

Jiya Gupta

2024 CARTHA Fellow

Jiya Gupta is pursuing the prestigious World Bachelor in Business program, a unique tri-continental degree offered through a partnership between the University of Southern California, Hong Kong University of Science and Technology, and Bocconi University in Milan. This global education equips Jiya with diverse perspectives and skills in business management, preparing her for a dynamic and interconnected world.

During high school, Jiya's drive for social entrepreneurship led her to create a sustainable enterprise "Repair The Waves" selling upcycled plastic products. This initiative demonstrated her commitment to environmental sustainability and innovative business solutions, showcasing her ability to turn ideas into impactful actions.

Jiya has lived across the globe which sparks her interests across various cultures as well as valuing her own. Through living in India, Thailand and now America she has gained a unique perspective that she wishes to translate through the IOWAaah project!

Building on her passion for food and its power to connect people worldwide, Jiya is collaborating with the IOWAaah project at CARTHA. This social media initiative celebrates the cultural significance of food by sharing diverse culinary traditions and stories from around the globe. Through IOWAaah, Jiya aims to create a platform where people can explore the rich tapestry of global cuisine, learn about different cultures, and foster a sense of community through the universal language of food. By highlighting unique recipes, food-related traditions, and personal stories, IOWAaah promotes cultural exchange and encourages conversations about personal connections through the medium of food.

In recognition of Jiya's multifaceted talents--entrepreneurial spirit, amiable personality, passion for cultural connections and dedication to social causes--she was designated as a CARTHA Fellow. As a CARTHA Fellow, she enthusiastically led in June 2024 the logo design, filming, editing, etc. of the CARTHA IOWAaah project. She continues to collaborate with CARTHA Founder Usha Balakrishnan and other CARTHA Fellows (including Amy Anil).