



Enroute Emerging
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EDITORIAL :-

This magazine features persons from various disciplines who are emerging as best in their disciplines. This is a monthly magazine of the website Enroute and features news of emerging talents posted till November 2024. The site is created by Shouvik Sarkar, former owner of The SARK Technologies and this magazine has been created and edited by him.

This magazine features people from vivid categories like business, technology, sports and many others. This is divided in sections based on these categories and news respective to each category has been present under the section.


This edition of the magazine is only online while printed copies are not available of it. This is the November 2024 edition. Shouvik, who himself was under some media coverage had the idea to built the website of emerging persons who had slowly started to come into media and limelight to be featured and all their news stays accessible from the same place.

Further the idea of the magazine came from the fact that thinking this would go as a good read for people and also these emerging guys get more publicity to people across the globe.

While this is the first release after the website was launched in mid of 2023 this magazine would be bring upfront lots of prominent leaders, sportsman, artists, authors and others to be recognized by the public and know about them.

So on this note believing we can create a good resource for the public and readers to know about these emerging persons, while for those who featured in the magazine to reach many more gives a feeling of immense pleasure. We believe we can take this website and the magazine much ahead we seek your contribution and blessing along with support to this.

We are glad you are here and becoming a part of our content and initiative.



Shouvik Sarkar
Editor - In - Chief

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The contents are here categorized on the basis of categories on the website Enroute. News respective to each category is present in respective section in this magazine.

Presently this magazine features around sixty news from these various categories.

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PERSONS TO CONTACT :

Website : <https://enroute.gen.in/>

Contact Page : https://enroute.gen.in/contact_us

Email : info@enroute.gen.in

Creator & Editor : Shouvik Sarkar

Email : shouvik.sarkar@shouviksarkar.net.in

EN ROUTE

TECHNOLOGY

Here you can find news about persons from the fields of technology.

Monitoring hospital bed occupancy with an Arduino Nano 33 BLE Sense by Adam Milton Barker

In care facilities and hospitals, being able to tell when beds are occupied or free is vital knowledge for the staff, as they can move onto other tasks more quickly with up-to-date information. Adam Milton-Barker's hospital bed occupancy detection system aims to accomplish this goal by combining embedded machine learning models and connected hardware for gathering real-time data.

Milton-Barker's first step was to create a new Edge Impulse project and add several samples of himself either getting into bed for an occupied status or standing up to indicate a vacancy by taking continuous measurements from a Nano 33 BLE Sense's built-in accelerometer, gyroscope, and magnetometer. Once passed through a spectral analysis block, the resulting nine-channel data was used to train a classification model that could accurately detect when a person either gets in or out of bed, or for a lack of general activity.

The resulting model was exported as an Arduino library and added to a custom sketch that fuses the readings from each of the sensors' three axes and passes it through the same spectral analysis block and the now-trained model to receive an inference.

In his project write-up, Milton-Barker speculates that this solution could be further

extended by leveraging the Arduino's onboard LEDs, Bluetooth connectivity, and recognizing more motions.

Read - <https://enroute.gen.in/news/detailed/15>

Interview with Shruti Kapoor – React Advanced London 2022

Read - <https://enroute.gen.in/news/detailed/25>

Catching up with Technologist Charlie Gerard

Charlie Gerard is a highly accomplished software engineer and technologist. She's worked at Stripe, Netlify, and Atlassian and authored the book, Practical Machine Learning in JavaScript. In her spare time, Charlie explores the field of human-computer interaction and builds interactive prototypes using hardware and machine learning. Some of her recent projects include building a DIY aircraft radar system, and creating a gesture-based computer interface using Bluetooth earbuds and machine learning.

Charlie joins the podcast today to talk about her work and latest interests.

Mike Bifulco is CTO and co-founder of Craftwork. He's also a developer advocate, writer, podcaster and serial startup founder. In past lives, Mike worked for Google, Stripe, Microsoft, and Gymnasium. Mike is also co-founder of APIs You Won't Hate, a community for API Developers on the web. Mike's publishes a weekly newsletter for product builders called Tiny Improvements at mikebifulco.com.

Read - <https://enroute.gen.in/news/detailed/43>

Shruti Kapoor Interview on Canadian Rang TV

Read - <https://enroute.gen.in/news/detailed/46>

Real Time Nostalgia with Web Sockets by Josh Goldberg

Read - <https://enroute.gen.in/news/detailed/54>

IIT-IIM नहीं, हरियाणा के इस कॉलेज से पढ़कर गुंजन को मिली Microsoft में नौकरी



Read - <https://enroute.gen.in/news/detailed/60>

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So this concludes the news for technologists till November 2024. Among them the most featured technologist has been noticed as *Charlie Gerard*. She is a senior front end developer at Netlify. Know more about her in below section.

CHARLIE GERARD



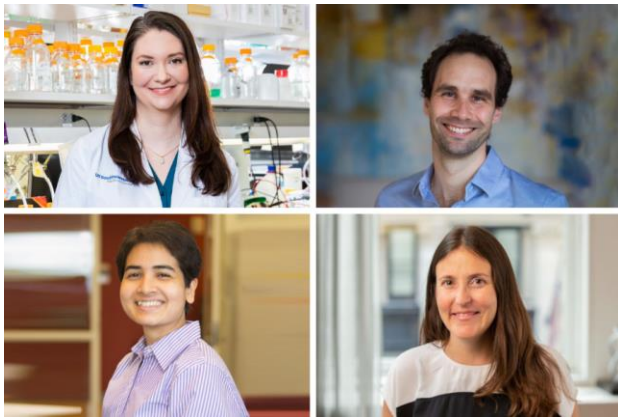
Charlie Gerard is a Senior front-end developer at Netlify, a Google Developer Expert in Web Technologies, and a Mozilla Tech Speaker. She is passionate about exploring the possibilities of the web and spends her personal time building interactive prototypes using hardware, creative coding, and machine learning. She has been diving into ML in JavaScript for over a year and built a variety of projects. She's excited to share what she's learned and help more developers get started.

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SCIENCE

Here you can find news about persons from the fields of science.

Deblina Sarkar receives the NIH Director's New Innovator Award



Congratulations to Assistant Professor Deblina Sarkar on receiving the National Institutes of Health (NIH) Director's New Innovator Award, 2022.

Sarkar, the AT&T Career Development Chair Professor, leads the Media Lab's Nano-Cybernetic Biotrek research group. She is being recognized by the NIH for unusually innovative work in the development of biomedical implants that defy the need for surgery. In its summary statement, the NIH panel concluded that Sarkar's proposed studies have a strong potential of producing ground-breaking results, with a reviewer noting "It would be a new day if the ideas work. Very high impact."

"Present biomedical implants require invasive surgery, often associated with health risks and adverse psychological effects," Sarkar notes. "We are fusing nanoelectronics with biology to create a new paradigm for biomedical devices

that could circumvent the need for surgery. We thank the NIH and the Director's New Innovator Award for supporting our ambitious work."

The awards are part of the NIH's High-Risk, High-Reward Research program, designed to enable exceptionally creative scientists to push the boundaries of biomedical science. Sarkar is among four MIT researchers to be recognized.

"Professor Sarkar combines nanoelectronics with biotechnology to build remotely controlled biomedical devices that reduce the need for invasive surgery," notes Matt Vander Heiden, director of the MIT Koch Institute for Integrative Cancer Research. "Sarkar's work could lead to unprecedented opportunities to improve patient care through new diagnostic and therapeutic approaches."

The NIH awarded Professor Sarkar's proposal a perfect and rarely achieved impact score of "10," the highest score possible.

Dr Sharif Uddin Ahmed Rana on EAI International Conference on Advances in Nikola Tesla Technologies

Read - <https://enroute.gen.in/news/detailed/7>

Women in Engineering: An Interview with Canan Dagdeviren

It's no secret: Engineering is not just a man's world. Perceptions – along with demographics – are shifting, and Wiley are proudly part of the movement to raise the profile of women in engineering, to inspire future generations.

Here, we celebrate engineering researchers in a collection of interviews with authors, editors, editorial board members, and society contacts. In this piece, we meet Canan Dagdeviren, who is on the editorial board for Advanced Intelligent Systems.

Q. Name, job title & area of research/work?

A. Canan Dagdeviren, MIT Media Lab, Assistant Professor of Media Arts and Sciences, LG Career Development Professor of Media Arts and Sciences.

I joined the faculty in January 2017 at the MIT Media Lab to direct the new Conformable Decoders research group at the MIT Media Lab. My group creates mechanically adaptive electromechanical systems that can intimately integrate with the target object for sensing, actuation, and energy harvesting, among other applications. I believe that vital information from nature and the human body is ‘coded’ in various forms of physical patterns. My research focuses on the creation of conformable decoders that can ‘decode’ these patterns into beneficial signals and/or energy.

Q. How or why did you choose Engineering as a career path/area of study?

A. I have long been interested in science. I remember trying to find the atom by cutting a stone into pieces at a very young age. My father, who was very supportive of me, introduced me to an electron microscope that made me realize that it was an impossible task, but confirmed my passion for the field. A few months later, my father gave me a biography of French scientist Marie Curie, two-time winner of the Nobel Prize and a pioneer in the study and understanding of radioactivity. I was inspired, but not in the way my father had expected. I became infatuated with Marie’s husband, Pierre, who was my “scientific love.” Pierre and his brother Jacques first described piezoelectricity in 1880. The Greek word piezein means “to squeeze or press,” and piezoelectric materials generate a charge when

squeezed or deformed or smashed — like smashing two rocks together to produce a flash.

This pursuit took a personal tone when I learned that my granddad passed away because of heart failure. Thus, I promised myself that I would do something for heart patients in the future, and I set 28 as the age to achieve this, which was the age of my granddad when he passed away. In February 2014 the device that I dedicated for heart patients was completed and the work was published in the Proceedings of the National Academy of Sciences (PNAS) magazine, which detailed how I had developed a new class of biocompatible devices to harvest and store piezoelectric energy directly from the motion of the heart, lung and diaphragm. This breakthrough technology promises to replace the pacemaker as the regulating source of an irregular heartbeat and is used to store energy to keep vital organs functioning in the event of their failure. My contribution, which was recognized on April 29, 2014 with the \$20,000 Illinois Innovation Prize, came when I was at the age of 28!



As an undergraduate at Hacettepe University in Ankara, I majored in physics engineering. My father worried I wouldn’t find a job, that I’d be given a hard time as a woman in the field, but I was undaunted. I studied materials and physics

engineering, learned about the science behind all the sparks, and designed my first devices; got a faculty job at MIT without applying for it!

Q. What inspires you about Engineering?

A. Most scientists/engineers are inspired by nature. However, our device-driven research is directly inspired by the diseases of our family members and dear friends, and indirectly by humanity at large. As the Spanish guitarist and composer Paco de Lucía once said, "The hands find a way to do what the heart wants to say." The most exciting thing about my job is to have the potential of helping a patient who might use one of our device inventions in the future.

Q. What challenges do women face in the Engineering professions/academia?

A. To gain further insights into the human body, we need conformable devices that can live on or in the human body and invisibly merge with the user to help decode human health in a real-time, continuous, seamless and effortless manner. At the MIT Media Lab, we believe that the best way to predict the future is to actually make it. To realize this vision of a better future, we combine media, arts and sciences.

Read - <https://enroute.gen.in/news/detailed/19>

Canan Dağdeviren: "Follow your dream because life is too short to follow someone else's"

Canan Dağdeviren is certainly one of the most inspiring people you will ever meet. Born and raised in the Asian part of Istanbul, Turkey, she was introduced to science at an early age, which sparked a lifelong passion.

As a principal investigator at the Massachusetts Institute of Technology (MIT) Media Lab, Dağdeviren strives to "decode" different

physical patterns, such as heartbeats or changes in body temperature, that define a functioning human body. In order to do that, her laboratory builds devices worn on clothing or directly applied to the target organ. These devices can be used to immediately inform the individual about a concerning biological change, which might indicate ailment or disease, and even intervene by administering medications for instant, personalized treatment.

Besides her impressive research career, Dağdeviren is also a fierce advocate for women in science and imagines a world where science is accessible for everyone. She has therefore fused this ambition with her love for art, curating an art exhibition called the "Bees of Science" together with her students to showcase the work from her courses and lab, and has created a transparent cleanroom named the "YellowBox", which allows 24/7 visual access for those interested — you can even sneak a peak online through her group's YouTube channel.

When did you decide to become a scientist? Was there a specific event that triggered this decision?

I think I was always into science, but I did not know what it was when I was a child. There is a story my parents told me, that when I was five years old, I was playing with rocks and trying to smash them so I could find the atoms inside. My parents were not scientists, but my father was very supportive. He told me that I could not see the atoms with the naked eye, we needed atomic microscopes. He introduced me to microscopy through his friend who worked at a university.

Then my father gifted me a book about Marie Curie when I was 7, hoping I would be inspired by her. When I read the book, I also learned about Marie Curie's husband, Pierre Curie. He was an amazing scientist who established a lab with his own funding and worked with his brother to discover something magical: piezoelectricity.

Whenever you press certain materials together, they produce current and voltage, and when you apply voltage to these materials, they change their shape. I was so interested in this subject and I wanted to learn about the underlying mechanisms of the physics of these materials, but I was too young.

I had learned that my grandfather passed away when he was 28 because of heart failure and I never got to meet him. Hearing this story made my research adventure more personal, and I really wanted to do something for heart patients.

Then something amazing happened. My mom is an avid reader and so took my two brothers and I to a book exhibition where I met an amazing theoretical physicist, Erdal İnönü. He is famous because he is the son of İsmet İnönü, the second president of Turkey. He launched three books about his scientific adventures and we bought 3 copies, one for each of my siblings and myself. He loved talking with children — he saw us in a crowd of adults and asked us to come over, and we had a conversation, and he signed the books.

He then asked me what I wanted to do in the future, and I told him I was very much into piezoelectricity and that I wanted to do something for heart patients, but that those were in polar opposite directions of scientific fields, and I didn't know what to do. He said I should read the book he just signed and when I finished, I would be able to answer that question.

I read the book and I realized I really needed to study physics. The problem was that no one except my mother supported me. Everyone told me physics was too difficult for a girl and I may not find a job after studying it. But my mother encouraged me [and told me] that I could do it because my name starts with “C-A-N” and I CAN do it. With that logic as a child, I really thought this was possible. So, I studied physics, and eventually, I got a job offer from MIT.

You are currently a principal investigator at the MIT Media Lab. What is the lab's research focus?

Media Lab is a very special department at MIT. We have various types of professor, engineers, medical doctors, activists, musicians, and more, and we all get together and collaborate instead of compete. This is the beauty of the lab, and this is why I am here as opposed to a traditional department.



I do different types of things to communicate my science. I do art exhibitions and experiments and I create short movies so people can see the adventures of our scientific process. In my research group, we merge engineering with science, art and design, and we develop projects by exploring novel materials and devise structures, such as mechanically adaptive electronic systems, to understand the human body in a collective manner. That last part is important because we would love to target every part of the human body together.

For example, if my heart doesn't beat well, what is the implication for my skin or my brain? If I have Parkinson's, when I take the drug orally, what happens to my brain's neural activity while I am trying to walk? We are trying to check all these things at the same time and collect different types of datasets, like temperature, respiration, and humidity. We want to bring all this information together to create personalized medicine.

Today's medicine is "pajama-type." You can wear your partner's pajamas and you can wear your mother's pajamas. It doesn't need to fit you perfectly, you can still wear it. If two different women have breast cancer, they receive the same medication regardless of who they are. We would like to develop "suit-type" medicine. It will fit you, be the right size, and these devices will have intimate integration with your body and extract all the necessary information.

Right now, another dimension of our work, because the pandemic prevented us from going to the lab for a while, is spending time on how we can collect big data and how we can use it along with artificial intelligence and machine learning to estimate what will happen to my body when I am under stress later.

When did you get involved there? What do you like about working there?

Media Lab is a surprising place. There is a flavor or spice you may not find in any other location in the world. When you go into the lab, at any moment something surprising can happen.

When we do research there, we don't only focus on the research, we also focus on the outcome of the research. For instance, if I create a device, will it be accepted by the user? Should I make it beautiful or colorful so that children can also enjoy wearing it? Should I make it as thin as possible, so that if I put these devices on an elderly patient the device sits on the skin comfortably.

I did not know much about the Media Lab until I organized a workshop at MIT. After my graduation from the University of Illinois, I joined MIT Koch Institute for Integrative Cancer Research and was privileged to work with Bob Langer. He is the most cited engineer in history, and an amazing human being.

So, during my Ph.D. and postdoc, I cited amazing researchers in my papers, but I wanted

to get to know them and their research better and so, I organized a workshop. Many amazing researchers came and I had the opportunity to present my work. One of the faculty members of the Media Lab was in the audience and he told me afterwards that I should give a comprehensive talk at the Media Lab so they could learn more about what I do as well.

I gave that talk a month later, but I had no idea it was basically a job interview. I was telling jokes and being too relaxed and explaining things in a very light and funny way. Right after the talk, someone suggested I join the Media Lab as a new faculty member. I told them that was an amazing opportunity, but I had so little information about the lab. I really didn't know who they were.

When I was at MIT, I was nominated by my Ph.D. advisor, John Rogers, for the Harvard Society of Fellows. This is a very prestigious fellowship given to only 12 young scholars each year. They call it the "club for genius people." You just go to the dinner with amazing food, wine, and chocolate, and you get to meet people like Steven Hawking or the president of some country or an amazing historian. I was the first scientist selected from Turkey in the society's history. It was an amazing personal success and an opportunity to represent my country.

Six months after I joined the society, I got my job offer from MIT. It was so hard to decline the fellowship, so I negotiated with Harvard and MIT and I got an amazing start up package of 5 to 6 million dollars to make my dream lab, which I would later call the YellowBox. I quit my job at Harvard and joined the MIT Media Lab in 2017.

Can you tell us more about your research? Specifically, what are "Conformable Decoders"?

Usually, in a traditional department, they name the group with your first and last name. In the Media lab, we use two words to describe what

we do as the name of the group. If you check the initials of my group, CD, it is the same initials as my first and last name. So, the name of my group is “Conformable Decoders”.

We believe that we live in an ocean of physical patterns like heartbeats, respiration, temperature changes, and so forth, and they all mean something. It’s a biological language and we need to convert it into an electrical language.

We decode these patterns with devices that are conformable so that they can be stretchable and flexible to fit any curvilinear parts of human body. We call our devices “decoders”.

We [also] use implantable devices, and devices for textile incorporation so that, if you don’t want to stick these devices on your skin, you can wear them as part of your clothing, for example, as a piece of bra, underwear, T-shirt, or trousers. These are mechanically adaptive electromechanical systems in the forms of sensors, actuators, transducers, and mechanical energy harvesters — all used to understand the human body.

When you say “you look pale today,” that is a kind of a decoding, albeit subjective. We need to create interfaces for users and doctors to objectively assess what’s happening in your body.

For example, every woman, unfortunately, is at risk for breast cancer. When you go to the doctor, maybe the sensation of the doctor’s exam is not sensitive enough to detect cancer. A more accurate test would be through ultrasonography, mammography, or an MRI because “decoding” [cancer in breast tissue] through these medical instruments is more accurate. The point is to understand what is happening to better diagnose disease.

Every human being is different. How challenging is it to define a “one-size-fits-all” standard physical pattern for diagnosis/treatment or do your decoders have to be adjustable to every single individual?

We are very aware of this problem. We have to understand our target locations in the human body in order to fabricate and design our devices. For instance, we have developed a way to calibrate our conformable Facial Code Extrapolation Sensor (cFaCES) device for ALS patients by first studying the scheme of the facial skin and creating the strain map. From this strain map, we see if this device is mechanically and electrically safe and we design it accordingly. It takes less than 10 seconds to do a calibration for any person.

Our main goal with these devices is making them comfortable, because then you will wear them for a long period of time and you will gather a lot of information, a lot of big data. If you have big data, through machine learning you can do an estimate of what will happen to your body.

You mentioned that meeting Stephen Hawking in 2016 inspired you to develop this facial decoder for ALS patients. Can you tell us about this and how does your device work?

Stephen Hawking was an invited guest at one of our Harvard Society dinners when he was at Cambridge. He was very charming and warm. The first thing I told him was that I’m from Turkey and I used to read his books when I was a kid, and it was so great to meet him. I never gave him room to respond and then at the end the conversation, he just said, “Nice.”

After dinner, I told him that with his current system, it takes forever for him to form sentences, and I think we could make a better version. We could make flexible devices to attach to your skin and decode the strain on your face and make you to speak in a faster fashion. I asked him if he was interested and he simply said, “OK”.

