



NEWSLETTER

January 2018



EXPERIENCED PEOPLE | INNOVATIVE TECHNOLOGY | REMARKABLE RESULTS



Hello ETECH!

As we quickly transition into 2018, I wanted to make you aware of the rebranding of Etech Monitoring Solutions (EMS), Etech's quality monitoring division. This rebranding is necessary due to growth, maturation and diversification of EMS over the past decade. Quality insights coupled with our talented people have enabled EMS to grow from twenty (20) internal quality analysts to over two hundred (200) business analysts across the globe providing valuable insights to Etech's operation team as well as external clients. Consumers demand and deserve an effortless customer experience (CX) that is handled in a confident and expert manner. Big data is no longer just hype as companies are moving toward shaping an "everywhere analytics" world.

I am excited to communicate the evolution Etech's quality analytics division, formerly known EMS. This is an exciting time for our company as we officially announce our next generation of total quality management solutions!

Effective immediately, EMS will now be branded as Etech Insights.



Etech Insights

- Solves business problems by supporting a data driven culture.
- Embeds a seasoned CX analyst within your contact center's team to identify opportunities for CX enhancements.
- Incorporates the best of human intelligence with artificial intelligence (AI) and machine learning to deliver a full suite of coaching and CX analytics. This combination precisely measures customer satisfaction and agent performance at each touchpoint, delivering actionable insights to improve CX using best-in-class technology and highly trained data scientists and business analysts.
- Delivers a multi-faceted approach to accelerate profitability and support strategic business decision-making through enhanced analytics such as Behavior Mapping, Survey Analysis, Tenure Segment Mapping and Performance Heat Mapping.

The decision is not just a rebranding of a name, but an introduction to transformational change of Etech's quality analytical solutions that will provide our clients with the improved insights to build stronger brands, strengthen customer relationships and gain market share.

Jim Iyob, Etech's Chief Customer Officer will continue to lead this division. He will further communicate on this exciting transformation. In the meantime you can visit www.etechnsights.com to learn more.

Please join me in congratulating and thanking the members of the Etech Insights Team for their commitment, contributions and enhancements enabling our company to transform to a sharpened provider of total quality management solutions!

Continued blessings in 2018 as you strive in making a remarkable difference for each other, our customers and within our communities.

Enjoy the journey!

- Matt Rocco

President and General Manager

INDEX

01	Etech Give Back Program - Lufkin December Blood Drive	04
02	Etech Give Back Program - Blood Drive at the Nacogdoches Center	05
03	Security Bulletin - Phishing Scams	06
04	Etech Named Finalist for 2018 Stevie Awards	08
05	Announcements	09
06	Etech Opens State-of-the-Art Contact Center in Montego Bay, Jamaica	11
07	Etech Give Back Program – Exposure Visit at Vadodara	12
08	Recruitment Drive at M.S. University at Vadodara	13
09	Etech Give Back Program – Shaurya – Feat of Courage at Vadodara	14
10	Rewards & Recognition ceremony – Vadodara	15
11	Etech Employee Development Program - Aspiring Leadership Program at Gandhinagar	16
12	Personality Awards at Etech Gandhinagar	17
13	Spandan – Know your Company at Gandhinagar	18
14	Client Visit at Gandhinagar	19
15	Etech Give Back Program - Madhurya Bhavan at Gandhinagar	20
16	Dark is Beautiful	21
17	Our Centers	23

12 Etech Leadership Characteristics

- INTEGRITY
- VALUING PEOPLE
- TEAM WORK
- ACCOUNTABILITY
- COMMUNICATION
- VISION
- ADAPTABILITY
- HUMILITY
- CREATIVITY
- TEACHABILITY
- POSITIVE INFLUENCE
- COURAGE

Etech Give Back Program - Lufkin December Blood Drive

On Thursday, December 21st, Etech Lufkin hosted the Gulf Coast Regional Blood drive. This month, the successful donations were rewarded with snazzy dark green sweatshirts that came just in time for these East Texas cold snaps. Etech Lufkin had a total of 16 donors and 18 units donated! Great job, team!



