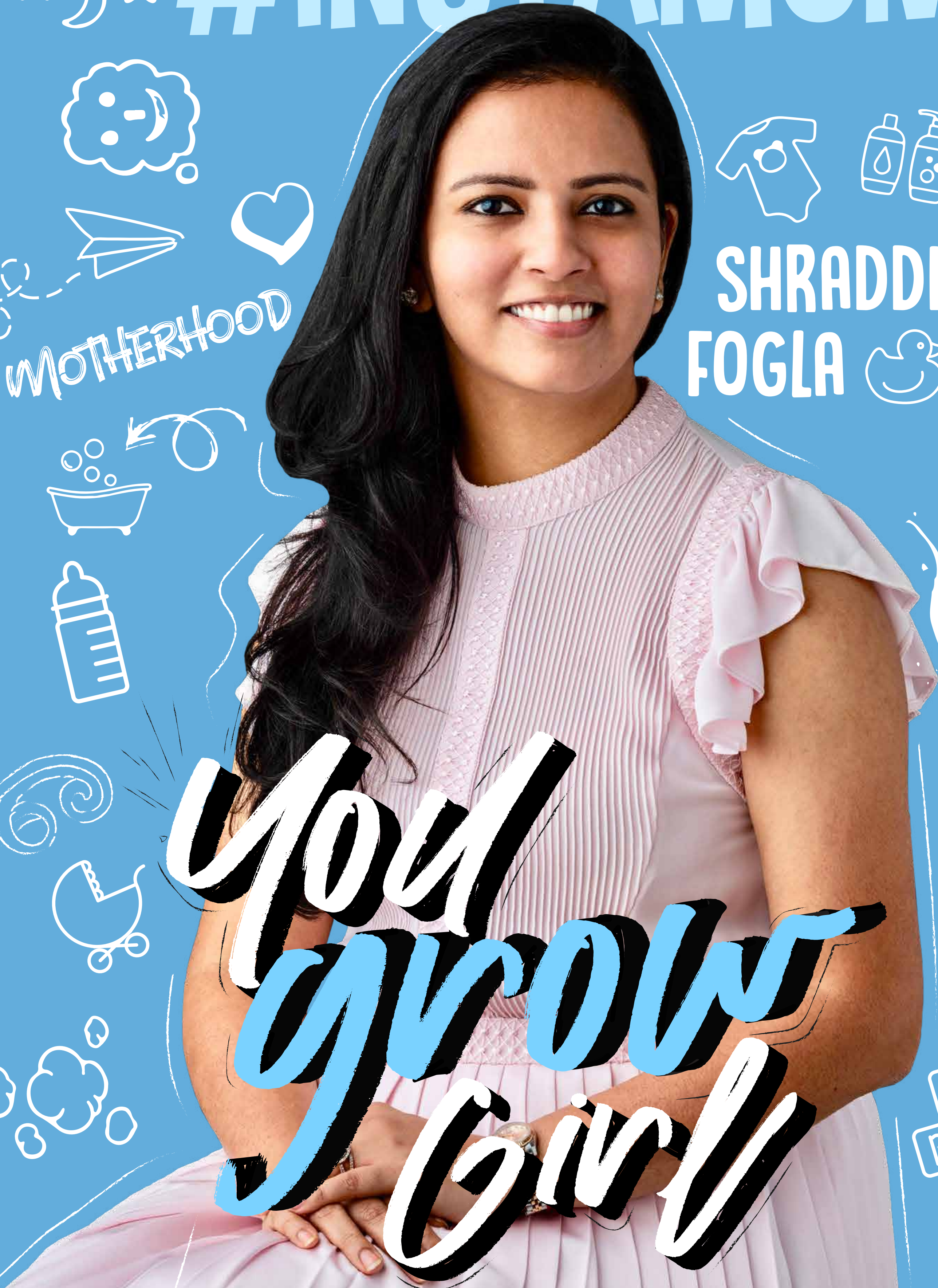


NUTRITION

Care

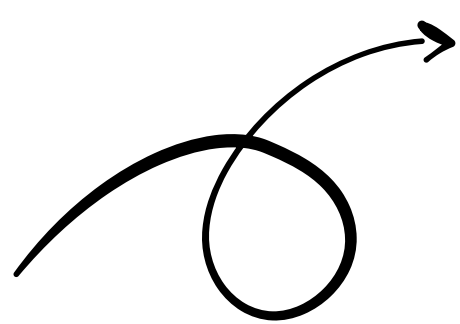
Love

#INSTAMOM



SHRADDHA
FOGLA

Mom
grows
Girl



Editor's Note



Oh, social media, how we love and hate you so. We'd quit you if we could, or actually wanted to. But we can't, and we don't. With the feed full of vacation destinations, Pujo pandals and Diwali, we now scroll into the final couple of months of the year 2019. Can you believe we're just about 60 days away from 2020!!

