



Tiger's triumph

SPORTS



Beauty queen's great expectations

LIFE



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ENTERTAINMENT

THE TORONTO STAR

sun, afternoon clouds. High 18C

Monday, October 7, 1996

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THE TORONTO STAR

LIFE • ENTERTAINMENT

Monday, October 7, 1996 Section E

Entertainment, Page E4



DICK LOEK / TORONTO STAR

E: Rishma Malik, the reigning Miss India-Canada, says she hopes she'll be seen as a role model by young East Indians.

Great expectations

A beauty contest winner is using her profile as a springboard to bigger and better things

BY JANICE TURNER
STAFF REPORTER

Before Rishma Malik became Miss India-Canada, chipped nail polish wasn't an issue.

Now, she says with a sigh, it is. The 24-year-old Thornhill native acknowledges that her half-painted nails probably aren't great for her image. But she doesn't dwell on it. She's not big on lipstick either. Besides, she's had so much on the go since she won the crown in July that she occasional-

ly overlooks the details.

She's busy taking acting lessons, done some public relations work and is preparing for the Miss India-World competition in New York in December.

She's also tentatively booked to speak at three Metro-area schools this fall to help children battle racism and poor self-image.

Malik, who intends to use her profile from her Miss India-Canada victory to accomplish something, says she's able to get into schools because her title gives her legitimacy.

"We live in a glamor world," she says of the pageant concept. "There's got to be some kind of entertainment value to what you do. I'll choose my compromises well, but I'm aware that I'll have to make them."

She learned that appearance counts for a lot when, as a young kid, she wore a Lacoste T-shirt to school and instantly made a dozen new friends.

Her plans now represent quite a

change for a woman who, just two years ago, wasn't much in touch with her Indian roots — and didn't quite know where she was headed in life.

After dropping out of high school

and then going back to complete it, Malik dabbled in the talent agency business for a few years.

"I was helping other people get jobs in front of the camera, not having any clue that's where I would one day want to be," she says.

More recently, she's taken some communications studies and political science courses at York University.

But until she made a visit to India two years ago, after an 11-year hiatus, her future lacked focus. It was in India that the North American Gen-Xer concluded that she wanted to work in the entertainment business. She extended her two-week stay to two months and did some modelling.

And that, she explains, is where the Miss India-Canada title comes in. Malik sees it as a springboard to bigger and better things. Previous winners have gone on to television and movie careers in her parents' homeland.

Malik fashions herself a teacher,

☞ Please see Beauty, E3



WINNER: New York-bound.

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Beauty queen has great expectations

Continued from E1

in the conventional sense, a teacher by example. She wants to be a role model for other East Indians — something she sorely lacked growing up. In fact, she describes her youth as more than a little rocky.

Attending school in Thornhill, she was frequently taunted, called "Paki" and "chocolate pie." As a 9-year-old, she sometimes wore baby powder to lighten her complexion.

The youngest of three children, Malik would do traditional Indian dances at home in an effort to please her parents. At the same time, she inadvertently distanced herself from her rich older sister and brother, from whom she desperately wanted approval.

After returning from India, she finally discovered the importance of pleasing herself — and figured out how she would do it. "I came to realize that I'm a performer," she says, holding a closed hand to her chest. "I love to entertain."

"It's about building self-esteem," she says. "I may have looked like I had esteem because I'm pretty and it might have looked like I had no fear at

all, but my self-esteem was zero. I was so scared that I was a loser."

She responded to the grade school taunts by becoming a bully and building up a lot of anger. "There was always an edge to me," she recalls. "I'd give it back, and not just give it back, but I'd instigate."

Now, she's learned to channel her energy into more positive and constructive pursuits.

Malik believes she won Miss India-Canada because she was herself and didn't play to the judges. The contest had four requirements: traditional Indian outfit, evening gown, talent segment (she sang a classic Indian song, but "juiced it up" with modern lyrics) and a question-and-answer exchange.

She was asked why she thought she'd make a good role model, a gift of a question, she says, that sealed her success.

"They weren't looking for a bimbo," she stresses. "I spoke from the heart."

"I told them about how I have discovered my own vulnerabilities and how I would urge kids to be determined and to go with what they feel because they're smart and we don't give them

enough credit."

Malik feels "way too many" East Indian kids are forced into professions they don't even like. They're not encouraged to explore their creative sides.

"I want to be a teacher through all that I do," she emphasizes. "I know that I get my fire from giving back. That's when I'm truly beautiful."

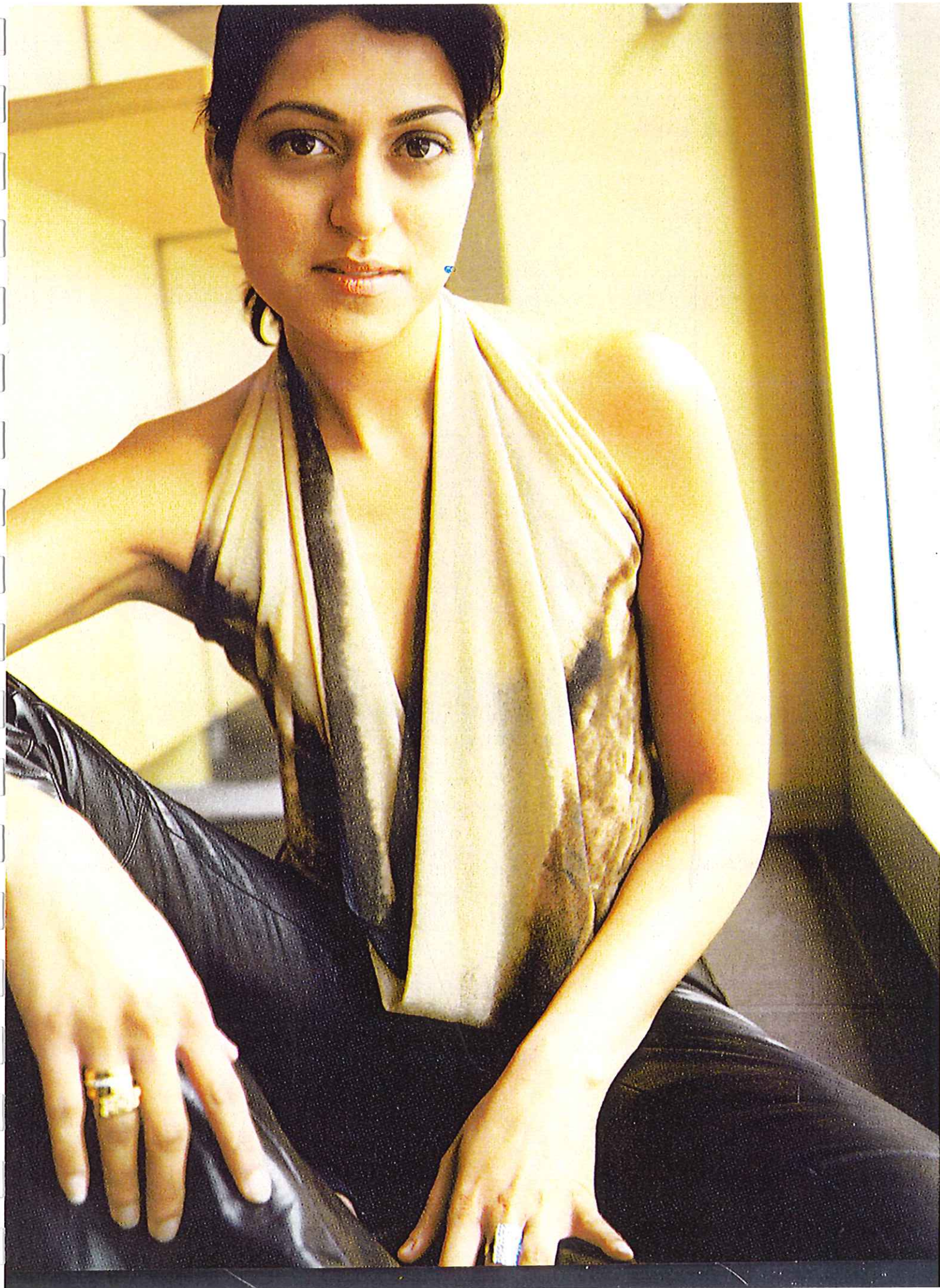
She's already spoken at one fundraiser and hopes to do more. "If I was just a pretty face, I'd never have been asked to speak and I'd have had nothing to say."

If she doesn't make it full-time in acting, perhaps she'll land her own talk show for children and adolescents, or maybe a news anchor spot.

Has the publicity around Miss India-Canada gone to her head?

She says no. But it has raised her expectations of herself. It has opened some doors. It has given her a greater appreciation of her heritage — she's taking Hindi lessons and goes by Rishma and not "Rish," which she used for years. And it has given her life direction.

"People are expecting big things from me," she says, categorically. "I know I'll deliver."



Arriving a few minutes late in a vintage, cream leather coat and leaf-green accessories, Rishma Malik looks fresh and gorgeous despite a discernible lack of makeup. One expects this of former beauty queens.

Her cool mien is at odds with the sugary conceptions surrounding pageant winners; she tells me the 1996 Miss India-Canada Pageant was the biggest stepping stone of her career. Challenging the feminist argument regarding women who exploit their beauty for professional gain, Malik says, "they should walk the ramp and see what happens! Pageants can be an incredible training ground and platform." Viewing it as an opportunity to challenge presumptions about women of all races, she used her reign, along with her degree in mass communications and philosophy, to discuss issues of self-esteem with youth groups.

Noting that the two most recent Miss India-Canadas had been hired as presenters for MTV Asia, and despite advice that it might be more advantageous to remain in Canada, the Toronto-born Malik flew to Bombay in 1997. She landed a role as a self-assured television personality in the Bollywood feature *Love You Hamesha*. Cutting a swath through local media, she quickly landed the MTV Asia position for herself. Soon after, she was snapped up by Rupert Murdoch's Hong Kong-based Channel V, an international music station with over 300 million viewers.

Though initially delighted by her glamorous life, Malik was soon utilizing her position as a platform to discuss her opposition to India's nuclear-testing policy, convictions only enhanced by a growing belief in the peaceful principles of Nichiren Daishonin's Buddhism. She describes the religion as both modern and practical: "It makes daily life more profound, challenging me to grow and face obstacles with optimism." In her free time, Malik toured universities, engaging students in a dialogue about nuclear war. She also organized a concert on the anniversary of the bombing of Hiroshima. This concert, which began as a small performance at a local university and swelled into a nine-hour, Coca-Cola-sponsored, Malik-hosted musical event, was attended by 30,000 people. "It was the most significant experience I've ever had," she says. "It brought in me something I didn't even know existed."

Following the concert, Malik gave up her coveted VJ position to embark on a three-month peace cruise, a brand of ecotourism that transports rosters of experts and volunteers to a series of ports where they interact with the local people to learn about their culture and discuss peace. After the cruise, she took a plum job hosting *Gone India*, a Channel V travel program requiring her to report from exotic locations. By spring 1999, she decided it was time to go home.

Back in Toronto, Malik serendipitously landed a job at Citytv when Moses Znaimer wandered into reception while she was waiting for a friend in the station's lobby. Seizing the moment, she invited Znaimer for coffee and he—noticing a 1972 penny on the ground, the year of both Malik and Citytv's births—promptly accepted. Shortly thereafter, he hired her as the evening news entertainment reporter.

Malik observes that her new position offers none of the diva-style perks of her former existence, but prefers self-reliance to being catered to. In lieu of a clothing allowance, a seven-person crew and the ability not to shoot if she isn't in the mood, she now relishes the exhilarating pace and sharp learning curve of writing and producing her own segments. "I see it as training for my next batch of dreams, in an environment that allows me a freedom I'd never have enjoyed in India."

"I love risk," Malik says. "And now I get to make fresh, new, Rishma TV every night." Fresh, indeed. □

MALIK WEARS A TOP BY PLEIN SUD, PANTS BY LAUNDRY BY SHELLI SEGAL AND GOLD STACKED JEWELLED RINGS BY FABRICE. STYLED BY ROSLYN GRIFFITH HALL FOR PLUTINO GROUP. HAIR AND MAKEUP BY SHELLEY LASHLEY FOR PLUTINO GROUP. PHOTOGRAPHED AT BAR ONE, TORONTO.

After four years of working overseas the former Miss India-Canada has returned to reign at Toronto's Citytv. By Vilia Beaumanis Photographed by Christopher Wahl

RISHMA MALIK



VENETIAN SPLENDOR ... Socialite Marlene DeZotto and hubby Elvio.



PARTYERS ... Villa Colombo board prez Enrico De Pasquale and wife Rose.



FAMILY FUN... Matthew Bratty and mom Cathi, the gala chair.

Villa Charities' Venetian Ball

Villa Colombo in the city's west-end was transformed into a fairyland during Villa Charities' third annual Venetian Ball.

Hosted by Raudi and Cathi Bratty, the ball's 350 enthusiastic guests, many resplendent in period costume, revived the excitement of old Venice while noshing on Bellini cocktails, oysters, prosciutto and assorted antipasti — and that was before dinner.



CHEERS ... Jennifer Bratty, Fernando Ventresca, and Daniela Mele.

The magical evening raised over \$100,000 in support of the various Villa Charities.

“Planning on this event was started two months ago,” said triumphant ball chair Cathi Bratty, who presided over the evening in a daring, low-cut, aristocratic Venetian gown.

“The ball celebrates our Italian heritage as well as 25 years of Villa Charities.”

Hollywood blasts off



Even after this year's star-saturated Film Fest, Torontonians still haven't got their fill of Hollywood celebs.

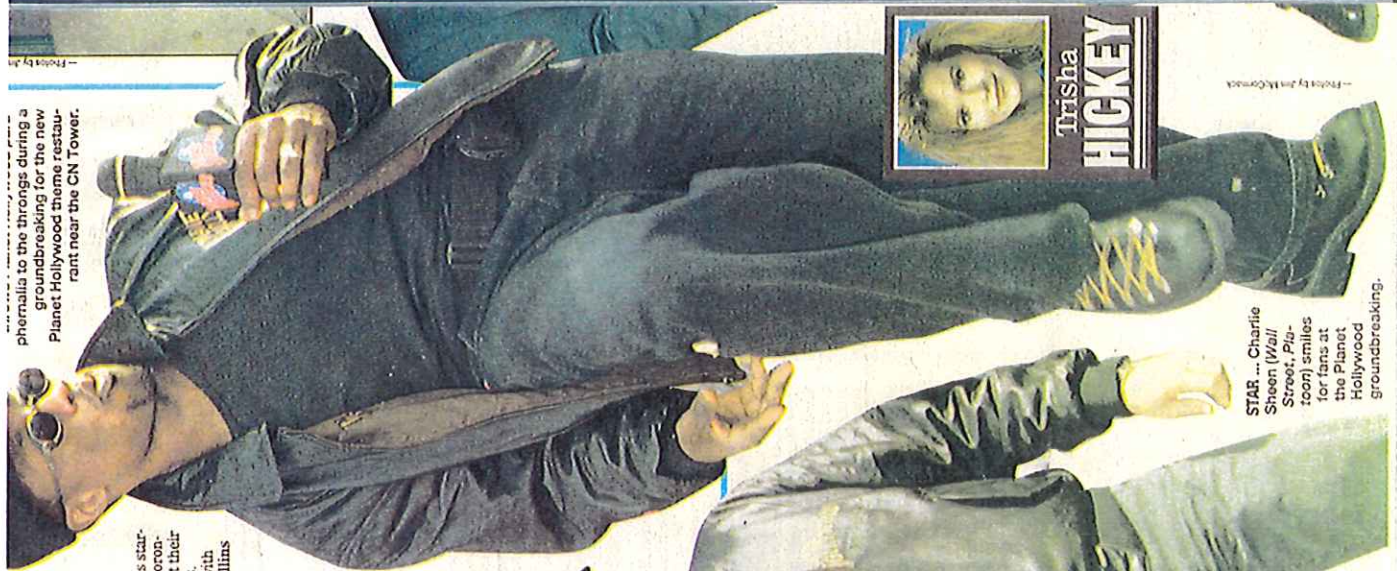
Hundreds lined up with event emcee Carra Collins to watch movie stars Charlie Sheen (dad Martin and brother Emilio Estevez, were in town for the Fest) and Wesley Snipes launch construction of the latest Planet Hollywood eatery near the CN Tower.