Lufkin's Ugly Sweater Contest

The Friday before Christmas was Etech Lufkin's Ugly Sweater Contest. Jessica Lauber won for the most festive sweater, and Michael Girgsby won for most ugly.



Lufkin Theme Week

It was the week before Christmas, and all through the rows, all the agents felt joyful, from their head to their toes. Etech Lufkin celebrated the holiday season with a fun filled theme week. From Whooville day, to Jinglewear, agents and leaders dressed up and showed off their holiday spirit. The Grinch himself was even spotted lurking around the Lufkin call center.



Etech Give Back Program - Blood Drive at the Nacogdoches Center

On Wednesday, December 5th, Nacogdoches center hosted their quarterly blood drive for the blood center of East Texas. This blood drive yielded a total of 21 donors! These donations will be used in helping families within our community.



Pictures with Santa at Nacogdoches Center

Etech Nacogdoches held their annual pictures with Santa event. This year Chris Green dressed up as Santa. This yearly event allows employees and their families to come visit with Santa Claus and enjoy candy while waiting their turn to tell Santa what they wanted for Christmas!

Ugly Sweater day at Nacogdoches

Etech Nacogdoches showed their holiday spirit with ugly sweater day! Many employees participated however the winners were Shane Cone and Danielle Norman.



K&P Ugly Sweater Day! at DALLAS



Jersey Day at Dallas



Job Fair 2018 at DALLAS



Security Bulletin - Phishing Scams

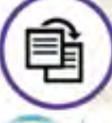
Suppose you check your e-mail one day and find a message from your bank. You've gotten e-mail from them before, but this one seems suspicious, especially since it threatens to close your account if you don't reply immediately. What do you do?

This message and others like it are examples of **phishing**, a method of online identity theft. In addition to stealing personal and financial data, phishers can infect computers with viruses and convince people to participate unwittingly in fraudulent activity.

How To Spot A PHISH



Types of Phishing Attacks

-  **Spear Phishing:** A highly targeted form of phishing that hones in on a specific group of individuals or organization.
-  **Whaling:** A form of phishing, targeted at executive level individuals.
-  **Cloning:** Whereby a legitimate email is duplicated but, the content is replaced with malicious links or attachments.

What is Phishing? A technique used to fraudulently obtain usernames, passwords, credit card numbers, and other sensitive information.



Fraudulent emails typically ask you to:

- Open an attachment or,
- Click on a link, redirecting you to a malicious website.
- You may be prompted to enter personal information.

Anatomy of a Phishing Email

- Contains links or attachments
- Poor grammar and spelling
- Requests personal or sensitive information
- High sense of urgency and/or privacy
- Discusses confidential subjects like salaries
- Incentivizes through threat or reward



KEEP IT SAFE AND SECURE

Since most people won't reveal their bank account, credit card number or password to just anyone, phishers have to take extra steps to trick their victims into giving up this information. This kind of deceptive attempt to get information is called **social engineering**.

Phishers often use real company logos and copy legitimate e-mail messages, replacing the links with ones that direct the victim to a fraudulent page. They use spoofed, or fake, e-mail addresses in the "From:" and "Reply-to" fields of the message, and they obfuscate links to make them look legitimate. But recreating the appearance of an official message is just part of the process.



PHISHERS TEND TO LEAVE SOME TELLTALE SIGNS IN THEIR E-MAIL MESSAGES AND WEB PAGES. WHEN YOU READ YOUR E-MAIL, YOU SHOULD BE ON THE LOOKOUT FOR:

- Generic greetings, like “Dear Customer.” If your bank sends you an official correspondence, it should have your full name on it. (However, be aware that some phishers have moved on to spear phishing, which can include personalized information)
- Threats to your account and requests for immediate action, such as “Please reply within five business days or we will cancel your account.” Most companies want you as a customer and are not likely to be so quick to lose your business.
- Requests for Personal/Confidential information. Most businesses didn’t ask for personal information by phone or through e-mail even before phishing became a widespread practice.
- Suspicious links. Links that are longer than normal, contain the @ symbol or are misspelled could be signs of phishing. It’s safer to type the business’s URL into your browser than to click on any link sent in e-mail.
- Misspellings and poor grammar. Even the most high-tech phishing scams work like old-fashioned con jobs, in which a hustler convinces his mark that he is reliable and trustworthy.

