

ROOTS2FAME #MONTHLY MAGAZINE

# BLISS INSIDE

MAKING CONNECTIONS | DELIVERING RESULTS

## YOUNG AUTHORS

NEW YEAR 2022 HEALTHY  
LIFESTYLE RESOLUTION

## SANSKRUTI DARSHAYAAMI

REPUBLIC DAY 2022  
CELEBRATION IN LONDON

## IMAGESARTIST

GRAND WEBSITE LAUNCH

## LOVE POTION CAMPAIGN

GOPAL'S 56 ICE CREAM





# *Editors' Note*

BLISS INSIDE, #Roots2Fame Monthly Magazine is to be a source of ideas, information and advice alongside the Digital Marketing Show, provided by expert contributors and practitioners.

The content of BLISS INSIDE must, therefore, add value to their business, either now or in the future and the tone must be objective.

Our primary concern is that our readers engage with our articles and therefore it is essential that they deliver clear benefits.



**Bhavisha Buddhadeo**  
EDITORIAL MANAGER

BLISS INSIDE will bring together leading speakers and experts from various fields to deliver compelling content via offline events, online panel discussions, debates, and online/offline workshops.

We amplify our content through our social media profiles, say 'hello' on Facebook or Instagram, so that we can include you in our Fan Mail section.

If you'd like to submit an article for consideration for the BLISS INSIDE Magazine, please email us at [roots2fame@gmail.com](mailto:roots2fame@gmail.com) or reach us on our social media handles.



**Jassie Singh Wilkhoo**  
EDITOR-IN-CHIEF





Issue 01  
**BLISS INSIDE**

Grand Website Launch  
ImagesArtist - Poorti Batra

Young Authors  
Story Writing Contest



Love Potion  
GOPAL'S 56 Campaign

Sanskruti Darshayaami  
Republic Day 2022 Celebration



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# IMAGESARTIST

-POORTI BATRA

WEBSITE LAUNCH

imagesARTIST

Home Shop About Contact Log In

*New Collection*

## STYLE YOUR WALLS

ImagesArtist provides Handmade Artwork, Sketches, Caricatures, Customised Paintings and much more!!

Shop Now

ImagesArtist provides Handmade Artwork, Sketches, Caricatures, Customised Paintings and much more!! Poorti Batra's website [www.imagesartist.com](http://www.imagesartist.com) was launched on the auspicious occasion of Lohri on 13th of January. The esteemed guests included Dr. Sandeep Marwah - President of AAFT, ICMEI, NFTC; Ms. Manisha Kaushik - Founder of Vidyut Engineers, Samko Solutions; Ms. Vrinda Goyal - Artist and Student, Delhi Public School, R K Puram, Delhi; & Mr. Pankah Verma - Art Teacher, Delhi Public School, Agra. The event was organised by Rootskills, Rootsaps, AAFT University, ICMEI while the digital partner for the event was Roots2Fame. Check out Poorti's website ImagesArtist and witness the beautiful designs portayed by this Specially Abled Child. Poorti is a true gem and with this website launch, she has stepped into a new space, wherein she is going to meet the whole world with her paintings.



# INTRO



Poorti Batra, born in 1999 in Agra, is an upcoming artist, who is pursuing her passion with all her heart and zeal, despite the difficulties she has faced as a result of a physical disorder (SPEECH & HEARING DISORDER).

Born as normal as anyone, she was diagnosed with glue ear and enlarged adenoids, and underwent surgeries at a very tender age from 1 to 4. Further, she also experienced delayed milestones, dyslexia, and gross motor issues as a result of this. She was diagnosed as a hearing challenged child at the age of 9. It was a life-changing experience for her and her parents, but she persevered and underwent major cochlear implant surgery, and the world became a new place for her to live.

