DISCOVERING UNCHARTED TERRITORIES

The Marwari community, known for its penchant for enterprise, has over the years forayed into traditionally non-Marwari fields such as theatre, arts and literature. While many Marwari families are open to the idea of their children choosing their careers and even help nurture their skills, there are individuals who have to tread the path without the family's approval. **MARWAR** talks to members of the community to find out how their families dealt with their choice of pursuing non-entrepreneurial careers.

Compiled by ✻ **Pooja Mujumdar**



RAKHEE JAIN
Founder, OTT

My younger brother and I were raised in a liberated environment where there was no gender discrimination, where a woman's opinion mattered and a great emphasis was placed on education. We were encouraged to be broadminded and independent. After graduation, I chose to specialise and work as an interior designer in Kolkata and eventually moved to London. For five years before starting OTT, I ran a catering business specialising in Marwari food from home [still functional]. Every time I attended a wedding, I would return home hungry because of the unappealing way in which the food was presented: white platters of canapés with oil trickling down and chutney bowls with crusty rims. I then decided to start my food styling company and OTT was born in January 2014.

I was already married when OTT was launched; my husband and in-laws supported and encouraged me to explore, learn and emulate the good things from new cultures. They also gave me the liberty to work abroad. Today, OTT's high-profile clientele includes many HNIs from UK; we've also undertaken projects at New Delhi, Mumbai, Dubai, Kathmandu and our upcoming assignment is going to be in Kolkata.