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WELL THEE

Newsletter | Jun' 24



Message from Team WEALTHAPP

WEALTHAPP turns 10

Welcome to the June 2024 edition of WellThee.

We take great pleasure in honouring our clients and their remarkable stories through WellThee, our monthly e-magazine.

Please share your stories of success, events and community work that you wish to be published.

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“QUOTE OF THE MONTH”

WHAT DETERMINES YOUR WEALTH IS NOT HOW MUCH YOU MAKE BUT HOW MUCH YOU KEEP OF WHAT YOU MAKE.

- DAVID BACH



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CLIENTS' STORIES

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Following are the client stories for this month.

Mrs. Malavika and Mr. Jeet Banerjee

Kalam Club, an elite forum on literature, art, culture and culinary skill was revived last month, after 4 long years. This club was active in 2017 to 2020 and then pandemic caused a pause in its activity. It is organized by our clients Mrs. Malavika and Mr. Jeet Banerjee, the people behind Kolkata Literary Meet. Kalam Club was featured in The Telegraph, 14th May, 2024. Here is a sneak pic of the first event.

XNCE THE TELEGRAPH TUESDAY 14 MAY 2024

BOOKS

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GOODLIFE

KALAM CLUB 2.0 KICKS OFF ITS FIRST POST-PANDEMIC MEET WITH A TRIBUTE TO TAGORE AND CALCUTTA'S EVOLVING BUSINESS LANDSCAPE

May marks a significant month in the calendar of all Bengalis, thanks to it being the birth month of two of the greatest pillars of our language and culture — Rabindranath Tagore and Satyajit Ray. In a fine celebration of these maestros, the Kalam Club organised its first gathering post the pandemic on April 4, a revival of the previous spirit of the organisation now fondly labelled 'Kalam Club 2.0'. Members and guests had the privilege of attending two extraordinary panel discussions, the first of which truly was a homage to Tagore and Ray, while the second was much more modern, focussing upon *probash* who have made Calcutta their workplace. The event served not only as a tribute to the timeless contributions of Tagore and Ray but also as a platform to celebrate the evolving cultural landscape of the city.

The first session began with the launch of Professor Aranya Lal's book *Songs of Tagore*, which provides a comprehensive translation of the songs of *Rabikarabali*, *Topati* and *Arup Ratan*, as well as Satyajit Ray's essay *Thoughts on Rabindrasangeet*, translated into English for the very first time. Renowned Rabindrasangeet singer Pramita Mallick and dancer and arts researcher Vikram Iyengar were also part of the discussion, which touched upon themes including the choice of instrument that ought to accompany the singing of Rabindrasangeet, Tagore's involvement in the Swadeshi Movement, and readings of Professor Lal's translations of *Hey Mr Chitto* and *Jana Gana Mana*. Mallick also enchanted the audience with her fantastic singing, which brought much applause from the house.

"People are under the impression that if you have good pitch and diction, you will sell to everybody, but it is much more than that. Nowadays the trend is that people get attracted by the beats in the song. But there is so much more to Rabindrasangeet than just the beats. The entire oeuvre of the genre, I would say, is only for a select group of people," said Professor Lal.

The genre of Rabindrasangeet has been dominated by what Satyajit Ray calls a 'bazaar of mediocrities', which makes it very difficult for non-Bengalis to appreciate it. I say this because that was the whole point of [Songs of Tagore] — to bring and introduce Rabindrasangeet to the non-Bengali. Bengalis are full of Rabindrasangeet, and rightly so, but that fullness doesn't translate into other people accepting it as a truly phenomenal genre of music," said Professor Lal.

The second session, more

(L-R) Vikram Iyengar, Pramita Mallick, Ananda Lal and Malavika Banerjee with Professor Lal's book *Songs of Tagore*

"The idea behind Kalam Club was to build on the love for books and the arts that fuels the Kolkata Literary Meet. It gets like-minded people together to give Calcutta a forum that can engage with the arts through the year in intimate as well as larger settings. Kalam Club 2.0 is the kind of club that only Calcutta can sustain, built on the edifice of ideas," said Malavika Banerjee, director, Tata Steel Kolkata Literary Meet.

(L-R) Vikram Iyengar, Pramita Mallick and Ananda Lal at their panel session

(L-R) Malavika Banerjee, Shikha Sayal, Avron Mookerjee and Pratik Sinha during their session 'Kolkata at Work'

Work', had Malavika Banerjee, director of the annual Tata Steel Kolkata Literary Meet, engage in conversation with Shikha Sayal, Avron Mookerjee, and Pratik Sinha on their experiences as *probashis* who have made their livelihood in the bustling corporate workspaces of Calcutta. Sayal, who was previously based in Gurgaon with more than two decades of experience in tech, has now moved to building high-performance teams in the alcoholic beverages industry.