Responding to Phishing

If you get an e-mail that you believe is a phishing attempt, do not reply to it, do not click on the links or provide any personal/confidential information. Instead, you should report the attempt to Etech Security or your immediate supervisor (if using corporate email). If you feel the email may be legitimate but are unsure, Use their Web site or phone number rather than following links in the suspect e-mail.

If you believe you may have given personal and/or Etech confidential information to a phisher, you should report the incident to:

- Etech Security and/or your immediate supervisor if using corporate email
- Any bank, lending or credit institution for which you have disclosed your personal information.
- At least one of the two major credit reporting companies (Equifax and TransUnion) if the information contained your personal identifying information

If you have any questions and/or concerns regarding phishing attacks, simply contact Etech Security at security@etechgs.com

Etech Named Finalist for 2018 Stevie Awards

I am very excited to inform you that **Etech Global Services**® has been named a Finalist and Award Winner for one of the categories at the 12th Annual Stevie® Awards for Sales and Customer Service. The Stevie® Awards are the world's premier business awards. They were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. In short order the Stevie® has become one of the world's most coveted prizes. Learn more at- <https://stevieawards.com/sales/about-stevie-awards>.



ETECH has been recognized in the category, Business Intelligence Solution for our innovative quality analytics solution where Human Intelligence Meets Artificial Intelligence (AI). **Etech** will receive a Gold, Silver, or Bronze medal on February 23rd at the Annual Stevie® Awards Gala at Caesars Palace in Las Vegas. It is tremendous honor for **ETECH** to be recognized for this coveted award. More than 2,500 nominations from organizations around the world and in all sizes and industries were evaluated in this year's competition. Nominees included companies such as IBM, John Hancock Financial Services, Comcast, PushPay, Google, Delta Airlines and many more.

Finalists were determined by the average scores of more than 150 professionals worldwide in seven specialized judging committees. Entries were considered in 89 categories for customer service and contact center achievements, including Contact Center of the Year, Award for Innovation in Customer Service and Customer Service Department of the Year; 60 categories for sales and business development achievements, ranging from Senior Sales Executive of the Year to Sales Training or Business Development Executive of the Year to Sales Department of the Year; and categories to recognize new products and services and solution providers

In our presentation, we were able to showcase the importance of pairing human intelligence with artificial intelligence and machine learning. Customer expectations have changed and it's necessary for businesses to use the right tools to move their customer experience forward. Michael Gallagher, President and founder of the Stevie® Awards stated, "The 2018 judges were so impressed with the wide range of achievements detailed in the finalist nominations."

I am humbled and honored to share **Etech's** best practices including our commitment to disrupting the quality analytics marketplace by integrating our world class quality analysts with emerging artificial intelligence technology. Winning a Stevie® award is a coveted achievement and validates our mission and vision to make a remarkable difference in all we do.

Congratulations and Thank You to the entire **Etech** Insights Team for earning this recognition! Embrace each day, seize opportunities, value each other, trust God and enjoy the journey.

THE BEST IS YET TO COME!

- Matt Rocco

Announcements

Samuel Gray – Assistant Sales Coach

Etech Dallas is pleased to introduce Samuel Gray as our new Assistant Sales Coach. Samuel is a native of Los Angeles, California but has been living in Dallas, Texas for some time now. Outside of work, Samuel enjoys listening to music, gaming, and creating animations on his computer. Samuel's favorite food is seafood and is a fan of any restaurant that has good food.



Samuel is a free spirited person and enjoys keeping things simple.

Aaron Masten - Account Leader



Aaron is a Nacogdoches native that was born in 1989. He grew up in Nacogdoches playing basketball and baseball. Aaron has two degrees, one in general business and drafting and design. In his off time he loves playing video games, binging hulu and Netflix, and watching sports games. His favorite teams are the Texas Rangers and Dallas Cowboys despite being a bunch of losers this year.

