

HUMANS OF GLOBE

FEB 2024

Ensuring safe
drinking water in
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A REVOLUTIONARY
PLAYER IN THE WORLD OF
WINE AND ADVERTISING

Ingrid Reyes

***INSPIRING BUSINESSWOMEN
TO WATCH OUT IN 2024***





**BUILD A LIFESTYLE
AROUND YOUR BRAND,
AND THE AUDIENCE WILL
FOLLOW.**

Eva Chen





EDITORIAL NOTE

It is hard to deny that in human evolution, the role of women is vastly seen as being limited to taking care of children and doing household work. The business section of work has been traditionally taken care of by men folk.

Across contemporary centuries, efforts have been put in by a host of governments and authorities from across the world to accommodate women in the workforce. However, being a woman entrepreneur is not a new concept, and across the years, we have come across a few of the most prolific businesswomen who bring their view of the world into the picture by heading large organizations. A few of them hold the highest government positions in their nations.

Today, the corporate and business workforce is incomplete without female participation. Women have it in them to take up nearly any position in the workforce and do justice to the same. There is no end to the number of women entrepreneurs who rule the helm. If we list the top 10 entrepreneurs across any domain of work, we'd come across quite a few women entrepreneurs there.

With the present-day focus on sustainability, diversity, inclusivity, and eco-friendly work practices, women will make a difference in how our children see tomorrow. We encourage and celebrate all inspiring businesswomen and all women who make a part of the workforce and that's what this issue is all about. Here, we attempt to delve deeper into the connection that binds womanhood and entrepreneurship. The business world today would be very different if there were no woman entrepreneurs – it's an idea difficult to comprehend!

It's the dream to make it large that drives individuals to do great things. At times, we may choose to be limited to our resources and tell us that life goes on. But, have you noticed;



at times life inspires us from the most unexpected of corners such that we can inculcate the belief within ourselves that we can do it!

Entrepreneurs have always been celebrated in each of the world's societies and cultures. They are the individuals who have been able to break the shackles of routine, monotonicity, fatigue, random thoughts, and the mind wandering away toward the wilderness. They did not see the light of success in their first trial but were always convinced that they'd be able to overcome the obstacles that encountered them and find the road ahead.

Entrepreneurship could be a risky proposition and there is no guarantee of success when one plans to get started. However, the differentiating factor between successful entrepreneurs and entrepreneurs who are not as successful is that the former never lost motivation.

In our magazine, we have undertaken a humble bid to present the stories of a few of the top women entrepreneurs. Upon meeting them, one comes to realize that they are no different from us.

In their stories, lives, careers, preferences, motivations, and values, we will find the elusive bit of motivation that we persistently seek but do not always find. This is a bid to entertain more than educate while inspiring all the way. We'd be inspired to channel our energies right.

Bits and pieces about others' life stories can help us recognize how we should channel our thoughts such that we are better placed to encounter the challenges that life puts forth before us. Their business life aside, entrepreneurs invariably have it in them to light up the environment with their sheer presence. Come join us in the bid as we celebrate women entrepreneurs from across the world!

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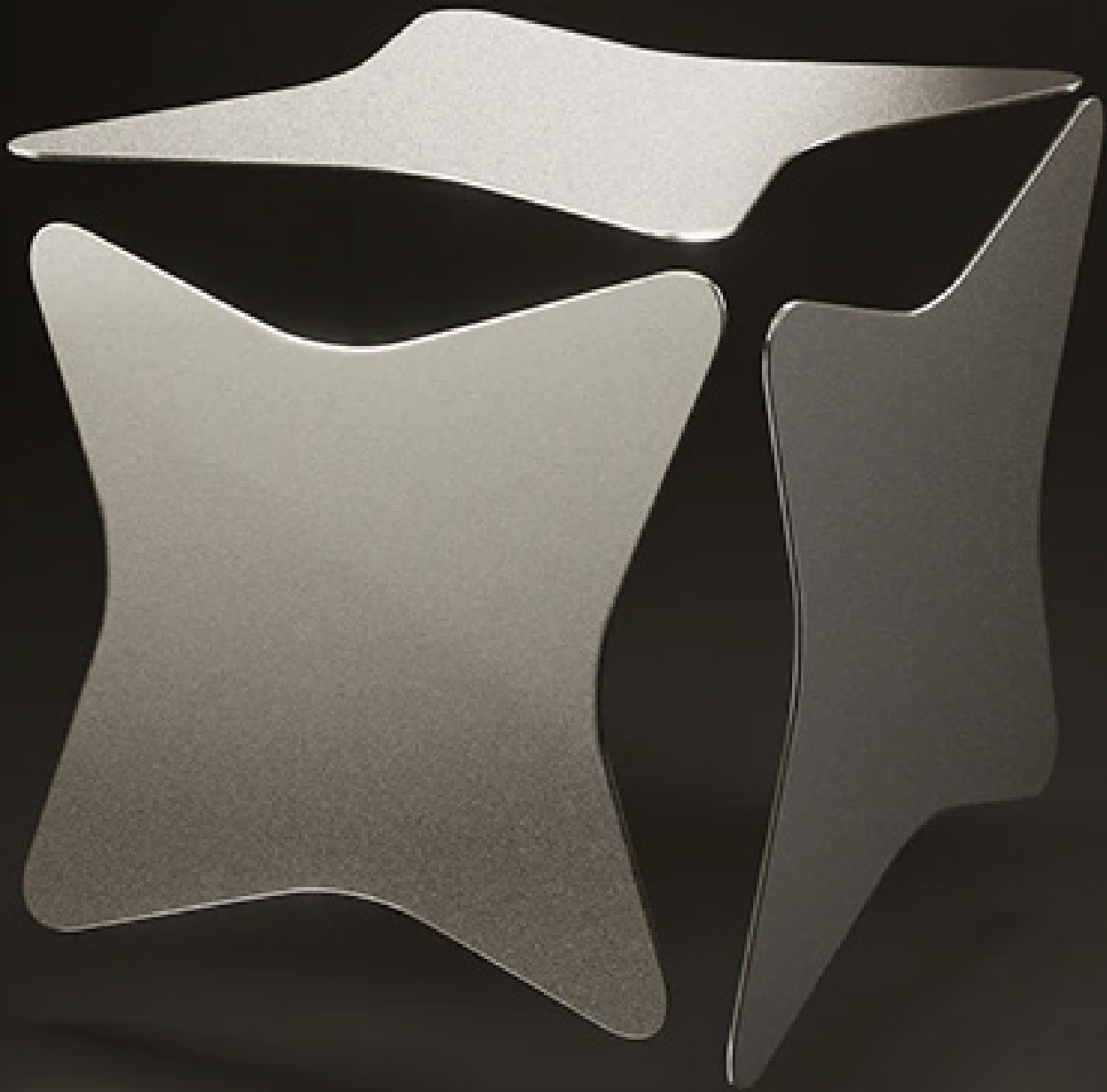
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Ingrid Reyes

