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■ FEATURE



Building the Future of Care

Tara Singh Vachani
CEO, Antara Senior Living Limited

26-year-old Tara Singh Vachani is the youngest child of Analjit Singh, a well-known business leader and visionary and the founder and Chairman of Max India Ltd. Following in her father's footsteps, Tara takes ahead the Group's core idea for care and service with the introduction of Antara Senior Living – a first-of-its-kind senior living community, which she promises will provide 'Lifestyle with Life Care'.

Tara did over three years of extensive research of senior living communities across India and internationally before initiating the project to the Group. Today as she sees her dream turn into reality with Antara Senior Living developing at Dehradun, she shares with MillionaireAsia India her inspirations and ideologies that have motivated her to move beyond any gender bias and work towards achieving the goals she set out for.

Being a woman, what is your strongest quality that has helped you grow both professionally and personally?

I feel that compassion comes naturally to most women. I am a daughter, a sister,

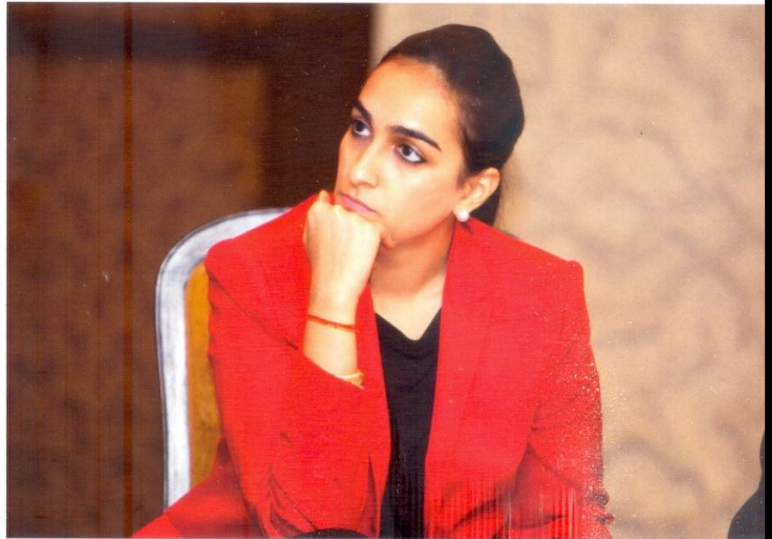
and recently became a wife and in every role of life, I am working towards being a nurturer and care taker. These humane qualities and 'Seva Bhav' is deeply embedded in the DNA of my family and the corporate extension – Max India. I also think being detailed oriented and trying to go the 'extra mile' has helped in both my professional and personal space.

And perhaps, these qualities appropriately reflect in the choice of our businesses as well. Antara Senior Living, which is all about 'Lifestyle with Life Care' was my brainchild on which I started working about three years ago. I believe that our instinct to personalize experiences and our eye for detail will ensure every Antara family member receives high quality of care and personal attention in their new home.

Tell us about your decision of joining the family business. Being a girl, did you have to prove yourself before joining the business?

Ours is a progressive Indian family. Thankfully one's gender didn't dictate possibilities and choices in life. We were always cheered to be our own individuals' right from our childhood and our independent thinking was encouraged.

We also do not regard Max India as a typical 'family business'. My father has built the business, but today it is a professionally managed, publicly listed entity and therefore the accountability and responsibility that comes with that cannot be taken for granted. I joined Max India as a management trainee, exploring the corporate world by getting to know various divisions at Max India. The idea of Senior Living came on the table and I pursued it whole heartedly. The project then had to go through the rigorous screening process of the Max India board



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before becoming a group company. And hence, joining the family business was a long procedure that entailed hard work and I am still proving myself day by day.

What are your thoughts on the existence of the traditional mindset which still keeps many capable women from joining the family businesses?

In my opinion, Indian traditions are high on emotions, ethics and human bonds and my family and I truly respect and follow them. These tradi-

tions are beautiful, they make us who we are and differentiate us from the rest of the world. It is not the traditions which dictate what a woman should do and not do but, unfortunately it is the misinterpretation of traditions by some select sections of the society which keep efficient, educated women away from their true potential by not offering equal opportunity.

Given the responsibilities of your family and the pressures of your professional life, how do you achieve the balance between work and home?

My family and my work are an extension of my personality, they give me a feeling of completeness and the act of multitasking and balancing the two is something that one masters with time. My starting point however is to plan and schedule time with my family in advance that is the only way one is able to manage giving time to all that is important.

(As told to Anuradha Kaul)