



Edition

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MAY 2024

# Feminine Fortitude

Stories of Strength from Nashik's Leading Ladies





# Feminine Fortitude

Stories of Strength from Nashik's Leading Ladies



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SINCERELY,

FEMME FORWARD EDITORIAL TEAM



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"Dear Readers,

As we prepare to embark on another captivating journey through the pages of Voice Vista magazine, I am honored to introduce you to our latest edition: 'Feminine Fortitude'.

As the Chief editor of this esteemed publication, it has been a privilege to witness the evolution of Voice Vista and the incredible stories we have had the opportunity to share. From our inaugural issue, 'Femme Forward', to the captivating narratives in 'Pedal Passion', 'Kankavali', and 'Vinayaki Gudde', each edition has been a testament to the diverse voices and experiences that make our magazine unique.



In 'Feminine Fortitude', we delve deeper into the lives of remarkable women who have overcome obstacles, shattered glass ceilings, and made a significant impact in their respective fields. From groundbreaking entrepreneurs to visionary leaders, this edition celebrates the strength, resilience, and unwavering determination of women everywhere.

As a Chief-editor, my role is to ensure that each story is crafted with care and precision, allowing the essence of each woman's journey to shine through. It is my hope that the stories featured in 'Feminine Fortitude' inspire you, uplift you, and remind you of the incredible power that lies within each and every one of us.

I extend my heartfelt gratitude to our dedicated team of writers, photographers, and designers, whose passion and creativity bring the pages of Voice Vista to life. And to you, our cherished readers, thank you for joining us on this journey and for allowing us to share these inspiring stories with you.

Here's to celebrating the indomitable spirit of women and the transformative power of feminine fortitude.

Warm regards,

Dr Anagha Naik

Chief Editor,

Feminine Fortitude





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"Dear Readers,

As we journey through the fifth edition of Voice Vista magazine, I am filled with an overwhelming sense of gratitude and excitement. Since our humble beginnings in March, each edition has been a testament to the incredible stories and voices that define our publication.

From our debut issue, 'Femme Forward', to 'Pedal Passion' showcasing the inspiring journeys of cyclists, and 'Kankavali' and 'Vinayaki Gudde' exploring diverse themes, our magazine has been a canvas for celebrating uniqueness and resilience.

Now, as we unveil 'Feminine Fortitude', I am thrilled to present a collection of stories that illuminate the strength and grace of women who have excelled in their respective fields. Through this edition, we shine a light on the remarkable achievements of these trailblazers, inspiring others to pursue their dreams with courage and determination.

'Feminine Fortitude' is more than just a title; it is a celebration of the indomitable spirit that resides within each woman. From entrepreneurs and artists to leaders and innovators, the women featured in this edition embody the essence of resilience and perseverance.

I am deeply grateful to our contributors, whose passion and talent breathe life into the pages of Voice Vista. To our readers, thank you for embarking on this journey with us and for allowing us to share these inspiring stories with you.

As we continue to evolve and grow, let us embrace the power of feminine fortitude and celebrate the extraordinary women who shape our world.

With warmest regards,

*Pooja Prasun*

Founder & Owner  
Feminine Fortitude





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अध्यात्मिक, पौराणिक, ऐतिहासिक वारसा लाभलेले नाशिक शहर आता मेट्रो सिटी कडे वाटचाल करत आहे. 'गोल्डन ट्रॅंगल' चा भाग होत असलेल्या नाशिक नगरीतील स्त्री शक्तीचा नवनवीन क्षेत्रात स्वतःला सिद्ध करतानाचा काटेरी वाटेवरील सोनेरी प्रवास म्हणजे 'Feminine Fortitude' हे मासिक.

प्रतिकूल परिस्थितीवर धैर्याने मात करत पारंपारिक क्षेत्रासह आधुनिक क्षेत्रात स्वतःचं वेगळं स्थान निर्माण करणाऱ्या महिलांचा हा सन्मान. या कर्तृत्ववान महिलांनी प्राप्त केलेलं यश याचंच फक्त सेलिब्रेशन न करता या महिलांनी त्यांच्या अंगी विकसित केलेलं धैर्य, बुद्धीचातुर्य, करूणा असे अनेक गुण यासह सामाजिक बांधिलकी जोपासण्यासाठी जाणीवपूर्वक केलेले प्रयत्न समाजासमोर मांडण्याचा आमचा छोटासा प्रयत्न. येणाऱ्या पिढीसाठी 'Feminine Fortitude' चा हा अंक नक्कीच मार्गदर्शक ठरेल अशी आम्ही आशा बाळगतो.