In the world of women entrepreneurs, there are many hidden gems who have given direction to their energies, motivation, and hard work such that they could come by as pioneers in their field and be well recognized in the business world – a shining light for everyone. One of the top such names that we will be discussing in our cover story is Ingrid Reyes.

Of many things that Reyes is known for, one of them is her love for travel. Reyes has carved a lifestyle for herself that brings to her the best of both worlds. She is a part of the happening scene in Los Angeles and her work calls of her to be a regular visitor to Napa Valley’s vineyards. Everyone who comes across Reyes tells her to be a warm and brilliant individual.

There’s more to Reyes’s story than what meets the eye. It is more than success. Reyes is, instead, a visionary who has transformed the advertising landscape from what we had earlier known it to be.

As we know more of the dynamic and vibrant entrepreneur that Ingrid Reyes is in this cover story, it let’s have a feel of Reyes’s rich tapestry of experiences that spans Italy, the bustling streets of New York, and the enchanting coastal haven of La Jolla, California. Boasting an impressive 20-year legacy in the advertising industry, Ingrid currently holds the esteemed titles of Partner and CEO, Americas, for M&A Creative Agency USA, a role she assumed in 2021. Her journey to this leadership position is marked by not one, but two Golden Effie awards and a prestigious Silver Cannes Lion award, testifying to her prowess in crafting advertising campaigns that go beyond the ordinary.

Yet, success hasn’t led Ingrid to rest on her laurels. In a recent transformative chapter, she embarked on a journey with the Entrepreneurship Leadership Initiative Program at Stanford University Graduate School of Business, earning a full scholarship. This strategic move signifies her commitment to staying at the forefront of the advertising industry’s evolution, honing her entrepreneurial and innovation skills.



A NEW AGE ENTREPRENEUR DEDICATED TO MAXIMIZE THE IMPACT OF HER WORK DIGITALLY

The world is going digital at an unprecedented pace. Digital marketing is easy to get started with and nearly all brands indulge in the same. But a few prolific names stand out who maximize the impact of their work via digital marketing and come across unprecedented success. Ingrid Reyes is one of them and demonstrates that when equipped with the right sort of tools, winning over the world becomes easy.

Reyes tells us that at their company, M&A Creative Agency, they have a whole in-house division dedicated to digital. In the contemporary landscape, the digital realm is the beating heart of brand building and market presence. It's not merely a platform; it's a dynamic ecosystem that propels brands into the spotlight and cultivates a distinctive identity. Digital platforms serve as the canvas for a brand's narrative.

M&A Creative Agency designs strategically crafted websites, engaging social media channels, apps, VR technology, (Virtual Reality), targeted digital campaigns, and more, sculpting a brand identity that transcends the screen. From visuals to messaging, every digital touchpoint contributes to a cohesive and memorable brand persona. Digital is the megaphone that amplifies a brand's voice.

The pillars of digital marketing at M&A Creative Agency are SEO optimization, targeted advertising, and content marketing. Reyes tells us that they ensure that their clients don't just participate in the market; they dominate it. The digital landscape provides the agility to adapt to evolving trends and maintain an omnipresent market presence.

Reyes shares a shining example of their digital strategy making a substantial impact. This was the launch of a tech-forward beverage brand, AdegaMãe. For AdegaMãe, they designed an e-commerce sight with the rebranding of their brand and a few brands on their portfolio of 30+ brands. Leveraging a comprehensive digital approach, they transformed the brand from a newcomer into an industry disruptor. Their content strategy focused on creating visually striking and shareable content tailored to the brand's tech-savvy target audience. Utilizing analytics and consumer insights, they refined the digital strategy in real-time. This data-driven approach allowed them to identify successful channels, optimize campaigns, and pivot quickly in response to market feedback, ensuring maximum impact. Augmented reality experiences and interactive social media challenges made a part of their innovative digital campaigns. This success underscored the transformative power of a strategic and innovative digital approach in reshaping brand narratives and leaving an indelible mark on the market.



CREATING CAPTIVATING CONTENT THAT ALIGNS WITH A BRAND'S TONE

Reyes defines captivating content as the lifeblood of effective brand communication. In a world inundated with information, it's the magnetic force that draws audiences in, leaving a lasting impression. The internet is flooded with ads; which makes effective brand communication a must. It's not merely about conveying a message; it's about creating an immersive experience that resonates with the audience on a profound level touching their emotional cords.

Ensuring content aligns with a brand's tone is paramount. A brand's tone is its distinctive voice, the personality that forges a connection with its audience.