Aaron has worked at ETECH for 3 years. He started off as a sales agent and worked his way up to Sales Coach and Operations Leader. He was able to help turn around the overnight shift which was struggling with performance and behavioral issues. He loves working with agents and leaders on the campaign and coming up with games to play to ensure everyone has fun at work. Lastly Aaron is going to be heading up the upcoming 2nd Annual Hunger Games starting in February. We wish him the best of luck. With the size of the program in Nacogdoches having Aaron and Josh at the helm will ensure performance continues in the right direction.

Jessica (Jessie) Richardson



Jessica (Jessie) Richardson has been with Etech since June of 2016 serving in the Incentives Department. She graduated in December of 2017 from Stephen F. Austin State University with a BBA in International Business. She loves to spend time with family and friends, and cherishes all of the relationships she has formed at Etech.

Jessie spends most of her free time outdoors whether it is water skiing, snow skiing, hunting, or beach bumming; she loves all things outside. That is unless she's cuddling up with her puppy Charlie to watch her favorite TV show, Friends.

Jessie is extremely excited to have the opportunity to continue her career with Etech. She is eager to learn more about the organization, grow as leader within the company, and make a remarkable difference along the way.

Again, congratulations Jessica!

Ashley Johnson - Leader of Employment Coordinator

Ashley joined Etech in September of 2007 as a Customer Service Representative. In July of 2015, she joined the Recruiting Team as Recruiting Assistant for the Lufkin Center. In September of 2016, Ashley was promoted again to the role of Employment Coordinator and completely flourished in this role. Ashley has played a key role in helping to staff VZW in Nacogdoches. Ashley has been an integral part of the booming growth we are experiencing in Nacogdoches, and the Recruiting department is so very blessed to serve beside a team member who consistently demonstrates such passion and humility when completing day to day tasks.



As Leader of Employment Coordinators, Ashley will lead and develop the team of Employment Coordinators in Nacogdoches, Lufkin, Rusk, and Dallas, and will serve as the Liaison between Recruiting and Operations regarding the pace of classes and continue to partner with Operations to exceed Client expectations.

Ashley, we are excited to partner with you in your growth! Please join me in Congratulating **Ashley Johnson** on a job well done!

Academic Partnerships

We are pleased to announce that Etech Global Services® has recently signed an agreement with our newest client, Academic Partnerships®. Etech will be providing voice solutions that will assist potential students who are looking at options to continue their higher education. Headquartered in our backyard of Dallas, Texas, Academic Partnerships® will leverage Etech's remarkable service representatives to connect potential students with Academic Partnership's internal advisors. There is no doubt in my mind that our team will outperform their expectations!



About Academic Partnerships:

For more than a decade, Academic Partnerships has helped universities expand their influence through the online delivery of instruction. Today, they serve more than 50 universities in the United States and in countries around the world. They have assisted more than 4,200 faculty members in the transition of nearly 4,800 courses into an online format, spanning 450 undergraduate and graduate degree programs, and they have had the privilege of supporting more than 200,000 students along their higher education journey. For more information please visit - <https://www.academicpartnerships.com/>

Etech Opens State-of-the-Art Contact Center in Montego Bay, Jamaica

Etech's latest center is located in the heart of Montego Bay's prime business region locally known as the **Montego Bay Free Zone (MBFZ)**. The center has the same capabilities and amenities as one would find at any of Etech's eight global contact centers. This new facility is equipped with over 200 agent workstations supporting everything from Live Chat, to traditional inbound/outbound services, to Etech's quality analytics division known as **Etech Insights**.

Our investment in this new facility reinforces our commitment to grow and diversify the channels through which we serve our customers. Etech's growth is a testament to the hard work and commitment of the team members who strive each day to truly make a remarkable difference with each other, with our customers and in our communities. The Etech Jamaica team is just another example of what can be accomplished when everybody is pulling together towards common goals." said Etech's President, Matt Rocco.

The new center will serve as the new nearshore location for Etech. Having this new center truly has opened more doors for Etech to grow and bring more jobs to the local Montego Bay area. We couldn't be more enthusiastic about this opportunity and are already in the works of growing Etech's Quality Analytics and Business Insights division, **Etech Insights**, in the Montego Bay area and are so excited to see how having this state of the art nearshore resource impacts Etech's overall growth," said Etech's Jim Iyob, Chief Customer Officer.

