



## VARUNA D JANI

### JEWELLERY DESIGNER, VARUNA D JANI SIGNATURE JEWELLERY

► **PROFILE:** She is the creator and MD of Varuna D Jani Signature Jewellery. Varuna represents the next generation Popley (daughter of Ramchand Popley, founder and owner of Popley). Today, she has proudly carved a niche in the jewellery industry through her own achievements and has gained a loyal clientele in India and abroad. She is also the proud recipient of many prestigious awards – 'Best Diamond Vivah Jewellery Awards 2009', 'Women Super Achiever Asia Award' and the 'Brand Leadership Award'.

► **THE JOURNEY:** Being the second child in my family cushioned between two brothers and an elder sister, I yearned to get that extra attention, especially from my father. Though I was born into a wealthy family with no pressing need to work, I wanted to do something creative.

► **DRIVING FACTOR:** When I was in class IX, I chanced upon Harivanshrai Bachchan's poetry *Paudon ki Peediya*. That poetry touched a chord within me. It made me realise that I am what I am because of my parents. It made me realise that the best gift I could have given to my parents was to make a name for myself. What more can a parent want than to be recognised by their child's achievements? That itself was a motivating factor which drove me to do something with my life.

► **BUILDING THE DREAM:** I had made my initial money through my business in Dubai which I re-invested into the business. Also, I had made some wise investments in shares and properties which reaped rich dividends for me, and sold real estate at its peak in Dubai. I have been very lucky as God has always been with me. Being in this field for almost four years now, two and a half years with my father and one and a half year on my own, I can now say that it has not been a cakewalk for me.

► **THE SWEET TASTE OF SUCCESS:** True, it was a family business, but when I branched out on my own it was like starting all over again. To make matters worse, I started my business during the recession. Initially, it was tough, but I was driven by my passion and my deepest desire to bring name to my family. I firmly believe it's never too late for a woman to fulfil her dreams.

► **OBSTACLES :** I always believe that I had to choose between two choices — the easy way out or the right way out. The easy way out was to lead a mediocre life enjoying the luxuries of life without any purpose to life. The right way, which was difficult, was to follow my passion and chase my dreams. I believe even though a daughter cannot carry on the family name, she can definitely bring her family fame

► **THE FUTURE:** My future plans are concentrated on my new range of jewellery called VOW (Very Own Wish) which is a world patent technology. This is a unique range of jewellery where the same set can change completely into multiple sets by buying the additional piece for one third the values of the set. We wish to market it all over India and later internationally.

► **THE STRENGTH OF A WOMAN :** Being born a woman was the best thing that could happen to me. In the jewellery industry, being a woman has been an advantage for me as only a woman can understand what a woman wants.

► **MY WINNING ATTITUDE:** Passion, courage, persistence, focus, and a powerful desire to achieve.

► **STRIKING THE BALANCE:** The distance made me realise the value of relationships. Today my eldest daughter Nidhi helps me in my business while my husband keeps shuffling between Dubai and Mumbai and takes care of our children when in Mumbai.

► **LEISURE SECRETS:** Reading and designing

► **WORDS OF WISDOM:** A woman should never ever forget what's her worth. Believe in yourself and express your own individuality.