Reyes tells us that their approach involves an in-depth understanding of the brand's identity, values, territory, and target audience. They conduct thorough brand audits, focus groups, and market and consumer analyses to pinpoint the tone that speaks authentically to the brand's essence.

Whether it's playful and casual or sophisticated and formal, their content creation process is a meticulous dance between creativity and strategic alignment. The goal is not just to capture attention but to leave an indelible mark that echoes the brand's unique personality.

M&A Creative Agency has offices in Europe and the US and work with brands in almost every single continent. They have deep knowledge and profound insights into a multicultural world, which is the linchpin of triumphant international communication.

There is more to it than linguistics; it's a strategic imperative that spans cultural chasms, guaranteeing a brand's message resounds universally.

In our interconnected global society, consumers are astutely familiar with diverse perspectives, making authenticity non-negotiable. Every strand of creativity and communication must be infused with authenticity to not just communicate but deeply resonate with the audience and captivate the market.

As per Reyes, it is paramount to maintain the nuances, subtleties, and cultural references embedded in the original content and authenticity must be at the forefront. M&A Creative's multicultural services extend beyond words to encompass cultural context and sensitivity. This cultivates a global resonance that propels brands toward international success.

THE STORY OF INCEPTION OF M&A CREATIVE AGENCY USA

Reyes tells us that the USA division of M&A Creative Agency was born out of a shared vision of her team and a deep-seated passion for redefining creativity in the advertising in the Beverage industry. She, alongside her business partner Luis Marques, Global CEO and Founder of the agency in Portugal envisioned a space where strategic brilliance and artistic innovation converged to elevate brands to unprecedented heights in a new market, USA. Established 2021, M&A Creative USA emerged as a response to the need for a fresh, dynamic approach to creative advertising, with a specific focus on the beverage industry.

From the outset, the agency has been committed to pushing boundaries, breaking away from conventional norms, and embracing the ever-changing dynamics of the advertising world. This commitment laid the foundation for a creative journey that goes beyond traditional limits, yielding the edge needed to make a mark in the industry.

Over the years, M&A Creative has evolved from a local player starting in Portugal, extending into Europe and now into a global force in the creative advertising arena. The journey has been marked by a constant pursuit of excellence and an unwavering dedication to staying ahead of industry trends, for thinking differently.

The global reach expanded organically as M&A Creative Agency's reputation for delivering cutting-edge campaigns spread across borders. The organization established a network of creative minds and strategic partners worldwide, enabling it to understand diverse markets and cater to the unique needs of clients on a global scale.

As per Reyes, creatively, their approach has matured with each project, embracing new technologies, trends, consumer behaviors, and moving into sustainability. The agency prides itself on being adaptive and innovative, leveraging insights gained from its experiences to continually refine strategies.

The essence of their creative journey lies in the seamless integration of data-driven insights and artistic expression, allowing them to create campaigns that not only captivate audiences but also drive tangible results for our clients.





M&A Creative believe in the power of imagination and its ability to transform ordinary products into extraordinary experiences.

INGRID REYES TELLS US WHAT M&A CREATIVE AGENCY STANDS FOR

M&A Creative USA is more than just a team. Reyes defines themselves as a passionate group of storytellers, innovators, and brand enthusiasts who thrive on crafting compelling narratives for the beverage industry. At their core, they stand for the seamless fusion of creativity and strategy, bringing brands to life through captivating campaigns that not only resonate but also leave a lasting impact.

M&A Creative believe in the power of imagination and its ability to transform ordinary products into extraordinary experiences. The agency stands for pushing the boundaries of conventional advertising, exploring new frontiers, and creating a distinctive voice for each brand they collaborate with.

In the dynamic and ever-evolving beverage industry, M&A Creative prides on being trendsetters, staying ahead of the curve to deliver campaigns that not only meet but exceed the expectations of their clients. The organization's commitment to excellence is reflected in their attention to detail, innovative thinking, and the ability to connect emotionally with consumers.

MAINSTAYS OF M&A CREATIVE USA, A COLLABORATIVE AND CLIENT-CENTRIC APPROACH

M&A Creative stands for fostering a collaborative and client-centric approach. They understand that each brand has a unique story to tell, and their mission is to bring that story to life in a way that resonates with the target audience. Through a combination of market research, creative flair, and strategic thinking, M&A Creative aims to elevate brands and create a memorable presence in the competitive beverage landscape. They craft creative solutions that not only meet the goals of our clients but also set new standards in the beverage advertising industry.

INGRID REYES MENTIONS AWARDS & ACHIEVEMENTS OF M&A CREATIVE USA THAT MAKE HER PROUD

Reyes tells us that they are honored to be recognized globally for what they love doing, for their work. Here are a few recent wins:

Portugal Independent Agency of the Year 2023 -TopFICE Awards

Being recognized as the Agency of the Year in Portugal is a testament to M&A Creative USA's commitment to excellence and innovation in the creative advertising industry. This award acknowledges the agency's impact and influence within the region.

NY Product Design Award 2022 –

Winning the prestigious New York Product Design Award in 2022 for Uncommon Wines highlights M&A Creative's prowess in creating visually stunning and functionally exceptional designs. This recognition reinforces their dedication to pushing the boundaries of creativity.



Through a combination of market research, creative flair, and strategic thinking, M&A Creative aims to elevate brands and create a memorable presence in the competitive beverage landscape.

Muse Awards 2022 & 2023

The Muse Awards are a celebration of creative excellence, and being honored in consecutive years speaks of the agency's consistent ability to deliver outstanding and impactful campaigns that resonate with audiences on a global scale.

German Design Awards 2022 & 2023

This recognition from the German Design Awards underscores M&A Creative's international standing in the creative field. This award is a testament to their commitment to innovative and high-quality design.