I was really impressed that he came all the way from the UK to the US to raise money for research initiatives. I was so touched and I thought, if he can do this amount of work at

that age and if I have all the resources, students, and inspiration and ideas, why shouldn't I make this device?

The decoder we have created, cFaCES, is a tattoo-like device that you can laminate to your cheek to decode the strain variations on your face while you are making gestures, like smiling. This is especially important for people who may have speech disorders or lack the ability to communicate, such as individuals with ALS, like Stephen Hawking. This technology can [associate the device's movement] using machine learning and language classifications to create thousands of messages within seconds, like "I love you" and "I want to go to the bathroom", through this tiny device which costs less than \$10.00.

Unfortunately, Stephen Hawking passed away before the device was completed but I recruited some amazing ALS friends (equal number of female and male subjects to emphasize on gender equality highlighted in our group's diversity statement) to use the technology and I acknowledged Stephen Hawking in our publication. We also created a movie about the device, and that was the first short movie I ever directed.

Which physical pattern of the human body do you want to decode next?

I would like to focus on the female body. Currently, there is no efficient way to understand the health of the ovarian system, breast cancer or neuronal activity of women.

I am actually very interested in ovarian cancer, and I am working to create some systems to increase female contribution in clinical research. We are doing a lot of individual trials on human subjects and it's very easy to find male subjects. Finding female subjects is more complicated — there are various private reasons for this.

If it is an obstacle for women to contribute in clinical research and clinical trials, how can the

technologies we develop be beneficial to them? If we don't have feedback for these technologies, the devices will not be comfortable, or it will not get enough data from the female body. This is another reason that I really want to focus on female technology and further increase the number of female participants and diversity in clinical trials.

You created the "YellowBox" at MIT Media Lab. How is it related to transparency in science and why is this important to you?

Transparency is very dear to me. In college, I [gained] great theoretical knowledge, but not perfectly practical knowledge. I did not know how to conduct an experiment and I was one of the few female students in my Ph.D. group. I went to the lab, took a chair, sat on it and observed everyone. For three years none of my projects worked, but my advisor and my parents were extremely supportive. Then after three years, everything started working and I created my own experiments and worked with young students and published papers.

I promised myself in the future, if I had a chance to build my own lab, I would build something that is [literally] transparent so that everyone could see what we do in a cleanroom without needing training or getting permission. Usually, cleanrooms are like solid blocks and nobody can see what you do inside. I had to argue with the architects and workers to make my lab transparent. I told them that I wanted people to sit in the corner and watch what we do. They accepted the plan but they also said it would take one and a half years to build. I said, "No, I cannot wait that long. Please just make it nine months." I wanted this to be my first baby. To encourage them to speed up the work, I worked on the lab design side by side with them, cooked Turkish food for them and brought them gifts.

The building is physically transparent and our lab is also intellectually transparent, with our YouTube channel, for example. You can see the processes we do inside the cleanroom from

anywhere in the world. I believe we are so privileged to be at MIT and we have to share this privilege with people who might lack it. This is how the universe is going to improve and how technology is going to go to the next level.

In 2019, you created an impressive exhibition called “The Bees of Science”. Could you explain what it is and what the inspiration for this unique art-meets-science project was?

As a part of my early teaching in the Media Lab, I offered my students the opportunity to create an exhibition that became the first junior faculty exhibition in the history of the Media Lab’s main lobby. We created seven honeycombs with a special film that, if you look at it from one angle, you see the inspiration for that research and from the other angle you see a part of the device. For instance, one of my students was inspired by his grandfather who had Parkinson’s disease and he developed a device for Parkinson’s patients. One of my students was missing their grandma, who had passed away, and she created a skin that felt like her.

I created a metaphor: My students are like bees that come from different flowers. Together they create something magical called honey. The taste of honey can be preserved up to one hundred years. By using this metaphor, I said my students are coming from different regions of the world and from different countries, cultures, and backgrounds, and they get together and create their science with high integrity and longevity. We put the entire exhibition on a white wall so that everyone could read it and understand why and how we do the science transparently. It got great exposure and everyone loved it.

Are you planning to do something similar again soon?

There will definitely be another one soon, but not only from my group. It will be from various

groups from the Media Lab and hopefully you will see that in the coming weeks.

What would be your advice for aspiring bioengineers?

I would say to have courage, do what you want to do, and follow your dream because life is too short to follow someone else’s. Another thing I would suggest is to just ask questions.

I would also say to have conversations with different types of people outside your field like artists, designers, lawyers, or architects because they will inspire your research in a unique way.

What is ... Your favorite travel destination?

Istanbul

Your favorite food?

Homemade French fries with crushed red pepper

Your favorite book?

Rosalind Franklin: The Dark Lady of DNA by Brenda Maddox

Your favorite artist and/or song?

Imagine by John Lennon. I danced with my husband to that song at our wedding.

Your favorite movie?

Oh, I have so many favorite movies! I like biographical movies, especially “The Imitation Game” and “The Theory of Everything”.

A discovery (any research field or time) you wish you would have made?

Yes, the discovery of piezoelectricity for sure.

A person (famous or not) you would like to have coffee with?

Atatürk, the founder of Turkey. He gave amazing rights to women, [i.e., voting rights] and was very much into science. Mostly because of him, I am here.

Who would play you in a biopic?

Emma Watson, she is a fantastic advocate for women's rights and I'd be honored.

Read - <https://enroute.gen.in/news/detailed/20>

Biographies Of Board Members of Academics for Trump



Read - <https://enroute.gen.in/news/detailed/13>

India's top innovators under 35

Mint and MIT Technology Review, published by the Massachusetts Institute of Technology (MIT), are pleased to announce the Top 10 Innovators Under 35 from India.

These innovators will also present a three-minute pitch at the EmTech India

(emtech.livemint.com) conference, to be held on 8-9 March.

TR35 India opened nominations on 3 November 2017 and closed this window on 20 January. Past winners have come from start-ups, large companies, government agencies, and non-profits, as well as from universities around the world. It is no different this year.

The 10 candidates were chosen from hundreds of applicants and span across areas like biomedicine, computing, communications, health, education, digital, energy, materials, cybersecurity, fintech, wearables, robotics, education and transportation.

The Top 10 winners of this competition automatically qualify for the TR35 Global competition as well.

The jury for this competition included acclaimed names from academic institutions, big technology companies and industry bodies including the editors of Mint and MIT Technology Review.

TR35 India comprises the top innovators under the age of 35 from India. Nominees must be under the age of 35 as of 1 October 2017 and must be citizens of India.

Organized by MIT Technology Review since 1999, the prestigious TR Innovators Under 35 global competition has honoured some of the world's most brilliant tech minds including Facebook's Mark Zuckerberg, Tesla Motors Inc.'s J.B. Straubel, and Google's Larry Page and Sergey Brin. Originally established as TR100, the annual TR35 global list recognizes the world's 35 most outstanding innovators who are under 35 years of age.

The awards span a wide range of fields including biomedicine, computing, communications, energy, materials, web and transportation. The goal is to recognize the development of new technology or the creative application of existing technologies to solve

problems. To access details on the competition and nomination process, please go to emtech.livemint.com.

The broad themes of the second edition of EmTech India to be held on 8-9 March this year at Westin Hotel in Gurgaon, include digital life, cutting edge technologies—machine learning, deep learning, computer vision and a suite of other artificial intelligence technologies—virtual reality, augmented reality, mixed reality, robotics, 3D printing, smart cities and connected health.

Speakers at this year's event include Barak Turovsky, head of product, Google Translate and machine learning; Raghu Raghuram, chief operating officer, products and cloud services, VMware; Fiona Tan, senior vice-president, customer technology, Walmart Labs; Arvind Gupta, chief executive officer, MyGov; Anish Shah, group president (strategy), Mahindra Group; Karan Bajwa, managing director, IBM India; Alok Ohrie, president and managing director, Dell India; Dipesh Shah, corporate senior vice president and managing director, Samsung R&D Institute Bangalore; and Prakash Mallya, managing director, sales and marketing group, Intel India.

Read - <https://enroute.gen.in/news/detailed/22>

Sharif Uddin Ahmed Rana of the World Talent Economy Forum talking to Malak Trabelsi about

Read - <https://enroute.gen.in/news/detailed/27>

**Transhumanist Party
Enlightenment Salon with Sharif
Rana on Nikola Tesla
Technologies & Smart Cities**

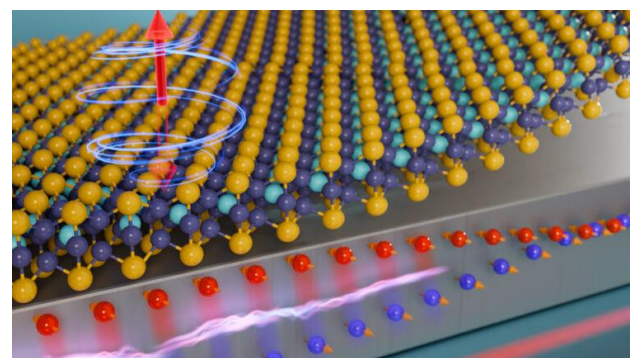


U.S. Pacific Time, the U.S. Transhumanist Party presents a Virtual Enlightenment Salon with Sharif Uddin Ahmed Rana, who provides an update regarding the virtual conference that he is co-hosting in Dhaka, Bangladesh on July 17-18, 2023 – the International Conference on Advances in Nikola Tesla Technologies in the Twenty-First Century – for which participation will be available for free.

Dr. Sharif Rana also discusses his concept of a smart city and other smart communities in Bangladesh, starting with the Lakshmipur District, and the progress of his work on a public-private partnership to establish such smart communities, which may offer some opportunities for the implementation of transhumanist policy and governance ideas.

Read - <https://enroute.gen.in/news/detailed/31>

Researchers Utilize 2D Magnetic Materials For Energy-Efficient Computing



Experimental computer memories and processors built from magnetic materials use far less energy than traditional silicon-based devices. Two-dimensional magnetic materials, composed of layers that are only a few atoms thick, have incredible properties that could allow magnetic-based devices to achieve unprecedented speed, efficiency, and scalability.

While many hurdles must be overcome until these so-called van der Waals magnetic materials can be integrated into functioning computers, MIT researchers took an important step in this direction by demonstrating precise control of a van der Waals magnet at room temperature.

This is key, since magnets composed of atomically thin van der Waals materials can typically only be controlled at extremely cold temperatures, making them difficult to deploy outside a laboratory.

The researchers used pulses of electrical current to switch the direction of the device's magnetization at room temperature. Magnetic switching can be used in computation, the same way a transistor switches between open and closed to represent 0s and 1s in binary code, or in computer memory, where switching enables data storage.

The team fired bursts of electrons at a magnet made of a new material that can sustain its magnetism at higher temperatures. The experiment leveraged a fundamental property of electrons known as spin, which makes the electrons behave like tiny magnets. By manipulating the spin of electrons that strike the device, the researchers can switch its magnetization.

"The heterostructure device we have developed requires an order of magnitude lower electrical current to switch the van der Waals magnet, compared to that required for bulk magnetic devices," says Deblina Sarkar, the AT&T Career Development Assistant Professor in the

MIT Media Lab and Center for Neurobiological Engineering, head of the Nano-Cybernetic Biotrek Lab, and the senior author of a paper on this technique. "Our device is also more energy efficient than other van der Waals magnets that are unable to switch at room temperature."

In the future, such a magnet could be used to build faster computers that consume less electricity. It could also enable magnetic computer memories that are nonvolatile, which means they don't leak information when powered off, or processors that make complex AI algorithms more energy-efficient.

"There is a lot of inertia around trying to improve materials that worked well in the past. But we have shown that if you make radical changes, starting by rethinking the materials you are using, you can potentially get much better solutions," says Shivam Kajale, a graduate student in Sarkar's lab and co-lead author of the paper.

Kajale and Sarkar are joined on the paper by co-lead author Thanh Nguyen, a graduate student in the Department of Nuclear Science and Engineering (NSE); Corson Chao, a graduate student in the Department of Materials Science and Engineering (DSME); David Bono, a DSME research scientist; Artittaya Boonkird, an NSE graduate student; and Mingda Li, associate professor of nuclear science and engineering. The research appears this week in *Nature Communications*.

An atomically thin advantage

Methods to fabricate tiny computer chips in a clean room from bulk materials like silicon can hamper devices. For instance, the layers of material may be barely 1 nanometer thick, so minuscule rough spots on the surface can be severe enough to degrade performance.

By contrast, van der Waals magnetic materials are intrinsically layered and structured in such a way that the surface remains perfectly smooth, even as researchers peel off layers to make

thinner devices. In addition, atoms in one layer won't leak into other layers, enabling the materials to retain their unique properties when stacked in devices.

"In terms of scaling and making these magnetic devices competitive for commercial applications, van der Waals materials are the way to go," Kajale says.

But there's a catch. This new class of magnetic materials have typically only been operated at temperatures below 60 kelvins (-351 degrees Fahrenheit). To build a magnetic computer processor or memory, researchers need to use electrical current to operate the magnet at room temperature.

To achieve this, the team focused on an emerging material called iron gallium telluride. This atomically thin material has all the properties needed for effective room temperature magnetism and doesn't contain rare earth elements, which are undesirable because extracting them is especially destructive to the environment.

Nguyen carefully grew bulk crystals of this 2D material using a special technique. Then, Kajale fabricated a two-layer magnetic device using nanoscale flakes of iron gallium telluride underneath a six-nanometer layer of platinum.

Tiny device in hand, they used an intrinsic property of electrons known as spin to switch its magnetization at room temperature.

Electron ping-pong

While electrons don't technically "spin" like a top, they do possess the same kind of angular momentum. That spin has a direction, either up or down. The researchers can leverage a property known as spin-orbit coupling to control the spins of electrons they fire at the magnet.

The same way momentum is transferred when one ball hits another, electrons will transfer

their "spin momentum" to the 2D magnetic material when they strike it. Depending on the direction of their spins, that momentum transfer can reverse the magnetization.

In a sense, this transfer rotates the magnetization from up to down (or vice-versa), so it is called a "torque," as in spin-orbit torque switching. Applying a negative electric pulse causes the magnetization to go downward, while a positive pulse causes it to go upward.

The researchers can do this switching at room temperature for two reasons: the special properties of iron gallium telluride and the fact that their technique uses small amounts of electrical current. Pumping too much current into the device would cause it to overheat and demagnetize.

The team faced many challenges over the two years it took to achieve this milestone, Kajale says. Finding the right magnetic material was only half the battle. Since iron gallium telluride oxidizes quickly, fabrication must be done inside a glovebox filled with nitrogen.

"The device is only exposed to air for 10 or 15 seconds, but even after that I have to do a step where I polish it to remove any oxide," he says.

Now that they have demonstrated room-temperature switching and greater energy efficiency, the researchers plan to keep pushing the performance of magnetic van der Waals materials.

"Our next milestone is to achieve switching without the need for any external magnetic fields. Our aim is to enhance our technology and scale up to bring the versatility of van der Waals magnet to commercial applications," Sarkar says.

This work was carried out, in part, using the facilities at MIT.Nano and the Harvard University Center for Nanoscale Systems.

Read - <https://enroute.gen.in/news/detailed/38>

Professor Deblina Sarkar has been awarded The Sontag Foundation's Distinguished Scientist Award



The Distinguished Scientist Award honors extraordinary scientists with the potential to make a significant impact in the field of brain cancer.

Prof. Deblina Sarkar and her Nano-Cybernetic Biotrek research group at the MIT Media Lab are looking to change the paradigm of brain cancer treatment.

“Prof. Sarkar uniquely combines applied physics and nanoelectronics with biology to build unconventional and radically new technologies. Her work can lead to a paradigm shift in bioelectronic interfaces and change the way we think of therapeutics today,” said Dr. Maria Zuber, the E. A. Griswold Professor of Geophysics and Vice President for Research at MIT. “Especially for diseases like brain cancer, Prof. Sarkar’s technologies hold the promise of providing entirely new treatment options. I congratulate her on this wonderful and well-deserved award.”

Brain cancer such as Glioblastoma (GBM) currently has no cure, and the median survival period for patients is only 12-15 months. This is notwithstanding an intensive standard of treatment that comprises surgery, drugs, radiation, and immunotherapies. Hence, there is

an urgent need to develop novel therapeutic modalities.

"My lab has developed the technology of wireless subcellular-sized brain implants that can be remotely controlled with electromagnetic fields to provide spatio-temporally precise, novel nano-bioelectronic therapies. The Sontag Foundation Distinguished Scientist Award will enable us to pursue a bold new approach, employing our technology to treat brain cancer where traditional therapies have failed," said Prof. Sarkar.

This technology has the potential to significantly increase overall survival of brain cancer patients, and it will be affordable to people across the diverse socioeconomic spectrum.

This is a highly transdisciplinary project and leverages the diverse expertise of Prof. Sarkar’s group, which includes the fields of applied physics, electrical, biomedical, and chemical engineering, as well as neuroscience and clinical oncology—all under the same roof. Sarkar’s group fabricates their novel nanoelectronic devices at MIT.nano and Harvard CNS. The characterization of these devices and their integration with biological systems, including in vivo work, is carried out in her unique lab, which features custom-designed and specialized equipment built in-house by her group, both for nanoelectronics and biological characterizations. Her lab is spread across the MIT buildings of Media Arts and Sciences, Koch Institute of Integrative Cancer Research, and McGovern Institute for Brain Research. To test this new technology, her lab is establishing patient-derived xenograft models of brain cancer with samples obtained from Mayo clinic and Dana Farber Cancer Institute.

While commenting on the impact of Prof. Sarkar’s work, Vladimir Bulović, the director of MIT.nano and the MIT School of Engineering’s Associate Dean for Innovation,

Read - <https://enroute.gen.in/news/detailed/39>

Read - <https://enroute.gen.in/news/detailed/49>

[illegible]

Read - <https://enroute.gen.in/news/detailed/57>

Sharif Uddin Ahmed Rana is the chief mentor of **World Talent Economic Forum**. Along with this he has been involved into multiple technological and scientific advancements. He is also involved in development of society and business in Bangladesh. He strives towards

A man with dark hair and glasses, wearing a grey suit jacket over a light blue shirt, stands in a lush green park. He is looking off to the side with a thoughtful expression. The background is filled with large, leafy trees and a well-maintained lawn.

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BUSINESS

Here you can find news about persons from the fields of business.

Shouvik Sarkar presenting his views on Entrepreneurship



As part of our pursuit to identify young entrepreneur and share some of the compelling stories from the startup, we introduce Mr Shouvik Sarkar who is founder & CEO of the SARK Technologies. The services extended to various domains, platforms and technologies.

Know more About SARK Technologies

The company provides services on the basis of requirements of various set of industries. The products of SARK Technologies were designed to provide the clients to enter a new digital era in which manual computation is of least use and software takes up the jobs. The company provides services on the basis of requirements of various set of industries. The products of SARK Technologies were designed to provide the clients to enter a new digital era in which manual computation is of least use and software takes up the jobs

Our exclusive interview with Shouvik Sarkar

Where did the idea to start something like this come from? Please also talk us through your

background and your journey as an entrepreneur;

I had been in the software field since my graduation back in 2011. From that time I always thought to provide something to the world in the field of software and other technologies. That made me think to start a company from that time. This idea had just started with this firm just stepping into the field of delivering, understanding business but there's a lot of ways to go. I worked in Wipro which gave a brief idea to me about corporate. So as a start-up and a big dream we still have a lot of ways to go. As an entrepreneur in spite of capabilities, there are a lot of challenges most important if which is to make the others understand your capabilities. Just started around 6 months this is the biggest challenge but the best way to deal with it is to build a portfolio. And that's what we are mostly looking into now. Let's see the better part of the business comes how quick.

Why did you choose entrepreneurship over a job?

On enquiring about the selection to become entrepreneurship over the job, Mr. Sarkar expressed that the freedom of delivering and expression of our ideas to the emerging world and not to stick to only other's ideas, he has chosen to add his contribution as well.

How do you find the industry/niche that you're in?

Being a Software expert It's always interesting and amazing. In my eyes, the Software companies and its working are always at the highest esteemed job and the one I have i.e The Sark Technologies is soothing to my taste which I like the most.

What gets you out of bed in the morning i.e. what's your source of motivation?

Like a young entrepreneur, it too gets me out of bed in the morning to begin my day with to

work for my company which I like the most and obvious, To earn money to invest later in more advanced technological researches.

What challenges/obstacles did you face in your journey so far?

