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THE ECHO OF INDIA-KOLKATA

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MinuBudhia felicitated as 'Architect of Change'

EOI CORRESPONDENT

KOLKATA, AUG 18 /-/- Public Relations Society of India, held Eastern India's largest Brand Conference, 'BrandEdge 2022'. In addition to sessions discussing the future of branding, creative communication and more, they held a valedictory session where Founder-Director of Caring Minds, ICanFly, and Cafe ICanFly, psychotherapist MinuBudhia was honoured as an "Architect of Change" for her significant

contribution towards the development of a better tomorrow in the presence of Guests of Honour, Melinda Pavak (Consul General, US Consulate General, Kolkata) and Dr. Dhriti Banerjee (Director, Zoological Survey of India).

Receiving the award, Ms. Budhia said, "I am honoured and humbled to be felicitated as an Architect of Change. Thank you Public Relations Society of India for this recognition. My biggest thank you is to Prachi, my younger daughter, who is a



special needs child. She is the one who inspired me to not just bring the change but be the change. The biggest challenge that stands in the way of a brighter, happier, more inclusive tomorrow is societal stigma - "Log KyaKahengey", "Lokey Ki Bolbey", "What Will People Say". Each one of us makes up the society we live in and if we can each break a stigma, slowly people will no longer feel scared or ashamed to get the help they need.

Embracing the spirit of

'each one teach one' we need to adopt two mantras - one "Imperfection is Beauty" and two, "Inclusion is a right, not a privilege for a select few". Through my initiatives - Caring Minds & iCanFly, my focus is on breaking the stigma and providing quality, easily accessible solutions across socio-economic & geographical barriers. I also must extend a big thank you to my family and to my extended family - all my teams who make impossibles possible each day."