EMCEE ... E-Now host Carra Collins.

(There are already 41 Planet around the world — although, curiously, there are none in Hollywood.)

Both Sheen, in town filming *Bad Day On The Beach*, and Snipes, filming *Murder At 1600*, are investors in the chain along with Arnold Schwarzenegger, Demi Moore (another recent visitor to T.O.), Sylvester Stallone and Bruce Willis.

phernalia to the throngs during a groundbreaking for the new Planet Hollywood theme restaurant near the CN Tower.



STAR ... Charlie Sheen (Wall Street, P11-foot) smiles for fans at the Planet Hollywood groundbreaking.

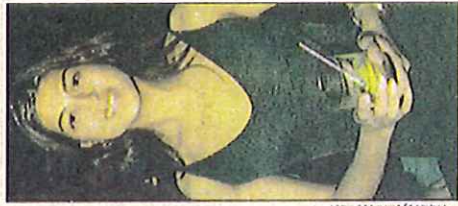


TriSha HICKEY

—Photos by Jim McConico

Think City Life would be interested in reporting your celebrity sightings. Drop TriSha at 947, 2435, or mail to 333 King St., L. To: M5A 3X5

Noble House bash at The Guvernment



BEAUTY QUEEN ... Lovely Rishma Malik, the reigning Miss India-Canada, drew plenty of admiring glances.

Noble House Entertainment launched its new stock for public trading with a bash at The Guvernment. Late night informant guru David Bronstein played host, and Noble House prez Mohamed Verjee and producer/director Damien Lee made speeches, but partygoers were most interested in catching a glimpse of hunky Chad McQueen (son of Steve), who'll be producing and starring in Lee's upcoming film, *24/7 the plays a "troubled soul"*. Also on hand: lovely Miss India-Canada Rishma Malik, and actors Justin Louis (Boyz n the City), now starring as a vice-squad cop in Steve Bochco's new series *Public Morale*. Junior Williams, who just finished playing a heroin addict in *Prez*; Dennis and hunky Mark Lutz, who played Mike Jansen in *The Dan Jansen Story*, which filmed in T.O. last winter.



TATTOOS TIMES TWO ... Actor Chad McQueen, son of the late Steve McQueen, meets professional rollerblader Tanya Humphrey.



IT'S THEIR PARTY ... Producer/director Damien Lee and Noble House prez Mohamed Verjee.

Indo-Canadian Beauties:
A Vice-Consul's Report

APRIL 1999

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Society

Canadian Vice-Consul Sanjeev Chowdhury talks to five Indo-Canadian women who've entered the world of glamour

From Canada with Love

Rishma Malik, Miss India-Canada 1996, is a native of North York, Ontario, a suburb of Toronto. Rishma's family brought her to India several times as a child, then a large gap ensued until she became an adult and at 19, returned for a visit. Unlike the other Indo-Canadian women who came to India without the sole purpose of making a name for themselves, Rishma knew after winning the title in Canada that India was the place for her. She was a friend of Kamal Sidhu's in Canada (they even dated the same guy at different times) and had followed Ruby Bhatia's rise to stardom with great interest. She decided that she, too, would pursue fame in India.

Rishma was noticed in India thanks to some early media coverage of her title win. She entered the entertainment field as a stage actor and starred in what turned out to be a poorly produced music video. She was criticized for her choices, and at one point thought about packing it in and moving back to Canada. However, she turned to Buddhism and relied on her strong work ethic to pull her through.

Eventually Channel V hired her as a VJ and film producers Kailash and Aarti Surendranath decided to cast her in their upcoming film *Love You Hamesha*.

Rishma had never intended to remain in India for long, and today, she has modified her terms with Channel V and will begin shooting a new show called *Gone India* which will take her throughout this country with fellow VJ Ranvir. The shooting schedule will give her enough flexibility to return to the west and pursue



COMMUNITY JOURNAL

Oscar is my Goal : Rishma Malik, Miss India-Canada '96

The Miss India Canada pageant organized by the Canada-India Beauty Quest, is an glamorous and exciting event that takes place in Toronto.

Young women of East Indian descent take part in this competition from all over Canada for the title of Miss India-Canada. Rishma Malik, a 24-year old from Richmond Hill won this year's crown.

Previous winners of the pageant have been offered exciting jobs in Canada and abroad. Miss India-Canada 1993, Ruby Bhatia is a veejay for the popular show ZeeTv in India, and the Miss India-Canada 199, Kamal Sidhu is now starring in a movie with the popular actor Jackie Shroff.

Rishma Malik is a part time student and is a talent agency coordinator and publicist. Her beauty, charm, poise and talents earned her the coveted crown. Jaseleine Johnson interviews Rishma Malik for *India Journal*.

Let's start with the basic question - why did you enter the pageant?

RM: I entered the pageant strictly for fun. Besides, the pageant offers an opportunity to take part in many exciting things and events in life.

What motivated or inspired you to enter a beauty pageant?

RM: I entered the pageant with confidence, because I know my potential. I really discovered a powerful part of me which only allows me to do my best. The little

girl inside myself was just pushing me to run, so I did. I didn't see it as a competition but as a fun-filled learning experience.

Now putting on makeup and dressing up in trendy costumes sounds fun, but what else made the pageant exciting and interesting?

RM: Making new friends and just being a part of the pageant was fun in itself. But performing for the audience was what made the pageant more enjoyable. The pageant brought memories and thoughts of my childhood. I remember when I was around six or seven-years old, I would be in my room all by myself, practising dance routines and singing songs. I would then go downstairs and perform for my family to the point where they were tired of my new dance routines. But that didn't bother me. I made sure they all watched me perform while they were sitting in the living room. Even if

they wanted to leave, I wouldn't let the family leave until I was done. When guests came over, they always said I would be a performer. So recalling this thought with what I did in the pageant made it more enjoyable for me. The little girl-artist in me had her opportunity to perform to a much wider audience.



Rishma Malik, winner of the Miss India-Canada Pageant

What are your recent accomplishments?

RM: Just recently, I worked as the publicist for the movie *Just A Little Red Dot*. I gained a great deal of experience, working on the project, which had a profound impact on my career goals. It made me aware of the immense joy you get from educating children. The project has also helped me to get many good contacts with the media.

What are your career goals?

RM: I would one day like to have my own credible and very honest talk show. It would be a forum for children and adolescents to speak from the bottom of their hearts on issues that concerns all of us. My other goal is to be a renowned actress and also to be the first Indian Actress to win an Oscar - and I will!

What is your favourite pastime/interests?

RM: My number one favourite pastime is self-development. I'm always asking myself why? This may not be a real hobby or pastime, but for me

self-development is very important. My other hobby and passion is singing. In fact I thrive on singing, and I just about sing everywhere. I sing when I'm driving, in the house and when I am with friends.

You have a very beautiful voice, have you sung publicly or performed anywhere?

RM: Yes I have. I was asked to sing at a popular R&B club in Toronto called The Cameron House, where I sang for a full house. There was a 10 minute rehearsal, and then I got up and just sang. It was a great experience which helped me to prepare for the pageant.

Who are your role models?

RM: My role models are my parents. I am an exact combination of my parents personalities. I have always admired both of them for the way they are. They are also very supportive of all that I do and trust and honour all my decisions.

What is motivating you to succeed?

RM: Awareness that I create my own happiness. I decided that trivial things should not anger or annoy me. I didn't know that I'm in control and responsible for my happiness. Now that I know this, I'm bursting with a zest for life.

What is your ultimate goal?

RM: To have personal happiness and fulfillment. With these two things I can generate love around me!

(Jaseleine Johnson is a freelance writer based in Toronto)

Beauty is an A+ for new

Miss India Canada

BY CHRISTOPHER DOURIS

Staff Writer

For one Richmond Hill woman, winning the Miss India Canada pageant in July was almost as good as getting an A+ on a university essay.

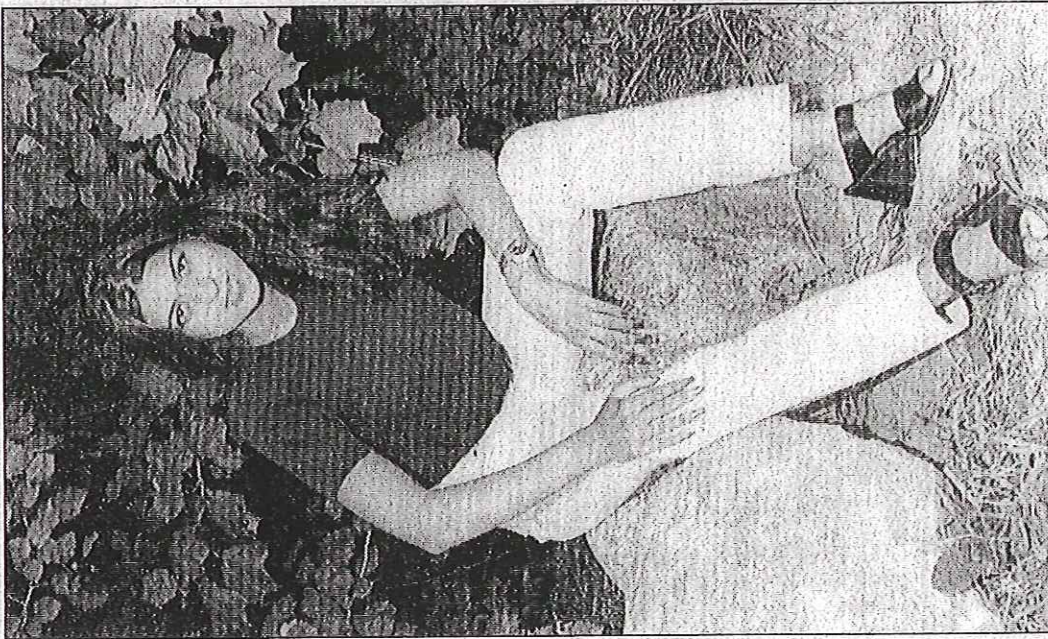
Rishma Malik, 24, said winning the pageant on her second attempt was satisfying, but not as satisfying as writing an excellent essay. She returned to school two years ago as a mature student in communications and political theory.

"I knew this time I was ready to win. I was doing it for me," she said. "The first time around I was doing it for my dad and everyone else around me."

There was a sense of justice in it, she said. "I felt ready. I felt beautiful, very beautiful, especially after school and getting that A+."

"And it wasn't everything," she added, "which is why I was able to enjoy it."

It's a beauty pageant, she said, but it concentrates "on beauty within. There were some really beautiful



Staff photo/CHRISTOPHER DOURIS

Rishma Malik of Richmond Hill was named Miss India Canada over the summer. She says her goal is to start a TV show geared to building self-esteem among adolescents.

women competing."

Taking part in the contest "was an opportunity to express yourself, assert yourself. It was an opportunity to delve into my own heritage more," she said. "Rarely do I get a chance to wear Indian outfits."

She is using the Miss India Canada pageant as one of a few stepping stones to a career in the entertainment field.

She said one of her plans is to host "a TV show geared at opening up hearts and building self-esteem in adolescents."

Malik said her attitude going into the competition was "I wasn't going to let not winning stifle me or stop me from achieving (my) goal."

Earlier this year Malik worked for a month-and-a-half doing publicity work for an educational film produced by Kit Hood, of DeGrassi Junior High fame. "The essence of this film is being not good enough as a kid, it's about feeling inadequate," she said, "and when are we actually being true to ourselves."

Working on the film "had a pro-

found impact on me, on my life and on my career goals," she said.

"I feel like I've learned a secret and it is that this universe is not that big. I am in control of my own life and I can change the world."

Malik, who is Canadian-born, said she plans on travelling to India before the Miss India World competition, which will be held Dec. 1 in New York City.

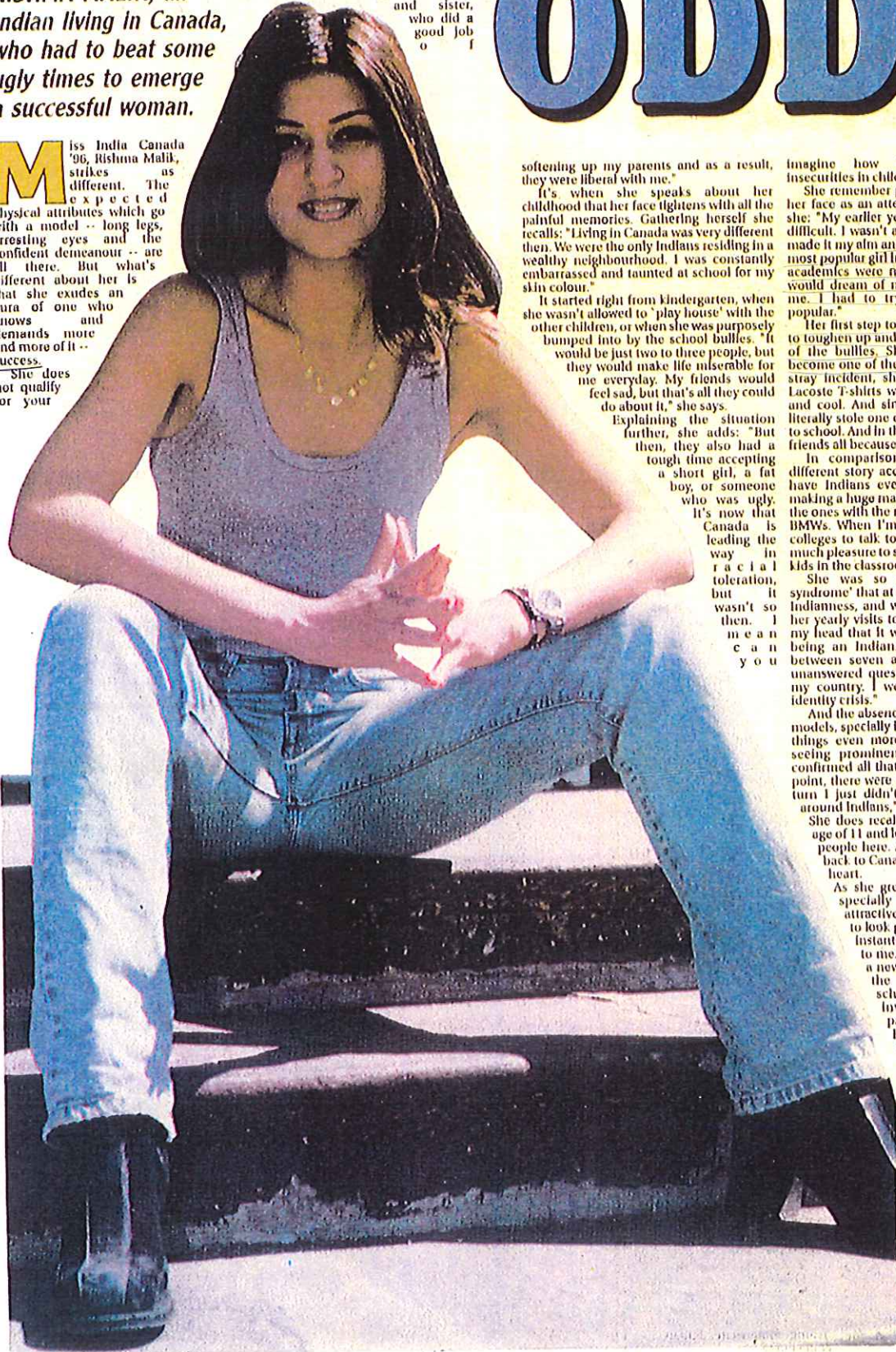
"There's already been interest from some of the top magazines in India for modelling. I've met with an Indian producer. But ultimately I want to do North American, Hollywood feature films."

