



CONTENT MARKETING PORTFOLIO

By Rishmita Aich



Agenda



Content Marketing Portfolio

This section covers the various marketing strategies I devised and implemented, links to my published work and corporate publications I drafted and marketed.

Journalism Work

This includes links to my published works, publications I wrote for, and my responsibilities while working in journalism and publishing.

Trainings & Courses

This section is a glimpse into my certifications, training courses and projects I've worked on in academia.

Content Strategy Pillars

Led-Gen

(Pipeline Creation)

Focus: 60%

- SEO Editorial Calendar : Website Blogs, Guest Posts, Content Partnerships, Blog Publishing on Medium, Reddit, Quora
- Paid Advertisement Campaigns on LinkedIn & Twitter
- SEM Campaigns using Google AdWords
- Email Campaigns

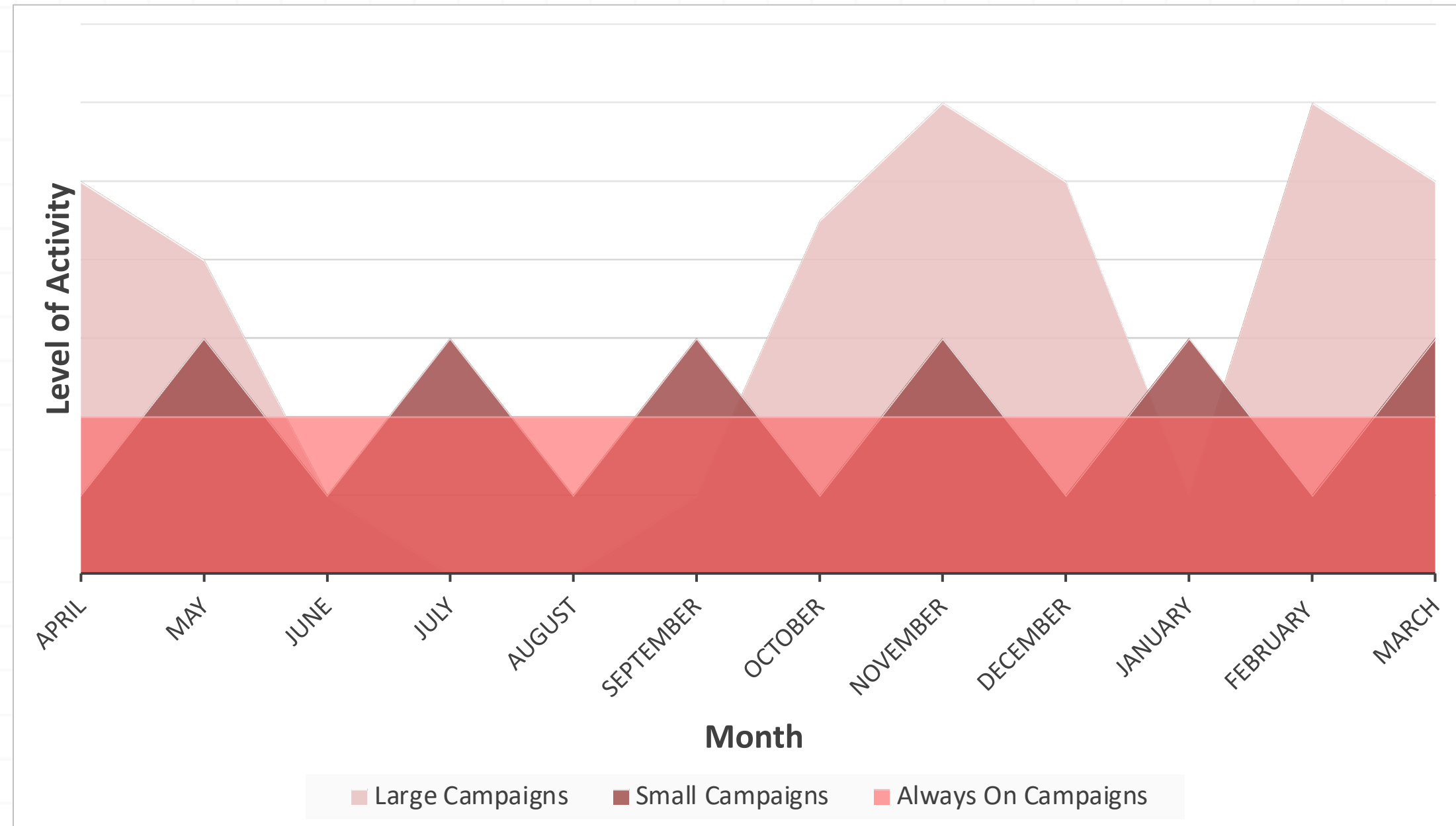
Brand-Gen

(Demand Generation + Brand Awareness)

Focus: 40%

- Thought Leadership Campaigns
- Research Reports/Trend Reports Campaigns
- Content Hubs
- Referral Campaigns & Brand Loyalty Programs
- LinkedIn Thought Leadership & Community-Based Marketing
- Event Marketing Campaigns
- Podcasts
- Monthly Newsletters

Content Marketing Planning



Content Strategy was in alignment with two key business objectives of QX:

1. New-Business Development through lead generation & demand generation

2. Existing Business Development through super-engagement.

- Due to the cyclical nature of the business, I was able to divide the service promotions & big budget brand campaigns at certain times of the year, while the evergreen services were a part of “always-on” promotions

Brand-Gen Campaigns

Thought Leadership Campaigns

Building Authority On Industry Topics



The State of Accounting Profession Report 2019

An industry-wide research report that provides insights into the key challenges facing practitioners, along with practical guidance on how to address them.

Target Audience: Practice Owners & Accountants

Surveyed Audience: 250+



The Payroll Outsourcing Trends Report 2021

A research report outlining the benefits that accountants have reaped from outsourcing payroll and their outsourcing strategies.

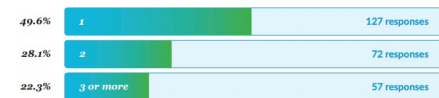
Target Audience: Practice Owners & Accountants

Surveyed Audience: QX Payroll Outsourcing Clients

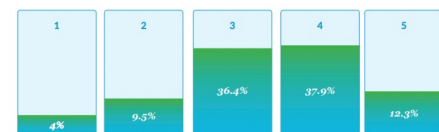
Research Report Campaign Process

Appendix-Survey Responses

1. How many partners/directors does the firm have:
256 out of 256 people answered the question



2. How happy are you personally with the state of your firm:
253 out of 256 people answered the question



01

Surveying

Drafted the survey & marketed to over 6-7k accountants through our partnership with thought leader Steve Pipe & our charity initiative with B1G1.



02

Analyzing results & Drafting Copy

Collaborated with the data team to derive insights from the survey results & drafted the first copy of the research report



03

Partnering with industry influencers

Partnered with Steve Pipe for his inputs on the findings of the research.



04

Launching Pre-Published Copy via Webinar

Organised an industry-wide webinar, to be hosted by QX thought leaders and delivered by Steve Pipe.



05

Promoting via Paid, Owned & Earned Media

Partnered with AccountingWeb, XU magazine & Accounting Today to promote the research report.

Outsourcing for Good Initiative

Tying a cause to big-budget research report campaigns drives further engagement and support from the audience



OUTSOURCING FOR GOOD

QX ACCOUNTING SERVICES **BIG1** BUSINESS FOR GOOD

“55% of accountants surveyed said that “doing some good in the world” was important to them personally.”

- The Really Bad News for Accountancy Practices and What to do, 2019

Illustration of a man kneeling and talking to two children, with boxes labeled 'DONATE' nearby.



1 DAY TO GO

With each registration, we are donating on your behalf toward COVID-19 relief in India.

