


Equal opportunities

Shabnam Janet Janani

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Award-winning art director Tushar Unadkat chose to settle in Canada among all the other countries he has lived in because he finds the "equality" quotient highest in Canada.



For TUSHAR UNADKAT, tomorrow has "no limits" and he is looking forward to keep creatively contributing to Canada's multiculturalism.

"I had enough opportunity to explore England, Scotland, France, Netherlands, Germany and India," says Unadkat, who holds a master's degree in design from the University of Dundee, Scotland, and honours in photography from the University of Wolverhampton in England. "Now, I admit that I am in love with Canada — the True North, a strong, free and secure nation that provides equal opportunity for everyone."

Before moving to Canada in early 2000, Indian-born Unadkat worked as a creative director in a multicultural advertising agency in New York.

And his dream of establishing his own advertising and marketing firm became a reality when he saw the need for one within the South Asian community here.

In 2002, he founded Mukta Advertising, which has four offices internationally and specializes in event management, public relations and marketing. "Developing business networking in a new place is a challenge. What matters more in business is who you know, rather than what you know," says Unadkat, who now refers to himself as "the king of networking."

More than his ability to make connections, Unadkat also has a varied and rich professional background. He has worked in film, fashion and the entertainment industry. Unadkat has more than 25 feature films in his portfolio, including a few with some Oscar-winning producers and editors. Most recently, Unadkat worked as the production designer in *When Kiran Meets Karen*, screened at the Filmi South Asian Film Festival this year. He has also taken on small roles in several such crossover films aside from working on sets as a production or art director.

In recognition of his contribution to world cinema, Unadkat was nominated for the Trailblazer Award at the ReelWorld Film Festival in Toronto in 2005. In 2007, he was awarded the Pride of Gujarat by the western state of Gujarat in India, from where he originally hails.

His immigrant-themed photojournalistic project Home Away from Homeland won several accolades including a nomination for the coveted BBC Asia Awards, and citations from the New York City Council and Canada's House of Commons.

"The number of visible minorities in Canada is growing," Unadkat observes. "And I feel there is a strong need for creating awareness about the rich Asian immigrants' culture as part of the diverse mosaic of Canada."

For the 37-year-old, tomorrow has "no limits" and he is looking forward to keep creatively contributing to Canada's multiculturalism. Canada is a land of opportunity, according to Unadkat, and "immigrants should follow their dreams honestly."

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