Mookerjee was brought up in Delhi and previously worked in advertising, but now is culinary director and head of the kitchen family at Bright Hospitality, the organisation behind brands like Park Street's AM PM, while Sinha used to be based in Ahmedabad and is a journalist who specialises in information, misinformation, hate speech and information literacy. All of them have now shifted their work base to Calcutta, and spoke eloquently on how they believe the city, despite common perceptions in other parts of the country, remains a place that invites optimism and positive experiences because it gives a time to sit back and reflect.

"When you are in Delhi, Calcutta comes across as one of the safest places for human mankind in the country, let me put it that way. When I moved from Gurgaon, I knew I would have to do it very fearlessly because after 20 years in tech, I was getting the chance to switch industries to something I'd never done before. Everybody in Gurgaon expects you to do things all the time, it is all very hyper-bound together. So, in a way, Calcutta has taught me to breathe effectively," said Sayal.

"Calcutta is such a beautiful cultural city because we don't believe in fads here. There is genuine substance in our cuisine, genuine culture, community, ingredients... there is always something going on in the Bangali *bazaar*. As a chef and a Bengali by

culture when I moved to Calcutta which I had always previously seen through an outsider's perspective. If you look at Calcutta's culinary history, it is the most diverse in the country," added Mookerjee.

"I remember one incident when I had gone to a local store to get bread and the man there was resting on the counter. I

tried getting his attention a couple of times, and then finally he said: 'Apari dekhobet na ami phumochhuli?'. And for someone who had come from Gujarat, I was shocked, because Gujarat is all about productivity. Every last second of time has to be accounted for. But I think the best thing about Calcutta is that it is a city with the

gift of time," remarked Sinha. As the evening drew to a close, Kalam Club's efforts in rejuvenating itself stood out as a testament to the evolving cultural landscape of this city that harbour dreams and practicalities alike.

Subhalakshmi De
Pictures: Rishabhari Datta

TT Connect Initiative

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Amul Whole Milk Powder is a heritage product, bringing flavour, texture and versatility to your dishes. This easy-to-make milk embodies convenience, giving you a dairy right at home in your kitchen!

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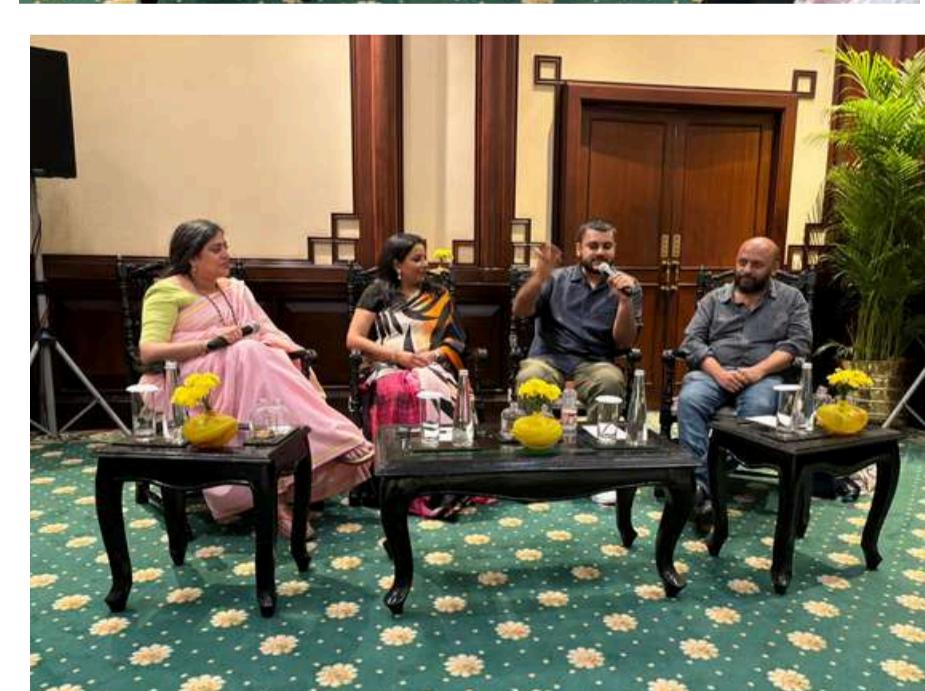
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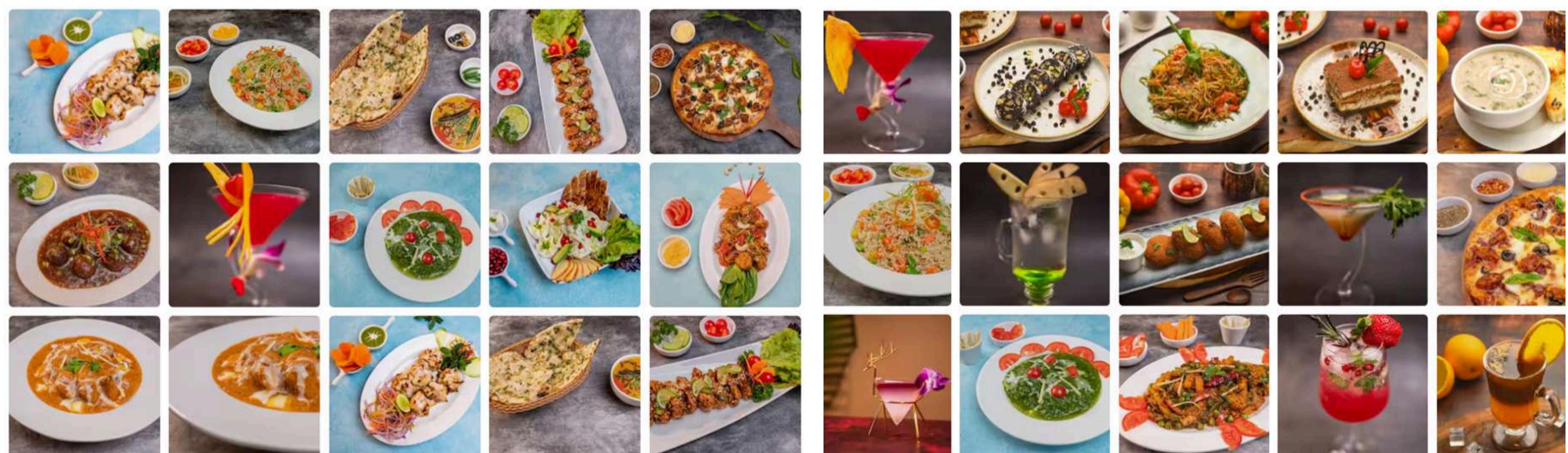
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Mr. Debal Basu