Reyes tells us that one of their most impactful and a well-received project was the collaboration with the iconic celebrity drummer, Kenny Aronoff and Smith Devereux Winery, for the branding of Uncommon Wines. In the era of "Celebrity Wines," their agency took on the challenge of not only creating a brand but crafting an entire experience.

Inspired by the art of music and winemaking, team M&A Creative handled the branding, naming, and packaging design for Uncommon Wines. The standout feature of this project is the Uncommon Wines Masterpiece, a sculptural and eco-friendly 3D printed design that serves as a luxurious antique bronze medallion. This masterpiece showcases Kenny's iconic sunglasses, famous drums, and drumsticks, capturing his essence and brand identity.

Breaking boundaries in the wine packaging industry, this innovative design was conceived not just for aesthetic appeal but with sustainability in mind. The entire design is intended to minimize the carbon footprint, and every component on the bottle serves a purpose. After enjoying the wine, consumers can remove the recyclable pieces, transforming them into collector's items, a piece of jewelry, and a beautiful keyring.

The launch of Uncommon Wines was a total success, this campaign showed double digital sales within the first three months after the launch. This project exemplifies M&A Creative's ability to merge creativity, sustainability, and strategic branding, resulting in a campaign that not only stands out in the competitive celebrity wines market but also contributes to a positive environmental impact. It reflects their dedication to delivering groundbreaking and purposeful creative solutions for their clients.





Conclusion:

It becomes easy to see that creativity is at the heart of all that M&A Creative USA does. Through innovative and captivating advertising campaigns, their mission is to assist brands in narrating their stories in a manner that deeply resonates with their intended audience. Their aim extends beyond merely crafting advertisements; they aspire to curate unforgettable experiences that establish a meaningful and lasting connection between the brand and consumers.



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Nermine Khouzam Rubin

ENSURING SAFE DRINKING WATER IN CRITICAL QUARTERS

Working towards the welfare and benefit of humankind is a responsibility for us all. It is an unwritten law of nature that we should be paying heed to, because things cannot work out otherwise. The world is recognizing this fact at a quick pace and all top corporate organizations are making sustainability, CSR, and eco-friendliness as among their top work tenets.

There is scope for more, and when an entrepreneur uses her energy and resources to address the cause of benefit of humanity, it is a matter that calls for deep and heartfelt appreciation on behalf of everyone. We honor all entrepreneurs who work towards making the world a better place to live in for everyone.

In this article, we talk about NermineKhouzam Rubin, who is the founder and CEO of Water4Mercy, Inc., a USA non-profit 501(c)3 organization whose mission is “To Uphold Human Dignity by Eradicating Thirst, Hunger and Poverty” in Africa.

A PERSONAL CONNECTION TO THE CAUSE

Rubin's commitment to humanitarian causes is deeply ingrained in her upbringing and the values instilled in her by her family, she tells us. Witnessing the disparities in access to basic resources, especially clean water fueled a sense of responsibility within her to contribute to solutions that address these fundamental challenges.

We must leverage the resources and privileges we've been fortunate to have for the betterment of those facing adversity. Water, being a source of life, became a focal point for her efforts, recognizing its profound impact on health, education, and overall community well-being.

THE INCEPTION OF WATER4MERCY

Water4Mercy was born out of a desire to create an organization that goes beyond providing immediate relief. It was envisioned as a platform for sustainable solutions that empower communities to shape their destinies, Rubin tells us. The unique approach of combining water access with world-renowned agricultural innovation, coupled with education reflects her belief in comprehensive strategies for positive change and long-term impact.

The driving force that inspires Water4Mercy is the tangible impact it makes. This finds manifestation in the form of smiles on faces, the stories of transformation, and the communities empowered to chart their course, Rubin tells us. Every clean water source, every improved agricultural practice, and every educational opportunity represents a step towards a more equitable and just world, to uphold human dignity.



We must leverage the resources and privileges we've been fortunate to have for the betterment of those facing adversity.





KEY INITIATIVES PUT FORTH BY WATER4MERCY

- 1 Water Access Projects**

Since its inception in 2018, Water4Mercy has successfully brought fresh and clean water to 16 different villages in Africa through its partnership with Innovation: Africa. This monumental effort has already changed the lives of over 67,000 individuals on the continent, providing a fundamental resource for health and well-being.
- 2 Agricultural Technology and Training**

Collaborating with CultivAid, Water4Mercy has been at the forefront of providing agricultural technology and training to more than 2,500 farmers. This not only enhances agricultural productivity but also promotes sustainable farming practices, ensuring long-term self-sustainability for the communities they serve.
- 3 AITeC - Agricultural Innovation and Technology Center**

Agricultural Innovation and Technology Center, in partnership with CultivAid and Don Bosco Technical Institutes of Africa, is a beacon of progress. AITeC serves as a platform for “Teaching Their Teachers to Teach,” offering capacity building for regional experts, students, and farmers. This center is a crucial bridge to sharing advanced agricultural knowledge and innovative technology, cultivating a new generation of experts for the future of food and nutritional security.

Water4Mercy’s approach is innovative, Rubin tells us, for seamlessly combining water access with agricultural solutions and community engagement. This empowers communities in projects that are not only sustainable but also remotely monitored for 100% success. This unique strategy ensures that the solar-powered water sources established by Water4Mercy are resistant to breakdowns, vandalism, theft, and other challenges typically faced by water systems installed by many aid organizations.

NERMINE KHOUZAM RUBIN'S VISION FOR WATER4MERCY

Rubin tells us that they envision a future where communities are empowered to achieve self-sustainability, where agriculture flourishes, and where education becomes a beacon of hope for generations to come.

