



**August  
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## Where Are They Now?

### Vijaya Selvaraju



Vijaya at the Oaxaca fruit and vegetable market.  
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Creativity, enthusiasm, and a keen eye for business are all qualities that Vijaya Selvaraju believes helped her land a spot in the top 20 of Impact Apprentice 2007 as well as her current job with New York based production company ProjectExplorer.org

A strong advocate for going above and beyond, Vijaya created a video resume to showcase her personality, and skill set as a potential candidate in a nationwide search. A strong contender, it helped her clinch a spot in the competition, and to date has been the highest viewed video application in Impact Apprentice history.

Vijaya cites Impact Apprentice in helping develop her global business perspective. Hosted in Vancouver, British Columbia, this was her first experience in a business scenario away from home. Working with a team, composed of competitors from across the country, Vijaya learned how to provide quality business solutions under strenuous deadlines. One of her most favourite experiences in the competition was taking over the management of a TELUS mobility store in downtown Vancouver, only to increase its sales by 400%!

Today, Toronto native Vijaya is the first international, on-camera Presenter for ProjectExplorer.org; a NYC-based, award-winning travel series for children. During the month of June, she was on-location in Mexico filming a series of 60 travel videos covering everything from traditional arts in Oaxaca, to archaeological sites in Mexico City; from the mangroves of the Celestun wildlife refuge, to the diverse cuisine throughout the country.

Vijaya can be seen in the Mexico series beginning this fall at [www.ProjectExplorer.org](http://www.ProjectExplorer.org). And this is just the beginning for Vijaya. ProjectExplorer.org's director & founder, Jenny M Buccos was so impressed with Vijaya's talent, dedication, and energy that she can't wait to begin working with her on the next travel series.