



DOING MY MA IN ENGLISH WAS BY FAR ONE OF MY GREATEST EXPERIENCES - LEARNING AND ABSORBING THE LANGUAGE, A COMPLETE IMMERSION AND UNDERSTANDING OF DIFFERENT LANGUAGE NUANCES, AND EXPOSURE TO LITERATURE FROM ACROSS THE WORLD!

fancy launch parties, and even the last minute proofing before we sent the magazine to print.” And in spite of being only 26, she was able to generate content and edit the magazine that gave her top-notch travel opportunities too. “When you’re running a team at the young age of 26, you build a sense of responsibility automatically. You know a lot of people are depending on you, and you can’t let them down, be it the readers, the publisher or the advertisers.”

After that stint, she started content and design house MeritC2 – Creatives & Communications, where she worked towards producing books, company newsletters, event collateral, websites, logo development and branding. She also worked with online publication Common Sense Living where she engaged readers with ideas on wealth building, starting businesses, and tips for living fuller, richer lives. While there, Ritika created a course for entrepreneurs-to-be titled the Indipreneur Launchpad – a 21 day program giving them essential tools, tips, and tactics needed to start a business.

Most recently, she has founded Pink Pinjra, essentially a platform with the aim to

encourage readers and writers to freely share their innermost experiences and thoughts, and consequently, find freedom and joy through that expression. Currently though, “My focus now is more on content and I am an independent content consultant for various companies, individuals and startups, writing and editing for them,” she explains.

Ritika is also involved with youth and women’s forums and has spent 5 years with an NGO called VIDYA, working towards education for the lesser privileged. For someone who is inspired by just about anything, she is a deep believer and practitioner of meditation and admits that her family has played a large part in her success.

Outside of work, she is a fitness junkie and tries out a combination of yoga, pilates, gymming and walking. “I also meditate every day, and practice a combination of chanting, *pranayama* and silent meditation.” Looking ahead she says that she wants to be surprised each day, with a new plan, new idea or new perspective. And, clearly, living in the moment has worked well for her!