The Voice Vista Portal च्या माध्यमातून दर महिन्याला आम्ही विविध संकल्पना आणि विषय घेऊन नियमितपणे आपल्या भेटीला येत आहोत. 'Feminine Fortitude' हा पाचवा शब्दगुच्छ आमच्या वाचकांच्या हाती देताना आम्हाला मनस्वी आनंद होत आहे.

जर्नलिस्ट सुनिता चौहाण  
संपादिका ( मराठी अंक ),  
Feminine Fortitude





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## SHILPA BHENDE

Welcome to an exclusive interview with the radiant and accomplished celebrity anchor, Shilpa Bhende. With her magnetic presence and unparalleled charisma, Shilpa has captivated audiences across the globe for nearly two decades. Today, she graciously shares her insights, experiences, and the essence of her remarkable journey in the captivating world of anchoring. Join us as we delve into the life and career of a true luminary in the field of hosting.

1. What initially drew you to the world of anchoring, and how did you embark on your journey in this captivating field?

We've heard people saying "I accidentally got into this field." However, I'll quote, "Anchoring chose me." It made me realize that this is my passion - striking conversations, adding humor, creating meaningful connections, and I feel immensely blessed that I could transcend my passion into a profession. My mantra has been - "When passion turns into a profession, life becomes a celebration," and believe me, after 19 glorious years, I still host each event with the same passion, love, and enthusiasm. I simply love what I do!

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2. Can you share a defining moment from your anchoring career that has shaped your approach to hosting and connecting with audiences?

Oh! There have been numerous moments throughout my journey, and these moments will keep happening to push me to grow and evolve as I consider myself a lifelong learner. Well, to name one, it was during a wedding event when I asked the bride's father about his emotions in that moment, and tears started rolling down his cheeks uncontrollably. The kind of sensitive person I am, I so strongly felt that emotion that even I couldn't resist or hide my tears. The next moment, almost every person in that banquet was teary-eyed. Post-event, their family met me to appreciate my work and said, "Today, for a moment, it didn't feel like you're just a professional anchor. It felt like you are a member of our family." I was so overwhelmed with their poignant gesture. Where else can I get to become a family member of hundreds of families? Deeply grateful.

3. As an esteemed anchor, how do you infuse authenticity and charisma into your on-screen presence, captivating viewers with each appearance? I believe when passion fuels profession, then authenticity becomes a way of life. I don't need to put in the tiniest effort because I am not pretentious. I am what I am; my character and personality aren't different.

So to say, my REAL life and REEL life are the same. Once you're true to yourself, you develop a strong aura. You shine and radiate from within, sprinkling magic wherever you go.

4. What strategies do you employ to maintain composure and adaptability during live broadcasts or high-pressure situations?

After 19 years, even today, I feel a bout of anxiety and nervousness before stepping onto the stage or going live. It's natural, normal, and important. I love to ground myself with deep breaths, the Superman pose, some coffee, and powerfully positive self-talk. I repeat to myself "I am amazing," "I look gorgeous," "I am confident," "I am powerful," "this is going to be the best event/show of my life," and so on. These affirmations work like a miracle.

5. Could you provide insight into your pre-show rituals and preparation techniques for delivering seamless and engaging performances?

I am a firm believer and a great fan of visualization. While I'm putting my makeup on, I rehearse the important names, pointers, and highlights of the event. I imagine myself adorning the stage, welcoming everyone with a big wide smile with a lot of enthusiasm. I visualize the audience clapping, smiling, and enjoying each moment with me.





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Believe me, this works like magic, giving me the energy and conviction to deliver my best each time.

6. How do you strike a balance between scripted content and spontaneous interactions while hosting shows or events?

Personal experiences are the best teacher if we have the ability to learn from them. Over the years, I've evolved from scripting every word to memorizing, comprehending, and delivering scripts while adding my own flavors. Of course, for political or corporate events where data is technical, factual, and precise, a script is mandatory. However, for family events, sports events, it's more about gauging the audience's responses and planning and delivering in the moment. Sometimes, I get 5 seconds to decide if I have to make the audience play a game, recite a shayri, or make them dance. Eventually, with failed attempts and successful attempts, I've kind of made a blueprint in my subconscious as to what works the best and when. Remember, I said it's best to always remain a student and keep learning from every situation.

