



INSPIher

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SUPPORTher

# REPORTHer™

India's first all women newspaper

Edition 17

Sunday, November 13th, 2016

Mumbai, India

Pages - 6

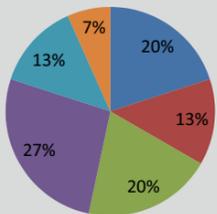
## In this edition

1. A look back to our growing days
2. Benefits of Meditation
3. Hindu Adoption Law
4. All about Personal Hygiene
5. Recipe - Chocolate Brownies
6. Being Right or Being Happy
7. Karma never Sleeps

## Writer's Reach

Article Contribution November 2016

■ May ■ June ■ July  
■ August ■ September ■ October



For November 2016

## Write to us

REPORTHer is planned to be India's first Women Only Newspaper. We invite articles in the following sections:

1. Highlights on important news
2. Woman health, nutrition & hygiene
3. Good parenting measures
4. Happy child development
5. Kitchen magic
6. Gynaec check where doctors give valuable advice
7. Beauty & make up tips
8. Women oriented job vacancy
9. Pregnancy care & concerns
10. Latest styles & trends
11. School & college corner where developments would be reported
12. Young achievers column where children would be given recognition
13. Appreciation to one women achiever & her cover story
14. Legal counsel on important cases
15. & many more...

Submit your articles to:  
[writer@reporther.in](mailto:writer@reporther.in)

## REPORTHer awaits a NEW TEAM

Hello all.

Greetings from the desk of REPORTHer. Over the last few weeks, our team is busy preparing for the print newspaper, the design, outlook and the content there in, due to which, this edition does not have fresh content. We have collectively chosen some articles from the last 6 editions and made this a collector's copy.

REPORTHer will see itself as a Published Copy in a Newspaper format soon. With this journey, we are looking to "hire time" from individuals, who would wish to volunteer towards this collective goal.

The following skills are needed to take this project ahead:

### EDITORIAL TEAM MEMBER:

The crux of REPORTHer is the content & we are looking to set up a strong Editorial Team to work with us. The members would need to have a good command over English, impeccable grammar skills, content creation & ability to work under pressure.

### DESIGN TEAM MEMBER:

Looking for design enthusiasts who will help bringing REPORTHer to its final printable shape. The designer needs to be well versed with Corel Draw, Adobe Photoshop & or Indesign

### WEB DEVELOPER & BACK END UPDATE:

With the newspaper, REPORTHer would also have a fully functioning website.

Volunteers are needed to update the site and need to be well versed with Wordpress & have knowledge of how the web world functions

Kindly note:

**Timing of Work:** Max 8 - 10 hours in a fortnight depending on your work schedule; work from home will also be allowed

**Commitment:** 6 months - 12 months

Interested volunteers, please send your detailed CV to the following mail: [harshitashah@reporther.in](mailto:harshitashah@reporther.in)

Kindly note: Please add in the subject line the post you wish to apply for. Let us join hands in creating India's first all woman's newspaper a success!

N'USE: News you can use!

₹ 500  
1000

**NOTES CEASE TO BE LEGAL TENDER**



### HERE IS WHAT YOU CAN DO:

Deposit old notes of Rs 500 or Rs 1000 in bank or post office accounts from 10th November till 30th December 2016 without any limit. There will be a limit on withdrawal of Rs 10,000 per day and Rs 20,000 per week. This limit will be increased in the coming days.

Exchange old notes of Rs 500 or Rs 1000 at any bank, head post office or sub post office while showing ID proof. The limit for this is Rs 4000 upto 24th November

No restriction of any kind on non - cash payments by cheques, demand drafts, debit or credit cards and electronic fund transfer.

Check out RBI notification for more details

In the first few days, there will be a limit of Rs 2000 per day per card. This will be raised to Rs 4000 later.

