

THOUGH SIMI SHARMA IS PASSIONATE ABOUT RIDING, HER MANTRA HAS ALWAYS BEEN TO RIDE HARD WITH SAFETY AND FAIRNESS



Road



Rage

When we talk about women hobbies, conventionally what comes to our mind is stereotype things like: stitching, weaving, dancing, singing, mehendi and so on. But then, there are some women who are about to change this perception forever with their unique hobbies. Simi Sharma is definitely one such beacon.

At the early age of seven, she had started riding her dad's scooter. But then, she had to wait until 18, to get her first bike and an official license to drive. Watching her interests in bike riding, her dad gifted her 'Kinetic'. Two years later she realised that bike riding, just a hobby, had gradually developed into a passion. Though she started with the conventional

bikes, but today if you ask her the favourites, she immediately points at the powerful 200cc and 300cc bikes. Realising that there were many others like her who had developed a passion for ridding bikes, she decided to bring together all people with similar interest under a common banner. She launched the Bombay Bikers, a group of flourishing bikers, which today has more than 500 registered members and continues to grow every day. She has successfully conducted a number of events for charities and her club, with as much passion and fervour. Though most of the young bikers in her group are working professionals, they manage to take out time from their busy

schedule to meet once a week at Carter Road, Bandra. According to them, the place is the inspiration for them, as they had begun their journey from here.

On a bike she is a dare devil, but off the bike this lassie is a shrewd and talented manager

ONE WEBSITE, THE STRENGTH OF THE 600+ MEMBERS, 15 WOMAN BIKERS, AND SEVERAL MIS-SIONS LATER, HER GROUP IS STILL GOING STRONG.

and an event coordinator. This rough and tough biker, otherwise is not only calm and kind in demeanour, but her energetic and positive personality is at times infectious. Though passionate about riding and addicted to the adrenalin rush of speed, her mantra has always been to ride hard but with complete safety and fairness. She also ensures that the mes-



sage of road safety is spread to all those riding on the city roads. For she realises the importance of adhering to law and order, and though she started riding a bike under-

aged, she is aware of the threat, under-aged and drunken drivers pose to the pedestrian. Even today, her hobby and a passion make many men cringe with envy. She is the perfect example of the modern day 'rebel with a cause'!

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Retail Revolution

WITH SEVERAL YOUNGSTERS OPTING FOR EXCITING CAREER IN RETAIL, **AINEE NIZAMI** TALKS TO THE MANAGER OF TOMMY HILFIGER TO FIND OUT WHAT PROMISE DOES THE RETAIL SECTOR HOLDS FOR THE TEENAGERS



'Ouch my feet are killing me,' exclaims Suhani Duttani no sooner she enters her room. Clad in a simple green top along with jeans, this 24-year Keralite girl looks no different from any other working women in the city. But then as the Manager of Tommy Hilfiger, an international brand, she has to shoulder huge responsibility though at an early age. With big dreams in her mind, she does take her job very seriously.

"As a manager I am the face of the brand, and I have to take responsibility not only for myself but for the entire team,"

says the thoughtful Suhani. Retail today, is attracting a whole lot of youngsters, just like the BPO industry. But then, unlike call centres, a job in retail leaves little room for social life, whatsoever. "I work on Sundays as well as on all the major festivals. Since it is during holidays people tend to shop a lot more, it adds to our work pressure. But then, the lack of holidays and irregular working hours don't seem to dampen the spirit of employees as they enjoy every minute on the floor," she adds. She agrees that life on the shop floor is highly unpredictable - there are times when one has

nothing to do at all, but then there are also times when one can't relax for even a minute. Many people usually believe that working in a store doesn't require any special talent, to which she disagrees. "You have to be really hard working to survive in this industry. You need to know the art of convincing customers and keeping him engaged, which isn't always easy," she reiterates. At the end of the day, it's not just about achieving your sales target, it is about being satisfied. "I firmly believe that when individuals shop they don't just buy clothes, they actually buy an identity. At the end of the day, as a professional you are responsible for making your customer look and feel good. And that is a great feeling," agrees Suhani.

With brands like FCUK, Levis, D&G and many more in the market, the opportunities for a career in retailing seems to be increasing each passing day. Many college students are vying for a job in this sector as it is the best way to earn

some big money. But then her reason for getting into the industry was not just monetary, she had dreams of heading an international brand. "One of the major reasons why I got into this industry is because growth in this sector is immense. Also this job is fun as well as unique. And I love everything to do with fashion. This job allows me to be at the heart of fashion. Surely can't expect more than this," she inquires. "More so, I get to meet a lot of new people every day, and an opportunity to dress them to face the new emerging world," she adds. With hardly any time left for herself, how does get her energy back? "I love to read. As I almost spend most of the time talking and being around people, during my breaks I make it a point to just relax and read," she says. But this doesn't mean that she prefers being alone; whenever Suhani gets time from her busy schedule she makes it a point to party hard with her friends.

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