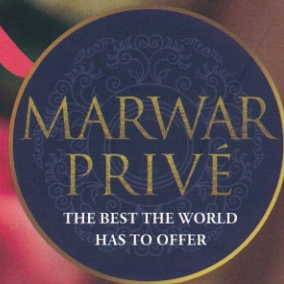


MARWAR INDIA



PEOPLE CULTURE LIFESTYLE



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PROFILE

CREATING A GLOBAL COMMUNITY

When Chanda Barjatya Surana thought of taking recourse to technology and doing something worthwhile with her time, the result was her debut app TellaTina, a platform for a safe and trusted clique of like-minded friends across the globe, looking to share and seek helpful information on anything they require.

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Chanda Barjatya Surana

CREATING A GLOBAL COMMUNITY

Text * **Shruti Tomar**

Photographs * **Subhabrata Das**

When **Chanda Barjatya Surana** thought of taking recourse to technology and doing something worthwhile with her time, the result was her debut app TellaTina, a platform for a safe and trusted clique of like-minded friends across the globe, looking to share and seek helpful information on anything they require.

A PASSION FOR THE ARTS AND A creative bent of mind runs in the Barjatya genes. With roots in Kuchaman and Kishangarh in Rajasthan, Chanda Barjatya Surana, the only daughter of the late Rajkumar Barjatya and granddaughter of the late Tarachand Barjatya, the founder of the pioneering film production house, Rajshri Productions, grew up in a cultured joint family. The environment was full of fun, love and frolic and she felt she was blessed to grow up in an environment where relationships held a lot of importance in life. "As the younger sibling, I idolised my elder brother, the legendary filmmaker Sooraj R Barjatya, whose strong work ethic and humility have always inspired me deeply," says Chanda Barjatya Surana, who herself is a trained Kathak and Odissi dancer and a certified player of piano and tabla as well. A commerce graduate from Sydenham College, Mumbai, she has dabbled in the family business too, writing the script for two films under the guidance and encouragement of her father.

Marital bliss

Chanda Barjatya Surana is married into the Surana family (owners of the prestigious

Bhuramal Rajmal Surana Jewellers of Jaipur) who pioneered the 'Jaipur Jadau' style of jewellery making and are also the proud owners of the iconic Raj Mandir Cinema in Jaipur. Marriage to Pankaj Surana took her across the globe, and she moved to New York, where she lived for 14 years. The family finally moved back to India to take care of the family business and heritage, and as of now, Chanda Barjatya Surana is settled in Mumbai with her two sons, Eshan and Suyash, and her husband, while the rest of the family is in Jaipur.

First flight

Having pursued many interests, Chanda Barjatya Surana made her mark in the design industry as a creative jewellery designer for the House of Surana by Pankaj Surana. She then moved on to explore and see where her drive and passion would take her. This led her to launch 'Sudhasugandh', which she ideated to pay obeisance to her late mother Sudha Barjatya—a homemaker herself—and to empower Indian housewives by facilitating exhibitions of their culinary creations to the world through beautifully



Above: Chanda Barjatya Surana with TellaTina's team of experts, technical and administrative heads, and advisory board members: (standing, l-r) Madhavi Adalja, Kreena Desai, Suman Agarwal, Kajal Bhatia, Mukesh Vasa, Dr Milind R Bhatt, Gita Karnani, Devyani, Shilpa Bhagat (sitting, l-r) Neha Vasa, Chanda Barjatya Surana, Veena Nevatia

“ The underlying principle behind TellaTina is based on the fact that if you get help, you will want to help

customised packages, comprising traditional Indian savouries and sweets, all homemade and natural, and free of preservatives, chemicals and artificial colouring. These packages made excellent gifts, while bringing back long-forgotten Indian recipes to life. And in that, they upped the confidence and financial standing of Indian housewives.

Foraying into the digital space

Being a people's person, Chanda Barjatya Surana has always been a pillar of support and comfort to all in her close circle, especially her sons, nieces and nephews. TellaTina began with various resource groups that Chanda Barjatya Surana had started in different cities to stay connected as a family and be able to help one another. She says, “The journey of TellaTina started seven years ago. The idea of creating

an app which would be of help to millions gave my life a new direction.” The designing, making and coding took up to two years, and TellaTina has been live for 18 months now. Funded

by her personal savings, the app's popularity was a natural progression, as friends and family were deriving tremendous benefit from the very helpful resource group that she had created. Launched formally as an app for Android and

Apple in 2018, with TellaTina, Chanda Barjatya Surana made her foray into the digital world.

Happy to help

TellaTina helps the user ask a trusted global community of friends for their firsthand experience to help in whatever way help is needed and to share resources and contacts. Chanda Barjatya Surana says, “There are no biases, cuts or commissions, nor any vested interests by anybody on this platform. The underlying principle behind TellaTina is based on the fact that if you get help, you will want to help. It is a chain reaction of positive humanitarianism and generosity of spirit and that perhaps best explains its growing popularity.” She adds that TellaTina is a unique app for high-profile people as it is private, and membership is offered through only recommendation and strict curation and invite. Given its high-profile membership, no mobile numbers or email addresses are disclosed on the app.

TellaTina has recently launched global interest chat groups on varied subjects as well. Some of these groups are driven by experts such as Dr Milind R Bhatt (dream analysis), Hormazd Sorabjee (automobiles), Suman Agarwal (nutrition), Shilpa Bhagat (image consultancy), Devyani (astrological insights), Kreena Desai (astrological insights), Shikha Dhandhia (fashion and styling), Sharmila Pavri (fashion and styling), Triptee Jain (art and sculpture), Kajal Bhatia (food), Madhavi Adalja (pets), Gita Karnani (travel), Aayushmaan Falod (travel) and Karan Bhagat (finance and investments). TellaTina's advisory board comprises renowned names like Dr Milind R Bhatt, a dream analyst and classical homoeopath since 1991, who has been known to heal diseases deemed incurable by mainstream medical science; and Mukesh Vasa, the founder and CEO of Designscape, who has nearly three decades of experience in information technology. TellaTina also offers the private and exclusive platform of ‘TellaTina Matrimony’ to its members.

TellaTina has been a resounding success, talking about which, its proud creator says, “It's great to see how TellaTina has grown. Its new UI (user interface) is superb in every way! We will be launching new interest groups as well with this new version of the app.” *