Source: From the internet



## SKIN FOOD FACTS

### Food that helps your Skin

Dr Shweta Dixit



It's commonly felt that the skin acquires all that it requires for being flawless and glowing through only the external applications like creams, lotions, oils etc but the fact is that the skin is nourished much more efficiently via the gut route.

Therefore what we ingest is much more effective than the creams and the lotions. Hence we need to be very cautious of what we are eating if we demand a flawless glowing skin.

Some skin **WIN FOODS**:

**Fruits and vegetables** - they provide the most necessary vitamins and minerals. Fruits provide additional fibre adding the roughage needed to keep the bowl clean. A clean gut will keep your skin sparkling

**Desi ghee** when had in appropriate

quantity, this Indian butter boosts the skin shine. It is rich in vitamins E, A, D and is full of fatty acids. It can be called as a radiance booster for the skin

**Cod liver oil** - It is derived from liver of cod fish. It works well for itchy or a dry skin and helps restore the skin's youthfulness

**Water** - Water is needed to flush out the toxins, keep the gut clean and for general hydration. Consuming about 2 litres of water should help achieve a bright and clear skin

Skin **SIN FOODS** include:

**Coffee and alcohol, Tea, Sugars, Salt, Junk foods**

Eat healthy food, exercise daily, stay fit and the skin will just show and it shall glow!

## BREAST FEEDING: DUTIES FOR DAD

Dr Nirali Shah, B.H.M.S.C.L.E., USA

Consulting Homoeopath, Certified Lactation Counsellor

Breastfeeding can be a lonely challenge in the beginning. Let's give our men a better understanding of what their new relationship with breasts will be about:

**1. Bring baby to mom** - It's the middle of the night. You know you can't feed the baby yourself, so get up and bring your hungry baby to mom, see if you can calm baby down first and then hand baby to her. She's exhausted and will appreciate not having to wrestle a baby to her boob.

**2. Make her a snack** - Baby's eating, so she might as well eat too. Preferably a one-handed snack that doesn't leave

crumbs all over the baby's head.

**3. Bring her a drink** - Nursing moms must stay hydrated. When their baby is nursing, mom usually get quite parched, so bring her some water to quench her thirst. Avoid anything sugary or caffeinated.

**4. Occupy older kids / pets** - The last thing a nursing mom needs are distractions. With one kid latched on, she can't exactly corral kids / pets with the other hand. Unless, you want a very fussy, hungry baby and a possible nipple injury.

**5. Prop up with pillows** - Always offer her the comfiest chair. Ask if she needs

## Mother

Old tales, which teaches us values, holds true & useful in today's times.

### POSTPARTUM DEPRESSION

Dr Shruti Sharma, Researcher, Kolkata.

The arrival of a baby is a very exciting and overwhelming event for the whole family, especially for the new parents. After having gone through so much pain and discomfort, when the mother holds the baby in her arms, she is flooded with lots of emotions- happiness, relief, anxiety etc. The whole family rejoices but sometimes, there is an aspect that remains largely overlooked- Postpartum depression.

During the nine months of pregnancy, several hours of labour and weeks after delivery, the body of the mother goes through extreme changes, not only physically, but also emotionally and hormonally. It is not uncommon for women to develop post-delivery "blues" that are manifested by a feeling of sadness and loneliness, sleeplessness, anxiety and fatigue. Most of the times, these symptoms are attributed to the process of delivery and labelled as 'normal'. The traditional 40-day resting period for Indian moms is required for physical and emotional recovery. But what if the new mom feels these symptoms extending far beyond this recovery period? Talking about these symptoms to elder women in the family seldom helps, because they think these are normal and will go away with

time. What should a mother do then?

- If these symptoms do not abate within few weeks, they should not be ignored.
- If left untreated, these may develop into a more serious form of depression or psychosis that would require counselling and medication.
- If aggravated, these symptoms may get more severe and lead to suicidal thoughts, a feeling of aloofness and disconnection with the baby, thoughts about harming self and the baby, irritability and exhaustion.
- This may affect the woman's ability to perform daily chores at home and/or office, and result in mental trauma and discord in the family.