November makes a little bit of time for routine, before we slam into the festive winter months of the city. This month's issue is dedicated to "Mother & Child", with the spirit of Children's Day right around the corner. We bring to you a feature of our very own wonder-women, who have explored their love for children to coming up with beautiful products as well as activities of enriched learning and fun.

Motherhood is an experience that's often glamorized and sanitized. Raising children while trying to build a brand isn't always easy—but this working mama wouldn't have it any other way. With 10.1k followers this Kolkata mommy - Shraddha Fogla of @2monkeys.and.me juggles her two boys, while sharing their innovative activities to all other struggling parents while still living in the moment and keeping it real.

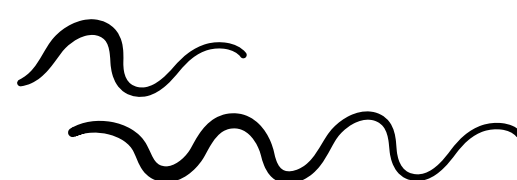
A hectic month ahead trying to cram all that work before the best time of the year begins! Hope you enjoy this read.

Varsha Wadhwa
Editor
Vice-Chairperson YFLO Kolkata 2019-20



About the **Editor**

A graduate from London College of Fashion and Istituto Marangoni Milan, Varsha Wadhwa spends her days designing womenswear, travelling, YFLOing, playing the piano, writing haiku, classical dancing, reading books and way to many blogs and journals. She dabbled with debating, creative writing and editing from school days with their journals and quarterly magazine at fashion school.



Birthday Beauties of November

Happy Birthday to our Birthday Queens this month



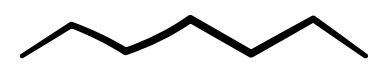
1st	Manini Harlalka	1st	Nidhi Rungta
2nd	Medhavini Agarwala	4th	Shradha Dhoot
8th	Khushboo Bihani	8th	Vasudha Damani Manihar
8th	Lipika Taneja	9th	Khushboo Bagri
10th	Ankita Agarwal	10th	Neha Pasari
11th	Shraddha Baid	12th	Yashna Dham
12th	Sapna Maheswari	12th	Priyanshi Sethi
13th	Stuti Kanoria Agarwal	13th	Disha Bhutoria
13th	Kanupriya Goyal	14th	Raksha Agarwal
15th	Anushree Jhunjunwala	15th	Surbhi Bajoria
16th	Sheetal Modi	17th	Soumya Agarwalla
17th	Aditi Jhunjunwala	17th	Anusha Khandelwal
17th	Neha Patni	17th	Pallavi Ruia Dutta
17th	Prerna Saraf	18th	Ankita Goenka
18th	Sonia Manaksia Agrawal	18th	Shripriya Bagri Saboo
19th	Garima Jain	19th	Kritika Agarwal Nahata
19th	Komal Saraf	20th	Rashmi Bachhawat
20th	Ridhi Jain	21st	Poonam Goyal
21st	Monika Menghani Madhyan	22nd	Parina Rajgarhia Tulsyan
22nd	Eesha Agarwal Khandelwal	26th	Sumedha Bansal
26th	Nidhi Jhunjunwala	27th	Devyani Kanodia
27th	Shivani Poddar	28th	Ankita Jain
28th	Aarushi Saria	29th	Shrooti Bhutoria
29th	Priyamanjari Kejriwal Todi	30th	Shivangi Jain Tantia

YFLO has *grown*

A warm welcome to the new members added this month

Megha Jhajharia





SHRADDHA FOGLA

INSTAGRAMMER • MOMPREENEUR

Ever since the birth of Instagram, it took less than 10 years for the word "Instamom" to enter the lexicon, and for becoming a social media influencer to officially supplant starting a mom blog as the go-to side hustle for new parents. Of course, it takes a lot of hard work and ingenuity to stand out from the crowd. Instagram represents access for all of the seemingly lonely new mamas. Access to something bigger. Access to something better. Access to something that would take us out of our lives and our homes and our towns and connect us with a greater picture, a different story, a veritable promised land filled with old friends, new jobs, and maybe even entirely new lives.

Here's our exchange with Shraddha Fogla of @2monkeys.and.me, the hands-on mompreneur who speaks to us about the Digital age mom and how she does it all:

What made you think to start blogging? How did you decide on what to name your blog?

I have always had friends and family ask me questions about various issues on parenting. About what activities I do with the kids, early childhood education and play at home ideas. They always told me they benefited by the suggestions and I eventually realized I should probably start a blog to help out the other mommies out there.