Team Wealthapp congratulates Mr. Basu for being the proud owner of Kolkata's FIRST Egyptian themed Restro-Cafe! **Papyrus**. The cafe imbibes an Egyptian Charm with a beautiful aesthetic decor & vibrant ambiance.



Try Papyrus at AE 369, AE BLOCK, Sector 1, Salt Lake City, Kolkata.
Contact +91 8100120369

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Mr. Rathin Dutta and Family

Moumita, daughter of Mrs. Mitali Dutta and Mr. Rathin Dutta (all of them our clients) completed her Management degree from Bocconi School of Management, Italy. Prior to her MBA, Moumita had done her Computer Engineering Degree. We wish her all the best.



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C C Saha Ltd

C C Saha Ltd, our client and a leading provider of hearing impairment solutions, hosted a story telling session for hearing impaired children. The session was featured in The Telegraph, on 20th May, 2024.

CC SAHA LTD ORGANISES A HEARTWARMING STORYTELLING SESSION WITH THAKUMAR JHULI BEING READ OUT TO HEARING-IMPAIRED KIDS

The Prince Anwar Shah branch of CC Saha Ltd, a leading provider of hearing-impairment solutions in the city, hosted a special storytelling session on May 16 that had thespian Dolly Basu read out

two tales from the much-loved anthology *Thakumar Jhuli* to a group of hearing-impaired children. A heartwarming attempt aimed at fostering inclusivity and creativity among the hearing-impaired community, the workshop was

part of CC Saha Ltd's ongoing commitment to promoting accessibility for hearing-impaired people from all walks of life.

The highlight of the session was the enthusiasm of the children themselves, who

listened attentively as Dolly read out the stories of *Shukhu-Dukhu* and *Shonar Kathi-Rupor Kathi* to them. With decades of experience in the dramatic arts and in working with children, the actress made the session a fun-filled time with

her incredible voice work and storytelling abilities.

The storytelling workshop remains an addition to CC Saha Ltd's list of providing innovative solutions in hearing aid and promoting inclusive experiences. Scenes from the event.



Thespian Dolly Basu, who wears hearing aids herself, read out the stories of *Shukhu-Dukhu* and *Shonar Kathi-Rupor Kathi* to the kids. "I have been working with children for 20 years, and I believe this session was extremely significant because it makes these children feel included. I would like to tell parents that impairments are not the end of the world. It takes time to adjust, but acceptance and positivity go a long way in creating safe spaces for your child. Treat them with the same kind of respect and positivity as any other child, and they will respond accordingly," she said.



(L-R) Vikram Saha and Smita Saha, directors, CC Saha Ltd. "This is our first attempt to engage with hearing-impaired children in terms of storytelling. We want to give out the message that being auditorily-impaired is not only about holding or wearing a hearing aid, but that children can be more interactive in various other ways. Storytelling is about listening and participating, so that is what we are attempting with this session. To engage with the children and get them excited about hearing was our main goal," said Smita. "Another objective was to champion social inclusion. We've started on a small scale now, but if the response is good enough, we may extend these sessions to theatre and music. To encourage children to be participative is what we're hoping for," added Vikram.



The team at CC Saha posed with Dolly and the kids at the end of the session.

