

# the SINDHIAN

سینڈھیان

*spirit of success*

سین ڈین

## MADE IN HONG KONG

Notan Tolani

## MONEY GOES MOBILE

Deepak Chandnani

## MODERN MADRASSAN

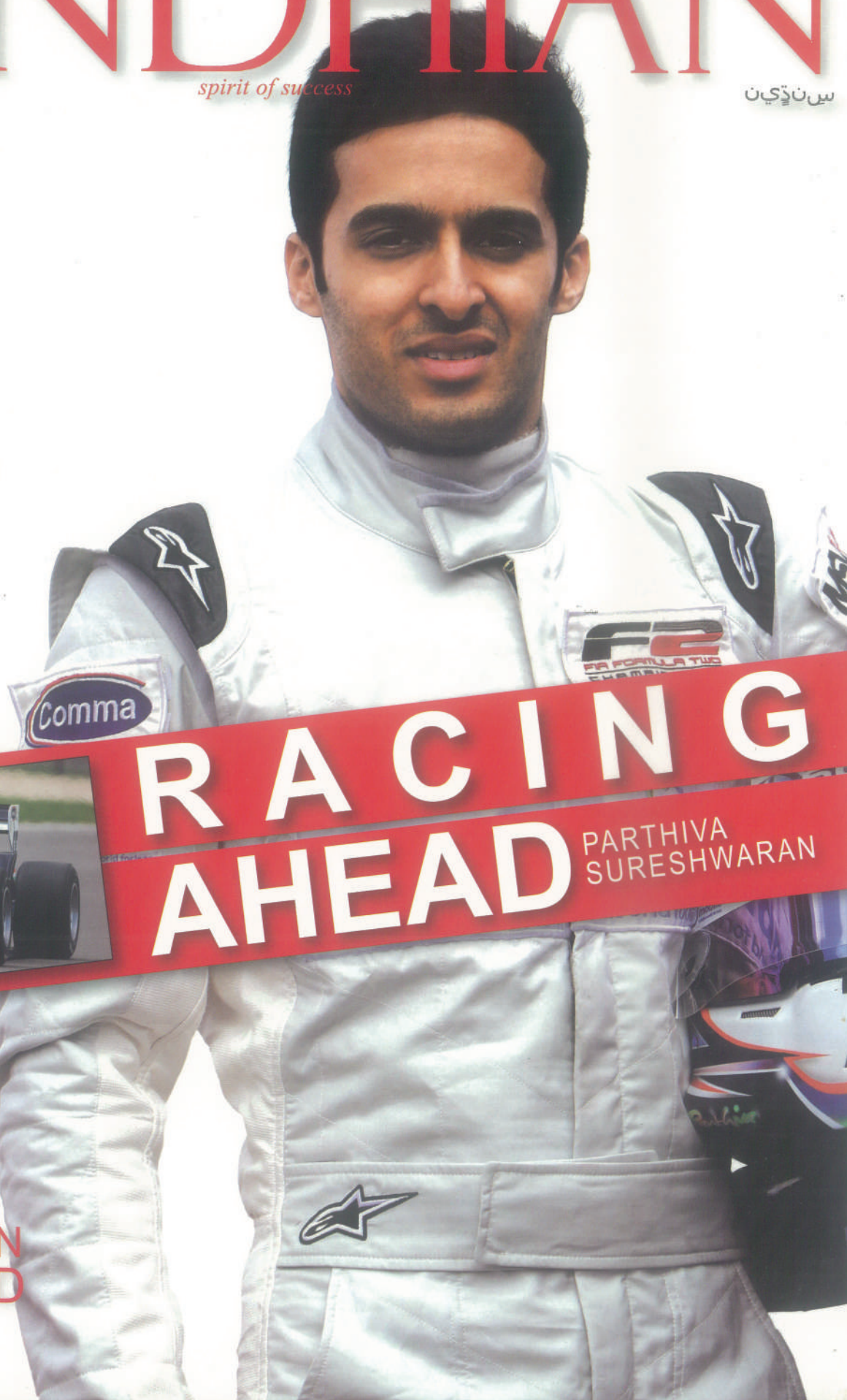
Kaveri Lalchand

## FLYING HIGH

Jaideep Punjabi

## MARKETING IN BOLLYWOOD

Tanaaz Bhatia



# RACING AHEAD

PARTHIVA  
SURESHWARAN





# THE SAVING GRACE

By Heer P Kothari

**V**ery recently, I had to scurry down early in the morning since I had run out of toothpaste. I was taken aback by the number of brands available in the market. However, what I ended up picking was a brand that had an eye-catching packing. The price became a secondary issue. Another instance was of a friend applying for a job. She was armed with an impressive resume, but failed to get the job. A brainwave hit me just then. Contrary to the old saying, but all that glitters is worth more than gold. "You may have acquired the most prestigious degrees, but what use are they if you aren't able to suss their worth," states Maya Daswani of Personapower. We are living in a world where cross cultures are a common concept. Hence it is essential to be able to adapt ourselves very presentably to the international standards.