The uncertainty about the future, Generating financial resources, Regulation and compliance, competencies and recruiting the right talent for enhancing my technological products and especially to satisfy different types of customers are the biggest challenges/Obstacles besides making others understand your capabilities

Tell us about the uniqueness of your startup;

It's based on delivery. Our main goal is not to earn money but to provide the world with something new and amazing which we always look to stick throughout.

How do you handle the pressure and manage stress?

Well sometimes getting off work releases a lot of stress. That's what I implement. Besides this also try to maintain a calm demeanor no matter what happens in my life and try to stay focused on what needs to be accomplished besides stay positive to achieve the desired goal.

What is one strategy that you believe has helped you grow as a person/startup?

Though Strategy is a set of lofty ideas, ungrounded in reality however I believe that Customer Relationship and its satisfaction are among one of our main focus as a strategy and it is worth noting, that had been a lot beneficial in our journey so far.

In your opinion what are the keys to success?

In my opinion, the keys to success mean a Clear cut goal which I need to know exactly to built my company with confidence and faith in myself. Besides this, I feel Motivation,

Dedication and the freedom to get started can always lead to Success.

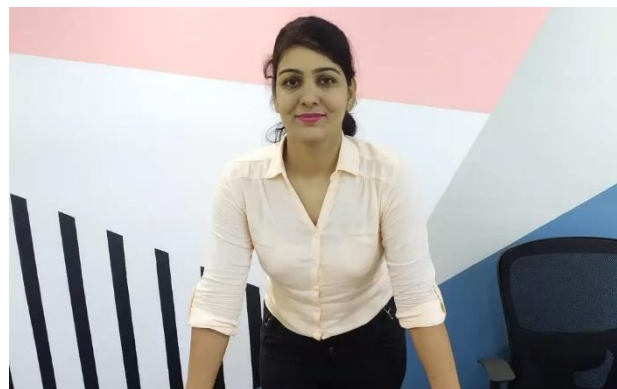
What advice would you give to someone starting out as an aspiring entrepreneur?

Just be focused, bad times can come, so stick to your goals and if required use an alternative plan to overcome difficult situations but always learn from your successes and failures. Bad times can come but continue efforts, dedication, and experience you gain can help get pass by them.

Read - <https://enroute.gen.in/news/detailed/1>

Fairy tale journey of Tutor Cabin owner Neha Mujawadiya

Hailing from a small village in Madhya Pradesh, which had only a government Hindi medium school up to Class eight, Neha Mujawdiya defied the odds to step out of the village to continue her studies.



She completed her Class 12 from a government school that was located about 8 km from her village, and went to college in a nearby town to do her graduation in BA Economics.

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She enrolled in BA Economics at S.N. Udiya College at Garoth, which was about 18 km from her village, and graduated in 2009. Neha was determined to study further and convinced her parents to send her to Indore.

“After many conversations, my parents agreed to send me to Indore for further education,” says Neha. “My parents were seen as if they had committed some crime. People called them fools for sending their daughter to a distant place all alone.”

In Indore, Neha stayed in a hostel and pursued her MBA from Devi Ahilya Vishwavidyalaya.

She put her heart and soul into her studies. “I would spend all my time studying because I came from a Hindi medium background and had to work on my language skills. I would stay up late at night till about 2 or 3 am. I would not

go out with friends or attend parties, but just focus on my studies.”

Neha began to take home tuitions for school students in the evenings after her class hours. Later, she joined a coaching institute as a tutor where she continued to teach until she launched her own edtech company in 2018.

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In the first year, they earned Rs 5 lakh, and during FY 2019-20, the revenue went up to Rs 50 lakh. The pandemic came as a blessing for her and she switched to online coaching and started enrolling students and tutors from around the country.

Neha is single and says she has no plans for marriage now. She wakes up early, meditates, goes for her zumba class, and then leaves for

office. “I can work round the clock and still don't burn out because I don't consider my work as work. It is my dream and I live it.”

Now, Neha's parents and the villagers are proud of her. She is a role model for girls in her village. “Parents give my example to inspire their daughters and I am so happy,” says Neha, giving her story a fairy tale like ending. - ©TWL

Read - <https://enroute.gen.in/news/detailed/2>

Neha Mujawdiya's Personal Journey In Accessing Basic Education Inspired Her Startup



As a young girl residing in the Melkheda village of Madhya Pradesh, Neha Mujawdiya raised many questions. She not only wondered why she had to struggle for quality education but how girls in her village only stayed at home and never stepped out to learn, work and earn. Her questions led to self-discovery, some uncomfortable answers, and the most empowering solutions she could find - she did everything she could to study and became the first girl from her village to graduate with a degree.

Neha Mujawdiya is now the founder and CEO of Indore-based TutorCabin, an ed-tech startup that she started in 2018. From providing door-to-door tuitions to becoming a digital entrepreneur today, Mujawdiya believes she is

and will always be a teacher, and teaching kids, especially those who are being deprived of quality education, is what defines her innate purpose.

In an interview with SheThePeople, Neha Mujawdiya talks about her journey, how teaching drove her to start TutorCabin, how teachers have the power to change generations, why we need to respect them more and why entrepreneurship matters if we want to open more horizons for women.

Struggled for quality education in the village Mujawdiya faced several challenges in her journey to gain an education. She had to walk several kilometres to reach her school in her village, wanted to study math but couldn't because there were no proper classes for mathematics, and eventually started facing criticism because she raised questions about why no girls were studying further around her.

“Apart from me, my parents had to face a lot of criticism because they let me study. I came out of that place, but I often thought about those kids who don't get quality education either due to lack of facilities, lack of quality schools or due to their gender. It made me want to make education accessible to children across the country, for those residing in rural areas, especially girls from my own village,” she recalls.

She slowly started working towards becoming financially independent and aimed to further her career by starting something of her own that aligned with her purpose of educating kids.

What led to her teaching startup

Neha moved to Indore in 2009, and after struggling with admissions because of the ineligibility of her previous degree, she enrolled herself for an ACA course at a private institution after clearing the exam. She soon cracked her MBA entrance as well and finished her degree.

“I haven’t forgotten where I come from, and while I am proud of my roots I also believe it’s not always a good idea to follow cultures and traditions blindly because you’re stuck to a certain idea of who you should be, especially as a woman. I wanted to break the cycle.”

However, it all boiled down to finances. She took up as many classes as possible and saved a decent amount to cover her expenses and save. She would leave the house early in the morning, attend MBA classes, and take home-to-home tuition. Despite running operations and managing the business herself, Mujawdiya does not let the teacher in her get lost in between business. She tries her best effort to offer personal attention to each student, especially the ones who hail from remote areas. “Coming from a small village, I understand the struggles. Education is the most powerful catalyst that can help break cycles of poverty as well,” reflects Mujawdiya.

Mujawdiya set up an office for TutorCabin at a co-working space in 2018. She first built a simple website and started the hiring and training process for tutors. What started with ten tutors in 2018 is now a platform featuring over two thousand tutors.

The platform offers personalised and group classes for students of all ages. The courses cover all classes starting from primary, secondary and college levels and also expand to competitive and entrance exams preparation for students. The 15-person startup made Rs 50 lakh in revenue in FY20-21 and hopes to enrol 2,50,000 students by the end of the year, with ambitions to expand its teaching base to 5,000. She is in talks with several investors for further funding.

Her startup is also in talks with local governments to venture into a space where they can educate children studying in those schools who hold great potential but get held back owing to a lack of resources or opportunities.

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Stressing on the idea of entrepreneurship for women, Mujawdiya discusses that if we need to empower more women, especially in areas where women are deprived of basic opportunities, empowering them through entrepreneurship and self-dependency is the right way forward. Her contribution, she adds, will be to forever encourage girls to break free from societal cycles and have access to the freedom of choice that comes with education to pursue their respective choices in life.

“It’s your life and if you see that you have a better solution to some existing problem which you wish to implement and work on, then never stop yourself from doing so no matter what.

Bank on your inner instincts, creativity and power, and educate yourself every step of the way. Big things will happen if we focus and appreciate the small opportunities, and we need to trust this more,” advises Mujawdiya.

Read - <https://enroute.gen.in/news/detailed/5>

Interview | Youngistaan India | Dr. Deboshri Banik | IMAGE CLINIC Kolkata

Read - <https://enroute.gen.in/news/detailed/9>

Sherwani owner of Pop invests in Logistics startup raises \$3.7m



Logistics startup Trax has raised \$3.7 million in seed funding from a consortium of strategic investors, a press release said on Friday.

The round was co-led by US-based Amaana Capital, making its second direct investment into Pakistan, and UAE-based Tricap Investments.

PNO Ventures committed to the round, as did angel investors, including Omer Ismail — CEO of One, a Walmart-backed fintech — and Silicon Valley tech entrepreneur Jahanzeb Sherwani.

The investment will be used to accelerate the growth of Trax's logistics services and the introduction of new business verticals, such as fintech and technology solutions.

Launched in mid-2017, Trax has introduced logistics solutions that disrupt the extended payment cycles of legacy players. It has built the third-largest delivery network in Pakistan with access to 95 per cent of the population, served through over 100 warehouses, hubs, and retail centres nationwide.

IMC shuts plant

Indus Motor Company (IMC), the assembler of Toyota vehicles, has announced a complete shutdown of its production plant from March 24-27 due to insufficient parts and accessories. In a stock filing on Friday, IMC said the company and its vendors continue to face hurdles in importing raw materials and receiving clearance of their consignments from commercial banks on account of difficulties in opening letters of credit for raw materials.

Read - <https://enroute.gen.in/news/detailed/10>

Neha Mujawdia on How to go for your Goals and Dreams

Neha Mujawdia speaks on how to go for your goals from wherever situation you are in. Know about her journey and guide to others to move on the path of their goals. This is extremely motivational.

Read - <https://enroute.gen.in/news/detailed/14>

Neha Mujawdiya: Struggled for her own education, today she is giving education to thousands of children through her startup



Tutor Cabin is an edtech platform wholly run by a girl Neha Mujawdiya, who is from a very small village and born on International Women's Day i.e. 8th March.

It is said that if you want to do something, then no power in the world can stop you from doing that work or from achieving success.

This thing fits perfectly on Neha Mujawdia of Indore. Neha was fond of reading, but the village from which she comes, there were no special arrangements for education and especially for girls, it was even more difficult.

Being a village girl she had to face a lot of struggle in her studies because village girls do not get permission for higher studies easily and they get married at a young age.

But Neha overcame all the challenges and came to Indore after persuading her parents and did MBA and ACA in Finance.

After this, she started her own startup called TutorCabin, through which today she is giving such education to thousands of children, which will make them a successful person in future.

TutorCabin is different from other Edtech agencies/startups in the way they select teachers.

Neha Mujawdia told that due to lack of facilities in her village, children especially girls had to leave their studies in the middle. His parents allowed him to come to Indore for a year to study, but Neha wanted to complete her studies, so she started teaching children in Indore, so that they could do their studies and also withdraw pocket money.

After coming to Indore, she also faced a challenge regarding English, because she was from Hindi medium and her English was not good.

She removed this shortcoming by hard work and today she also gives training in English language.

Neha told that after coming to Indore, she saw that the institutes which are here for home tuition, their fees are very high, which not every child can afford. Then he thought why not start such a company, which gives education to the children at minimum charges, because everyone has the right to education. He did a lot of research and started Tutor Cabin.

Awarded in Kuberans House Startup Competition

Recently, Neha's tutor cabin has won a \$ 1000 prize in the Indian level Kuberans House Startup Competition. In this competition, 1948 teams participated from all over the country.

Neha said that this award has been given to her for providing better education in less time, for providing education to children 24 hours a day amid the pandemic.

Earlier Tutorcabin started with a website now it is available on web version and app version on playstore and apple app store.

Through the Tutor Cabin app and website, children can take education from the teachers of the country and the world sitting at home.

Read - <https://enroute.gen.in/news/detailed/18>

27 साल की शिल्पी ने दूध का बिजनेस कर खड़ी कर दी खुद की

कम्पनी, 2 साल में 1 करोड़ का टर्नओवर



काम की शुरुआत में दूध की सप्लाई के लिए शिल्पी (Shilpi) को सुबह तीन बजे खेतों से गुजरना पड़ता था। सुरक्षा के लिए चाकू और मिर्ची स्प्रे लेकर जाती थीं।

नई दिल्ली। जिंदगी में हर शख्स कुछ ऐसा कर गुजरना चाहता है जिसकी हर कोई मिसाल दें। यहीं वजह भी है कि आए दिन हमें लोगों की सफलताओं की संघर्षों से भरी नई कहानियां सुनने को मिलती रहती हैं। ऐसा ही कुछ अलग कर दिखाया 27 साल शिल्पी (Shilpi) ने।

दरअसल शिल्पी आज गाय के दूध (Cow Milk) को ही बेच कर सलाना करोड़ों रुपये कमा रही हैं। शिल्पी झारखंड से ताल्लुक रखती हैं और साल 2012 में वह बेंगलुरु (Bengaluru) पढ़ने गईं, उनके दिमाग में यह ख्याल तब आया जब वहां उन्हें गाय का दूध नहीं मिल पा रहा था।

इसे देखते हुए उन्हें गाय के दूध के बिजनेस (Business) करने की सोची और अपने काम में जुट गईं। शिल्पी ने शुरुआत में एक कंपनी खोल कर दूध की सप्लाई करने का काम किया। हालांकि इस बीच उनके सामने भी कई

दिक्कतें आईं जैसे कि वो खुद वह हिंदी भाषी हैं।

ऐसे कन्नड़ और तमिल लोगों के साथ उन्हें तालमेल बैठाने में समस्या आ रही थी। लेकिन इसके बावजूद भी वह किसानों के पास गईं और उन्हें कई तरह से समझाया। इसके साथ ही गाय के चारों के बारे में लोगों को जानकारी देने के साथ-साथ पालतु जानवरों की देखभाल से जुड़ी कई जरूरी बातें बताईं।

शिल्पी को अपने काम को शुरू करने के लिए हर रोज सुबह तीन बजे जगना पड़ता था। अब इतनी सुबह जब वो अपने काम पर निकलती थी तो उनके मन में भी डर रहता था, इसलिए शिल्पी अपनी सुरक्षा के लिए मिर्ची स्प्रे (Mirchi Spray) और चाकू लेकर जाती थी।

इसके बाद जैसे ही उनका बिजनेस (Business) पटरी पर आया तो उन्होंने द मिल्क इंडिया (The Milk India) नाम से कंपनी की शुरुआत कर दी। इस कम्पनी का पहले दो साल का बिजनेस का टर्न ओवर 1 करोड़ रुपये से ऊपर था। यहां से शिल्पी ने लगातार अपने काम को और आगे बढ़ाया अब हर रोज उनका बिजनेस खूब फल-फूल रहा है।

Read - <https://enroute.gen.in/news/detailed/21>

नमो दैव्ये महा दैव्ये : गांव के बच्चों के शहर से पीछे होने की कसक ने बना दिया 'ट्यूटर केबिन'

आलोक शर्मा, मंदसौर। मंदसौर जिले की शामगढ़ तहसील के गांव मेलखेड़ा की युवती नेहा मुजावदिया जब पहली बार एमबीए करने इंदौर पहुंची तो अहसास हुआ कि गांवों के बच्चे शहरों के मुकाबले कितने पीछे हैं। बस इसी कसक में एक आनलाइन टीचिंग स्टार्टअप 'ट्यूटर केबिन' का जन्म हो गया। बात यहीं तक रुकती तो ठीक था पर इस स्टार्टअप के पीछे लगन थी और गांव के बच्चों के लिए कुछ न कुछ करने की तमन्ना से लगातार मेहनत की और अब इस प्लेटफॉर्म से 1500 से ज्यादा टीचर और 87 हजार से ज्यादा बच्चे जुड़े हुए हैं। सालाना टर्न ओवर भी 50 लाख रुपये तक पहुंच गया है। वहीं गांव के बच्चों को शहरों के मुकाबले तैयार करने के लिए नर्सरी से कक्षा आठ तक का आनलाइन स्कूल भी इसी शिक्षा सत्र से शुरू कर चुकी हैं।



इस स्टार्टअप के पीछे की गई मेहनत का अंदाजा ही इससे लगाया जा सकता है कि भारत सरकार की तरफ से हाल ही में दुबई गए एक प्रतिनिधिमंडल में शिक्षा के क्षेत्र से एकमात्र नेहा मुजावदिया को ही चुना गया। नेहा ने 2018 में ट्यूटर केबिन प्रारंभ करने के बाद तीन

से चार साल में इतनी मेहनत की कि आइआइएम बैंगलुरु ने भी बेस्ट स्टार्टअप का अवार्ड दिया।

कोरोना काल के दौरान विद्यार्थियों में आनलाइन एजुकेशन की तरफ झुकाव बढ़ा है। नेहा मुजावदिया देश ही नहीं विदेशों तक बच्चों को ट्यूशन दे रही हैं। नर्सरी से महाविद्यालय तक हर क्लास और कोर्स की ट्यूशन प्रोवाइड कराती हैं। इसमें जर्मन, फ्रेंच सहित अन्य विदेशी भाषा भी शामिल हैं। हाल ही में नेहा ने अमेरिका में रहने वाले भारतीय बच्चों को पढ़ाना शुरू किया है।

इंदौर जाकर पता चला अब तक जो पढ़ा वह कुछ भी नहीं : नेहा ने बताया कि शुरूआती पढ़ाई ग्राम मेलखेड़ा में ही हुई है। पिता गांव में ही हार्डवेयर को दुकान हैं। गांव में पढ़ाई का माहौल नहीं था। मैं पढ़-लिखकर खुद के बल पर कुछ करना चाहती थी। जिद कर आगे पढ़ाई करती गई। 2008 के अंत में एमबीए की पढ़ाई करने इंदौर गई। वहां जाकर पता चला कि अभी तक जो पढ़ा वह कुछ नहीं हैं। इंदौर में शिक्षा का स्तर ही अलग था। पढ़ाई के साथ खर्च निकालने के लिए कुछ बच्चों को घर जाकर पढ़ाने लगी।

कुछ समय तक पढ़ने और पढ़ाने का सिलसिला चलता रहा। पर इस दौरान जिन समस्याओं का सामना किया उनसे दूसरे बच्चों को बचाने के लिए मन में कुछ न कुछ नया करने की कोशिश चलती रही। 2018 में जाकर सीमित बजट के साथ होम ट्यूशन का स्टार्टअप ट्यूटर केबिन शुरू किया। शुरूआत में 10 टीचर जुड़े

थे। धीरे-धीरे पहचान बढ़ने लगी। और अब बड़ा परिवार हो गया हैं। इंदौर के बाद भोपाल में भी स्टार्टअप शुरू कर दिया है।

कोरोना के बाद एक आनलाइन एप व वेबसाइट लॉन्च की

नेहा ने बताया कोरोना काल में इंदौर-भोपाल के सभी स्कूल और कोचिंग संस्थान बंद हो गए। बच्चों को आनलाइन प्लेटफॉर्म पर शिफ्ट होना पड़ा। स्थिति देखते हुए हमने मोबाइल एप और वेबसाइट लॉन्च की। मोबाइल एप में लागू इन करने के बाद बच्चों को टापिक और शेड्यूल मुताबिक टीचर्स मिलते हैं। इसमें सब्जेक्ट, टापिक, समय से लेकर सब कुछ तय है। बच्चों के मोबाइल पर नोटिफिकेशन और रिमाइंडर भेजे जाते हैं। ज्यादातर टीचर बच्चों को अकेले ही पढ़ाते हैं। कुछ बच्चों के लिए ग्रुप स्टडी की सुविधा है। इसमें अधिकतम पांच बच्चे शामिल होते हैं।

गांव के बच्चों पर पूरा फोकस

मेरा फोकस अभी गांव में रह रहे बच्चों को आनलाइन शिक्षा के साथ स्किल डेवलपमेंट एजुकेशन भी उपलब्ध कराना है। गांवों में पढ़ाई का लेवल इतना अच्छा नहीं होता। छोटे बच्चों को पालक पढ़ाई के लिए बाहर नहीं भेज सकते हैं। खासकर लड़कियों के लिए बड़ी समस्या हैं। गांव के बच्चे शहर के बच्चों के साथ मुकाबला कर सके इसके लिए काम कर रही हूं। इस बार से नर्सरी से आठवीं तक के बच्चों के लिए आनलाइन स्कूल शुरू कर दिया हैं। इससे गांव

में रहते हुए बच्चों को अच्छी शिक्षा मिल सकेगी। - नेहा मुजावदिया

Read - <https://enroute.gen.in/news/detailed/24>

t2 takes a new look at image clinic's four new medi facials



Image Clinic featured in Telegraph t2 06th Sep edition for its new Medi Facials!

