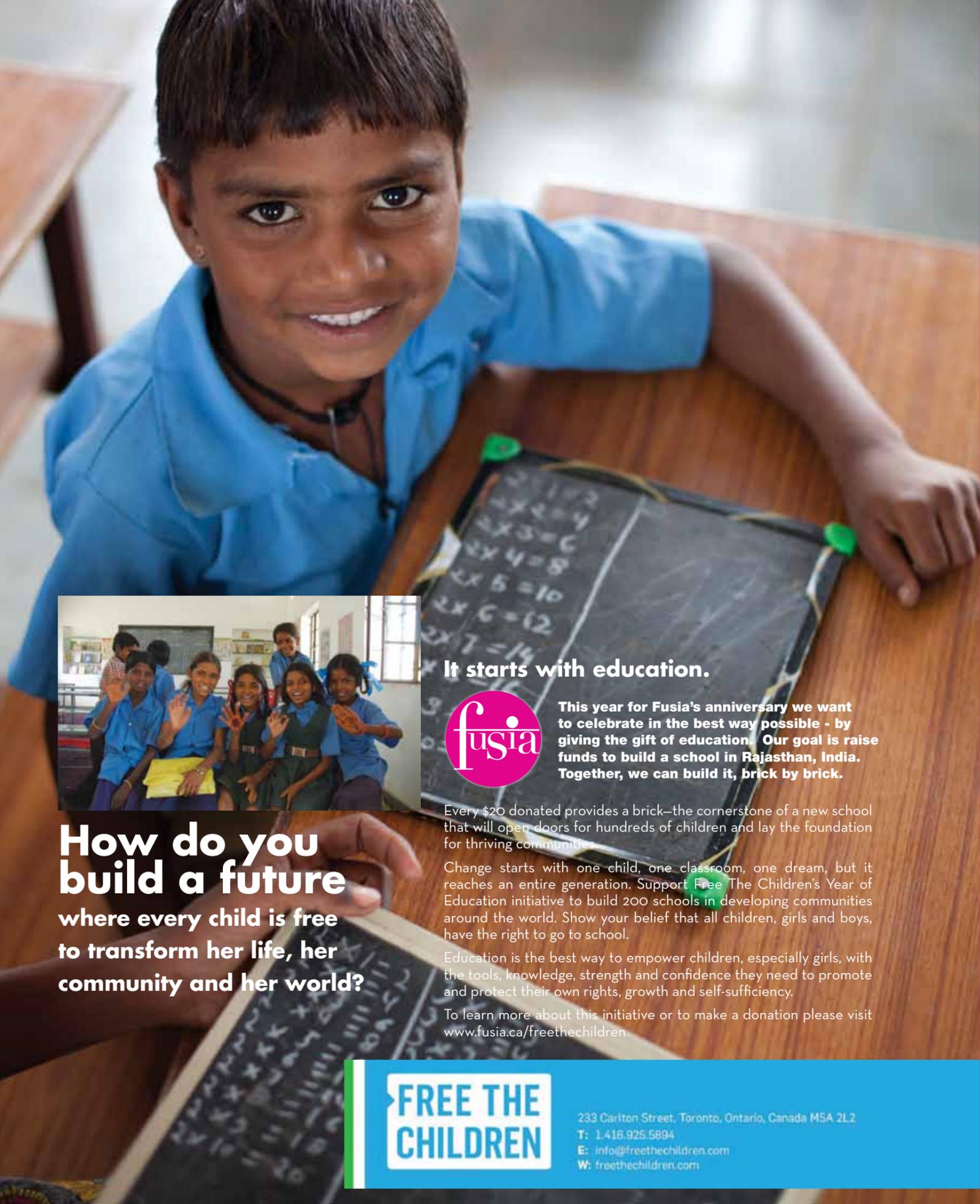




Shefali Razdan Duggal

PRESS CLIPS



It starts with education.



This year for Fusia's anniversary we want to celebrate in the best way possible - by giving the gift of education. Our goal is raise funds to build a school in Rajasthan, India. Together, we can build it, brick by brick.

Every \$20 donated provides a brick—the cornerstone of a new school that will open doors for hundreds of children and lay the foundation for thriving communities.

