

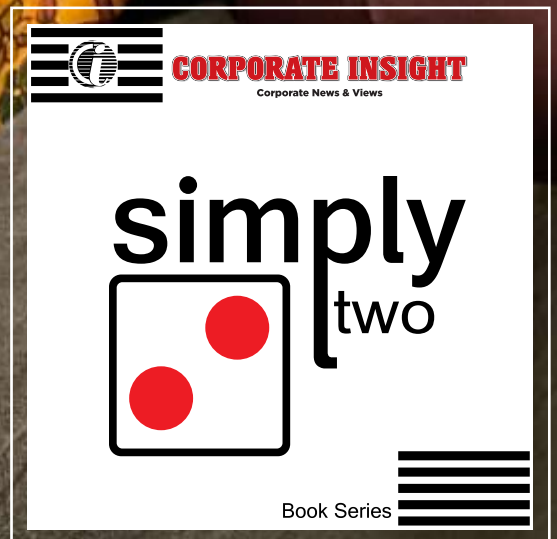
**SIMPLY TWO**  
by Gurbeer Singh Chawla



*In Conversation with...*

# *Sumita Salve*

- ◆ Entrepreneur
- ◆ Executive Director -  
Sood Charity Foundation





■ **Two things one must possess to reach high magnification and prosperity in life?**

- Vision.
- Resilience.

■ **Two things that inspired you to become an entrepreneur?**

- Autonomy.
- Create a platform to convert my vision into reality.

■ **Two important milestones of your entrepreneurial journey?**

- Creating an impact in a male dominated cable business being a woman.
- Being conferred with the Excellence Award for being 'The Women Achiever of the Year.'

■ **Two major responsibilities as an executive director of Sood Charity Foundation?**

- Creating, motivating and monitoring our vast team of full and part time volunteers in accordance to our foundation's vision.
- Interacting with all donors and charitable trusts that support us apart from streamlining day to day functioning of the foundation.

■ **Two things that make you proud of being the Executive Director of Sood Charity Foundation?**

- The opportunity to support Sonu Sood in his journey of making a difference in the lives of the needy.
- I lead a team of people who are empathetic and passionate towards social causes and work selflessly towards our goals. It's the best team any individual would get the opportunity to work with.

■ **Two major challenges as an executive director of Sood Charity Foundation?**

- To manage the multitude of requests for seeking help that keep pouring in each day because of Sonu Soods reach and popularity.
- To keep pace with Sonu's need to do more than what may seem humanly possible. Sonu wants to help everyone. Most foundations support one or two causes only but at Sood Charity Foundation we attempt to have an expansive spectrum when it comes to providing help.

## Two major things you and your team have done during corona pandemic?

- Fed and transported lakhs of Migrants to their hometown from all across the globe.
- Made a Relief Bot which aligned availability of resources required during the pandemic to the people who needed our help. This helped thousands of people who were running helter-skelter for beds, blood, medicines, oxygen cylinders, hospital bills, ambulances etc.

## Two things that give you satisfaction for your social work?

- I have found the best medium to reach out to people who are in need of support through Sood Charity Foundation.
- I have been able to make a small positive difference in the lives of people in need.

## Two things you want to say about your sister Sonali (wife of Sonu Sood)?

- She is the most compassionate soul I know.
- She is the strength beneath Sonu Soods wings.

## Two personalities who inspired you the most ?

- Sonu Sood for his selfless dedication towards people in need.
- My father Mr. P. Vijay Kumar who had the vision to be unorthodox that women are not inferior to men.

## Two things you focus on to balance your professional and personal life?

- Time Management.
- Setting my priorities right.

## Two things about people who annoy you?

- Using Religion as tool for self enhancement.
- People who are overtly critical about people's contributions without making any efforts on their own.

## Two decisions of your life you never regret?

- Having my children inspite of my career needs.
- Putting endless hours of work in whatever i did. Work gives me immense satisfaction.

## Two values of life your parents have given you?

- Courage to deal with adversities.
- To be kind and sympathetic to the less fortunate.

## Two things you want to convey to your critics?

- I honestly don't know if I really have any but if there

are, I would first like to know what is it they don't like about me to give them an answer.

## Two things you do for your own happiness?

- Spend time with my loved ones.
- Socialise, travel and entertain myself with a good book or my favourite channels on media.

## Two things you do for your fitness?

- I don't exercise as much as I would like to but I do meditate and go for walks.
- Eat nutritious food most of the time.

## Two lessons Covid 19 has given to the World?

- Not taking things for granted and the uncertainties of life.
- To respect the abundant resources we have and the freedom to move around without fear.

## Two awards you feel proud of?

- Cable Tv Association award for 'Best Women Entrepreneur'.
- Being conferred with the Excellence Award for being 'The Women Achiever of the Year.'

## Two Goals you want to achieve in life?

- To keep making my family and parents proud of me.
- To have people remember me for having made a positive difference in their lives.

