



SHUCHITA TIMES

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**STRATEGIES
FOR
SUCCESS**

DECODING

**THE COMPETITIVE
ENVIRONMENT IN INDIA**



EDITORIAL



"Everything can be taken from a man but one thing: the last of the human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way."

-Viktor Frankl

Dear Friends,

Life is a journey filled with ups and downs, challenges, and unexpected turns. While we cannot control every aspect of our circumstances, we can control our mindset and choose to approach life with a positive outlook. Accept obstacles as chances for development. Consider failures as teaching opportunities rather than as obstacles in your way of growth. You can approach problems with curiosity and a will to learn if you have a growth mentality. Take a moment each day to reflect on the things you are grateful for. Focusing on the positive aspects of your life can shift your perspective and help you appreciate the abundance that surrounds you, even in difficult times.

Challenge and reframe negative thoughts. Instead of dwelling on what went wrong, focus on what you can learn from the situation and how it can contribute to your future success. Choose to spend time with people who uplift and inspire you. Positive energy is contagious, and being around optimistic individuals can have a significant impact on your own outlook. When faced with challenges, shift your focus from placing blame to finding solutions. Taking a proactive approach empowers you to overcome obstacles and move forward. Always acknowledge and celebrate your achievements, no matter how small. Recognizing your accomplishments boosts your confidence and reinforces a positive mindset, and Accept that not everything is within your control. Learn to let go of things that are beyond your influence and concentrate on what you can change. Rather than dwelling on problems, shift your attention to finding solutions. A problem-solving mindset empowers you to take constructive action. Remember, becoming positive in every situation is a journey, not a destination. It requires consistent effort and a commitment to developing habits that promote a positive mindset.

Best Wishes! *Arun Kumar*

TABLE OF CONTENTS

CONTENTS	PAGE NO.
Strategies for Success: Decoding the Competitive Environment in India	3
Commerce Quiz	6
Anxiety Disorder	6
Humanity Above Religion: Embracing Our Common Ground	7
Sudoku and Interesting Facts	12
Personality of the Month-Kavita Shukla	16
The Ass & The Load of Salt	16
Our Booksellers	18
Cynosure of the Month	21

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STRATEGIES FOR SUCCESS

DECODING THE COMPETITIVE ENVIRONMENT IN INDIA



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Navigating the intricate web of India's competitive landscape requires a multifaceted approach that takes into account the diverse factors influencing businesses across sectors. In recent years, India's economy has witnessed a remarkable transformation, propelled by technological advancements, demographic shifts, and evolving consumer preferences. This dynamic environment presents both opportunities and challenges for enterprises seeking to establish a strong foothold and achieve sustainable growth.

One of the key aspects of thriving in India's competitive marketplace is understanding the pulse of the consumer. With a population exceeding 1.3 billion and a burgeoning middle class, India offers a vast and diverse consumer base with varying needs, aspirations, and purchasing power. Successful businesses invest in market research and consumer insights to identify emerging trends, preferences, and pain points, enabling them to tailor their products and services accordingly.

Furthermore, the advent of digital technology has revolutionized the way businesses operate and interact with customers. From e-commerce platforms to social media marketing, digital channels have become indispensable tools for reaching and engaging audiences across geographies. Companies that embrace digital transformation not only enhance their market reach but also gain valuable data insights that inform strategic decision-making and drive innovation.

In addition to understanding consumer behaviour and leveraging digital tools, businesses must also stay attuned to regulatory developments and macroeconomic trends shaping the business environment. India's regulatory landscape is complex and

subject to frequent changes, requiring companies to maintain agility and compliance to avoid legal and reputational risks. Moreover, fluctuations in currency exchange rates, inflation, and government policies can impact business operations and profitability, necessitating proactive risk management strategies.

Collaboration and partnerships emerge as another strategic imperative for navigating India's competitive landscape. Whether through strategic alliances with industry peers or joint ventures with local players, partnerships offer opportunities to pool resources, share expertise, and access new markets. Furthermore, collaborations with academia, research institutions, and government bodies can foster innovation and drive industry-wide initiatives aimed at addressing common challenges and driving collective growth.