Read - <https://enroute.gen.in/news/detailed/26>

Id gift for buddy trio's business idea



They gave Id celebrations at home a miss to pitch their business module before a roomful of entrepreneurs. Azhar Rabbani and Mohammad Wasim Ali Ansari, along with Ayush Singh, have devised a plan to provide easy

accommodation to outstation students through an app.

The three friends beat six other teams to bag the first prize at The Kidpreneur Summit, in association with The Telegraph, at Novotel on Saturday. Co-hosted by Sonali's Cubo, Merchants' Chamber of Commerce and Srei Infrastructure Finance, the one-of-its-kind conclave gave young entrepreneurs a chance to showcase their innovative business ideas.

The OFY (Only For You) Homes project hopes to address the accommodation problems that students of other cities face when they come to Calcutta to study. "More than 60 colleges in and around the city don't offer hostel facilities and at any time around 30,000 students are looking for a place to stay," said Ayush, 17, a student of Shree Jain Vidyalaya.

The boys plan to offer standardised paying guest accommodation and flats on rent through an app. "Students can rent a home for any period of time and also share it with a maximum of four roommates. We will offer packages. They can get food, Internet, electricity and other amenities at Rs 6,000 to Rs 12,000 a month," said Azhar, 18, of Seth Anandram Jaipuria College.

College mate Wasim, 18, said the trio have been working out the logistics for the past three months. "We hope to launch the app by the year end. We are tying up with people who rent out rooms," he said.

Yubasana Kapas, 14, of Gokhale Memorial Girls' School won the third prize for her plan to showcase Bengal's art and culture before foreign patrons.

Three students - Kaushik Sardar, Shane Romel Kujur and Gaurav Bordoloi - from National Institute of Technology, Durgapur, bagged the second prize for Pedals Go, an app-based rental plan for bicycles.

"The event has brought three generations of entrepreneurs on one platform," said Vayjayanti Pugalia, who curated the event.

The summit saw young entrepreneurs from across the country exchange notes with business stalwarts from the city and share their stories and challenges.

Read - <https://enroute.gen.in/news/detailed/28>

Book - The Cosmos launched by Shouvik Sarkar

Book - The Cosmos was in news and promotion in Hello Kolkata programme in 24hrs TV and the program was telecasted in 24hrs TV Channel at 31 Oct, 2023 9:30pm being available in Jio TV, Siti Cable, etc.

Read - <https://enroute.gen.in/news/detailed/29>

পুজোর আগে চটজলদি জেল্লা চাই? মেডিক্যাল ফেশিয়ালেই স্বকে আসবে চমক, দাম শুরু কত থেকে?

জেল্লাহীন, অকালে বুড়িয়ে যাওয়া, নিষ্প্রাণ স্বকে প্রাণ ফেরাতে পারে এস্কেটিক ট্রিটমেন্ট। কোনও রকম কাটাছেঁড়া, অস্ত্রোপচার ছাড়াই স্বকের ভোল বদলে দিতে পারে এই চিকিৎসা পদ্ধতি। জেনে নিন খরচ কেমন? কোন বয়স থেকে এই ফেশিয়াল করানো যায়?

রোজের ব্যস্ততার মধ্যে আলাদা করে স্বকের পরিচর্যা করার সময় পান না অনেকেই। অনেকে আবার রূপটানে মন দিলেও স্বকের পরিচর্যার জন্য আলাদা করে সময় বার করেন না। যন্ত্রের অভাব, দূষণ, অত্যধিক প্রসাধনীর কারণে অকালেই স্বকে বয়সের ছাপ পড়তে শুরু করে। জেল্লাহীন,

অকালে বুড়িয়ে যাওয়া, নিষ্প্রাণ স্বকে প্রাণ ফেরাতে পারে এস্কেটিক ট্রিটমেন্ট। কোনও রকম কাটাছেঁড়া, অস্ত্রোপচার ছাড়াই স্বকের ভোল বদলে দিতে পারে এই চিকিৎসা পদ্ধতি। বর্ণর দাগ, ওপেন পোরসের সমস্যা, স্বকের কালচে দাগছোপ দূর করতে, বলিরেখা ঢাকতে, এমনকি চামড়া টানটান করতেও এই চিকিৎসা পদ্ধতি কাজে আসে।



তবে এই প্রকার ট্রিটমেন্ট কী যে কোনও বয়সেই শুরু করা যায়? ইমেজ ক্লিনিকের প্রতিষ্ঠাতা এবং এস্কেটিক ফিজিশিয়ান দেবশ্রী বণিক বললেন, “এস্কেটিক ট্রিটমেন্টের ক্ষেত্রে বয়সের কোনও বাঁধা নেই। যাঁরা নিজেকে সুন্দর রাখতে চান, তাঁরা যে কোনও বয়সেই এই ট্রিটমেন্ট শুরু করতে পারেন। তবে কিছু নির্দিষ্ট ট্রিটমেন্ট আছে যেগুলি স্বকে বয়সের ছাপ কমানোর জন্য করা হয়, সেগুলি মূলত ৩৫ বছরের উপরেই করানোর পরামর্শ দিই আমরা। পুজোর আগে স্বকে চটজলদি গ্লো আনতে তারা বিভিন্ন রকম মেডি ফেশিয়াল করতে পারেন। ১৫, ১৬ বছরের তরুণীরাও কিন্তু এই ট্রিটমেন্ট করতে পারেন। যাঁদের সামনে বিয়ে তাঁদের ক্ষেত্রে বলব যে কোনও ট্রিটমেন্ট করানোর

ক্ষেত্রে হাতে আড়াই থেকে তিন মাস সময় রাখবেন। এক ফেশিয়ালে চটজলদি গ্লো আসতে পারে তবে স্বকের সমস্যাগুলি নিরাময় করতে হলে একাধিক সেশন দরকার হয়।”

পুজোর আগে হাতে সময় বড় কম। এর মধ্যে স্বকে চটজলদি জেল্লা আনতে কোন কোন মেডি ফেশিয়াল করানো যায়, দেবশ্রী দিলেন তার হৃদিস।

ও টু ডার্ম ফেশিয়াল

এই ফেশিয়ালে স্বকে অক্সিজেন ব্যবহার করা হয়। একটি ডোম আকৃতির মাস্ক ব্যবহার করে স্বকে অক্সিজেনের জোগান দেওয়া হয়। ডোমটি এমন একটি মেশিনের সঙ্গে সংযুক্ত থাকে যা বিশুদ্ধ অক্সিজেনের পাশাপাশি অ্যানিয়নও তৈরি করে। এই দুই উপাদান স্বক সতেজ রাখে। স্বকে নতুন কোষ উৎপাদন করতে, ব্যাকটেরিয়া ধ্বংস করতে, পিএইচ স্তরের ভারসাম্য বজায় রাখতে, বার্ধক্যের ছাপ কমাতে, স্বকের ক্ষতিগ্রস্ত কোষগুলি নিরাময় করতে এই উপাদানগুলি কাজে আসে। ও টু ডার্ম ফেশিয়াল কোলাজেন উৎপাদন বৃদ্ধি করতে সাহায্য করে, স্বককে ডিটক্সিফাই করে, স্বক ময়শ্চারাইজ করে এবং স্বকের আর্দ্রতা বাড়ায়। স্বক মোলায়েম করতে ও চটজলদি জেল্লা আনতে, সূর্যের ক্ষতি থেকে স্বককে বাঁচাতে এই মেডি ফেশিয়াল করাতেই পারেন।

গোল্ড টোনিং উইথ হলিউড স্পেকট্রা

স্বকে প্রদাহজনিত সমস্যা দূর করতে এই ড্রিটমেন্টটি দারুণ কাজে আসে। এই ড্রিটমেন্টের ফলে স্বকের উন্মুক্ত রক্তগুলির (ওপেন পোরস) আকার ছোট করতে সাহায্য করে, স্বকের জেল্লাও বাড়িয়ে তোলে। এই ড্রিটমেন্টের ফলে স্বকে কোলাজেন উৎপাদন বৃদ্ধি পায় ফলে স্বক টানটান দেখায়। স্বকের দাগ-ছোপ দূর করতেও এই ড্রিটমেন্টটি দারুণ উপকারী। হলিউড স্পেকট্রা ডিভাইস ব্যবহার করে গোল্ড টোনিং ড্রিটমেন্টের করানো হয়, যার মাধ্যমে মেলাসমা, হাইপারপিগমেন্টেশন, পিগমেন্টেড ক্ষত, ব্রণের দাগ

এবং অস্ত্রোপচার পরবর্তী দাগগুলির করার জন্য এই ড্রিটমেন্টটি করানো যেতে পারে।

হাইড্রা ফেশিয়াল

এই ফেশিয়ালে বিশেষ ভ্যাকুয়াম যন্ত্রের সাহায্যে রোমকুপের ভিতর থেকে মৃত কোষগুলিকে নিষ্কাশন করা হয়। স্বকের মৃত কোষ দূর করতে, চটজলদি জেল্লা আনতে, স্বক আর্দ্র রাখতে এই ফেশিয়াল বেশ উপকারী। ব্ল্যাকহেডস দূর করে স্বককে মসৃণ রাখে।

এ ছাড়াও স্বকে জেল্লা আনার জন্য স্বকে কেমিকাল পিলিং, স্কিন বুস্টিং, লেজার থেরাপি করানো যায়। ৫,০০০ টাকা থেকে মেডিফেশিয়াল শুরু হয়।

Read - <https://enroute.gen.in/news/detailed/30>

Defeating Odds to Study, Village Girl Runs Her Own EdTech Startup Today



Since she was a young girl, Indore-based Neha Mujawdiya has loved that her birthday coincides with International Women's Day.

“They used to air television specials on inspiring women and even back then, I knew I wanted to be one of them someday. When I was in Class 3, we were asked what we wanted to be when we grew up, and I was the only student to excitedly raise my hand. I wanted to become as big an engineer as my paternal uncle — he used to evoke an altogether different level of respect whenever he visited our village from Indore,” she recalls.

A native of Melkheda in Madhya Pradesh’s Mandsaur district, Neha used to travel for 8 km every day to study at the nearest high school in Shamgarh.

“We only had one primary school in our village and most parents stopped their daughters’ education after Class 8. They used to say, ‘Ladki hee toh hai, kya karegi padhkar? Aagey jaake chulha-chauka karna hai’ (They’re girls, why do they need to study more? They only have to manage the kitchen eventually). I, too, couldn’t become an engineer because my high school didn’t offer us Math. But I was determined to continue my studies, and decided to opt for arts instead,” she says.

Following her graduation in 2008, Neha not only became the first girl from her village to pursue higher education with a BA degree in Economics from Ujjain’s Vikram University but also paved the way for thousands of students to access quality education with her startup, TutorCabin.

Offering classes for students from nursery through Class 12, college and preparing for various competitive exams, TutorCabin has successfully catered to the tuitioning needs of 85,890 students across the country since its inception in 2018.

“After four years of researching the problems that students and their parents deal with, I realised that each one of them requires a different approach to give their academic best. It’s only when a child gets a good education that they can serve at a good designation, and

contribute towards the country’s development. At TutorCabin, we wanted to offer a space that not only helps them clear their concepts but also find a way to make it interesting and interactive for them by way of education,” Neha tells The Better India.

“While most edtech platforms in India follow the NCERT pattern, we offer courses in all education boards across separate batches. We also focus on regional languages so that students have an easier time understanding the topics they might struggle with otherwise,” she adds.

Although TutorCabin presently offers home tutoring in Indore, Bhopal and some nearby cities in the state, its online learning services are operational across the country’s Tier-2, Tier-3 and Tier-4 cities. Classes are conducted on an hourly basis and cost between Rs 50 and Rs 800, she adds.

‘Carving My Own Identity’

It was sometime in 2009 that Neha managed to convince her parents to let her go to Indore, for a year, to explore her academic options. She had her heart set on pursuing an MBA, but soon realised that she was only in turn for more challenges.

“I discovered I wasn’t even eligible for admission because I didn’t come from a commerce background. After some convincing on my part, a lot of hard work and qualifying for two preliminary exams, I spent the next year-and-a-half pursuing an ACA (Associated Chartered Accountant) course while also preparing for an MBA,” she recalls.

Even as she managed to finally crack the Common Entrance Test (CAT), the deadline she’d been given by her parents had crossed its completion and served as a gruesome reminder of the reality she’d worked hard to leave behind.

Noting how it’s not uncommon for girls in her village to get married as soon as they turn of

age, she shares, “My parents knew that their child was different and could do great in her life, but they were also bound by societal pressure. After they had decided to send me to Indore, they had to continually deal with the small-town mentality. People kept criticising them over their decision of sending their daughter off to live alone in a big city, and asked what they were trying to prove.”

“They requested me to come home, suggesting that I could do something in our village itself, but I didn’t want to. I explained how I’d scored even higher than the MBA candidates who’d taken coaching for two years, and that I deserved a shot at carving my own identity. And so, they allowed me to,” she adds.

It was then that Neha decided to begin her journey of attaining financial independence. For the next two years, while she pursued her MBA degree in finance from Indore’s Christian Eminent College, she also started providing home tuitions to children in the city.

“As a student from the Hindi-medium background, I faced my fair share of issues, but I worked on my language skills on my time. It wasn’t always easy; I used to cry to myself and study as late as 3:30 am every night. But I knew I couldn’t go back and this was the time I could work towards bettering society. Eventually, I made enough progress to be able to land a job at a coaching institute,” she says.

“It was here that I realised that despite parents paying high amounts of money to tuition centres to ensure personal attention for their children, they still didn’t have access to quality education. All this while, I thought I had struggled because my village didn’t have adequate resources, but it was the same situation in the city. I made up my mind to do something about easing out the problem,” she says.

Overcoming the Gaps

By the time Neha graduated in late 2013, she had begun maintaining a record of her own

students’ academic troubles and envisioned how she could address the gaps in the Indian education system at the grassroots level. She landed her first big break in February 2016, when her independent project on TutorCabin was selected at the SURGE Summit in Bengaluru — the first Indian edition of the international tech conference.

“I received a lot of attention from the media but declined to give any interviews because my parents still didn’t know about my plans, and I didn’t know they’d react if they would. The second round of the conference was to be held in Lisbon, but I didn’t even have a passport back then. I decided to focus on launching TutorCabin in India. A week before the conference, the website development had already begun,” she explains.

The same year, Neha also started enrolling tutors for the portal, beginning with a team of 15 members. “Some of them were tutors I already knew from my coaching circles. I was upfront about not being able to pay them well in the beginning and advised them to not leave their full-time profiles, but they were enthusiastic about coming on board anyway. I also posted recruitment advertisements in newspapers and ended up interviewing 180 people, selecting only six of them,” she says, adding that TutorCabin now has more than 1,500 tutors across the country.

“It was only in October 2018, that we launched full-fledged operations with offline home tutoring sessions for about 20 students in Indore. But within four months, their parents could see how their children’s performances had already improved and began recommending us to others. Before you know it, we had started receiving multiple enquiries from Bhopal and decided to launch our services there. Our biggest USP is that we’ve never needed any marketing and always relied on word-of-mouth publicity,” she shares with pride.

In early 2019, Neha launched a separate vertical for spoken English classes on TutorCabin on a

paid basis. A few months down the line, however, it was converted into a free-of-cost facility.

“One can’t deny the importance of speaking fluent English in both academic and professional circles. Several students would like to improve their skills but can’t afford to, and I wanted to do my bit towards helping them. Owing to my struggles, I feel emotionally connected to the subject [and don’t want them to miss out on opportunities],” she says, adding that as many as 2,500 students have benefitted from this initiative.

While the COVID-19 pandemic undeniably brought forth a host of problems for most, Neha says that it helped in popularising her startup further. As the student community learnt to acquaint themselves with an online education system, TutorCabin’s services proved to be a handy tool to aid their studies, she says.

“At TutorCabin, we also have a separate login portal for parents so they can keep track of their children’s progress. In case students don’t log in to their scheduled class, their parents are notified of the same within five minutes,” she says.

“We also decided to provide free classes to school children who lost their parents to COVID-19 pandemic,” she says, adding that 155 such children are presently associated with TutorCabin.

Earlier this year, TutorCabin was recognised as the top 60 startups by Kuberans House, a reputed platform for entrepreneurs in the country to showcase their work. It has also been recognised as the ‘best edutech startup’ by the Indian Institute of Management, Bangalore.

Neha may have begun her entrepreneurial journey with a sum of Rs 25,000, but TutorCabins recorded a turnover of Rs 22 lakh during the last fiscal year. It has already recorded double the amount this year, she says.

“But the part that makes me the happiest is that we’re being able to provide affordable quality education to all parts of the country. Our services have even reached my village. The same people who used to criticise my parents now consult them for their children’s education, including their daughters. They are proud of me,” she beams.

Read - <https://enroute.gen.in/news/detailed/32>

রূপে পরশ লাগুক নিখুঁত সৌন্দর্যের



Deboshri Banik featured in an renowned bengali magazine Sananda in an article on Medi Facial.

Read - <https://enroute.gen.in/news/detailed/34>

স্বাস্থ্য সৌন্দর্যের দায়িত্বে “ইমেজ ক্লিনিক”

Deboshri Banik Interview during her launch of new flagship centre in Kolkata on 17th Feb 2024.

Read - <https://enroute.gen.in/news/detailed/36>

Neha Mujawdia founder of TutorCabin in an Business Expo in Ujjain

Founder of TutorCabin discusses Madhya Pradesh's growth with Bansal News and BS tv. Learn how our initiatives contribute to the state's development.

Read - <https://enroute.gen.in/news/detailed/37>

Article from Neha Mujawdia

Neha Mujawdia was honoured to write an article for Rajasthan Patrika of 20 Jan 2024 - Page 16.



Read - <https://enroute.gen.in/news/detailed/35>

Ankur Warikoo says sheer luck helped him succeed in life, urges

followers to recognize their privilege



Sometimes, success is not dependent on variables such as determination, perseverance, or even talent. Having one or all of the three virtues does not sadly guarantee that you will reach the pinnacle of success.

Entrepreneur, author, and motivation coach Ankur Warikoo admitted that his success had an element of luck. Taking to X (formerly Twitter), Warikoo stated that his gender, appearance, and family all played a vital role in his success. He also urged his followers to acknowledge the importance of luck and good fortune when it comes to attaining prosperity.

“5 lucky things that I believe defined 99% of where I am in life today. I was born a male. I was born fair-skinned. I was born to parents who went to college. I was sent to an English medium school. I was raised in a big city (Delhi). It would be pompous af for me to think that it's my hard work, grit, discipline, or anything like that, that played a major role in getting me to where I am in life today. The truth is - I am privileged.

He went on to add that luck may not be measurable, but it is very much tangible. “I was born into a very small tight funnel that set me up for a lot of things in life that millions of people will never get to see. They work far

harder than I ever will. And a lot of them are far smarter than I will ever be. I just got lucky. Luck is a fascinating concept. Just because we can't measure it we tend to undervalue it. Or worse, try to think that we can make our luck..." he wrote.

He ended the note, with a plea that we should recognise our luck, and embrace it humbly.

Read - <https://enroute.gen.in/news/detailed/40>

How Mark Zuckerberg shaped up a multi billionaire company?

An article by Shouvik Sarkar is published in the media platform - The Print. View the whole article by using this below link.



Read - <https://enroute.gen.in/news/detailed/41>

शेतकऱ्यांचं लेकरु जागतिक कीर्तीच्या फोर्ब्स मासिकात झळकलं, बुलडाण्याच्या राजू केंद्रेची मोठी झेप

बुलडाणा: फोर्ब्स मॅगझिननं नुकतेच प्रसिद्ध केलेल्या यादीत बुलडाणा (Buldana) जिल्ह्यातील लोणार तालुक्यातल्या पिंप्री खंदारे येथील शेतकरी कुटुंबातल्या राजू केंद्रे (Raju Kendre) चे

नाव आलं आहे. सध्या राजू केंद्रे सातासमुद्रापार म्हणजेच लंडन मध्ये चेवनिंग स्कॉलरशिप वर SOAS युनिव्हर्सिटीस ऑफ लंडनमध्ये डेव्हलपमेंट स्टडीज शिकतोय. फेब्रुवारी 2022 मध्ये प्रसिद्ध झालेल्या फोर्ब्सच्या (Forbes) यादीत फोर्ब्स 30 अंडर 30 मध्ये त्याचा समावेश आहे. एवढेच नव्हे तर फोर्ब्स ने त्याच्यावर एक स्टोरी सुद्धा प्रसिद्ध केलीय. यामुळे या शेतकरी पुत्राचं बुलडाणा जिल्ह्यासह राज्यात कौतुक होत आहे. फोर्ब्स इंडियाच्या यादीत नाव आल्यावर राजू केंद्रे वर एक स्टोरी सुद्धा प्रसिद्ध झाली असून लवकरच ऑनलाईन यादी ही प्रसिद्ध होईल. शिक्षणाचा गंध ही नसलेल्या गावाचा उंबरठा ओलांडत मजल दर मजल करत संकटावर मात करत लोणार सरोवराच्या भूमीतून राजू केंद्रेनं झेप घेतली.



