



# SHUCHITA TIMES

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## STRIKING IRON

CHALLENGES AND OPPORTUNITIES  
FOR ASPIRING BODYBUILDERS IN INDIA'S  
EVOLVING FITNESS LANDSCAPE



# EDITORIAL



*"No regrets ... just lessons. No worries ... just acceptance. No expectations ... just gratitude. Life is too short."*  
-Jesse Joseph

Dear Friends,

In a world where time seems to slip through our fingers like sand, the adage "life is too short to live" resonates profoundly, urging us to embrace each moment with intentionality, purpose, and zest. This statement, "Life is Too Short to Live" encapsulates a poignant truth that compels us to reflect on the significance of our existence and the ways we choose to navigate the intricate tapestry of life. Time is an elusive resource that never stops. It exhorts us to take advantage of chances, value connections, follow our passions, and relish moments that add flavor to our path. It pushes us to take huge risks in the pursuit of our goals and to escape the chains of habit, fear, and hesitancy. This mantra serves as a wake-up call, urging us to prioritize moments over material possessions, experiences over possessions, and connections over fleeting indulgences. It prompts us to shed the burden of regret, to forgive, to mend relationships, and to embrace each day as an opportunity for growth and renewal. Accepting the idea that life is too brief inspires us to venture beyond our comfort zones, discover undiscovered facets of our potential, and make significant contributions to the world. It's important to understand, though, that adopting this mindset does not entail running all the time or packing every minute with activity. Finding a balance in the midst of life's chaos is setting aside time for reflection, calm, and thankfulness. Essentially, realizing that life is too short to live downplays how important it is to live life true to yourself, follow your passions with all of your heart, build relationships, make a difference in the world, and treasure every moment of life. Let us, therefore, embark on this journey with a sense of purpose, mindful of the brevity of life, and committed to making each day count. Let us celebrate the beauty of existence, embrace its impermanence, and craft a life that reflects our deepest values and aspirations.

Best Wishes! *Arun Kumar*

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# STRIKING IRON:

## CHALLENGES AND OPPORTUNITIES FOR ASPIRING BODYBUILDERS IN INDIA'S EVOLVING FITNESS LANDSCAPE



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The fitness industry encompasses a wide range of businesses, services, and products aimed at promoting physical fitness, health, and overall well-being. It includes various sectors that cater to individuals seeking to improve their physical condition, lead healthier lifestyles, and achieve specific fitness goals. The industry comprises:

**1-Gyms and Fitness Centers:** These facilities provide access to workout equipment, group fitness classes, personal training sessions, and often additional amenities like pools, saunas, and spas.

**2-Personal Training and Coaching:** Certified trainers and coaches offer personalized fitness plans, guidance, and motivation to help individuals achieve their fitness goals.

**3-Nutrition and Diet Services:** Nutritionists, dieticians, and specialized meal plans cater to the dietary needs of individuals, often focusing on weight management, muscle gain, and overall health.

**4-Fitness Technology and Wearables:** This sector includes fitness apps, wearable devices (like fitness trackers), and tech-enabled equipment designed to monitor and improve physical activity.

**5-Sports Apparel and Equipment:** Companies manufacturing and selling workout clothing, shoes, and fitness equipment cater to the needs of fitness enthusiasts and athletes.

**6-Wellness and Holistic Health Services:** Beyond physical fitness, this sector covers

mental health, meditation, yoga, alternative therapies, and overall well-being.

**7-Fitness Events and Competitions:** This includes fitness expos, marathons, bodybuilding competitions, and other events that promote fitness, attract participants, and showcase new products and trends.

**8-Online Fitness Platforms:** Websites, apps, and social media platforms offering virtual workout sessions, training programs, nutritional advice, and community support for fitness enthusiasts.