QX ACCOUNTING SERVICES

- Medical Treatment for the elderly
- Trauma Counselling for children who lost their parents
- Installing Water Taps for increasing access to sanitation

REGISTER NOW

Integrating a Social Cause to Industry-Wide Campaigns

Through a partnership with Singapore based charity that promotes ‘business for good’ movement, QX was able to add a social cause to each step of the campaign.

This drove higher engagement in the form of survey responses, webinar registrations and downloads. For each registration, QX promised to donate \$2.5 on behalf of the attendee.



WEBINAR 📅 September 19th ⌚ 10AM BST

The Good, Bad and Really Bad News in Accounting

An Initiative toward: **BIG1** BUSINESS FOR GOOD

SAVE MY SPOT

Image of a man speaking into a microphone, holding a yellow book.

Results

Over the course of the launch month in Sept 2019 (State of Accounting Report, 2019)



500+

Downloads

(Through report downloads)

Most downloads were from the webinar, the media promotions & paid advertisements.



250+

Webinar Registrations

(including £1,800 in donations)

Out of 250 registrations about 150 accountants attended the webinar.



25+

Business Enquiries

(Out of this 30% converted)

A free-trial for QX services were offered at the end of the webinar, to which 25 attendees replied "yes" for signing up & out of this 30% converted to clients (7 clients).



£200k – £230k

Annual Revenue

(against a £2,000 budget)

Through a mix of full-time equivalent (FTE) and ad-hoc projects.

Influencer Partnership Campaigns

For increasing brand voice in the industry



Watch the interview highlights here:

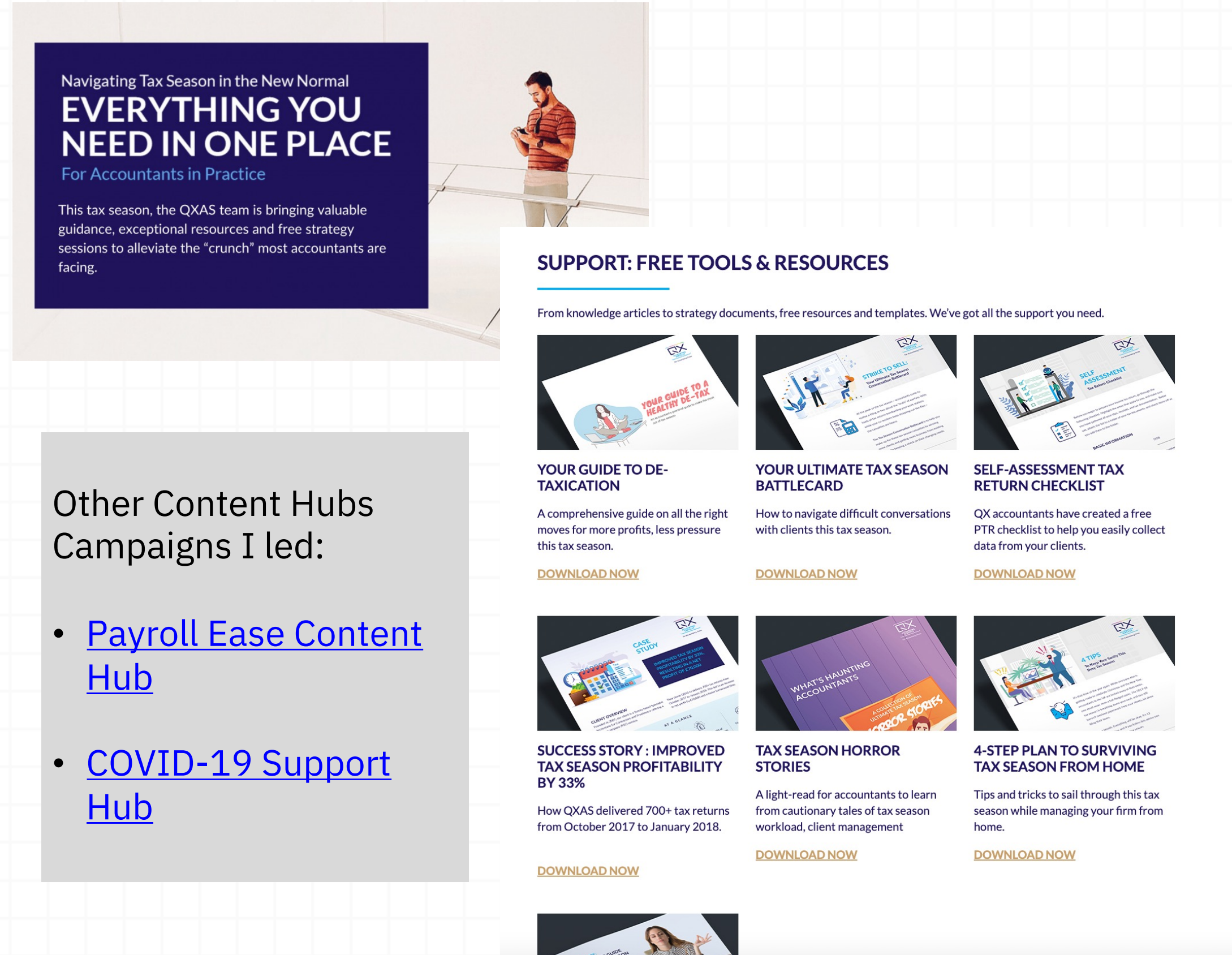


Leading Women in Payroll Campaign

Payroll has been considered a male-dominant function for years. Ahead of International Women's Day 2021, I organised interviews with leading female payroll professionals about their career trajectories, challenges & predictions for the profession. This campaign was widely shared and liked on their networks and QXAS' social media pages.

Led-Gen Campaigns

Content Hubs



A Single Landing Page, with a Collection of Free Tools & Resources.

I drafted new collaterals, curated & re-designed popular downloads from past years to form the content hub page.

Acts as topic cluster, links back to Pillar Pages

All download collaterals and descriptions were linked back to the Pillar Page on Tax Season Support.


Helped in Building SEO Rankings.


Building collaterals around high-ranked keywords on tax outsourcing, helped build SEO rankings for the desired keywords within a month of launching the hub.

We recorded a 20% jump in organic traffic & downloads

All download leads were nurtured using email drip campaigns & open & closed rates were monitored. Qualified MQLs were then sent to sales teams.

Email Campaigns


qxas@qxglobalgroup.com



Welcome to Tax Season 2020 Hub: Find Everything You Need

Our [Navigating Tax Season 2020 Content Hub](#) will help address the most widespread tax season issues that accountants in practice are facing while working from home this year : winning new clients, staffing shortage, collecting client's data on time and much more.


[Check it out](#)



Your Guide to a Healthy De-Tax While Working From Home

This [comprehensive guide](#) diagnoses your current tax season shortcomings along with a plan to improve your firm's profitability while you work from home. Some Resetting is all you need for bigger profits.

