

Kriya Gangiah and staying true to yourself

 By [Beverley Klein](#)

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Kriya Gangiah is an MC, DJ, brand ambassador, actress, television presenter and digital leader. She's a busy lady, and has made a name for herself in all areas of the media industry.

She is currently a DJ on Jacaranda FM and a presenter for Mela, which airs every Sunday on SABC 3. She manages to balance a fast-paced lifestyle and believes in being yourself in the media industry.



Give us some background about yourself, and how you got into the role you're in now?

Gangiah: In 2007 I got my first break as a radio presenter on TuksFM. From there, I moved to ETV's Craz-E in 2009 and started a show at Highveld Stereo before moving to Ballz Visual Radio where I was a producer and a presenter on 'The Business' alongside Ian F. After a year with Ballz I moved to Jacaranda FM where I am currently a DJ and digital leader at Kagiso Media for Jacaranda FM and Zalebs. In between all that, I get whisked away to various locations around the country and abroad to be filmed as one of the television presenters for the Mela show on SABC 3, which airs every week on Sundays. I am also the Brand Ambassador for CATRICE, Carrera and Zoya.

What barriers did you face, as a woman, becoming successful in your field, and how did you overcome them?

Gangiah: As a woman in the media industry it can be quite challenging at times. For example there are a limited number of positions available and you always have to stay at the top of your game. It can also be very time consuming and demanding, which means that it can sometimes be difficult to achieve the perfect balance between your life and work. Another problem that you see in every workplace, not just in the media industry, is the lack of support that women give each other. I believe that it is so important and essential that women start nurturing and growing each other to ensure that skills are developed and transferred.

Does a 'glass ceiling' exist for women in the radio industry?

Gangiah: I may be quite naïve in this answer because I feel that there is never a glass ceiling in any industry. If you work extremely hard, put in as much effort as you can and prove that you are capable, then I believe that you can achieve anything.

What do you think is the biggest issue facing women today?

Gangiah: The biggest issue currently facing women today is that life has become more demanding of women. You need to be a leader in your industry, a mum, a daughter, a friend, a wife or a girlfriend and this means that you will need to split your time between so many factors. Trying to balance your work and life, but still managing to carve out some time for yourself is an art that is often hard to achieve.

Is enough done to celebrate women in Women's Month?

Gangiah: Hehehehe, maybe women should get the whole month off :)

▣ **Who is your biggest influence/role model/icon?**

Gangiah: My role model is Sureshnie Rider because, besides the fact that she is absolutely beautiful and a great radio and TV personality, she is also an ambassador and activist for women's rights and the rights of the youth.

▣ **Based on your experience, what advice would you give to women pursuing a career in your field?**

Gangiah: Always be yourself and work as hard as you can to build your career. This may sound quite cheesy, but this is the advice that I always give to people. You succeed in the media industry because of who you are and how you as an individual can capture the attention of an audience. The easiest way to do this is to be you!

▣ **What is your message for Women's Month?**

Gangiah: Women have the power to be whoever they want to be and achieve whatever they want to achieve. Always remember to preserve and overcome your obstacles. Don't ever let anything stop you!

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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