

Naveen Tapadiya

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**President: - Karnataka Goa Prantiya Maheshwari Yuva Sangathan
Rotary Club of Gulbarga Suncity**

Letter of Recommendation

I am gratified to recommend Anjali for the educational loan assistance program by the Maheshwari Mahasabha of North America. I have known Anjali since she was a toddler, and have been a first hand witness to her transformation from an enthusiastic and passionate small-town girl to a motivated professional and an astute young woman. I believe that she will immensely benefit from the loan assistance and the mentoring and networking opportunities that your esteemed organisation equips students with.

I have been the President of Karnataka Goa Prantiya Maheshwari Yuva Sangathan for 1 year & Maheshwari Yuva Manch –Kalaburagi for 3 years & also serving as the president of the Rotary Club of Gulbarga Suncity. From my extensive experience, having worked with several young people over the years, I can say with assurance that Anjali is a step ahead of others. Although she has a long way to go in her learning curve, she can be on the right track with proper mentorship. I am confident that the Masters' program that she plans to pursue from Texas A&M University, and her interaction with various members of the MMNA will provide her with the requisite knowledge and help her holistic growth.

Anjali has always been a talented individual, right from her childhood. At the age of 14, she published a book of her poems, which was launched by the former Chief Minister of Goa Shri Digambar Kamat at the Karnataka Goa Pradesh Maheshwari Sabha in 2010. With her excellent grades in school, she choose to pursue her undergraduate education and career in the media, communication and marketing space. Needless to say, she is not someone who follows the herd mentality; she has been treading her path on her own terms and has been successful while doing so. As her elder cousin, I am immensely proud to know that at such a young age, she is working with the Chief Minister of a state in India and managing his official communication.

I have often reached out to Anjali when I needed help with copywriting. More recently, I contacted her during the COVID-19 induced lockdown, when we organised the [Maheshwari Udyog Mela](#), a platform for local brands to promote and exhibit their products and services virtually. She made an exemplary video for her mother's brand Gulaboo, which we went on to include in the official banner, as a reference to other participants. She helped her mother take part in the event virtually, and managed to even connect with our Chief Guest Mr. Amit Sarda to enhance her mother's brand.

The Masters in marketing program will enable Anjali to get a comprehensive understanding of marketing across a broad range of industries. Her pre-existing skills will be refined to cater to a global audience and help her immensely to strengthen further the customer base of her mother's brand- Gulaboo. Your loan assistance will ensure that she is able to complete her Master's program without difficulty. Therefore, I request you to sanction a loan for her.

Regards,

Naveen Tapadiya

President

Karnataka Goa Prantiya Maheshwari Yuva Sangathan