The Port Authority of Jamaica (PAJ), expanded its Free Zone development to Montego Bay where it established the Montego Bay Free Zone (MBFZ) in the Montego Freeport area. In keeping with the service-oriented environment that characterized that section of Jamaica, a deliberate effort was made to encourage and attract investment from the Information Technology sector (IT) sector, in addition to apparel and other light manufacturing. The Montego Bay Free Zone, established in 1985 in the second major offshore industrial estate in the country, is situated on the peninsular south west of Montego Bay, on Jamaica's world-renowned North Coast. Overlooking the tranquil and pristine waters of the Bogue Lagoon, the MBFZ currently has over 600,000 sq. ft. of space divided between BPO/IT services and manufacturing. The MBFZ provides employment for over 7,000 people, 95% of whom are employed in the BPO/IT sector. For more information about the free zone please visit www.mbfz-jamaica.com

Etech Global Services, established in 2003, employs over 2,800 people through its' five (5) centers in USA, two centers (2) in India and its' latest center in Montego Bay, Jamaica. The Etech Jamaica center has the capacity to employ over 400 people. For more information about **Etech Global Services** please visit www.etechgsg.com

Organizational Development Session – Body Language for Excellence at Vadodara

An OD session on Body Language for Excellence was conducted at the Vadodara center. It was a huge success and participants were really excited to learn the importance of body language.

Etech Give Back Program – Exposure Visit at Vadodara

Arch Consultancy is an organization committed to drive diversity and inclusion. Organization was found in an attempt to improve employment of people with disabilities as diversified workforce has roots deeper than we think.

We had a team of differently abled students visiting our organization as a part of skill building program. We helped them understand how to prepare for an interview shared more information about different departments in Etech and their function.



A day with Mahindra at Vadodara

Mahindra and Mahindra Limited is an Indian multinational car manufacturing corporation. They visited our office to have some fun and showcase their new model KUV 100 NXT car on January 9th. We had fun playing games with some really sweet prizes and to top it all off they let us take the new model for a test drive!



Recruitment Drive at M.S. University at Vadodara

Etech Vadodara team organized a Recruitment Drive with Career Counselling Cell of Maharaja Sayajirao University. Around 1500 students participated in orientation, and we interviewed 300 students for different positions at Etech Vadodara.



Republic Day at Vadodara

On the occasion of India's 69th Republic Day, Etech Vadodara celebrated with fun-filled activities. Team members came in Traditional wear demonstrated their pride towards nation.



Etech Give Back Program – Shaurya – Feat of Courage at Vadodara

There needs to be a lot more emphasis on what a child can do instead of what he cannot do
– Dr. Temple Grandin

I came, I played, I won! Everybody was a winner...Every participant of this event was not less than a Hero, their spirit and courage of winning over their limitation was commendable.

Over 250 special children from 16 schools and other educational institutions participated in the annual sports meet “SHAURYA” organized by city-based Friends Society, a voluntary youth organization on 21st January, 2018.

It was a huge event where more than 100 youth volunteers of the city spear headed 45 specially designed games based on the physical and mental abilities of the participants. The organization regularly holds sessions for the special children to identify their interests and carry them forward. Etech Vadodara along with many other well-known corporate partnered Friends Society to organize this event in the city of Banyan. We are proud to be a part of this event and would like to thank Etech management for raising fund for this event and sponsoring certificates & trophies for them.

We bring you a glimpse into the event through these photos



Rewards & Recognition ceremony – Vadodara

Rewards and Recognition ceremony has become an integral part of culture of celebrating success and rewarding those who are make a remarkable difference month over month.

Getting rewarded and applauded in front of the whole center holds a special value for everyone, and we ensure the appreciation and the hype doesn't end with the ceremony. Everyone on the floor had fun playing games, and the deafening applause and cheers brought smiles over the participants' face.

People with their birthdays in this month got to celebrate it with their Etech family.



Etech Employee Development Program - Aspiring Leadership Program at Gandhinagar

Etech Gandhinagar had another successful class graduate the aspiring leadership program in November.