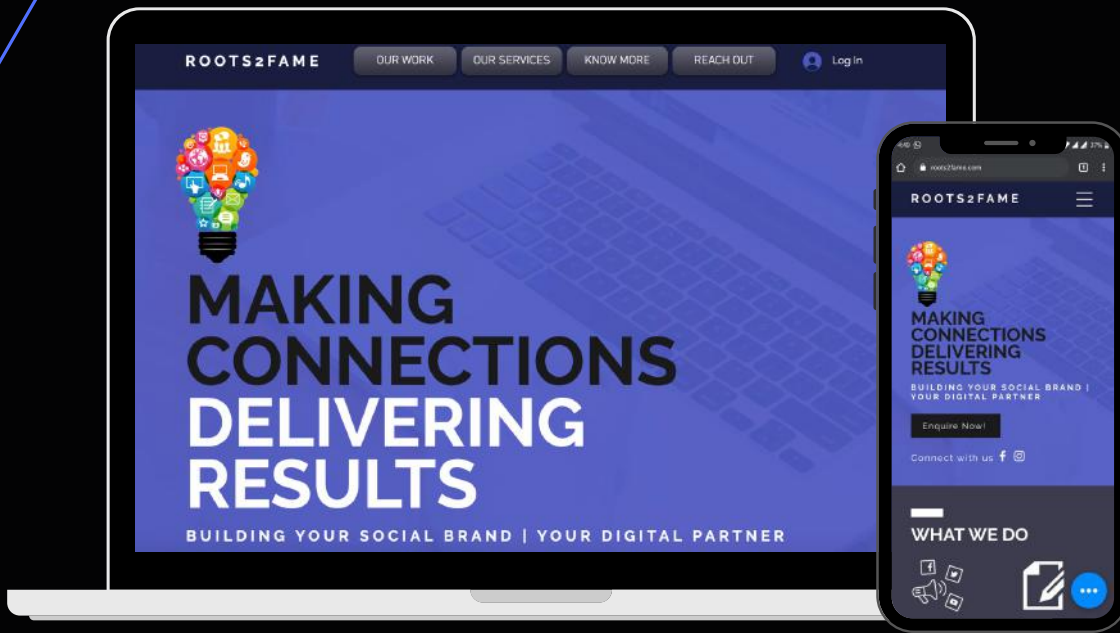
She began to hear, but she has always struggled with listening and comprehension. But with her determination and perseverance, she has completed her schooling from DPS Agra and secured 86% marks in grade 12. Currently, she is pursuing her BFA from Lalit Kala Kendra, Agra.

The haziness in her voice, as well as her inability to comprehend due to a hearing impairment, are no longer a hurdle. She expresses herself through her paintings and lives a life that inspires others.



- ARTWORK
- CARICATURES
- SKETCHES
- CUSTOMISED PAINTINGS





# MAKING CONNECTIONS DELIVERING RESULTS

BUILDING YOUR SOCIAL BRAND | YOUR DIGITAL PARTNER

For Free Consultation Call:

+91-85274 39464

+91-8077639752



SOCIAL MEDIA



CREATIVE STRATEGY



PUBLIC RELATIONS



CONTENT MARKETING



CONTENT CREATION



WEBSITE DESIGNING



NETWORKING OUTREACH



FRANCHISE MARKETING

## ABOUT US

To meet the ever-changing needs of today's consumers, we're built for speed and efficiency. As a full-service digital firm, Roots2Fame offers a variety of strategic, creative, and technical services. We partner with organisations we trust and like to create lasting value via artistry, impact, and passion. We, at Roots2Fame, explore beyond the digital marketing channels we handle, to identify fresh data and insights that help you get there.