Subhalakshmi Dey
Pictures: B. Halder

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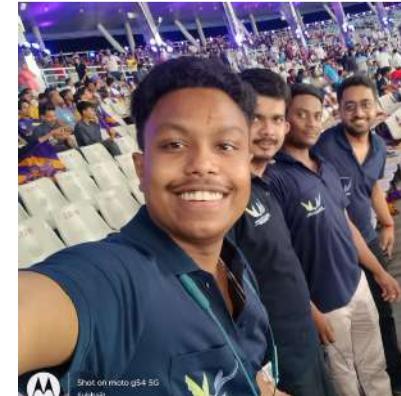
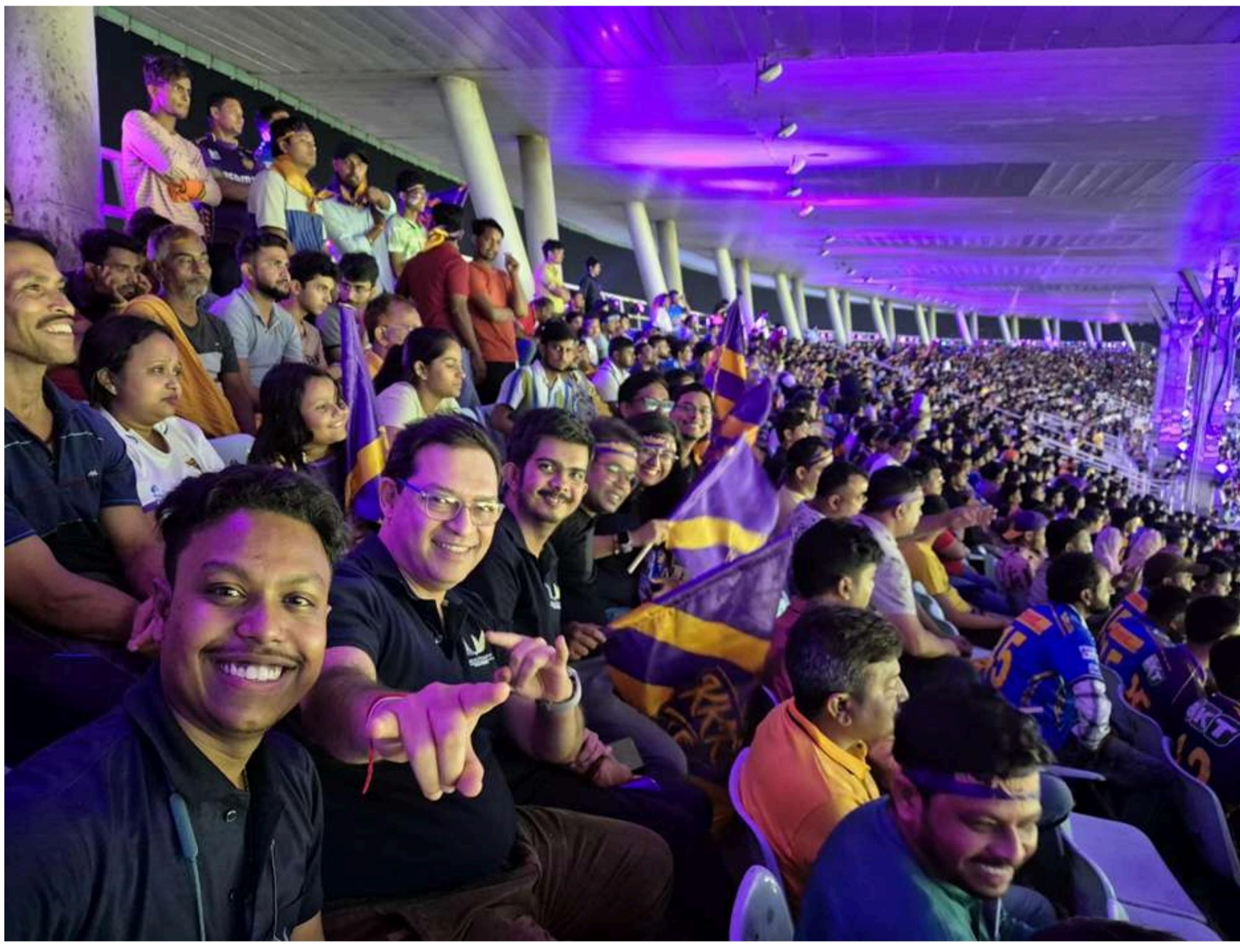
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LIFE AT WEALTHAPP

Rooting for KKR

Team WEALTHAPP was at the Eden Gardens, cheering for KKR during the IPL.



