

## Bazaar ATWORK

### WORDS OF WISDOM

*CEOs, business heads, and social entrepreneurs answer:*

*What is the most challenging aspect of your work?*

"It's a miracle if I actually get done what I had planned to do when I get into work in the morning. Being the control freak and perfectionist that I am, my to-do list only ever grows and I never actually feel like I'll be able to get through it. So one of the biggest challenges for me is learning to switch off and actually take time off from work without checking my phone for messages or emails."

**Gauri Devidayal**, co-founder, *The Table*

"Finding that delicate balance that lets you give your best to your career, your family, and yourself is challenging. The most critical factor in that quest is the realisation that no external force ever imposes a work-life balance on you. It is a choice you make, so make sure it is an informed one, and know that above all, you are accountable to yourself."

Recognise that different stages require a varying intensity of commitment. Take time to understand this cadence in your life and act accordingly."

**Sangita Singh**, chief executive, *Healthcare & Life Sciences, Wipro Ltd*

"The most challenging aspect is that our bank handles customers who are 'global' citizens on the one hand and also provides services in the remotest of areas where people have never seen a bank. We also have very valuable senior citizen customers as well as a large body of the millennial generation. Meeting the needs of this diverse clientele is indeed a rare challenge. Added to this is the demand of a growing country



Gauri Devidayal



Natasha Mushar



Sangita Singh



Archana Kumari Singh

of our work. There can be errors at any point of time, as emotions, temperaments, and vagaries of moods take centre stage, and which, unlike the staccato machines, require delicate handling. All our workers are skilled at their craft, and are individuals artists in

their own rights who push their own limits and need to be treated with respect. Machines don't as they serve with their programmed data, making it a tad easier, albeit more limited."

**Archana Kumari Singh**, president, *Frazer and Haws*

"My most challenging task to date has been in my role as India director for the Global Goals campaign—an initiative that aims to educate and raise awareness of the new Global Goals for Sustainable Development signed by 193 world leaders in September."

The aim is to end poverty, fight injustice and inequality, and tackle the threat of climate change by 2030. And my task is to raise awareness of the new Global Goals to 1.27 billion people in India. The most challenging aspect of my work has been developing a strategy that speaks to all of India, to not only empower and capture the imagination of 1.27 billion Indians, but do it in a way that ensures a definite tomorrow for our future generation."

**Natasha Mushar**, CEO and MD, *Sterling Media, and India director, Global Goals campaign* ■

aspiring to achieve 'developed country status' as it lifts millions out of poverty. This results in the bank having to venture into new areas and to mitigate the risks while achieving our goals remains the top agenda."

**Arundhati Bhattacharya**, chairman, *State Bank of India*

"Finding the time to balance my multifaceted life and fit all the things that interest me."

**Vani Kola**, MD, *Kalaari Capital*

"We take great pride in being an entirely handcrafted unit for sterling silverware, and while it serves greatly in our favour because it allows us to design and craft almost anything, it is also the most challenging aspect