## CORE SERVICES



Digital Marketing



Social Media Management

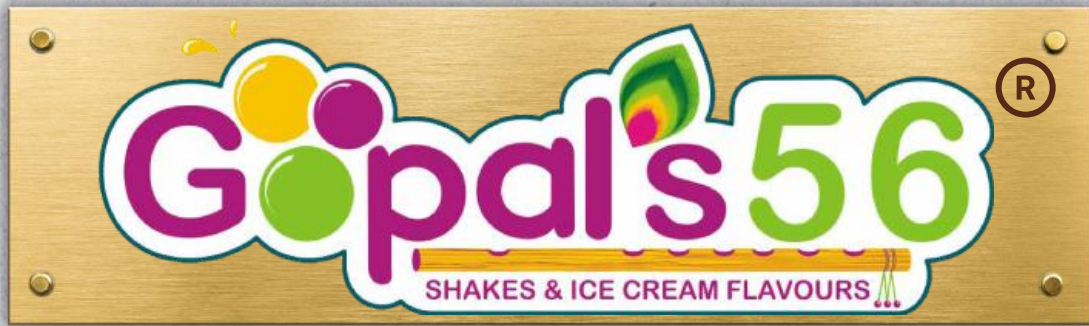


Networking



Brand Building





AVAILABLE ON



DELIVERING IN  
Delhi  
Rishikesh





# OUR USP



## KESAR PISTA SUNDAE

GOPAL'S 56 SPECIAL & MOST LOVING SUNDAE WITH KESAR & DRY FRUITS



## CHOCO RYTHM SUNDAE

GOPAL'S 56 BEST SELLER SUNDAE CHOCO RYTHM WITH FULL CHOCOLATE SAUCE BROWNIE & KITKAT



## MANGO SHAKE

GOPAL'S 56 ALPHANSO MANGO PREPARATION TOPPED UP WITH VANILLA ICE CREAM & DRY FRUITS



## CHEEKU SHAKE

GOPAL'S 56 MOST FAMOUS SHAKE EVER WITH A NATURAL TASTE



## CHOLE BHATURE

ONE OF THE BEST CHOLE BHATURE IN DELHI NCR WITH HEALTHY TASTE & GROUND SPICE HERBS CHOLE





## ABOUT THE MANAGING DIRECTOR

GOPAL'S 56



**Dr. Gaurav Goyal** is the Chairman of Gopal's 56. A second generation entrepreneur, Dr. Gaurav joined Gopal's 56 founded by his father Late Mr. Dinesh Chand Goyal in the year 2001, and led its transformation from a small ice cream manufacturing company to a diversified food & beverage company.

Gaurav not only took the ice cream venture to great heights, but the company and the brand has also grown in leaps and bounds. As the legacy follows, Dr. Gaurav ensures to personally test every single batch of ice cream that comes out of the factory. Alike his father, Dr. Gaurav's innovative nature has given birth to various new flavors of ice creams like Charanamrit, Pan Gopal, Love Potion, Elixir of Life and Third Eye Opener.

Celebrate New Year with Rootskills & Roots2Fame

# LET'S WELCOME 2022

#1- Share **Story Writing** on themes - **My Dreams, Likes & Dislikes, Kids and their Fantasies, My Three Wishes, Pandora Box, Magic Wand**

#2- Share your **New Year Resolution** for 2022

#3- Share photo/video of a **Social Cause**

REGISTER NOW

[Google Form Link in the description](#)

Participate and win exciting prizes!!

Inviting all  
kids, parents  
& schools



ORGANIZED BY



CULTURAL PARTNER



DIGITAL PARTNER



## NEW YEAR RESOLUTIONS

# YOUNG AUTHORS

There's a lot of advice regarding New Year's resolutions out there. But how much of it is effective? Is making resolutions at the start of the year even a smart idea?

Each New Year has something magical about it. Your goal should be clear and unambiguous. Also, your goal should have the right level of difficulty. It should take effort to reach it, but not be unattainable.

Rootskills believes that Young Authors can do wonders, which is why they came out with Story Categories such as - My Dreams, Likes & Dislikes, Kids and their Fantasies, My Three Wishes, Pandora Box, Magic Wand. Other categories included Digital Detox and Social Causes Resolutions with the aim of creating a sustainable environment for all.

Rootskills and Rootsaps in association with Sanskruti Centre for Cultural Excellence and Roots2Fame brought this contest in which students and infact people of all categories joined and submitted their inspiring New Year 2022 Resolutions.