[Read More >](#)

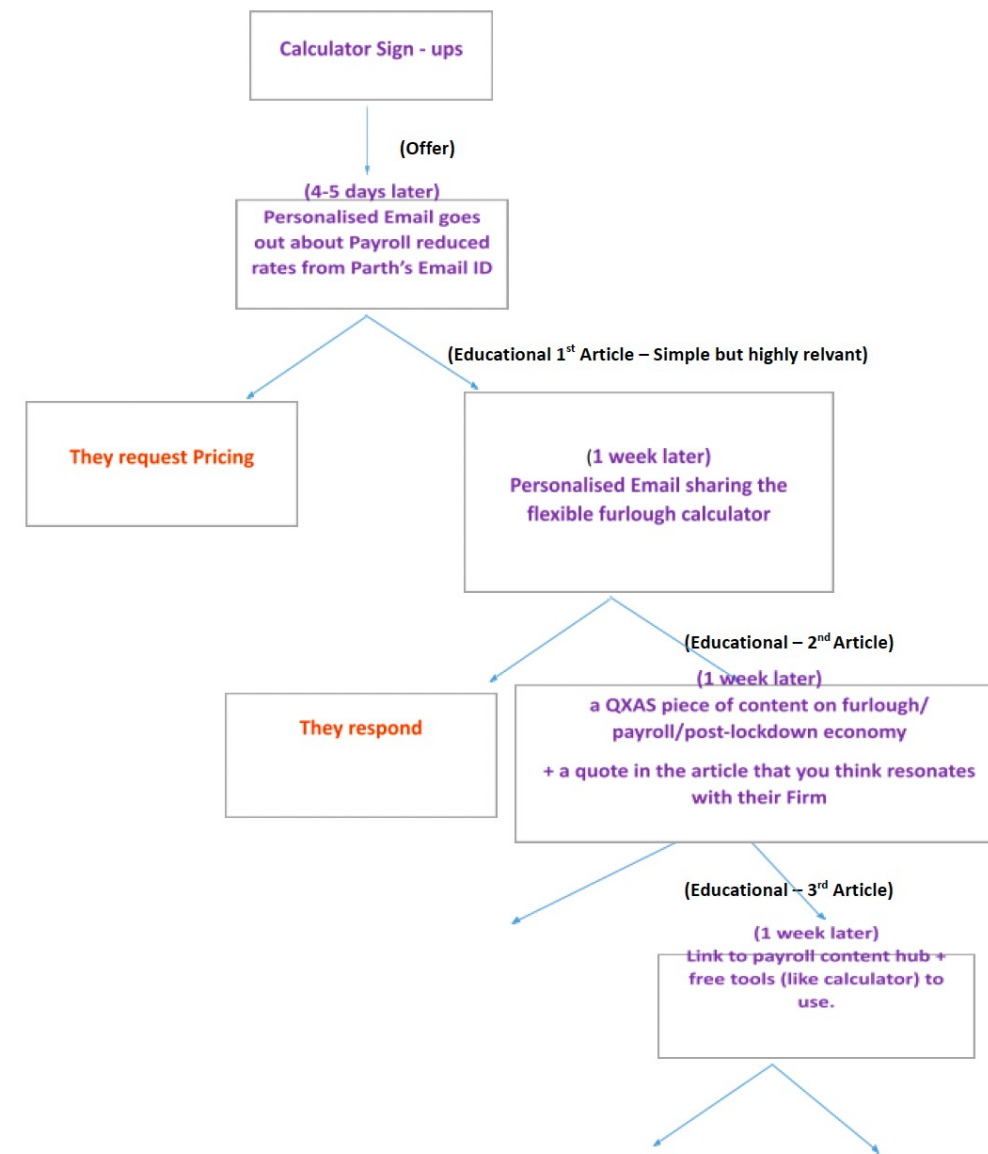


Success Stories: How a Surrey-based firm had their best tax season ever

Read the [inspiring tale](#) of a surrey-based accountancy practice, who weathered the storm of tax return workload and in-house fatigue and came out as a more profitable practice by making one right decision. Find out what they did right.

[Read More >](#)

Sales Drip Campaign to Nurture Calculator Leads



Using Email Campaigns to Nurture Leads

All download leads are nurtured through an email drip campaign to qualify them as sales qualified leads.

Using Email Campaigns for Sales Offers

Due to the seasonal nature of the outsourcing business, I ran many outbound sales offer campaigns during busy season.

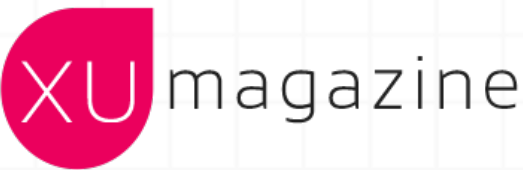
At least 25% of leads came from Email Campaigns

A quarter of total no. of leads per month were through email campaigns, due to effective subject lines, AIDA format of content structuring, copy and offers distributed through email campaigns.

Content Publishing Partnerships

Led to a higher brand equity score

- Helped build thought leadership for C-Suite members like Chairman, Chris Robinson.
- Generate high authority backlinks for the QXAS Website.
- Wasn't directly effective in generating business enquiries but drove higher social media following and brand awareness.



accountingWEB



Why are accountants quitting?

If you've been too busy to notice – there's been an outbreak of a severe itch to quit accountancy jobs. With the rise of the digital age, bookkeeping has now moved to the cloud and practices are too busy trying to metamorphose into advisories. But amidst all of the chaos your accounting staff are feeling left behind as unfortunate casualties of the modernity. But is abandoning the profession altogether the solution to the digital wave?

From January through mid-April, there's a strange spike in junk food consumption in the Financial District of Midtown Manhattan. It's no co-incidence, that it's also the time of the year when accountants enter into an unspoken pact in that area: in exchange for a shot at finding solid ground in the morphing accounting landscape, they agree to endure four months of ceaseless tax processing and forgo anything resembling a normal life.

But does all the overwork really pay off in the end?

Maybe not. In fact, there's a whole other side to the story.

While pizzas, 5-hour energy drinks and Chinese take-outs are fuel for the American tax filers; across the pond, four-in-ten British

The climate at the moment is of uncertainty. And from the patterns, it seems to be a fight or flight reaction from the accounting community. It's clear: while some are considering abandoning the profession altogether; others have adopted overwork as their credential for securing their futures.

In these seemingly nervous times, the most affected area of accounting is turning out to be – resourcing. Between overwork and abandoning the profession altogether, the industry has witnessed an overwhelming number of quitting and hiring of accountants. The constant friction between an accountant's



Chris Robinson, Founder and Executive Chairman, QX Ltd.

Chris is the founder of QX Ltd. and an ICAEW-qualified chartered accountant. He is the flag bearer of secure outsourcing practices and his company, QX, is the first and only GDPR-Certified company in India. His company provides offshore outsourcing services to accountants across the UK and the USA. Chris started from scratch with just five staff members but now leads a "family" of over 2000 people across India, UK and the US.

Is Work the New God?

Over the summer, QX and industry expert Steve Pipe came together to conduct a survey on the state of the UK accounting profession – over 250 senior accountants participated giving us a precious glimpse into the raw interiors of accounting in the UK. Not surprisingly, adoption of technology and access to people are the biggest challenges!



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Five thousand years ago, a business deal was struck in ancient Mesopotamia on a simple tablet made of clay.

The tablet turned out to be the first example of a written account ever produced and was signed by the first person in the history of the world. Not a king, a chieftain or a poet – but a humble accountant called "Kushim".

This all happened in a time before Kings, Emperors or power-brokers of any kind; so most humans on earth were farmers, herders and artisans. They regarded their accountants – not as advisors – but as the link between their property and their written records, more like record-keepers. It was a limited role with limited burdens.

My intuitions were confirmed this summer, when QX teamed up with Steve Pipe to conduct a survey on the state of the accounting profession. Steve was the world's most highly-rated accountant in 2015 and is also prolific business author. Steve is well-regarded in the accounting community as a fiercely passionate accountant. Together we put out some simple, common questions to every accountant out there, revolving around the same topic – "tell us how you feel about your work."

We unearthed a plethora of alarming findings which Steve helped us put together into a compelling research report titled, "The Really Bad News for Accountancy Practices and What to do About It." A sample pool of over 250 senior accountants, who participated in the survey, showed

Today, accountants find themselves juggling between many roles ranging from trusted financial

advisors through to marketers and HR managers. The accounting profession has morphed into a culture that now measures success through a whole raft of specialty metrics; seemingly setting itself up for anxiety, disappointment, and the inevitable burnout. The profession isn't just limited to record-keeping anymore; it's about concepts like finding a calling; pushing the boundaries of financial achievements and self-optimisation.

