



# Juggling In Style

## Swapna Bidadi Eranna

*While we generally assign the attributes of strength and power to men, we fail to acknowledge the hundred thousand women who have proved to do justice to these adjectives. Gone are the days when Indian women chose to stay at home, for now they are present in every profession, giving their valuable ideas and unique solutions to develop some mind-blowing techniques. They are innovators, they are originators, they are synonymous to multi-tasking and they've proved time and again that a lady who can take care of her family and look after the household is also capable of managing an empire and an army of soldiers.*



### **A story of passion**

Bold, bright and beautiful is Mrs Swapna Bidadi Eranna, one such woman who has been juggling her professional and personal life in style. Although she was married at the early age of 20 and is now a mother of twelve year old twins, her story speaks of passion and commitment, one that proves the super powers women possess which helps them manage the numerous roles assigned to them with dignity, never leaving room for complaints.

### **A woman of varied talents**

Working as the Assistant Vice President of Cashewinformation.com at Eventell Global Advisory Pvt Ltd, as we speak to her, we can't help but be impressed by her professionalism. With a degree in Service Marketing and Company Secretarial Practices, along with over a decade worth experience in the cashew field, Mrs Swapna is definitely a woman of many talents.

### **Learning valuable lessons from a young age**

Born and brought up in Bangalore, India and having spent most of her childhood in police quarters since her father was a cop, Mrs Swapna learnt abundant lessons from a very young age. Qualities of cooperation, sharing, bondage, sportsman spirit, uniformity and perseverance were all imbibed during her stay in the gated community.

As she looks back, she describes her childhood as colorful, thanks to her vast encounters with a variety of people. Besides, she was aspirant in participating in various competitions organized by the government, every contest leaving behind precious lessons.

### **Putting her education to use**

Given her enthusiasm, marrying at an early age and being a young mom did not prevent her from pursuing her dreams. An amazing family and a cooperative husband as the backbone, she put her education to use as she joined the company she is currently working at.



While she did not have prior knowledge or work experience in regard to the cashew sector in specific, her work revolved around the service sector, which by large demanded powerful communicational skills. She was able to fulfill the requirements excellently due to her confidence and by application of the useful knowledge she had picked up during her under graduation.

### ***Grateful to her colleagues***

Besides, she acknowledges the fact that she had some of the most talented senior colleagues whom she looked up to as her role model. Learning lessons from them and working alongside such people helped her develop the overall skills required to move ahead in her professional career.



“Experience has been my best teacher,” she quotes, adding that along with the support of her company, she has become the sophisticated person she is today. Having said that, she humbly points out to the number of areas she still needs to excel in.



### ***She works round the clock***

Elaborating on her tasks at the firm, Mrs Swapna says that she works full time from 9:30 a.m to 6:30 p.m, where she starts the day by interacting with her team who update her on the current happenings in the industry. This is then followed by her own research where she invests her time in finding new technologies and studies carried out in the world. Her work also requires her to reach out for new contacts, convey accurate information of the services provided, and convince her clients about the positive attributes of the company.

While these activities fill up her working hours, she is always available for her clients via social media and electronic communication. Since she is in Service Sector, it is different from a factory and unlike having designated working hours, it's fair to say that she works round the clock.

### ***Playing an instrumental role***

Over the years, Mrs Swapna has been instrumental in projecting and positioning the brand 'Cashewinformation.com'. She and her cashew team have been able to leave such a huge impact that the entire cashew sector knows the company by the name of cashewinformation.com, which, in fact, is a sub brand of Eventell. This positioning, she informs, has played a pivotal role in contacting relevant services.



### ***Some mighty achievements!***

Since their initiation, they have been able to conduct cashew week, have released four handbooks, and successfully organized World Cashew Convention in 2015 and 2016. The third edition of World Cashew Convention will be conducted in Singapore and keeping in mind the magnanimous effort the team has put in, they look forward to the participation of the entire value chain.

### ***Her second home***

Speaking of the company, she says that Eventell Global Advisory Pvt Ltd to her is not just a firm, instead she sees it as a family. It holds a very high place in her heart since her professional life began in Eventell from 2006 and although she has completed a decade, every day is a new experience.

She admits that since the time she joined the firm, she was especially attracted towards the cashew sector as it was a unique concept, so much that many a times the fact that their employees were making a living out of research in cashew even raised curious brows from family and friends.

### ***A reliable company***

The uniqueness of their product lies in the fact that they are the only newsletter providers and information suppliers to all cashew sectors. Due to their accurate findings and research, they are considered reliable and a number of people in the cashew sector look up to them. While such a job demands a lot of investment of time and effort, she is glad to have a supportive team and gives them credit for their constant help so she isn't overburdened, especially during times of printing of publications and collection of information.

### ***Aiming for all round growth***

The cohesive work environment with demarcation of responsibilities and respect for each other ensures a fair policy with no discrimination based on gender. Her bond with the firm is so strong that when asked if she would like to work independently and move out in the years to come, she remains true to herself and answers that her aim is to grow with the company.

### ***She loves her job!***

Mrs Swapna also comments about the vast geographic spread of cashew which can bring out a lot of cultural experience. One of the best parts about her job is the fact that she gets to travel and explore different lands and meet new faces.







She is glad to be part of the cashew sector for it encourages the involvement and empowerment of women. She takes pride in the statistics of the firm, where 50 percent of the team comprises of women and is exceptionally grateful for being blessed with the wonderful opportunity of working with people who believe in her and serve as a continuous pillar of support.

### ***Staying true to her roots***

Since she has the opportunity to travel around, she is also one who believes that it is important to learn the language of the region she travels, to understand their culture, behave in the same manner, but at the same time, it is equally essential to retain the own tradition and stay true to roots.

### ***Blessed with a considerate family***

While she admits that some days her schedule is busier than ever, she is glad for the support and cooperation she receives from her husband and family. When she has to take crucial and competitive decisions of life, her husband is always by her side, assisting her throughout with his valuable inputs. Her children also understand the nature of her job and are quite independent, managing their studies well and require minimal elderly intervention.

### ***Hoping for the best***

When asked for her opinion on her job, she says that for her, work is worship. She wishes to utilize all possible opportunities she encounters in the path and holds her profession in high regard. In the years to come, she hopes to gather more information and be well versed in the field, being more supportive to the industry. Given the loyalty and encouragement she receives from her clients, she wishes to serve them to the best of her ability.

### ***An advice to live by!***

As a piece of advice, she says one must possess a lot of determination and hard work to move ahead in life. She strongly believes that just as a woman stands behind every successful man, in the same way men should also serve as a means of support and mutual help in order for women to emerge with flying colors.

While women have personal commitments towards the family which prevent them from progressing in the cashew field or any sector for that matter, with Mrs Swapna's inspirational story, we cannot agree less when she says women can break the barriers they've set around themselves for where there is a will, there is a way!