1. Holistic Community Transformation

Water4Mercy is dedicated to implementing holistic solutions that extend beyond providing water access. They aim to foster comprehensive community transformation by integrating water projects with agricultural innovation and educational initiatives. This approach ensures that communities not only have the essential resources for survival but also the tools to thrive and prosper.

2. Self-Sustainability

The ultimate goal is to empower communities to become self-sustainable. Through their projects, Water4Mercy strives to equip individuals with the knowledge and skills needed to manage and maintain water sources, implement advanced agricultural practices, and foster a culture of continuous learning. This self-sufficiency ensures the longevity and impact of the organization's interventions.

3. Innovative Partnerships

Water4Mercy envisions fostering enduring partnerships with local communities, governments, and innovative organizations. By leveraging the best innovation and technology, they aim to create a global network that shares knowledge, resources, and expertise to address the complex challenges faced by communities in need.

Water4Mercy is not just providing water, Rubin tells us. They are nurturing the seeds of transformation that will blossom into a future of prosperity for communities around the world.

STORIES THAT INSPIRE

There is no end to the number of stories that inspire that Water4Mercy has brought to us, Rubin tells us. In this section, we discuss a couple of them which Rubin shared with us.

Kilemi is a farmer, whose village grappled with water scarcity, severely affecting his crop yields. With the implementation of our solar-powered water system and drip irrigation, Kilemi not only gained reliable access to clean water but also embraced innovative agricultural techniques promoted by Water4Mercy.

Inspired by the concept of "eating the rainbow," which emphasizes the nutritional value of a diverse range of crops, Kilemi diversified his crops to include a vibrant array of fruits and vegetables. The results were astounding—thanks to Water4Mercy's innovative approach, Kilemi's crop yields increased two to five times compared to traditional methods.

In the words of Samwel Mastoo Mugosho, the Village Chief of Mazengo-Handali Village located in the Dodoma region of Tanzania: "We are so grateful for this big thing, clean water to drink and for farming! Your company's invention (drip irrigation) has become a great help to us. Now we are being given education on agriculture, and we use the best modern system in cultivating fields and gardens to improve our livelihood. We, members of the Upendo Group, are very, very, very grateful to Water4Mercy. We promise to provide this knowledge to other people to expand the best agricultural system. Thank you very much for this. May God bless and protect you and increase your blessings in your life."

This testimony reflects the far-reaching impact of Water4Mercy's innovative approach, not only in elevating individual lives but also in empowering entire communities. Kilemi's success story, coupled with the heartfelt gratitude expressed by the Village Chief, underscores the transformative power of clean water and sustainable agriculture. This achievement is a testament to the groundbreaking strategies employed by Water4Mercy. Together, they are not just changing lives; they are cultivating a future where communities flourish.

GOING DIGITAL TO INCREASE THE OUT-REACH

NermineKhouzam Rubin's YouTube blog provides a personal touch to Water4Mercy's journey, and she aspires for every viewer to connect with a message of hope, resilience, and the transformative power of collective action. Through the videos, she aims to evoke emotions that inspire positive change and foster a sense of shared responsibility in making the world a better place.

1. Empathy and Connection

Rubin tells us that she hopes that viewers feel a deep sense of empathy and connection with the individuals and communities Water4Mercy serves. By sharing personal stories and experiences, they aim to bridge geographical and cultural gaps, fostering a shared humanity that transcends borders.

2. Inspiration and Hope

The journey of Water4Mercy is a testament to the power of hope and resilience. Rubin hopes viewers are inspired by the stories of individuals overcoming adversity, communities transforming, and the tangible impact of sustainable initiatives. Each video is a reminder that positive change is possible, no matter how daunting the challenges.

3. Collective Impact

Water4Mercy's success is a result of collective effort. Rubin hopes viewers recognize the power of collective impact—how individuals, communities, and organizations coming together can create meaningful and lasting change. Every supporter is an integral part of their shared journey, she tells us.

4. Call to Action

Beyond emotions, Rubin hopes viewers are inspired to take action. Whether it's through spreading awareness, contributing to our initiatives, or championing similar causes, she believes each viewer has the potential to be a catalyst for positive change.

5. Transparency and Accountability

Rubin tells us that their YouTube blog also aims to provide transparency and accountability. By

showcasing the progress of their projects, sharing updates, and addressing challenges, Water4Mercy hopes to build trust and demonstrate their commitment to making a meaningful impact.

6. Celebration of Diversity

Through her videos, she aspires to celebrate the diversity of cultures, perspectives, and experiences. Water4Mercy's journey is enriched by the unique contributions of each community, Rubin says, and she hopes viewers embrace and appreciate the beauty of this diversity.

Rubin specifies that ultimately, the overarching message is one of shared humanity and the belief that, together, we can create a world where everyone has access to clean water, sustainable agriculture, and education. Rubin invites you and others to join Water4Mercy in making a positive and life-changing impact.

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Through the videos, she aims to evoke emotions that inspire positive change and foster a sense of shared responsibility in making the world a better place.



A SPECIFIC BLOG THAT RESONATES WITH THE ESSENCE OF WATER4MERCY

In this section, Rubin discusses a blog that closely resonates with the essence of Water4Mercy and why it's particularly meaningful to her.

Deborah's Story encapsulates the real-life journey of Deborah, a young girl whose dream of attending school became a reality due to Water4Mercy's life-changing gift of clean water to her village. Deborah's inspiring video can be viewed here <https://youtu.be/tX281BlhDEY>.

Moreover, Deborah's remarkable journey is further immortalized in the recently published book, "The Most Wonderful Rain," co-written with Children's author Susan Bellavance. This book beautifully captures Deborah's story and is available for order on Amazon. <https://www.amazon.com/s?k=9798886449594>.