In the pursuit of success in India's competitive marketplace, businesses must also prioritize operational excellence and efficiency. Streamlining processes, optimizing supply chains, and investing in technology infrastructure can enhance productivity and reduce costs, thereby improving competitiveness and profitability. Moreover, fostering a culture of innovation and continuous improvement empowers organizations to stay ahead of the curve and seize opportunities for growth and expansion. Let's delve into some strategies that can navigate this complex landscape and pave the path for success.

Innovation as a Cornerstone:

Innovation stands as the cornerstone of success amidst the fierce competition in India's dynamic business landscape. It transcends mere product development; it encapsulates a



mindset that drives continuous improvement, adaptation, and creativity across all facets of operations. Companies that prioritize innovation not only differentiate themselves from competitors but also carve out new market niches and lead industry trends. In this fast-paced environment, staying ahead of the curve requires a relentless pursuit of new ideas and solutions. Whether it's a local startup challenging traditional norms or a multinational corporation pioneering disruptive technologies, the ability to innovate fuels growth and sustains relevance. This could involve harnessing emerging technologies such as artificial intelligence, blockchain, or Internet of Things to revolutionize processes, enhance customer experiences, or create entirely new business models. Moreover, innovation fosters resilience in the face of adversity. Companies that innovate are better equipped to navigate market disruptions, economic downturns, and regulatory changes, as they possess the agility and adaptability to pivot their strategies and offerings in response to evolving circumstances. By fostering a culture that values experimentation, risk-taking, and learning from failure, businesses can unlock the full potential of innovation as a driver of success in India's competitive landscape.

Agility and Adaptability:

In India's ever-evolving business landscape, agility and adaptability emerge as the linchpins of success. The ability to swiftly navigate shifting market conditions, evolving consumer preferences, and dynamic regulatory frameworks is imperative for businesses striving to maintain relevance and competitiveness. Market volatility is a constant in India, with fluctuations driven by factors ranging from economic reforms to geopolitical dynamics. Businesses adept at reading these market signals and pivoting their strategies accordingly can capitalize on emerging opportunities and mitigate potential risks. Whether it's adjusting product offerings to align with changing consumer trends, forging strategic partnerships to tap into new markets, or optimizing operational processes for efficiency gains, agility enables organizations to stay ahead of the curve. Moreover, the digital revolution has accelerated the pace of change, ushering in unprecedented disruptions across industries. Businesses that harness technology to enhance agility, such as adopting data analytics for real-time insights or

embracing agile methodologies for rapid product development, gain a competitive edge in today's fast-paced environment. Ultimately, agility and adaptability empower businesses to not just survive but thrive amidst uncertainty. By fostering a culture of innovation, embracing change as a constant, and proactively responding to market dynamics, companies can position themselves for sustained success in India's dynamic business ecosystem.

Building Strong Brand Equity:

In the cacophony of today's marketplace, a robust brand identity acts as a guiding light, illuminating the path for businesses to stand out amidst the clamour of competitors. Brand equity, the culmination of a brand's reputation, recognition, and perceived value, goes beyond the tangible features of products or services. It encapsulates the emotional connection forged with consumers, the trust instilled in the brand, and the loyalty inspired over time. To fortify brand equity, businesses must weave a captivating brand narrative that resonates with their target audience, articulating not just what they offer but why it matters. Consistency is key - delivering seamless and memorable customer experiences across every touchpoint reinforces the brand's promise and cultivates trust. Purpose-driven marketing initiatives further amplify brand resonance, aligning the brand with causes and values that strike a chord with consumers. By championing sustainability, social responsibility, or cultural relevance, brands transcend transactional relationships, fostering deeper connections with their audience.

Strategic Partnerships and Collaborations:

Strategic partnerships and collaborations serve as potent vehicles for growth and differentiation. By joining forces with complementary businesses, companies can harness synergies that drive innovation, enhance operational efficiency, and unlock new market opportunities. Whether it's pooling resources for research and development or tapping into each other's distribution networks, collaborative ventures enable companies to leverage strengths and mitigate weaknesses effectively. Industry associations and alliances offer platforms for knowledge exchange, advocacy, and collective action, enabling participants to address common challenges and capitalize on shared opportunities. Moreover, partnerships with government



agencies can provide access to funding, regulatory support, and market insights, further bolstering competitive advantage. In sectors like technology and healthcare, where innovation is paramount, strategic collaborations often fuel breakthrough discoveries, product development, and market penetration. Joint ventures, licensing agreements, and co-development initiatives allow companies to share risks and rewards, accelerating time-to-market and enhancing competitiveness. Moreover, in a diverse and complex market like India, partnerships can facilitate cultural adaptation, market entry strategies, and localized offerings, fostering deeper connections with customers and stakeholders.