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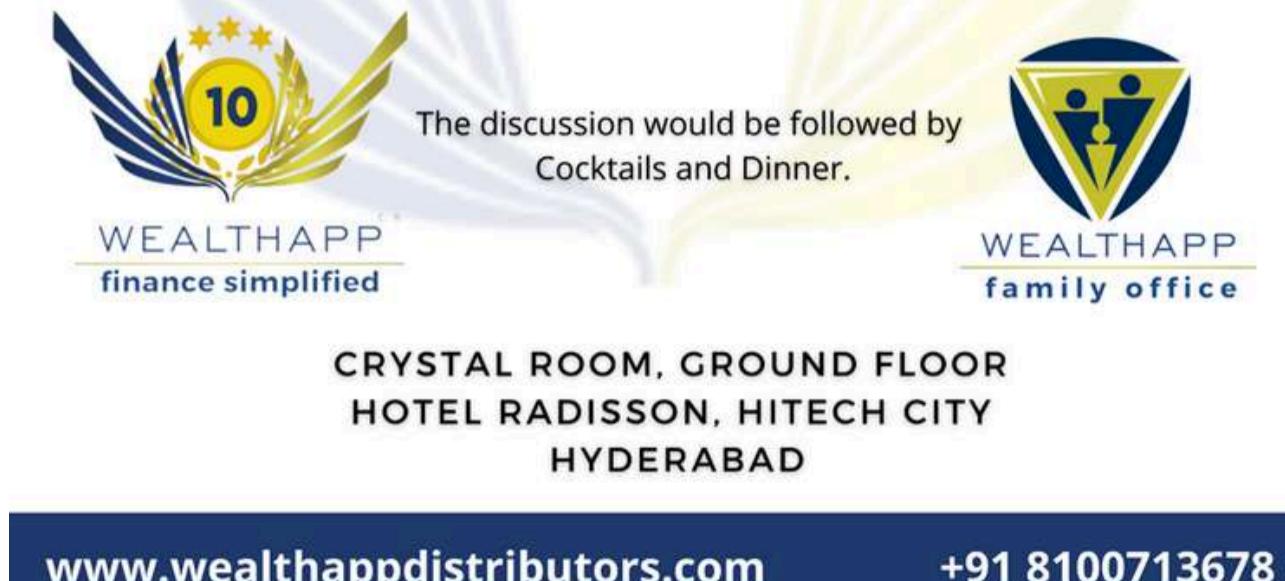
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LIFE AT WEALTHAPP

India Resilient 3.0: Hyderabad

WEALTHAPP held the third annual event at Hotel Radisson, Hyderabad last month. Below are few of the moments from the event.



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LIFE AT WEALTHAPP

India Resilient 3.0: Bengaluru

Followed by the event at Hyderabad, WEALTHAPP held the third annual event at Hotel Hyatt Centric, Bengaluru last month.

