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# BUSINESS/MAGAZINE

Section B · December 24, 2010

**INDIAWEST**

## GoodWeave Improves Lives in Rug Factories

By **RICHARD SPRINGER**  
India-West Staff Reporter

**G**OODWEAVE (formerly RugMark) continues to expand its horizons beyond a focus on rescuing children from indentured servitude in the rug-making industry to seeking to remove the underlying conditions that plague rug workers and their families.

For example, in mid-December, the organization held mobile health clinics for workers at three rug factories in Panipat, Haryana.

In August, GoodWeave, in conjunction with the Global Fund for Children, announced two new programs working with India-based groups in the Varanasi area in Uttar Pradesh's carpet belt.

One of the initiatives, with Lucknow-based Sanchetna, is operating night schools for 200 girls ages 15-18 in the rug industry. The girls in the school are encouraged to form bal panchayats, councils providing child rights education, leadership building and peer

monitoring.

Another GoodWeave-GFC program organized by the Varanasi-based Human Welfare Association is focusing on women and children in the Dalit community who receive classes in English, math, science and the social sciences. The initiative also makes a concerted effort to encourage families to educate girls beyond the eighth grade.

Nina Smith, executive director of the Washington, D.C.-based GoodWeave USA, told India-West that the U.S. Department of Labor now estimates the number of children working as indentured laborers in India, Nepal and Pakistan at about 250,000, down from one million when the group was founded in 1994. Child labor is illegal in India and Nepal.

Programs such as those operated by GoodWeave and the Global Fund could make that total even lower.

"Through this partnership, GoodWeave and GFC can multiply the impact of our respective

*[Cont. on page B2]*



GoodWeave provides child care and education to young children in Uttar Pradesh so that their mothers and fathers can work in the rug industry. (photo courtesy of i-mentor)

## Food Expert Divya Gugnani a Star Entrepreneur



Divya Gugnani is an entrepreneur whose passion for fine food has led to the creation of a unique and successful online business model.

By **LISA TSERING**  
India-West Staff Reporter

**D**IVYA Gugnani has leveraged her love of gourmet food and business savvy to become one of the most prominent personalities on the foodie scene.

As owner of Behind the Burner, a culinary Web company, Gugnani brings together a wide variety of expert chefs for brief cooking videos which she syndicates to media outlets such as BravoTV.com. She also appears regularly on NBC's Weekend Today show, sharing her tips and favorite products with viewers, and she was recently the star of a major, full-color print ad campaign for American Express and its AcceptPay payroll program for business owners.

Now, Gugnani is readying for one of her most high-profile moves yet: the release this month of her new book, "Sexy Women Eat" (HarperCollins).

"This book is not about sacrifice, it's about creating a healthy relationship with food

that will keep you happy and healthy," Gugnani told India-West in an e-mail Dec. 13.

"Sexy Women Eat" is a nonfiction narrative that I wanted to resonate with everyday women.

"I'm not a nutritionist, I'm not a doctor, and I'm not a dieter. This is simply a compilation of everyday tips and tricks that I've learned through the years trying to balance a full-time job with my love for food."

Behind the Burner has roped in 450 culinary experts — including stars such as Pierre Poulin, pastry chef of Le Cirque; Matthew Accarrino of SPQR; Rick Bayless and TV celebrity Lidia Bastianich — to produce videos dedicated to individual dishes. These videos are available as imbeds to BTB subscribers who can use them on their own gourmet food sites.

"I noticed that chefs had become celebrities, so I said to a few friends, 'Wouldn't it be interesting if I reached out to culinary experts

and got all their best tips, tricks and techniques?'" she told Ladies Who Launch magazine.

"That was a Sunday night in June 2008. The next day I shared the idea with my boss, who told me to go for it. I formed the LLC in August, secured angel investors, hired a team, launched in November and joined full-time in January 2009." Today the site boasts 140,000 subscribers.

A promo explains that unlike the traditional fare served up by cable TV cooking programs or online recipe-based libraries, Behind the Burner members "gain instant access to the world-class culinary professionals who are shaping today's dining experiences and changing how we think about food and drink."

Gugnani got her start working in finance and then moved on to food, but her career melds the best of both those worlds. She took her first cooking class while

*[Cont. on page B6]*

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# Food Expert Divya Gugnani a Star Entrepreneur

[Cont. from page B1]  
 a student at Cornell University and later earned an M.B.A. from Harvard Business School. But she truly got in touch with her passion when she earned a degree from the French Culinary Institute.

She may be constantly exposed to the world's great cuisine, but Gugnani has loved her native Indian food since she was

a child, growing up in a Punjabi household.