Etech Give Back Program - Christmas Celebration with kids at Rampura School, Gandhinagar

Living by Etech's vision of making a remarkable difference within the community, the Community Action Team at Etech Gandhinagar visited Rampura Primary School to celebrate Christmas with the tiny-tots. This was our second visit to Rampura Village (the smallest and the most deprived village in Gandhinagar) and this time the agenda was to celebrate Christmas.

A fun-filled day which started with a short film on baby Jesus and the real identity of Santa Claus. Our team encouraged them to learn carols and sung it loud together. These kids were gifted with stationery hampers and we also distributed plum cakes, chocolates and sweets to each one of them. The room was filled with energy and enthusiasm as they danced with cheer. As a token of appreciation, villagers arranged and served us with the traditional lunch which was a real delight and surprise for all CAT members. As they smiled and bid good bye to us, we left with a promise that we will come back again and will contribute towards their upliftment.



Personality Awards at Etech Gandhinagar

Gladly, working at Etech is nothing like “The Office”. We don’t have a boss, we have leaders and none of them are Michael Scott. We don’t even sell paper for living. To make up for everything we are missing out on by not working at the “Dunder-Mifflin Paper Company”, we organized the ‘Dundies’ AKA Personality Awards at Etech Gandhinagar.

Everyone had fun determining which one of their co-worker falls in one of the award categories and the award ceremony was a laughter riot.



Spandan – Know your Company at Gandhinagar

Spandan – Know your Company is an initiative by HR Gandhinagar team. Spandan has been designed to align all new joiners closer to the organization. We organized a session on January 19, 2018.

During the session HOD's from every department was invited to meet the new joiners and talk about their respective department, contribution, growth path and the overall goal.



Birthday Celebration at Gandhinagar



Client Visit at Gandhinagar



ASMP Batch at Gandhinagar



Etech Give Back Program - Madhurya Bhavan at Gandhinagar



Potluck at Gandhinagar



Selfie With Guru at Gandhinagar



“Dark is Beautiful”

The stigma against dark skin in India means girls with dark skin often receive hurtful comments. Let’s remember: I am beautiful, and so are you.

“Don’t even look at this dress, this colour will not suit your dark-skinned physique.” This is what my aunt said when I was gazing at a blue colour dress in a garment shop few years back. Before I extended my hands to inspect the dress in order to check its colour and texture, my aunt cautioned. I was aghast to hear these words. I pulled my hands back, tried to hide my emotions and kept quiet. Eventually, I started forbidding myself from wearing clothes of certain colours.

I recollect one more instance from my school days. During my science classes, whenever there was any reference to the word coal or black pen or anything related to the colour black, my classmates (especially boys) used to burst into raucous laughter while glaring at me. Initially, I was not able to comprehend their laughter. Later, I came to know that the laughter was directed at me as they associated the black colour of the coal and other objects with my complexion to ridicule me!

During my graduation days, I used to have an umbrella to protect myself from the burning summer. Once, I overheard a comment made by a boy, “What’s the need to use the umbrella? She is such a dark-skinned girl!”

Moreover, I have grown up listening to various pieces of advice from elders such as, “Why don’t you gain some weight, your skin will glow”. Some advised my mother, “Why don’t you apply a face pack containing gram flour and turmeric on her face?” Being a girl, the norms of beauty needs to be met in order to find a groom for me!

As I grew up, the process of finding an appropriate guy for marriage began. Many boys rejected me due to my colour. Many relatives advised me to compromise with my criterion for the life partner as I am a dark skinned girl and so naturally I am not supposed to expect much from my groom and that I will never be able to get somebody who overlooks my dark skin. I was not ready to compromise and hence many considered me an arrogant woman. All these experiences completely grossed me out. I never realized that having a dark complexion is such a societal stigma until then. The stigma of being dark-skinned had got entrenched in my mind to such an extent that I myself was remarking the deep impact it was creating to my self-esteem.