A lot of brainstorming and discussions went in to name the blog. Some handles were not available, some were too long and then my husband came up with this name and I completely connected to it as the kids are always anyways monkeying around and 2monkeys.and.me was created.

What major changes have come into your life after being a mom?

I have always loved children but having kids of your own is an absolutely different ballgame. Motherhood teaches you empathy and patience. It reaches you to be resilient and humbled. It teaches you the true meaning of unconditional love what you otherwise thought you knew. I have learnt to respect time a lot more, become more organized and methodical, have realized where I need to improve upon as a person, learned to control emotions specially anger. It's an everyday learning and every growing. I learn everyday being with kids and being around them.

I believe I have grown in these years to be emotionally stronger and mentally wiser.

How do you find content to experiment with your kids and share?

Lot of the content I write about comes from my experiences handling them, self-realizations that I have while raising them and the difficulties they and other kids I see face. The STEM ideas and the other DIYs are the ones that interest them. Topics covered in school are redone in a fun way at home. I want them to learn everything around them in a logical way and an experimental way where they understand the cause and effect of things and can problem solve similar situations on their own. So I research on what I want them to learn. Show them two to three different things on what they want to learn about or do and then let them pick and choose. Modify it according to how they will understand it better and how I would want to present it on the blog creatively and then shoot videos.

How blogging changed your world? How has it affected the growth and development of your children?

Blogging has made me calmer. My free time is focusing on what I want to do with them, creating sets ups or writing. Writing is my way of expressing and letting out emotions in words and it makes me calmer and self-realize

where I need to improve as a parent and where I need to make changes in their behavior to make them better people.

I have always done activities with kids but because I now blog, I read more. And since I read more I get to know of things, which I didn't know before, things that help them improve their motor skills, sensory issues and knowledge all with the simple tool of play. They do a lot more play and activities at home since I blog and know a lot more than what they would have know if I had not taken up blogging.

What does your day look like? When do you create content?

An average day when the boys have school is crazy. It starts at 7 am with getting one ready for school and then the other getting them back home. My afternoons are for planning activities and setting it up and then do them when they are in good mood and up for it. I usually ideate and create post 10 pm when the boys have gone to sleep and I get quite time.

How do promote your page? How much time goes in promotion versus activities? Is there a schedule?

All growth has been quite organic till now and I haven't done much other than a few sponsored campaigns here and there on IG. Promotions don't take up time at all. Activities take more time setting up. Once the kids have been introduced to it then they carry it forward. The activities might last anything from a few minutes to hours depending on how much they love it and get involved.

I love working on schedules as I feel more organized and in control. So yes everything is scheduled. The posts you see are prepared 2 to 3 months in advance and scheduled to be posted automatically.

How do you commercialize your passion? How much time does it take to make money?

"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle." – Steve jobs
This is something I completely believe in and follow. When you work with passion people notice your hard work. Appreciation and all other things automatically fall in place. There are lots of hardworking people out there trying to reach out to reach out to potential customers and in

today's world there is no better way than approaching a blog with genuine followers. When someone likes your work, they approach you and the whole commercialization thing starts. Ideally once you reach about 5000 followers and have good content then people start approaching you and you can make money. But choosing wisely is important. Sometimes people might get overwhelmed by the response and start promoting products they wouldn't personally use, which is something inappropriate. Always promote brands you would use, choose wisely and create good content, you will automatically gain genuine followers, get recognized and make money.

How do you get the products you review? Do you pay for them?

I have a toy review every Friday and believe it or not, I have truckloads of toys at my place that I pick and choose and review. The list hasn't exhausted yet. In between these there are sometimes toys or activities, that people send for review either on barter or paid and we review them as well but have never paid for them yet.

How do you plan to grow this year?

With the gram the idea is to create better content and grow more, grow on different platforms like You Tube and Pinterest too. I am currently writing a book which I cannot disclose yet and but hopefully it should be published this year too.



Superfast Kid-Friendly Recipes

When it comes time to eat, kids are completely unpredictable—they may ask for seconds, or their eyes are bigger than their stomachs. Shraddha Fogla gives us kid-friendly recipes designed to keep supper simple and nutritiously satisfying.

Broccoli Soup

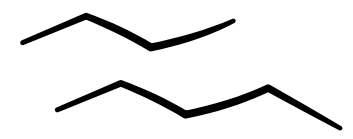
9 months and up

Ingredients:

- 1 broccoli -1 onion -Butter
- Salt -Pepper -Pine nuts (optional) -Nutmeg or Jaiphal
- Food processor

Steps:

- Put some butter in a pan on medium flame and sauté chopped onions.
- Put raw broccoli and cook it for sometime.
- Take it off the flame and then put it to boil.
- Strain the water and grind it all in a food processor.
- Warm it and add salt, pepper, one tablespoon milk and a pinch of nutmeg or Jaiphal.
- Add some pine nuts before serving for some crunch.