It is said that an ugly duckling at times turns out to be an elegant swan. It happened for RISHMA MALIK, an Indian living in Canada, who had to beat some ugly times to emerge a successful woman.

archetypical next-door girl turned model story. But it travels beyond to reveal a girl who rose above her insecurities and complexes and dated to fight, and won.
Speaking of her background, Rishma states: "I was born and brought up in Canada in a Punjabi Sikh family. I have an elder brother and sister, who did a good job of

AGAINST ALL ODDS

Miss India Canada '96, Rishma Malik, strikes as different. The expected physical attributes which go with a model -- long legs, arresting eyes and the confident demeanour -- are all there. But what's different about her is that she exudes an aura of one who knows and demands more and more of it -- success.
She does not qualify for your



softening up my parents and as a result, they were liberal with me."

It's when she speaks about her childhood that her face tightens with all the painful memories. Gathering herself she recalls: "Living in Canada was very different then. We were the only Indians residing in a wealthy neighbourhood. I was constantly embarrassed and taunted at school for my skin colour."

It started right from kindergarten, when she wasn't allowed to 'play house' with the other children, or when she was purposely bumped into by the school bullies. "It would be just two to three people, but they would make life miserable for me everyday. My friends would feel sad, but that's all they could do about it," she says.

Explaining the situation further, she adds: "But then, they also had a tough time accepting a short girl, a fat boy, or someone who was ugly."

It's now that Canada is leading the way in racial toleration, but it wasn't so then. I mean you

imagine how these things create insecurities in children?"

She remembers putting baby powder on her face as an attempt to look paler. Says she: "My earlier years at school were very difficult. I wasn't accepted, which is why I made it my aim and mission to become the most popular girl in school. All of a sudden, academics were not important. All day, I would dream of making things better for me. I had to try extra hard at being popular."

Her first step to gaining acceptance was to toughen up and almost become like one of the bullies. She went to extents, to become one of the crowd. Remembering a stray incident, she says, "In those days, Lacoste T-shirts were considered very hip and cool. And since I didn't have one, I literally stole one of my cousin and wore it to school. And in that one day, I won tons of friends all because of that T-shirt."

In comparison, today Canada is a different story according to Rishma. "You have Indians everywhere. And they are making a huge mark on the world. They are the ones with the money, driving around in BMWs. When I'm invited to schools and colleges to talk to the kids, it gives me so much pleasure to see that about six to seven kids in the classrooms are Indians."

She was so affected by the 'skin syndrome' that at one time, she denied her Indianness, and would not even come for her yearly visits to India. "It was ingrained my head that it was nothing appreciative, being an Indian. So my growing years between seven and 16 were filled with unanswered questions about my self and my country. I went through a complete identity crisis."

And the absence of powerful Indian role models, specially in the media world, made things even more difficult for her. "Not seeing prominent Indian faces around confirmed all that I had been told. At that point, there were no Indian faces on TV. In turn I just didn't feel comfortable being around Indians," she says.

She does recall coming to India at the age of 11 and loving the warmth and the people here. And every time she went back to Canada it was with love in her heart.

As she grew up, things got better, specially as she started turning attractive. "I grew tall, and started to look good and dress right. And instantly people started flocking to me. This gave me power and a new position. I was amongst the most popular girls in school then. I was always invited to the happening parties."

Following her school, she went to York University and graduated with Political Science and Communications as her main subjects. She got herself a job as a receptionist at Faces International, a popular North American Magazine. And within no time, she rose to the position as a talent consultant. Later she founded her own publicity company -- Mantra Blue.

The highlights of her career was doing publicity for a film 'Just A Little Red Dot' which dealt with racism and won awards at major film

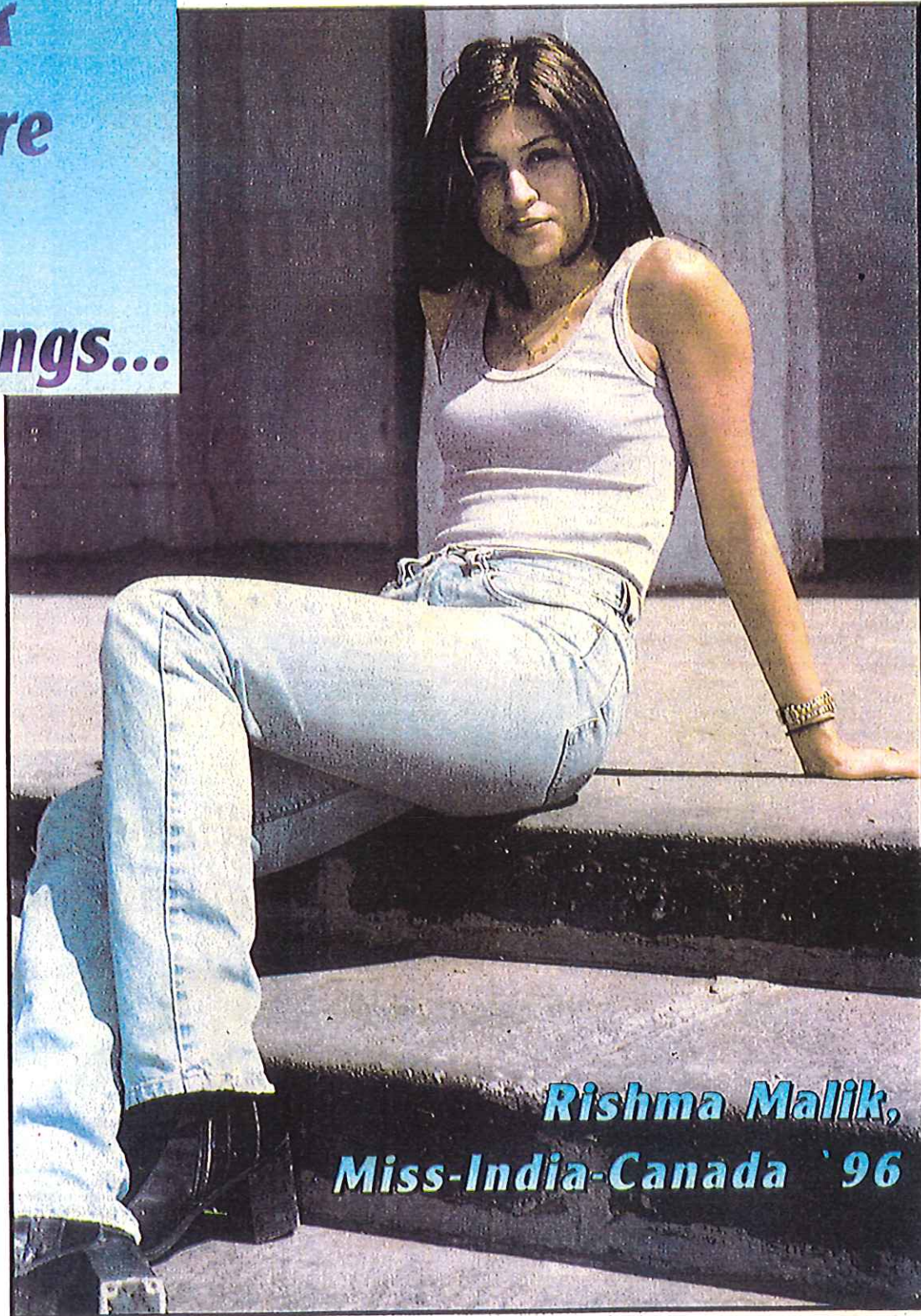
W man's EXTRA

D E S P A T C H & C O U R I E R

VOL. III, NO. 12, ▲ THURSDAY, FEBRUARY 20, 1997

▲ 16 PAGES, INCLUDING 8 IN COLOUR

**Back
where
she
belongs...**



**Rishma Malik,
Miss-India-Canada '96**

FEMMINA

FOR THE WOMAN OF SUBSTANCE

MARCH 15, 1997 RUPEES TWENTY-FIVE

NON-RESIDENT

UST 24, with an old head on her shoulders, Rishma Malik, Miss India-Canada 1996-'97, felt "beautiful, very beautiful" on winning the crown in July last year.

Organised by the Canada-India Beauty Quest, the event that takes place in Toronto draws young women of Indian descent from all over Canada.

Canadian-born Rishma's second attempt at the crown was so right because it was for her, not for her father as the first had been. "I knew this time I was ready to win," says the woman for whom academics is as important a gauge of achievement as a beauty and personality pageant. Rishma returned to school two years ago to study communications and political theory. Not at all surprising, since she cites self development as her number one favourite pastime. And, to her, winning the Miss India-Canada title came second to winning an A+ on a university essay — and the reason why she enjoyed it more.

She rejoices that the contest allowed her to express herself. "The pageant brought back memories of my childhood — of performing Indian dance for my family and our friends when I was a little girl. That little girl-artist in me had her opportunity (here) to perform before a much wider audience. It was also an opportunity to delve into my own heritage — and rarely do I (otherwise) get

a chance to wear Indian outfits." Rishma went on to be a finalist at the Miss India Worldwide contest at Long Island, New York, where our very own Miss India- Universe 1996, Sandhya Chib, was crowned Miss India Worldwide 1996.

Like other Miss India-Canadas before her (Ruby Bhatia has her own TV show 'Planet Ruby' on Channel [V]; and Kamal Sidhu is an actress as well as has the eponymous 'Kamal Sutra' show on MTV), Rishma too will use her queenship to catapult her into a career in the entertainment field. One of her plans is to host a television show — "a forum for children and adolescents to speak from the bottom of their hearts on issues that concern all of us." And she knows

about that — she's already spent time doing publicity work for an educational film, 'Just A Little Red Dot', produced by Kit Hood, of 'DeGrassi Junior High' fame, about inadequacy and learning to be true to one's self.

Working on the film, she says, taught her that, "This universe is not that big. I am in control of my own life and I can change the world." Indeed, the awareness that she can create her own happiness is a major motivating factor in her life.

And Rishma, who believes that too few Indians abroad are encouraged to explore their creative sides, states her other great desire with conviction: "I am a performer. I want to be a renowned actress — the first Indian actress to win an Oscar." A pause for emphasis.

"And I will."

A PROMISE OF GREATNESS

Rishma Malik, Miss India-Canada 1996-'97, demands a lot from herself. And makes sure she gets it



Beauty Queen, Rishma, Lands Plum Job with Channel V

Richmond - Rishma Malk, 25, Richmond girl who was the Miss India-Canada 1996, was recently the subject of a bidding war between two Asian adcast giants, MTV and Bert Murdoch's Channel V. Channel V has won it. "I've decided to accept the Channel V offer," Rishma told Voice from Bombay. Rishma who moved to Bombay not long ago, is in the middle of a career either in movies or television had already made waves in Bombay's entertainment world when she signed the prestigious film Love You Rishma which is due for release by the end of the year. Channel V has offered me an

excellent contract. They have given me more freedom, more facilities and of course, more money," she says.

It was just a month ago when she was in Toronto that she had told the Voice about her MTV contract. It was for a period of six months while Channel V has hired her for a whole year. It was a tough decision, but she has apparently, got out of the MTV deal without ruffling too many feathers. Also, Channel V from Star TV is far more popular in India, having a reach of ten million homes.

"I will be moving to Hong Kong in two weeks," Rishma says. She'll spend time in Hong Kong to familiarize with the intricacies of the city.

Continued on page 12



Continued from page 1

desire of a career in broadcasting. Rishma has a tough act to follow, that of Ruby Bhalla, another Miss India-Canada title holder who went on to become a superstar on Channel V as an anchor person. Will she be stepping into her shoes? Has she replaced Ruby Bhalla? Rishma, the diplomat that she is, will not say anything. But reports from Bombay indicate that Ruby is seldom seen on the small screen these days. Ruby married a guy named Nitin, early this year and now lives in Bombay. There is no rivalry between the girls as Rishma has said, "Ruby is my role model. She showed the way for all of us."

Channel V was so keen on her they have offered her all kinds of incentives to stay with the company. "Your career is with us," they told her. One of her crowning moments will come sometime next year when Bill Clinton is expected to visit India. In all likelihood, Rishma Malk will be flying to Washington to interview Clinton before the visit.

Rishma lives in an apartment in Bandra one of Bombay's affluent neighbourhoods, with a maid servant who can't speak English so "I can learn some Hindi!" She has also retained a Hindi teacher to brush up her far from perfect diction as she is very serious about a film career.

Rishma is into Buddhism and has a circle of friends who regularly meditate. "I have gained so much more inner strength now," she says. "Right now I am learning the biggest lesson in my life which is bigger than this planet. How to control my

desire and channelize my energy. I have loving people around me. The whole point of Buddhism is about giving to others. That's what makes you really happy." Rishma uses her newly-found inner strength to pacify her parents in Toronto who worry about her being in such a strange place. She is the youngest of three children and the parents dot on her. The impression of Bombay as a volatile city, sometimes, gives the Malks sleepless nights. But Rishma says, "I love Bombay. People have the wrong impression about the city. When I come out of my fourth floor apartment, for example, there are many eyes that watch me. But they are not looking at me strangely or in a bad way, they watch me to protect me. This attitude has helped me become a much better human being." She told her parents recently, "You don't have to worry about me anymore because you've a strong daughter now."

Rishma who believes that "you can achieve whatever that you set your mind to, has only begun her long distance run. She has often said in the past that she wants to win an Oscar some day. She also has ambitions of becoming another Oprah Winfrey. A couple of years ago, she actually phoned Oprah, her idol, and has since then kept in touch with her. Rishma is determined to pursue a film career as well as give all to the new 'starring role' at Channel V. The girl from Richmond has come a long way. But wait till you see how much longer she travels down the path of fame.

Channel [V]'s new VJ for [V] News is ex-Miss India Canada, Rishma Malik. Guess who chose her? The *chaiwalla* in the office. This is how it went. Rishma — smart girl that she is — screen-tested for both Channel [V] and MTV almost simultaneously. The first test at MTV was excellent, the first one at [V] was a disaster. "I was having a bad day and a few things had gone wrong. I guess I bought all of that to the camera. So the camera saw an insecure VJ and not a very confident VJ," she recalls. After a few more tests MTV finally gave her the nod. Contracts were being discussed and she'd even spoken to the top bosses in Singapore. But Rishma didn't want the Channel [V] screen-test to remain "like a curse". So on the day she was to sign the MTV contract, she went in for the third — and final — screen test with Channel [V]. The test went off well and Jules Fuller at Channel [V] who knew about the impending deal with MTV, called the entire office staff to look at it and decide. That's where they all came in, the receptionist and the *chaiwallah* included. They said yes, "and the fact that they all supported me and liked me was heartening." A rather big scale display of abject faith won the day for Channel [V]. But there's more to the deal than just faith. The lolly offered was bigger, brighter, seemingly tastier. "They also wanted me to get involved in producing shows... they wanted to groom me. Basically there's no place here to stop. I can make things happen."

Rishma Malik can really make it happen. When she wasn't sure of what to do after schooling she enrolled for a Mass Communications course at Toronto University. She performed very well in this academic course and went on to do publicity for an educational film in Canada. The film — a multi award winning project — got publicist Rishma a little

R I S H M A M A L I K

Making NEWS



The new Channel [V] VJ is an ex-miss India Canada, and loves interacting with teenagers

publicity herself. A few months later, she entered the Ms. India Canada pageant and a few months after that, she won it. Like most beauty title holders Rishma too tried to cash in on the title. "I went to schools all over Canada to talk to kids. I love teenagers, I can understand what they go through. Because no one came and talked to me when I was going through

my teenage years."