Embracing Digital Transformation:

The mantra of "adapt or perish" has never been more relevant, particularly in India's rapidly evolving digital ecosystem. Embracing digital transformation isn't merely about keeping up with trends; it's about fundamentally reimagining how businesses operate, interact with customers, and stay competitive. The proliferation of smartphones, expanding internet penetration, and government-led initiatives such as Digital India have catalysed a seismic shift in consumer behaviour and expectations. Businesses that harness the power of technology can streamline operations, optimize supply chains, and improve efficiency across all facets of their operations. Whether it's leveraging data analytics to gain actionable insights, adopting cloud computing for scalability and flexibility, or implementing AI-driven automation for enhanced decision-making, the possibilities are boundless. Moreover, digital transformation isn't confined to internal processes; it extends to customer engagement and experience. From personalized marketing campaigns based on predictive analytics to seamless omnichannel experiences that bridge online and offline interactions, businesses can deepen customer relationships and foster loyalty in ways previously unimaginable.

Sustainable Growth and Corporate Citizenship:

Businesses face mounting pressure to not only deliver financial returns but also to

demonstrate their commitment to environmental and social responsibility. Sustainable growth and corporate citizenship have emerged as imperative pillars for companies seeking to thrive in the long term. By embracing sustainability practices, such as reducing carbon emissions, conserving natural resources, and promoting eco-friendly manufacturing processes, businesses can minimize their ecological footprint while aligning with global environmental goals. Moreover, ethical business conduct, encompassing fair labour practices, transparent supply chains, and ethical sourcing, not only fosters trust among stakeholders but also ensures equitable treatment of employees and suppliers. Companies that prioritize these principles not only enhance their reputation but also mitigate the risk of regulatory scrutiny and legal liabilities. Furthermore, corporate social responsibility (CSR) initiatives enable businesses to make meaningful contributions to the communities they operate in. Whether through philanthropic endeavours, employee volunteering programs, or education and healthcare initiatives, companies can address societal challenges while simultaneously building goodwill and strengthening stakeholder relationships.

Conclusion:

In the dynamic landscape of India's economy, success demands more than just ambition; it requires a strategic blueprint tailored to the intricacies of the competitive arena. From anticipating market shifts to embracing technological evolution, each strategy is a thread woven into the fabric of sustainable growth. By prioritizing innovation, agility, and brand integrity, businesses can not only survive but thrive amidst fierce competition. Strategic partnerships amplify reach, while digital transformation unlocks new frontiers of efficiency and engagement. Moreover, by championing sustainability and corporate citizenship, businesses not only secure their position in the market but also contribute positively to society. In this vibrant marketplace, success is not a destination, but a journey fuelled by relentless dedication to excellence and an unwavering commitment to meeting the evolving needs of consumers and stakeholders alike.



COMMERCE QUIZ

1. What is money creation bank
 - a) Central Bank
 - b) Commercial Bank
 - c) Consumer Bank
 - d) Both A & B
2. "Capitalism" refers to
 - a) The use of markets
 - b) Government ownership of capital goods
 - c) Private ownership of capital goods
 - d) Private ownership of homes & cars
3. Advertisement means
 - a) Attracting the customers toward the product
 - b) To sell goods on credit
 - c) To attract the wholesaler
 - d) To attract the retailer
4. The best form of a partnership deed is
 - a) Oral
 - b) Written
 - c) Written & registered
 - d) Registered
5. The part of deposits kept with the central bank is called
 - a) Cash reserve
 - b) Margin
 - c) Interest rate
 - d) All the above

ANXIETY DISORDER

One kind of mental illness is anxiety disorders. It is challenging to get through the day when you are anxious. Sweating and an accelerated heartbeat are among the symptoms, which also include feelings of anxiety, panic, and terror. You may also experience physical signs of anxiety, such as a pounding heart and sweating. It's normal to have some anxiety.

However, anxiety disorders are more than just occasional bouts of mild worry and trepidation. When anxiety impairs your capacity to operate, you may have an anxiety disorder.

- When anything makes you feel something, you tend to overreact.
- Your reactions to circumstances are beyond your control.
- Managing anxiety problems can make daily tasks challenging. Thankfully, anxiety problems can be effectively treated with a number of methods.