The kids are sure to ask for some more!

Rossetti home style

1 year and up

Ingredients:

- Rossetti potatoes or Chandramukhi potatoes in India
- Amul cheese
- Oregano
- Butter
- Salt

Steps:

Half boil the potatoes and then grate it. Add in the grated cheese, oregano and salt and keep it in the refrigerator for a couple of hours.

Heat a pan on medium flame. Put the grated mix in a round thick way on the pan and let it cook for a minute. Put in some butter. The more the butter the yummier it is.

Flip it or turn it very slowly and let it cook on the other side for another minute or less. Serve hot with some white sauce dip.

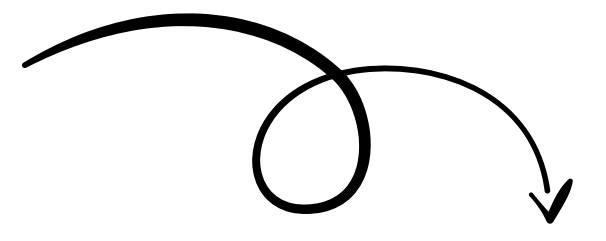
To watch the Video head to our IGTV.

https://www.instagram.com/tv/Bv nubCHHTeZ/?utm_source=ig_share_sheet&igshid=qyuqqn0axyap



homegrown ventures for children

We bring you a host of our very own members, who are in the field of the mother and child in terms of specialized products, education, skills, activities and more!



Neha Garodia

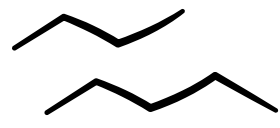
Mi Dulce An'ya

Description: Mi Dulce An'ya is a socially conscious children's brand devoted to creating beautifully handmade products, using only the finest, natural fabrics. Using the softest, GOTS Certified Organic cotton, handwoven Indian textiles and artisanal embroidery, Mi Dulce An'ya presents a complete range of layette, daywear, nightwear, accessories and delightful Nursery accents.

The new collection of customizable Canvas diaper bags and backpacks are especially adorable. In fact, they have an extensive range of customized products that make fabulous gifts! With Diwali right around the corner, a shout out to mummies to also check out their comfortably stylish range of festive wear.

Social Media Handle:

Instagram: [midulceanya_organics](https://www.instagram.com/midulceanya_organics)



Satvika Patodia

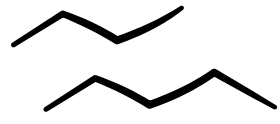
The Vocal Nest



Description: Fun and interactive singing classes for children, using innovative and interactive methods to introduce Indian Classical, Devotional, Western and Popular music to kids.

Social Media Handle: Facebook: The Vocal Nest | Instagram: [@thevocalnest](https://www.instagram.com/thevocalnest)
thevocalnest@gmail.com





Sapna Maheswari

Creative Circle



Address: 28 New Road, Alipore, Kolkata 27

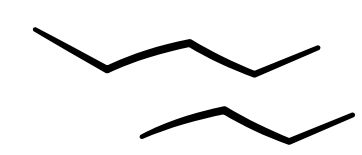
Description: Creative classes and workshops for preschoolers -

1. Storytelling
2. Reading
3. Language, phonics and Maths

Creative Circle was established in 2009 with a motive to induce further creativity and exploration in field of child education. From organising unique, thematic and educative workshops which was appreciated and attended by hundreds of children over these 10 yrs, we matured on to creating a space of our own, prioritising the best quality of environment and service as always. At Creative Circle Studio it is an ever ongoing process to develop on ideas to promote hands on, experiential learning for preschoolers in order to create their interest and enthusiasm in exploring the otherwise mundane and routined education curriculum. We aim to nurture bright, happy and self motivated young learners, which we very well achieve!

We are so proud and happy to be a part of this very inspiring YFLO magazine and would to take this opportunity to reach out to all the young mothers, who are and can be the best teachers' to their little ones and all the aspiring educators.... please always remember Child education begins the moment we see children as innately wise and capable beings. Only then we can play along in their world and create a bond of mutual trust, where the child knows you are the person he can rely on! Here's wishing every child bloom into happy, confident and compassionate adult!

Social Media Handle: Facebook: creativecirclekol
Instagram: creativecirclekol





Shikha Saraf

Little Scholars Playschool and Montessori House

Description: At “Little Scholars” we equip our little ones not just with age, appropriate knowledge but also lifelong skills of creativity, decision making, critical thinking, communication skill and leadership abilities which will later on enable them to contribute to society and the environment. Believing in this we at “Little Scholars” strive to fulfil our mission to create a comfortable and happy environment so that love for learning never ceases to explore, expand and experience in the ocean of wisdom.