It is a very common condition and can be easily treated. If a woman experiences this, or knows someone who is experiencing this, she should be encouraged to discuss with a doctor.

Timely intervention by a specialist will make life much easier for the new mom and let her enjoy the precious moments of motherhood. In addition, the whole family can help the mother in this situation. Instead of passing it off like "normal", family members should lend a helping hand to the mother in all possible ways and give her time for herself.

the nursing pillow, or another pillow to support her back. If she's in bed, a nice pillow beneath her feet would be helpful.

**6. Wash the dishes, clean pump** - If mom is pumping, do her a favor and be the designated dishwasher. If she has to prepare and serve the meal, you should be ready for clean-up duty.

**7. Support nipslips** - If she wants to whip out the boob and feed your child in public without a cover, then you say nothing. She is comfortable with breastfeeding in public, so support her and NEVER tell her to cover up.

**8. Burp and change baby** - This goes without saying. She fills him up. You empty him out. No matter how many

spitups or poopy diapers it takes, just think, at least your nipples aren't getting sucked raw.

**9. Don't pout when she says you can't play with them** - They are no longer your boobs. They belong to the kid. And it certainly doesn't feel sexy when breastmilk is leaking out of her nips. Let it go, and just stare at her butt.

**10. No questions asked** - The day she wants to wean baby off nursing, you applaud her for what a great job she's done no matter how long she breastfed for. Nursing a child in this day-and-age is hard, and she should be recognized for doing the best job she could.

August 1st - 7th 2016 was World Breastfeeding Week



## KNOW YOUR LAW

### HINDU ADOPTION LAW

Ruchi Mahajani, Ratnagiri / Mumbai  
Senior Advocate High Court

This act is applicable to whole of India except the state of Jammu and Kashmir.

Any Male Hindu who is of sound mind and is not a minor, has the capacity to take a son or a daughter in adoption provided that, if he has a wife living, he shall not adopt except with the consent of his wife unless the wife has completely and finally renounced the world or has ceased to be a of unsound mind.

Any Female Hindu who is of sound mind, who is not a minor, who is not married, or if married, whose marriage has been dissolved or whose husband is dead or has ceased to be a Hindu or has been declared by a court of

### The Hindu Adoptions and Maintenance Act, 1956



competent jurisdiction to be of unsound mind, has capacity to take a son or daughter in adoption.

No person shall be capable of being taken in adoption unless the following conditions are fulfilled, namely:

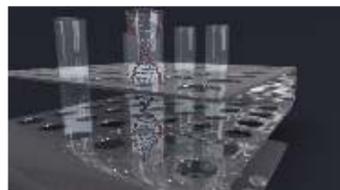
- He or she is a Hindu.
- He or she has not already been adopted
- He or she has not been married, unless there is a custom or usage applicable to the parties which permits persons who are married being taken in adoption
- He or she has not completed the age of fifteen years, unless there is a custom or usage applicable to the parties which permits persons who have completed the age of fifteen years being taken in adoption.

For more details on law, follow our updates on this section.

### STEM CELL BANKING



Shruti Sharma, PhD.  
Researcher, Kolkata



future use.

#### PROS:

- ★ Stem cell technology is a rapidly growing research field and it holds promise for curing many diseases that are currently difficult to treat (cancer, rheumatoid arthritis etc.).
- ★ If stem cells are stored correctly, they may be used after several decades, not only for the baby, but for immediate family members also.
- ★ The procedure is painless for the mother and the baby, and completed within few minutes.

#### CONS:

- ★ Stem cell research is still under development and not many clinical cases of success have happened.
- ★ Stem cell banking is a costly procedure, with an expenditure of Minimum INR 35000.
- ★ It is not guaranteed that stem cell banking will be useful if needed in future.