Ms. Manisha Jain - Principal, St. Francis World School, Meerut; Ms. Vishakha Gupta - Principal, Beacon High School Pune; Ms. Seema Prasad - M.Sc (Botany) & B.Ed, HOD (English), KIIT World School, Gurugram; showed tremendous support and motivated children to participate in this New Year Resolution contest.

Selected entries received Sustainable and Eco-Friendly Gifts at their doorstep while certificates were presented to the best submitted entries.

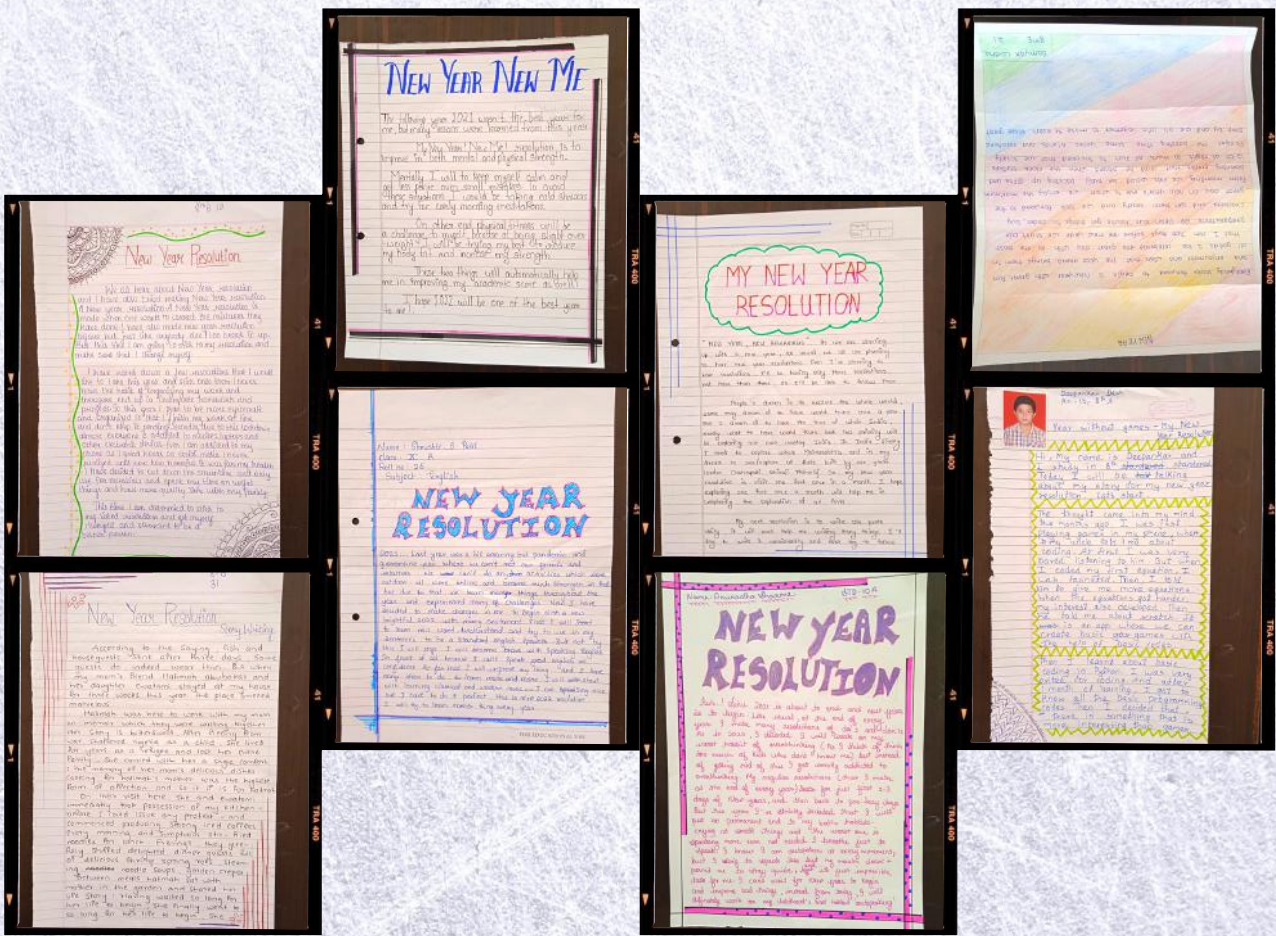
**Organisers: Rootskills, Rootsaps**

**Cultural Partner: Sanskruti Centre for Cultural Excellence**

**Digital Partner: Roots2Fame**



# CELEBRATE NEW YEAR 2022



## NEW YEAR 2022 RESOLUTIONS



SPECIAL THANKS TO





## ROOTSAPS

Established in 2016 in Gurgaon, the company has since then expanded to become one of the finest wholesale nurseries in Haryana, supplying all of Gurgaon.

Propelled by worldwide patterns, Rootsaps offers a broad scope of seasonal and regular plants at extremely sensible costs, with an imaginative acquirement group continually refreshing the items.

The team is perceived for their assorted range, from outside to indoor plants.



Mrs. Bhavisha Buddhadeo



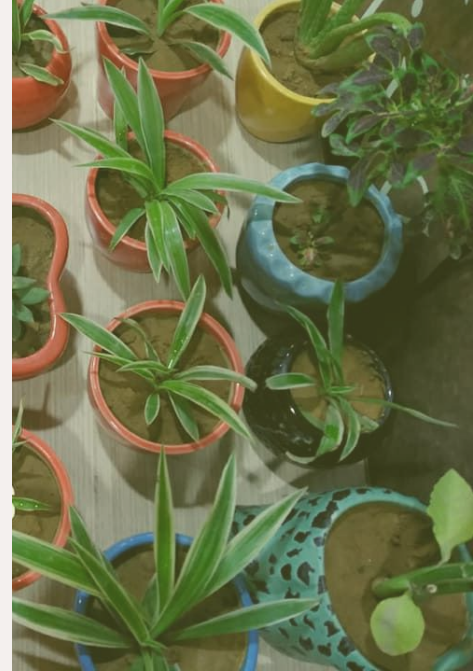
Mrs. Radhika Bajaj

#Gift 3R#  
Save Environment | Grow Plants & Saplings