WEALTHAPP presents

PANEL DISCUSSION
ON

INDIA - RESILIENT AND RARING TO GO 3.0

MAY 24, 2024
(FRIDAY)
7:00 PM


Sonam H. Udasi
Sr Equity Fund Manager
TATA AMC


Rahul Johri
Chairman
WEALTHAPP Family Office


Hitesh Zavery
Head
Listed Equity Alternatives
AXIS AMC


The discussion would be followed by
Cocktails and Dinner.



VENUE :
HOTEL HYATT CENTRIC, MG ROAD,
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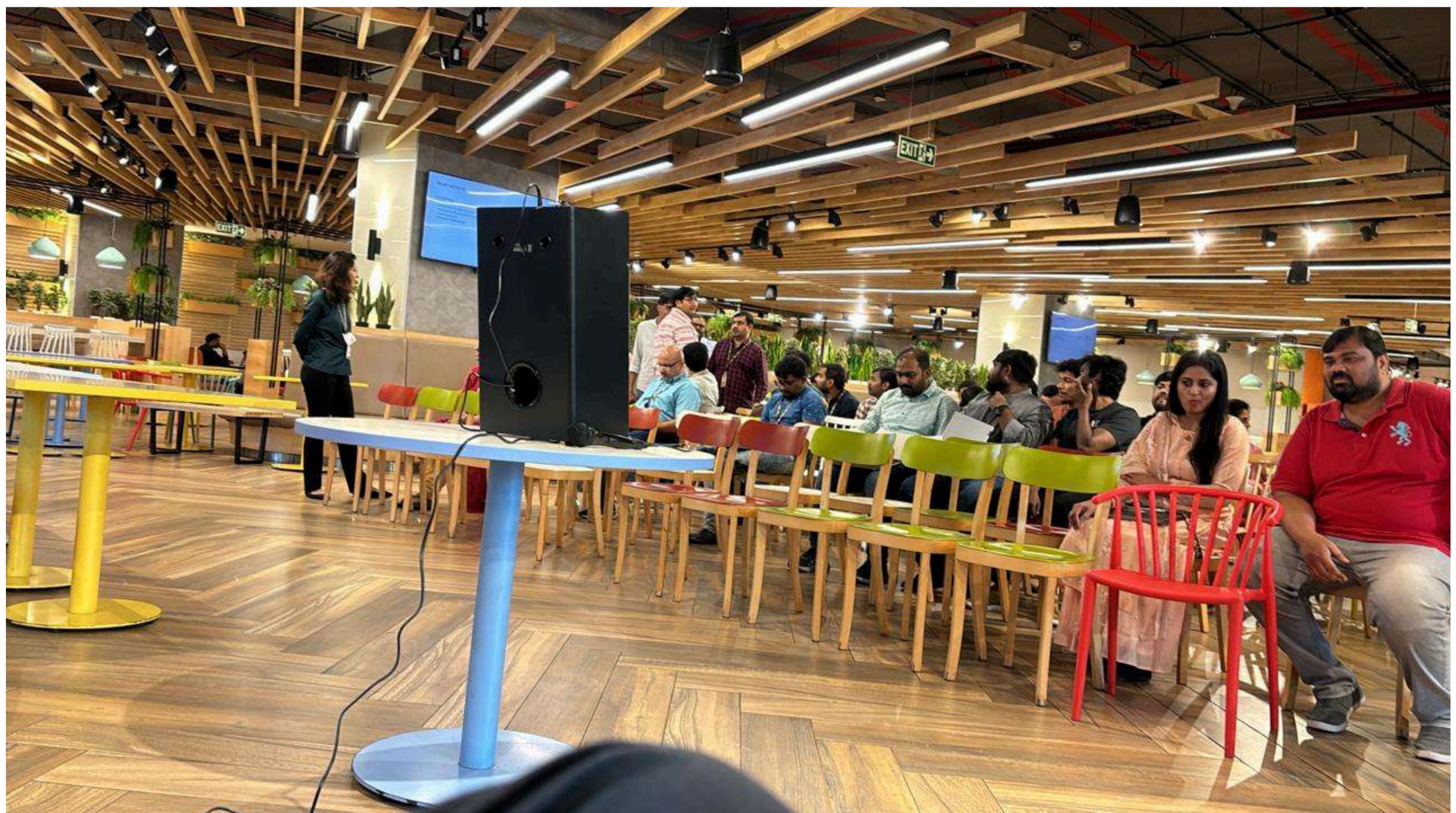
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LIFE AT WEALTHAPP