"Since Indian food is often made in large quantities, I have

she told **India-West**.

"Since my parents spend half their time in India, I usually go once a year to see them, but unfortunately I haven't made it back recently because of work. That's the life of an entrepreneur, I guess!"

She has worked for Goldman Sachs,

Investcorp International and Millennium Technology Ventures, and more recently as a venture capitalist and principal at First-Mark Capital, where she provided companies with strategic and operational guidance.

Gugnani currently advises several startups and established brands with board level roles. She appears on MSNBC: Your Business, NBC Weekend Today and NBC New York Nonstop. She has also been a guest on "FOX & FRIENDS" and has been featured in dozens of leading publications including Time and Business-

Week. She is also on the board of directors for New York Entrepreneur Week, a non-profit movement formed around a single belief: entrepreneurs change the world.

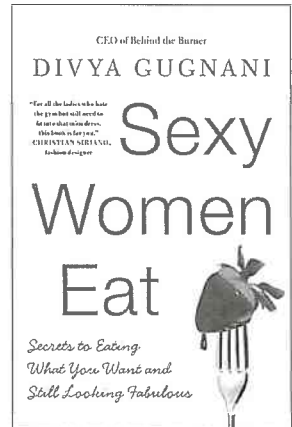
"My role at Behind the Burner involves culinary, strategic, technology, financial, marketing and legal expertise," Gugnani said in an interview with the Web site Single Startups. "I developed and honed these skills, as well as the most important teamwork in kitchens, board meetings, classrooms and at home. The best thing to do is be a sponge, learn everything you can from everyone around you. You never know when it will be useful."

Despite being staggeringly busy, Gugnani religiously carves out time to stay healthy. "Although I don't make it to the gym as often as I'd like, I try to walk wherever I can and I also dedicate 10 minutes a day to getting my heart rate up," she told

**"I'm not a nutritionist, I'm not a doctor, and I'm not a dieter. This is simply a compilation of everyday tips and tricks that I've learned through the years trying to balance a full-time job with my love for food."**

— Divya Gugnani, author of "Sexy Women Eat."

grown up cooking for and eating with others, and to this day I love entertaining as often as possible,"



Divya Gugnani will release her book, "Sexy Women Eat" (HarperCollins), by the end of 2010.

**India-West.** "Whether this is doing jumping jacks in the bathroom or taking the stairs instead of the escalator in Grand Central, it's small things like this that add up and keep me in shape."

**Legal Problems or Questions?**

**Madan (Raja) Ahluwalia, Attorney**  
 2033 Gateway Place, #500, San Jose, CA 95110  
**1.866.666.4647**  
[www.ahluwalia-law.com](http://www.ahluwalia-law.com)

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**DEREK ASIEDU-AKROFI - Attorney At Law**

3325 Wilshire Boulevard, Suite 415, Los Angeles, CA 90010  
**Tel: 213-389-5660 • 800-495-3536**  
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**Soaring Gold Prices Fail to Dent Demand in Indian Market**

THRISSUR, Kerala (PTI) — Though gold prices have been soaring worldwide for the last three years, the demand for it in India is on the rise.

According to World Gold Council statistics, there has been a steep increase in demand in India with a consumption of 650.4 tons in the first nine months of 2010, compared to 363 tons for the same period last year.

A former financial expert of the UN, T.S. Anantharaman, said the trend to invest in gold was the result of the global economic meltdown of 2008.

India's demand for gold in monetary terms has also gone up steeply to Rs 1,13,302 crore from Rs 53,196 crore, a 113 percent increase.

The purchase of gold in the form of jewelry is also high in the country.

According to trade and ornament making sources, India has become the largest contributor to world jewelry markets.

The number of people who consider gold as a safer investment has also increased.

Sources said that rise in gold investment for the past nine months was 108 percent at 137 tons from 65.8 tons for the corresponding period previous year.

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**Indians' Economic Optimism Rebounds In 2010: Gallup**

WASHINGTON, D.C. (PTI) — After being hit by the global recession, economic optimism rose significantly among Indians in 2010, as did their perception about their own standard of living, the latest Gallup poll said.

Between 2007 and 2009, the percentage of Indians who believed their local economic conditions were getting better dropped from 52 percent to 37 percent, but rebounded to 45 percent in 2010.

Gallup said Indians' perceptions about their own standard of living follow a similar pattern.

This year, 44 percent of Indians surveyed by Gallup said their standard of living is improving, up from 32 percent last year.

This year's figure is identical to the findings of July 2008, before the severity of the global downturn was fully apparent, it said.

This rising optimism comes in tandem with the country regaining its high growth trajectory after the GDP increase rate saw a downturn in the recessionary years.