

ROOTS2FAME #MONTHLY MAGAZINE

BLISS INSIDE

MAKING CONNECTIONS | DELIVERING RESULTS

ROOTSKILLS TREE PLANTATION

ON MAHASHIVRATRI
AT LONAVLA

POPCORN PARADE WITH KAVYA

TV SHOWS/ SERIES/ MOVIES
REVIEWS & RECOMMENDATIONS
FOR 7+

SPEEDFORCE

MOU WITH ASDC

ISRO LAUNCH

PSLV-C52 WITH
EOS-04 SATELLITE

Awarded Best EV Startup 2021

CROYANCE

ELECTRIFYING ATMOSPHERE

WOMEN'S DAY

JITO NORTH DELHI
LADIES WING

FINANCIAL BUDGET 2022

ENVIRONMENT
SECTOR



KAPILA SONI

BAGGED THE BEST EV
STARTUP OF THE YEAR 2021





Editors' Note

BLISS INSIDE, #Roots2Fame Monthly Magazine is to be a source of ideas, information and advice alongside the Digital Marketing Show, provided by expert contributors and practitioners.

The content of BLISS INSIDE must, therefore, add value to their business, either now or in the future and the tone must be objective.

Our primary concern is that our readers engage with our articles and therefore it is essential that they deliver clear benefits.



Bhavisha Buddhadeo
EDITORIAL MANAGER

BLISS INSIDE will bring together leading speakers and experts from various fields to deliver compelling content via offline events, online panel discussions, debates, and online/offline workshops.

We amplify our content through our social media profiles, say 'hello' on Facebook or Instagram, so that we can include you in our Fan Mail section.

If you'd like to submit an article for consideration for the BLISS INSIDE Magazine, please email us at roots2fame@gmail.com or reach us on our social media handles.



Jassie Singh Wilkhoo
EDITOR-IN-CHIEF

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KAPILA SONI

Founder and Director at Croyance Automotive

Bagged the **Best EV Startup of 2021** at EV India EXPO by Green Society of India

Kapila Soni, a successful entrepreneur, has set an example for upcoming women entrepreneurs in this male-dominated industry. She not only focuses on her business requirements and clients but also takes care of her employees. Owing to her continuous and persistent efforts, along with dedication to a good cause, she has received many awards. Her future plan is to contribute majorly to the national GDP and promote women entrepreneurship.



Best EV Startup of the Year in EV India EXPO 2021



**CROYANCE AUTOMOTIVE
PRIVATE LIMITED**

CROYANCE AUTOMOTIVE

Established in December 2015, Croyance Automotive was founded by Ms. Kapila Soni. Sustainability and the spirit of giving back to society is a core philosophy and good corporate citizenship, which is strongly embedded in the DNA of Croyance.

CROYANCE Automotive is passionate about anticipating and providing the best eco-friendly Electrical Vehicles for commercial market as-well-as the best customer Experiences.

Message from the Director

When the concept of electricity and vehicle meet together a new Era of Electric Vehicle begins. In this great revolution, Croyance brings World class affordable electric vehicle. The mission is to create a greener tomorrow with technology which is available today and forever. Croyance believes that "Green energy is the future" of the mobility in our country and across the world.

- Kapila Soni



ROOTSKILLS TREE PLANTATION DRIVE

Tree Plantation is one of the best activities for making the planet greener, livelier, and healthier. Planted trees help our biodiversity, ensure the supply of oxygen for the next generations, and provide us with various resources. Without trees, the existence of human life, as well as other species on earth, is impossible.

On the auspicious occasion of Mahashivratri, RootsSkills and TPDWW along with the support of LIONS Club of Lonavla, RootsIngenious Industrial Services, GOPAL'S 56, Croyance Automotive Private Limited, Green Society of India, Saraogi Foundation and digital partner Roots2Fame; organised a Tree Plantation Drive on the 1st of March at Lonavla, in the presence of the village people; Sarpanch Ms. Ashwini Gund; Upsarpanch Mr. Suraj Kedari Ji and other eminent personalities in and around Lonavla.

These contributions have been, and continue to be, essential to the reforestation, conservation and protection of the endangered forests across the world.