The narrative highlights Deborah's determination to pursue her education despite facing challenges related to water scarcity. It explores how the intervention of Water4Mercy brought a transformative impact on Deborah's life and her entire community. The clean water provided not only improved health and well-being but also created an environment where dreams could flourish.

Deborah's Story holds a special place as it embodies the core mission of Water4Mercy—bringing about positive change in the lives of individuals like Deborah. It is a celebration of dreams coming true, resilience triumphing over challenges and the profound impact of providing access to clean water. Stories like Deborah's inspire us all.

ENCOURAGING COMMUNITY PARTICIPATION

Rubin tells us how individuals or communities get involved and support the vision of Water4Mercy.

1. Financial Support

• Donations

Donations including financial contributions, big and small play a crucial role in funding Water4Mercy projects. One-time and recurring donors sustain their efforts over the long term.

• Sponsorship of specific projects or initiatives

Your sponsorship can directly impact a community's access to water, agricultural training, or educational resources.

2. Volunteer Engagement for Local Community Outreach

This helps raise awareness in multiple local communities about the importance of clean water and sustainable development. This includes but is not limited to organizing events, workshops, or fundraisers to engage others in supporting Water4Mercy.

3. Social Media Advocacy to Spread the Word

'Follow us' on social media and share Water4Mercy's updates, success stories, and campaigns to help amplify the message and let it reach a broader audience, potentially garnering more support for the cause. Create awareness by utilizing an online presence to educate others about the water crisis and the transformative work being done by Water4Mercy to encourage others to join the cause.

4. Fundraising Initiatives

• Host Fundraising Events

Organize events, such as charity walks, marathons, or galas, to raise funds for Water4Mercy and to engage more communities in fun and meaningful ways to contribute to the cause.

5. Educational Initiatives including School Partnerships

Integrate educational programs about water conservation, agriculture, and global impact development and social justice to inspire the younger generation to become advocates for positive change and impactful philanthropy.

WATER4MERCY: FUTURE GOALS AND ASPIRATIONS

NermineKhouzam Rubin talks about the upcoming projects or goals that Water4Mercy is excited about, and how she sees the organization evolving in the future.

Regarding water projects, Water4Mercy has been collecting support for Ausia Village, located in the remote region of Kondo, Tanzania with a population of 3,021 and an Open Well as their current water source. They've been facing formidable challenges due to limited access to contaminated water sources, leading to the widespread prevalence of waterborne illnesses such as typhoid and dysentery.

Water4Mercy is intent on alleviating the hardships faced by this community and positively transforming their livelihoods. Last month, the Water4Mercy team had the privilege of visiting Ausia to witness firsthand the pressing need for clean water to address their water crisis and also extend support for 6 additional agriculture projects.

Additionally, Damai Village has a population of 4,443 community members, all reliant on contaminated water sources. This community has been grappling with alarming rates of waterborne illnesses, creating a significant health burden. Due to the absence of established water infrastructure, villagers resorted to excavating shallow wells along a nearby riverbed. The successful drilling at Damai Village is yielding 6.67 liters of water every second! The community members are overjoyed, and Water4Mercy are profoundly grateful to transform this village.

Rubin tells us that following their protocols, water samples are collected and sent to the laboratory for testing to confirm that the water is safe and fit for human consumption. The borehole has been sealed to prevent contamination and their water and civil engineers will now commence the water system design which involves identifying the optimum location for the tower and water distribution points throughout the village.

This marks a very exciting stage of the project, and Water4Mercy looks forward to witnessing the positive impact it will have on the lives of the Damai Village community.

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We must leverage the resources and privileges we've been fortunate to have for the betterment of those facing adversity.



WATER4MERCY IS PLANNING:

1. Expansion of Water Access Projects

The organization will extend its water access projects to new communities facing critical water scarcity.

2. AITeC: Agricultural Innovation and Technology Centers

Building on the success of our agricultural initiatives, Water4Mercy aims to establish multiple AITeCs to serve as centers of excellence, providing advanced training, resources, and support to communities interested in adopting innovative agricultural practices for sustainable development.

3. Educational Empowerment Initiatives

Water4Mercy's commitment to education remains strong, and they aspire to launch new educational empowerment initiatives. This includes expanding scholarship programs and fostering partnerships to enhance educational and knowledge transfer opportunities for children and adults alike.

4. Technological Integration for Monitoring and Evaluation:

Embracing technology, Water4Mercy plans to integrate advanced monitoring and evaluation systems for their projects. This will enhance their ability to track impact metrics, gather real-time data, and ensure the long-term sustainability of their interventions.

5. Collaborative Research and Development

Water4Mercy is excited about forging partnerships with research institutions and organizations to engage in collaborative research and development projects. This will enable the organization to stay at the forefront of innovative solutions, leveraging cutting-edge technology and methodologies for sustainable impact. They are currently working with the University of Maryland and are putting on this symposium in January 2024. Here is a link for registrations: <https://globalfuture.umd.edu/events/inaugural-global-future-alliance-annual-symposium>

6. Community-Led Initiatives

Empowering communities to take the lead in project planning and implementation is a key focus. Water4Mercy aims to strengthen community-led initiatives, ensuring that their interventions align with the unique needs, aspirations, and cultural contexts of the communities they serve.

7. Global Advocacy and Partnerships

Water4Mercy envisions a future where clean water, sustainable agriculture, and education are accessible to all. To further this vision, they plan to engage in global advocacy efforts, fostering partnerships with like-minded organizations, governments, and influencers to amplify their impact on a larger scale.

8. Sustainable Funding Models

Exploring innovative and sustainable funding models is integral to Water4Mercy's future goals and building capacity. They aim to diversify funding sources, strengthen partnerships with philanthropic entities, and engage in social entrepreneurship initiatives to ensure long-term financial stability.