Hence, the decision whether to opt for stem cell banking should be taken after careful consideration of the above factors.

With advances in medical and life science technologies, we come across many new procedures. Stem cell banking is one of them. We have seen advertisements with celebrities encouraging stem cell harvesting and storage. There are many companies who claim that they are the best in this field. This article aims at clarifying the process and its pros and cons to people who are unfamiliar with or unsure about it.

A newborn baby is made from the fusion of a sperm and an egg into a single cell. In humans, this single cell undergoes multiplication and matures over nine months and the baby is then born. The umbilical cord attaches the abdomen of the baby to the placenta of the mother, and it is via this umbilical cord that the baby receives nutrition while inside the womb. The umbilical cord contains a large number of cells known as "stem cells" and these are capable of regenerating into any kind of cell (bone, skin, liver, kidney, nerves etc.). At the time of child birth, the umbilical cord is cut and discarded. Stem cell banking is the technique of collecting stem cells from the umbilical cord at birth, and storing them for

### KARMA REVOLVES TO MAKE US EVOLVE !!!

Ashna Ddhannak, Mumbai  
Holistic Life Coach

One of the fundamental rules of life is the Law Of Karma which states, "What Goes Around Comes Around".

Predominantly most of us have already encountered glimpses of this familiar tune that whatever we do for good or bad returns full circle to our doorstep for our soul to learn lessons of life & gain self-Mastery.

It's very important for us to understand the cycle & Revolution of Karma especially in the present era of KALIYUG which is a crucial time for the evolution of humanity. In this Karmic Orbit, whatever we sow, gives us express results to reap, usually within the same life time.

Karma cuts across all logic & reasoning. Let us see below a few valuable tips to change this effect of time & make it in your favour:

**Practice forgiveness & kindness** – Start Undoing whatever you did wrong & asking forgiveness will help the guilt disappear making you feel wonderful again. Forgive everyone whoever has hurt you & practice compassion &

kindness towards them. This is one of the primary requirements especially in the 21st century to move ahead in life with zest & happiness & a sure way to create a positive Karmic account.

**Meditate frequently** – This precious journey will help to nullify the negative karma by washing out the unwanted impressions when you meditate & at the same time helps to clear the space in your consciousness to allow the universal energy to flow through so that one can exude good energy.

**Be alert of your actions** – Be extremely cautious & watchful of your negative deeds & thoughts of being revengeful, manipulative, hurting & abusing or being judgmental etc. Do the right things even when no one is looking as we may think that no one knows but KARMA definitely knows.

Nothing ever goes away until it has taught you what you must know. Bad Karma is actually a Blessing in Disguise. You may be powerful or weak today, but your destiny can be reversed any moment so believe in the Power of Good Deeds & see yourself thriving in life once again.



## RIGHT OR HAPPY

Dr. Sapna Sharma, Nagpur  
Spiritual Counselor,  
Life Coach, Author & Speaker

Arguments - our essential tools to prove ourselves right. Sometimes we need to use our best skills to prove that our way of thinking is correct. But how many times is this actually legitimate?

Think of a few recent arguments you have been into with friends, family or colleagues. Try to prove to yourself that it was utmost essential to win that argument for the genuine good of the society or at least one person. How many such arguments can you count? Not many. I can bet on it. Now that you take a second look at the argument you may even feel that it would have been better to have totally avoided it.

In an argument, the 'EGO' - the battered little thing inside us that has been trying to prove to ourselves that we are the people of importance, dominates. The more the opposition, the more important it becomes for us to prove that "I" am right. This leaves us mentally and emotionally exhausted.

Surprisingly, winning an argument is seldom a happy feeling. Rather create

adversaries, if not enemies, in the process. There are hurt feelings. In order to prove one silly point, we might have inflicted some personal insults. Our voice raised and the body posture becoming defensive and aggressive at the same time.