A scheduled appearance in the Ms India pageant brought her to Mumbai but the going wasn't as easy at it had looked from afar. At any given point in time, Mumbai is teeming with good-looking girls, waiting to break in and make it. Rishma got wind of the kind of competition soon enough and began working hard. The toss up for a possible profession was between films and VJing. Since Hindi was a problem, VJing became the first option. "I come from a liberal upbringing so I have first hand 'experience' in the music business, having hung out with musicians in Toronto and Canada." And that's how Rishma has now become to be the new face of Channel [V] news.

But she's sure that there's more to her future than mere news programmes. Like producing and hosting her own shows.

For the moment though there are roles to be looked forward to in films like Kaizad Gustad's *Bombay Boys* and Kailash Surendranath's *Love You Hamesha*. She's also hosting another show for the channel and more should be on the way. A pretty packed schedule for a girl who left Canada sure of what she wanted to do but not sure of what

was coming her way. "I left behind family, friends, ex-boyfriends and came to Mumbai from Toronto. And now I'm in Hong Kong. That's the story."

Namit Sharma

a 52-episoder
December



Remember, I am not just your boyfriend; Shahbaaz Khan and Reena Wadhwa

her serial more rooted in reality with the emphasis more on conversations than 'dialogues'. "Lines have to be spoken the way it is in reality," she explains. "They shouldn't sound too verbose or forced." After all, television is a writer's medium.

Amitava sounds quite pleased with the performance of his cast. "Shahbaaz is a revelation in the serial," he says. "He is going to break his mythological image with *Neeyat* — he is minus his horse here." And though he admits that the character played by Neena reminds him of Marilyn Monroe, the director insists that he hasn't given any of his characters any mannerisms that could be identified with any real people in Bollywood. "We're only playing with the psychology of the industry, so it's not necessary to have any real resemblance to anybody in the cinema business."

While Pammi and Amitava look excited about their efforts, Reena Wadhwa has much to look forward to in *Neeyat*. For starters, it's her first shot as an independent producer. She had co-produced *Yug* in the recent past with Sattee Shourie. "I turned a producer as a result of my desire to act," she confesses candidly. And after serials like *Betaal Pachisi* and *Sinhasan*, Reena has finally got a role to test her histrionic abilities in *Neeyat*. "I am not so involved in production," she says. "I am interested in acting, that's what I enjoy. So I dump my duties as a producer on Sanjay (Wadhwa), who is the executive producer of the serial."

And while Pammi feels

Play it again, RISHMA

Michelle Mendonca asks the spirited and saucy Channel [V] newsreader Rishma, just how she manages to swing the mike so deftly. Especially after her on-stage histrionics. She answers demurely in her best Canadian accent

You were into acting and theatre, now you're into news. What's the game? Does it entail job satisfaction? With regards to job satisfaction, my job with Channel [V] includes much more than just reading news. I also VJ on *V1's* and *The Asian Top 20*, which goes out to our international audience. I also do at least two voice-overs a week for *The Ticket*.

On top of all of this thrilling on-camera work, I am also a production assistant, which involves research and being up-to-date on what's happening in entertainment on a worldwide scale, reviewing and editing footage, writing scripts etc.

With so much going on, I am more than just satisfied with my job. It's actually exhilarating because I am constantly being challenged and am learning so much of the stuff that I need to make my bigger goals a reality.

As you've probably guessed, I do not see reading the news, Vjing and the like a comedown in any way.

You're great with the camera. Comment.

I attribute my comfort on the camera to a number of different things. The most interesting of these things is the acting classes I took in Canada under acting coach, Mircan Laurence,

who led a class that was designed to help un-inhibit and free yourself. In some ways, it was like being a four-year-old again in kindergarten class.

We did stuff like sing nursery rhymes, jump up and down and fear exercise. It sounds bizarre but you'd be surprised to know how many actors have done this stuff.

I have taken many different types

of acting training but this one was my first and helped me the most because it "cracked" me out of my shell. Since then I have been less caught up with what I looked like or what people thought and became more interested in who I was. So I strongly recommend this kind of experience.

The rumour is that you're connected. How did you get this tag and are you comfortable with it?

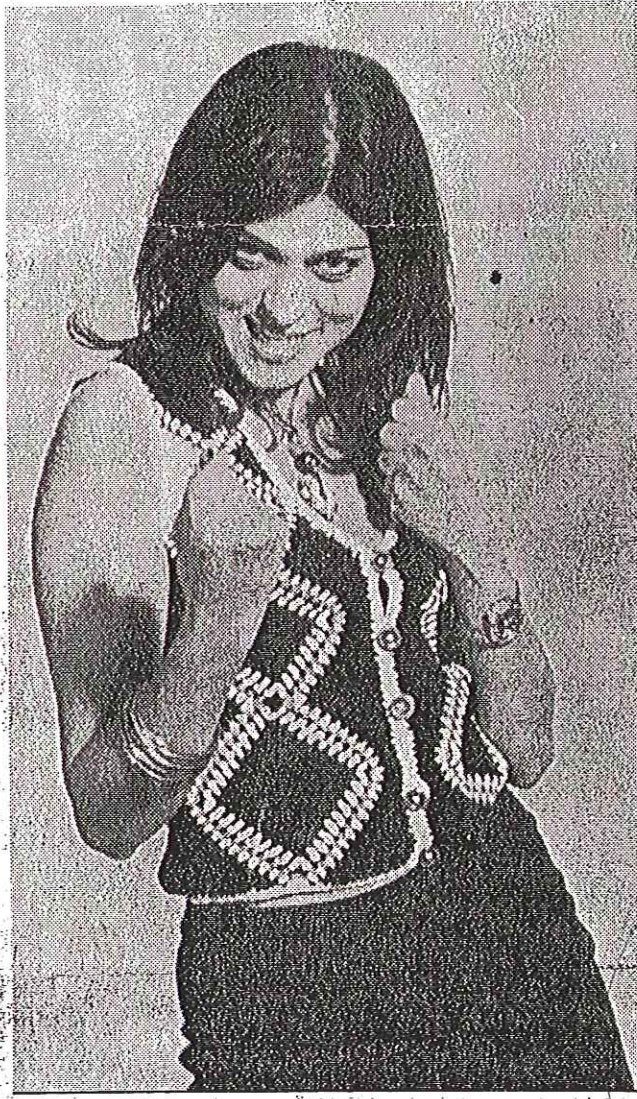
Connections are only important if the connection believes in you and your talents. Only then will they vouch for you.

The people who were most helpful to me were not big names. Connections, they were people who had seen my work and my attitude and had full faith to simply pass over my name as a recommendation.

It was talent, a good attitude and gut instinct that landed me various parts. Each step I took, I had people in the business commenting on it being the wrong choice, and at times it felt like that. But at each step I was undefeated and moved on.

Are you happy with your current status?

Everything is in perfect place. I'm very happy to be a part of Channel [V]. Everything else is just "steps" toward bigger dreams and bigger goals.



more convenient to use,

So you guys have been watching Indian Top Ten on Channel V or no? Well, if you have not, you really are missing something. It is the be all of all filmi countdowns playing the latest, the hottest and the

most wanted tracks on your stand-up TV. And then there's this just too cool VJ hosting the show with the groovy Yank accent. You got it right people - Channel V's very own Rishma Mallik, one among the most spontaneous and icy cool jockeys around who wore the Miss India-Canada 1996 crown. All her fans know she was in town last week for a day and a few lucky ones even got the chance to hang around and hop the town with her. Rishma's exclusive interview with the *Maharashtra Herald* is here for those who missed the opportunity.

Q: After having been born and raised in Toronto, are you finding yourself comfortable in India?

Of course. It does not matter whether one is brought up outside the country of one's origin because instinctively the individual always belongs to his homeland. And the urge within always takes him back to his country. In my case it took me 11 years to return to India and now I am truly enjoying every bit of it.

Q: So, have you finally settled down here?

I am sure I will never be able to settle down in one place. I do not feel permanency in my life. Because of the career I have chosen, I see myself in India for 5 years, in LA for 5 years, in New York for 5 and back in Toronto for another five. That makes it 20 years straight. Simply put, I do not wish to plan for the future.

Q: How has your experience been in India?

Tremendous. I still remember meeting my cousins in Chandigarh, going out on bikes and all those wonderful things. However getting used to attitudes was challenging. Relatives have shown overwhelming warmth - they would get me *Dal Chawal* if I was keeping ill. In Toronto you got to help yourself which is



Chil



Two years after she touched down on Indian tarmac, she is flying real high as the Indian Top Ten anchor. VJ Rishma Mallik in conversation with Rohan Kohli

much.

Q: What plans of marriage?

Uhl! If and if at all I marry, I have hopes of permanency. I can feel someone is out there waiting for me. Although I have not yet met him, sometimes I feel he is by my side. I know we will meet at the right time. Right now, both of us are doing our own thing.

(Wol sounds she is blissfully single. Guys, you may start rolling up your sleeves).

'Fiercely Independent'

probably the reason why I sometimes feel suppressed in social circles in India.

Q: How co-operative were your parents during your successful stint with Miss India-Canada 1996?

Oh! Very. Although my parents are a shade conservative but on issues like my career, I have always received free rein and full encouragement. When I won the pagnent my mother was thrilled

beyond description although she was more jittery than me before the show.

Q: Tell us what your name - Rishma - actually means. Is it an glicised 'Reshma' or what?

It is certainly not a derivative of 'Reshma'. It is an Old Arabic word which, I have been told, means 'rising of the full moon'. And to tell you the truth with no conceit involved, it is a very beautiful name and I love it very

Q: What message do you have for the young and spirited population of Pune?

(after much wide-eyed reflection) Fight your fears. Even the little ones. Get yourself out of the damps by all means possible. Muster the strength to be positive even when things are at their worst.

The sooner you can do that, sooner the situation will change. Please believe in wishes (for anything you want).

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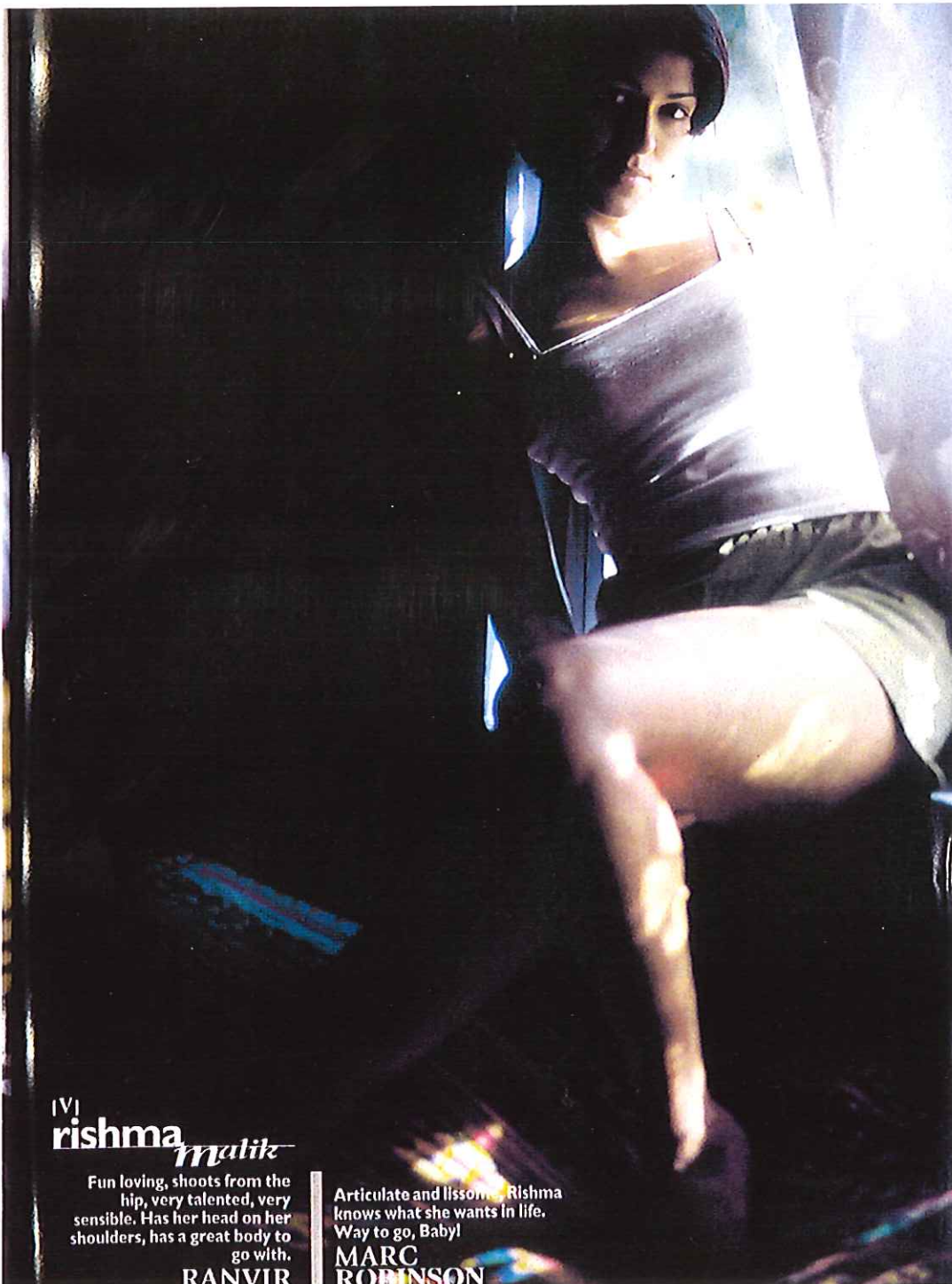
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GENTLEMAN

FEBRUARY 1999 ■ Rs 20

MINDSPACE FOR MEN



(V)
rishma *malik*

Fun loving, shoots from the hip, very talented, very sensible. Has her head on her shoulders, has a great body to go with.

RANVIR

Articulate and lissom... Rishma knows what she wants in life. Way to go, Baby!

MARC ROBINSON

FEBRUARY 1, 1999

INDIA TODAY

THE RDX FILES



EYECATCHERS

PICKED AND CHOSEN

❖ **CHIEF GUEST ON A ROUND-THE-WORLD PEACE cruise?** Why pick Rishma Malik for that? Well, the spunky Channel V veejay calmed the rowdy crowd at a peace concert in Mumbai this August. Present there, and impressed, were members of a Japanese NGO, organisers of the cruise. Now Malik will join the ship on its Australia-Thailand-Mumbai stretch this month. "I'm glad someone's interested in my mind, not my body," she smiles. Can't say the same for Sting's son Joseph Sumner at the post-Channel V Awards do. The two did more than just party that night. One way or another, she makes an impression.





THE PERFECT ANCHOR
Beneath the porcelain
figure and liveliness lies
desperate desire to
make a name

Second time lucky

achievement. She quit school and worked in a garment store for one year, after which she returned to school. But a craving for 'success' led her to become a receptionist at a talent consultancy. She went on to become a talent consultant at Atlanta.

Then she took a trip to India where she saw cities bustling with life and Kamal Sidhu and Sophiya Haque being lapped up by Generation Next. It enthused her enough to enter the Miss India-Canada competition.

When she lost, she blamed it on her lack of education, and next season found her at university. "I felt inadequate because of being an 'under-achiever' in school. At the university a spring of knowledge bloomed inside me."

She entered the Miss India-Canada competition again because she "wanted to be on the pinnacle" and she "knew" she had it in her to make it to the top. And now, she won.

