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Headline: I believe in giving my 100 percent to every role: Anjali Goel

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Anjali Goel**

Mrs. Anjali Goel, CEO, LA Soorgeeka is a woman of substance. She has worked hard her way up the ladder of success and is an example for women to follow. Her brand, LA Soorgeeka is an ultimate destination for design loving people. Here are excerpts from our chit-chat with her.

1. What made you take up interior designing? Is the market of interior decor more lucrative or you found it more interesting?

With creativity running in my DNA, I think, I was born to design. More than a livelihood earning profession, designing is something I feel, is the flesh and blood of my life. Since my childhood itself, I was more than sure that I wanted to be creator, a creator of beautiful pieces. I have done my studies in fashion and also pursued that as a career for a couple of years but I could not hold my calling for interior designing for long and very soon I shifted to interior designing. This transition was smooth enough for me to feel any aberration about this movement. This is the reason I prefer to be called as an interior fashionist and not just an interior designer.

Creating something enthralling and alluring was something which always fascinated me. Also, extensive travel around the world gave me great exposure to varied design concepts and thus, became instrumental in my journey into this field. All this, coupled with my passion for creating masterpieces is behind what I am today.



2. La Sorogeeeka is all about luxury and opulence. Why didn't you go for a venture that would cater to the needs of the middle class. Or you are cashing on the increased buying power of people?

It's true that La Sorogeeeka is synonymous with luxury and opulence; however, it is not confined to a few rich people. I personally aspire to bring this dash of luxury to as many homes as possible. Though I cannot commit on a timeline as far as catering to the middle class is concerned, however, it is in our wish list for sure. Our vision is to make a beautiful home synonymous with a La Sorogeeeka home for every person. We are working in the direction of fulfilling this dream every day after all, morphing dreams into reality is what the foundation of La Sorogeeeka is.

3. Whom do you give credit for your success?

Without any second thoughts, it is got to be my father. He has also been a mentor, a philosopher and a great guide. He is the one who saw my potential in the field of designing and he not only motivated me to take the bold step in the field of entrepreneurship but also inculcated in me the wisdom to continue in the professional world. I entered into this field at the young age of twenty years and today, after thirty years of that, I can proudly say that I owe all my success to him for I have never felt alone in my journey so far and have always found him by side, be it a success to celebrate or a challenge to look at. Without his belief in my talent and his constant encouragement, I could not have reached the place I am in today.



4. How easy or difficult it is being a woman entrepreneur?

Nothing is easy for a complacent person and nothing is tough for a hardworking one. The moment one decides to take things in control and become an entrepreneur, that very moment, the word 'difficulty' is replaced by the word 'opportunity' in a person's life. Being an entrepreneur is what completes me and this feeling of self contentment is the best I could have asked from life. Though being a self made person ensures a lot of hard work, perseverance and strength, leaving you with very less time to enjoy the luxuries of life but you don't feel left out because the gratification you feel after every day's work is more overwhelming than those little raptures of life. So personally, I don't think it is difficult to be a woman entrepreneur as it you yourself who enjoys this experience of being a self made person after all.

5. How do you strike a balance between office and home?

I believe in giving my hundred percent to everything role I take on, so be it the role of an entrepreneur or that of a housewife, I never find myself at cross roads. You are multi faceted in



different aspects of your being, so why not utilize it for creating a complete harmony in your life. For such kind of a balance, it is very important to have complete clarity in your own mind about priorities at different point of times and it is also about loving your life in every character. For example, when I am at home, I just love looking after my family, my house and I enjoy my role of a home maker, while, the moment I step into my car for a business meeting, I am a strong entrepreneur and nothing else. I love both my roles and hence I am able to strike the right chord of balance amidst my personal and professional life.

6. Has the path to success been easy or tortuous?

For me, easy things are not worthwhile, while, difficult things seem more of an opportunity instead of being a mere tough task. The path to success for any one can never be a cake walk, while for a person of immense strength and resolve; even the most tedious pathway will be a cake walk. People who are passionate about their work find no obstacle big enough to prevent them from touching the skies. For me, it has always been like this, the more the challenges, the more has been my drive to surpass them, hence, I believe the existence of an exponential relation between degree of problems and the heights of successes achieved.