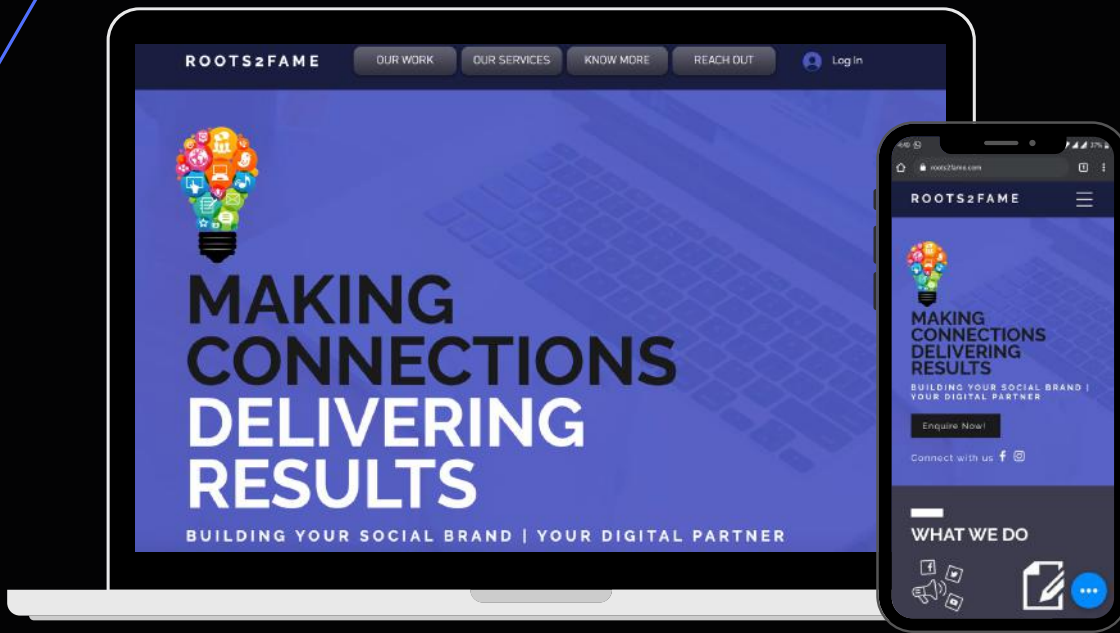




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**SOMEONE IS
SITTING IN THE
SHADE BECAUSE
SOMEONE
PLANTED A TREE
A LONG TIME
AGO.**

- WARREN BUFFET



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FRANCHISE MARKETING

ABOUT US

To meet the ever-changing needs of today's consumers, we're built for speed and efficiency. As a full-service digital firm, Roots2Fame offers a variety of strategic, creative, and technical services. We partner with organisations we trust and like to create lasting value via artistry, impact, and passion. We, at Roots2Fame, explore beyond the digital marketing channels we handle, to identify fresh data and insights that help you get there.

CORE SERVICES



Digital Marketing



Social Media Management



Networking



Brand Building





Speedforce, Multi-brand Two Wheeler Service Franchise Company's 209th Two Wheeler Service Center - "Repair 4 Care" launched in Rohini, Delhi.

Mr. Nirav Bhatt, North India and International Director of Speedforce; along with other dignitaries were present at the inauguration of this service centre. At this centre of Speedforce, customers can now get service for Bajaj, Hero, TVS, Honda, Yamaha, etc. under one roof.

Customers can also visit Speedforce for services such as Breakdown, Bike Service, Premium Bike Service, Oiling, Battery, Accidental Support, Claim Settlement, Road Side Assistance, EV Charging, EV Servicing and AMC services.

Speedforce is a one-stop solution to all the challenges and difficulties, recognising the vast potential and customer service demand. It's a two-wheeler multi-brand service centre franchise business.

Speedforce has been providing enormous business opportunities to the talented youth. Currently, the Company's foot prints are in India, Nepal and Bangladesh, with presence in 27 states and more than 100 cities of India.

Speedforce has 180+ franchises across 27 states & more than 90+ cities, with footprints in more than 3 countries, adding more to the bag in near future.

Site selection, layout preparation, supply and installation of state of art tools equipment & machineries, branding, all stationary, latest tech solution of software & mobile application, workforce training, inauguration, handholding, marketing, and regular visits and audits are all included in services.