### Argument won- friend lost.

Many arguments turn out to be the last conversations with important people. And the suffering is worse than the one of losing an argument. So you suffer and then find reasons to justify all that happened and try to invent ways to push the blame on the other person.

### Net result - LOSS.

So next time instead of winning, try to keep the focus on love and learning. Watch your words, tone, gestures and feelings. The moment there is a sign of negativity - **QUIT**. After all, we can always settle on "agree to disagree!" Maintain our dignity, respect, mood and relationship and give an opportunity for the same to our partner.

## PERSONAL HYGIENE

Kshama Rao, Navi Mumbai

Personal hygiene is very important to keep us away from diseases. Here are some tips:

### HAIR:

- Oil should be applied to the scalp once in a week.
- Wash hair at least once a week with a mild shampoo or soap.
- Brush hair at least twice with a soft bristled wide toothed comb.
- Washing the brush and comb once a week is a must. Using dyes are not safe.

### PERSONAL HYGIENE:

- Loofah should be washed properly and put back to dry after bathing
- Drying with clean towel is important We should avoid sharing towels with others
- Cleaning private areas from outside and changing underwear daily is a must
- Avoid tight synthetic inners. Cotton is the best fabric
- Extra care should be taken during

- menstruation. Change sanitary napkins four to five times in a day
- If using tampons, care should be taken that it is changed every six hours, Otherwise it may lead to toxic shock and death

### HANDS:

- Wash your hands with soap before eating. Often known ,but least followed
- Short nails are good. Care should be taken that the nail polish won't chip off into food while cooking
- If you have pets in home wash your hands after touching them

### CYSTITIS:

- Cystitis is infection of bladder in young sexually active woman
- Urinating after sexual intercourse can help flush out the bacteria present in the urethra
- Keeping genital areas clean before and after any sexual activity is utmost essential to avoid infections or diseases

## SIMPLY STYLISH

Bharti Vaish



Corporate Trainer,  
Mumbai

**S**tylish... Gorgeous.... Elegant.... Graceful... Classy... These flattering words sound like music to ears.

Some people possess a personality that captivates the onlooker instantaneously even when they aren't dressed to the nines. That's called STYLE.

Fashionable attire grabs the attention on clothing, but stylish dressing throws the spot light on the person. Personal styling combined with powerful dressing can turn ourselves into perfect picture of who we think we are, thus enforcing us to fall in love with ourselves.



Many of us get stuck in fashion rut, emulating neighbours, colleagues, friends and relatives' obnoxious style sense making biggest fashion faux pas. Creating personal style is not about sticking out like a sore thumb, but accentuating our best body features and camouflaging imperfections.

Revamping the wardrobe gives magical boost to our relationship with our body even if we haven't lost a pound. Chosen ensembles for the day should perfectly suit the occasion and weather, so as to ooze comfort & power effortlessly for the observers to sense our confidence. With a tad bit change in clothing & accessories, the first step towards betterment begins.

## RECIPE

### CHOCOLATE BROWNIES

Aditi Mahajan,  
Bengaluru



### Ingredients

- 1/2 cup butter softened
- 1 cup dark chocolate chopped
- 1 cup castor sugar
- 2 eggs
- 3/4 cup maida
- 1 tbsp cocoa powder
- 1 tsp vanilla essence

### Process

- Pre heat your oven at 160 degree. Prepare one 8x8 brownie pan by lining the sides and bottom with parchment paper.
- Melt the butter and chocolate in a large steel bowl placed over a saucepan of shimmering water. Remove from heat and gradually whisk in the sugar.
- Whisk in the eggs and vanilla essence. Finally, sieve and stir in the flour and cocoa powder.
- Pour into the prepared pan and bake from 25 minutes. The knife inserted in comes out coated with a few moist crumbs.
- Remove from oven and place on a wire rack to cool.