Rubin says that as they look ahead, these goals represent their unwavering commitment to creating a world where communities thrive, individuals flourish, and the transformative power of clean water, sustainable agriculture, and education reaches every corner of the globe and by working together we can easily achieve these milestones.

AIR MAX ALWAYS





Niyati Dube

**THE WORLD
SEES INDIA AS
ONE OF THE
MOST EXOTIC
DESTINATIONS
THAT THEY CAN
VISIT FOR A
HOLIDAY.**

The world sees India as one of the most exotic destinations that they can visit for a holiday. The uniqueness and charm of India encapsulates all aspects of life and India's apparel is no stranger to the equation.

There are two dimensions to the story. For once, India's youth and seniors alike take strong cues from how people dress up in the Western world. The second is that in the West and India alike, the fascination for Indian apparel and fashion as an exotic and yet practicable dress form increases and finds more patrons by the day.

Beyond large business houses, the need of the hour is to bring the focus on to the artisan of India who creates varied art forms in fashion, but realizes that he is in no position to match up with the growing acceptance of Westernized clothing. When offered a little support, the Indian artisan will be able to preserve the rich heritage of Indian apparel, textures, and fashion and take it to the pedestal it rightfully deserves.

It is a matter of great pride for the entire nation when top entrepreneurs such as Niyati Dube take the initiative to take Indian fashion to the global stage.

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YATI: NIYATI DUBE'S ENTREPRENEURIAL VENTURE FOCUSED ON PRESERVING AND PROMOTING INDIAN ART AND CULTURE

Niyati Dube is the founder of Yati, an organization primarily into designing, marketing, and selling Indian apparel, encapsulating its original charm and grace. Yati attempts to popularize Indian dresses among youths of India and also those in the Western world. Westerners seek to find new in the world of fashion. When Indian dresses make their way into their world, they will be ingrained in their fashion forever.

Bridging the generational and artistic gaps is one of Yati's core missions. Attracting the youths to the Indian ways of dressing up is one of the core tenets here.

Dube is the driving force behind Yati's objective to transcend generational and creative boundaries. She tells us that she has always been passionate about conserving and promoting Indian art and culture.

It is a culture of authenticity and innovation that is ingrained within Yati as a brand. Yati provides high-quality clothing that reflects the rich diversity of India. The brand nurtures a culture of honesty and creativity throughout its team and company. Dube tells us that at Yati, team members are encouraged to embrace their creativity and enthusiasm for Indian art and culture. Yati cultivates an environment that values different viewpoints and encourages collaboration. The clothing that the brand delivers is, hence, reflective of the rich tapestry of India's cultural and artistic diversity.

NURTURING APPRECIATION OF INDIAN ART FORMS, BOTH DOMESTICALLY AND INTERNATIONALLY

Yati offers a concrete connection to the rich heritage of Indian art by presenting the fabric of India's cultural and aesthetic variety via their apparel. They aim to establish a global platform that celebrates and promotes the beauty of Indian art, thereby contributing to its global awareness and preservation.

Among the other top areas where Yati places a great bit of emphasis are inclusivity and personalized sizing. Even as Yati works on a unique genre of fashion and brings its unique ideas to the fore, the organization is entirely customer-oriented. Customer satisfaction always scores the first for them.

Dube tells us that high level of employee engagement helps accomplish the aforementioned. Their team members appreciate and feel empowered working in a friendly and diverse workplace. Attention to detail ensures that each garment and piece of apparel is the best match for the exact requirements of the consumer.

Yati believes in listening to its consumers and is in an ongoing bid to enhance its procedures.

RESPECT FOR INDIAN ART FORMS BRINGS YATI ITS SUCCESS

Yati learns from the artisans, from which it sources its materials, making them strong stakeholders in their success. This helps them select and promote a wide variety of authentic Indian apparel.

To source materials and produce one-of-a-kind designs that highlight India's rich cultural past, Yati works closely with artisans and craftsmen from many parts of the nation. This helps them make sure that their products are manufactured with traditional methods and materials. Quality and authenticity are top priorities for Yati.

Dube tells us that Yati also acts as a channel for celebrating and raising awareness about the creativity that goes into each piece of apparel. This works towards garnering respect for Indian art forms.



YATI'S MISSION: OFFERING CLOTHES BY INDIA — FOR INDIA

In line with its goal of keeping consumer satisfaction levels high, Yati works towards keeping its high-quality garments affordable for the Indian consumer. They avoid working with middlemen and work directly with artisans and craftsmen.

Other methods that let them keep the costs affordable are simplifying the supply chain and improving production procedures. However, it is Yati's policy to never skimp on quality or authenticity out of a commitment to please the client.

Niyati Dube has a firm belief that everyone should have affordable access to lovely, authentic Indian apparel.

DIGITAL TRANSFORMATION: CRAFTING A NEW SUCCESS STORY FOR YATI

Yati has faced both successes and setbacks as a transformative leader in the fashion industry. When they expanded their export business to eight countries, it became an inspiring success story!

This success taught them the value of strategic planning, market research, and strong international partnerships. A challenge they faced was adjusting to changing market dynamics during uncertain times. This obstacle was overcome by embracing digital transformation and improving and extending their online presence.

Dube tells us that the focus on tailored experiences and consumer involvement has helped Yati enhance consumers' brand loyalty. This experience taught them the importance of flexibility, innovation, and staying in touch with our customers.

By continuously observing market changes and paying attention to client input, Yati remains adaptable and resilient. This enables them to foresee trends and modify their offers accordingly. To keep on top of trends, they also invest in research and development. This keeps Yati a dependable and relevant brand in the fashion business.

Yati learned from their successes and failures that resilience, adaptability, and customer-centricity are essential for thriving in the fashion industry. Yati continues to evolve and grow, driven by its desire to provide authentic services.