7. In your experience, what qualities are essential for anchoring success, and how do you continue to refine and enhance these attributes?

The quintessential for mastering anchoring, what I believe is the desire, fire in the belly, and passion to become one. If you have these, then everything else can be learned and polished, like creativity, excellent communication skills, interpersonal skills, extensive vocabulary, spontaneity, humor, overall grooming, and presentation skills. In today's tech-savvy world, we have ample resources to become proficient in whatever we set our minds to. Just go all out and keep learning and innovating. Having said that, one attribute to stick to as you grow is humility. Stay rooted, stay humble, and watch yourself becoming a magnet to everything good.



8. As an influential figure in the media landscape, what impact do you believe anchors have on shaping public discourse and influencing societal perspectives?

Words are potent weapons for all causes, good or bad. When I have the mic in my hand and thousands of eyes and ears are on me, it's imperative to utter each word responsibly and gracefully. An anchor has the power to command, and I ensure to put it to use righteously. For instance, I would subtly use anecdotes to influence my audience and their thought process in a positive way.

9. What advice would you offer to aspiring anchors who aspire to follow in your footsteps and make their mark in the industry?

As I mentioned earlier, please ask yourself whether you are passionate about becoming an anchor or if it's just a hobby or a means to earn some money.



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Ask yourself if becoming an anchor is a goal to fulfill your life's purpose. If you have a genuine urge to pursue anchoring as a full-time career, begin working on your intellect, presentation, public relations, communication, sales and negotiation, personal brand, and social media. Keep innovating, get creative. Most importantly, 'BE AUTHENTIC.' Learn from many, but develop your own style, flair, and brand. Anchoring is a very lucrative yet challenging field. You're constantly expected to give your best each time. Remember, for you, it's just another event, but for the client, it could be a once-in-a-lifetime moment, so be fully aware and make it memorable for them. You gotta love what you do. It's non-negotiable.

10. Can you share a memorable or challenging moment from your anchoring career that tested your abilities and ultimately led to personal or professional growth?

If you ask me, every event has its own micro and macro challenges, so it's more of a learning curve with each experience. However, hosting events with prominent political leaders, celebrities, global CEOs of multi-million dollar companies gives a different high with the pressure involved. Talking about one event incident that has been etched into my memory is about a school event in Mumbai. I was hired as an anchor for their annual day. I took a bus from Nasik well ahead of time to reach. It was raining cats and dogs that day, and the entire traffic movement was slow. The school principal kept calling me as it was time for me to receive the brief and begin the event. The traffic condition was out of my control, and I was getting anxious and frustrated. After a while, they called me saying, "Thank you very much for agreeing to host the event, but you're late and we don't require your services now." I had tears in my eyes. I tried convincing them, but they were adamant. I had lost time, money, and most importantly, a good opportunity. That incident taught me time planning considering everything that could possibly go wrong. It helped me to improve on time management and planning skills.

11. How do you approach collaborations with co-hosts or guest speakers to create synergy and ensure a cohesive presentation?

In my early career days, I used to freak out after knowing that I have a co-host due to inexperience. I had the fear that the other person may steal my limelight. Now, I jump with joy when I know I have a co-host because I've learned the knack of it and discovered many possibilities of anchoring in more creative ways.



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I make it a point to personally meet any co-host well in advance. Meeting them is the icebreaker. It gives me valuable insights about their personality, working ethics, and style. It gives us the time and space to plan and script, add punches, prepare dialogues, or incorporate a skit. Although I love to be more extempore, but with a co-host, forethought helps in making anchoring delivery impactful.

12. What role does storytelling play in effective anchoring, and how do you engage viewers through narrative and emotion?