You can top your brownies with peanut- butter, nutella butter cream or chocolate sauce. Serve warm or just as it is.

## YOUR STORY

Wish to have your story on any of these pages?

Write to us at [writer@reporter.in](mailto:writer@reporter.in)

## I WANT TO...

Is there something you want to learn or ask?

Write to us at [writer@reporter.in](mailto:writer@reporter.in)



## MONACO, THE LAND OF AFFLUENCE

Janki Parwal, Jaipur  
Travel Blogger

**W**ant to see the rich and famous? Do you dream about an 80 feet yacht and flash a Ferrari? Well, Monaco is the place for you. Monte Carlo (capital of Monaco), a city that lives up to its hype, a homeland of the rich and famous, has a plentiful of luxury yachts docked at the port. The fact that it is close to Nice and Cannes, adds more attraction to the privileged lot of tourists.

We drove from Nice (about 20 km) and took a day trip to Monaco. The city greeted us with the captivating view of the coast side and mesmerizing sky creepers, adding more luxury to the "city of riches". With multiple stores of Prada, Hermes, L.V. etc., it is considered as the most expensive shopping locations in the world.

Set atop overlooking the Mediterranean Sea, the Prince Palace of Monaco is the current official residence of the Prince of Monaco. Since we reached at 11.55 a.m., we were privileged to witness the guard changing ceremony. Within the vicinity, is a stunning collection of cars from the antique vintage to the Formula 1s, which is worth visiting.

Known for gambling and glamour, Casino De Monte Carlo attracts gamblers from across the world. I visited the casino to view the old style opulent interiors decorated with wall sized frescos, showcasing its luxury quotient. Being a hub for the super cars like Ferrari, Lamborghini, Porsches etc, the streets are known to conduct the prestigious annual FI Grand Prix race event. I too grabbed the experience of an exhilarating drive with thrilling speed style and power along the Grand Prix circuit marking the highlight of my trip.

To be in the lap of luxury and home to the most millionaires in the world, it was the most memorable 6hrs of my life.

### Note:

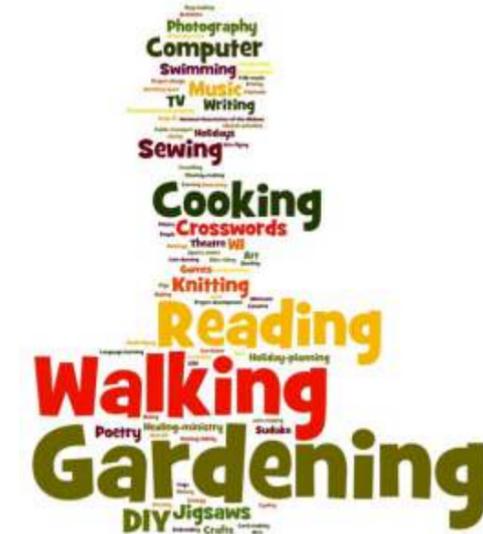
- Look out for the dress code, before opting for fine dining.
- Requirement for the international license if going for a self drive.
- No visa required
- Any basic purchase is exorbitant (e.g. 250 ml coke can cost around €7 [INR 500])

## TRAVELher



## BORED? NEVER... I HAVE HOBBIES!

Aditi Mahajan, Bangalore  
Psychologist / Special Educator / Proprietor of Dots to Lines



This helps us relax, rejuvenate and spend time with our own selves. This also helps in the later years of life when one is retired and does not know how to spend time during the day.

I see many people in their 60's who have probably worked so hard in their late 20's-50's that they never cultivated or never felt the need to cultivate an interest apart from their work; find it difficult to keep themselves occupied through the day. Such individuals then end up nagging and remain irritated and later become difficult to handle. If they, given an activity to be engaged in, they remain calm.

**I**n times when people are rushing from one place to another, one work to another in search of money, fame, success, etc.. There is no time for hobbies! Very few people, in their everyday routine find time for a hobby.

