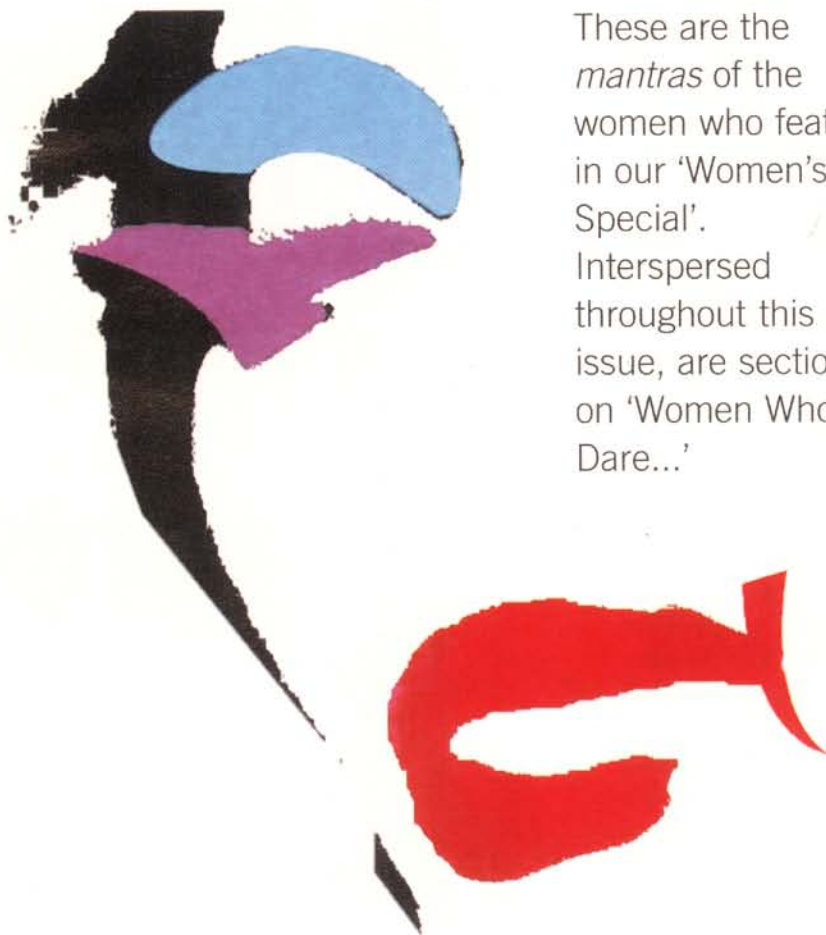


# We Dare...

*To follow our hearts...  
To defy convention...  
To make a difference...  
To reinvent...*

These are the  
*mantras* of the  
women who feature  
in our 'Women's Day  
Special'.  
Interspersed  
throughout this  
issue, are sections  
on 'Women Who  
Dare...'





**Wordly  
Wise:**  
SUCHNA SHAH

As a cabin crew employee of Singapore Airlines, Suchna Hegde Shah has travelled the world over in five-star comfort. But this intrepid lady missed that special zing of seeing the world at her own pace.

"So I backpacked my way through the world," she informs, "and to my delight, I discovered that exploring untrodden paths was all about making new friends, enjoying local cuisines and cultures, doing something different and unique each day... in short, unbridled fun!"

Since Suchna had such a whale of a time discovering the world as a backpacker, she decided to introduce this new concept of travelling in India, too. And *voilà!* 'The Backpacker Co' was kick-started for the truly adventurous.

"We're the first and only company in India that encourages seeing the world at your own pace and within a shoestring budget." So if you want to explore the world your way, just dial Suchna.

Tania Singh Khosla started tsk Design when the concepts of brand entity and branding solutions were still in the nascent stage. After spending eight years abroad, studying fine arts, economics and later graphic design, Tania reckoned that 1996 was an opportune time to return home. "Indian companies were looking for a global brand design," says Tania. She stepped in to lend her expertise to reflect the companies' global ambitions.

**Design  
Drama:**  
TANIA SINGH KHOSLA



Her work — in the hospitality sector for actor Nagarjuna's restaurant 'Touch' in Hyderabad, repositioning the brand identity of Biocon, working for the Park hotels and MTV corporate outlets — has won international recognition.

"The trick is to find the global in the local and integrate as appropriate." Obviously, Tania has cracked the code, as her work for international exhibitions like the British Council's Global-Local is a perfect example of her unrestricted vision.

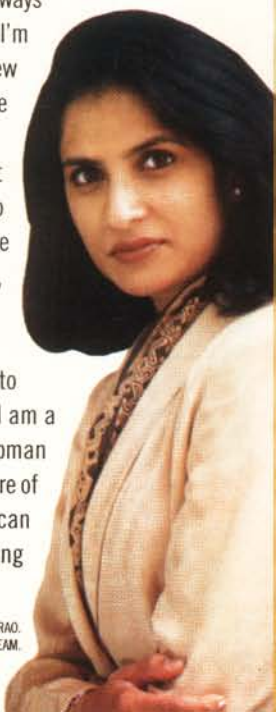
## Kinetic Energy:

SULAJJA FIRODIA MOTWANI

Sulajja Firodia Motwani, joint MD, Kinetic Engineering, and director, Kinetic Motors, is also a whiz on the badminton courts.

"I apply whatever I've learnt on the badminton court to running the group," says Sulajja with a laugh. But seriously, the lady has been in the thick of things ever since she joined the business in 1996. "I was never forced into the family business," she insists. "I always wanted to join it. Today, I'm happiest planning out new innovations to increase growth."

And she has done just that! When the Kinetic group diversified into the motorcycles segment, Sulajja was firmly ensconced in the driver's seat. "I really don't have to prove myself just because I am a woman, and nor does any woman in my company. We are aware of our capabilities. I know we can be instrumental in propelling our company to fly ahead."



— COMPILED BY VINODINI RAO,  
INPUTS FROM THE 'SAVVY' TEAM.