Symptoms vary depending on the type of anxiety disorder you have. General symptoms of an anxiety disorder includes: Cold or sweaty hands, Dry mouth, Heart palpitations, Nausea, Numbness, Muscle intention, Shortness of breath, above all some **Mental symptoms** includes Feeling panic, fear and uneasiness, Nightmares, Repeated thoughts or flashbacks of traumatic experiences, and Uncontrollable, obsessive thoughts. **Behavioural symptoms** includes Inability to be still and calm, and Trouble sleeping.

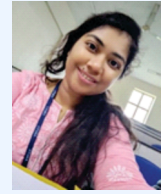
The treatment of anxiety disorders often involves a combination of therapeutic approaches, lifestyle changes, and, in some cases, medication. It's important to note that the specific treatment plan can vary based on the type and severity of the anxiety disorder, as well as individual factors. Here are common components of the treatment for anxiety disorders:



1. **Psychotherapy (Counseling)** includes Cognitive Behavioral Therapy (CBT), Exposure Therapy, and Mindfulness-Based Therapies.
2. **Medication** like Antidepressants, (Selective serotonin reuptake inhibitors (SSRIs) and serotonin-norepinephrine reuptake inhibitors (SNRIs) are commonly prescribed to treat anxiety disorders. They can help regulate neurotransmitters in the brain.) Benzodiazepines these are fast-acting medications that can provide short-term relief for acute anxiety symptoms.
3. **Lifestyle Changes** includes, Regular Exercise, Healthy diet, Adequate Sleep, along with it some stress management techniques like, Relaxations and Stress reductions techniques.

Precautions includes, Regular Exercise, Healthy Diet, Adequate Sleep, Limit Stimulants, Set Realistic Goals, Time Management, Social Support, Limit Alcohol and Substance Use, Mindfulness and Relaxation, Therapeutic Activities, Professional Help, Limit Exposure to Triggers, and Regular Check-ins.

Humanity Above Religion: Embracing Our Common Ground



Neha Singh
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Humanity is a complex and multifaceted concept that often encompasses the shared experiences, values, and essence of being human. Different authors may provide unique perspectives on humanity based on their philosophical, literary, or cultural backgrounds.

According to Mahatma Gandhi

“Humanity is about embracing nonviolence, serving others, upholding truth and morality, fostering unity in diversity, and embodying simplicity and humility in all aspects of life. His teachings continue to inspire people around the world and are considered foundational to India's cultural and ethical heritage”.

Embracing Shared Humanity: Nurturing Unity, Celebrating Diversity

1-Embracing Shared Humanity

The fundamental idea that humanity precedes religious distinctions calls for a reevaluation of our perspectives. It encourages us to focus on the values and principles that bind us together rather than the differences that set us apart. Regardless of our individual faiths, cultures, or backgrounds, we all share human experience.

Illustrating through Example:

Consider a scenario where individuals from various religious backgrounds come together for a community service project

aimed at addressing a common societal issue, such as poverty alleviation. In this collective effort, people bring their unique perspectives, beliefs, and cultural practices, yet they are united by a shared goal of making a positive impact on their community. The focus shifts from religious distinctions to a shared commitment to compassion, empathy, and the well-being of their fellow human beings.

In this example, participants may come from different faiths—Christianity, Islam, Hinduism, Buddhism, or others. Despite the theological disparities, the common thread of humanity is woven through their actions. The act of helping those in need becomes a shared experience that transcends religious boundaries. The individuals involved may learn from each other's cultural practices, gain new perspectives, and, most importantly, develop a deep understanding of the common struggles and aspirations that define the human experience.

2-Unity in Diversity

Our world is a tapestry of diverse cultures, languages, and traditions, each contributing to the richness of the human experience. Embracing the belief that humanity came first invites us to celebrate this diversity rather than letting it become a source of division. By recognizing the beauty in our differences, we create a more inclusive and harmonious global



community.

Illustration through Example:

Imagine a multinational corporation that values and integrates diversity into its organizational culture. Employees from various cultural backgrounds, speaking different languages and following distinct traditions, work collaboratively towards a shared mission. The company acknowledges that the collective strength of its workforce lies in the amalgamation of diverse perspectives and skills.