After that she worked as a publicist for educational films and played an instrumental role in screening *Just A Little Red Dot*, a film which made *bindis* popular before Gwen Stefani.

Rishma seems to be second time lucky. She failed her first screen test at Channel [V]. Undeterred she went on to give screen tests at MTV and Channel [V]. And finally made it to the latter.

What accounts for the popularity of veejays? The gift of the gab, maybe. Rishma believes that unlike filmstars, veejays are down-to-earth and accessible, "open-minded and compassionate, which makes people relate to them."

Rishma's restless soul has found solace in [V] after Ruby's departure. The new star hedges, "Ruby is still respected at Channel [V] for having helped set it up. As far as I am concerned, the producers are looking for a show to suit my personality."

Moreover: Rishma recently starred in Kaizad Gustad's film *Bombay Boys* opposite Naveen Andrews and Luke Kenny. Also slated for release is *Love You Hameshaa*.

Encountering racism and a lack of education made veejay Rishma Malik determined to be a survivor. She is.

MAYANK BAHUGUNA

OPPORTUNITY never knocks twice, or so they say. But if there is one person for whom this adage has been repeatedly proved wrong it is Rishma Malik. This Channel [V] anchor and Miss India-Canada 1996 is the perennial comeback kid.

On Channel [V], she is the perfect newscaster, rolling out juicy gossip from the world of entertainment with a hint of accent — which all Indian expatriates possess in abundance — and a mesmerising smile. Beneath the porcelain figure and liveliness lies a desperate desire to make a name.

Dressed in a parrot-green top and black pants that showcase her statuesque figure, Rishma spouts philosophy faster than the average couch potato flips channels. "Some people have to struggle in life. The Bodhisattvas came

to earth having chosen difficult circumstances. I was destined not to have the means to study so that I could learn to impart education to others." Whatever that means.

Rishma's parents migrated to Toronto in the '60s, and she had a troublesome time as a child, being the only Indian in her class. She recounts the days when the colour of her skin made her the butt of jokes at school: "I would apply powder to my face to be accepted as one of the class, to avoid being singled out as a chocolate-faced kid."

But unlike other Indian kids who resorted to books to prove their mettle, she learnt the tit-for-tat tricks in her snobbish neighbourhood. She excelled in athletics and vocals — which allowed her to go back home without homework.

Rishma's restless soul continued to seek a sense of





Three pages in the life of a veejay

The advent of chilly weather brings it's own cozy prospects as Rishma Mallik infiltrates your homes with her kind of music. This hip-hop fan, veejays on various shows like the *Asian Top 20*, *Indian Top 10*, *BPL Oye* and the news on *Channel [V]*. Swapnil catches up with this heart stealer.

Rising of the full moon....

Rishma means rising of the full moon. It's a very different name and I like it. You'll sure hear a lot more on me in the future.

And I performed....

I am not doing anything different from what I was in my childhood. The memories of childhood bring to me the big recorder in my room. I spent my time listening to the recorder, telling stories into it, singing songs and just loving what I did. When I was sick and tired of it I'd put on the *Grease* album. Being the youngest child in the family, it gave me liberty to break the family harmony. They'd be watching a great movie and I'd butt in with my recorder and an impromptu dance recital. My family was my audience and I was a great entertainer .. a performer.

Was it the footsteps?....

My family is very expressive, passionate and rather vociferous. I remember that as a child, I once decided to leave my house for good. Something to do with family politics that my little mind could not comprehend. So, left I did and went into the ravens behind our backyard. I spent hours out there but there was no fear in my mind. It felt good to be independent,

all alone facing the ravens it gave me a sense of adventure. Till I heard the footsteps....

Not a Barbie world....

Girls of my age played with Barbie's. I'd play with the guys from up the street. Yeah, I was a tomboy who loved climbing trees, playing in the mud and the guy pranks. Girls may not find this highly invigorating. My brother was 14 years elder and my sis 8 years. They were like buddies and I was their responsibility. Their company added a lot to my personality and it's made me what I am. Trust me, it's not a Barbie world out here.

And the winner is...Rishmaaa....

I won the *Miss India-Canada* title in '96 and along with it, a trip to India. I was on the front page of all the Canadian mags and papers. People suddenly realized that I was beautiful. This made me immensely popular and I was there at all the happening socials in Canada. I inaugurated a lot of shops, restaurants, movies and books. People knew me. I landed a fantastic agent in Canada and a few nice assignments in advertising and films. I was a winner.

I told them I was leaving....

The world had opened up to me and the decision was mine. Something told me that there was place for me in India. I discussed this with a lot of friends and the near ones. After a lot of deliberations, at a weekend brunch with my parents I told them I was leaving. They thought I was referring to the free trip that I had won to India. But it was with two suitcases, all my clothes, all my shoes and all my belongings that I was leaving Canada...for India.

I would have been an MTV veejay....



Even before I went into the Miss India-Canada contest, I had a blanket offer from MTV to join them whether or not I won the contest. After winning the contest it pepped me all the more to join them. I became a MTV veejay. But Jules Fuller of Channel [V] offered me a luscious offer in Hong Kong and much more money. Had I stuck with MTV I'd have to wait for more than two months before I got a show of my own and the spirit in me wanted it now...right now. Besides, MTV had conducted their VJ hunt and they had to place those guys also. Had Channel [V] not been aggressive, I would have been an MTV veejay.

Blame it on maths and science....

As a child if anyone had asked me what I wanted to be when I grew up...I'd have replied a Veterinarian. It seemed so practical then because I liked the doctor's attire and adored animals. But later on in life you find that it's essential to be good at maths and science... I wasn't. No parent will encourage a child to choose entertainment as her career and it's always a doctor, a lawyer or an accountant that a child wants to be when she grows up. Entertainment was the most natural thing for me to do .. it did not require maths or science.

I will not be remembered as a VJ....

Good VJ's are intelligent though it cannot be projected on screen. The one's with attitude and confidence eventually survive. This is a visual medium and the assets of a nice face and body do matter but are not all important. This is a good platform to showcase your talent and you can milk it for all it's worth. But I have my plans. I will not call it the next step but prefer to say that I am dabbling in a lot many things. I have a film called *Love You Hamesha* by the Amritraj Brothers and Kailash Surendranath. I am also working on a few international projects with UNO and an international channel. Modelling does not really attract me. I can sing and that's one option still open. I can sing and that's one option still open. I'd like to be known as someone who has always raised spirits and made people a little more aware. My plans don't involve being a VJ for the rest of my life.

It's all in the humour....

I grew up with MTV and I can vouch for the fact that they are all Americanised. The people making the decisions at Channel [V] are all British. The average person may not be able to perceive the difference but it's true that humour in Channel [V] is very subtle and very British which is pretty different from the American laugh.

I was addicted to parties at 17....

It's sad to see grumpy faces. To them I say, 'Hello you fool, have fun'. My hey days were when I was at Toronto, at 17, when I was addicted to parties. I started off young and guess that's where my spunk comes from. Every now and then it is released and I invite over a whole lot of friends. We open up red wine or whatever one pleases to have, order good food, start the music and definitely the party is on. We then go out for a night of dancing and the party continues. But I am not addicted to it the way I was at 17.

So what if I am stuck in a traffic jam....

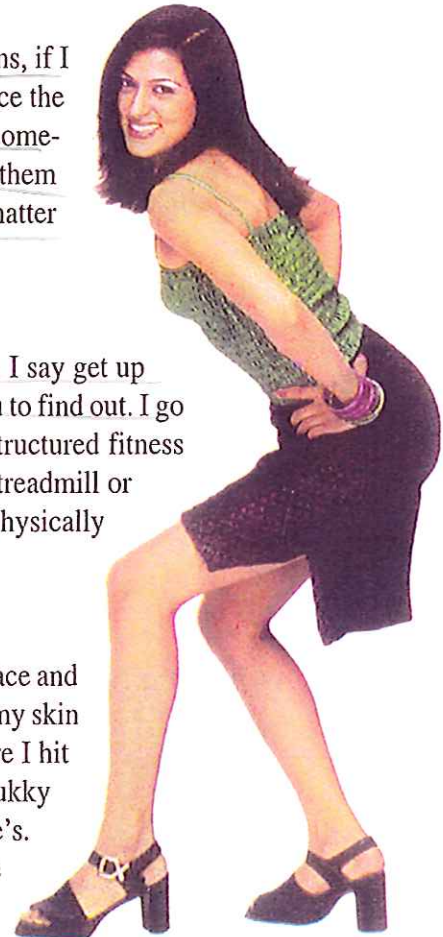
Healthy attitude, that's what makes a perfect day. No matter what happens, if I am in my right spirits, anything that goes wonky is cool. I am ready to face the next obstacle in life. The day I have a great shoot or have an impact on someone else's well being like helping them through a situation or just making them feel good about themselves, is a perfect day for me. Traffic jams do not matter then.

Me and my gym....

People don't realize how important it is to let go and sweat it out in life. I say get up you lazy-bones and just do it. The amount of good it does to you is for you to find out. I go to the gym thrice a week. I mostly do what I feel. I don't have a very structured fitness routine but rely on a lot of cardiovascular exercises. It's either jogging, treadmill or the stepper for me. At times I catch up with a game of squash. It's physically exhilarating and mentally stimulating.

Of faces and tresses....

Moisturizing really takes care of your skin. Every morning I cleanse my face and put on Perfect moisturizer. It begins the day with me feeling so fresh and my skin breathing. No matter what time I get back, I have to clean my face before I hit the sack. I know a lot of people who take their make up to bed. I feel so yukky about it. Then there is the constant upkeep with manicure's and pedicure's. My hair requires constant conditioning. I have just cut my hair a little short. I blow dry my hair thrice a week because it tends to get very frizzy in India. And to think of the pin straight hair I had in Canada.



I have the style....

I am not a fashion victim. Fashion has a deeper meaning to me. It's confidence. The ability to wear what feels right. I pride myself for being able to coordinate the right dresses and the right colours. People who see me pick a dress may wonder if I have gone bonkers but they are the same guys who shop for a similar dress when they see me wear it. I like being fashion creative. Most of my shopping is done in Hong Kong. I'd like people to say I am stylish.

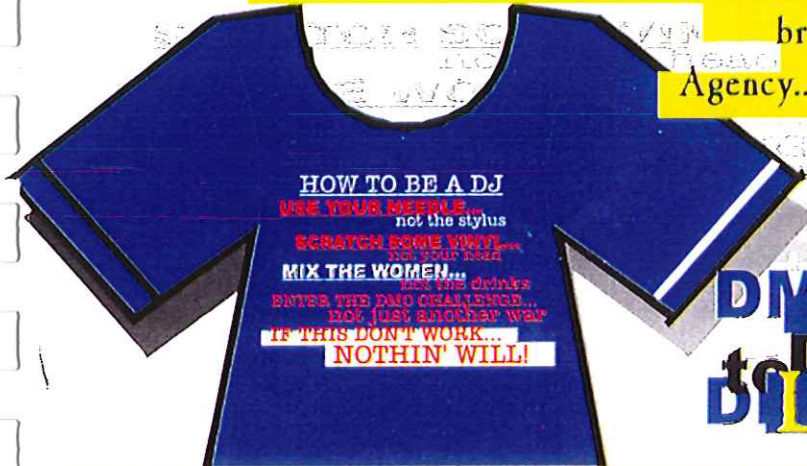
That's my message....

Kill the negativity within you. It harms... it sucks.



DMC Comes to India

Six months of planning and negotiations. Numerous transcontinental phones and faxes. Meetings in London and Bombay... The result? First time participants India, became DMC's 31st member country! Oh yeah! The Gospel of DMC was finally brought to India by Wizcraft The Entertainment Agency... India's premier entertainment agency and now, DMC's official licensee in India.



The DMC India Launch Conference

The DMC World DJ Mixing Championships officially became a part of the Indian event calendar on the 7th of August 1998. This happened at a grand press conference over lunch, at the 1900s discotheque in Mumbai.

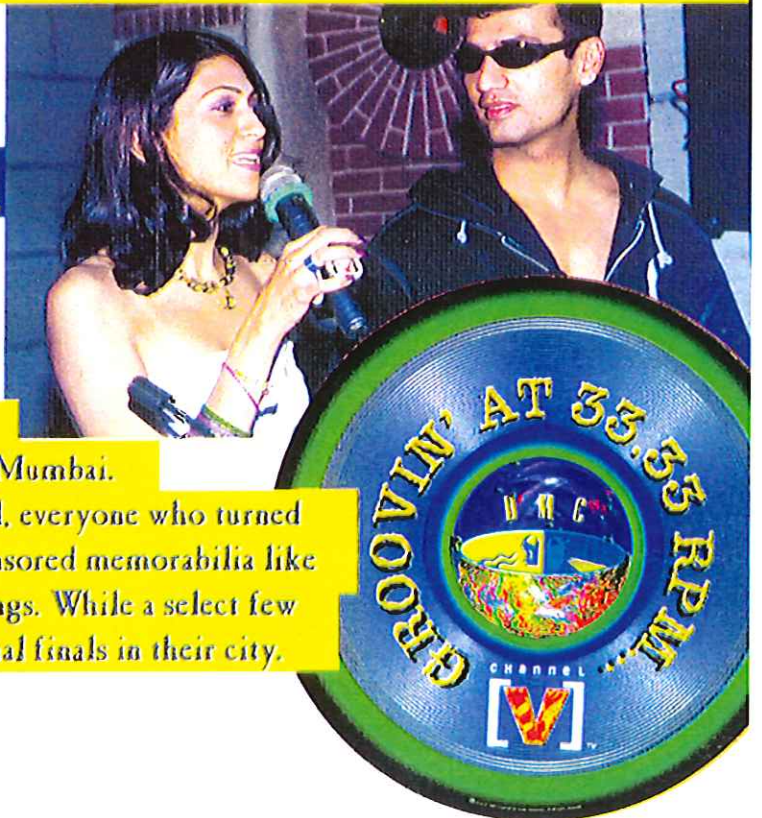
Presided over by the man behind DMC, Mr Tony Prince himself. The afternoon had it all... Over a hundred members of the Fourth Estate. VJ Marc Robinson and bubbly VJ Rishma of Channel [V]. All the people behind the championship in India. And a surprise preview of the first prize, the DC Designs' sports car.

Spreading the DMC Buzz...

What better place to promote the concept of Deejaying and DMC, than where the action is... Stretched out over a fortnight, the

DJ Championships were promoted at a number of clubs and discotheques across Bangalore, Delhi and Mumbai.

Using a unique 'peel-off' game as a promotional tool, everyone who turned up during the promotions, won 555 and Bacardi sponsored memorabilia like tee-shirts, free drinks and pouches among other things. While a select few went home with invitations to the impending regional finals in their city.



COMPANY : <p>[V]</p>	MEDIA EVALUATION : <p>Rs 20,480/-</p>
DATE : <p>December 20, 1998</p>	PUBLICATION : <p>Sun Flash</p>
PAGE NO. : 11	

RISHMA MALIK

Child of small experiences

DEVIKA KHOSLA

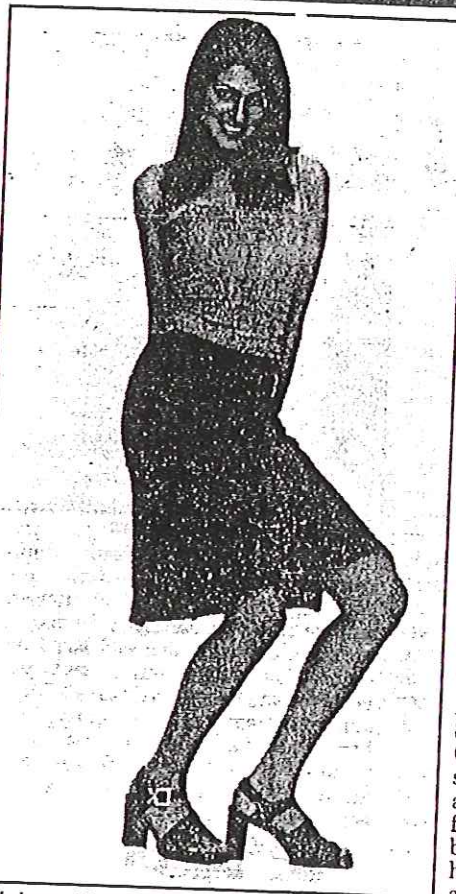
It was like the proverbial childhood dream come true. Rishma Malik always knew she was born to be "performer" - driven solely by the desire to make people happy.