info@rootsaps.com  
+91-9899705744









**Campaign**  
**Love Potion**  
Delicious and Healthy  
**ICE CREAM**  
Chocolate Ice Cream  
with the added  
benefits of  
Ashwagandha

**Participate & WIN**  
Gopal's 56 Ice Cream  
Rootsaps Gamlas &  
Rootskills Eco-Friendly  
Stationery Products

**2022 NEW YEAR** Healthy Lifestyle RESOLUTION

**1** Share pic/video of your healthy Veg Recipe!!

**2** Share your own Ice Cream Stories!!

**3** Share your Digital Detox ideas!!

**REGISTER NOW**  
WhatsApp your Entries (Photos/ Videos)  
**+91-8077639752**  
ROOTS2FAME DIGITAL PARTNER  
www.roots2fame.com

**ORGANIZER**  
**Dr. Gaurav Goyal**  
Managing Director  
GOPAL'S 56

**ORGANIZER**  
**Ms. Bhavisha Buddhadeo**  
Founder, Rootskills,  
Rootsaps & Roots2Fame

**ORGANIZER**  
**Dr. Ragasudha Vinjamuri**  
Associate Lecturer, University  
of Sunderland, London

## GOPAL'S 56 NATION-WIDE CAMPAIGN

# LOVE POTION

Gopal's 56 launched Nation-wide campaign LOVE POTION, which aims to imbibe good habits in kids with the coming year and also introduce them with the healthy and delicious Ice-Cream LOVE POTION and many more amazing flavours. GOPAL'S 56 products are not only vegan but also have dietary fibres, making them fit and perfect for dessert lovers of all ages.