Change starts with one child, one classroom, one dream, but it reaches an entire generation. Support Free The Children's Year of Education initiative to build 200 schools in developing communities around the world. Show your belief that all children, girls and boys, have the right to go to school.

Education is the best way to empower children, especially girls, with the tools, knowledge, strength and confidence they need to promote and protect their own rights, growth and self-sufficiency.

To learn more about this initiative or to make a donation please visit www.fusia.ca/freethechildren

How do you build a future where every child is free to transform her life, her community and her world?



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Shefali Razdan Duggal
The Politico



Chanda Kochhar
The Businesswoman



Anjula Acharia-Bath
The Entrepreneur



Mindy Kaling
The Celebrity



Malala Yousafzai
The Heroine

Fusia Women • FEATURE

five FOR THE future

AS WE LOOK BACK AND CELEBRATE OUR 5TH ANNIVERSARY, WE WOULD LIKE TO LOOK FORWARD TO THE FUTURE AND SEE WHERE SELF-CONFIDENT, INTELLIGENT, AND EMPOWERED SOUTH-ASIAN WOMEN ARE TAKING OUR WORLD. THESE WOMEN, SOME OF WHOM YOU MAY NEVER HAVE HEARD OF BEFORE, REPRESENT THE GROWING TREND IN EVERY SPHERE OF INFLUENCE; SOUTH-ASIAN WOMEN CALLING THE SHOTS, DIRECTING POLICY AND BRINGING ABOUT CHANGE FOR THE BETTERMENT OF ALL.

by *SUNIL SOLANKI*



The Politico

Shefali Razdan Duggal

Her energy is infectious and her positivity so great that it comes across even in emails. Recently voted the “Most powerful woman in California” by the National Diversity Council, 40-something Shefali was one of Barack Obama’s most effective and influential fundraisers and is a member of the inner circles of a number of powerful organizations.

A full list of accolades that she has received, all the work she has done and the sheer number of committees she has been a part of would take up the entire space of this article. So in brief she is, (deep breath) a member of the Democratic National Committee’s National Finance Committee, the Co-Chair for the DNC Women’s Leadership Forum, on the White House Council of Women & Girls, Co-Chair for the Ready for Hillary PAC. She is also (another deep breath) member of the Democratic National Committee Asian American Leadership Council, the DNC National Steering Committee and the Majority Council of Emily’s List (an organization dedicated to electing Democratic women to all levels of government), on the National Advisory Board of Doctors for America, the National Advisory Board of Beyond Bollywood (Smithsonian Museum) and the Advisory Board of Emerge California. In her “free time” she is involved with Human Rights Watch (California Committee North) and currently works on various U.S. Senate and Congressional campaigns throughout the country.

Married for 16 years to her husband, Rajat, she grew up in Cincinnati, Ohio, where the 2 of them went to high school together. “It took me many years to convince him to marry me!” They have 2 children, a 12 year old son and a 10 year old daughter. Though incredibly busy, she says “For all of us, we just prioritize what is most important in our lives, and then create time within our days to attempt to undertake that aspiration. The most important thing in my life are my children, and nothing supersedes that priority. As long as my outside activities fit within my son and daughter’s needs and life, then I pursue them”.

When we asked her what she was currently working on that she’s proud of, Shefali replied “I am fairly reticent to ever identify anything within my personality or activity as anything I would be “proud of.” I have an aversion to that emotion, as I think that it has the possibility of leading to other negative and unhelpful behaviors. I do, however, feel grateful and fortunate to be working within some activities which give me great personal fulfillment, I feel thrilled to be deepening my relationship with Emily’s List, the nation’s largest and arguably, most influential, resource for women in politics. Emily’s List has worked to elect 100 pro-choice democratic women to the United States House of Representatives, 19 women to the United States Senate, 10 female Governors and over 500 women to state and local offices throughout the United States. I also have been, for several years, active within Human Rights Watch, one of the world’s leading independent organizations dedicated to defending and protecting human rights.”

Shefali is currently based out-of San Francisco. She completed her studies in Political Communication from New York University and B.S. in Mass Communication from Miami University. She is also known for her amazing sense of humour and lack of pretension as her website with tongue firmly in-cheek, lists her high school accolades of Best Math Student and Biggest Brown-Noser awards.