एकलव्य इंडियाच्या माध्यमातून काम लंडनच्या विद्यापीठात शिवेनिंग शिष्यवृत्ती साठी निवड होण्याचे भाग्य राजू केंद्रे ला मिळालं आहे. आई -वडील जरी शेतकरी असले तरीही शिक्षणाच्या प्रवाहात अनेकांना आणायचे काम राजू केंद्रे यांनी केले आहे. राजू हा एकलव्य इंडियाच्या माध्यमातून करिअर विषयी मार्गदर्शन ही करतो. शिक्षणाच्या पारंपरिक चौकटी ओलांडून ग्रामिण विद्यार्थ्यांमध्ये नवा

दृष्टिकोन आणि आत्मविश्वास निर्माण करणायचा प्रयत्न ही करत असतो.

अनेक राजू तयार व्हावेत
राजूच्या घरची परिस्थिती तशी जेमतेम आहे.
त्याचे आई - वडील शेतकरी असून त्यांचा
राहणीमान अगदी साधं आहे. मात्र, आपल्या
दोन्ही मुलांवर चांगले संस्कार या शेतकरी
दाम्पत्यांनी केलेत. त्यामुळे राजू आज छोट्याशा
गावातून लंडनला गेला आणि आता फोर्ब्सच्या
यादीत झळकला. राजूच्या आई वडिलांना
मुलाच्या यशाचा सार्थ अभिमान आहे. शिवाय
आमच्या राजू सारखे अनेक राजू तयार व्हावेत
अशी इच्छाही त्यांनी व्यक्त केलीय.

Read - <https://enroute.gen.in/news/detailed/42>

Reporter Direct: Lok Sabha election in Delhi and Haryana

Getting idea on the election of Delhi one day prior to the date from Sourav Roy, media reporter of The Print.

Read - <https://enroute.gen.in/news/detailed/44>

This is what great leadership looks like in the digital age

Digital leadership is about empowering others to lead and creating self-organized teams that optimise their day-to-day operations. Leadership is no longer hierarchical – it needs participation, involvement and contribution from everyone.

But why is digital leadership important? Today, leaders need to deal with unprecedented

changes and an unpredictable and challenging future due to the Fourth Industrial Revolution. This revolution is driven by the advent of new technologies. In such a world, leadership will play a bigger role than ever. Leaders will have to create and show the way forward amid transitions, disruptions, chaos and ambiguity.

Research by McKinsey shows that emerging digital ecosystems could account for more than \$60 trillion in revenue by 2025. The role of digital leaders will be prominent as they will need to steer, design and build systems that create an inclusive future for everyone. Here, we look at strategies to create leadership at all levels.

Build participation and accountability

The digital economy is driven by rapid ongoing developments. Leaders cannot take ownership of everything. A leader cannot know it all, and the top-down approach is no longer sustainable.

Leaders need to empower their teams to work with autonomy and freedom, and to take decisions. Organisations need to create leaders at all levels by building participation and accountability. They need to learn from people working on the ground, take inputs and trust them. Every member of the team should be encouraged to contribute ideas, insights and knowledge for achieving shared goals.



Leaders need to build an environment where people take ownership of things and are accountable. When people care about the tasks they are performing, and work with their heart and soul, great things are possible.

Leaders need to empower their teams to work with autonomy and freedom.

Provide direction, clarity and purpose

The digital world is not about technology, but people. As our day-to-day lives are increasingly immersed in technology, it is easy to lose perspective on things that matter. Leadership needs to communicate with purpose and provide direction. Leaders need to create a compelling vision, and communicate with clarity so that everyone understands what the team is trying to achieve and why.

Great leaders have the ability to decipher complexity and present simple steps towards achieving a task. Leadership also needs to be vigilant, and to create a long-term sustainable value proposition for all stakeholders.

Leaders need to energize everyone and inspire them with an inclusive vision. People achieve great things when they are driven by a strong purpose and find work meaningful. When people know the why, they figure out the how.

Empower people to experiment, innovate and execute

The average age of an S&P company was 33 years in 1964. This was reduced to 24 years by 2016, and is expected to shrink to 12 years by 2027. There are forces of creative destruction at play, and leaders need to be on the top of their game to survive and thrive.

The paradox of leadership lies in staying focused on the present, while also visualizing the future and creating a roadmap to reach it. Innovation is the way to remain immune to creative destruction and disruptions. Leaders need to drive innovation and experimentation, and to continuously evolve to meet dynamic needs.

When organizations create a culture of learning, failures and experiments lead to inventions and innovations. Creating leadership at all levels

provides the support required for teams to iterate their way to success.

Building bridges and finding solutions

Technology has shattered the barriers and reduced the distances between industries, societies and places. The world is more interconnected than ever. Leaders who understand the value of diversity, inclusion and open-mindedness can navigate the challenges of technological disruptions.

Digital leadership requires adaptability to handle pressure and constant changes.

The way that traditional industries operate is undergoing rapid transformation. The rise of the sharing economy, online marketplaces and digital platforms for ride-sharing, hotel booking and peer-to-peer lending means that teams need to remain open to new opportunities on the horizon.

Leaders need understanding of various business functions, industries and technologies to conceptualize the right solutions for new situations. New industries will emerge from innovations and technological developments. It will be important for teams to be open-minded and tap into new avenues for growth outside their comfort zones.

Agile teams and quick decision-making

The speed at which you do things can be the difference between success and failure in the digital economy. Leaders need a mechanism to make their teams more agile, to deal with sudden changes and challenge the status quo.

Digital leadership requires adaptability to handle pressure and constant changes, and to take decisions with agility. The projects you're working on can lose significance very quickly through no fault of your own. In these moments of uncertainty, experts should be trusted to resurrect things, pivot the organization and show the way forward.

Constant evolution and reskilling

The inertia of past success can be crippling for the future. Leaders need nimbleness to adapt and equip their teams with skills for the future. Innovations and disruptive technology will have a significant bearing on workforces, processes, companies and industries.

The World Economic Forum's 2018 Future of Jobs report suggests that, by 2022, no less than 54% of all employees will require significant re- and upskilling. Of these, about 35% are expected to require additional training of up to six months, while 9% will require reskilling lasting 6-12 months and 10% will require additional skills training of more than a year.

The digital leadership will need to address the skill gaps, prepare themselves and their teams to face the future by creating an environment of lifelong learning. With the adoption of new technology and solutions, new professions, skills and industries will emerge.

The challenges ahead

The World Bank's 2019 report The Changing Nature of Work contains an interesting observation: IKEA, the Swedish furniture retail giant founded, took 30 years after its founding in 1943 before it started expanding in Europe. It reported revenue of \$42 billion after seven decades. However, the Chinese ecommerce giant Alibaba reached 1 million users in just two years. It accumulated more than 9 million online merchants and annual sales of \$700 billion in 15 years using digital technologies.

Disruptions in the digital world occur at a phenomenal rate. They have the power to impact the way entire industries operate. All actors, from regulators to policy-makers, governments and digital leaders, need to proactively analyse the risks involved and come up with solutions for mitigating them.

Last year, there were stories about Facebook's security breaches, privacy policies and data sharing. Millions of users were exposed and serious concerns were raised about the soft underbelly of the digital economy. This is just the sort of issue that digital leadership needs to tackle head-on.

Leaders need to create systems that ensure transparency, a thorough audit of processes and the highest ethical standards. Dealing with personal data, privacy of individuals and corporate information requires enforcement of stringent compliance and transparency.

In a world driven by devices and technology, how you lead people will make the critical difference. Leaders in this new age need to inspire, engage and lead with optimism. Technology can play a role in reduce racial, gender and economic inequalities for vast numbers of people. By empowering others to pinpoint and solve critical problems, digital leaders will have the power to shape the future of our world.

Read - <https://enroute.gen.in/news/detailed/45>

Kreyon Systems featured in Silicon Valley Open Doors

Apoorve Dubey and Kreyon Systems was interviewed and featured in Silicon Valley Open Doors in 2016.

Read - <https://enroute.gen.in/news/detailed/47>

শৌভিক সরকার বিজ্ঞান ভিত্তিক বই – “দ্য কসমস”

শৌভিক সরকার একজন প্রতিভাবান লেখক। 2019 সাল থেকে, তিনি ধীরে ধীরে সৃজনশীল অঙ্গনে নিজের জন্য একটি নাম খোদাই করেছেন।

তার প্রথম বই – “365 ডেজ অফ সারভাইভাল” একটি ইংরেজি ছোট গল্পের বই। শৌভিক বিশ্বাস করেন যে আপনার ধারণাগুলি জনসাধারণের কাছে উপস্থাপন করার জন্য লেখা একটি ভাল হাতিয়ার। তাই লিখতে শুরু করলেন।

সম্পর্কে নতুন জ্ঞান অর্জনের জন্য পছন্দ করবেন।

“দ্য কসমস” এমন একটি কাজ যা স্টিফেন হকিং, মিচিও কাকু এবং অন্যান্যদের মতো বিজ্ঞানীদের বইয়ের বক্তব্যের সাথে মিশ্রিত করা হয়েছে এবং সেই ক্ষেত্রে তার নিজের গবেষণা যা এই বইটি লেখার জন্য নেতৃত্ব দিয়েছে। কোয়ান্টাম ফিজিক্সের ব্যাকগ্রাউন্ড আছে এমন লোকদের জন্য বা এমনকি বিজ্ঞানে আগ্রহী অন্য যেকোন ব্যক্তির জন্য এটি একটি ভাল পঠন হবে। এই বইটির কপি অর্ডার করতে আপনি মুদ্রিত কপির জন্য Amazon এবং অনলাইন কপির জন্য Google Books-এ যেতে পারেন। বইটি তুলনামূলকভাবে কম খরচে পাওয়া যায় এবং বিজ্ঞান অনুরাগীদের জন্য এটি একটি ভাল পঠন। শৌভিক সরকার সত্যিই বিশ্বাস করেন যে বিজ্ঞানের এই কাজটি অনেককে বিজ্ঞান এবং কোয়ান্টাম পদার্থবিদ্যা সম্পর্কে ভাল জ্ঞান অর্জনে সহায়তা করবে। এই বইটির ভিত্তিতে ভবিষ্যতে কোনো পাঠক বিজ্ঞানে অবদান রাখতে পারলে তিনি খুশি হবেন।

Read - <https://enroute.gen.in/news/detailed/48>

Top angel investor on creating ‘Unicorn Factory’ to bring AI to VCs

CNBC’s “Power Lunch” team is joined by Kim Perell, angel investor and co-founder and CEO of 100.Co, to discuss AI, machine learning and how Unicorn Factory is bringing the tech to venture capital.

Read - <https://enroute.gen.in/news/detailed/51>

Five Ways To Be A Successful Female Entrepreneur

BengalChronicle

TUESDAY, KOLKATA 3 OCTOBER 18, 2023

Mamata accepted cheque for Covid fund from Rahman: LoP

Firecracker fair gets Army nod, environmentalists upset

NEWS

MAMATA: The leader of the ruling Trinamool Congress party, Mamata Banerjee, accepted a cheque for the Covid fund from Rahman LoP on Monday in a part of the service of the Covid fund. She was seen in a white shirt and a black skirt, looking elegant. She was accompanied by her son, Arjun Banerjee, and other family members. The cheque was handed over to her by Rahman LoP, who is the head of the Covid fund. Mamata Banerjee thanked Rahman LoP for his contribution to the Covid fund. She said that the money will be used for the purchase of medical supplies and for the treatment of Covid patients. She also said that she was proud to be part of the Covid fund and that she would continue to support the government in its efforts to fight the Covid pandemic.

NEWS

Firecracker fair: The Government of West Bengal has granted permission for the firecracker fair to be held in the state capital, Kolkata, on October 18. The fair is organized by the Kolkata Municipal Corporation and is expected to attract a large number of visitors. However, environmentalists are upset with the decision, as they believe that the fair will cause air pollution and noise. They have requested the government to cancel the fair or to take strict measures to minimize its impact on the environment. The government has responded by saying that the fair is an important part of the city's culture and that it will take all necessary precautions to ensure that it is held in a safe and environmentally friendly manner.

NEWS

Chess held at Heritage State U-13: A chess tournament for under-13 children was held at the Heritage State on October 17. The tournament was organized by the West Bengal Chess Association and was attended by a large number of young players from across the state. The tournament was held in a friendly and competitive atmosphere, with players from different schools and clubs competing for the top spots. The winners of the tournament were awarded trophies and certificates by the organizers. The tournament was a success and it is expected that it will encourage more children to take up the game of chess.

NEWS

Science-based book: A science-based book titled “The Cosmos” has been launched in Kolkata. The book is written by a team of scientists and is aimed at providing a comprehensive overview of the universe. It covers topics such as the origin of life, the evolution of the universe, and the latest discoveries in astronomy. The book is available in Bengali and is expected to be a popular read among students and science enthusiasts. The launch event was held at a local library and was attended by a large number of people. The book is available for purchase at a special price for a limited time.

NEWS

Metro stations: The Metro stations in Kolkata have become popular for branding. Many companies and organizations have sponsored the stations, displaying their logos and advertisements. This has led to a significant increase in the visibility of the Metro system and has also helped to generate revenue for the government. However, some people are concerned that the branding might distract passengers from the Metro's primary purpose of providing a fast and efficient mode of public transport. The government has responded by saying that the branding is a necessary part of the Metro's development and that it will continue to work to improve the service for its passengers.

NEWS

Turnout System: The Turnout System has been strengthened in Kolkata. The system is used to monitor the attendance of students in schools and colleges. It has been upgraded with new technology to make it more accurate and reliable. This will help the government to ensure that all students are attending school and to identify those who are not. The system is also used to monitor the attendance of employees in government offices. The government has said that the strengthened system will help to improve the efficiency of the education and public service sectors.

NEWS

Actor Dev Adhikari: Actor Dev Adhikari has shared a BTS clip of his performance in the movie “Bagha Jatin”. The clip shows him in a scene where he is fighting a large number of soldiers. He is wearing a traditional Bengali outfit and is looking very intense. The clip is very popular and has received a lot of praise from fans. Dev Adhikari has said that he was very happy to be part of the movie and that he enjoyed working with the director and the cast. He also said that he was proud to be part of the “Bagha Jatin” project and that he would continue to work hard to bring more good movies to the screen.

NEWS

Unicorn Factory: The Unicorn Factory is a venture capital firm that is focused on investing in early-stage startups. It was founded by Kim Perell and is based in Kolkata. The firm has invested in a number of successful startups, including those in the fields of artificial intelligence, machine learning, and blockchain. The Unicorn Factory is looking for more startups to invest in and is open to applications from entrepreneurs. The firm has a track record of providing startups with the funding and mentorship they need to succeed. It is a great opportunity for entrepreneurs to get the support they need to grow their businesses.

NEWS

Female Entrepreneur: Being a successful female entrepreneur is no easy feat. It requires a lot of hard work, dedication, and a strong vision. There are many challenges that female entrepreneurs face, such as gender discrimination and lack of access to capital. However, there are also many opportunities for female entrepreneurs to succeed. It is important for female entrepreneurs to have a clear plan and to be willing to take risks. They should also seek out mentors and support networks. With the right mindset and resources, female entrepreneurs can achieve their dreams and make a positive impact on the world.

NEWS

AI to VCs: Artificial intelligence (AI) is becoming increasingly important in the world of venture capital (VC). AI is being used to analyze large amounts of data and to identify potential investment opportunities. This is helping VCs to make more informed decisions and to invest in more promising startups. AI is also being used to automate many of the tasks that VCs used to do manually, such as due diligence and portfolio management. This is making the VC process more efficient and less costly. AI is a powerful tool that is changing the way that VCs operate and is helping to drive the growth of the startup ecosystem.

NEWS

Five Ways: There are five ways to be a successful female entrepreneur. First, you need to have a clear vision and a strong plan. Second, you need to be willing to take risks and to embrace failure. Third, you need to seek out mentors and support networks. Fourth, you need to be persistent and to keep working hard even when things get tough. Fifth, you need to be open to learning and to constantly improving yourself. These five ways are the key to success as a female entrepreneur. If you follow these principles, you can achieve your dreams and make a positive impact on the world.

NEWS

Power Lunch: The “Power Lunch” is a popular TV show that features interviews with successful business leaders. It is hosted by CNBC’s “Power Lunch” team and is broadcast on the CNBC network. The show provides a unique insight into the lives and minds of some of the most powerful people in the world. It is a great source of inspiration and information for anyone interested in business and entrepreneurship. The show has been a success since it first aired and is expected to continue to be a popular program for many years to come.

NEWS

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পেশাগতভাবে, তিনি একজন সফ্টওয়্যার বিকাশকারী এবং 2019 সালে এক বছরের জন্য তার নিজস্ব সফ্টওয়্যার ফার্ম ছিল। কিন্তু তার বিজ্ঞানের প্রতি গভীর আগ্রহ ছিল এবং তিনি এমন গবেষণা করেছিলেন যা তাকে তার প্রথম বৈজ্ঞানিক কাজ তৈরি করতে সাহায্য করেছে যা সম্প্রতি “দ্য কসমস” নামে প্রকাশিত হয়েছে। “The Cosmos” হল কোয়ান্টাম পদার্থবিদ্যা সম্পর্কিত একটি বৈজ্ঞানিক বই এবং এতে কোয়ান্টাম পদার্থবিদ্যার উপর অনেক নতুন বিজ্ঞান সম্পর্কিত বিষয় রয়েছে। শৌভিক বিশ্বাস করেন যে দর্শকরা এই বইটি পড়তে এবং বিজ্ঞান

According to World Economic Forum's (WEF) latest Global Gender Gap Report, a systemic lack of access to capital, credit, land, or financial products prevent women from starting a company. This only adds to another perpetual factor impeding female entrepreneurship—lack of care infrastructures.

The WEF concludes that women spend at least twice as much time on care and voluntary work in every country where data is available. Global markets are missing out on a substantial economic and social growth potential. It is striking to know that, in the U.K. alone, up to \$350 billion of economic value could have been created if female entrepreneurs started and developed new businesses at the same rate as men.

Robyn Matarazzo, a CEO, commented, “Despite women feeling more overworked and anxious over the last 12 months of the pandemic and twice as likely to sacrifice their career to be caregivers, female-founded startups have doubled, and the Fortune 500 has more female CEOs than ever before.” She believes that this shows that women are key to post-pandemic recovery, which were crucial for businesses before the pandemic. Matarazzo continues, “With children now remotely learning from home, women have shown they not only thrive in caregiving, but also in teaching their children and time management.”

Consequently, with so many losing their jobs, women have stepped up even higher in today's climate to create longevity in the workplace by creating their businesses, teaching themselves to survive and support their families at the most trying time in the world.

Erin Williams, founder of The Modern Day Living Magazine, agrees, suggesting, “there are still so many female entrepreneurs out there now that we don't hear about due to their lack of confidence and fear.” She continues, “for me, being a female entrepreneur means being a leader, a creator, looking straight ahead and not worrying about what people are saying around

me because nowadays we have so many amazing female business owners out there that just go for it, create and risk.” Consequently, Williams believes more and more women are becoming entrepreneurs and business owners because we, as women, can see a space for success and growth in many different industries.

That said, there are systemic obstacles to starting a business for female entrepreneurs. However, the bleak picture does not improve for women even after taking the plunge and starting a business, says Selin Kudret, an assistant professor at Kingston Business School. Evidence from various economies and samples consistently shows that gender remains a significant predictor – inequitably skewed against women – for access to financial and social capital, and hence positions of power, regardless of the competence and self-efficacy levels of the women entrepreneurs. Studies also clearly demonstrate that the prescribed gender roles and related gender stereotype-based threat to women perpetuate the disadvantages experienced by female entrepreneurs. These factors amount to, what Kudret calls, gender tax, and we observe its inevitable reflections on the scale and success of businesses established and led by female entrepreneurs because enterprises founded by men are more likely to reach greater scales than those of their female counterparts.