"In a recent event, I was all dolled up, ready to take the audience on an entertainment ride. I did a little dance sequence with the bride and groom during their entry, and the audience was dancing at their seats, clapping, whistling, cheering the couple to be. It was a roar. Everyone was smiling cheek to cheek, having a gala time, and suddenly we could hear the chandelier loosening up from its hook, and before we could understand anything..." I'm sure you want to know what happened next, right? That's the power of storytelling. We all love stories. Storytelling is the soul of anchoring. I can't emphasize enough how important it is to bond and connect with your audience through stories. The term 'anchor' itself suggests being able to hook onto the minds of your audience, and stories are the best way to be relatable. Stories create suspense, thrill, curiosity, and appeal to emotions. If you see, I've been telling stories in this interview as well. People forget information, but they remember stories. It has the power to simplify the complexities. If I have to connect a dot during anchoring, I sometimes even create imaginary stories just to weave the narrative. It's absolutely amazing how we can create an entire thread out of one story.

13. How do you stay current with emerging media trends and technologies to remain relevant and innovative in your field?

"Nothing changes if nothing changes." I think the process of constant evolution in the ever-evolving landscape of media trends and technologies is crucial for anchoring professionals. I invest in continuous learning from industry experts. I constantly sign up for courses to elevate my knowledge and skills. Keeping up with the latest AI tools, exploring market trends help me stay updated.





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I make it a point to integrate innovative approaches in terms of hosting games, interactions, and activities, designing the show flow, and execution of the event. I love to experiment. It helps me decide whether to keep that approach or scrap it. I love to encourage a culture of collaboration within the anchoring fraternity. It fosters open communication, idea sharing, and brainstorming. Unless we try anything new, we cannot know what's worth.

14. Can you share some insights into your personal journey of self-discovery and growth as an anchor, and how it has influenced your hosting style?

I believe each opportunity that comes to me, whether easily or painstakingly, each client who's sweet and humble or a tough nut to crack, each travel which is luxurious or extremely uncomfortable, each event which goes exceptionally well or is filled with goof-ups, each experience, good, bad, or ugly, leaves a mark on me, and I consciously learn from it.

15. Looking ahead, what aspirations or projects do you have in mind to continue pushing the boundaries of anchoring excellence and inspiring others in the industry?

So far, in the glorious 19 years of anchoring, I've anchored more than 3800 events across 4 countries for an overall audience of more than 2 million people. I've been interviewed for my contribution to the anchoring field. I've also delivered quite a few keynotes at corporates and educational institutions. I've been training students and aspiring anchors, empowering them to become successful public speakers and anchors. I've already delved into the 'Effective Communication Training & Coaching' domain for institutions and corporate organizations. My mission is to impact at least a million lives to become confident communicators to help them enrich their personal, professional, and social life.







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16. In your view, how does anchoring contribute to building connections within communities and fostering a sense of belonging?

Anchoring serves as a bridge between individuals, groups, and communities, facilitating interaction, understanding, and unity. Through hosting events, anchoring creates shared experiences, moments of joy, and laughter that bring people together. Whether it's a cultural festival, a corporate gathering, or a social event, anchoring helps in forging connections, fostering a sense of belonging, and strengthening the bonds within communities. By engaging with the audience, acknowledging their presence, and creating a welcoming atmosphere, anchors play a vital role in building rapport and camaraderie, thus contributing to the fabric of social cohesion and harmony.

17. How do you handle unexpected challenges or disruptions during live events, and what strategies do you employ to ensure the smooth flow of the program?

Handling unexpected challenges or disruptions during live events requires a combination of quick thinking, adaptability, and composure. Firstly, it's essential to stay calm and composed, even in the face of adversity. Assessing the situation swiftly and identifying possible solutions is crucial. Communication with the event organizers, technical staff, and other stakeholders is key to resolving issues effectively. Depending on the nature of the challenge, improvisation may be necessary to maintain the flow of the program. Flexibility in adjusting timelines, rearranging segments, or engaging the audience can help mitigate the impact of disruptions. Above all, maintaining professionalism and a positive attitude is paramount in overcoming challenges and ensuring a successful outcome for the event.