## Empowering your persona

'All the world's a stage....' a famous quote from William Shakespeare's 'As You Like It', aptly defines persona. The word 'personality' has originated from a Latin word 'persona', which literally means a 'mask', a social mask that all human-beings are supposed to wear. "You got to fake it to make it", states Maya. "Regrettably, rules on etiquette and conduct are not passably emphasized in the Indian academic syllabus. This naturally results in kids coming out with flying colours where their grades are concerned, but are not satisfactorily groomed to hit the college circles or work circuit," opines Maya. There are other factors like detrimental childhood instances which have instilled certain fears that show up in the outer traits. This is precisely the reason why when a lot of young adults are reaching out for jobs, they get rejected on grounds of shabby dressing, lack of confidence, unclear speech, so on and so forth. All these can be easily fixed with a few sessions with Maya Daswani.

## The circuit

Young students who are just about finishing school, and are headed for colleges abroad, usually take up a finishing school course. Dining skills is a popular favourite with youngsters and housewives. Corporate training is also what Maya gets involved with a lot, owing to the need for observing international protocol. "It is necessary for young aspirants to learn how they should present themselves at a meeting, or even basic things like how to sit, or walk, or greet, or how to even address someone on the telephone," states Maya.





Sometimes it is necessary for them to adapt to the cultures of a certain country. For instance, if Bank of Baroda opens a branch in Singapore, they will require the HOD's (who are primarily Indian) to adapt to the country's culture. This makes the customers feel more at home.

#### That added touch

A lurking question is how one behaves when facing the world. What is it that sets one apart from the rest of the world? How can you be an attention seeker and attain sophistication all at the same time. Well, on inquiring on this, Maya gave me detailed insight and elaborated, "What catches my sight even when I am not consciously looking, is the way a person smiles. A good warm smile always seems to have your eyes crinkling away to joy. A plastic smile is a complete no-no. It does not send out a signal of a warm welcome. Attiring appropriately is equally important. It is crucial to figure what you are wearing to work. Ideally, two tones are suggested for formal office wear. But one can go up to four tones. The more the colours one adds to work wear, the more casual is the attire. Women are advised to sit cross legged at the ankles or even otherwise, but while using this protocol, one should not occupy a broad space. It is necessary for both, man and woman, to use gestures while talking as that hooks the onlooker onto the conversation. Greet politely, even when answering a phone call. Answer a call promptly and give out your name and designation clearly and slowly, so that the caller knows he/she has reached

the right department. Speak clearly, and use pace, pitch and power, to vary the dialogue and arrest the onlookers attention. These are little things in life, but honestly, these pointers make a marked difference."

#### On a different beat

Born and brought up in Manila, Philippines, Maya Daswani received a convent education. This tradition was then carried on by her daughter Neerja, who is now settled in Hong Kong with her husband and kids. Maya graduated (B. Com) majoring in Secretarial sciences. She further went on to Finishing School (social graces and business etiquette) in 1970. She has also done a course in Journalism and Computer Management (in the days when computers were first introduced to the country).

#### An undying passion

Maya has always had fervour for soft skills and social etiquette. She adds, "A lot of the celebrities, and royalty like Princess Diana, have passed out from Finishing Schools. The Finishing Schools in Switzerland are most well known." Where education is concerned, Maya was lucky to have the best of both the worlds. After she was wed to Chandru Daswani, Maya came to Mumbai and gave lectures on social etiquette and personality

development in prominent schools of Mumbai (Cathedral and John Cannon and Fort Convent). Her lectures on the subject were very well received by the India Today Group, Tech Mahindra, Larsen and Turbo, ICICI Bank (all over India), Bank of Baroda (and the list is endless). She has given lectures in several NGO's like the Family Foundation. Over the years Maya has collected extensive notes on the subject and has even upgraded herself with some of the national and international masters. She has sought certificates of excellence from eminent international grand-masters like Tony Robbins. It was due to the unending support from her family that Maya has achieved so much. She is hugely thankful to her son Hiren for helping her to put up her website, and consolidate all that she has done in the past.

#### Current affairs

While Maya is busy during the day dealing with students, corporates, and the media, she comes by to unwind at the CCI in the evenings. This routine doesn't fail her, and with each coming day she pursues her passion with a renewed zeal. A simple walk in the stadium or even a cup of coffee (with loads of conversations) truly refreshes her.



Maya Daswani seated in the center, at a full day training for Company Secretaries of India

“YOU GOT TO  
FAKE IT  
TO MAKE IT