Social Media Handle:
www.littlescholars.org.in



Minakshi Singhania

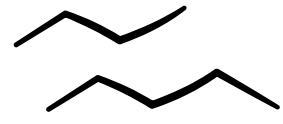
Champ's Closet



Description: Champ's Closet is one of India's most popular children's fashion brands- loved by moms, dads, and kids everywhere! We were founded in 2016 by Mompreneur and Fashion designer - Minakshi, who brings the invaluable perspective of a mom and a fashionista while creating each gorgeous outfit. Our clothing line caters to young girls and boys aged 0 - 8 in a wide variety of Indian and westernwear.

Social Media Handle:
Instagram: @closetchamps
Facebook: @champs closet

Website: www.champscloset.in



Niyati Bansal

Kidotronics

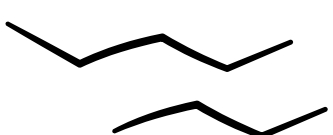


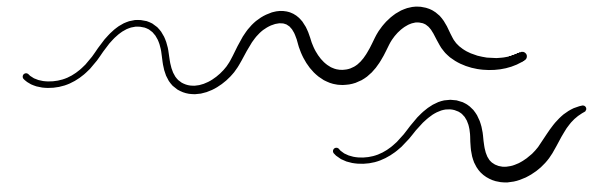
Description: Kidotronics is a Robotics and S.T.E.M. based institute headquartered in Kolkata, providing a fun and practical approach to modern education. We aspire to instill in children much-needed hands-on engineering concepts at a young age using STEM based concepts (Science, Technology, Engineering and Mathematics). Our curriculum introduces skills such as logical thinking and spatial reasoning at a responsive age for the students.

Apart from providing regular weekly classes and holiday camps at its center, Kidotronics is also currently tied up some of the most prestigious schools in Kolkata for weekly classes such as La Martiniere for Boys, La Martiniere for Girls, Calcutta International School, Indus Valley World School, South Point High School, Lakshmi-pat Singhanian Academy and The BSS School.

Our teams have ranked 1st in 2018 and 2019, consistently for 2 years in a row, from teams participating from all over India at the World Robotics Olympiad (WRO) Nationals. This is the highest rank possible for our category (WeDo Regular) in the competition. We have been ranked in the top 10 robotics training institutes in India twice by Higher Education Review (both in 2018 and in 2019). We are the only institute in Eastern India that has received this prestigious award.

Social Media Handle: Facebook: kidotronics
Instagram: kidotronics





Ishita Patodia

Saffron Stories

Description: Our products aim to inspire kids to love India's robust culture and cherish their identity. Our range of fun games and learning cards centered on India, help parents teach their kids about the country, its culture, history, art and more. For newborns to ages 10 years and beyond our varied products encourage kids to ask questions and look beyond the obvious, the products promote a way of thinking that is driven by imagination and curiosity.

