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Cover Story of Rachanaa Jain who is founder of WOW and helps people live their DREAMS

By Neetu Dora

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Where are you originally from and how was your childhood?

I was born and brought up in Mumbai, India to upper medium class family. I have 2 siblings, younger brother and younger sister. I was born with silver spoon but that silver spoon was taken away. I had good upbringing as my parents always encouraged me and wanted me to understand the value of hard work and money. I was academically an excellent student and excelled well in studies as well as extra curriculum activities and won numerous awards and certificates in sports, mono acting, science projects, dancing and painting and in her SSC (equivalent to GCSE in UK) I was awarded student of the year in 1999 due to winning the most awards that year.

Financially I was not able to enjoy all the luxuries which rich children were able to and sometimes I was bullied by some school mates who would taunt me for not been able to buy lunch from outside instead bought it from home as my parents couldn't afford to. I used to wonder sometimes why money is so important and went to ask my dad about it and he decided to explain to me how people earn money and importance of hard work. So my father challenged me to earn money and I accepted the challenge and he gave me 5 Rupees, although I was very young in my 3rd standard and 9 years old in school. The challenge was to turn my Five Rupees into something more to make a profit. I

started thinking and was passing by a jewelry shop on the way to school and I saw the price and got this idea to buy some earrings. So I bought 2 pairs of earrings at Fifty Paisa each and took it with me to school and wore one of the earrings. As I was very popular all teachers liked me and I went to chat up with my teachers in staff room and asked them if they liked my new earrings and the teacher loved it and I started highlighting all the features and benefits of the earring and the teacher asked how much were they for and I said Rupees 2 for 1 pair and teacher felt it's a great deal asked me to buy 10 pairs and I was very happy and I made a profit of 200% and that was my first step into business and understanding of how money is earned through hard work. From that young age I wanted to become an Entrepreneur and become something in life.

Another lesson I learned which I still remember is my father invested in few properties and use buy to let option to make passive income but when he brought the tenants to show the property, all of sudden police came and they told my dad that this is not your property and to his shock he showed the paperwork to police and the police had 3 other people with same paperwork documents but in their respective names so the seller of the property got fake copies of paperwork done and sold the property to four people and ran away with money and all other 4



people including my dad lost all the money as it was a government property and was not even owned by anyone at that time. He lost all his money as he invested in few properties with the fraud seller.

My dad was very upset when he came home and explained the situation to my mom and I was there so I heard everything. He was planning to use that money for family's further education. And now due to this loss it meant that I might not be able to pursue further studies in college which I wanted to as the fees would be very high to pay for my dad to pay. Whilst my younger brother and sister were crying and upset, I came up with an idea. I went to a local printing shop and asked to design some leaflets for me. Then I asked my siblings to distribute those to all the local areas. Within 2 hours of distribution of the

leaflets my home phone started ringing continuously and within 2 days I had over 80 students enrolled for my summer camp classes where I taught dancing, painting and other activities to students. I also used to predict my students future just for fun and a lot of it started coming true. I earned enough money to pay for my studies as well as helped my siblings with their school fees. So then I continued to study as well as run tuitions during school terms and run summer camp during vacations. I became independent and I also loved the fact that no one could taunt me about lack of finance. After Graduation, I wanted to study further and I came to UK to do my Masters of Science in Financial Management with Human Resource Management from Middlesex University Business School.



Who is the biggest inspiration in your life, the one person or place that has inspired you to become who you are today and why?

My biggest inspiration in my life is my mom. She has inspired me to become who I am today. Since childhood, every time I was stuck in something she would come and help me find a way. She empowered me and uplifted me through the tough times in my life especially when I was in the UK and became very sad and lonely as I was missing the family. I still remember my Mom's words "I am just a housewife looking after the family but I have not fulfilled my dream of becoming an entrepreneur which I always wanted be due to the culture and society and I had to sacrifice my career as I got married. But my dear I don't want you to be stuck

like me, instead I want you to be a strong and powerful woman who will be independent and will empower and be a role model to others. I want you to be as equal as or even better than man." This words got fixed in my head and I decided that I will fulfill my Mom's dream and become who she really wanted to be as this will make her happy and also I will feel very happy that I have turned her dreams into reality. So every time, I think I am going to give up on something, My mom's words buzz in my head and then I find a way or I just call her up and ask her what I should do in that situation. I get a different kind of strength after talking to my mom which inspires me to achieve the goals that I set for myself.



What challenges have you faced in your life and how did you overcome this challenge?

My biggest challenge was going away from home and coming to UK to study and establish my career as I missed my family a lot. Being lonely and getting accustomed to the weather and culture was a big change for me. From being in the nest of my parents to fly on my own was very difficult. I faced numerous challenges from finding jobs to studying to making new friends. I never cooked in India and coming here I had to cook for myself, doing all the chaos myself and being independent. Every time I was distressed I would either call my mom or do meditation to calm my mind and after that I used to think and write down different options I had and then decide which way to go. Healing also helped me heal my mind. I also had some friends who supported me but ultimately I had to make decisions. Sometimes I made wrong decisions and I got into trouble due to that but I learnt my lessons and decided to never repeat those mistakes again. I used to heal myself through Reiki and it helped me come back on track and move forward.