“I do believe that what you put into the Universe does circle back, whether in your own lifetime, or within the lifetime of future generations. Thus, we must act with kindness, empathy and have the long view for each and every action, as it will ultimately affect those around us, whether today or in the future.”



The Businesswoman

Chanda Kochhar

Ranked as the most powerful businesswoman in India for the past 4 years, Chanda Kochhar is the Managing Director and CEO of ICICI bank. A long-time executive of the bank, she took the reins in 2009 (at the height of the global financial crisis) and has weathered many financial storms and lead the bank to become the

global powerhouse it is today. This married mother of 2, originally from Jodhpur in Rajasthan has shattered the glass ceiling in India and risen through the ranks of her organization to lead her 60 000 employees. Incredibly hands-on, she makes unannounced branch visits and meets with various levels of staff on a monthly basis. She gleans information, from tellers, door-greeters, CFO’s, executives, secretaries and anyone else she thinks might have something valuable to contribute to improving service, and of course growing the bottom line. Kochhar excels at embracing two seemingly contradictory roles: the “big-picture” company strategist who also excels at the nitty-gritty business of execution.

“People often talk about the importance of being a good listener, but I think it’s something more than that. I think you have to not just listen but absorb—to take in everything like a sponge—so that when you do make that final call, it’s not just based on whims and fancies. And once you’ve made that decision, I think it’s very, very important for leaders to make sure the rest of the team understands your vision and the reasoning behind it. Your communication with your team members has to be such that they actually understand the logic and the benefits of your choice and therefore are with you in execution.”



The Entrepreneur

Anjula Acharia-Bath

Anjula Acharia-Bath, the CEO and Co-founder of Desi Hits! has built her career on globalizing the world through pop culture, from Bollywood to Hollywood. The mastermind behind iconic pop star Lady Gaga’s 2011 visit to India, Anjula and her company continue to serve as the premier fusion entertainment resource, consultancy, and music label, and have created unique content with the likes of Britney Spears, Rihanna, A.R. Rahman, 50 Cent, Lady Gaga and many others.

Originally from the U.K., growing up in a predominantly white and often racist neighborhood, Anjula always had to work hard and was driven to succeed. Equipped with a background in marketing, communications and theatre, she moved to San Francisco with her

husband Ranj Bath who was working with the chip manufacturer Intel in the early 2000’s. There she became heavily involved in the venture capital community working with tech startups and entrepreneurs. Her husband Ranj while working with Intel, continued his hobby of creating east/west fusion music podcasts with Arun Sandhu (3rd Co-founder) and posting them on iTunes for fun.

Surprisingly the podcasts created a stir and went viral. Anjula shared the numbers and details of the podcasts to a friend and colleague she was working, Evangelos Simoudis who encouraged them to pursue Desi Hits! and build it into a tech platform that could showcase the best in fusion music. Anjula, Ranj and Arun didn’t think it could be built into something meaningful to start with but with the help of their entrepreneurial friends (such as Interscope Records CEO Jimmy Iovine) and venture capitalists they went on to raise over six million dollars.

Soon their small idea became a very big deal. Anjula says, “In normal circumstances you have to put a business plan together and go and pitch it to investors (and we did do that for a subsequent round of funding) but for the first round we really were in the right place at the right time. It’s always helpful to know someone who can make an introduction and vouch for you and at the end of the day be willing to take a risk and believe in you and what you are doing.”

In 2003, the Jay-Z remix of Panjabi-MC’s Beware the Boys hit and Bhangra fusion became a global phenomenon. DesiHits! was in exactly the right place at the right time. Anjula began to realize that through music and with the West beginning to embrace Indian fashion and films, she had a way to actually make being desi “cool” in the eyes of young Indian-Americans who had displayed resistance to all things Indian. She told us, “People ask me why I was so adamant that the Pussycat Dolls should wear saris and 50 Cent should be speaking in Hindi. I said I’m doing all this to further the cause of South Asian culture in the public eye. In fact I fondly remember this email that I received from a young girl who said that she was never connected to her culture until she saw Pussy Cat Dolls, who were her idols, in saris. She went running to her father and asked why he had never bought her clothes like those! It took role models to help embrace her culture, I love that! I was always made to feel ashamed of my culture growing up and I was violently bullied for it. I wish Tina Turner or Blondie were wearing saris when I was a kid, maybe kids wouldn’t have been so mean when they saw my mum wearing one!”