Kudret makes several evidence-based suggestions to overturn the gender tax on female entrepreneurship, and other areas where women's merit-based economic productivity and participation are undermined by gender disparity in societies. We must first bring implicit gender biases to individuals' conscious awareness so that individuals, and hence societies, develop equitable gender expectations, she continues. As entrepreneurship usually starts in families, awareness against gender stereotypes and inequalities should be developed from a very young age through social and curricular learning.

Another suggestion is to initiate formal, objective, and merit-based business structures where leadership qualifications relevant to the business are emphasized so that people are actively reminded to ignore the factors irrelevant to the company—including gender.

Her third suggestion is to develop education programs to be taught from early ages to increase entrepreneurship and leadership abilities and, importantly, identity. These programs contribute to the development of self-efficacy and entrepreneurial identity; both are crucial to help women develop psychological and social capital to start and lead their businesses and navigate obstacles on the way, according to Kim Perell, a CEO.

Have a Clear Vision: Successful entrepreneurs have a crystal-clear vision of what they want to achieve. They can see the world not how it is today, but how it could be, and work relentlessly to achieve it. So have a clear vision of what they want to achieve; a North Star to maintain focus when you face setbacks, distractions, or roadblocks. Perell believes vision helps keep you on track to achieve your short- and long-term goals; without a clear vision, you do not know what goals to set or what actions to take; and by setting a clear vision, entrepreneurs can hire and motivate a team, inspire potential investors, and attract new clients.

Identify a Big Market Opportunity & Apply Your Passion: As an early-stage investor, Perell looked at companies where she could add value and bring her expertise. “I have over 20 years of experience using technology to increase the chances of a company's success, so for me, that is an area I know and am passionate about and will continue to build on”. She advises looking for big markets that are ripe for disruption and don't shy away from embracing new technology; from the eye of an investor, it can become a real turnoff when people value their company too high without any data to back it up. So, ask yourself, “what is the actual

addressable market and what percentage does the company think they can capture over time?”

Take Calculated Risks: Entrepreneurship always involves a high amount of risk. Since you can't predict or prepare for all outcomes, you have to learn to make informed decisions using incomplete information. It is critical that female entrepreneurs do the same, suggests Perell. She stresses that launching a business takes patience. No matter how good a founder you are, you need to be prepared for at least a minimum of five years to get an exit. It takes time to build great companies - there is no overnight success. As a result, it is essential to understand your company's financials. Make sure to have cash on hand, outline growth projections, solidify your path to profitability, spot and manage monthly burn rates, and lastly, stay on top of how much capital will be needed in the future and when. You will never be 100% confident, so make your most calculated bet.



Be Confident in Yourself and Your Idea: Perell believes fear can take over and make you second guess your ideas, particularly for women in a room full of men, but push forward anyway! She follows Colin Powell's '40-70 Rule': You only need 40% to 70% of the information to decide. You need enough information to make an informed decision but not so much that you risk seizing the opportunity. Collect 40 to 70 percent of available facts and data, then go with your gut! Great companies take time to build, advises Perell, so do not let the roller coaster ride of entrepreneurship or the opinions of others steal

your energy or dreams. “Resilience is a muscle, so start training for setbacks now. One thing I do to build my resilience muscle is practice getting rejected,” says Perell. She even practices being told “no” to remind herself that rejection is far scarier in your mind than it is.

Focus on Results: Perell advises 'DWYSYWD,' Do what you say you will do. Focus on building a good business with sound financials and a good team. Once you do that, doors will open. That said, it is easy to get lost in the ideas, but an entrepreneur needs to focus on the results. So Perell suggests setting big goals for you and your team and celebrating when you achieve them. “I am always working towards the next big milestone on the way to achieving my vision,” she says. The most significant single determining factor of your success will be the people you surround yourself with. This includes your team, your advisors, your board, and your partners. So make it a point to spend time and cultivate relationships with people who challenge, motivate, inspire, and support you, as well as give you essential feedback. And lastly, look for mentorships and opportunities to learn and interact with peers and executives.

Read - <https://enroute.gen.in/news/detailed/52>

How Women Entrepreneurs Can Use Execution for Startup Success

Women are making huge strides in the workplace. Although only 7 percent of the 2,005 founders receiving funding, as described by the 2016 Who Gets Venture Capital Funding report, were female, many are trying to make up for lost time. The internet has created massive opportunities that shove gender bias aside, by empowering and enabling all entrepreneurs (especially the female segment) to do what they're passionate about. The sharing economy, the freelance "gig" economy, the

emergence of "solopreneurs": this is the future. But women have to act on it.

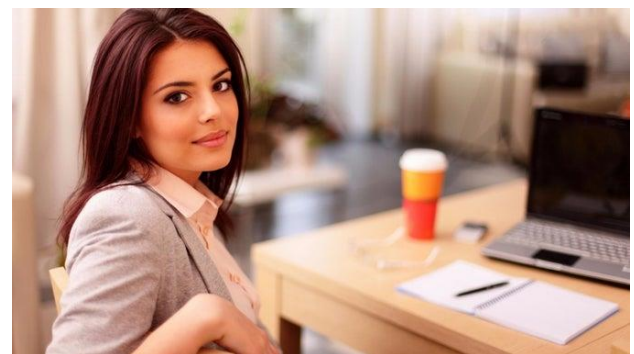
In that regard, I've found that, as a female entrepreneur, I have a particular skill that has helped me overcome gender bias and act on these opportunities: execution.

Throughout 15 years as a female founder, investor in more than 60 startups and CEO, I've learned that execution is the one skill every entrepreneur has to master to be successful. Here's how you can master it, too:

1. Set goals to maintain your focus.

When the going gets tough, focus on a specific goal for motivation. Visualization is one powerful tool that works here. Before I sold my business in 2014, I wrote down my sales-date goal and some ideas on who would acquire us, and taped it to my bathroom mirror.

More than nine months later, the deal closed, and I sold my company for \$235 million. Not everyone uses a note on a mirror, but people like Jim Carrey and the late Muhammad Ali have been famous proponents of visualization. The National Association of Insurance and Financial Advisors has noted that 82 percent of small business owners who use visual goal-setting tools from the outset of their businesses achieve more than half of those initial goals.



Other evidence exists that writing goals down works: Cartoonist Scott Adams repeatedly wrote his career goal down 15 consecutive times a day for months until he reached it. And to-do list trends, like that of keeping a bullet

journal (using paper and pen instead of online tools) are gaining steam among those who find visualizing their workloads helpful. Notebook company Moleskine, whose products are used for bullet journals, is bringing in profits double what the company saw just five years ago.

2. Embrace sacrifice and rejection.

Success comes only if the idea is worth suffering for. Entrepreneurs work extreme hours and spend huge swaths of their finances just to get their ideas off the ground. Sara Blakely, founder of Spanx, faced rejection after rejection when she started her company, but after two years of talking to department store customers, saw her business take off. She's now a billionaire.

According to Gallup, 45 percent of women questioned in one survey said they would like to hold an upper-management position, but getting there is hard work. So, figure out which passion is worth sacrificing for. After setting simple, clearly defined goals, start making moves.

Take one action, no matter how small. Once the ball is rolling, you'll find it easier to reach the ultimate goal.

Related: Why Women Entrepreneurs Have a Harder Time Finding Funding

3. Turn hardships into opportunities for resilience.

Any successful person knows success is built on failure. She (or he) can ramble off a dozen times things that just didn't go her way. Steven Spielberg, for example, failed to get into his preferred film school -- twice. Even Bill Gates's first company was a flop. What defines entrepreneurs is their persistence and ability to dust themselves off and keep going. Here, it turns out that women may have a slight edge on the resiliency that men lack: Research has found that the higher levels of estrogen in the female brain make it better able to deal with chronic stress.

The first year I started my own company, we couldn't afford an automated backup system for our database of clients; one weekend, the entire database got erased. I was mortified but eventually recovered all the missing data from every one of our clients and invested in a backup plan.

Women also tend to be more humble about their achievements: NPR reported on a research collaboration between professors from the University of North Carolina and the Wharton School at the University of Pennsylvania. The research estimated that if women had the same level of confidence as men, the number of projects they would launch after an initial failure would increase by 33 percent.

4. Form relationships that demand your best.

Never underestimate the potential of being around someone who demands your very best. The late motivational speaker Jim Rohn said: "You are the average of the five people you spend the most time with." So, invest in people and relationships that offer motivation, inspiration, productive challenge and support.

Spend time with positive people who are hard-working, inquisitive and able to dream big. These are the people who give entrepreneurs the push necessary to stay on target. In fact, the Carnegie Institute of Technology found that 85 percent of the success of an average person who's "made it" in terms of monetary success is owing to his or her people skills. Only 15 percent can be attributed to technical skills.

As women strive to gain more funding and start their own businesses, execution is what separates the dreamers from the doers. Being a woman shouldn't determine whether a startup succeeds or fails: Use these skills to set goals, overcome stereotypes and succeed.

The Side Hustle Accelerator program developed by our VIP expert Kim Perell is full of amazing content including a hand-picked directory of 100+ Side Hustles you can start today! This step-by-step program was built for

anyone ready to start their side hustle. Get started today and take advantage of this huge discount.

Read - <https://enroute.gen.in/news/detailed/53>

শৌভিক সরকার বিজনেট তৈরি করেছেন – একটি নতুন নেটওয়ার্কিং প্ল্যাটফর্ম



শৌভিক সরকার বিজনেট তৈরি করেছেন – একটি নতুন নেটওয়ার্কিং প্ল্যাটফর্ম

একটি নেটওয়ার্কিং প্ল্যাটফর্ম নতুন করে তৈরি করেছে কলকাতার একজন সফটওয়্যার ইঞ্জিনিয়ার শৌভিক। প্ল্যাটফর্মটির নাম BIZNET। ধারণাটি প্রায় 12 বছর আগে ফেসবুক থেকে অনুপ্রাণিত হয়েছিল। প্ল্যাটফর্মটি পর্যায়ক্রমে তৈরি করা হচ্ছে।

প্রথম পর্যায়টি সম্পন্ন হয়েছে এবং এতে একটি নেটওয়ার্কিং কমিউনিটি প্ল্যাটফর্মের সমস্ত মৌলিক বৈশিষ্ট্য রয়েছে। বর্তমানে এটি ইন্টারনেটে পাওয়া যায়।

BIZNET-এর ব্যবসার জন্য আরেকটি সাইট রয়েছে যারা একটি বৈধ ব্যবসায়িক পরিচয় প্রদান করে নিবন্ধন করতে পারে। পোর্টালটি চাকরি এবং বিজ্ঞাপন পোস্ট করার জন্য।

দ্বিতীয় পর্যায়ে আরও বৈশিষ্ট্য যুক্ত করার পরিকল্পনা করা হয়েছে যার মধ্যে রয়েছে বিভিন্ন সাধারণ অনলাইন কার্যক্রমের জন্য একটি টুলসেট এবং কিছু বিপণন সরঞ্জাম যোগ করা। কিছু লোক বর্তমানে এই প্ল্যাটফর্মটি ব্যবহার করছে। শৌভিক যিনি BIZNET এর বিকাশ করেছিলেন, তিনিও কয়েক বছর আগে একজন উদ্যোক্তা ছিলেন এবং সবসময় এই প্ল্যাটফর্মটিকে একটি মুনাকা ভিত্তিক প্ল্যাটফর্ম করার পরিকল্পনা করেন যখন এটি একটি ব্যবসায়িক নামে চালানো হয়।

আপনি যদি এই প্ল্যাটফর্মটি দেখতে চান তবে আপনি প্রদত্ত নিম্নলিখিত ওয়েব ঠিকানায় দেখতে পারেন। BIZNET বর্তমানে ব্যবহারের জন্য বিনামূল্যে।

Read - <https://enroute.gen.in/news/detailed/55>

10 Ways to Use Design Thinking for Driving Business



Running a business is quite complex. One needs to deal with constantly changing business dynamics, manage multiple stakeholders, meet ever-growing customer needs and deal with an unknown future with certainty. Design thinking is an effective tool that leaders can use to drive their organisations and connect the dots better.

The most successful companies like AirBnB, Nike, Pepsi, Google, & Apple have all embraced design thinking. These companies use design thinking to rekindle creativity, narrow down focus areas & communicate goals with clarity. Many of the companies are adopting design leadership for driving important business decisions. Here we explore some of the ways design thinking is creating an impact and helping companies in various facets of business:

Create a roadmap for the Future

Disruptions are ripe in the technology-powered world. The leaders need to keep an eye on the future and take decisive steps to forge ahead in the right direction. Design thinking is a tool that allows the leaders to visualize things clearly. It can help the leaders to create a roadmap & chart the direction for the future of their companies. The visualization of the future with simplicity and clarity is very important in the fast-changing business environment today.

Identify the Right Problem

Design Thinking is not building products or services, but more about providing the right solutions & solving real problems. It focuses on identifying the right questions & core problem that is important for the users. It involves interactions with users and deep understanding of their environment. Design thinking methodology cares deeply about finding the right problem that needs to be solved for the customer.

Team Collaboration & innovation

Design thinking focuses on brainstorming, interactions and getting everyone to contribute. This is a great way to get inputs and collectively come up with new and innovative ideas for building better products/services. It enforces team-based collaboration that puts the user at the centre. CEOs can use and encourage design thinking for getting people aligned with common goals

Deep Understanding of Customers

A deep understanding of customers is crucial for building the right solutions for them. The best products and services are built by putting the needs of their users first. The emphasis is on solving problems for the customers and not merely creating enterprise products. The solutions are built with feedback and iterations as per the needs of the users. End users are prioritized to build engaging and delightful experiences for them.

Stay ahead of Competition

Design thinking is a structured approach to finding innovative solutions. It is a solution-focused strategy that puts users at the heart of products and services. The solution focus creates a strong differentiation. It helps in building better products & services that customers love to use. Apple is a great example of how they used compelling designs to build products that helped them beat their competitors.

Get more opportunities

Design thinking drives innovation & creates more opportunities for everyone to contribute effectively. This approach helps companies to also improve the usability aspects of their products/services. The adoption of the products and services is improved with simpler designs. It is an effective way to build great solutions and create more opportunities for everyone involved.

Clarity in Meetings

One of the worst time killers in the corporate world is 'meetings'. Make no mistake about it. Most of the times a lot of things are discussed, but at the end, no one has a clear picture of what needs to be done. Design thinking is a powerful tool to set the expectations straight. It can be used to run meetings effectively to get everyone on the same page. With design, thinking meetings can create synergy in the team and draw an action plan for everyone to follow.

Improve Customer Experience

The customer journey influences their perception of your business. The ease with which, customers can interact and get things done matters a lot. Whether they are looking to make a purchase or support issues resolved, every interaction influences your brand perception. Design thinking can be employed to create pleasant and interactive customer touch points to influence customers positively.

Launching Products & Services

The launch of your products/services is often fast-tracked using design thinking. It allows fewer surprises at the end. The customer feedback and iterations are already factored during the development phase itself. It reduces last-minute surprises and risks. The products & services are also delivered in tune with the customer needs to maximize adoption.

Design-driven companies have outperformed the S&P Index by 219% over 10 years, as per Design Management Institute. The design-led companies are winning by putting customers first. They are building solutions with a deep understanding of customers, their goals, behaviours and motivations. The CEOs and top leaders are now using design thinking to influence business decisions with great success.

Read - <https://enroute.gen.in/news/detailed/56>

অন্য সৌন্দর্যের খোঁজে

Deboshri Banik on the 6th Anniversary of Image Clinic covered by SNewz on 25th Sep.

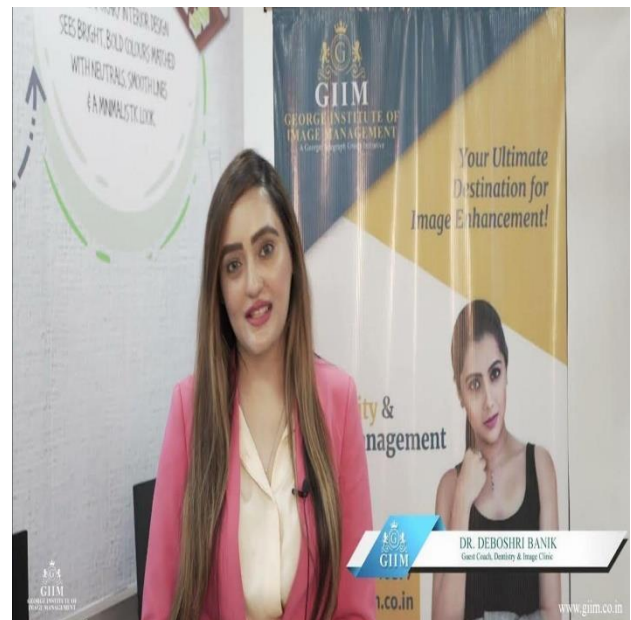
Read - <https://enroute.gen.in/news/detailed/59>

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So this concludes the news for people from field of business till November 2024. Among them the most featured person has been noticed as *Deboshri Banik*. She is owner of Image Clinic an aesthetic clinic in Kolkata. Know more about her in below section.

DEBOSHRI BANIK

Deboshri Banik is Doctor & Aesthician. She has done lots of aesthetic surgeries of celebrities and people from film industry. Besides she is the owner of Image Clinic a aesthetic clinic in Kolkata. She is passionate on her work and has helped a lot in need of aesthetics with their clinical knowledge.



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SPORTS

Here you can find news about persons from the fields of sports.

Ranji Trophy: Manoj Tiwary backs Kazi for Bengal No. 3 slot



Read - <https://enroute.gen.in/news/detailed/3>

Kazi hits unbeaten 109 as Bengal U-25 down Tripura by 6 wickets



Kazi Junaid Saifi smashed a match-winning unbeaten 109 to help Bengal Under-25 outclass Tripura by six wickets in the Col C K Nayudu Trophy clash on Wednesday.

Chasing 187 to win, Bengal went over the line comfortably scoring 189/4 in 49.1 overs at the 22 Yards, Salt Lake, Earlier, resuming the day from overnight score of 24/2, Bengal managed to add 44 runs in the morning before Kaushik Maity (31) fell to reduce the home side to 68/3.

But Kazi looked in superb touch right from the start smashing 16 boundaries in his 160-ball innings to take team closer to victory.

Although Ranjot Singh Kharia (19) fell cheaply, Abhijeet Bhagat (17 not out) stood firmly in the other end as Kazi scored freely to take team to victory in the 50th over in some style.

Read - <https://enroute.gen.in/news/detailed/4>

V.V.S. Laxman trains Bengal batsmen in an online session

Bengal cricketers Abhishek Raman and Kazi Junaid Saifi had an online training session with former India batsman VVS Laxman on Monday.



With the COVID-19 lockdown bringing sporting activities to a halt, the Cricket Association of Bengal (CAB) had decided to help out the Ranji Trophy cricketers by conducting sessions with Laxman, who is also the batting consultant for the Vision Project.

And on day one, Laxman discussed a few points to prepare the players for yet another gruelling season.

“We had sent him the video footages of all the players and after analysing them, Laxman had sessions with the players and advised them on how to go ahead,” CAB chief, Avishek Dalmiya, told Sportstar.

Bengal head coach Arun Lal and CAB’s Cricket Operations manager, Joydeep Mukherjee, were present in the video session.

This publication understands that Laxman divided the session into two halves. In the first half with Kazi, he discussed issues like positivity, pressure of U-23 cricket to senior cricket, how to deal with failures, how to transform the game powered by mental conditioning.

With Raman, however, discussions were around the “mindset, how to deal with failure despite a good start to the season, how to regain confidence, the way forward, how to control the mind and of course on how to bat for the first one hour in bowling-friendly pitches.”

“It was a good session. VVS is a thorough professional. He advised them on how to learn from the season gone by,” Lal said, making it clear that such specialised sessions will happen over the next few weeks. “VVS’ work ethics is second to none. And we have had online sessions for the past few weeks. In times like these, we have been attached to each other via digital mediums. The trainer (Sanjib Das) ensured that he monitored every move.”

Bengal reached the final of the Ranji Trophy this season, but went down to Saurashtra in the summit clash. And learning from the mistakes, the CAB wanted to start its preparations early.

“He will continue the session over the next few days with other batsmen. And once things improve, he will travel to Kolkata for a proper pre-season camp,” Dalmiya informed.

Laxman wasn’t available for a comment at the time of publishing this story.