But she began on the wrong note: she went hunting for the "performer" in others, working as a talent agent for a top director in Canada overlooking the fact that even she had it in her to become a star.

So when realisation dawned, it was almost like a revelation. One fine morning she was up and awake with a shout, "Hey, even I can do this!" With that, and the Miss India-Canada crown under her hat, the 24-year-old was Mumbai-bound with a burning desire to make it big.

Those were the days when Channel [V] was trying to carve a niche its very own. Within four days she breezed through the screen test for Channel [V] and the rest, they say, is history. So, what made this girl with dream in her eyes to take up a job so far away from home and family? "Well, when I saw how big the entertainment field was and the great scope it held, I knew I could also make it happen and wanted to be a part of it."

That she had the foresight was what paid off. Realising that formal education is the essence in show business, she returned to college for a degree in Mass Communications. "That experience matured me tremendously and I'm benefiting from the true worth of it till



Rishma Malik : The smile says it all

today," she stated simply.

After college, she acted as an extra in what she calls 'a fabric commercial worse than a real bad wedding video'. "I had nothing to lose from the experience so I just went for it," she added. Rishma also made an appearance in Asha Bhosle's video *Ye Mera Dil Pyar Ka Diwana*. She recalls how she was ready to run back to Canada after that. "The video was a real rush-job and it turned out to be very different from the original concept," she said.

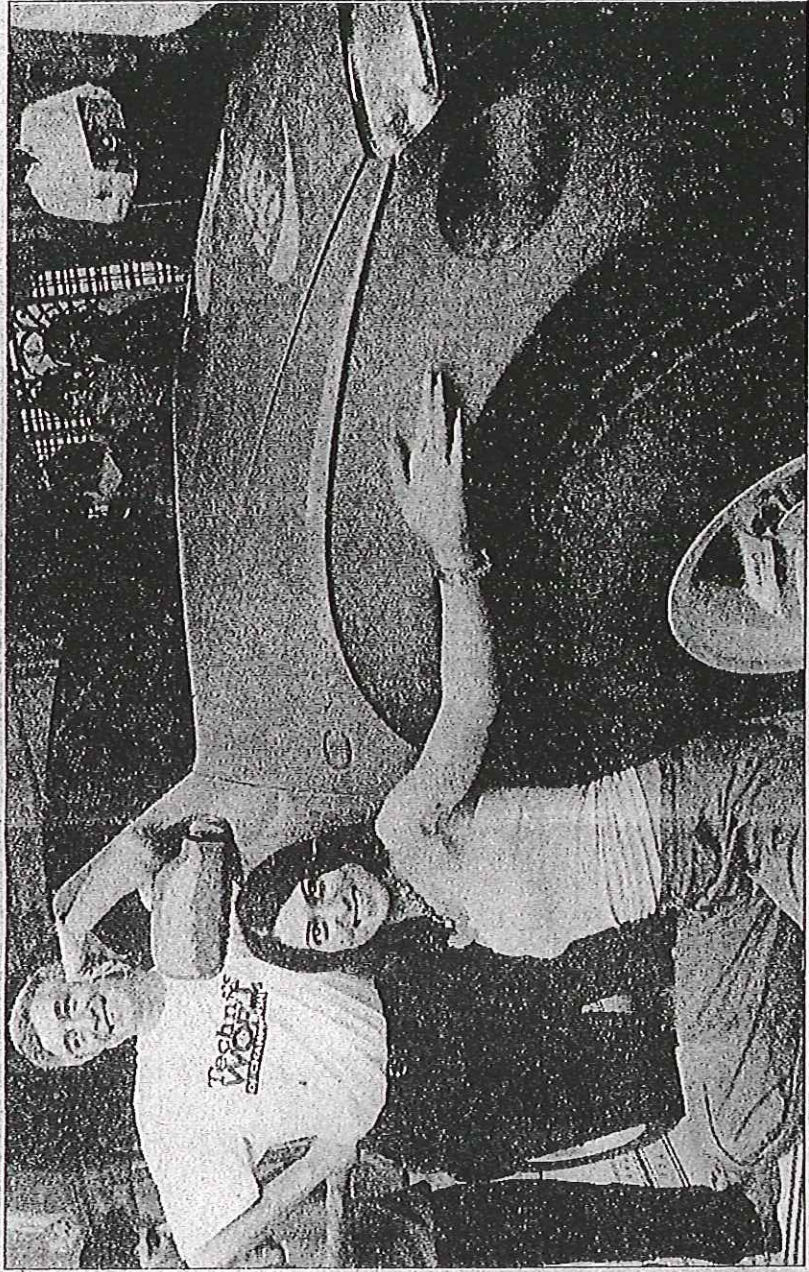
So what prevented her from catching that plane to Toronto? "It was the momentary thought of all those people who believed in me. I just couldn't shatter their hopes," she said. She was determined not to quit and there was in her an even greater determination to succeed. That was when Channel [V] happened and since then world's been different for Rishma. She comments, "I felt so comfortable with Channel [V]- a part of the team. We work together and everybody gets a chance."

What lies ahead for this vivacious VJ is a Hindi movie, *Love You Hamesha* where she stars opposite Sonali Bendre and Akshaye Khanna. On hindsight, Rishma considers herself lucky to be where she is and ascribes it to the "small experiences" for which, she said, she has India to be thankful for and grateful to. "I have flourished here and that I will always remember no matter what," she said, with a big smile.

Bangalore to host DJ competition

Mumbai, Aug. 7: Tony Prince, president of the Disco Mixing Club, London, declared open the India leg of the world disco jockey mixing championship in the city on Friday. He said 31 participants from across the globe would participate in the final championship which will be held in Paris on October 18. Viraf Sarkar, Wizard spokesperson, said a nationwide elimination round would be held with the regional finals being held in Bangalore, Mumbai and Delhi at the end of August to select DJs who had an "ear for music and knew the pulse of the audience". The national finals of the championship will be held here on September five. The winner will win a specially-designed maruti gypsy and represent India at Protes De Versailles in Paris, he added.

According to Prince, deejaying, which involved mixing of record tracks in a smooth creative way and adding sounds and voice-overs to the track, had begun to be perceived as a threat to musicians in Britain in the '50s as people began enjoying recorded music played by DJs than live band performances. (PTI)



THE RIGHT MIX: Tony Prince, president of Disco Mixing Club, London and VJ Rishma Malik strike a pose in front of the car which will be presented to the national winner of the World DJ Mixing Championship-India, 1998 on Friday at the Taj Mahal Hotel. The championship will be sponsored by 555. The finals will be held in Paris in October. A photograph by Rajesh Nirgude.

Students decry nuclear bomb at music festival

By DHARMESH THAKKAR

Mumbai, Aug. 7: "We want actions of peace, not piece of action" chanted enthusiastic students of various colleges in the city as singer Lucky Ali crooned *Sanam* at the Peace Together '98 at Andheri Sports complex on Friday.

The day-long music festival for the youth protesting against nuclear weapons and an appeal for global disarmament organised by the Indian People's Media Collective and the students of R.D. National College was attended by the count... leading musicians.

singers and film personalities to spread the message of peace. "We choose peace" was the *mantra* of the youth sporting white ribbons and condemning the bomb dropped on Hiroshima and Nagasaki.

Over 15,000 students joined the performers to express their solidarity with the cause. Mizuki Noboru, a Japanese student of Peace Boat Organisation on a good will visit to India and Pakistan to narrate the holocaust of the bomb, called upon the Indian youth to work for a nuclear-free world. Another student Inoue Makoto said: "The

bombs will achieve nothing but destruction. We want peace in the world."

Leading bands like Pentagram, Blue Genes, Orion, Merope and Naked Earth with singers Vikas Bhalla, Mehnaz, Lucky Ali, Silk Route and Sagrika as well as celebrities like Shabana Azmi, Javed Akhtar and Pooja Bedi, models Milind Soman, Marc

Robinson, Rahul Bose, veerjays Sophia, Javed Jaffery, Brian Tellis, Suchitra Pillai and Jules Fuller competed the event. The festival evoked an overwhelming response from the students dancing by the

Electricity policy to be declared by state soon

Mumbai, Aug. 7: The centre will announce a policy on hydro-electricity in the next few weeks, union power minister P.R. Kumarangalam said on Friday.

"The new policy will make hydro power sector far more lucrative (for promoters)", Mr Kumarangalam said at a meeting with All India Association Of Industries here.

On the issue of some states disallowing captive power plants to sell electricity to other industrial units, he said the centre was "seriously thinking" on it.

According to the union power minister, the central government cannot force its point of view and dictum on the states and would have to sort out the issue at the National Development Council meeting.

He said the Power Finance Corporation had drawn up a programme to extend the much required financial assistance for rural electrification at a rate which would be subsidised by five per cent.

But the states would have to establish tariff regulatory bodies to avail of the facility.

"This subsidised assistance would be available only to the first five or six states", Mr Kumarangalam pointed out.

Responding to Maharashtra deputy chief minister Gopinath Munde's plea for greater assistance to the state, Kumarangalam said Power Finance Corporation has decided to increase exposure to Maharashtra only after the regulatory body was in place.

Power Finance Corporation would extend Rs 2,000 crore assistance required by the state of Maharashtra to put up two 500 mw power plants, subject to reforms, he said. (PTI)

Students decry nuclear bomb at music festival

tune of the popular track *Un Dos Tres*. Shaina Anand, a law student and founder member of the IPMC which conceived and organised the event said: "The message of peace through music has got across to the youth. The response to the festival has proved that peace must prevail. We need a new and young India and not a nuclear India."

Singer Vikas Bhalla regaled the audience with his hits *Aavara* and *Dhuan Dhuan* and appealed to make the world nuclear-free. He said: "We are the tomorrow of India so let's pledge to enter the

of mass destruction". Model Marc Robinson said: "It is a catch-22 situation. We have poverty and unemployment but we also have nuclear-bomb. We need to protect ourselves from hostile neighbours but we also have a responsibility to eradicate poverty and illiteracy."

The students were made aware of the danger of nuclear weapons through short documentaries and films.

The IPMC screened films like *The Prophecy*, and *Vinash Yagya* based on nuclear holocaust and organised debates on the recent



VJ Rishma learning some pool tips at Havana, at Kamala Arcade on Jangli Maharaj Road during the Pepsi-Verve '99 campaign: *Newsline photo by Yusuf Khan. (Report on page 3)*

City set to vibrate with Channel [V] verve

HT Correspondent
Lucknow

All eyes are now focused on the Lucknow Coke Channel V Live show to be held at the NR Railway grounds on February 28. Tipped as the biggest show Lucknow has witnessed in recent times, its highlight would be live performances by renowned singer Abhijeet, Mehnaaz, Shehzad and Jassi.

Jassi of 'Dil le gaye' fame, Malkit Singh, the star singer from Punjab, Mehnaaz of Miss India fame, Shehzad Khan, the son of Ajit, and Abhijeet will arrive in the state capital soon. A galaxy of superstar Channel [V] VJs, including Sophiya, Marc Robinson, Udham Singh, Rishma, Ranvir and Vinay, will host the show.

The gates of the NR Railway grounds will open at 6 pm. The show will get underway at 7 pm. Mr Jules Fuller, the General Manager, Channel V, India, introduced the superstar VJs at a press conference at Hotel Clarks Avadh.

He said, "Coke V Live is a realisation of our dream to promote live music in India. I am delighted that our team is bringing to Lucknow some of the best live performers in India. We, at Channel V, are looking forward to a lively interaction



Channel [V] VJs talking to newsmen at Hotel Clarks Avadh on Friday — HT Photo

with youths of this city." The Hindustan Times, which has supported the programme along with Coca-Cola, the main sponsor, has

been responsible for distributing a large number of passes for the show. This would enable a large number of youths from the city to

witness the lively programme.

A separate enclosure for couples and families has been made to enable them to watch the pro-

gramme.

Mr Fuller informed that 11 live shows had been held so far by Channel V across the country. He said the idea behind holding the show in Lucknow was to interact with the citizens of the state capital.

"Earlier, we were holding the show in metropolitan cities alone. We wanted to strike a dialogue with youths of other cities as well," he said.

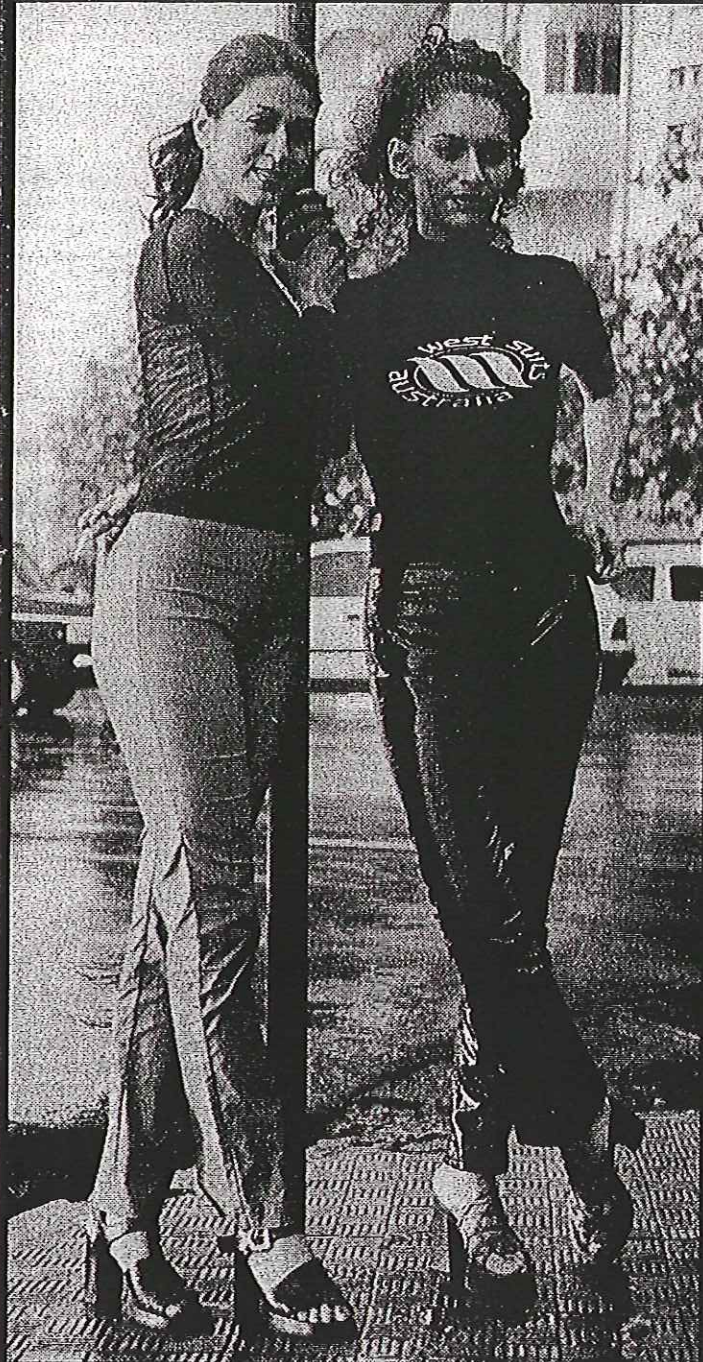
Mr Fuller said he would try to bring more such shows to Lucknow. Superstar VJ Rishma said, "The primary aim is to meet and interact with as many youths as possible. We have met a lot of people and have been to schools and universities," she said.

