

FROM SCIENCE TO ART TO BEING A MAGAZINE EDITOR AT 26, **RITIKA BAJAJ** HAS BEEN THERE AND DONE THAT. **BINDU GOPAL RAO** DISCOVERS MORE IN THIS EXCLUSIVE TÊTE-À-TÊTE

# COMMUNICATION CONNECTION COLLABORATION

**E**. L. Doctorow once said, "Writing is an exploration. You start from nothing and learn as you go." And when I catch up with writer, editor, entrepreneur, seeker, and student of life, Ritika Bajaj, I know why these words ring true. A self-made personality, she gave up her dream of pursuing Science post 10th grade as she did not want to take advantage of being on the Sindhi quota. "I could not handle the thought of not getting a seat on my own merit. I had also applied to St. Xavier's College for the Arts stream. In hindsight, it was the best decision ever, and I thank my instincts till date."

Ritika's fascination with language is deep rooted and goes back to her childhood when she spent much of her time reading and making notes. However, she realized that this is what she wanted to do when she did her MA in English from SNDT Women's University, Mumbai. "It 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."

Her first job was with a lifestyle magazine where she started as an intern for 3 months and no pay, but in less than three years, she became the editor. "I enjoyed the whole magazine making process, from the interviews to the photo shoots to the



Photographs by Anand Wahane