Read - <https://enroute.gen.in/news/detailed/23>

Ranji Trophy Quarter Final: তৃতীয় ম্যাচের আগে ম্যানেজমেন্ট ছেড়ে দিয়েছে মুকেশকে। এছাড়াও তরুণ ব্যাটার কাজি জুনেইদ সাইফিকে দলে নিয়েছে বাংলা। উল্লেখ্য, গ্রুপ এ-তে শীর্ষে ছিল বাংলা শিবির।



কলকাতা: রঞ্জি ট্রফির কোয়ার্টার ফাইনালে মঙ্গলবার ঝাড়খণ্ডের বিরুদ্ধে খেলতে নামছে বাংলা। হাইভোল্টেজ ম্যাচে নামার আগে বাংলা শিবির চনমনে কারণ দলের তারকা পেসার মুকেশ কুমারকে ম্যাচে পাচ্ছে তাঁরা। নিউজিল্যান্ডের বিরুদ্ধে টি-টোয়েন্টি সিরিজের জন্য ঘোষিত ভারতীয় দলে ছিলেন মুকেশ। কিন্তু প্রথম ২ স্ল্যাচে তাঁর একাদশে জায়গা হয়নি। তৃতীয় ম্যাচের আগে ম্যানেজমেন্ট ছেড়ে দিয়েছে মুকেশকে। এছাড়াও তরুণ ব্যাটার কাজি জুনেইদ সাইফিকে দলে নিয়েছে বাংলা। উল্লেখ্য, গ্রুপ এ-তে শীর্ষে ছিল বাংলা শিবির।

যদিও বাংলার টানা ৬ ম্যাচে জয়ের দৌড় থেমেছে ওড়িশার বিরুদ্ধে। গ্রুপের শেষ ম্যাচে ড্র করেই সন্তুষ্ট থাকতে হয়েছে লক্ষ্মীরতন শূকর ছেলেদের। শেষ ৮ ম্যাচে বাংলা ৪টি জয়, ২টো ড্র ও ১টি স্ক্যাচ হেরেছে।

ঝাড়খণ্ডের বিরুদ্ধে বাংলার ২ ওপেনারের সেরা ফর্ম বাংলাকে আত্মবিশ্বাস জোগাবে। সুদীপ কুমার ঘরামিও রয়েছেন ফর্মে। এছাড়াও বাংলার ব্যাটিংয়ের মিডল অর্ডারে অনুষ্টিপ মজুমদার ও মনোজ তিওয়ারির মত অভিজ্ঞ তারকাও রয়েছেন। অলরাউন্ডার শাহবাজ আহমেদও জাতীয় দলের স্কোয়াডে ছিলেন। তিনিও ফিরছেন এই ম্যাচে।

পেস বোলিং বিভাগে আকাশ দীপের সঙ্গে এবার থাকবেন মুকেশ। এছাড়াও ঈশান পোড়েল তো রয়েইছেন। ম্যাচে নামার আগে লক্ষ্মীরতন শূকর বলছেন, "সবাই খুব উত্তেজিত হয়ে রয়েছে মাঠে নামার জন্য। আমাদের একটাই লক্ষ্য প্রথম দিনটা দুর্দান্ত শুরু করতে। তাহলে সেই বুঝে পরের দিনগুলো নিজেদের পরিকল্পনা সাজাতে পারব। প্লেয়াররা সবাই নিজেদের সেরাটা দিতে তৈরি।" ঝাড়খণ্ড গ্রুপ সি-তে রানার্স আপ হয়েছিল। তারা তিনটি ম্যাচে জিতেছিল ও ২টো ম্যাচ হেরেছিল।

Read - <https://enroute.gen.in/news/detailed/33>

Madhesh Province secures impressive five-wicket victory over defending champions APF Club

KATHMANDU: In a thrilling match at the ongoing Prime Minister Cup Men's National Cricket Tournament 2024, Madhesh Province emerged victorious, defeating the Armed Police Force (APF) Club by five wickets.

The encounter, held at the Tribhuvan University (TU) cricket ground in Kathmandu, saw Madhesh Province winning the toss and choosing to bowl first, successfully restricting the APF Club to a total of 146 runs.

In pursuit of the target, Rupesh Singh showcased an outstanding performance, contributing the highest with 72 runs, while Pawan Sarraf and Niraj Yadav added significant scores of 64 and 52 runs, respectively, for Madhesh Province.

For the APF Club, Aasif Sheikh and Rohit Poudel notched up half-centuries with 59 and 58 runs, respectively.

After their departure, Amar S Routela made a commendable contribution of 49 runs, guiding the club towards a challenging total.

The bowling prowess of Madhesh Province was evident, with Rupesh Singh and Pradip Paswan taking three wickets each, while Ranjit Kumar and Araniko Yadav secured two and one wickets, respectively.

This impressive victory for Madhesh Province showcases their strength in the ongoing tournament and sets the stage for further exciting clashes.



Read - <https://enroute.gen.in/news/detailed/50>

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So this concludes the news for people from field of sports till November 2024. Among them the most featured person has been noticed

as *Kazi Junaid Saifi*. He was captain of Bengal U-23 side and a Ranji trophy player. Know more about him in below section.

KAZI JUNAID SAIFI



Kazi Junaid Saifi is an Bengal Ranji cricketer. He has captained the Bengal U-23 side for a long time and also has been the part of Bengal senior team in Ranji matches. He is a left handed batsman emerging as a top sportsman in Bengal.

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SPIRITUAL

Here you can find news about persons from the fields of spirituality.

Saamdu Chetri at Happiness Roundtable

Dr. Saamdu Chetri was born in a rural Bhutan and has a PhD in commerce. After working in private and development sectors for 25 years, and Cabinet of the PM for five years, he then founded the Gross National Happiness Centre Bhutan and headed for five years. He has been teaching, consulting and speaking at various international and national occasions on mindfulness and Happiness, among others, in India, Czech, USA, Singapore, UK (also at the parliament), Hong Kong, Philippines, Switzerland, Denmark, Sweden, Germany, Mexico, Vietnam, Thailand, and travelled in several other countries.

He is a strong supporter of equality and empowerment. He helped the national projects formulation in the country through Swiss support in training, infrastructure, services and other practices in spiritual practices. He had interviews with BBC, ABC, ABS-CBN, CNN, and various other TVs including interviews in podcasts. There are two books to his credit, including Money and Microenterprises in Bhutan: The Land of Zorig Chug Sum Thirteen Arts and Crafts and several contributions for many books.

Happiness is within. We experience the truth of this when we are totally no longer attached to greed, aversion or delusion. We experience happiness in relation to the self with self, self with others and self with nature. These are the three divides that make us suffer on this planet. We bring sufferance to the Mother Earth

because of these divides. Today, we are walking with our open eyes to the cliff. We need to bring transformation within each one of us.

We must connect with ourselves. We live in the past and future and not in the present moment. We connect ourselves through spirituality, becoming more and more compassionate and serving others.

We must connected with other human beings. Today we do not trust our community, and there is no feeling of security and belongingness. In fact, many of us do not know our neighbors. We live in a paradoxical world. We have a huge divide between the rich and the poor. We have a huge divide between the rich and the poor - about 20% of the global population consume 77% of global production, and on the other end, 20% of global population subsist on only 2% of the global production. We connect with others by forming loving bonds which stand on four pillars: relationship, integrity, compassion and humanity (RICH) with a roof of the trust.

We must connect with nature. In truth, we are nature. Any part of the nature that we destroy, we slowly kill ourselves. We consist of 75% water and 25% genes from plants, animals and minerals that are on the planet. Knowingly, we are destroying the planet with our greed. For example, we do not need meat to live. Although the oil peak was reached between 2010 and 2014. Global warming is already triggered. We know that within another 70 to 100 years, the geography of the world will change because many areas will be under water, rendering about 200 million people homeless. Climate change is certainly becoming a big challenge for all sentient beings. We connect with nature first by understanding and experiencing ourselves as nature.

Read - <https://enroute.gen.in/news/detailed/17>

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So this concludes the news for people from field of spirituality till November 2024. Among them the most featured person has been noticed as *Saamdu Chetri*. He was earlier in Bhutan cabinet of minister. Know more about him in below section.

SAAMDU CHETRI



Saamdu Chetri, born in Bhutan is an ambassador of happiness. He was earlier in Bhutan cabinet of minister. Later he bacome Buddhist and is indulged in spiritual speakings. He had spoken with TedX, CNN and many others so far.

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FILMS

Here you can find news about persons from the fields of films.

Shraddha Shree And Shivam Ahuja emerge victorious at 'i-genious young singing stars' initiative in Mumbai



Max Life Insurance and music label Universal Music India recording.

Read - <https://enroute.gen.in/news/detailed/11>

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So this concludes the news for people from field of films till November 2024. Among them the most featured person has been noticed as *Shraddha Shree*. She is a musician and singer. Know more about her in below section.

SHRADDHA SHREE

Shraddha Shree is a musician and singer who had shows all over India and abroad.



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AUTHOR

Here you can find news about persons from the fields of writing.

Aswin Sanghi to write a new crime thriller series



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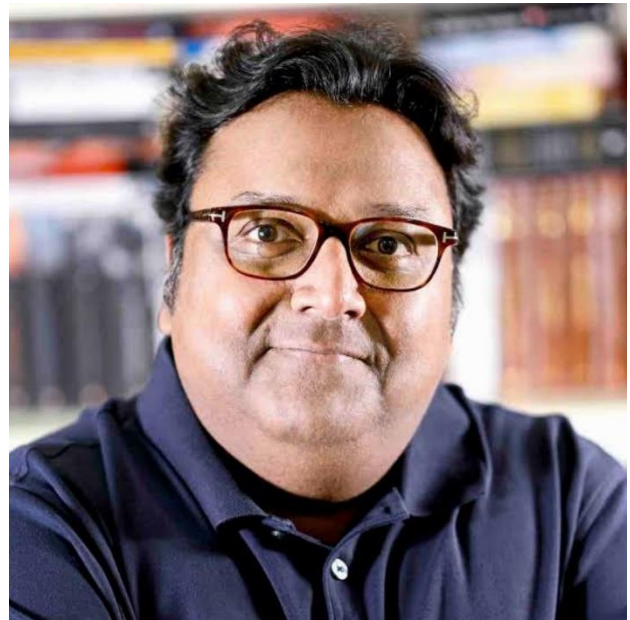
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So this concludes the news for people from field of writing till November 2024. Among them the most featured person has been noticed as *Ashwin Sanghi*. He is an Indian writer and author of the novels. Know more about him in below section.

ASHWIN SANGHI

Ashwin Sanghi (born 25 January 1969) is an Indian writer and author of the novels: *The Rozabal Line*, *Chanakya's Chant*, *The Krishna*

Key, *Sialkot Saga*, *Keepers Of The Kalachakra*, *The Vault of Vishnu* and *The Magicians of Mazda*.



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GENERAL

Here you can find news about persons from the fields of general.

Interview with Aarzoo Khurana

To photograph wildlife, one must have a deep respect for nature and the environment. For wildlife photographer, Aarzoo Khurana, it manifests as an important part of her own passion to capture the behaviours of animals out in the wilderness.

Aarzoo's incredible talents are demonstrated in a portfolio of stunning images that have been photographed in around her home country of India. Aside from documenting awe-inspiring moments, her masterful use of light and shadow bring alive the subjects of her shots.



This week, we had the honour of chatting with Aarzoo about her work, including the art of storytelling with pictures, the benefits of photographing wildlife in order to understand their lives and needs, as well as her advice for photographers hoping to get into the field of wildlife photography.

Hello Aarzoo, thank you for joining us today. First of all, could you please tell us a little bit

about yourself and your photographic journey? Where did your love for nature come from? How did you become interested in photography?

Fascinated by the camera, as I turned 10, I began pestering my father to buy me one. He finally gave in and got me the fascinating toy I had been asking for. The film camera gave way to a digital point-and-shoot, which, as time went by, was updated to a DSLR.

I began with street photography because that was the most natural place to turn the lens onto. Also, streets are always interesting and dynamic. But once I was amid the wild, my camera found home. It was on a wildlife leisure trip when I looked at the wildlife through the lens of a camera and it was a breathtaking visual, incomparable to anything I had shot before. Ever since, wildlife has been my preferred subject for photography.

But in retrospect, I feel that my fascination with animals did not begin in the wild. I used to capture domestic cats a lot for despite domestication, the wild continues to persist in them, unlike in most other domesticated animals, including dogs.

Apart from cats, I shot eagles in flight – a fascinating sight to behold. And then the baby monkeys – the cute, curious and remarkably articulate creatures in their own little-monkey ways. Those were the three best subjects that I could easily find around my place.

For low light photography, I toyed with smoke. I can't quite look back and put my finger at the precise moment when I realised that it was wildlife photography that I wanted to do principally but I think I graduated from urban non-human creatures to the wild ones, and it was more of a continuation than a switch. Once I got going with wildlife photography, I had no reason to stop.

I can only say whenever I am close to nature and behind a camera, I feel very strongly that

it's where I want to be – surrounded by nature and behind the camera recording the wild one frame at a time.

What fascinates you the most about wildlife photography?

Wildlife and photography are two different kinds of magic. Combine the two and you have an exquisite sorcery on your hands, of which you are, at least in part, a maker. What possibly could be more satisfying and humbling?

The very fact that one can capture a moment not available to naked eyes is by itself magical. Besides, wildlife is absolutely unpredictable. Every moment in the wild is unique in itself, and you get the opportunity to freeze it and record it forever.

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How do you use your photography to tell the story of a certain species, their habitat or the environment as a whole? What is it that you try to capture and what do you hope people will take away from your images?

I am a big fan of photographic story-telling, and try to capture the wild in its most natural settings because it's their story for us to tell. We cannot impose our fiction on them.

I think wildlife photographers bring the insides of the woods to the outside world. People these

days hardly have the time to appreciate nature, for life these days is more about work and social networking, and increasingly less about leisure, and even lesser about spending time in natural settings. So it's not a bad idea to bring the wild into the living rooms through the lens of a camera.

I try to bring out the most beautiful moments one can witness inside the jungle to make my viewers take in the beauty of nature, which might also make them more alive to the protection of the environment – a cause we cannot afford to ignore; not any longer, if we ever could.

Photographing wildlife can take a lot of patience. Do you work with experts in tracking to ensure that you'll be at the right place during the right time to witness particular behaviours? How much planning do you need to do in advance of a shoot?

Certainly. In the wild, one is always accompanied by a naturalist, who has a thorough understanding of the flora and fauna, and knows the jungle well. So it is a big help to have someone like that in the wild. Also, in India, you need to get a permit to enter the jungle and the vehicles that are allowed inside are limited. So we have to plan our trips about 4-5 months in advance.

Your images give us a glimpse into the secret lives of animals, with a certain quiet drama exuded in your ability to master shadow and light. Can you share with us a bit about how you came to develop your style in photography? What sorts of techniques do you use to convey atmosphere and mood?

Not “secret lives” really, for neither the animals seek to keep their lives secret, nor are their lives hidden from view as long as you know where to look. But they do want to remain undisturbed in their lives, like everybody else, including us humans, and we must respect that. What I try to do is catch a glimpse of their lives in their natural setting and record it on camera without

disturbing them for a closer and better understanding of their lives and needs. They have their ways, like we do, and their ways are not any less sophisticated than ours. They are just different because our needs – and also desires and motivations – are not exactly the same as theirs. Interestingly, they do have a sense of privacy; and while their idea of privacy may be different from ours, it's certainly there.

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Tell us about one of your most challenging assignments. How did you work through the challenges to fulfil the brief?

Since I do not take external assignments at the moment, I have never really had to deal with the challenge of having to fulfil someone else's requirements. But on each trip to the wild, the “assignment” is to bring back the wonder of the wild in all its splendour. And the key to it is patience and attention to detail. One cannot stay too far away, and cannot really go too close to disturb the animals or to expose oneself to needless risks; and what is the right distance is a challenging question a wildlife photographer has to deal with every single time he or she clicks a picture.

What is one of the most inspiring encounters that you've had whilst travelling or shooting in-field?

A couple of years back, in 2018, we were on a full-day safari in Ranthambore National Park, Rajasthan, India, which is home to a large number of big cats, including tigers. During the days, tigers get sluggish and tend to spend their time lying around, and it was no different for Noorie, a sub-adult tigress back then, who had been lying right in front of us at a safe distance by a lake for quite some time. She was slumbering and we have kept our cameras aside because there was nothing to capture.

None of us photographers realised that there had been a movement until we heard a splash.

We looked in the direction of the sound and found a Sambar deer emerging from the water, rushing towards us with Noorie after him. They were a mere six feet from us when the mighty tigress swung a claw at the deer and tore through its stomach. Finding our vehicle in the way, the deer had steered away at an angle and so had the tigress as she clawed it. We saw the bare claw cutting through the air and getting bigger as it closed in on us before landing on the deer. We felt the air moved by the dash of the animals hit our bodies as they rushed past us. It was a terrifying moment; we were in the middle of a tiger's hunt. The predatory stealth, quickness and strength of the tiger were in full display in the brief moment, and we were left staring in awe.

The impact of location-specific tourism upon nature, wildlife, culture and the environment is a discussion that often accompanies photography on social media these days. What are your thoughts on this?

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Do you run any educational photo workshops or seminars for aspiring photographers who are hoping to get into wildlife photography?

Yes, I do love teaching photography as well. For aspiring photographers, I have in-field courses and workshops, wherein they get an in-field guidance about the technical aspects of photography, after which there is a detailed mentor session on various aspects of photography, including post processing. I also conduct online courses and webinars for the people who aspire to learn but are not able to join the field workshops for some reason.

What is your advice for photographers on how they can respect nature when they are out shooting in-field?

It is important to understand that we are the aliens in the wild, for it's someone else's home and we are the intruding foreigners. Stalking or following an animal is an absolute no. Baiting, playing calls or doing anything else to attract the attention of an animal must be refrained from because it can really stress the animals and birds leading to unforeseen consequences.

I request all those who are reading this to maintain the peace of the jungle, and not take the plastic and other synthetic objects into the wild. Also, follow the basic rules such as wearing jungle friendly clothes, not eating in the park, keeping the mobile phones on silent while you are in the jungle.

With so many technological advances these days, where do you see wildlife photography heading in the future? How can people continue to capture interesting images that tell a story in a unique way?

To tell the story of an animal, one has to know the animal. So one has to put in a lot of work before one comes within the shooting distance of the animal concerned. Knowing the general behaviour of an animal or a bird goes a long way in predicting its next move with reasonable accuracy, which can not only enable one to capture a good image, but can also save one's life, if the animal or the bird is capable of inflicting serious damage, which many are.

Technology assists us a great deal in the background research as well. For instance, one could use YouTube to memorise bird calls to identify different birds by the sounds they make.

Besides, technology helps us stay connected with other photographers the world over, which gives one a fair idea of how things are being done internationally. It helps one pick what one can do best, and create a niche for oneself. Used with skill, technology can be very helpful, and can also expose one to the places one has not been to and give one new creative ideas. A person sitting in Miami can see how the Royal Bengal Tiger looks yawning amidst the golden rays of the sun in a forest in Karnataka.

Have you got any special projects planned this year? How do you see your own photography evolving in the future?

Honestly, this year doesn't look right for plans. So the only projects planned so far are webinars and things that I can do online. Things are a little too fluid at the moment to make any concrete plans.

Thank you for sharing your thoughts with us today! Do you have any final words of advice for our readers?

I think I have already said quite a lot. For parting words, I can only repeat what I have said above to lay as much emphasis as I possibly can: respect the environment and do as much as you can to preserve, protect and sustain wildlife; our existence, as well as the existence of future generations, depends upon. Climate change presents a clear and undeniable danger. We cannot afford to be complacent.

Read - <https://enroute.gen.in/news/detailed/12>

Why is Jay Shetty the go-to life coach for Hollywood?

I'm not good at sleeping. Scratch that: I am good at sleeping, just not at the times when I'm supposed to. I love the night. I'm galvanized by the moon shining in through my window, sitting at a desk in the glow of candlelight, the breeze rustling the leaves outside.



Closing my eyes before midnight is anathema to me. And still, I try. Because being a night owl in a city full of Runyon Canyon-climbing, Erewhon-shopping early birds is untenable — at least if I want to maintain my relationship, job or any semblance of a social life.

So I listen to things, podcasts or relaxing soundscapes, to try to distract from my own careening thoughts. Recently, when nothing was lulling me to slumber, I finally surrendered to the siren call of celebrity spiritual sage Jay Shetty.

Shetty, 35, is a former monk who, since moving to Hollywood five years ago, has become the town's go-to life coach. With penetrating blue-green eyes, high-end athleisure uniform and a belief that the key to happiness is uncovering the purpose that drives you, Shetty has generated a level of support that is remarkable even in an industry that has a long history of propping up self-help leaders.