Marc Robinson added the youths of the city were well behaved. "We got a very good response here. The youths seem to be very happy with our programmes," he said.

Marc informed that over 12,000 passes had been distributed to youths of the state capital during their interaction with them.

The VJs have been to various retail outlets as well. They could not visit the Hindi medium schools due to their tight schedule, they added.

V ARE THE WORLD



Wet and wild: Channel V Veejays Rishma Malik and Sophia Haq stand in the rain after a Channel V press conference on Friday at Not Just Jazz By the Bay

VIEWERS' CHOICE



■ **FOUR WOMEN AND A FUNSTER:** At the Channel [V] function last night, from left, VJs Sophia Haque, Suchitra Pillai, Meghana Reddy and Rishma Malik. Seated, VJ Udhm Singh.

Channel [V] hosts Indian evening

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Channel [V] VJs Sophiya Haque, Suchitra Pillai, Meghana Reddy and Rishma Malik at the 1998 Channel [V] Music Awards press conference held at Hotel Taj Mahal on Monday night. The conference was organised to kick off the Coca-Cola Channel [V] Viewers' Choice Contest. A photograph by Kedar Nene.

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**'I can always
pack my bags and
go back to Canada'**



CELEBRITY STYLE

◆ RISHMA MALLIK

Rishma Mallik, Miss India-Canada 1996-97, followed her predecessors, Ruby Bhatia and Kamal Sidhu, and came to Mumbai to pursue a career in broadcast journalism. She achieved fame and fortune in two years, and is now one of the most recognised faces on television. Poised to host a brand new show on Channel (V), Rishma braces herself for new challenges and new opportunities...

- ▲ I was a warm and loving child...
- ▼ Not just warm and loving, but very positive too. Nothing could deter me or worry me, no matter what the situation was. I was also very confident, always the cool one. My parents weren't that liberal. So I had to push for certain issues. Fortunately, my older brother and sister changed the way my parents looked at life. Now, they see that we all turned out pretty good.
- ▲ I was never a homework person...
- ▼ I was never in the habit of doing any homework, which got me into a lot of trouble at school. I was creative and studied people to understand what they were all about.

COLOUR.

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Eventually, I became a good student. After high school I took two years off. And then returned to university to get my degree in mass communications. I graduated with straight 'As'. So I think that it's okay to falter along the way sometimes. Finally it all works out.

▲ Life changed after the Miss India-Canada title in 1997...

▼ I won the title during my last year at university. Even though I always wanted to do broadcast journalism, any profession in Canada is fiercely crowded and competitive. One has to get a professional degree. The title changed all that. I was splashed all over the newspapers. I was on talk shows. It seemed like Canada began to take notice of me.

After that I thought that I would have to go to India like Ruby Bhatia and Kamal Sidhu. I was wrong. However, since I had a contract with 'Femina' editor Sathya Saran I decided to visit India.

▲ I always wanted to be a veterinarian...

▼ I love animals so becoming a veterinarian was an obvious choice. The second choice was becoming an actress. But I don't think that would have gone down well with my family at that time. Finally, when I did get into the media, it was fine.

▲ Both Channel [V] and MTV wanted me...

▼ I eventually chose Channel [V] because they offered me a posting in Hong Kong, doing the news and veejaying a few shows. Alessandra had just left the channel so I sort of took her place. Eight months later I was posted in Mumbai. The channel wanted to relocate me, post me

on location doing live shows. The last show I did was the Indian Top Ten which eventually was no challenge at all.

▲ There's something new coming up soon...

▼ After I decided not to do the show anymore, the channel offered me another show. I'm taking a break right now, until the show gets finalised. I don't want to divulge any details about the show, not until everything's ready.

▲ Each day is different...

▼ My life is sporadic. Some days have fixed hours, while others run into late night. Especially if we need to travel out of the city, then it would mean getting at four in the morning and putting make-up on. But that is all part of

▲ You cannot exercise in the city...

▼ When you come from a place where exercise is the national pastime, living here is very different. In Canada you find people roller-blading, skating and walking all the time. There is so little space here to do anything. And then there's the pollution and traffic.

▲ I enjoy entertaining people at home...

▼ I enjoy playing DJ and bartender to guests at home. I love having lots of people around, just listening to them talk about their lives and themselves.

▲ Partying in the city doesn't measure up...

▼ I have lived in Toronto, New York and Hong Kong and

to me these are the three best places in the world to party. There is nothing new happening in the city, it is always the same old routine. It's never the cutting edge. Even though I enjoy music and dancing, somehow I don't go out much.

▲ I love wearing that something special for effect...

▼ Usually, it's the designers that set the trend. But I have no designer license. There should always be an element of danger, it should never be safe. It's important to question fashion if you want to set a trend.

▲ I would like a man with certain assets...

▼ Some years ago, I would not be so sure of the kind of man I'd like. But now I'm more definite. First of all, he must be positive and wise. A seeker on that special path with a great sense of humour. I don't want a man who lives namelessly without any direction and purpose.

▲ I'm ready for a relationship now...

▼ This New Year, I realised that I'm ready for a relationship. Even if it does not last till marriage, I think there would be a lot to learn from it.

▲ I'm a perfectionist...

▼ That could work for me and against me as well. I guess my strength could also be my weakness.

▲ Buddhism has really helped me...

▼ I belong to Soka Gakkai, a Buddhist sect, and it has really helped me in life. I have been in it since the last two years and will never give it up. Even before I do a show I chant some of the mantras. And when I do find the time, I attend the weekly meetings.

▲ I feel something big happening...

▼ I can feel something big happening here or elsewhere my new show does not work as planned, I will pack my bags and move back to Canada or to the United States. I can feel something big happening here or elsewhere. Till then, I will enjoy the transition period, the journey to that goal.

NEWS

Chatterina supreme

By Manjula Negi



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Who needs PR when the chatterbox of all chatterboxes among VJs decides to do some talking on her own, about her own self? And she says a lot. On anything and everything. Life with her around is certainly not quiet! Meet Toronto-born, Hong Kong-returned and Mumbai-settled Rishma Malik, the "baby VJ in a VJ food chain," as she likes to describe herself. The thought of being VJ is soo exciting.

After all, making funny faces, reading out pre-determined scripts, dressing pretty with sexy-little nothings, which reveal more than, like the put on accents which put off more, must be great. So must be talking incessantly to the fans rather than with. And carrying on hi-flying lifestyles at ages when most ordinary mortals are still gathering their wits about them! Of course, it must be exciting!

Not so for the still new and certainly fresh [V] VJ Malik. For while the job is all of the above it also offers her the opportunity to be, "Someone who can touch the heart. The VJ can be the embodiment of a natural friend." Which is incidentally this 26 year-old bubbly young'un's "ultimate goal" in life.

For someone who studied communications at the University level in Canada, it must have taken a lot of that skill to have won the Miss India-Canada in July 1996. And as they say, there has been no looking back since.

The lady picked up her crown and baggage and landed in Mumbai to do some front-of-the-camera work since before that she had been working on the publicity of award-winning films. Apart from auditioning for [V] and MTV she also featured in a music video starring Asha Bhonsle crooning Yeh mera dil pyaar ka deewana... and landed cameo performances in Kaizad Gustad's Bombay Boys with Naveen Andrews.

By which time the offer had come from [V] and Malik began with [V] News. The experience of which was, "excellent training ground. Since it was live, there was little scope for goofing up. And one learnt ... fast. The news was entertainment oriented and helped me understand the mechanics of the industry faster." Since then Malik has moved on to doing on-ground promotions for the channel and has done shows such as the House Arrest and Indian Top Ten. She is still with the latter one, in fact. But the shift from news happened because, "Though I enjoyed news I realised that after a point it became limiting."

And limitations is not something that this young lady allows herself. You see,

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atmosphere all the way from Canada to Mumbai would have been difficult if not limiting. "You're right. I did relate more to the Canadians because I had been born there. But you'd be surprised that the immigrant parent tends to be more strict. He is very conscious of having moved away from his native place and hence tends to hold on fervently to the culture that he leaves behind. My parents were liberal but never slack. So the change wasn't all that hard-hitting. Incidentally, I find that life here is far less strict! In any case, East is home and West is all around." So all's hunky-dory.

But what about the future? "Oh. I am a future thinker and I am trying hard to survive," winds up this little intelligent chatterbox who, "loves to dialogue."

COMMUNITY NEWS

"I was a true Hong Kong VJ, one of the lucky ones"

Continued from page 1

making up for lost time. Till then I suffered from a terrible lack of self-esteem being an Indian kid growing up in a wealthy and largely white neighbourhood. Also I was not strong on academics as a young girl. I didn't like it all that much. My expertise was in the creative areas, dancing, singing which Indian families usually don't support. After the pageant I felt, now I could do something. I had worked hard to get it. I had stopped going out much. I hung around people who were not only motivated, but motivators too. I did not win the pageant with my beauty. I can tell you right now there were seventeen other girls who matched up on that and who were all very smart. I knew that it was not so much a beauty issue, but it was my personality which was being developed throughout my life. I was lucky enough to have parents who were risk-takers themselves. My father left India forty years ago and his parents didn't want him to leave.

After I won the pageant, I knew I was going to leave Canada very soon. And thinking of it, I had a smile on my face. I could feel the future. I got some terrific media coverage soon after that. By November 1997, I had become a well-known name in Toronto. I would be invited to some of the most happening parties where the hot shot directors and TV people attended. And in the midst of it, I was suddenly confused. I would ask

myself, 'Rishma, what about your plans to go to India?' Deep in my soul I felt that India is the right place for me. I don't know why. And of course, I had the example of Ruby Bhatia and a couple of others to follow. I knew that I would be the next big thing.

Of course, there were no guarantees. I didn't plan to pack one suitcase and go and come back in a month. I did not want to do what Ruby did, take your mom and dad. I said I am going there myself, with two big suitcases and I am going for a year. I have to live there. Nothing would come out of it if I just lived there for a month. I always had a very independent streak. And it never got me into too much trouble. I left on January 10, 1998 for Bombay. I had a first class ticket. I had been to New Delhi and Chandigarh earlier but never to Bombay. Thanks to a friend who I had met at an

earlier competition, I stayed the first three days at the most exclusive hotel in the city. The Taj. And on the second weekend of my arrival, I was already invited to a

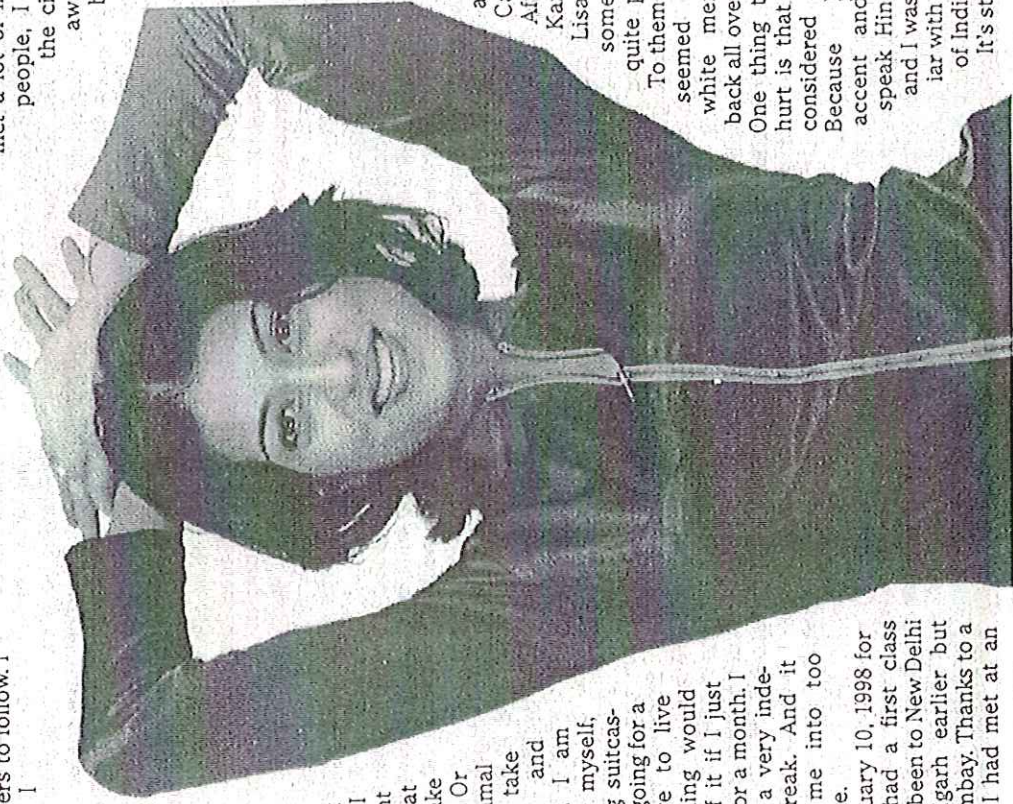
Godrej family wedding. Here I was a few days old, at a place where Dom Perignon seems to be spouting from the fountains. I have never seen such wealthy people in North America. I met a lot of interesting people, I got into the circle right away. As I began getting into it, I noticed there were some jealousy, some cattiness. Many of them seem to ask, 'do we need another Canadian?'

After Ruby, Kamal, and Lisa Ray, some seemed quite pissed off! To them it must've seemed like the white men coming back all over again! One thing that really hurt is that I was not considered an Indian. Because I had an accent and I didn't speak Hindi fluently and I was not familiar with all aspects of Indian history. It's strange but I

noticed that they would treat the blonde and blue eyed much better than me. Anyway, that didn't stop me. I have always been good at developing good friendships. I managed to get some big time press. And I started getting some inquiries. 'Do you want to do a music video?'. It just kind of took off from then on. At this time, I also worked on a play Shikaara which was very gratifying. It was done by Ali Khan who is currently dating Pooja Bhatt. I got fairly good reviews. At the same time, I realized that I wanted to do the Veejay thing. I was living on my own now, in an apartment on Pali Hill. I had made friends with people at both MTV and Channel V. And then on June 25th, both channels offered to hire me! I ultimately chose Channel V because they offered me Hong Kong and I wanted to live in another city.

I was experiencing a desire to leave Bombay by then for a little while! Maybe I needed a break. When the Hong Kong offer came, I grabbed it. Hong Kong is like the New York of Asia. That's where my training began. I stayed there for a year. My show was the highest rated show. It was also the most expensive to produce. I got to meet stars like Boyz and Spice Girls. It was a music news show that was beamed not just to the millions of homes in India, but to other parts from Israel to

Continued on page 8



DIXIE FINANCIAL SERVICES CORPORATION

“I don't want to go through life wearing short mini skirts and a lot of TV make-up.”

NEWS COMMUNITY

Continued from page 7

parts of Korea. I was a true Hong Kong VJ, one of the lucky ones. And Channel V in India started getting more and more popular and it became autonomous. They felt since I was doing so well in Hong Kong, why not get me to Bombay and hit the streets? I was dying to get out there, to be interactive. I like that kind of work. I have always enjoyed trying out new things. So I came back to Bombay. It was probably not the best thing to do. Because it is not easy living in Bombay. Also I didn't get a sense of stability moving back and forth. I did like Hong Kong, it is a bit like living in Canada. Suddenly, in Bombay, it was a new dynamics, dealing with a new set of people, go on those hot-hot streets and do interviews, wake up five in the morning to put on the make-up. Maybe, we traveled in air-conditioned cars, but all that poverty and filth around was getting to me. For someone very sensitive like me, I couldn't justify why I am in swanky car, making a ridiculous amount of money, wearing an Armani dress and yet so many people all around you are on the street. They don't even have shelter during Monsoon. Perhaps it you grew up there it is easier to accept. I found it a big problem. Till today, I can't understand it all. That some human beings have to go through such adverse circumstances and yet, they are happier than people who go to expensive saloons to have their dog's hair cut. I just had a hard time accepting it all.

