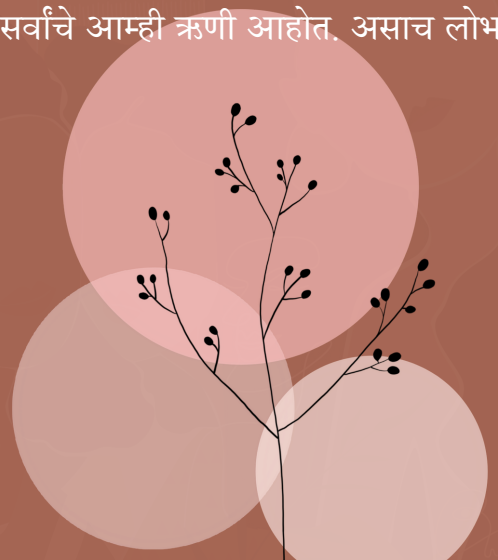
भारतीय संविधानाने बहाल केलेल्या स्वातंत्र्य - समतेचे अर्धे आकाश मिळवून स्वतःची क्षमता सिद्ध केलेल्या स्त्रीजीवनातील 'गृहिणी' पदासोबतच सखी, राज्ञी, सचिव, मार्गदर्शक अशा विविध भूमिका सक्षमपणे साकारणाऱ्या अकरा 'मातृकां' चा 'प्रज्ञाप्रवाह' च्या या अंकात आपणास परिचय होऊन प्रेरणेचा प्रकाश पसरेल अशी आम्हाला खात्री वाटते.

प्रज्ञा प्रवाहाच्या निमित्ताने दरमहा विविध संकल्पना - विषय घेऊन आम्ही नियमितपणे आपल्या भेटीस येणारच आहोत. आपले प्रेम आणि पाठबळ असू द्यावे ही नम्र विनंती. या प्रकल्पात आम्हाला मार्गदर्शन करणारे आमचे मार्गदर्शक, मदत करणारे सहकारी आणि तंत्रज्ञ या सर्वांचे आम्ही ऋणी आहोत. असाच लोभ असू द्या, धन्यवाद !

सुनिता चौहाण.

संपादक (मराठी अंक)

Femme Forward





SANGEETA DATAR

"Sugaran: The Magic of Mother's Hands in Abhi's Kitchen"

Meet Sangeeta Avinash Datar, a B.Com and ICWA background, who has 26 years of experience working as an accounts manager in Ambad Satpur MIDC. Sangeetaji is the driving force behind "Abhi's Kitchen and Foods," where she serves a variety of nutritious dishes, filling the hearts and stomachs of her customers.

Q1: What inspired you to open your own restaurant ?

Ans 1: I drew inspiration from my mother, who always prepared various food items at home and delivered them to customers upon order. I wanted to follow in her footsteps and provide people with quality food whenever they desired. Once, there was a large order that my mother couldn't handle alone. We collaborated and fulfilled the order exceptionally well and on time. It struck me that we could take this further as a joint venture.

Q2: Can you share a challenging situation you've faced while managing a restaurant and how you overcame it?

Ans 2: I began my journey in the food industry in January 2020. However, the COVID-19 pandemic hit us hard, leading to a nationwide lockdown in India starting on March 26, 2020. The fear of the unknown was daunting, but I refused to give up. We started providing various food items to Nashik residents through WhatsApp messages, and to my surprise, our orders grew exponentially. I, along with my son and husband, expanded our delivery services. By April-May, we had regular customers from different parts of Nashik. This journey was challenging, but I learned that resilience and adaptation are key to survival.



Q3: As a restaurant owner, how do you make your restaurant stand out and ensure that 'dining is a flavorful experience' for your customers?

Ans 3: In today's competitive world, establishing yourself is no small feat. I believe in using technology to grow the business. I created a special 'Naivedyam Thali' that offers a complete, authentic, and tasty homemade meal. People are drawn to its unique taste and purity. I focus on providing my customers with healthy and delicious home-cooked food with a personal touch. My slogan is 'The Taste of a Mother's Hand,' and I strive to deliver pure, nutritious food and excellent customer service.

Q4: Do you have any advice for aspiring restaurant business owners, and how to deal with challenging situations?

Ans 4: Success in this business requires dedication, perseverance, and hard work. In addition to personal qualities, customer feedback is invaluable. Learning and incorporating their tips is essential. In today's world, mouth publicity plays a significant role, and a positive reputation is a must. Furthermore, I recommend using technology to stay ahead of the competition. I shared a short video of our special Naivedyam Thali on Instagram, and it went viral. This increased our visibility and attracted more customers.

Q5: If you were to have a special dish or item on your restaurant's menu, what would it be, and why?

Ans 5: Our specialty is the 'Naivedyam Thali,' which represents a complete meal. We offer various dishes, and people are particularly fond of it because it resembles a traditional homemade meal. The motto is "When you desire, puran poli is served!" This reflects the unique taste of our offerings.

Q6: Share an interesting or memorable anecdote about a customer who ordered something special or unusual at your restaurant.

Ans 6: We have customers coming from various places to enjoy our Naivedyam Thali. Right now, we're serving many senior citizens who organize family gatherings with a Naivedyam Thali at their homes. Their faces light up when they savor our food, and it brings them immense joy.