Ice Cream coupons were distributed to the winners of the campaign LOVE POTION, which can be availed at GOPAL'S 56 outlets in Delhi and Rishikesh. Founded by Late Mr. Dinesh Chand Goyal and Late Mrs. Rajni Devi Goyal in mid 80's in Delhi, Gopal's 56 has set out an example by making the best possible 100% vegetarian and oil-free ice cream.

## ABOUT GOPAL'S 56

The vision of Gopal's 56 is the preservation and further strengthening of their leading position in the local market and a substantial presence abroad, while always maintaining respect for the consumers and the quality of their products.

Gopal's 56 seeks to create and promote great-tasting, healthy, organic ice creams. They strive to grow their business with the same honesty and integrity they use to craft their recipes, with sustainability and great taste for all.

The brand operates through different outlets in Delhi & Rishikesh, which have earned them a loyal customer base in the area of operations, owing to pure & unadulterated ice cream and shake varieties.

**Organisers:** GOPAL'S 56, Rootskills, Rootsaps  
**Cultural Partner:** Sanskruti Centre for Cultural Excellence  
**Industry Partner:** Croyance Automotive Private Limited  
**Digital Partner:** Roots2Fame





Campaign  
**Love Potion**



Chocolate Ice Cream with  
the added benefits of  
**Ashwagandha**

**SPEAKERS**



**Dr. Rabiaa'h Bhatia**  
Founder  
eD WebStudio Channel



**Dr. Jagdeesh Chaudhary**  
Director  
Balajii Insitutions, Faridabad



**Ms. Simmi Khanna**  
Creator & Originator  
SK LEAN



**Ms. Kanani Sapna**  
Assistant Teacher



**Mrs. Meena Jha**  
Environmentalist  
Eco-Warrior

**JURY**



**Ms. Supreet Kaur**  
Principal and Director  
Cyboard School, Gurgaon



**Ms. Taruna Kapoor**  
Principal  
Ramagya School, Dadri



**Dr. Rupali Dhamdhare**  
Principal  
Trinity International School



**Ms. Richa Sharma**  
Principal  
Raghav Global School, Noida



**Ms. Kapila Soni**  
Managing Director  
Croyance Automotive







**26 JANUARY**  
**INDIA**  
**REPUBLIC DAY**





 **PUNE, INDIA**

 **26-JAN-2022**

**ORGANISERS:**



CROYANCE AUTOMOTIVE PRIVATE LIMITED ROOTS2FAME



JANUARY 2022

# National Youth Day: Online Session

LIVE Panel Discussion on National Youth Day

The Indian government designated Swami Vivekananda's birthday as National Youth Day for the first time in 1984. Since then, the day has been observed as National Youth Day.

The day is commemorated to honour the youths who are the future of our country and to commemorate Swami Vivekananda's birth anniversary, who always inspired the youth of the country and spoke about the proper use of youth in the country's development.

Ms. Kapila Soni - Founder & Managing Director, Croyance Automotive (P) Ltd.; Dr. Gaurav Goyal - Managing Director, GOPAL'S 56; Ms. Simran Kaur - Author, Content Writer and Blogger at SIMMYXPRESS; and Mr. Deepen Barai - Entrepreneur & Inventor, Speedforce Ventures (P) Ltd.; were a part of the LIVE Panel Discussion on National Youth Day.

The key topics discussed include - *Unprecedented EV Revolution in India*; *Growth Opportunities in Food Sector of India*; and *Need of Mentoring Young Authors in India*. The session was hosted by Ms. Bhavisha Buddhadeo - Founder, RootsSkills & Roots2Fame.

This LIVE Panel Discussion was conducted to honour Swami Vivekananda, as well as encourage the youth to work hard and contribute to the overall development of their country.

## CROYANCE AUTOMOTIVE

Croyance Automotive (P) Limited company was awarded The Best EV Startup of the Year Award by Green Society of India and Strategic Partner RootsSkills at EV India EXPO 2021 held on 25th December 2021, supported by Ministry of Environment and Ministry of Electronics and Information Technology. Ms Kapila Soni, Managing Director of Croyance Automotive also addressed the E-Forum - International Summit on Electric Vehicle Charging Technology & Infrastructure Development.

