



One from the heart

London-based Faiza Seth, founder of Casa Forma, the luxury interior and architectural design, always leaves behind a little bit of her with her Indian project, Soham For Kids, a charitable school. By **Purabi Shridhar**

What made you set up Soham For Kids in Mallapur (AP)?

We surveyed 200 villages around Hyderabad and targeted an impoverished village that was in need of a school.

What is Soham For Kids tie up with Hope Foundation India all about?

Hope Foundation is an arm of Hope Worldwide, which runs many charitable institutions across Southeast Asia. Since I am not based in Mallapur and lacked previous experience running a charitable school, I thought it best to use Hope Foundation's expertise to help me set up and run the school.

How feasible is it to run such projects from London?

I recently visited the school, and the children are enjoying learning and getting proper nutrition and good healthcare. So I feel that Soham For Kids thus far has been a success at providing 100 underprivileged and orphaned kids free education, two nutritional meals a day, and healthcare. So I would say it is

QUICK TAKES WITH FAIZA

What do you like best about Delhi?

I like the history, food, culture, and mostly, the warmth of people in Delhi. When I am in Delhi, I am always amazed by its hospitality!

What do you think about Delhi women and their style quotient?

Delhi women have become more discerning regarding fashion and are very fashionable as well as conscientious about their body and beauty regimen.

Do you do any shopping here and where? Are there any Delhi-specific products that you have wanted to buy?

I love KAMA's rosewater spray because I have sensitive skin. I also love Forest Essentials skincare products because they are effective, natural and smell amazing. I really like using Shahnaz Hussain's Kohl Kajal.

Do you eat out in Delhi and what are your favourite eating joints?

I love Varq. For a more indulgent meal, Dum Pukht is really nice—it has great Hyderabadi cuisine. I also love House Of Ming for Chinese food. If I really want to indulge, then Bukhara is the place I go to for great kebabs and the famous Bukhara *daal*, which I buy extra to take home with me to London.

quite feasible to run projects from London. Otherwise, if we restrict ourselves geographically to where we live, there is no way for any charitable institution or for that matter any business to grow. It is important to find the right people, incentivize them, support them, and have them a charity or business.

What are your future plans for Soham For Kids?

I am going to expand Soham For Kids by one grade every year to provide quality education till the 12th grade. I aim to arm students with the required skills to provide for themselves and their families. However, depending on the funds I can raise, the more children I can help, the better.

You run Casa Forma too. How do you balance business and social work?

I'm the CEO of Casa Forma, a bespoke luxury firm based in London, which I started with my business partner Luigi Esposito and manage a team of 15 interior designers/architects. I am with Soham For Kids on the weekends and evenings and try to visit the school every other month. ●