SPEEDFORCE ENTERED INTO AN MOU WITH ASDC (AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL)



Speedforce - India's only International and No.1 multi-brand two-wheeler and EV service company entered into the MOU with Automotive Skills Development Council to upskill the workforce and to create better opportunities in two-wheeler service industry. During the signing of MOU - Mr. Deepen Barai and Mr. Om Prakash Jangda - Directors of Speedforce; and Mr. Arindum Lahiri - CEO, ASDC; and Ms. Garima Jhamb - Assistant Manager, Standards and HR; were present.

The current situation has diverted people towards personal mobility rather than public transport & that's the result we are showing Automobile is becoming essential nowadays. This is the most positive thing about this industry. As a result, the service industry inside the auto industry is constantly expanding. There are lot of vehicles on the road that need to be serviced all across the country. Every month, thousands of new automobiles are added to the already crowded roads which increases the need for service beyond regular maintenance.

After considering this fact and conducting further research, Speedforce has come to the conclusion that the two-wheeler service market has enormous potential.

Currently, two channels, dealerships and roadside workshops, cater to two-wheeler service needs. Both have flaws, and a huge number of customers are unhappy and looking for a more reliable, transparent, and cost-effective solution. Owners could also expect better treatment.

India's only International & No. 1 multi-brand two-wheeler service franchise chain company Speedforce's objective is to set the highest quality standard in the two-wheeler business by offering the greatest service experience to all two-wheeler clients at a fair rate.

This business was founded in 2011 by three partners with diverse skill sets and extensive expertise in their fields. They operated own workshops for five years & found a large gap in automobile two-wheeler service industry. This is where they found a new opportunity to serve the end users of two-wheelers and in 2017, they came into franchise business.

Ultimate goal of the Speedforce is to establish the multi-brand two-wheeler centre as a model initiative across the country & in Asia Pacific market. Speedforce primarily focuses on organizing the unorganized sector through the development of entrepreneurs who will, in turn, create multiple employment opportunities, thereby contributing to the economy of our country.

Speedforce believes in the Low Cost High Return Model, so Speedforce assists prospective franchisees in becoming profitable, very early in their careers. Our offices are in Vadodara (Gujarat), and Pune (Maharashtra) India.

FOR FRANCHISE ENQUIRIES, CONTACT
www.speedforce.in | inquiry@speedforce.in

ISRO'S FIRST LAUNCH OF 2022 STARTS WITH PSLV-C52-EOS-04

Launched at 06:17 hours IST on
February 14, 2022 from Satish Dhawan
Space Centre, SHAR, Sriharikota

The Earth Observation Satellite (EOS-04) onboard the Polar Satellite Launch Vehicle (PSLV-C52) was successfully accomplished and launched by the Indian Space & Research Organisation (ISRO). Apart from EOS, the launch vehicle also carried two other rideshare satellites into orbit and this marked the first successful launch of the year 2022, hence, setting the Indian space agency in motion for the work ahead in this year.

The first launch was conducted from the First Launch Pad of Satish Dhawan Space Centre, Sriharikota. EOS-04 is a Radar Imaging Satellite designed to provide high quality images under all weather conditions for applications such as Agriculture, Forestry and Plantations, Soil Moisture and Hydrology and Flood mapping. Two scientific payloads in this satellite is to improve the understanding of ionosphere dynamics and sun's coronal heating processes.



ASPIRATIONS OF HUMANS : HAPPINESS AND PROSPERITY

Life aspirations are the most important factor in life. In life, only one aspiration can be chosen when born, and it is wise to choose a good one because if you succeed, you will spend eternity sailing around the world on a cruise ship, however, if you fail you will be reincarnated as a paper clip. There are six known and one unknown aspiration: Money, Regeneration, Love, Knowledge, Popularity, Sloth and Unknown.

The Money aspiration is a common life aspiration and can be easily identified as those who wear matching pants and jackets at 6 am in any particular time zone. People with Money aspiration, unfortunately, don't realize that money is radioactive and thus become highly gullible. The Regeneration aspiration is a result of extreme arrogance as a person attempts to naturally clone himself or herself enough times to take over the world. The fatal problem with this aspiration is that it requires another aspiration to succeed. Often problem occurs with regeneration aspirates when one of the two decides to continue the ultimate goal with several other regeneration aspirates.

Aspirates who choose Popularity compete with money aspirates in battles more commonly known as Sports. Popularity aspirates use an ongoing points tally to measure their success that works out at one point for a win and minus ten points for a loss and take considerable emotional distress after a loss. Unknown aspirants are the most dangerous aspirates as they live in remote parts of the world, are apparently very small and live in long grass, are green in color making them remarkably camouflaged. They are reported to have populated the world and the only sign of unknown aspirates are the sign of rustling.