## SIMRAN KAUR | SIMMYXPRESS

Simran Kaur is an Author, Content Writer and Blogger at SimmyXpress. She has two books published under her name, both of which are available online. She is pursuing Ph.D and has contributed to various book chapters, research papers and anthologies.

## SPEEDFORCE VENTURES

Speedforce Ventures (P) Ltd. was awarded the Best EV Services Provider Of The Year 2021 at EV India EXPO 2021 held on 25th December 2021, supported by Ministry of Environment and Ministry of Electronics and Information Technology.



## DID YOU KNOW?

The 'The Complete Works of Swami Vivekananda', the comprehensive book that contains all the teachings of Swami Vivekananda is also recited in parts and serves as an inspiration for youths to recognise their potential and work hard.

SOURCE: [THEQUINT.COM](https://www.thequint.com)





In  
Conversation  
with



**SIMRAN KAUR**  
AUTHOR | CONTENT WRITER | BLOGGER  
SIMMYXPRESS



**BHAVISHA BUDDHADEO**  
FOUNDER  
ROOTSKILLS | ROOTS2FAME



**SURENDER MALIK**  
SENIOR OFFICER  
BSF



**TOPIC:**

▶ RAISING AWARENESS  
OF RIGHTS AND  
DUTIES

/ ROOTSKILLS

**26<sup>TH</sup> JAN | 3.00PM**

RAISING AWARENESS OF RIGHTS & DUTIES

# Republic Day: Online Session

The Republic Day signifies the right spirit of Independent and individual India. It was on this day in 1930 when the Indian National Congress revealed Purna Swaraj, the declaration of India's independence from colonial rule. It was under the leadership of Dr. BR Ambedkar when the new constitution was enrolled.

Ms. Simran Kaur - Author, Content Writer & Blogger at SIMMYXPRESS; Ms. Bhavisha Buddhadeo - Founder of Rootskills & Roots2Fame; and Mr. Surender Malik - Senior Officer, BSF; were a part of the LIVE Panel Discussion held on 26th January 2022. The topic of discussion was '*Raising Awareness of Rights & Duties*' on which the esteemed panelists expressed their views.

## ABOUT THE ORGANISER

Rootskills social enterprise has been actively promoting SDGs for years in partnership with several leading Industries, Schools/Colleges, Institutions, Government Departments and Ministries, with a key objective to Empower Women and Youth.

Their important initiatives include - Tree Plantation Drive; Launching of eco-friendly products and promotion of organic products, giving substantial income to farmers, women self-help groups; International Workshops to educate youth about Circular Economy; Organic ways to strengthen Agribusiness, Menstrual Hygiene, Waste Management, Environmental Issues; Solar Energy Initiatives; & Promotion of Multiple Intelligence Skills.

**Organiser: Rootskills**

**Associate Partner: SIMMYXPRESS, Border Security Force (BSF)**

**Digital Partner: Roots2Fame**



Sanskriti Centre for  
Cultural Excellence



The Nehru Centre  
(ICCR, London)



भारत का उच्चायोग, लंदन  
High Commission of India  
London, United Kingdom

## Sanskriti Darshayaami संस्कृति दर्शयामि

A Joint Celebration of



# REPUBLIC DAY 2022

Stage Tableau of India's rich cultural Diversity



Friday, 28th January 2022, 6.30pm onwards



The Bhavan  
www.bhavan.net



CELEBRATION OF REPUBLIC DAY 2022

# Sanskriti Darshayaami

Sanskriti Centre for Cultural Excellence along with The Nehru Centre, (ICCR, London) & The India in UK (High Commission of India, London), as a part of Azaadi Ka Amrit Mahotsav Series, together organised **Sanskriti Darshayaami** - a unique and exhilarating stage tableau demonstrating the rich cultural diversity of India on the 28th of January 2022 at The Bhavan, 4A Castletown Road W14 9HE, Near West Kensington station, London, UK.