According to the research: for most accountants, their jobs have become all-consuming with firms trying to squeeze higher profits out of fewer clients and clients doubling their expectations from their accountants while paying lower fees for these improvements.

To make matters worse, London seems to be riddled with "workaholicism" due to the proliferation of start-ups offering free food and ping-pong tables to encourage people to stay at the office and pull more and more late-nights.

However, time isn't a safe metric for how productive an accountant is. Grinding out hundred hours a week for years, trying to keep clients and the boss happy, is having some serious implications on the productivity and performance of

us how our workstations have become our altars and our work has become our new god.

The Cult of Overwork

If I could sum up succinctly the conclusive findings of our research on the "state of accounting" it would be "high-pressure". It almost feels like we wouldn't be able to hire therapists fast enough to help every burnt-out accountant in the world.

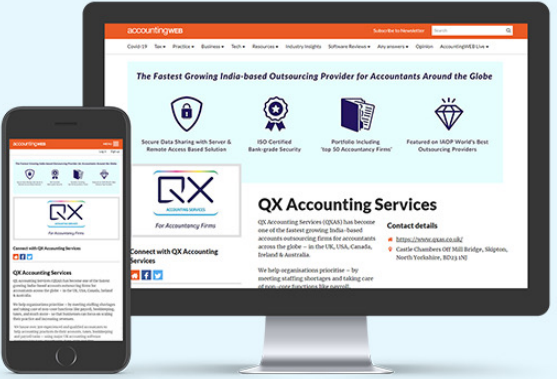


ISSUE 20 OF XU MAGAZINE IS OUT.

CHECK OUT PAGE 140-141



QXAS is now on AccountingWEB UK



Featured Interview on accountancy TODAY

The Must See Report on Payroll Outsourcing

Read QXAS' exclusive Interview on how our latest research report is helping accounting firms across the UK.

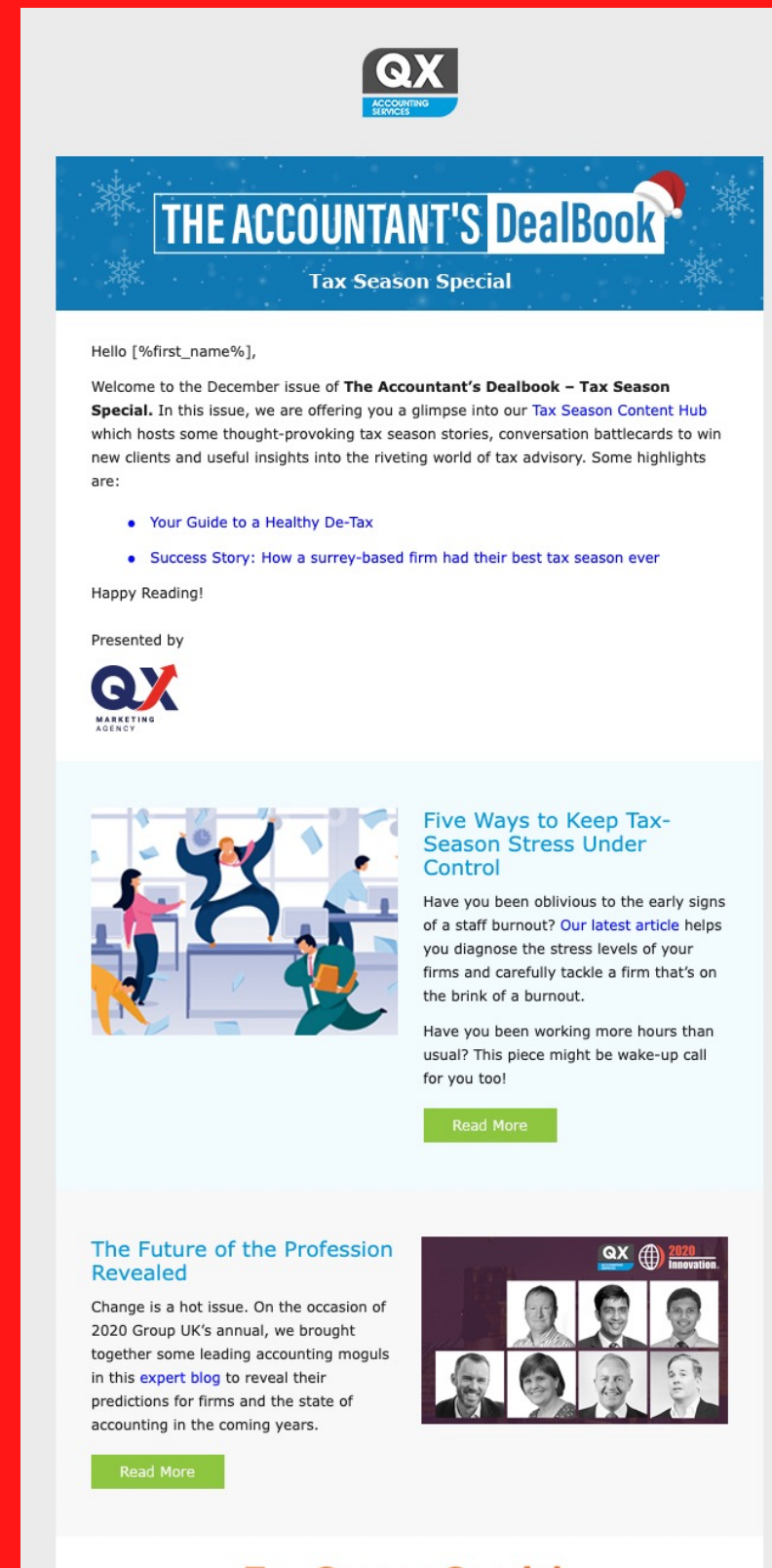
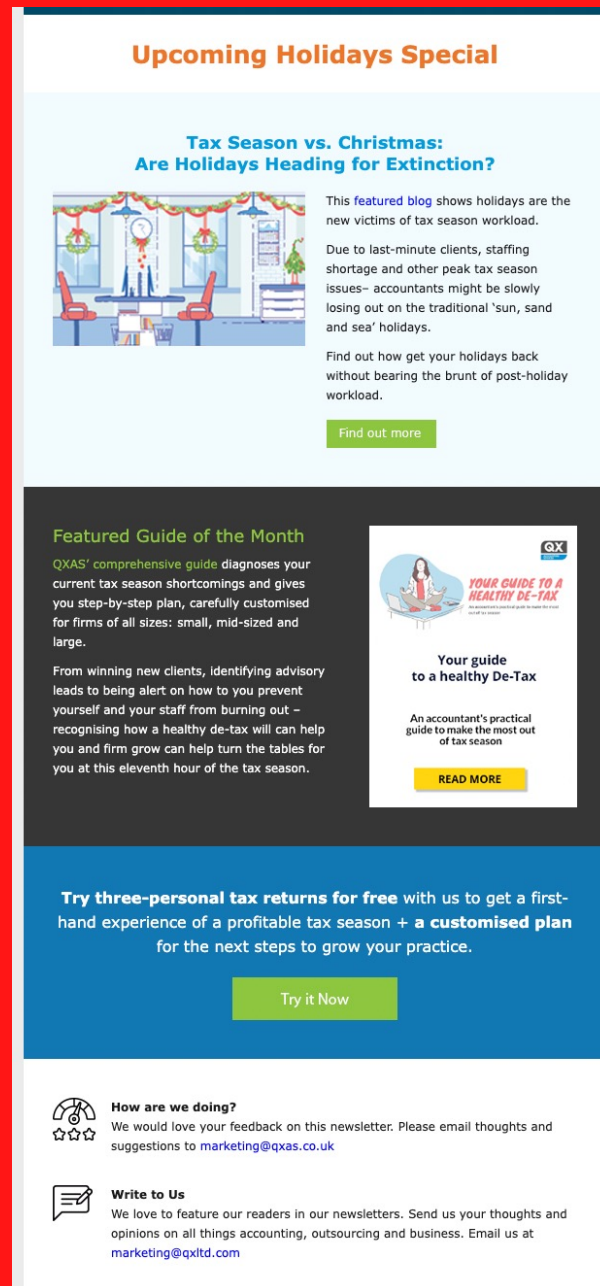
CHECK OUT HERE