Another challenge I face is keeping work life balance. Sometimes I overwork and not keep enough time for personal life. But due to regular meditations, self-healing, yoga and exercise I am able to deal with this on a daily basis. I also

ensure I eat healthy and organic food to keep going.

Who is influencing you everyday to wake up and do what you are doing?

I start my day with my created meditation called “Chakra Balancing and Healing with Angels” which focuses on one chakra each day of the week which sets me for the day. Then I have my breakfast and look up for Doreen Virtue on Instagram to see her card drawn for the day with a message which really inspires me to get up and take action. I am also very passionate about what I do so I just wake up and plan my day ahead and take action.

Has being a woman been a challenge in your field or do you think ‘our’ capacity for compassion is a benefit to inspire the people around us?

Being a woman is a blessing in my field as most of my clients are women who needs compassionate and empathetic approach. There has been challenges in my field though as there are numerous coaches who are males and I have been challenged to prove why I am worthy to be a coach comparing to Man. And I completely agree that our capacity for compassion is our biggest strength and is a benefit to inspire people around us. Also because we understand other woman better than man as being of the same sex.

Being a woman in business and independent is still 'rare' in today's world although it's changing, what does being a woman mean for you, what are your female strengths?

I come from a country where women are only meant to be doing cooking, cleaning and looking after family. So being independent has been a challenge as I was in the corporate world working in a male-dominated environment and was challenged to perform on every level as a woman. But I accepted the challenge and proved them all wrong. I like the challenge of

turning people around especially when they say I can't do something. Being a woman means a lot to me as I believe that we are stronger than men and that's why God has given us the power to give birth to children. Because God felt that women could bear the pain of childbirth and be able to get back to work again. I am very proud of being a woman and feel grateful that God made me a woman. My strengths are multi-tasking, intuition, attention to detail, calm under pressure, being empathetic and compassionate, collaborative and being creative.



How do you live your dreams and why did you create WOW Organization?

I live my dreams by helping others achieve their dreams and that's why I have created a global organization called World of Winners (WOW) to help women and men take their brand from Local to Global. WOW comprises of WOW Magazine, WOW Awards, WOW TV Shows, WOW Events, WOW Academy and WOW Retreat. Our mission is to empower, educate and enlighten people around the world and turn their dreams into reality by giving them global platform to share their story to millions around the world.

Since childhood, I have observed that woman were seen as mother, sister, aunt and housewife but not as a bread earner for the family. So in Indian culture, boys were treated like asset and girls like liability. When a boy was born people would celebrate and are very happy because they feel that the boy will keep the family tree growing and will earn money for

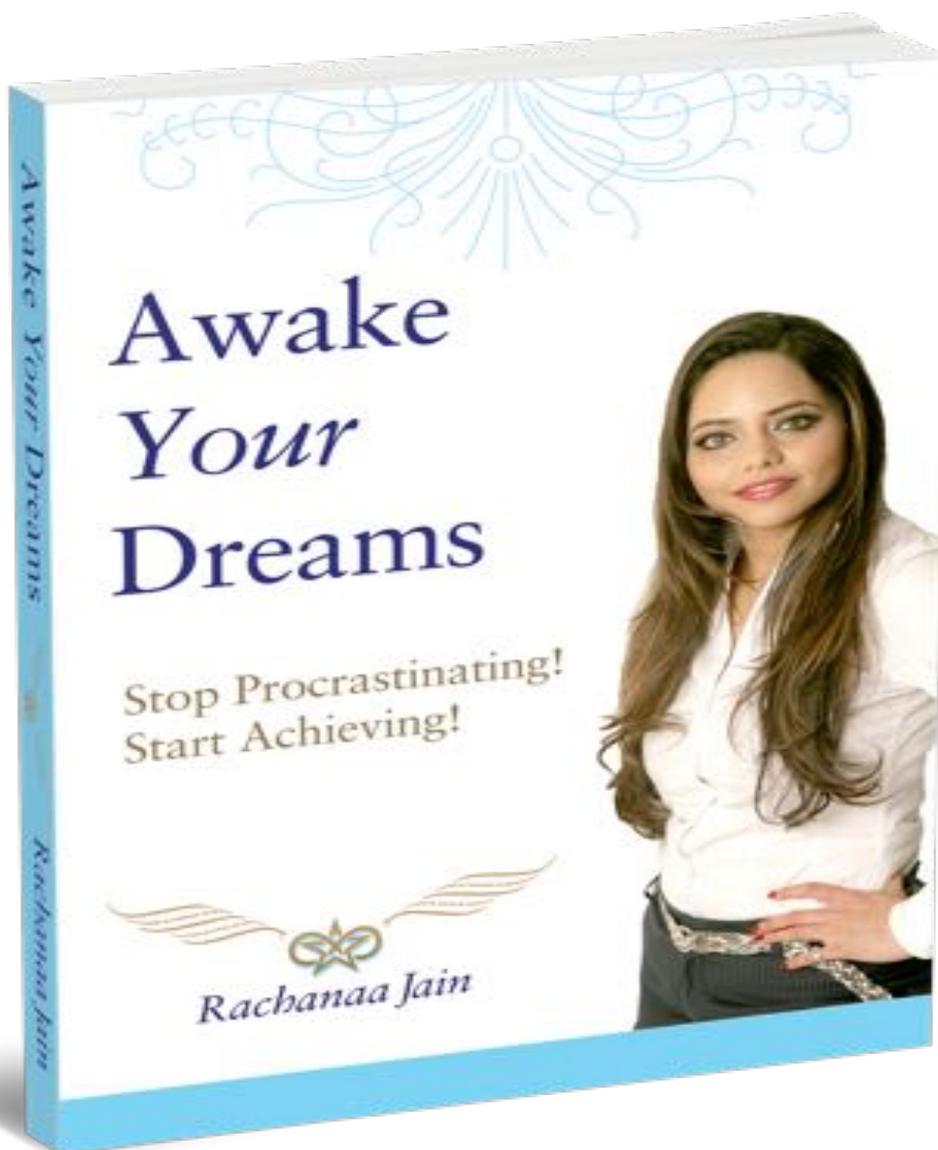
the family, whereas the girl is going to get married one day and they have to pay for her dowry. This really hurt me whilst growing up, because I felt that there is no equal treatment for man and woman. So I decided that I will become a business woman who will not only earn money but also look after the family and live my dreams. After having some success being independent, other young girls would come to me and ask me for advice and guidance as they wanted to become like me. I loved helping them out and this inspired me to help more people especially woman and gave me a different type of satisfaction as I felt that I am doing my best to prove that there is no difference between a man and woman and they should be treated equally and infact woman can multitask and do better than man. So I decided that WOW will be perfect platform for people who has amazing stories and no one knows about and we want to unleash their potential to the world.