When there is already so much in hand, and no time is it really essential to have one? Yes, is the answer. Time or no time, one must know what they like and can pursue eventually in their free time. It is necessary for us to re-schedule our routine and spare sometime for an activity that we enjoy doing.

A hobby could be as simple as coloring, making a puzzle, gardening or as extravagant has mountaineering. However, it is just an activity that interests one and keeps them engaged. Age is no bar for cultivating one or what you chose to do. So explore your skills and interests and engage in a hobby soon!



## WOMEN AS BUSINESS ANALYST

Shreeji Sasikumar, Accenture, Mumbai

**A**s I have embarked on my journey a Business Analyst at Accenture, recently I have been deeply pondering over the power of women in this role.

During my first week of management training at the company, we were told the numerous skills that a BA is required to possess and it just amazed me how many different skills one needed to possess to be a very good Business Analyst.

**1. Ability to Play Multiple Roles:** Well, as a BA you need to be good at presentations, use of excel spread sheets, teaching (to explain stuff to the client and the development team, since you are primarily their mediator), technical know-how, programming,

software architecture, domain knowledge, market knowledge to name a few.

Now, women who have been brought up to manage their studies, help their moms in the kitchen, have a healthy social life, take care of their wellness as well as of others in their family, get involved in extra-curricular activities. Aren't they simply cut out for this role? Multi-tasking is not difficult for women.

**2. Communication Skills:** As a BA you need to interact with the client team, company management, development team, technical team etc. that requires a different kind of communication at each level. You often have to be on calls with several of these stakeholders involved in the project. So you are expected to be

able to communicate in a way that you are correctly interpreted by all. You are basically like a centre point of all communication.

This is precisely where our talking skills and our ability to communicate work like Magic!!

**3. Personal Organisation and Presentation:** When you work as a BA, you are expected to always be very well dressed and to behave in a very respectful and polite way as you would have to deal with people from all walks in the corporate world.

We women are a natural at these things.

Hence, I wish to propose a career as a Business Analyst for women who have the required education.



## KARMA NEVER SLEEPS!!

Praneeta Mittal



Homemaker, HR Manager  
(Meenaxi Building Solutions  
Pvt Ltd), Bangalore

When a bird is alive, it eats ants and the same bird when it is dead, the ants eat it. Each action creates a reciprocal action – the reaction; therefore karma is the result of all those previous actions and deeds.

The evil you do always remains with you and the good you do always comes back. Of course, what we do now will determine our future results. We reap what we sow.

Karma is one of those words we don't translate. Karma has no menu; you get served what you deserve. No need for revenge. Just sit back and wait. Those who hurt you will eventually screw up themselves and if you are lucky, then god will let you watch. People, who create their own drama, deserve their own karma.

Don't devalue or hurt anyone in life. You may be powerful today, but remember time is more powerful than you. One tree helps to make a million matchstick, but only one matchstick is needed to burn a million trees. Time and circumstances can change at any time.

How people treat you is their karma and how you react is yours. If the good is sown the good is collected, and vice-versa. Hence, always be good and do good. Do something good today and in the future you will get repaid with something good too.

Ignorant people think they can treat you like shit and get away with it. What they don't realize is what comes around, goes around.

Thus Karma says – keep your circle positive. Say good words, think good thoughts and do good deeds.

**Karma Never Sleeps.**

## I can CONTRIBUTE a little!

Jyotsna Bhat, Kolkata  
Research Fellow

We all have been raised with the barrier of 'Do's and Don'ts'. However, down the line these laws of 'ethical world' are being violated by all the grown-ups, either willingly or under the pressure of the rule 'survival of the fittest'. Despite this fact, we repeat the cycle of imposing 'SANSKAR' over the coming generation. Simple things are taught in our childhood, which never seemed difficult to follow, they become more and more unattainable as you enter into a real world.