In this setting, employees celebrate cultural festivals together, share traditional cuisines during communal lunches, and actively participate in cross-cultural training programs. Rather than seeing diversity as a challenge, the organization recognizes it as a source of innovation and creativity. Employees learn to appreciate the richness that each cultural thread brings to the overall fabric of the workplace.

Through such initiatives, the company not only creates an environment that nurtures unity in diversity but also reaps the benefits of varied viewpoints. The workforce becomes a microcosm of the global community, where individuals from different cultures work in harmony, drawing strength from their differences rather than letting them become sources of division.

This example illustrates how embracing the belief that humanity comes first allows for the celebration of diversity in a corporate context. By recognizing and appreciating the beauty in cultural distinctions, the organization establishes itself as a model for an inclusive and harmonious community that values and benefits from the unique contributions of each individual.

3-Common Human Struggles

When we prioritize our shared humanity, we acknowledge that every individual faces common challenges, joys, and sorrows. Basic human needs such as love, compassion, and understanding transcend religious boundaries. In times of crisis or celebration, our shared experiences remind us that we are all interconnected, irrespective of our religious affiliations.

Illustration through Example:

Consider a volunteer initiative where individuals from different religious backgrounds come together to provide aid in the aftermath of a natural disaster. In such a scenario, the shared goal of assisting those in need becomes the focal point, overshadowing religious differences. Volunteers may be Hindus, Muslims, Christians, Buddhists, or adhere to other faiths, yet their actions speak a universal language of compassion and solidarity.

During this collaborative effort, participants witness the devastation caused by the disaster and the human suffering that follows. Regardless of their individual religious beliefs, the shared experience of witnessing pain and loss fosters a deep sense of empathy among the volunteers. They come to understand that the people they are helping, irrespective of their faith, share the same fundamental human experience of vulnerability and the need for support.

In times of crisis, the shared humanity of both the volunteers and the recipients becomes a unifying force. The focus shifts from religious distinctions to the universal human emotions of grief, resilience, and the desire for a better tomorrow. This shared experience not only creates a sense of interconnectedness among the



diverse group of volunteers but also establishes a bridge of understanding between them and the affected communities.

Through such collective efforts, individuals recognize that the core struggles and triumphs of human existence are common to all. By prioritizing our shared humanity in times of crisis, we affirm that compassion and support are not limited by religious affiliations but are essential threads woven into the fabric of the human experience. In these moments, the unity arising from shared struggles becomes a testament to the strength of our interconnectedness as a global community.

4-A Call for Unity

In a world facing various challenges – from social inequality to environmental issues – prioritizing our shared humanity becomes a unifying force. By recognizing our common roots, we can work together to address global concerns and strive for a more equitable and sustainable future.

Illustration through Example:

Consider a global initiative aimed at combating climate change, where representatives from countries with diverse socioeconomic backgrounds and cultures unite under the shared goal of environmental preservation. Nations, regardless of their religious affiliations, recognize the urgent need to address the

impacts of climate change on vulnerable communities worldwide.

In this collaborative effort, governments, non-governmental organizations, and citizens come together to formulate and implement sustainable practices. They share technological innovations, scientific research, and resources to mitigate the effects of climate change. The emphasis is on fostering a sense of shared responsibility, transcending political and religious differences to prioritize the well-being of the planet and its inhabitants.

Through this united front against a common global challenge, the initiative not only addresses environmental issues but also becomes a testament to the strength of humanity working collectively. The shared understanding that the consequences of environmental degradation affect all nations underscores the interconnectedness of our world.

In this example, the call for unity is answered through collaborative endeavors that extend beyond national, cultural, and religious boundaries. By recognizing the shared humanity that binds us, nations contribute to a more equitable and sustainable future. The collective actions of diverse communities illustrate that prioritizing our common roots can lead to impactful solutions for challenges that affect the entire global community.