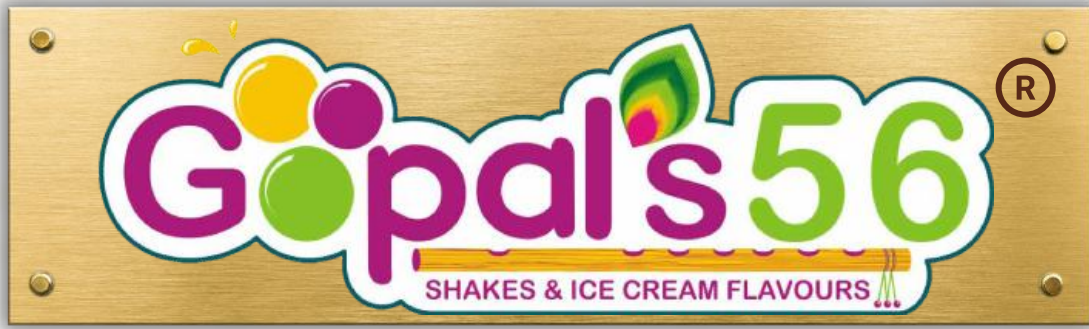
Our first task is to understand what our basic aspirations are. What is it that all human beings basically want? Continuous happiness and prosperity - our basic aspiration. Make a list of all that you want in your life and reasons for wanting them.

We are all working for it continuously in different ways as per the level of our understandings. Sometimes we succeed, many times we don't. But we still keep on trying throughout our life for happiness. We don't want happiness in intervals but we want it continuously. How successful we are today in achieving that, is a matter of serious exploration. But one thing is clear that happiness is the basic aspiration of all human beings.

MS. SIMRAN KAUR

*Author, Content Writer &
Blogger at SIMMYXPRESS*





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ABOUT THE MANAGING DIRECTOR

GOPAL'S 56



Dr. Gaurav Goyal is the Chairman of Gopal's 56. A second generation entrepreneur, Dr. Gaurav joined Gopal's 56 founded by his father Late Mr. Dinesh Chand Goyal in the year 2001, and led its transformation from a small ice cream manufacturing company to a diversified food & beverage company. Gaurav not only took the ice cream venture to great heights, but the company and the brand has also grown in leaps and bounds. As the legacy follows,

Dr. Gaurav ensures to personally test every single batch of ice cream that comes out of the factory. Alike his father, Dr. Gaurav's innovative nature has given birth to various new flavors of ice creams like Charanamrit, Pan Gopal, Love Potion, Elixir of Life and Third Eye Opener.



POPCORN PARADE WITH KAVYA

»» TV Shows / Series / Movies Reviews and Recommendations for 7+ ««



Popcorn Parade with Kavya is a Youtube Channel founded by Kavya Mohindroo and her father Nimit Mohindroo. The mission of #PPWK is helping parents with the best Kids TV Shows / Series / Movies Reviews and Recommendations for their 7+ kids from various OTT Platforms like Netflix, Amazon Prime and more, that helps them learn while being entertained. New episodes are published every week on Saturdays.

Idea behind Popcorn Parade with Kavya

- Parents find a lot of problems in searching for entertainment content for their 7+ kids and then need to be selective and careful in showing safe content to them.
- With the rise of the OTT platforms, parents will have no choice looking for content for their 7+ kids into such platforms like Netflix, amazon prime video and to allow them to watch those shows so PPWK is such a platform that does the reviews and recommendations on those tv shows, movies, series so it would help the parents in making the right choices for their 7+ kids based on the genres and the interests their kids have.
- The content on PPWK would help kids and parents to engage with the content that is highly relevant to them with no huge efforts of parents and even kids can view the review and select on their own.
- The audience wants to know what kids can do on weekends so PPWK allows them to plan for their kid's entertainment for upcoming weekends and they can entertain themselves as and when they are in the mood.

#PPWK
Kavya Mohindroo



Please visit YouTube and Search for **Popcorn Parade with Kavya** and Subscribe the channel now to get updates from today.