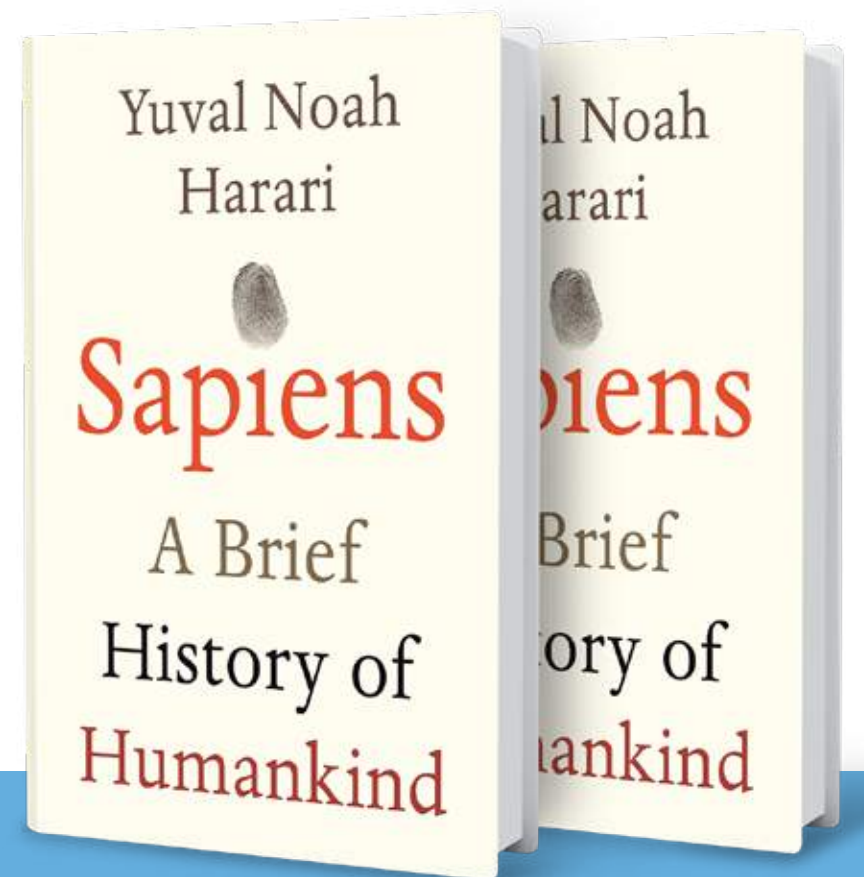


Social Media Handle: Facebook: saffronstories
Instagram: saffronstories



Book of The Month

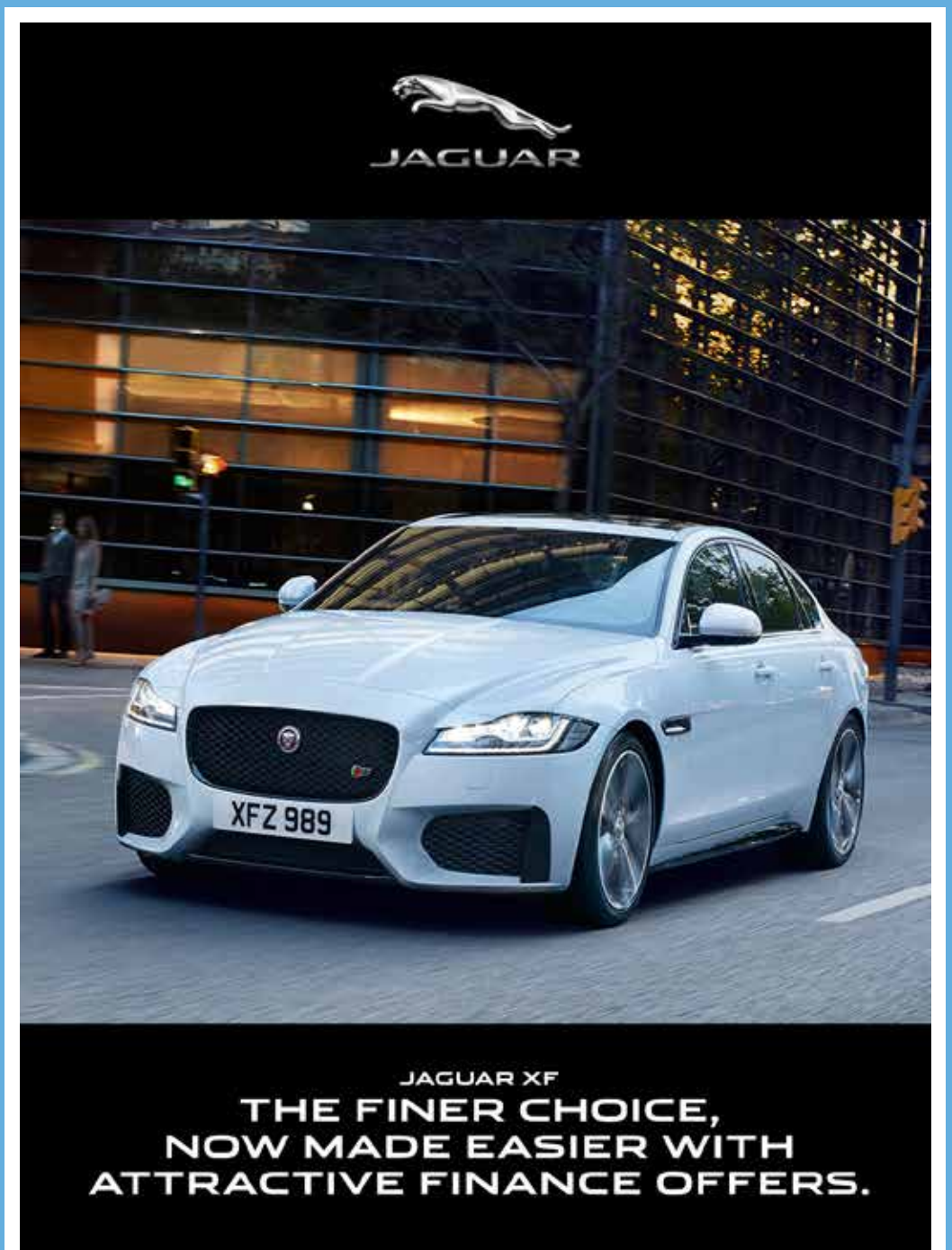
Sapiens: A Brief History of Humankind by Yuval Noah Harari



How did our species succeed in the battle for dominance? Why did our foraging ancestors come together to create cities and kingdoms? How did we come to believe in gods, nations and human rights; to trust by bureaucracy, timetables and consumerism? And what will our world be like in the millennia to come?