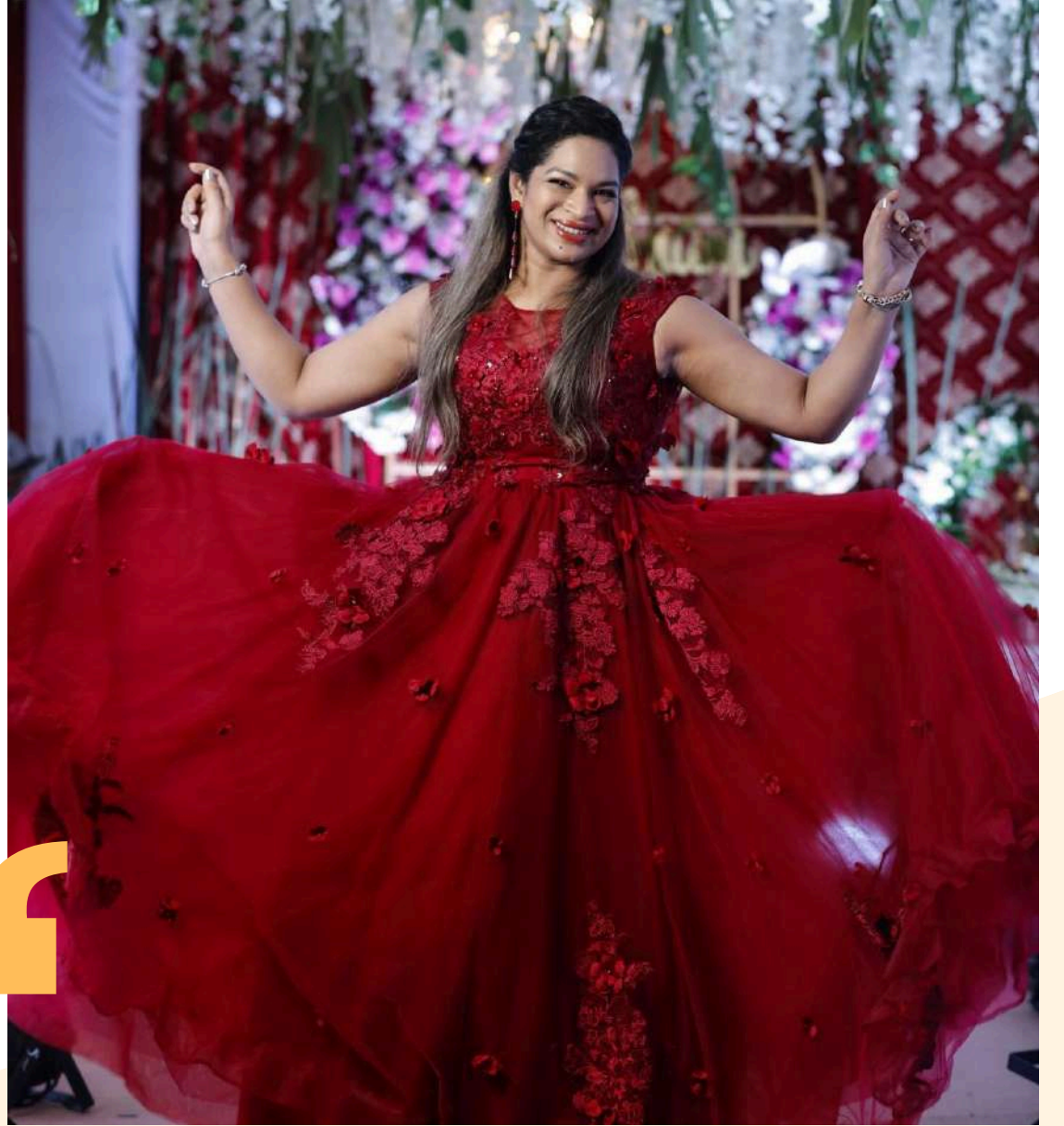




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As we draw the curtains on this enlightening conversation, we extend our heartfelt gratitude to the incomparable Shilpa Bhende for sharing her wisdom and illuminating journey with us. Through her passion, authenticity, and unwavering dedication, Shilpa continues to inspire countless individuals to pursue their dreams with fervor and grace. May her boundless spirit and enduring legacy serve as beacons of inspiration for generations to come. Thank you, Shilpa, for gracing us with your presence and for being a shining example of excellence in the world of anchoring.