WORLD'S FIRST IMAGE SCIENTIST



DR. KULJEIT UPPAAL

Dr. Kuljeit Uppaal, the 'World's First Image Scientist' and 'Genius Polymath' has been honoured with several national and international awards for excellence in the world of innovation, education and social impact including the prestigious World Innovation Award - Hall of Fame Honour 2019; Innovative Education Leadership Award for Excellence in Social Innovation & Global Impact 2019; World Education Award 2018 for Innovation; Bharat Gaurav Award 2021; Shiksha Bharati Award 2020; Global Educators & Researchers Empowerment Award 2021; Naari Udyamita Puraskar 2018 by the MSME Ministry & WES; Dr. Sarvapalli Radhakrishnan Award 2020; WEF Exceptional Leader of Excellence Award 2021, and has also been conferred with the esteemed honour of Karmaveer Chakra Award by the United Nations and iCongo, as well as Global Goals Award 2021.

Dr. Kuljeit has been awarded with the esteemed 'Inspirational Polymath Award' being an Image Scientist, an Aviator, an Entrepreneur, a Creative Director, an Author and an Educationist amongst other hats that she wears. Dr. Kuljeit is also an Independent Director certified by IICA, Ministry of Corporate Affairs, Government of India. She is the National President of the Women's Indian Chamber of Commerce & Industry for Life Skills, and the ALL India Chairperson for Image Management.

Armed with a PhD in Image Management, three Masters Degrees in diverse areas and several other contrasting certifications to her credit, she has about three decades of work experience exploring a diverse career path in Aviation Education, Image Management, IT, Advertising and Media. She is an expert on Persona and Image Management, Psychometrics, NLP, Life Skills, Strategic Self-Management, Personality Development, Aviation, Soft Skills and Customer Service.

Dr. Kuljeit has researched and created innovative models and concepts like PRIM, D-PRIM, PRIMEA, PRIMPACK Integrated Transformational Model, and PIQ, the world's first ever Persona and Image Quotient and has been applauded in India and the world over, for her work and volume of contribution in making a powerful difference to the persona and image of individuals and enhancement of life skills. She has authored several research papers in her area of specialisation, in Emerald and Scopus indexed reputed international journals as well as book chapters for renowned publication houses like Springer.

Adept in planning and strategizing for curriculum and academic programs, Dr. Kuljeit has also to her credit the creation of unique training and curriculum methodologies, for which she has been felicitated with Awards for Excellence & Quality. She has contributed to the creation of a few hundred educational books in Aviation, IT, Travel and Tourism, Hospitality, Personality Development, Customer Service and English language skills. That apart, Dr. Kuljeit has authored 'Prim & Powerful' the world's first ever book in PRIM in line with Aatmanirbhar Bharat Abhiyaan, which helps individuals to become a more confident, self-reliant, powerful and incredible versions of themselves. She has also co-authored a book on growth mind sets and success called 'Breakthrough' which is an Amazon # 1 Bestseller. Her books are doing their rounds in corporate houses and organizations as self-help and motivational books for professionals and aspirants.

With over 3 decades of work experience in varied industries, as well as Advisor/Office Bearer of many women organisations around the world, she works towards bringing about policies and creating a robust eco system for empowerment of the youth and women globally. This amazing Impact Strategist has made India proud in her area, apart from being a thought leader and inspirational humanitarian who has been impacting thousands of lives globally on her mission to make a powerful difference to the persona and image of individuals and enhance life skills across the globe. It was our immense pleasure to have Dr. Kuljeit Uppaal in the launch of our magazine BLISS INSIDE on 11th Feb as we also celebrated International Day of Women and Girls in Science.

INTERNATIONAL WOMEN'S DAY

Roots2Fame is glad to be associated with JITO North Delhi Ladies Wing along with skills partner Rootskills. This International Women's Day, Ms. Parul Surana - Chairperson, JITO North Delhi Ladies Wing; and Ms. Bhavisha Buddhadeo - Founder of Rootskills and Roots2Fame; conceptualised Women's Day Celebration Week from 1st March to 8th March 2022, wherein daily we welcomed different speakers who are successful entrepreneurs. These sessions brought great insight to the audience and also gave the speakers an opportunity to connect and grow and also motivate other women entrepreneurs. For over a hundred years, International Women's Day has put the spotlight onto issues affecting women all over the world. We believe, International Women's Day, belongs to everyone who believes that women's rights are human rights.