In Sapiens, Dr Yuval Noah Harari spans the whole of human history, from the very first humans to walk the earth to the radical - and sometimes devastating - breakthroughs of the Cognitive, Agricultural and Scientific Revolutions. Drawing on insights from biology, anthropology, paleontology and economics, he explores how the currents of history have shaped our human societies, the animals and plants around us, and even our personalities. Have we become happier as history has unfolded? Can we ever free our behavior from the heritage of our ancestors? And what, if anything, can we do to influence the course of the centuries to come?

Our next book is bold, wide-ranging and provocative. Sapiens challenges everything we thought we knew about being human: our thoughts, our actions, our power ... and our future.



Known for its elegant design, refined performance, and unmatched British luxury, Jaguar XF is the finer choice.

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*T&C apply. Assumes RV of Existing Car.

Horoscopes For The Month of November



Scorpio (October 23rd - November 22nd)

With Jupiter now in your sign for the coming year, you enter a whole new phase of personal growth and self development that could set you on the right path for the next twelve years!

It is a time for learning and for gaining new experiences and the New Moon here at the beginning of the month encourages you to get started in some way by turning a fresh page in your life!

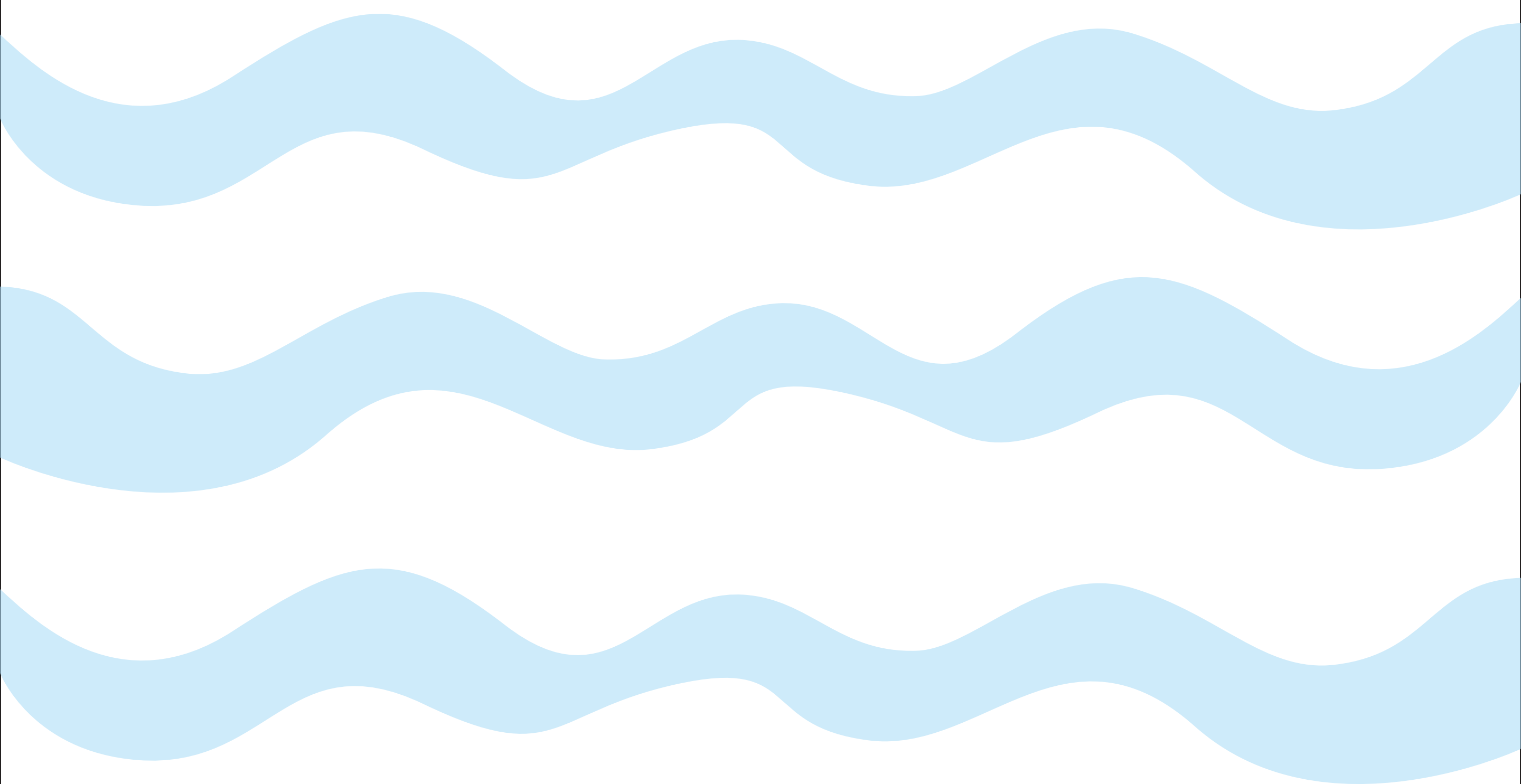