The list is like, honesty, truthfulness, respect elders, respect knowledge, respect money, respect food, respect nature, save water, help someone in need and so on to infinity. Somewhere we blame the surroundings for forcing us to break these laws, but my friends think wisely, 'have you ever trusted those ethics?' No!!

When your parents have taught you all these good things verbally, in contrast, you must have seen them not following the exact ethos in their own lives. Of course, by the time we grow these volatile verbal rules get evaporated in the extreme heat of reality.



Surprisingly, in my case, this process is troubling me and I am wondering if 'I can contribute a little'.

Simple rules I have set for myself:

- I keep one extra bag with me where I can dispose bus tickets, chocolate wrappers, etc. when I am out and cannot access to any dustbin. I may never have to tell my future child the importance of 'Swaccha Bharat Mission' when I have started one of my own
- I recycle all the feasible objects
- I don't waste paper, money, food, water, electricity and the list goes on
- I never lie, whatever might be the situation
- I treat everyone equally. I do not believe in categorization based on economical factors or any other man made factors

To be frank, my rule book is endless.

I would like to suggest you all that, like a personal diary we must maintain a personalized rule book and world will be a better place again.

## FREE tools & ideas for the busy Solopreneur!

Gayatri Panchal, Graphic Designer

A Solopreneur is a solo entrepreneur who performs all the tasks of her business by herself. Most of us are solopreneurs for countless reasons and though it can be very demanding to do everything on our own; it is a great learning experience. With tight budget it can be very difficult to use the best marketing and promotion tools but with these ideas and free tools you can immediately start with your marketing and promotion goals:

**Facebook:** Want to schedule Facebook posts in advance? On the top of your Facebook page, click on publishing tools. To the left of the page, you will see options like Published posts, Scheduled Posts, Drafts, etc. Click on Schedule Posts and then click on Create; Put up the content for the post. To the bottom you will see that the 4th option is Set Time and Date of your post; click on that to set a future date for your post.

**Twitter:** Whether you have a single or multiple Twitter accounts; you schedule all your tweets in advance with Tweet Deck. Go to tweetdeck.twitter.com and login with your twitter account, you will see all the required actions to schedule tweets.

**Content:** To get a free check on your content with respect to word count, plagiarism, grammatical errors and keywords, you can get the same done on [smallseotools.com](http://smallseotools.com)

**Calendar Spark:** To print calendar style monthly schedule for free, go to [free.calendarspark.com](http://free.calendarspark.com)

**Mail Chimp:** You have an email list and want to start an email marketing campaign for your brand; go to [www.mailchimp.com](http://www.mailchimp.com). It's free plan with pre-made templates gives you an option of up to 2,000 subscribers and 12,000 emails per month.

**Birthday Reminders:** Want to wish your clients on special days with beautiful e-greetings. Go to [www.birthdayalarm.com](http://www.birthdayalarm.com) and you can schedule beautiful e-cards with a custom message for free.

## ADVERTORIAL

### NEW MESMERISING AGARBATTIES FOR UPCOMING FESTIVE SEASON

Mumbai markets are now overflowing with festive and Pooja shopping during ongoing season. We have a special importance to Agarbatti during Pooja & Festivals. With that in mind, "Nikhil Products", the most renowned company has come up with 3 new exclusive fragrances: AARADHYA, VANDAN & YAGNIK Premium Agarbatties.

The Agarbatties are available with: **Acharya Products** - No 6, Sangeet Sagar, Laxmi Narayan Lane, Matunga East, Mumbai  
Ph: +91 22 2402 4491 / 240 6691

**Acharya Products** - Near Ashok Talkies, Station Road, Thane, Mumbai  
Ph: +91 22 2540 2540



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1. Advertorials
2. Classified Listing
3. Creative Artworks - subject to availability of space

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For pre bookings & details contact us at [advertisement@reporther.in](mailto:advertisement@reporther.in)