Cognizant

WEALTHAPP hosted a session at Google Hyderabad to the Cognizant on-site employees.



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LIFE AT WEALTHAPP

WEALTHAPP Holiday Adda

As WEALTHAPP stepped into the 10th year in 2024, we have launched our weekly WEALTHAPP er Adda on YouTube, to celebrate our clients and their stories. This month we are sharing the adda with our clients, MR. BALAJI VITTAL, DR. BISWAJIT PANDA, MR. SOMNATH MUKHERJEE AND COL. HARISH JOSHI.

We will share more such interesting client stories every weekend.
You can watch this month's Holiday Adda by clicking on the following videos.



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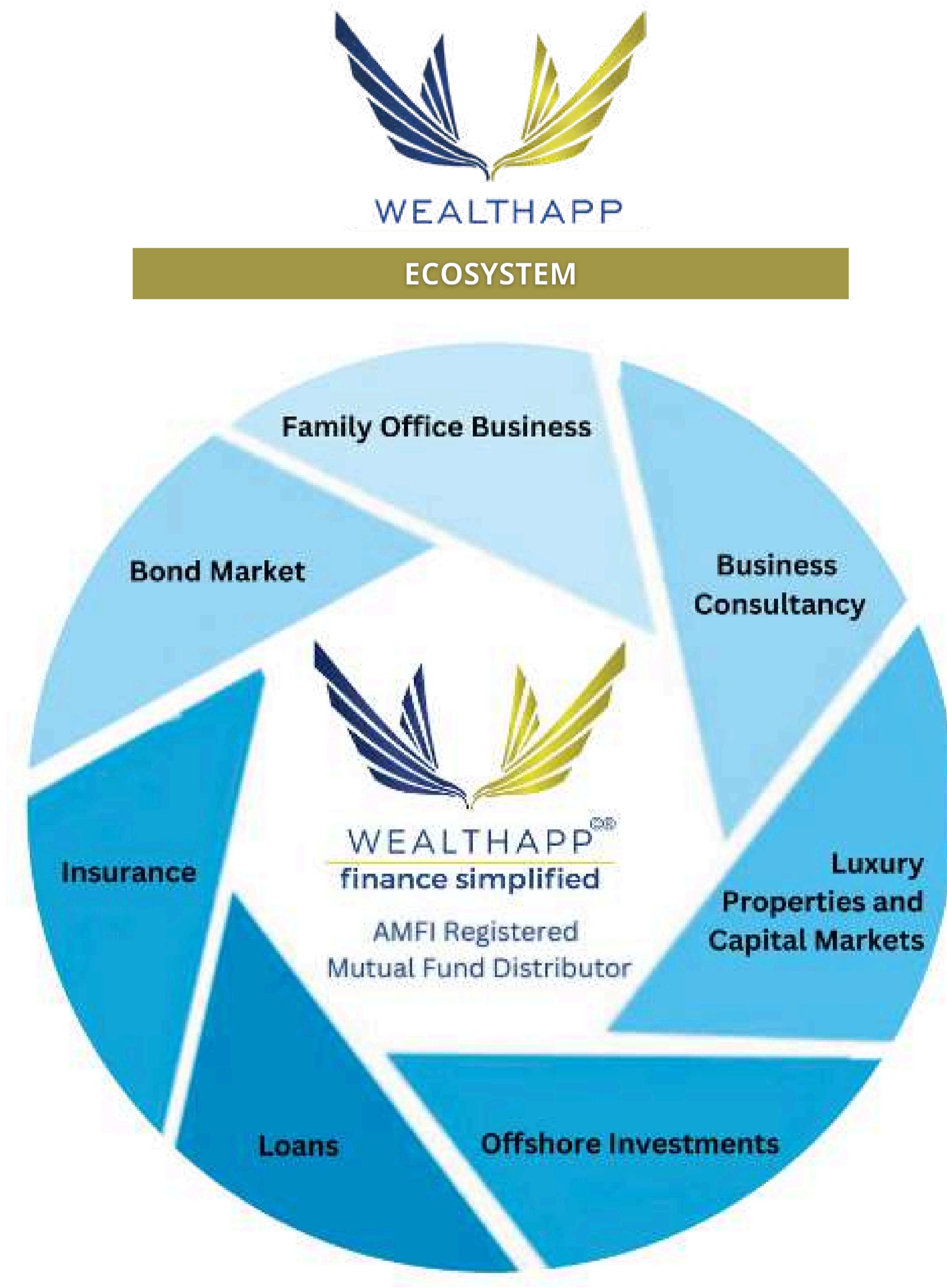
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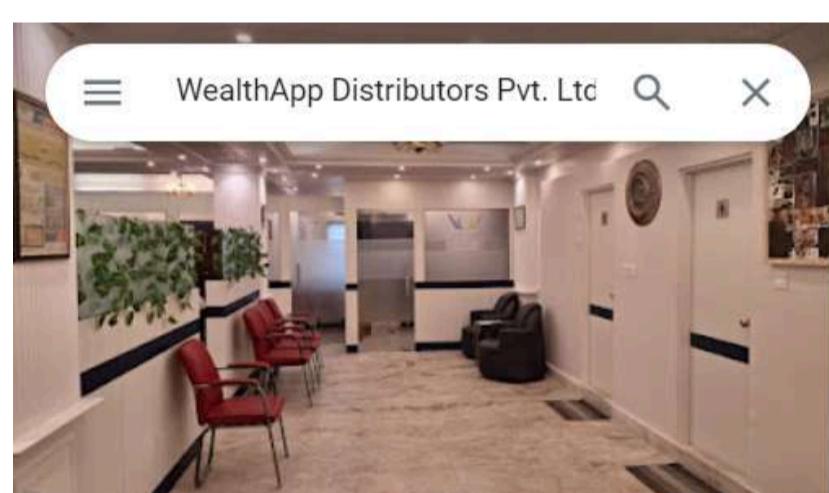