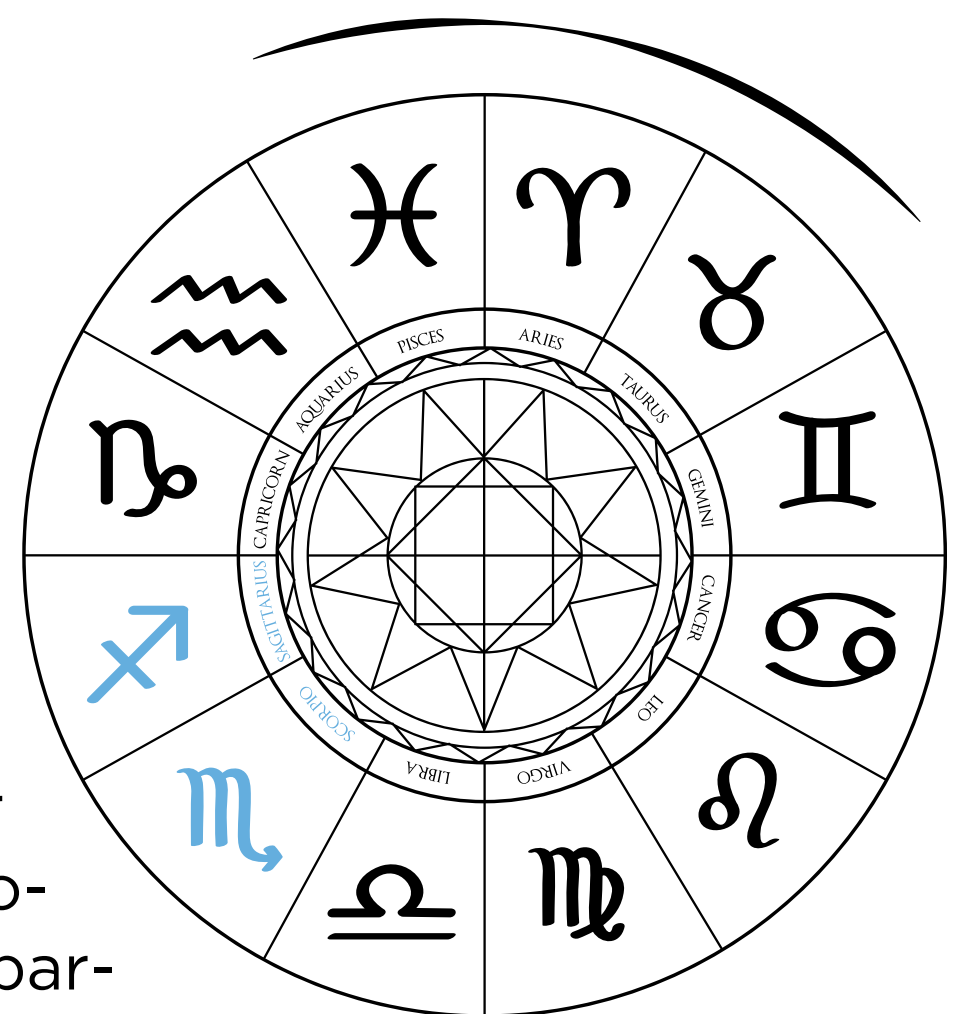
Unfortunately, while Mars remains in Taurus, there probably continues to be tension with partners or in your closest relationships and even with a very good and strong relationship, work on your joint projects is likely to slow down a little while Mars remains retrograde. But one thing you can be sure of this month is that your social life and your interaction with friends and neighbors will be fun.

Sagittarius (November 23rd - December 21st)

Mars remains retrograde in Taurus and you continue to suffer some tension, either in the workplace or where your health and fitness is concerned. Whilst it may seem, at times, as though your current problems will never be resolved, in fact the Full Moon later in the month should go some way to improving the situation.

Do be careful though that you ensure there are no misunderstandings in communications after mid-month, when Mercury in your sign turns retrograde. This is traditionally a time when letters and parcels go astray and delays in journeys are the norm rather than the exception, so in the second half of the month it might be as well to allow extra time for travel!

And finally, Jupiter, your ruler, spends the coming year in Scorpio and you are able to be dispassionate and compassionate with both yourself and others. You will be able to learn a great deal more about yourself through your empathy with the suffering of others.





The Power to Empower
2019-20



Our Partners