QX Global: The must see report on payroll outsourcing
accountancytoday.co.uk • 7 min read

Newsletter

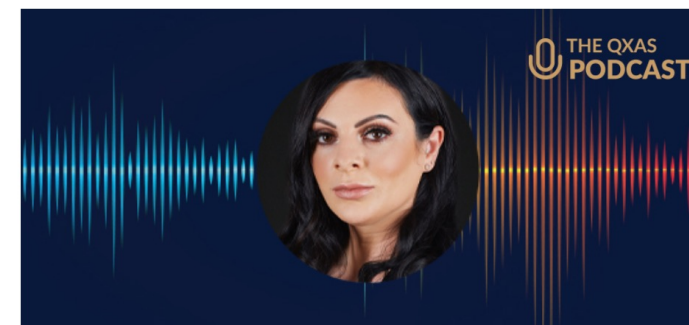
Started ‘The Accountant’s Dealbook’ QXAS Newsletter for increasing subscriber base & to nurture existing clients, inactive leads, lost leads.



Podcast

Launched of ‘The QXAS Podcast’ where I interviewed industry influencers about current hot topics in the industry & their take on outsourcing. Two thought leaders who I interviewed, signed up as clients soon after their podcast interview.

THE QXAS PODCAST

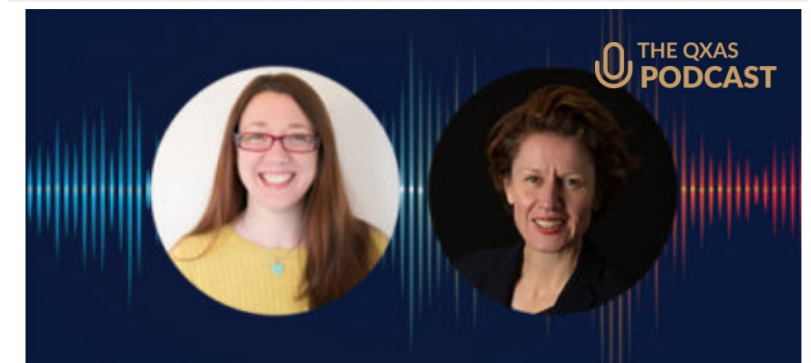


Thu May 2020

Lucy Cohen: How Accountants Can Thrive In The Post Lockdown Economy

Lucy Cohen is the Co-founder of Mazuma Accountants, a leading Online Accounting firm for small and micro businesses. Lucy is a celebrated columnist at AccountingWEB and the proud author of her critically-acclaimed debut book, The Millennial Renaissance. With a career spanning over 17 years in the accounting industry, Lucy appears widely on webinars, industry [...]

🔊 LISTEN NOW



Fri Apr 2020

Karen Reyburn And Rachel Thomas : Podcast On Mental Health In Accountants

Karen Reyburn is the founder of The Profitable Firm, a creative agency for accountants and accounting firms. Karen is a qualified CPA, an entrepreneur and an experienced marketer, who knows the people, the profession and the technicalities of the profession by heart. Rachel Thomas is the founder of Room to Think, a leadership training and [...]

🔊 LISTEN NOW

Event Marketing Campaigns

- Researched, proposed an annual calendar of events & a budget for events exhibitions for QXAS
- Organised event marketing campaigns that promoted the QXAS representatives at the events
- Submitted speaking pitches for securing keynote session slots for QXAS
- Organised expert roundup panels of keynote speakers by interviewing them alongside QXAS thought leaders & asked them to promote through shares on social media.



Always-On Campaigns

H1 Editorial Calendar

Month	Key Industry Topics	Campaigns Running	Always On Campaign	Blogs and Articles	Media Publishing	Surveys/Guides/Research Paper	Podcasts	Webinars	Videos	Super-Engagement	Events
April	New Financial Year; IR35; Payroll	Payroll Campaign; Audit Support Services; Practice Transformation	Year-end accounts; Website Launch Campaign; Bookkeeping	An Accountant's Guide to Prepping For New Financial Year 2021; Umbrella Business CEO roundup blog	Leading Women in Payroll Series: Blogs on AWEB	Trading Strategies: Payroll Outsourcing Trends 2021	The year ahead podcast : Top trends for umbrella businesses in 2021 with Julia Kermode	Trading Strategies Webinar	Women in Payroll Series	The Accountant's Dealbook Newsletter	In-house Webinar
May	Why do Good Accountants do Bad Audits?	Payroll Campaign; Audit Support Services; Practice Transformation	Year-end accounts; Website Launch Campaign; Bookkeeping	Blogs on "Restoring Quality in Audits"	Practice Transformation blogs + book a consultation workshops	"Why do Good Accountants do Bad Audits" Report	Mental Health in Accountants Podcast: A Year in Remote Working	NA		The Accountant's Dealbook Newsletter ; Launching "The Profitable Accountant's Club"- QXAS' Customer Loyalty Rewards Program	NA
June	How to Build a TechStack for Your Accounting Practice	Payroll Campaign; Audit Support Services; Practice Transformation	Year-end accounts; Website Launch Campaign; Bookkeeping	Blogs on "Building a TechStack" linking back to the Hub	Accountancy Today Audit Report Campaign	Guide to Build a TechStack for Your Accounting Firm; Practice Transformation Brochure	DSK Podcast on how their Techstack changed the trajectory of their growth	Improving the Quality of UK Audits, one audit at a time	Practice Transformation Explainer Video	The Accountant's Dealbook Newsletter ;Referral Campaign	Accountex Demo Days
July	How to Build a TechStack for Your Accounting Practice	Payroll Campaign; Audit Support Services; Practice Transformation	Year-end accounts; Website Launch Campaign; Bookkeeping	Practice Transformation blogs	Accountancy Today Audit Report Campaign	Guide on Dangers of a Rapidly Growing Accounting Firm; Pillar Page on Business Tax Outsourcing	TBD	NA		The Accountant's Dealbook Newsletter ; Referral Campaign; The Profitable Accountant's Club	NA
August	Dangers of a Rapidly Growing Accounting Firm	Payroll Campaign; Audit Support Services; Practice Transformation	Bookkeeping	Blogs on "Business Tax Services"	Publishing "Dangers of a Rapidly Growing Firm" Guide on AWEB		TBD	NA		The Accountant's Dealbook Newsletter ; Referral Campaign; The Profitable Accountant's Club	NA
September	Outsourcing Trends 2021	Business Tax Support Services; PTR Outsourcing	Bookkeeping	Blogs on "Business Tax Services"	NA	NA	Outsourcing Highly Specialised Services with DSK	Expert Roundtable: Dangers of a Rapidly Growing Accounting Firm		The Accountant's Dealbook Newsletter ; Referral Campaign; The Profitable Accountant's Club	In-house Webinar

Website Blogs

Type & Categories of Blog and Website Content

- News Blogs
- Thought Leadership Blogs
- Influencer Roundup Blog
- Podcast Blogs
- Long Form SEO Blogs/ Pillar Pages

MAIN CONTENT CATEGORIES:

