

**Digital Tools**

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**Jampart**

### Aim For The STARS

Opportunities in the field of multimedia transformed Ranjana Kant from a simple homemaker to an entrepreneur in education

**Home Ownership**

**The Humble Housewife**

Ranjana Kant is a woman who has transformed her life from a simple homemaker to an entrepreneur in education. She has started a multimedia venture called 'The Humble Housewife' which provides educational content to schools and colleges across the country.

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**Newsband** 28 May, 2018

### India Redefined - an initiative for a change by Ranjana Kant

India Today

"Ask not what your country can do for you, ask what you can do for your country." This famous line by John F. Kennedy very well suits Ranjana Kant, who has attracted attention to social issues and has inspired a change in the society by doing something for the country.

is a social worker and is currently concentrating on bringing change among the people and redefining India.

India Redefined, About India Redefined, in April 2008, Ranjana Kant, a resident of Nerul, started India Redefined, a movement which is supported by many other social workers globally. India Redefined has received an award for 'The Best Humanitarian Initiative' in 2009. Ranjana Kant

### रजनाकांति ने उठाया समाज सेवा का बीड़ा

नई दिल्ली, संवाददाता। समाज में रह कर दूसरों को भाड़ाई करने की तो सभी सोचते हैं लेकिन बहुत कम लोग ही होते हैं जो अपने कर्तव्य की बखत बखर ही खास बन जाते हैं। कुछ इसी प्रकार समाज सेवा के क्षेत्र में युवा रजना कांति का नाम जगमानस की भाड़ाई के लिए सदैव ही तैयार रहता है। समाज सेवा का जो बीड़ा कुछ समय पूर्व उन्होंने उठाया।

**वुमेन**

**WOMEN'S DAY (MARCH 8) SPECIAL**

## Redefining India

Nerul social worker earns accolades for her movement aimed to make citizens exercise their rights

She has also conducted campaigns for environment conservation, coordinated with NMMC for reduction of urban hawkers, organised various programs in rural areas, street plays on pollution, anti-plastic movement, Street BIZG, she has been leading various social work projects in ghoshdar and suburban areas of Nerul for the last 20 years.

For movement has received good responses from all over the state. People from this Lucknow, Patna, Ghazipur and Noida have been contacting her to start similar movements in their respective areas.

India Redefined is not a social work movement but we are working with all NGOs, and we are working with all NGOs.

**Dr Sadna Rao**

"Looking back in history, successful human beings are stereotypically equated to males. To break a stereotype, strong action and force is needed and that is why some women talk about gender inequality. A feminist point of view may perhaps be that women are now more independent and do not

**HOLY INCLINATIONS**

When Shivakumar realised that the young generation does not understand the value of culture and tradition, he decided to bridge the gap between today's youth and divinity. That's when he gave birth to his non-profit venture www.epicofindia.org. A proprietor of GJM Corporation, Shivakumar supports common, cheap, to factories, which

### HIGH FLIER

THE ECONOMIC TIMES KOLKATA • TUESDAY • 6 JULY 2010

**COME TRUE**

Chatterjee, CEO, Red Molecule member of NGO Swapano believes in doing new things in life, especially in a different way and something which is beneficial to all at the same time. As she says, "Just like a platter, you need everything for your taste buds." A division of the SCVP Group, Red Molecule is into events, IIR and manufacturing of leather goods as well as textile trading.

Speaking of her other venture which she manages alongside, Chatterjee elucidates, "Right from school, I had an inclination towards social services. When I started college, I was involved in lot of social activities, which made me realise the responsibilities of being a human. When I started Red Molecule with my husband, I was more inclined towards corporate and social events, and gradual-ly organising events for NGOs. I came up with the idea of starting a social forum, www.aids-arenotakids.org, which involved a few friends and professionals who helped me in structure the idea. That's when a few eminent people from different re-

### CAUSE FOR A CAUSE

MANAGING TWO BUSINESSES AT THE SAME TIME IS NO EASY TASK. NOT ONLY DOES IT REQUIRE ADDITIONAL EXPERTISE, BUT ALSO A GREAT AMOUNT OF PATIENCE AND DEDICATION. SHEETAL SRIVASTAVA CHATS UP WITH THREE SUCH ENTREPRENEURS WHO JUGGLE BETWEEN 'WORK AND WORK'

and social events, and gradually organising events for NGOs. I came up with the idea of starting a social forum, www.aids-arenotakids.org, which involved a few friends and professionals who helped me in structure the idea. That's when a few eminent people from different re-

graphs and later chose training as my profession," says Kant.

The mind behind India Redefined, Kant has spent 22 years in social service and considers her contribution a drop in the ocean and feels there's still a long way to go. How did India Redefined happen and what are the challenges? "Started in April 2009, In-

### विकलांगता जांच शिविर लगा

सामगरी/काठिया (एसएनबी)। अजमेरवाले के परिसर में विकलांगता जांच शिविर का आयोजन किया गया। कार्यक्रम के अंतर्गत जांच के लिए शिविर का आयोजन किया गया। कार्यक्रम के अंतर्गत जांच के लिए शिविर का आयोजन किया गया। कार्यक्रम के अंतर्गत जांच के लिए शिविर का आयोजन किया गया।

विकलांगता जांच शिविर को संबोधित करते काठिया एसएनबी।

विकलांगता जांच शिविर के लिए शिविर का आयोजन किया गया। कार्यक्रम के अंतर्गत जांच के लिए शिविर का आयोजन किया गया। कार्यक्रम के अंतर्गत जांच के लिए शिविर का आयोजन किया गया। कार्यक्रम के अंतर्गत जांच के लिए शिविर का आयोजन किया गया।

**RANJANA KANTI**

**OR CLAY 'N' COLOR**

**ON TOP BEST HUMANITARIAN INITIATIVE AWARD, 2009)**

**'Redefined' is her objective**

Ranjana Kant, Director of Clay 'n' Color

There is a saying that you can't have a cake and eat it too, but it seems that Ranjana Kant embodies the opposite of this saying everybody in her life. She maintains a perfect balance between her social and animation business which she runs in parallel.

**'This is about people from all walks of life'**

A new movement, led by a young social activist in Navi Mumbai

She called it India Redefined, and since its launch in April last year, she has enrolled around 60,000 people.

"All one needs to do is to log onto our website www.india-redefined.com to sign up as a member. Of course, we also have a list of activities to help members, but at least we know that as many people as aware of their rights and what needs to be done by the government."

She says that around 95 per cent of people do nothing as good citizens, except what is expected of them. "But by participating, we have been able to get the people from all walks of life," she adds.

The movement has traveled to other parts of the country and Ranjana has appointed chapter coordinators to help members and to store their