**Ideation & Conceptualisation : Pooja Prasun**

**Editor in Chief : Pooja Prasun**

**English Editor in Chief : Dr Anagha Naik**

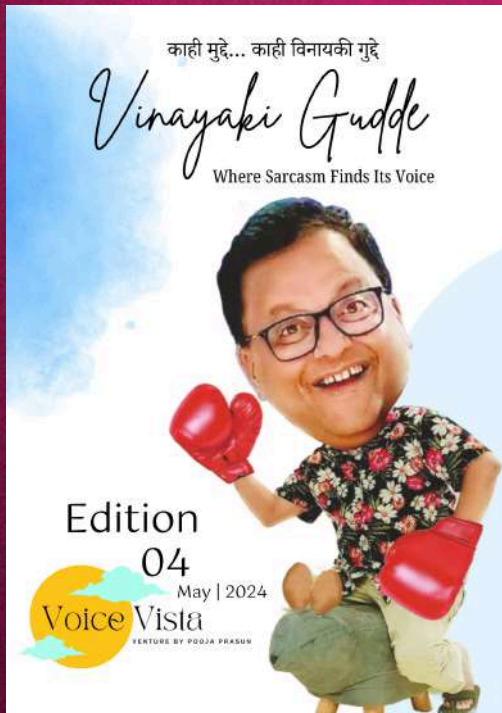
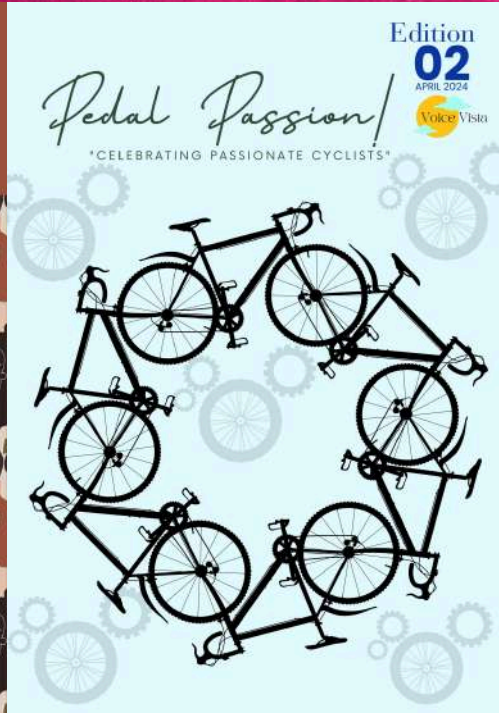
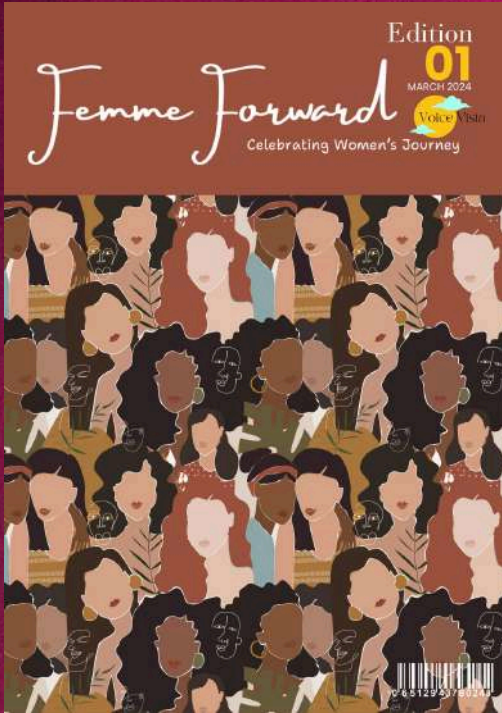
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Introducing "Feminine Fortitude" - a testament to the powerful female faces of Nashik who have not only excelled in their respective fields but have also set a benchmark in their domains. These remarkable women are the embodiment of commitment, dedication, and resilience, and their inspiring journeys serve as a beacon of hope and motivation for others.

"Feminine Fortitude" delves deep into the remarkable stories of these trailblazing women, uncovering the challenges they have overcome, the triumphs they have celebrated, and the lessons they have learned along the way. Through captivating narratives, insightful interviews, and stunning visuals, this magazine provides a platform to celebrate the indomitable spirit of women who have dared to dream and achieved greatness against all odds.

Each issue of "Feminine Fortitude" is a celebration of strength, perseverance, and empowerment, showcasing the diverse talents and accomplishments of women from all walks of life. Whether it's in the fields of business, arts, education, or social activism, our magazine shines a spotlight on the unsung heroes whose stories inspire and empower generations to come.

Join us on this extraordinary journey as we honor the resilience and fortitude of Nashik's formidable women, and celebrate their unwavering commitment to making a difference in the world.