YATI: WITHHOLDING WITHIN IT A WORLD OF OPPORTUNITY

What most excites Dube about Yati and the fashion industry's future is the endless opportunities for innovation and development. She is overjoyed to see how we can keep raising the bar while protecting and advancing Indian art and culture.

By selecting and showcasing genuine Indian textiles, encouraging teamwork and innovation, and embracing digital change to reach a broader audience, Yati intends to stay loyal to its objective.

Yati seeks to leave a lasting impression on the fashion industry and encourage people to appreciate the beauty of Indian art by continuing to be enthusiastic, flexible, and customer-focused.





Results of several studies show that, in general, female entrepreneurs do a better job than male entrepreneurs. Notwithstanding, when it comes to raising funds, men do a better job.

The trend is that when a company is founded or co-founded by a woman, it is going to be a high performer on a host of counts. These organizations generate more revenue and bring more job growth into the picture. That's all because these entities dream big and execute better.

A trend (revealed by BCG) that we will want to keep in mind, here, is that if a company has been founded or co-founded by a woman, it is going to garner only half the investment as compared to a company founded or co-founded by men. So, when a woman heads a company, it is expected to be a disadvantage in terms of funding.

Despite this, the ROIs of businesses headed by women are double that of those headed by men.

Another important trend, here, highlighted by the World Bank is that when we take a look at the firms headed by women across the United States, they grow at double the rate as compared to all other firms. These firms contribute nearly \$3 trillion to the economy.

Now, from an investor's viewpoint, he is going to keep making investments in companies owned by men. This trend is going to likely stay. It is not just about the investors. Even banks are going to be reluctant to fund an organization that is headed by a woman.

When a venture capitalist funds, it is based purely on maximizing returns. They have innate biases towards the organizations headed by men. This prevents them

from making sound business investment decisions. If the men starting a business are good-looking, investors are going to be more inclined towards them.

TOP REASONS WHY WOMEN HESITATE TO START A BUSINESS

When we consider the broader viewpoint, we come to see that women entrepreneurs are doing well in general. But, a few reasons, nevertheless, exist that make women reluctant to take the path of entrepreneurship, as compared to men.

Firstly, if a woman heads or initiates an entrepreneurship venture, access to funding is going to be lower for her. This is an important inhibition that prevents women from following their dreams.

Another important reason why women tend to avoid initiating startups is that they do not have the overconfidence that their male counterparts have. Overconfidence seldom becomes a predictor of business success. However, when we consider the parameter of the desire to become an entrepreneur, overconfidence comes as an important metric. Men are more frequently overconfident as compared to women, so they start more startups. It takes a lot to quit a job and start a company, primarily in terms of self-belief. Men's psychology is such that they have more hubris. This keeps them motivated to initiate a business.

Women, on the other hand, are more frequently associated with humility. The factor, somehow, prevents them from starting a business. However, when women do end up starting a business, the business is more successful.

WHAT MAKES WOMEN ENTREPRENEURS OUTPERFORM?

The most important underlying reason for the development mentioned above is that a woman entrepreneur is less likely to be funded by a venture capitalist. If it is a female founder who is presenting an opportunity, the bar is set higher. The prospect, the team, or the idea needs to be superior as compared to what it has to be for an average business or a startup.

By default, such a business is more likely to succeed. Similarly, since female entrepreneurs end up raising more money as compared to their male counterparts, they are going to bring the focus on efficiency and economics. This makes them better business managers.

There are some other reasons based on gender as well, that tell us why female entrepreneurs outdo their male counterparts. Women's communal tendencies outdo men, the top among which are collaboration and openness. These are traits that make an entrepreneur successful.

In terms of risk-taking tendencies, male and female entrepreneurs stand on the same pedestal. However, research tells us that degrees of loss aversion are higher in women. So, even though women entrepreneurs are more than delighted to take risks when the situation calls upon them to do so, their sensitivity to the pain that accompanies losses is also higher.

These qualities put women entrepreneurs in a better position to manage risk as per their male counterparts. They bring success to their companies.

Male entrepreneurs, similarly, pay more heed to external motivators as compared to women entrepreneurs. One of these external motivators is solely making money.

Instead, the motivators that inspire female entrepreneurs the most include making a difference and autonomy. As compared to men, women have a stronger desire to contribute to society.

External rewards retain their value for women, but for performance, they are not the sole motivators. The fact that it is the most successful companies that make a difference is out there for everyone to see.

The common misconception that prevails in our society is that women entrepreneurs perform better than their male counterparts because they outwork them. There may be cases wherein women are more productive than men, but there is no evidence that specifies that women entrepreneurs work harder than male entrepreneurs. Entrepreneurial ventures seek hard work to find success, and both genders put in their best efforts to achieve the same.

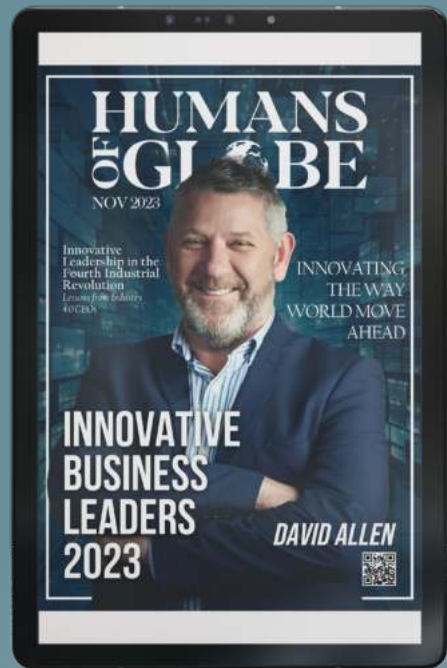


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