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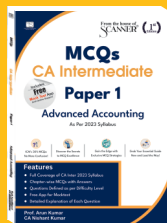
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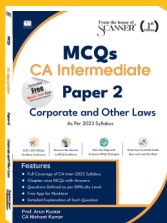
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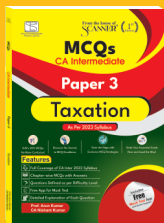
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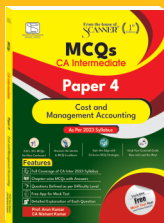
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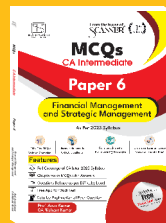
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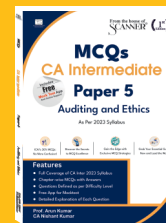
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SOLVE THE PUZZLE

	5	3	2		7			8
6		1	5					2
2			9	1	3			5
7	1	4	6	9	2			
	2							6
			4	5	1	2	9	7
	6		3	2	5			9
1					6	3		4
8			1		9	6	7	

9	5	3	2	6	7	1	4	8
6	7	1	5	8	4	9	3	2
2	4	8	9	1	3	7	5	6
7	1	4	6	9	2	5	8	3
5	2	9	7	3	8	4	6	1
3	8	6	4	5	1	2	9	7
4	6	7	3	2	5	8	1	9
1	9	5	8	7	6	3	2	4
8	3	2	1	4	9	6	7	5

**Answer
of the Previous
puzzle**

Complete the Grid so that every row, column, and every 3 x 3 box contains the digits 1 to 9. Solve the puzzle by logic and reasoning alone, there is no maths involved,

AND

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INTERESTING FACTS ABOUT AYODHYA MANDIR

Fact 1: There are three floors in the temple, each standing twenty feet high. The temple's overall dimensions are 235 feet wide by 360 feet long.

Fact 2: The Ram Temple, which is constructed on 57,400 square feet of land, would be the largest temple in India.

Fact 3: The three storeys of the temple are each 20 feet high. Its overall dimensions are 161 feet high, 235 feet wide, and 360 feet long. The three-floor section was constructed with ceremonies and events that may occur there in mind.

Fact 4: The temple's numerous columns support its sturdy structure. 160 are located on the bottom floor, 132 on the upper level, and 74 on the lower level. These columns contribute to the general stability of the temple in addition to offering support.

Fact 5: The foundation of Ram temple has been built with sacred soil from 2587 religious places including Jhansi, Bithoori, Haldi Ghati, Yamunotri, and the Golden Temple.

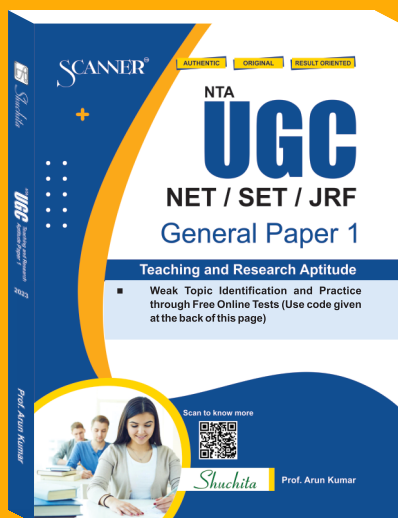
Fact 6: The main temple is made from Bansi Paharpur Pink Sandstone from Rajasthan's Bharatpur district. Use of granite stones make the structure tough and strong.

Fact 7: A time capsule with a copper plate engraved with details on the Ram temple and Lord Ram is buried 2000 feet below the temple. The goal is to protect the temple's specifics and identity for upcoming generations.

Fact 8: The bricks that have been used in the construction have inscription of 'Sri Ram'. This draws a symbolism with the construction of Ram Setu.

Fact 9: The fastest train in India, the Shatabdi Express, travels at a top speed of 150 kilometers per hour. On the contrary, with a speed of 10 km/h, the Mettupalayam Ooty Nilgiri passenger train is the slowest train in India. The slowness is attributed to the fact that it runs through hilly terrain.

Fact 10: The Ramsevakpuram premises, overseen by the Vishwa Hindu Parishad chapter in Ayodhya, include eight stone fragments that were originally brought there to construct an idol of Lord Ram. The stones, which draw Ram worshippers, are currently housed beneath a tin shed and are from different nations and regions of India.