Q7: How do you maintain creativity and innovation in your menu and restaurant ambiance to attract and engage your customers?

Ans 7: Our customers' preferences have led us to focus on cleanliness and prompt service. We pay close attention to the restaurant's atmosphere, ensuring it's welcoming and cheerful. Our staff is trained to provide top-notch service, and we prioritize food quality, pricing, and service excellence. We believe in offering our customers a unique experience with 'Sevabhav' (service attitude).

Q8: What advice would you give to aspiring restaurant business owners looking to open a successful eatery of their own?

Ans8: Running a restaurant requires determination, perseverance, and hard work. You must be ready to face challenges and maintain a strong work ethic. Alongside, introducing something special in your menu or unique service is essential. 'Sevabhav' (service attitude) should be your guiding principle, making you stand out and earn the loyalty of your customers. In this fiercely competitive world, mastering the art of serving and delighting your customers is the cornerstone of a thriving restaurant business.

Q9: Share a heartwarming experience with a customer or couple, for example, a memorable proposal or anniversary celebration in your restaurant.

Ans 9: In our hotel, we often witness heartwarming moments, such as marriage proposals and anniversary celebrations.



One particularly unforgettable instance was when a customer chose our restaurant to propose to his partner. The atmosphere was filled with love and excitement as he got down on one knee, and our staff helped create a magical and romantic ambiance. It was a joy to be a part of such a special moment.

Q10: How do you ensure the freshness and quality of your ingredients, including sourcing local and fresh produce?

Ans 10: Sourcing fresh and local ingredients is relatively easy in Nashik city. We make sure to procure the best quality raw materials at reasonable rates. We often request fresh vegetables and prepare our spices in-house, which significantly contributes to maintaining high-quality standards. The difference between using fresh and prepared ingredients is something our customers truly appreciate, and it has helped us build a loyal customer base.

Q11: If there is something unique or out-of-the-box in your restaurant's advertising or marketing strategy that has contributed to the growth of your business, please share it. How have you used this approach to help your business succeed?

Ans 11: Advertisement and marketing are crucial in the current business environment, but I believe in the concept of "Mouth Publicity." Every satisfied customer is the best form of advertising. "My staff is my family," is the mantra we follow. This ethos ensures that customers receive exceptional service, and word-of-mouth referrals have been our most potent marketing tool.

Q12: How do you stay updated with the latest food trends, and how do you incorporate them into your menu?

Ans 12: In our restaurant, known as "Sugran," we have established a reputation for "A Taste from Mom's Hands." This concept has allowed us to keep our identity unique and unchanging. I believe that the food industry is so vast and dynamic that introducing new elements daily and offering new experiences to people is essential. Thus, my mantra is "Innovation is my fashion."

Q13: If you had the opportunity to work with a celebrity chef or culinary expert, who would it be and why?

Ans 13: As my brand aspires to have an international reach, I would love to collaborate with celebrity chef Gordon Ramsay. His culinary expertise and global recognition make him a perfect choice. Working with him could elevate my business to new heights and bring international flavors to our restaurant.

Q14: Finally, if you had to describe your role in your restaurant in just one word and why, what would that be?

Ans 14: Innovation. In today's competitive and rapidly changing industry, innovation is the key to success. My journey as a woman in the food industry has been about building a unique identity and nurturing a deep connection with my customers. Looking forward, my aim is to continue innovating and keeping the spirit of innovation alive. In closing, I would like to express my heartfelt gratitude for this opportunity to share my experiences and insights about our restaurant journey.





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It's been a remarkable adventure, and I'm genuinely passionate about what we do. Our mission is to continue serving delicious, heartfelt food and creating memorable moments for our customers.

I encourage everyone to visit "Sugran" and experience the warmth and flavor that our team brings to the table. Your support and patronage are the driving force behind our success.

Thank you for your time and interest in our story. We look forward to welcoming you to our restaurant and serving you with the same dedication and love that we put into every dish we create. Together, we'll continue to innovate and grow, making every visit to "Sugran" a delightful and unique experience.

Once again, thank you, and I'm excited about what the future holds for us.

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Designed by : Creators Den



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Introducing "Femme Forward," a captivating magazine celebrating the extraordinary journeys of 11 remarkable women, each shining brightly in their respective fields. From the intricate strokes of a Rangoli artist to the soul-stirring verses of a poet, from the nurturing guidance of a teacher to the captivating narratives spun by a writer, our pages are adorned with the diverse hues of talent and passion.

Within these pages, you'll meet a calligraphy artist whose ink flows with elegance, a fitness coach inspiring strength and vitality, and a compassionate social worker weaving threads of change in our communities. Venture further and discover the entrepreneurial spirits behind a kitchen of culinary delights and the aromatic spices that tantalize the senses.

Delve into the insightful wisdom of a counselor, guiding hearts towards healing, and the mesmerizing performances of a mono artist, captivating audiences with each word uttered. Through their stories, we illuminate not only their individual journeys but also their profound impact on society, weaving a tapestry of empowerment and inspiration for all who dare to dream.

"Femme Forward" is more than just a magazine; it's a beacon of empowerment, a celebration of diversity, and a testament to the boundless potential of women everywhere. Join us as we embark on a journey of discovery, illumination, and empowerment, one story at a time.