This event presented the beautiful display of never before seen distinct cultural melange of India such as - Mathuri of Telangana, Rabha of Assam, Gabar of Chhattisgarh, Thiruvathira of Kerala, Kamsale of Karnataka, Kalbelia of Rajasthan, Kajari of Uttar Pradesh, Shiva- The Indian Youth Choir of England, Jhijhiya dance of Mithila, Rabindra Nritya of West Bengal, Nyishi of Arunachal Pradesh, Odissi of Odisha and the most special Shondol of Ladakh.

The event was hosted by Ravi Sharma, Lyca Media and conceptualised by Ragasudha Vinjamuri, BCAa FRSA. Sanskruti Centre for Cultural Excellence highlights linguistic and dance diversity as well as offers training and choreography in Classical and Folk Dances of India.

Organised by: Sanskruti Centre for Cultural Excellence; The Nehru Centre (ICCR, London) & High Commission of India, London, UK











**ROOTS2FAME**

# *ROOTS2FAME*

MAKING CONNECTIONS • DELIVERING RESULTS

Roots2Fame, has been founded by Ms. Bhavisha Buddhadeo and Mr. Jassie Wilkhoo, with the aim of empowering youth and digitally empowering the community; and supporting entrepreneurs to grow more in their respective fields. Intrigued by the limitless possibilities that digital provides today's brands, Roots2Fame partners with organisations to create lasting value via artistry, impact, and passion.

Throughout the year 2021, Roots2Fame, in association with several organisations (RWAs/ Schools/ Hospitals/ Industries/ NGOs) has celebrated many National and International Days through organising online contests and online Green Work talk sessions with experts from various Organisations. Roots2Fame has been gifting all the experts and participants Seeds Packets, Plantable Stationary and Air Purifier Plants, pan India, with the motive of promoting Go Green practices, as "Together we can be the Change and Together we can bring the Change."



**BHAVISHA BUDDHADEO**

Founder



**JASSIE WILKHOO**

Co-founder



# DIGITAL MARKETING



www

blog





**ROOTS2FAME**

*Your Digital Partner*

# ROOTS2FAME

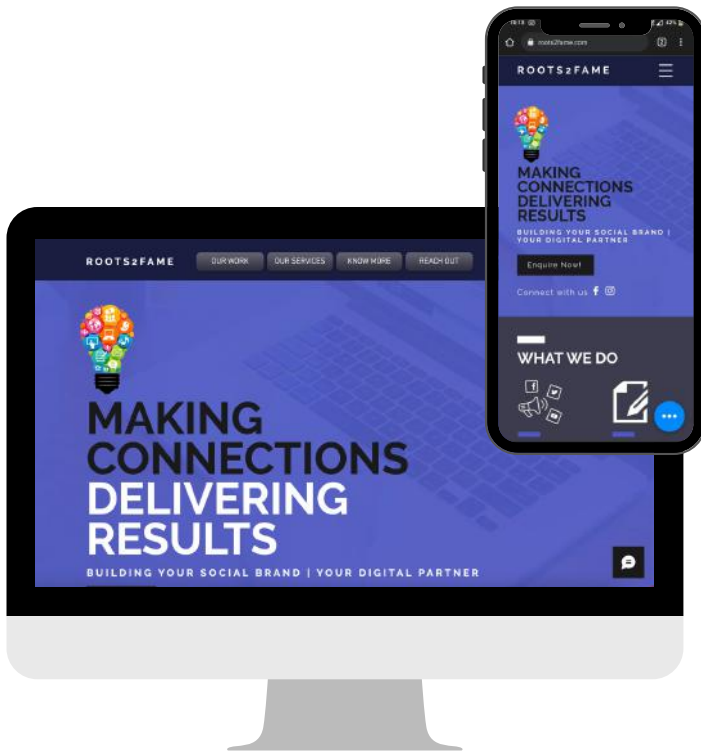
MAKING CONNECTIONS | DELIVERING RESULTS



/ROOTS2FAME



<http://WWW.ROOTS2FAME.COM>



BI-R2F-JAN22