The watershed moment came into my life came when I got an opportunity to study under one of my professors during my Ph.D. programme. She sensed the lack of self- confidence in me. I still remember the question which she asked me, “Do you have any issue with your dark complexion? Do you consider yourself inferior to others due to your skin colour?” I did not have any answer. Then she explained me about the societal stigma which the dark skin carries with it in our society. She said, “If you yourself consider your dark complexion a stigma, something which makes you feel inferior to others, then how can we blame the society and the others who believe so? First of all, start treating yourself as an individual who is oblivious to race, caste or gender. Start respecting and loving yourself. There is

nothing wrong in being a dark complexioned woman. Forget the society. Do whatever you want to do. Wear whatever you like to wear". These words made striking effects on my thinking and the way I looked at myself.

Today, I am French Language Expert at [Etech Global services](#). I recently completed my Doctorate in Comparative Literature. I am living my life independently. I am single and I enjoy my independence. I have started looking at myself as an individual.

I want to bring this issue to the fore in the public discourse because it has not got enough attention. Many are unaware of and oblivious to the harmful effect which this stigmatization sears into the psyche of those who are at the receiving end of their humiliating comments. Surprisingly, in India, two thirds of all skin products contain lightening agents. I got startled when my 6 years old niece came crying to home and complained: "Why my dad is so dark while all my friends' dads are fair?"

In India, many politicians naively make comments, which reinforce the fact that Indians are still obsessed with fair skin. -----, a politician made a comment on Sonia Gandhi, "Sonia's white skin had been her ticket to securing the top job in the Congress party. If Rajiv (Gandhi) had married a Nigerian, things would have been different." One more politician allegedly advised the nurses who were protesting that they should not stage a hunger strike in the sun because it would cause their skin to tan and ruin their marital prospects. These type of comments, in fact, demonstrate the colourism existing in Indian minds. I feel that in this country, such overt obsession with fair skin is bizarre.

Hence, I urge all women, especially young women who have experienced or have been experiencing such stereotyping on the basis of the skin colour, who are constantly being told at their workplaces or at universities or at home that they are dark, and that nobody will like them or that they will not get a good job or a husband, not to feel disgusted or disdain themselves. Trying to change the rigid societal norms is like chasing a tail. Nadia Das, the Indian film actress cum director who runs the campaign called "Dark is Beautiful" has rightly said "All beauty magazines are here to make you feel ugly because they are always telling you that "You are not good enough and you should do this to become more beautiful and attractive "I know how much pressurized one feels after listening to such comments. The need of the hour is to resist these stereotypes by breaking all norms regarding what dress to wear, when to marry, whom you should marry by firmly saying: "It's my choice". One should not worry about something which she is born with, be it your colour, nose, caste, height etc.

Love yourself and live the way you like, and never allow the stigma of colour to become your bottleneck. My ideas may seem quixotic to some of you, but why don't you give it a try? Lastly, I would like to share with you the line from a recent short film 'Choose beautiful' launched by Dove: "Feeling beautiful is a personal choice"

Roshni Patel

Data Scientist & Foreign Language Expert – [Etech Insights](#)

Our Centers

Nacogdoches, Texas

1903 Berry Drive, Nacogdoches, TX 75964

Tel: 936-559-2200, Fax: 936-559-2225



Lufkin, Texas

106 N. John Redditt Drive, Lufkin, TX 75904

Tel: 936-633-9200



Rusk, Texas

146 E 5th St, Rusk, TX 75247

Tel: 903-683-9791



Dallas, Texas

8700 N Stemmons Freeway, Dallas, TX 75235

Tel: 214-366-0229



Palm Beach, Florida

155 East Blue Heron Blvd.

Riviera, Florida 33404

Tel: 561-841-0040



Gandhinagar, Gujarat

1st Floor, IT Tower 4, Infocity, Nr. Indroda Circle,

Gandhinagar-382009, Gujarat

Tel: 91-79-23213089, 91-79-23213240



Montego Bay, Jamaica

Building 1, Montego Bay Freezone, 1 Mangrove

Way, Montego Bay, Jamaica.

Tel: 876-952-9197



Vadodara, Gujarat

Ground & 1st Floor, Vraj Complex, Gorwa Main

Road, Vadodara – 390004, Gujarat

Tel: 91-265-2281943, 91-8000755169