Then one day soon after, during a meeting with music heavy-weight Jimmy Iovine, he asked if she minded if a friend of his joined them... and a few minutes later Jay-Z sat down with them. “Jay never knew the impact he had had on South Asian music until I told him. That track was such a huge game changer for us South Asians in the UK”.

And then, Slumdog Millionaire happened. Once again Iovine called her and asked if she knew some guy called A.R. Rahman! Before she could blink Jimmy, A.R. Rahman and Anjula were discussing how they could take Jai Ho to the world. Soon they were discussing the song Jai Ho and working with the lyricist on changes to bridge the gap between the eastern music and the western audience. Anjula was on the phone calling her mum for translations! The collaboration with the Pussycat Dolls was another one of Jimmy Iovine’s game changing ideas that Anjula helped execute.

Today things have come full circle and after breaking the likes of Lady Gaga in India, Anjula, has returned the favor and is working on bringing artists such as Priyanka Chopra to Hollywood. Now, with a collaboration with Will.i.Am, Priyanka is the face of NFL’s Thursday Night Football with her track “In My City” produced by super producer RedOne (who worked with Pitbull, J-Lo, Lady Gaga, and Enrique). She also recently became the new global GUESS GIRL, after iconic stars such as Anna Nicole Smith, Paris Hilton, Claudia Schiffer, Kate

Upton and Naomi Campbell, becoming the first South Asian woman to be the face of such an iconic American fashion brand.

“When I think about breaking artists across the globe, for me, it’s always about penetrating local pop culture. When asked to break Gaga in India it was a no brainer she had to connect through Bollywood. We did a show with Shah Rukh Khan to 40 million people on UTV, we worked with some of the best Bollywood producers Salim and Sulaiman on her music, that was the only way it was going to happen and she would be on the front pages of newspapers across India.” Gaga was a huge sensation in India and everyone told Anjula that it would never happen because she was too risqué for that market. After seeing Priyanka grace a full page feature in the NY Times Style Section, Anjula says, “It’s the same for Priyanka here in the USA, you can’t get more pop culture than American Football. The NFL deal puts Priyanka in front of millions of football fans every week on the NFL network. In any country it’s all about breaking into pop culture and being relevant, it doesn’t happen overnight and it takes time, but that’s the goal.”

magazine. While a sophomore in college, Kaling was an intern on Late Night with Conan O’Brien.

Her whirlwind ride began in 2003, 2 years after graduating from college. Struggling to survive in NYC, she wrote a 2-woman play called Matt and Ben (where she played Ben Affleck) that became the darling of the hipster set and soon had tongues wagging at the NY Times and became Time magazine “10 best theatrical events of 2003”.

Soon she was called upon to write scripts and stories for the US version of The Office. Before long she was also guest starring on the show occasionally, playing the very funny Kelly Kapoor. She wrote for various shows at this time including SNL.

She would go on to eventually write 22 episodes of the Office and from 2005 to the present day she has been nominated (and won) various Writer’s Guild and Screen Actor Guild awards, Peoples’ Choice Awards and Gracies. To date she had also been nominated for Emmy awards for



The Celebrity

Mindy Kaling

born Vera Mindy Chokalingam in Cambridge, Massachusetts, to a Tamil father (an architect) and a Bengali mother (a gynecologist), Mindy (nicknamed after the character from Mork and Mindy!) came kicking and screaming into the world in June 1979.

While at preppy Dartmouth College studying Playwriting she was a member of an improvisational comedy troupe and an a cappella singing group, created her own comic strip and wrote for the college’s humor

her acting prowess. While doing all of that, she also found the time to write the comic memoir *Is Everyone Hanging Out Without Me?* (And Other Concerns). A collection of essays about her early life and career, intertwined with short observational essays about her friends, family, and relationships.