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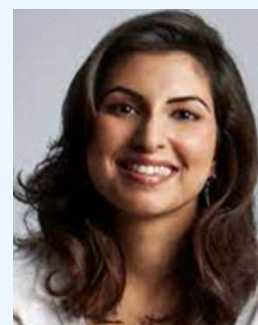


KAVITA SHUKLA

Kavita is the Founder & CEO of The FRESHGLOW Co. and the inventor of FRESHPAPER, a simple innovation taking on the massive global challenge of food waste. Her story of simple beginnings, belief, and empowerment was the subject of a short film by Hollywood director Bryce Dallas Howard. Having just completed her high school education, she was well on her way to a successful career in science and invention, already holding two patents and starting her own business. Shukla's parents were Indian, and they immigrated to the US when she was a small child. She was born in Germany. The graduate of Harvard University went to Ellicott City, Maryland, for high school. She invented a lab safety mechanism for bottles containing dangerous materials when she was just 13 years old. She gave the invention a patent and called it the "Smart Lid." It was also around that time that she developed an interest in the possible applications of fenugreek, an Indian herb, for food preservation and antibacterial purposes.

At the age of twelve, Shukla inadvertently drank tainted water while visiting her relatives in India. "Take this and you'll be fine," her grandmother said, whipping up a homemade cocktail with ground fenugreek seeds for her to ingest. Shukla took the powder despite her skepticism and did not get sick. When she returned home to the United States, Shukla began conducting her own experiments with fenugreek, exploring its antibacterial and antifungal properties. Through her research, she found that fenugreek could not only remove toxic substances from aqueous solutions but could also inhibit bacterial and fungal growth. She wondered if this discovery could be applied to food preservation, and had an idea to develop a packaging

paper using fenugreek that might better preserve and protect items from bacteria and fungi. Shukla was onto something: she observed that food wrapped in fenugreek-treated paper lasts four to six weeks longer than food protected by traditional wrapping. It is also natural, non-toxic, biodegradable and easily produced in large quantities, making it ideal for



developing countries and developed nations alike. She obtained a patent for her fenugreek-treated paper in the spring of 2002. She holds four patents and is a recipient of the biennial INDEX Design to Improve Life Award – the world's largest prize for design. Today, FRESHPAPER is used by farmers and families across the globe, and The FRESHGLOW Co. has partnered with some of the largest retailers in the world. Her work has been featured by The New York Times, The Washington Post, Vogue, Oprah Magazine, Glamour, The Today Show, and CNN.

Kavita has been honored at Variety's Power of Women and featured as one of Fast Company's "7 Entrepreneurs Changing the World." She has also been named to the Forbes "30 under 30" list and TIME Magazine's "5 Most Innovative Women in Food." Kavita serves on the Board of Directors of the International Housewares Association, and was appointed Commissioner on the CSIS Trade Commission on Affirming American Leadership. She holds a BA from Harvard University.

THE ASS & THE LOAD OF SALT

A Merchant, driving his Ass homeward from the seashore with a heavy load of salt, came to a river crossed by a shallow ford. They had crossed this river many times before without accident, but this time the Ass slipped and fell when halfway over. And when the Merchant at last got him to his feet, much of the salt had melted away. Delighted to find how much lighter his burden had become, the Ass finished the journey very gayly.

Next day the Merchant went for another load of salt. On the way home the Ass, remembering what had happened at the ford, purposely let himself fall into the water, and again got rid of most of his burden.

The angry Merchant immediately turned about and

drove the Ass back to the seashore, where he loaded him with two great baskets of sponges. At the ford the Ass again tumbled over; but when he had

scrambled to his feet, it was a very disconsolate Ass that dragged himself homeward under a load ten times heavier than before.

Moral: The same measures will not suit all circumstances.



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Warm regards,
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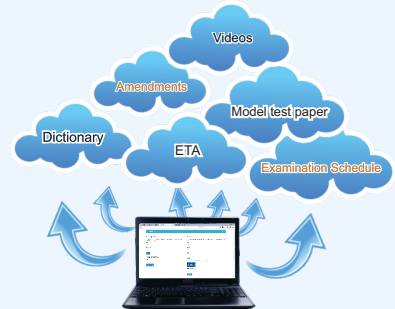
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CYNOSURE OF THE MONTH

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- 1. How do you feel after passing CA Inter Examination?**
Completely new journey begins preparation. Articleship and feeling of seniority by being a CA Inter.
- 2. What all has contributed to this success?**
Success is a result of combination of factors including targets, focus and planning but self confidence is must.
- 3. What challenges did you face during your preparation?**
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 2. Eagerness to complete syllabus on time.
 3. Dilemma of material to use.
- 4. How could you cope up with them? How did your coaching/teacher(s) help you?**
Planning and practicing to all concepts in each chapter, syllabus.
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- 6. Your view about Scanner?**
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