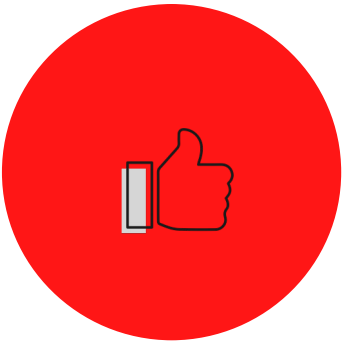
Growth	(Focus: 30%)
Outsourcing	(Focus: 30%)
Work-life	(Focus: 20%)
Industry	(Focus: 10%)
Leadership	(Focus: 10%)

[Link](#) to All blogs authored by Rishmita Aich



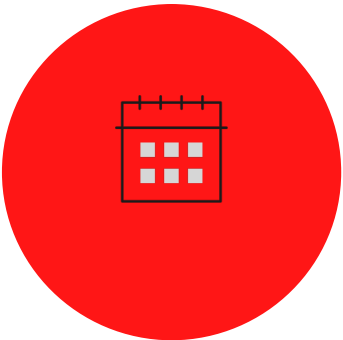
SEO Strategy

Sustain	Achieve	Revive	
Year-End Accounts Outsourcing Services UK	Year End Accounts Outsourcing Services	Payroll Outsourcing Services	
UK Accounts outsourcing	Accounts outsourcing	Payroll outsourcing work to India	
Statutory accounts Outsourcing	Outsourcing accounting work to India	outsourcing payroll	
Outsource year end accounts	Outsourcing accounting	external payroll providers	
outsourcing for accountants	Accounting outsourcing to India	managed payroll services	
	Outsourced accounting services	Accounting and payroll Services	
UK Payroll Outsourcing Services	year end statutory accounts outsourcing	Payroll outsourcing to India	
UK Payroll Outsourcing	Outsourcing accounting functions	UK payroll outsourcing to India	
UK Payroll Outsourcing to India	BPO accounting services		
Payroll Outsourcing : Page 1 Position 2 ↑	Accounting firms in India	Bookkeeping outsourcing services	
Outsourced Payroll Providers : Page 1 Position 3 ↑	Accounting process outsourcing	outsourced bookkeeping services uk	
	Offshore Accounting Services (N)	bookkeeping outsourcing	
Outsourced Payroll Providers UK : Page 1 Position 3 ↑	Accounting business process outsourcing	Outsourced Bookkeeping	
Outsourced Payroll Services : Page 1 Position 6 ↑	Outsourced accounting firms	Outsourced bookkeeping services to India	
Payroll Outsourcing Companies		outsourced bookkeeping rates uk	
	Personal Tax Return Outsourcing Services	Bookkeeping Outsourcing Company (N)	
Personal Tax Return Outsourcing Services	Tax return outsourcing to India	Outsource Bookkeeping to India (N)	
tax preparation outsourcing	Tax preparation outsourcing	Outsourced Bookkeeping overseas	
tax return outsourcing	Self assessment return outsourcing (sustain)	Offshore Bookkeeping	
personal tax return outsourcing	Outsource tax returns		
corporation tax outsourcing	UK Tax return outsourcing		
	Corporate tax preparation		
	Tax preparation outsourcing to India		
	Tax Outsourcing		
	Tax Preparation Services (N)		
	Tax Return Outsourcing India (N)		
	Tax Outsource Company in India (N)		
	Tax Preparation Outsourcing UK		
	Tax Preparation Company in UK		
	Personal Tax Returns Outsourcing (N)		



SEO Blogging, Guest Posting

Guest Posting on influencer blogs & partner websites, with high DA rankings



Creating SEO Content Calendars around Keywords for higher search engine rankings



Using SEM Campaigns to build traffic to service landing pages

Running SEM Campaigns using Google AdWords to promote seasonal services.

Paid Advertisements Campaigns

LinkedIn

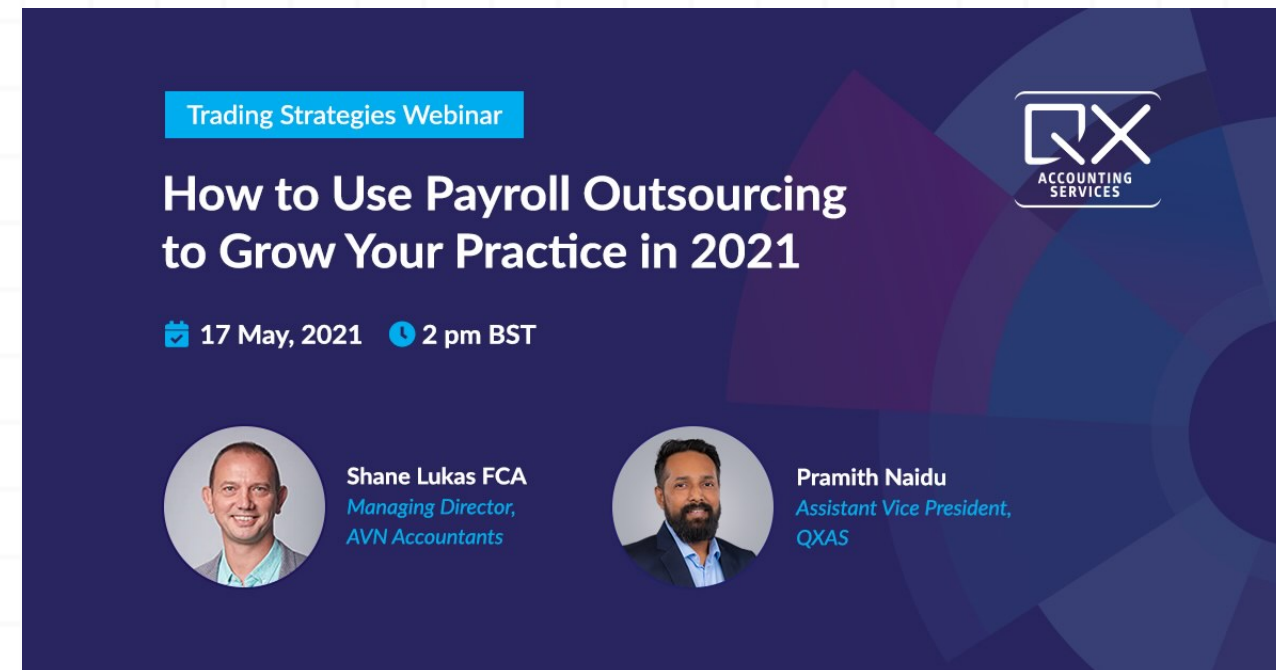
- Lead-Gen Ads with pre-filled forms for promoting content collaterals
- Click ads for promoting services and webinars