In 2012 after pitching the idea to execs, she launched her own wildly successful TV show- *The Mindy Project*. Inspired by her own mother, also an OB/GYN doctor, the show follows the trials and tribulations of the quirky Dr. Mindy Lahiri (played by Kaling herself) and the unusual cast of characters that she deals with regularly.



The Heroine

Malala Yousafzai

Although her story may be an old one by now, we do not believe it is fully known to all. The depth of her courage and the risks that she continues to take along with her determination make her Fusia’s person to watch for this year and frankly for many years to come...

I am ready to sacrifice myself, again. I want every girl, every child, to be educated. And, in our whole country for there to be peace. And for peace, I will sacrifice myself.

The word hero/heroine is used far too often in today’s world. But what is true heroism? The dictionary defines a heroine as “someone who commits an act of remarkable bravery or who has shown an admirable quality such as great courage or strength of character or somebody who is admired for outstanding qualities or achievements.” Fusia knows no greater heroine alive today than Malala.

She was born on the 12th July, 1997 to a Sunni Muslim family of Pashtun ethnicity in the Swat valley of Pakistan. Her father, Ziauddin Yousafzai, was an educator and encouraged his bright child in political discourse and taught her the power and the importance of education. So in 2008 when the BBC Urdu service was looking for someone to blog about the growing Taliban presence and doctrines being enforced in the region, despite almost everyone else in the area turning them down out of fear for their lives, Ziauddin suggested his daughter be the one.

During this time Taliban militants were taking over the Swat Valley. They banned all television and music, destroyed hundreds of schools, put out edicts banning girls from school and women from going shopping and hung the bodies of beheaded policemen in town squares as warnings. Malala would hand write notes on slips of paper and pass them onto BBC reporters who would scan them and email them to the office. She blogged under a false name to protect herself and family.

Fighting in the region between the Pakistani army and the Taliban intensified and soon Malala and her family were separated and displaced. At this time, while staying with relatives she was featured in a NY Times documentary about the Battle for the Swat Valley. By July 2009 the battle seemed to be over and the family was able to return to their home. Following the documentary, Malala was interviewed for the local news station and then soon in the national press and television.

As she grew more prominent, death-threats increased and Pakistani and Afghani militants decided to act upon this rising star. On October 9th, 2012, 15 year old Malala’s life and destiny changed forever. Gunmen boarded her school-bus, asked for her by name and attempted to kill her by shooting her in the head.

Due perhaps to luck, poor aim by the gunman, the best of medical care that Pakistan, Germany and England could provide, or maybe the strength and determination to live, this young girl survived the assassination attempt. On January 3rd, 2013 she was discharged from hospital in Birmingham, England and began her new life.

Despite a group of 50 Islamic clerics in Pakistan issuing a fatwā against those who tried to kill her, the Taliban reiterated its intent to kill Malala and her father.

The assassination attempt sparked a national and international outpouring of support for Yousafzai. The German publication, Deutsche Welle wrote in January 2013 that Yousafzai had become “the most famous teenager in the world.” In April 2013 Time magazine featured her on the magazine’s front cover and as one of “The 100 Most Influential People in the World”. She was also nominated for the 2013 Nobel Peace Prize; the youngest person (at age 16) and the first girl nominated for it. She has met with the Queen and Barack Obama (she condoned his country’s use of drone strikes against Pakistan) and even has had Madonna dedicate songs to her!

On 12 July 2013, Malala spoke at the UN to call for worldwide access to education. She was the recipient of the Sakharov Prize (to honour individuals or organizations who have dedicated their lives to the defense of human rights and freedom of thought) for 2013. On 16 October 2013 the Government of Canada announced its intention that the Parliament of Canada confer Honorary Canadian citizenship upon Yousafzai.

Her long awaited memoir entitled “I am Malala” was released in late 2013 to much acclaim in the west but was banned in Pakistan.

Five powerful, intelligent and creative women; Five unique tales; Five years of fusia...We hope you have enjoyed the journey as much as we have and will join us for many, many more to come.

“ I AM READY TO SACRIFICE MYSELF, AGAIN. I WANT EVERY GIRL, EVERY CHILD, TO BE EDUCATED. AND, IN OUR WHOLE COUNTRY FOR THERE TO BE PEACE. AND FOR PEACE, I WILL SACRIFICE MYSELF. ”