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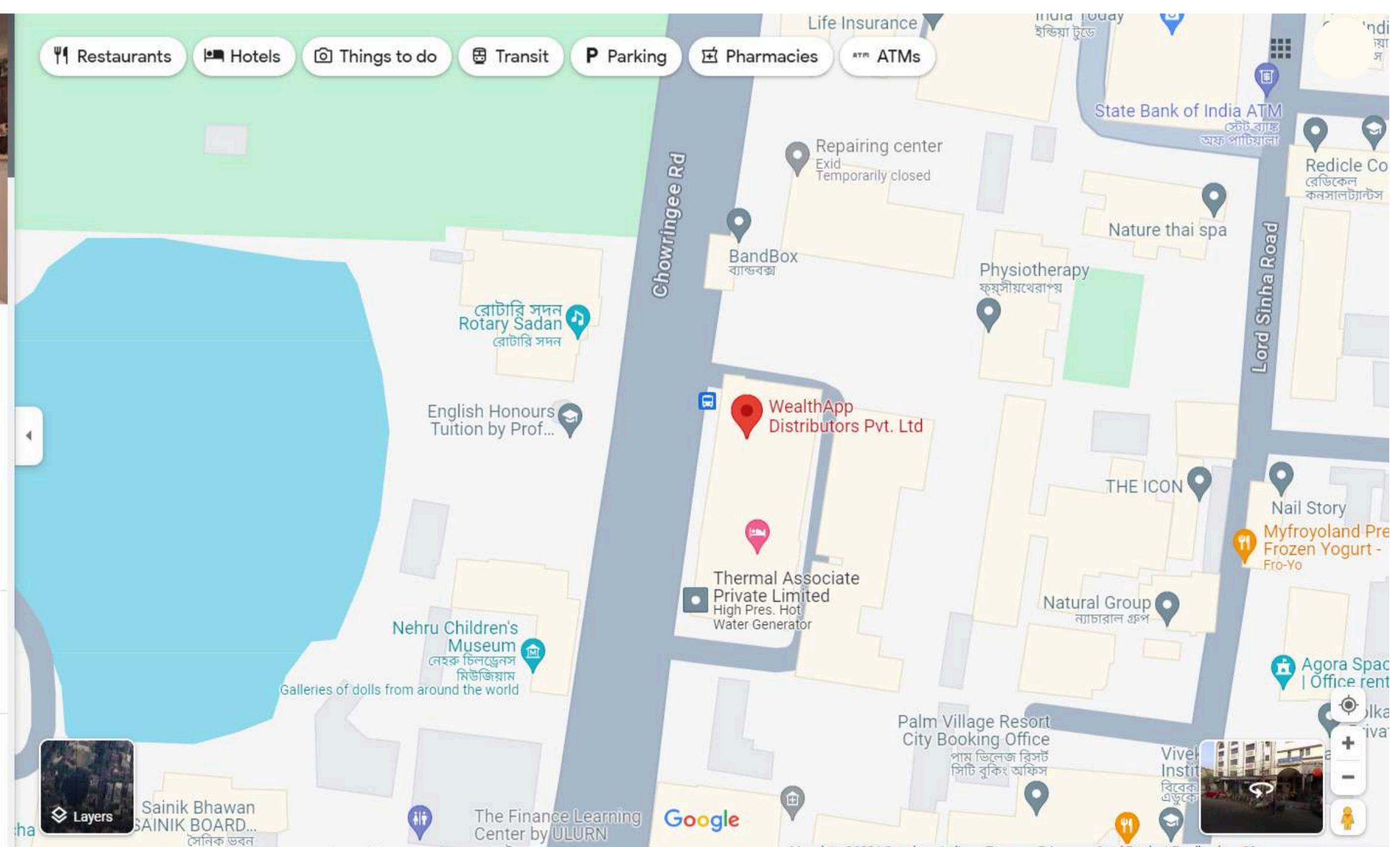
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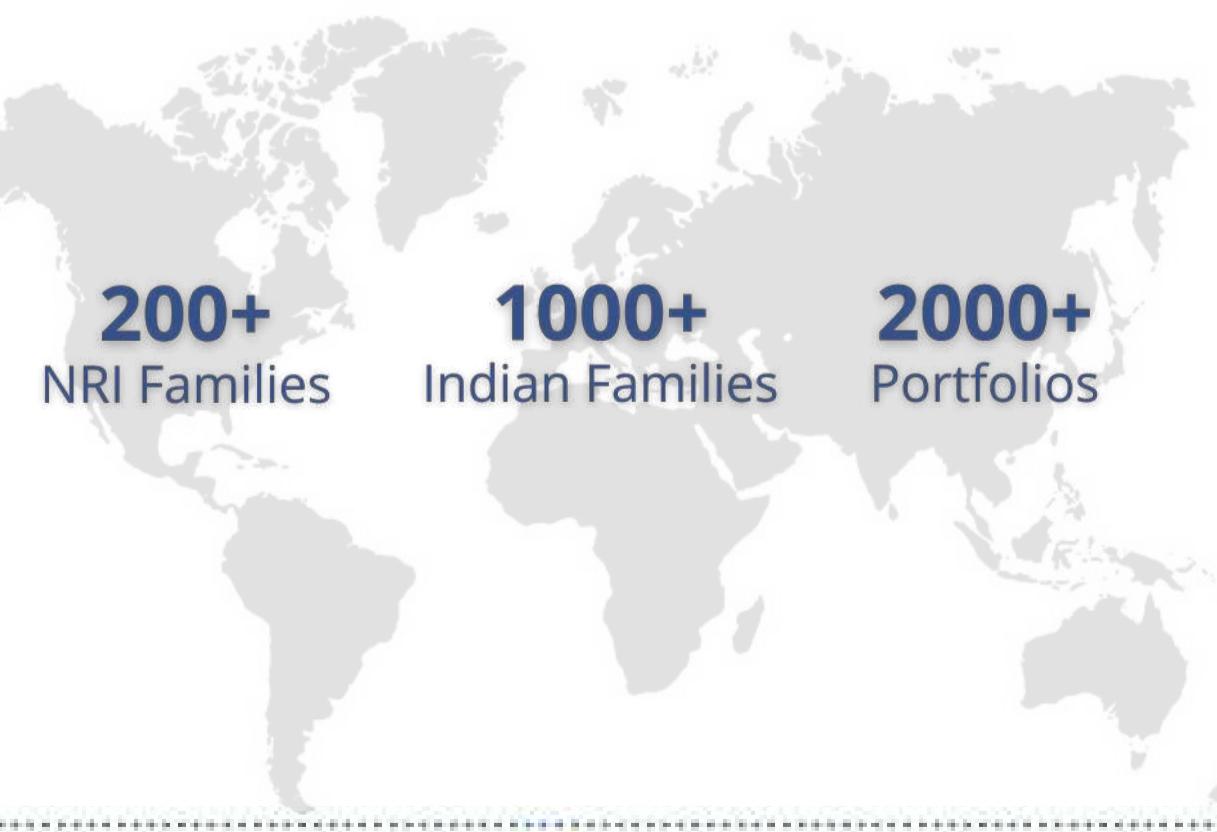
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