Google

- Remarketing Ads
- GIF Ads

Twitter


- Lookalike audience campaigns




Trading Strategies Webinar

How to Use Payroll Outsourcing to Grow Your Practice in 2021

📅 17 May, 2021 ⌚ 2 pm BST

 **Shane Lukas FCA**
Managing Director,
AVN Accountants

 **Pramith Naidu**
Assistant Vice President,
QXAS

QX
ACCOUNTING
SERVICES



Trading Strategies Webinar

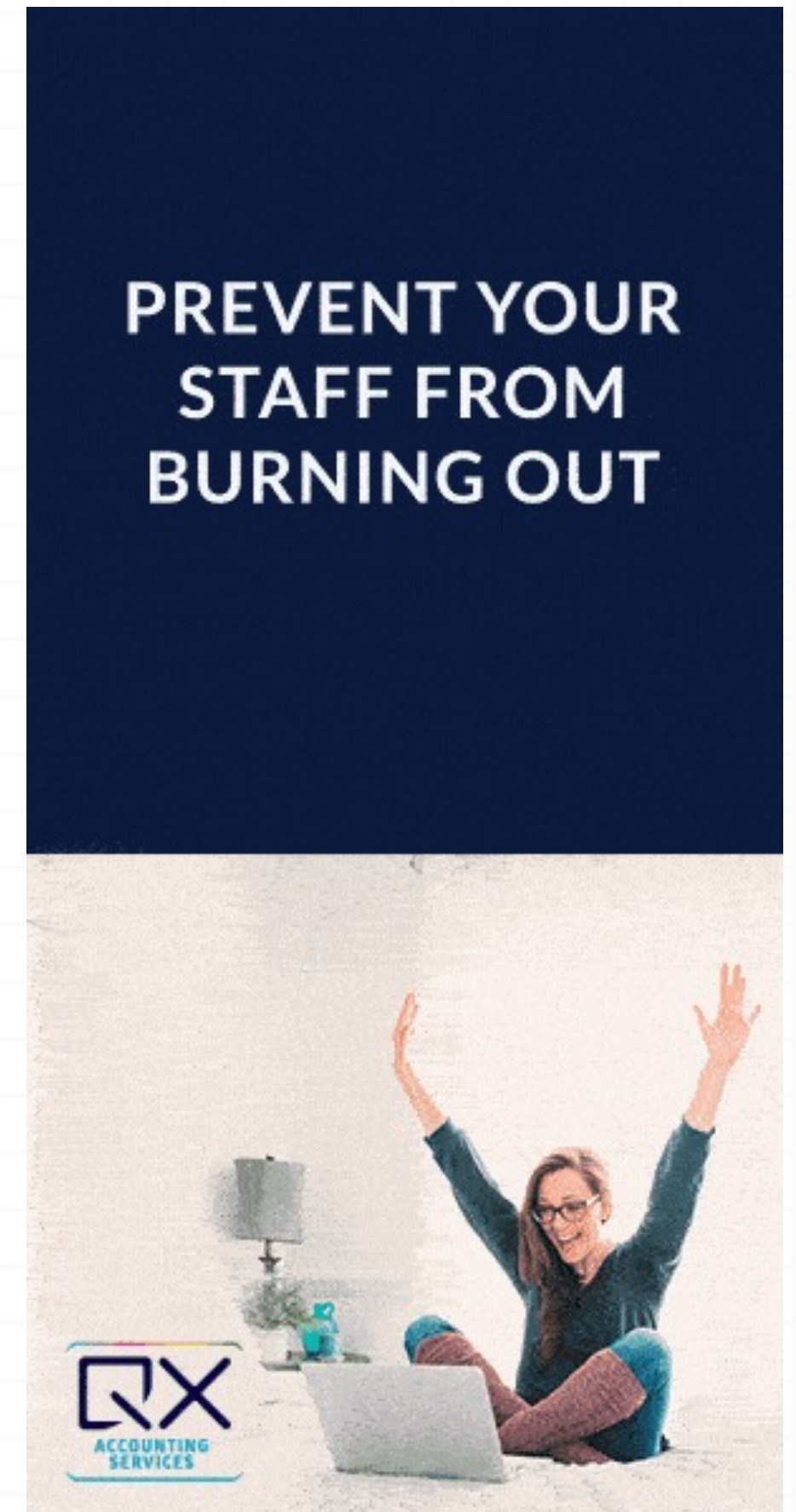
Learn how 87% accountants who outsource payroll **improve their profitability by 40%**

📅 17 May, 2021 ⌚ 2 pm BST

[SAVE MY SPOT](#)

QX
ACCOUNTING
SERVICES

TRADING STRATEGIES
PAYROLL OUTSOURCING TRENDS 2021
The best practices in outsourcing payroll to scale your practice in 2021
A research report by the QX Accounting Services, April 2021



PREVENT YOUR STAFF FROM BURNING OUT

QX
ACCOUNTING
SERVICES

Super-Engagement Campaign

Developed a super-engagement plan to nurture the top 10 strategic clients through:

- Monthly Calendar Activities for all Top 10 QXAS clients.
- Bespoke Business Health Check Reports
- Referral Programs
- Service benefits based on super engagement levels: Bronze, Platinum, Gold.



SUPER-ENGAGEMENT STRATEGY

GOAL	<ul style="list-style-type: none">• Build and develop QX's Super-Engagement behaviour into an Industry Leading U.S.P• Make QX brand stand out vs competitors• Help gain new customers and verticals and attract new talent
PHASE 1 August – October	<ul style="list-style-type: none">• Super-Engagement workshops mixed sales and marketing teams 16.08• Feedback and actions – share the deck• Create a Super-Engagement team in Marketing Agency with Sales partnerships• Build templates for external presenting
PHASE 2 October – January 2020	<ul style="list-style-type: none">• Establish team – cement key S.E. levels – Platinum, Gold, Silver, Bronze• Develop toolkit• Leverage technology for presenting (1 device strategy-iPad)• Bespoke S.E. plan including calendar activity for all top 10 customers
EMBED	<ul style="list-style-type: none">• Roll out mini workshops beyond sales• S.E. team activate internal comms with support of H.R.
HOW DO WE KNOW IF WE'RE WINNING?	<ul style="list-style-type: none">• Audit check of progress• External feedback• Internal feedback• Embedded behaviour – common parlance

The DSK Project

Development a Strategic Client's Website

- Led a website development project, to develop DSK LLP, a UK based accounting firm's website.
- Developed their brand toolkit, sales and marketing strategy, copy, wireframe and UX for the website
- Collaborated with the design and development team
- Finished Website: <https://dskllp.com/>



Journalism



Conde Nast India

Features Intern

(Sept 2019 – Jan 2019)

- Published articles on digital & print version of the magazine
- Worked with the branding team for organizing annual events such as the Reader's Travelers Awards



Times of India

Reporting Intern

(May 2016 – August 2016)

- Worked in the editorial team
- Research and wrote 30+ news articles published in the city section of the print newspaper



The Breeze

Opinion Columnist

(Sept 2016 – May 2018)

- Covered topics on gender discrimination and social justice in a weekly opinion column called 'Pride & Prejudice.'

Conde Nast Traveller India

[Link](#) to all CNT’S Digital Magazine Articles authored by Rishmita Aich

CONDE NAST Traveller

\$8 A YEAR

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Get unlimited access anytime, anywhere

Subscribe

Cancel Anytime

THE LATEST

Get a glimpse of a Kolkata you probably haven't seen

This new book set traces the city's transition from a British capital to an Indian metropolis

BY RISHMITA AICH
26 October 2018

READERS' TRAVEL AWARDS 2018 WINNERS INSIDE

WIN A STAY AT ROSEATE HOUSE, NEW DELHI

Conde Nast Traveller

THE LAST WORD IN TRAVEL
DEC-JAN 2018-19 ₹150

INDIAN EDITION

5TH EDITION

Alibabara in Washington, DC

TRAVEL LIKE THE STARS

Revealed: the secrets, the perks, the pressures, the glamour

PICO IYER'S GOA ★ SAIF & KAREENA IN MALDIVES ★ KANISHK THAROOR ON ICELAND

Times of India

[Link](#) to all TOI’s Published Articles authored by Rishmita Aich

Poor monsoon: 45% deficit in state so far

Some Relief Expected By Next Week

Rishmita Aich

Ahmedabad: As the rains play truant, the people of the city have started losing hope of a decent monsoon this year.

The forecast holds only the promise of scattered rains and dry weather over next couple of days. The burning question is whether the city will receive its fair share of rainfall this year.

While some people see the persistent dark skies as a silver lining, bearing the potential for rain, others are stifled by the heat and humidity.

"Returning home for a break was not relaxing at all," said Megha Choudhary, a second-year physiotherapy student at Geetanjali College of Physiotherapy in Udaipur. "I had gotten used to the heavy rain in Udaipur and I was hoping to get some more back in Ahmedabad too," said Choudhary, who cut her summer holiday in the city to escape the heat.

Since July has seen only a dribble of rain, whether the city will receive some tardy showers by the end of the month, or has the monsoon already made itself scarce is the question on many minds.