"ONE WOMAN CAN MAKE A DIFFERENCE, BUT TOGETHER WE CAN ROCK THE WORLD."

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TECHNICAL SUPPORT



PARUL SURANA
Chairperson, JITO North
Delhi Ladies Wing



BHAVISHA BUDDHADEO
Founder of Rootskills &
Roots2Fame



JASSIE WILKHOO
Co-founder of Roots2Fame
Eco-Ambassador, TPDWW

SUCCESSFUL ENTREPRENEURS



MS. TANNUJA JAIN
Make-up Artist



MS. NEHA JAIN
ARTY NIFTY



MS. DIIVYA JAIN
NAVISHA D JEWELS



MS. ANURADHA BHANDARI
Fashion Designer



MS. SHREEYA BENGANI
LAYERED LUXURY



MS. MEGHA
LAYERED LUXURY



MS. SHREEYA BENGANI
RCI Registered Child & Adolescent Counselor



MS. VANDANA JAIN
SAHELI



MS. JHALAK RAJJADA
SHARATVA & KALP



MS. AKANKSHA JAIN
ASTITVA



MS. SAMTA BOTHRA
MUMMY 'S KULFI



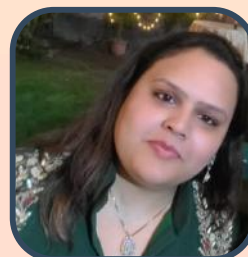
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KI & KA



MS. SHRADDHA
SHIVKARI ENSEMBLES



MS. SHIVANI MEHTA
BIO-Q Eco Solutions



MS. NIDHI JAIN
Skin & Hair Care
Specialist & Manufacturer



MS. ETTI KAPOOR
Specialist in Fashion
Designing & Styling



MS. GINISHA GULECHA
KIND SOUL



MS. MONICA JAIN
GIFTING SOLUTIONS



MS. SARIKA SURAAAN
LIONS Club Lonavla



MS. RAMA JAIN
Vice President
LIONS Club, Gurgaon

ROOTSAPS

Established in 2016 in Gurgaon, the company has since then expanded to become one of the finest wholesale nurseries in Haryana, supplying all of Gurgaon.

Propelled by worldwide patterns, Rootsaps offers a broad scope of seasonal and regular plants at extremely sensible costs, with an imaginative acquirement group continually refreshing the items.

The team is perceived for their assorted range, from outside to indoor plants.




#Gift 3R#
Save Environment | Grow Plants & Saplings



Place your order at www.rootsaps.com





Rootsaps promotes Gift Green with the purpose of Waste Management, Women Empowerment & Healthy Lifestyle. For any type of celebration, we gift Air Purifier plants to eminent organisations to inspire other women to go for "Gift Green" and in return we receive enormous support from the society. This way we are spreading happiness, generating employment & conserving environment. The purpose of Rootsaps is to follow Reduce-Reuse-Recycle and empower women.

FINANCIAL BUDGET 2022

ENERGY, ENVIRONMENT, CLIMATE CHANGE | WHAT DO EXPERTS SAY

QUOTED:

"As the Prime Minister said at the COP26 summit in Glasgow last November, what is needed today is mindful and deliberate utilisation, instead of mindless and destructive consumption. The low carbon development strategy as enunciated in the 'Panchamrit' that he announced is an important reflection of our government's strong commitment towards sustainable development. This strategy opens up huge employment opportunities and will take the country on a sustainable development path. This budget proposes several near-term and long-term actions accordingly, Ms Sitharaman said."

- Ms.Nirmala Sitharaman, Finance Minister

QUOTED:

"There is huge investments in solar manufacturing, batteries, hydrogen, electric vehicle, renewable energy. So, India has announced certain targets at COP26 to be achieved by 2030, and this budget does reflect that. The budget also provides a roadmap for clean energy and climate mitigation. From that perspective, it is an extremely bold and ambitious budget."

- Mr.Chandra Bhushan, President & CEO iFOREST

QUOTED:

"The Central Government's constant push for EVs and climate action is commendable, and the same outlook has been resonated in this year's Union Budget as well. The openness showed by the Government to accommodate new-age business models like battery swapping are a welcome step, and the push to encourage battery- as-a-service and energy-as-a-service business models will provide further thrust to emerging homegrown startups in these areas."

- Dr. Akshay Singhal, Founder, Log9

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