What's your Secret Recipe to Success??

I have highlighted my secret recipe to success in my book "Awake Your Dreams: Stop Procrastinating! Start Achieving!" whereby the secret is the word DREAMS. I use this word to coach people and help them turn their dreams into reality. D stands for Desire, What do you desire in Life, R stands for Reason Why do you desire that specific

goal, E stands for enemies what will stop you from achieving your desire, A stands for Advice Who will coach, guide, consult you in your desire, M stands for Methods what strategies you will use to achieve your desire and S stands for setting timescales Within what timeframe I want to achieve my desire. When you want to achieve something use this secret recipe and if you take action you will receive results.



Why is it important do you think that women should become more business minded and take lead?

Business research has proved that there are less woman on board level in corporates than man and still man are dominating the market with less percentage of women being in Executive position worldwide. I want to change this trend and make it equal or in even better for Women Entrepreneur. I strongly believe we are capable of achieving everything that man can and even better. Presently, it's also proving that women are taking the lead as Theresa May has become the new Prime Minister of United Kingdom and I am very pleased with that. It's very important for me that woman become more business minded and take the lead to prove to the society and the world that we can reach the top and be as successful or even better than man.

What has been your achievements and awards ?

I am so happy and grateful that I had many big achievements. Receiving testimonials from clients that they have achieved their goal is my biggest achievement. I won International Speaker Award by Radio Works World in October 2016 with nominations from 60+ countries around the world. In February 2017, I won the "100 Best Global Coaching Leaders" Award by World HRD Congress were thousands of people were nominated and I was privileged to be successful and win. In March 2017, I also won the "Non Resident Indian Achiever" Award by Build India for my contribution and charity work in India.



How does it work for you to combine profitable business with charity, you give 5% of all the proceedings from your book to 'Give India' why is this important for you?

I strongly believe in karma and that "The key to living is giving". My book "Awake Your Dreams: Stop Procrastinating! Start Achieving!" aims to inspire, empower and enlighten as many people as possible and use some of proceeds to help others who can't afford to buy it. As being raised in India, I have seen so many people in poverty who did not have food to eat or clothes to wear. So I feel grateful that God has given me more and I should share it with the people who don't have any. So every time I go India, I do charity in Schools, Orphanages, Hospital, and Animal Sanctuary and feed the people with my own hands as I feel very good about it. So giving donation to charity and helping others always makes me feel good

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and a different kind of fulfillment that I have done something to help others. Also, Like Yin and Yang, Male and Female, Shiv and Shakti you should always have a balance of give and take to be successful and to have a healthy business as well as life. So I love to give away for the good causes.

What's next for you in your business endeavors?

I have just completed a project of setting up my online store selling divine jewelry that has been specially energized to achieve different goals in life. I am working on is to speak on international stages and empower as many people as possible to achieve whatever they want in their lives. WOW is the next big endeavor for me I am also in verge setting up my TV Show and will be watched by millions. My aim is to expand my business globally in 80+ countries within the next 5 years.

RACHANAA JAIN WITH CELEBRITIES



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