Till July 22, Gujarat should have received 263 mm rain. But it has received only 155 mm

In the state, according to the weather officials.

The officials said that till July 22, Gujarat should have received 263mm rains out of which it has got only 155mm. Gujarat region, which should have got 361mm rains, has got only 219mm. Saurashtra-Kutch have got only 106mm rains as against 221mm normal rains.

Truck ban bites city's green artery, vegetable prices soar

Rishmita Aich

Ahmedabad: Prices of most vegetables and fruits have risen by almost 10% in the last few days, pinching the pockets of Amdavadis. Vegetable traders and wholesalers in the city, however, say the blanket daytime ban on heavy vehicles imposed by the police commissioner has led to shortage in supply leading to the price rise. The crisis is local, and neighbouring cities like Vadodara and Surat are reaping benefits of the vegetables turned away from the city's doors.

For the last few days, interstate trucks arriving in day to the city are being stopped from entering, and they are choosing to offload their perishable goods in neighbouring markets like Surat and Vadodara. City markets have found themselves cut off from the goods carried by these trucks, most of which traditionally arrive during early morning.

"We haven't received any fresh produces since the last three days. The market is strongly dependent on vegetables that we receive from other states, and the ban has severely affected our vegetable stocks," said Ketan Patel, chairman of the Agricultural Produce Market Committee (APMC) Ahmedabad.

"Our neighbouring cities are experiencing a surplus in perishable goods like vegetables and fruits, and we are on the breadline due to waning supplies," said Patel.

With a rain deficit hitting the state and subsequent poor crops, markets in Ahmedabad have become more reliant on vegetables and fruits from outside the state.

While prices of local crops like brinjal and bottle gourd have remained stable, other staples like potatoes, onions and tomatoes are going through a supply crisis, said vegetable market sources. "Prices of potatoes have gone up from Rs20 per kg to Rs25 per kg. Prices of cabbage and okra have also been affected due to the crisis spawned by the ban," said sources who fear that food supply of the city may be affected further. Many are of the opinion that the ban should be relaxed for scheduled hours during the day.

PINCH ON POCKETS

Vegetable	Satellite	Navrangpura
Capsicum	120	100
Okra (Bhindi)	80	70-80
Onion	30	25
Potato	28	25
Cauliflower	100	100
Tomato	80	60
Bottle gourd	70	60

Rates in ₹/kg

Season's first real downpour welcomed, heat memory doused

Rishmita Aich

Ahmedabad: The rain gods finally seemed to hear the prayers of Amdavadis. After a protracted spell of record-breaking high temperatures, Ahmedabad got its first proper splash of the rainy season on Monday. With another heavy downpour forecast for the next 24 hours, the monsoon seems to have finally turned up.

"We waited a long time for the monsoon. After a long game of hide-seek, the rains seem to have arrived for sure now," said Neela Tyadi, a second-year master's student of design animation at the National Institute of Design (NID), Ahmedabad.

The rain and cool breezes put students in a fresh mood, bring creative inspiration to some.

"This kind of weather always brings out the poet in me," said Kruti Kotecha, an English literature student at St Xavier's College.

The relatively heavy rain also meant celebrations and leisure time with friends and family. The schedules of some students were suddenly a flurry of social rendezvous, while others took part in college traditions to celebrating the onset of the monsoon.

"Sometimes students perform garba in the rain as a welcome dance for the monsoon," said Bobby Selina, a fourth-year animation student at NID.

"Nothing beats having street food with friends in the rain," said Kotecha, who is eagerly looking forward to many more rainy days. Some students opted to go observational, watching the downpour from their favorite spots.

"I like going to the riverfront to watch the rain," said Tyadi. "But most times, I sit in the balcony with a good book and a cup of coffee."

The heavy rain on Monday was a definitive sign of the final departure of the hot, dry days of summer and the arrival of the cool misty breezes of the monsoon. "We were tired of the heat, but there was nothing you could do about it," said Selina. "It was expected, but it sure took a long time coming."

SEASONS IN THE RAIN: We had joy, we had fun but we also had waterlogging

Killer highways: New laws needed to save wildlife from road deaths, says study

Rishmita Aich

Ahmedabad: In just one year – a senior professor from Bhavan's Sheth R A College counted 200 animals, birds and reptiles included with some of them being scheduled animals like the jackal, run over by speeding vehicles, on just two roads.

The roads on which Dr Kiran Prajapati conducted the study included the 24 km Motera-Ahmedabad-Kalol expressway and the 20 km Motera-Ahmedabad-Gandhinagar highway. There were 50 mammals, 83 birds and 35 reptiles killed on these stretches between January and December 2013.

The research revealed that among the different species of animals killed on the highways, most of belong groups of endangered reptiles, birds and mammals including the Indian star tortoise, the Brahminy blind snake, the Indian hedgehog and 16 different species of birds. Among the animals a jackal, two foxes, five Indian hedgehogs and two hares were of utmost importance. In case of birds there were red-wattled lapwing, common hoopoe and black-headed ibis were victims.

Prajapati would go nearly every day to identify the road kill victims. After the study, Prajapati, says there's an immediate need to introduce animal crossing signs on highways and express ways to save wildlife from being crushed on highway.

While prices of local crops like brinjal and bottle gourd have remained stable, other staples like potatoes, onions and tomatoes are going through a supply crisis, said vegetable market sources. "Prices of potatoes have gone up from Rs20 per kg to Rs25 per kg. Prices of cabbage and okra have also been affected due to the crisis spawned by the ban," said sources who fear that food supply of the city may be affected further. Many are of the opinion that the ban should be relaxed for scheduled hours during the day.

ROADKILL

Class	Express way	State highway	Total
Reptiles	14	21	35
Birds	33	50	83
Mammals	28	62	90

run over:

"A lot of small animals like hedgehogs are nocturnal and come out at a specific time after dark in search of food," said Prajapati. According to him, it's time that laws are laid down to ensure the safety of these animals while crossing past speeding vehicles on the highways.

"Due to fencing along the express highways, the road kills were significantly lower in comparison to the state highways, which usually run across agricultural fields and hence there are more incidents of animal deaths," said Prajapati, who is also a PhD in the Ornithology. He has already proposed a plan to construct artificial burrows and small tunnels across highways to create alternative routes for the small animals to cross.

More than 90 mammals, 83 birds and 35 reptiles were killed on Motera-Ahmedabad-Kalol expressway and Motera-Ahmedabad-Gandhinagar Highway between January and December 2013

The Breeze & The Madison Magazine

[Link](#) to all Breeze Articles authored by Rishmita Aich



Trainings & Courses

Msc. Marketing at Trinity Business School

- **Marketing Management:** Pitched a marketing plan for Eir, the Irish telecom provider.
- **Advertising Management:** Pitched an advertising campaign for launching Toyota Daily Rental services.
- **Sales Management:** Learnt inbound challenger sales strategies through IBM's sales team.
- **Data Analytics & Market Research:** Performed regression and linear data analysis on complex predictor variables such as customer satisfaction & customer retention.
- **Marketing & Society:** Proposed an upstream marketing plan for decreasing gender imbalance in cycling uptake for Healthy Trinity, Smarter Travel Committee.

UCLA Extension School

Brand Management Course (2020) : Worked with Los Angeles based marketer Marc Villareal to develop brand strategies for local and international brands.

Inbound Marketing
Hubspot.com

Social Media Marketing
Hubspot.com

Email Marketing
Hubspot.com

Hubspot Marketing Hub Onboard
Hubspot.com

Spreadsheet Modelling
Harvard Business Publishing

IBM SPSS Training
Trinity Business School

Meta Blueprint Certification
Trinity Business School x Meta

Thank you!

Feel free to reach out to us
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