It made me more and more confused. I started looking inward. There was a period I was in complete withdrawal. I would just do my show and go home straight. I gave up partying. Anyway partying in Bombay is way of surviving. Most homes are so small that you had to get out. Every single day, they went out to party.

You can't go to a movie unless you booked two days in advance! You take two hours to cover a distance of 25 kilometres. And you wake up in the morning really clogged up with all that pollution. I became a reader and started listening to holistic music. Actually, Buddhism happened to me earlier, soon after I reached Bombay. My dad had a cousin who was 80 years old living in Bombay. They hadn't talked to each other in forty years. But since I was there, he wrote her a very emotional letter telling her all about himself and his life. Apparently, she cried after reading it. Her daughter with whom I stayed for a week has been practising Buddhism for a number of years. And then when I was doing the play, a woman came back stage to meet the cast. When she shook my hands there was an unbelievable sense of caring in her. I asked if she was into meditation. She said she practised Buddhism. I said to myself that I have already met two people in such a short time in a city where a total of 300 to 400 people practised that particular style of Buddhism. I wanted to get more into it.

All through my stay in India and Hong Kong, it kept me grounded. Though I hated the shallow industry I was in, I loved the earthiness of Bombay. I loved the rickshaw drivers, the street kids, the other unfortunates, there was a sense of spirituality in them, something that books cannot tap into. They are living it. They have so much love to give. I loved that part of India, the people who are so loving and so honest.

But what it did to me is that I just didn't feel like going out anymore. Buddhism

gave me a kind of confidence about the choices I made while doing the Channel V gig. What I mean by that is that if I felt like staying home on a Friday night I did just that. I wouldn't have someone call me at eleven at night and tell me that the who's who is going to be there and that I should definitely be there and be seen. Buddhism gives me the strength to believe if there is anyone I should meet tonight I'll meet him/her another night, because tonight, I need to be with myself. That was a real strength. I know that is not the way the glamour industry works. But my goal was not movies. We all have different paths to take. And the path I am on now is not of seeking fame, but doing good work. And having a positive impact on other people.

I started thinking of coming home to Canada, in September 1998. At that time I was already hosting two successful shows. I wanted to leave when I was on top. Also, the work was not giving me any satisfaction. Then I got involved in a Peace Conference on August 6. From Shah Rukh Khan to Shabana Azmi to Arundhati Roy, there were all there. It was a nine hour long concert and I was its face. A month later a Japanese NGO invited me to go on peace cruise around the world. I went to Australia, met with the aboriginal people, went to Eritrea and saw children fighting in wars, and women who were castrated as a religious practice. When you see things like that, you realize 'thank god for Buddhism in my life' because now I was drawing the right kind of things and people to me. And again, by now, I just didn't want



Rishma with her mother

to do the VJ thing anymore. Forget this pretty face, forget this seductive body, inside this is someone who just wants to do good work, and who likes being a journalist, a researcher. Believe me Channel V offered me a very nice sum before I left. They wanted me to do a youth show. But by then I knew in my heart that it was time to move on. It is hard thing to do. Because you get paid so much, you fly all over executive class, because you get massages for stress! I have been a risk-taker. When I entered the pageant a second time, I took a risk. When I left Canada I took a risk. Now that I am back, I am taking another risk. I don't quite know what I will do next. But I have an idea what I won't do. I don't want to go through life wearing short mini skirts and a lot of TV make-up.

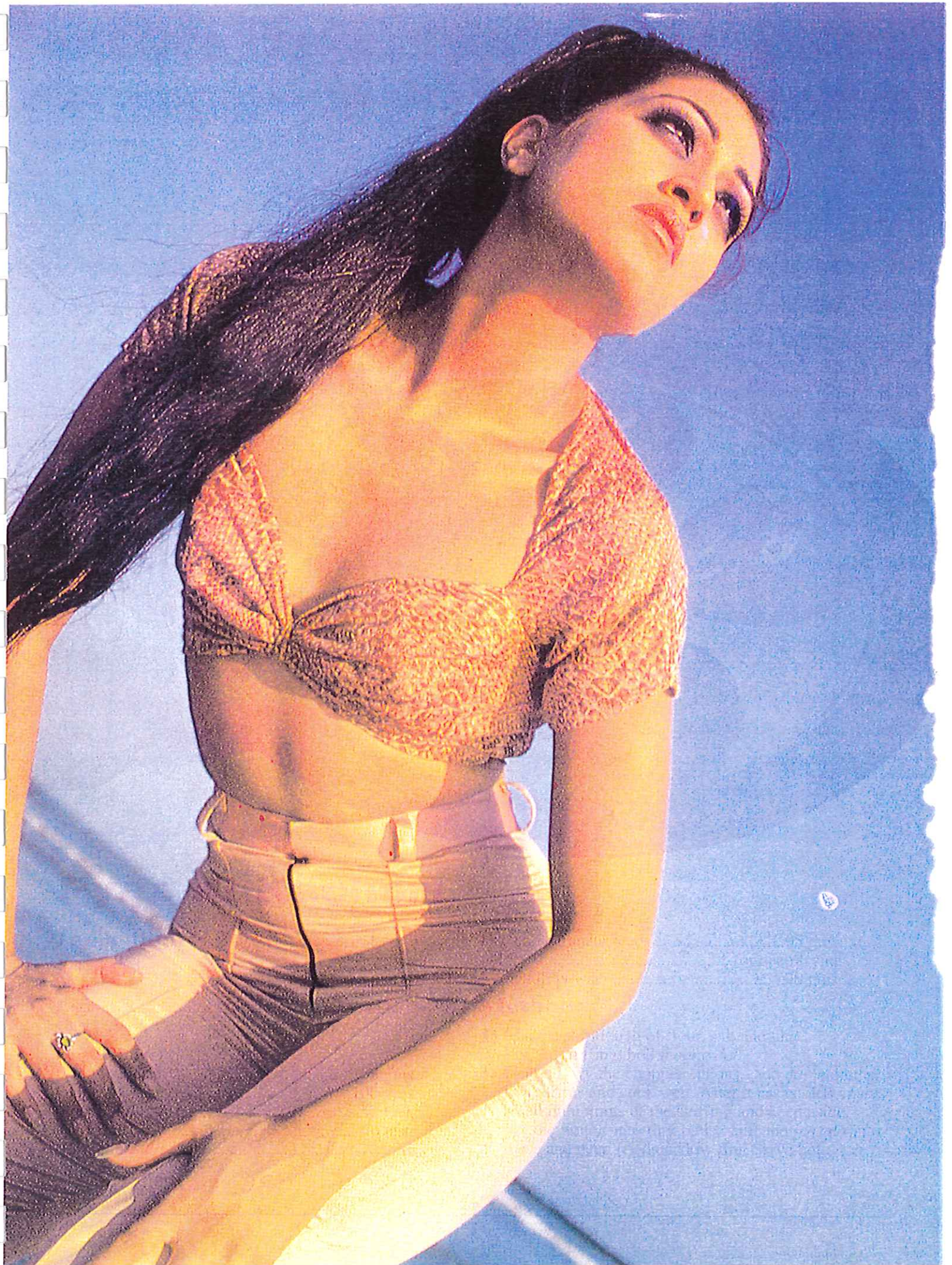
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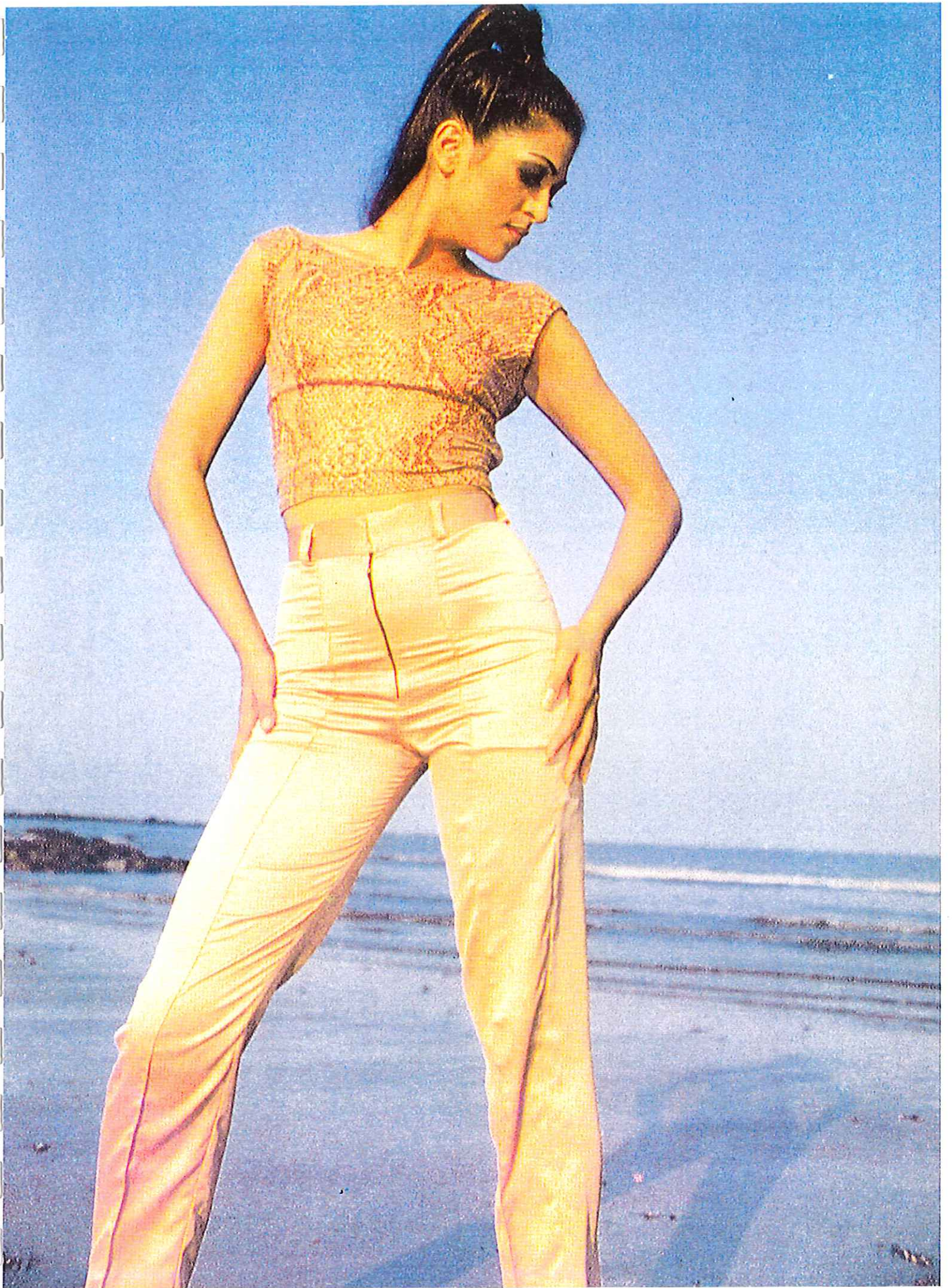
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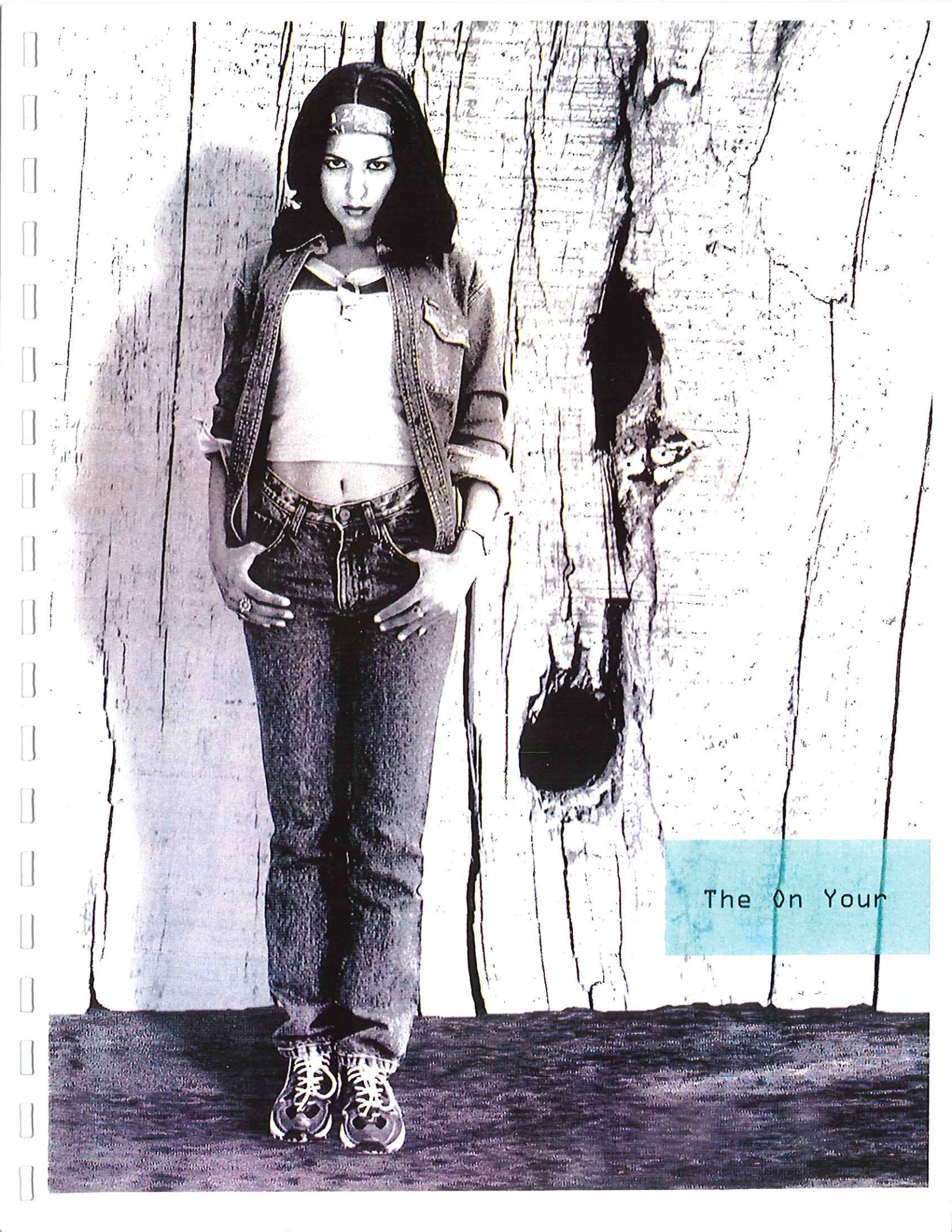
The raw appeal of undulating stretches of sand by a brimming grey sea, cast over with monsoon clouds is alluringly beautiful. Presenting a range of sandy-brown beachwear in unconventional cuts, designed by Lascelles to beat away the monsoon blues.





Model- Rishma; Make-up & Hair- Vipul; Designer- Lascelles; Photographed by - Akash Srivastava.





The On Your



Stick your



Follow your heart,
Free yourself of fear, star!
and shine like a star!
Always remember that
Anything & Everything is
possible with
Love & Kindness

Rishma

Rishma

VI

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