Jennifer Lopez and Ben Affleck selected him to officiate their wedding last September, a year after he did the same for Lily Collins and her partner, Charlie McDowell. He's been Will Smith's private coach, spending between two

and eight hours a day with him in 2021 — pre-Oscars fiasco — studying the Bhagavad Gita. During the pandemic, Joe Jonas asked Shetty to lead a weekly meditation session for the singer and his friends — a Zoom gathering that went on for 75 sessions.

Shetty's podcast, "On Purpose," which distributor iHeartMedia says gets more than 35 million monthly downloads, has become a popular destination for industry elite. Kim Kardashian, Ari Emanuel and Lewis Hamilton have been guests this year, and in July, "Spider-Man" star Tom Holland chose to reveal on the show that he'd quit drinking after developing an alcohol addiction.

A few weeks later, President Biden invited Shetty to the White House to record an interview with him — making "On Purpose" the only podcast the head of state has ever done besides "SmartLess."

So why is everyone so obsessed with Jay Shetty?

My journey to find the answer began on that sleepless night when I opened the Calm app and selected Shetty's 32-minute "Gratitude Body Scan for Sleep." He is a major presence on the relaxation app, serving up bite-size pieces of wisdom via the Daily Jay, which promises it will take just "7 minutes every day to create your best self."

That night, however, I wasn't interested in learning about "The Benefits of Boredom" or "The Obstacle Course of Life." I just wanted to drift off into a peaceful land free of my dog's snoring. Immediately.

As the session began, Shetty reminded me how much my body does for me throughout the day. He urged me to slow down and give thanks for it.

"Feeling gratitude for the gift of this entire pulsing, beating, one-of-a-kind body," he said. "Impossibly puzzled together to create you: a

perfect tangle of humanity. Beautiful, peaceful, lovely and loved — just as you are."

Shetty's voice, as you might expect from a meditation expert, is extremely pacifying. Raised in North London, he has a British accent that is non-posh and very beguiling. His tone is soft and ethereal, his pace unhurried. I'm opening the door for you, it suggests, but I won't push you through it.

Which is probably why it actually led me to sleep. Though the message Shetty was promoting about appreciating my overworked body was lovely, it was far from original. But he projected it with a lack of judgment that, somehow, made me feel a bit more tolerant of my nightly inability to just let go.

I'm not a big fan of the self-help industry. I find it difficult to believe that any individual knows the "best" way to live. I've never purchased a book by any Oprah- endorsed authors — Phil McGraw, Marianne Williamson, Eckhart Tolle. I don't find Glennon Doyle's podcast particularly inspiring. (I know, please don't make me move out of Los Angeles.) I haven't even watched Brené Brown's famous TEDx talk.

What I have seen are the countless documentaries exposing the damage some supposed thought leaders — Bikram Choudhury, Keith Raniere, Gwen Shamblin Lara — have done to their followers. Too often, it seems, when someone seeks, and begins to accrue, followers, their power and ego grow so large that ethical boundaries get blurred if not outright ignored.

But Jay Shetty just seems so damn nice. On his podcast, he's an active listener who reaffirms even the most prosaic of insights from his guests with sincere appreciation: "That's so beautiful." "I love that you asked that." "That's a phenomenal answer." When we first meet, he's sitting inside a sound booth at a Hollywood recording studio whose decor appears to have been inspired by the

mainstream vision of Mexico — wedding blankets, skeleton sculptures, folk art masks. He has only socks on his feet and is cupping a mug of Throat Coat tea as he reads upcoming Daily Jay sessions into the microphone.

In one, he uses hiking as a metaphor. Many athletes dream of climbing the Seven Summits — the highest peak on each continent, Shetty says. But it's the second-highest mountains on each continent that are actually the most technically difficult to ascend.

"In our culture, where it's common to share our pursuits and triumphs with others — especially on social media — we can feel pressure to perform. Which ends up being, well, performative," Shetty reads.

Ben Teitelbaum, a senior editorial producer at Calm who collaborates with Shetty on his content for the app, offers a suggestion from the soundboard.

"Just wanted to spitball if we wanted to say 'feel pressure to go big,' 'to show out,' 'to impress' — or do we like 'to perform'?"

"I like 'pressure to perform,'" Shetty replies.

"OK, perfect. Let's do a pickup on the paragraph after that," Teitelbaum says. He continues to give Shetty small notes: Go for a more supportive tone, take a swig of water, put the emphasis on a different word.

"Great feedback," Shetty says, after a monotonous two hours have passed. "Great, great notes. Thank you for that. Good direction!"

Each month, Shetty spends one week recording content for Calm. Last year, he was named the company's chief purpose officer, which means he leads webinars and conversations for Calm's business partners. He devotes an additional five days to making his podcast, which releases two episodes a week — one an interview with a

guest, the other offering guidance on topics like discipline, codependency and body image.

Another week sees him on the road, doing lucrative corporate speaking gigs for companies such as Microsoft and IBM about how to find purpose in the workplace. The rest of his time is occupied by meetings with his team — he has about 50 employees worldwide — talking about all his other businesses.

There's the Jay Shetty Certification School, which has enrolled more than 3,500 prospective life coaches since its inception in March 2020. For \$6,800, students receive 120 hours of instruction — more often from Shetty's certified coaches than the man himself — with the aim to leave able to launch their own coaching careers. He also has the Genius App, a self-care tool on which, for \$39 a month, users have access to virtual workshops and meditations taught by Shetty.

Earlier this year, he co-founded his own talent agency, House of 1212, which is — according to its website, anyway — "the home for humans who move the world's conversations." He and his wife, vegan chef Radhi Devlukia, recently launched Juni, a line of sparkling tea made with "powerful adaptogens and nootropics" that I learned about because I saw a huge display in a fridge next to the checkout line at Erewhon.

He is also mulling over his third book. His first, 2020's "Think Like a Monk," was a massive hit — a No. 1 New York Times bestseller that spent 16 weeks on the list and has since sold 2.7 million copies worldwide, Shetty's team says. He followed that up with January's "8 Rules of Love," which has sold about 570,000 copies and sent him on a 32-date world promotional tour that took him from New York's Beacon Theatre to the Sydney Opera House.

All of this has made Shetty very rich. In 2021, he and Devlukia bought an \$8.4-million, 6,000-square-foot home perched at the top of the

Hollywood Hills from Balthazar Getty. He records his podcast from a studio he built in a guest house on the property, where walls of pocket doors open to views of the twinkling L.A. skyline.

It is difficult to believe that the man who lives in this kind of home — all stark modern aesthetic, with lots of marble, 90-degree angles — is a spiritual leader who, by his own account, willingly slept on the floor of an ashram in India a decade ago.

“I’m well aware that my life is a paradox,” he says. “It’s a lot for me to comprehend, let alone someone who’s not me. So I get it. But I’m as much a media personality as I am a management consultant as I am a monk. Everything I have in my life — whether it’s personal satisfaction or career success — is based on me allowing all of those things to coexist.”

It’s the day after the Calm recording, and Shetty is in another very expensive home in Encino, which is owned by his friend, Payal Kadakia. She’s the CEO of ClassPass — the app that allows users to take fitness classes at various places instead of just one gym.

Shetty did not grow up in poverty, but his terraced house in suburban London looked nothing like his modernist aerie or this Cape Cod-style mansion. His parents met through an arranged marriage in India and later moved to the United Kingdom, where Shetty’s father worked as an accountant and his mother was a financial advisor. He and his sister, Amy, were purposely given Western-sounding names because Shetty’s mother had been teased for her own when she arrived in the U.K.

Still, Shetty was one of the only Indians at his elementary school, where he says he was bullied for the color of his skin.

During his teenage years, he went through a mild rebellious phase — experimenting with substances, getting in some fights. He started

listening to rap music, writing his own rhymes; at 16, he got a tattoo on his neck of a fist holding a microphone. But by the time he graduated high school, he had matured — and abandoned his closely held ambition to pursue a career in graphic design.

“I think when you grow up in an Indian immigrant family, your parents are constantly reminding you of how hard they worked to be there,” Shetty recalls. “Life’s about working hard and doing well in school, and that has kind of always stayed as the compass.”

So he enrolled in the business school at the City, University of London, majoring in management science. His plan was to get a steady job and spend his life living just a few miles from his family.

It would only be a few weeks before his vision shifted again. As his oft-repeated story goes, a friend dragged Shetty to a talk being given by a monk, Gauranga Das. To his surprise, Shetty found himself transfixed. Dressed in his robes and speaking with a thick Indian accent, the monk appeared at ease in a room full of young Brits. He told the students that the greatest thing they could do with their lives was to use their skills in the service of others. It was a message that ran counter to everything Shetty had been taught — get a good degree, secure a well-paying job — be in service of yourself, essentially.

After the talk, Shetty approached Gauranga Das, who invited him to attend some other talks he was giving in the U.K. that week. Shetty began using his holiday breaks and summer vacations to travel to India to live with Gauranga Das in an ashram. He continued working toward his degree, securing internships at companies like Ernst & Young, but when graduation came, he felt his path was clear. “Do I want to work in the corporate world, or do I want to have a meaningful life of service and working on myself? It was a no-brainer.”

The news that Shetty was moving to India to become a monk was not greeted with enthusiasm. His friends feared he'd been brainwashed. His family thought he was wasting his education. Even Gauranga Das himself had some doubts.

"I was pretty shocked, because I thought that he was so good-looking and handsome and [had] spent his life in London. I tried to gently warn him about the pros and cons of the decision he was taking," Gauranga Das writes in an email. "I thought he [would] be convinced by my words and opt out of the idea of monkhood, but to my utter surprise he was totally determined."

In 2010, at age 22, Shetty traveled to India, shaved his head and gave up all of his earthly possessions. In each of the two monasteries where he lived — Govardhan EcoVillage and Radha Gopinath ashram — he slept on a mat in an empty room with 10-12 other men. He had a gym locker where he kept this mat, a pop-up mosquito net, a blanket, two robes and a shawl. Each morning, he awoke at 4 a.m., spent four hours meditating, and then the rest of the day in classes on ancient literature or working the chore rotation. Sometimes, he and the other monks would travel to serve and prepare meals for the underprivileged or homeless.

In 2012, Shetty accompanied Gauranga Das on a 15-day multi-city American tour speaking during which, Gauranga Das says, he became "increasingly confident" that Shetty would "spend a longer time as monk than I had imagined."

But the following year, his third in the ashram, Shetty started getting sick. He was pushing himself to complete longer periods of fasting or silent meditation. He wound up in the hospital, exhausted, his immune system shot. He realized he couldn't hack it.

"I deeply realized that I wasn't meant to be a monk. Monk life is very disciplined because you're following a sacred practice that's the same for everyone, and I had my own way," he

says, his light eyes never breaking contact with mine over the course of a 2½-hour conversation. "But I felt really embarrassed. I was like, 'Oh, crap, everyone was right. I wasn't good enough.' I was carrying around a lot of guilt and shame."

At first, Gauranga Das was surprised — but eventually he encouraged Shetty to find his own path forward.

"I must be honest that I was deeply affected by his decision to leave at that point, since I felt that he was doing great as a monk ... But I did not allow these thoughts to hamper his enthusiasm to move on," acknowledges Gauranga Das, adding that Shetty continues to return to the ashram for a yearly pilgrimage. "The practices of our tradition are not very easy to practice, even in a monastic context. But I am elated to see Jay maturely fulfilling his duties and responsibilities as a family man, being part of a regular society while balancing his personal spiritual practices."

Shetty says his time in India taught him to separate his identity from his passing emotions. And that's what he realized he could convey to others: The mind can be navigated with the right tools.

Back in London, he struggled to put this idea into practice. He landed a job in digital strategy at Accenture, helping the company's executives develop their social media presence. He also offered meditation sessions to small groups at the company, and led tiny monthly mindfulness events in the city that usually attracted no more than 10 people.

A friend suggested he'd attract more of an audience if he posted his lessons on YouTube. After he did, Accenture's human resources director shared them with Arianna Huffington, who offered him a hosting gig at the Huffington Post.

In 2016, he moved to New York and began interviewing authors on a Facebook Live show

called #FollowTheReader. The gig lasted only six months; Shetty decided to leave the company shortly after Huffington departed for her new venture, Thrive. Even so, Huffington's endorsement carried weight; by the time he moved to L.A. in 2018, Shetty had established enough of an online presence that he felt comfortable networking at Facebook and YouTube creator events.

When he launched his podcast "On Purpose" a year later, he used personal connections and targeted online persuasion to land recognizable guests. His second interview was with Russell Brand, whom he'd met in the U.K. when the two were both disciples of the spiritual teacher Radhanath Swami. Shetty booked another early guest, Novak Djokovic, after noticing the tennis star followed him on Instagram and sending him a direct message.

"I have no shame in reaching out to someone who I believe would be interesting or that I'm curious about," says Shetty, who recently booked Kendall Jenner for "On Purpose" after sliding into her DMs. That's also how he struck up a relationship with Shawn Mendes.

In 2019, the musician came across a video of Shetty's that he found inspirational. As he was about to send him an inquiry about working together, Mendes discovered a message history with Shetty; the former monk had reached out to him years prior.

"In my mind — and I'm embellishing here — it was like the DM said, 'I am ready when you are,'" Mendes remembers. "I just had this feeling of meant-to-be-ness, like he knew. I am constantly going through these waves of 'I'm sure of who I am, I'm sure of what I'm doing' and then 'I have no idea who I am, I have no idea what I'm doing.' And I just got this feeling that Jay had this very grounded energy to him — that he wasn't making things up. What he was talking about felt attainable."

The accessibility of Shetty's work has also led to some of its most vocal criticism. Shetty is

open about the fact that he pulls his teachings from ancient Hindu scriptures like the Bhagavad Gita and uses them in a modern context; one of his catchphrases is "making wisdom go viral." But this has led to detractors who accuse him of, at best, oversimplification, or at worst, spiritual plagiarism.

"My goal is to connect ancient wisdom with modern science and practical application, and in my eyes, that's what's unique about my approach," Shetty says. "There will be people who say, 'Jay, it's too basic. You oversimplify it.' But I'm OK with that because that's what I need. I would rather be considered what I am today than to try to sound smart."

For Mendes, who considers Shetty a mentor, the fact that his lessons are pulled from historical texts offers a sense of reassurance.

"There have been many times where we're talking and I share a discovery I'm having and he'll say, 'Exactly, let me read you this line from a 10,000-year-old scripture in India,'" says Mendes. "And it would be almost identical, which was reaffirming. Jay just happens to be an incredibly talented, charismatic, warm instrument for that knowledge to pass through."

But why has Shetty been able to specifically connect with so many celebrities?

Mendes cites Shetty's emphasis on discretion. Jenner, a model, echoes his sentiments: "It's really easy to tell that he's a safe space." And Jennifer Lopez and Lily Collins — who each chose Shetty to lead their respective wedding ceremonies — wax rhapsodic about him over email. Lopez calls him "a guiding light for so many of us" whose insights allow "us to tap in to who we are and to live in the NOW"; Collins says he made "time stand still during the most beautiful day" of her life.

Celebrities, of course, tend to hire and celebrate those endorsed and celebrated by their peers. Just ask Gwyneth Paltrow — who featured

Shetty at her In Goop Health conference a couple of years ago. It also doesn't hurt that Shetty's aura is so nonthreatening. Stars talk to Alex Cooper on "Call Her Daddy" if they want to show how unfiltered they can be about sex, money, fame. With Shetty, they know they won't be forced to expose their personal lives — his podcast prizes discussions about mental health over gossip, allowing them to appear open while still retaining privacy.

In other words, a publicist's dream date.

But Shetty himself does not seem particularly interested in investigating his allure to highly successful people. He brushes off the question, pointing to the non-famous who connect with him via his tour or his books or Calm. He talks about luck, good timing.

"I don't need anything from anyone," he says after some pressing. "I'm quite comfortable in my own skin. And I'm also happy to tell someone I'm a huge fan or not, and not worry about how it's perceived. And I think that that can be easier to be around."

But self-help guru to the stars? It's not a title he'll ever embrace.

"That's a title I've never given myself — one I never wanted and don't align with at all," he says, betraying the only flash of annoyance I'll witness during my time with him. "A guru is a really sacred term in the East. It's considered someone who's kind of, like, fathered you spiritually. So I don't like that — I think [the word] should be given the importance that it deserves."

I broach my skepticism of the self-help industry, which generates billions of dollars by propagating the notion that whatever ails you can be cured with the help of a bestselling author, motivational speaker or podcaster. I like that Shetty doesn't approach his work from a holier-than-thou perspective — his general vibe seems to be, This is what worked for me, and if you want to try it, cool. But the instructive

nature of some of his lessons — particularly the emphasis on numbers: "8 rules," "6 ways," "3 lessons" — seems reductive.

First, he says, it's important to differentiate the work he does as a mentor versus a coach. As a coach, he isn't trying to lead by example — he wants to help someone to achieve their individual goals. He encourages his coaching clients to work with a therapist simultaneously, because he believes therapy helps us to make sense of our past, while coaching helps us build our future.

Shetty never takes on more than six clients in one year. He charges them a high hourly rate, but says the entire fee goes to the charity of their choice. (He won't give any names, citing privacy concerns.) "I've always wanted to live in service, and I don't think a reminder to give is what people need — I think people need an actual commitment," he explains.

In his broader work, however — his books, his podcasts — Shetty is offering guidance based off his own experiences. He insists that his intention is not to suggest that his methods are the best or the only, and that he often packages his advice in numerical form simply because he thinks humans are more adept at consuming structured information. If there are eight rules and just one resonates with someone, that's fine by him.

"I want to make things digestible, accessible, relevant and practical for people so that they can actually change their lives," he says.

Part of that messaging means acknowledging his own struggles. In his interview with Holland, for instance, after the actor revealed his drinking history, Shetty was quick to share how insecure he felt in social situations after he quit drinking himself. When Biden spoke about being teased for his stutter as a kid, Shetty related that, as a boy, he'd been bullied for his weight and the color of his skin. Greg Justice, Calm's chief content officer, says that's

something that the app's users have responded to in Shetty.

"In a lot of his content, he speaks to his own challenges and failures," says Justice, noting that 80% of Daily Jay consumers are repeat listeners. "The prototypical self-help guru kind of represents themselves as coming down from on high and preserving this image of perfection. Jay is very raw and vulnerable himself, and I think that's just more relatable."

Although Shetty has referred to himself as a "former monk" since leaving the ashram a decade ago, those years remain crucial in his marketing. He says he still retains many of the tenets he learned in India. He leads a relatively disciplined life: Wakes up and goes to sleep at the same time, keeps a routine workout schedule, meditates for at least 90 minutes a day.

The mat on the floor is a thing of the past — he now sleeps on a DreamCloud mattress, a fact he mentions during an advertisement featured on many episodes of "On Purpose." But he claims he spends his newfound wealth largely on experiences: taking his family on vacations, investing in coaches and trainers to help keep him healthy. He's never said he's against making money — he just wants people to investigate the reasons behind their material desires, lest they end up wealthy and unhappy.

"When I left being a monk, I was like, 'God, I just wasted three years,' but it wasn't a waste of time. It was so useful," he says. "I get to teach, and that's what's helping people today — millions of people around the world. Every experience you have can be valuable in the future if you allow it to be. I have to allow myself to be the complex version of who I am, even if it doesn't make sense to anyone. Because it makes sense to me."

I wanted to speak with Shetty because I wanted to understand why so many people have fallen under his spell. In the process, I began to question if perhaps my curiosity rose from the

same root as his fans' adoration: Because he seems happy, and I want to be that happy. As we spoke, a small part of me wondered what it would be like to be one of Shetty's special six private clients. Could he help me fall asleep more consistently? Ease my panic attacks?

There's a reason every generation has produced its version of Shetty — spiritual figures acting outside the confines of organized religion whose goal is to bring humanity to some kind of larger truth. Yes, the game is rigged — there's a network of powerful anointers, and greed too often taints even the best of intentions. And yet so many of us continue to seek structure, connection, clarity.

If that's what Shetty is able to give certain people, then who I am to disparage it? He is meeting a need as ancient as the Bhagavad Gita. I still may not be interested in thinking like a monk, but if it helps me fall asleep, I have no problem meditating with one.

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So this concludes the news for people from field of general till November 2024. Among them the most featured person has been noticed as *Aarzo Khurana*. She is a wildlife photographer. Know more about her in below section.

AARZOO KHURANA



Aarzo Khurana from India is a wildlife photographer. She has won multiple awards including Sony for capturing amazing moments through her camera. She is inspired for capturing amazing wildlife pics.

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