### Pros and cons in fitness industry:

#### Pros:

- **Health Benefits:** Encourages people to lead healthier lifestyles, promoting physical well-being and reducing the risk of various diseases
- **Innovation and Technology:** Constantly evolving with new equipment, apps, and techniques, making fitness more accessible and personalized.
- **Job Opportunities:** Creates numerous job opportunities for trainers, instructors, nutritionists, and researchers.
- **Community and Support:** Fosters a sense of community and support, especially in group workouts or fitness classes.
- **Positive Mental Health:** Exercise is known to release endorphins, reducing stress, anxiety, and improving overall mental health.
- **Inspiration and Motivation:** The industry



often showcases success stories that inspire others to adopt healthier lifestyles.

**Cons:**

- **Over-commercialization:** Some companies prioritize profit over client well-being, leading to aggressive marketing of products or programs that may not be effective or safe.
- **Unrealistic Body Standards:** Promotes unrealistic body ideals, potentially leading to body image issues and unhealthy behaviors in some individuals.
- **Cost:** Gym memberships, personal trainers, and specialized equipment can be expensive, limiting access to certain demographics.
- **Misinformation:** With the abundance of fitness information available, there's also a lot of misinformation, leading to confusion and potentially harmful practices.
- **Injuries and Overtraining:** Pushing too hard or improper form can lead to injuries, and the pressure to achieve certain fitness goals might lead to overtraining.
- **Industry Saturation:** Over saturation of products, services, and influencers can make it challenging to discern what is genuinely effective and beneficial.

**Challenges:**

- **Lack of Infrastructure:** In many areas, there's a shortage of well equipped gyms and facilities catering specifically to bodybuilding. Access to quality equipment and training spaces can be limited
- **Nutritional Knowledge and Access:** Understanding proper nutrition for bodybuilding and having access to appropriate supplements and specialized diets can be challenging, especially in remote areas
- **Financial Constraints:** Bodybuilding often requires a significant investment in terms of gym memberships,

supplements, specialized diets, and sometimes professional coaching. Financial constraints can hinder progress for aspiring bodybuilders

- **Competition and Recognition:** The competition in bodybuilding is fierce. Gaining recognition and establishing oneself in a field with many talented individuals can be difficult.
- **Stigma and Misconceptions:** There might still be social stigmas or misconceptions surrounding bodybuilding, with some viewing it negatively or associating it with drug use.

**Opportunities:**

- **Rising Interest in Fitness:** With the increasing interest in fitness and wellness, there's a larger audience and market for bodybuilding. This can lead to more opportunities for trainers, coaches, and influencers.
- **Access to Information:** The internet and social media provide access to a wealth of information, training tips, and motivational content, aiding aspiring bodybuilders in learning and growing.
- **Emerging Platforms and Events:** The rise of fitness expos, Competitions, and online platforms dedicated to fitness provides avenues for exposure, networking, and showcasing skills Corporate Sponsorship and Brand
- **Collaborations:** Successful bodybuilders often attract sponsorships from fitness brands, supplement companies, and apparel lines, creating opportunities for financial support and exposure.
- **Education and Training:** As the fitness industry grows, so do educational opportunities. Courses, certifications, and workshops related to bodybuilding and fitness are becoming more accessible.

Navigating these challenges while leveraging

the available opportunities is crucial for aspiring bodybuilders in India. Building a strong support system, staying updated with industry trends, and continuously honing skills can greatly impact their success in the field.

Bodybuilding in India has indeed gained significant traction in recent years. With the increasing interest in fitness and wellness, the bodybuilding and fitness industry in India has seen substantial growth. Several factors contribute to this surge, including:

- **Rising Health Awareness:** There's a growing consciousness about health and fitness among people in India. Many are embracing fitness as a lifestyle choice, leading to an increased interest in activities like bodybuilding.
- **Influence of Media and Celebrities:** Celebrities, athletes, and social media influencers often promote fitness and bodybuilding, inspiring many to take up these activities.
- **Fitness Culture Expansion:** The fitness industry as a whole has expanded in India, with more gyms, fitness centers, and trainers available across the country. This accessibility encourages individuals to pursue bodybuilding and fitness goals.
- **Nutritional Awareness:** People are becoming more aware of the importance

of nutrition in achieving fitness goals. This awareness has led to a surge in demand for supplements, specialized diets, and nutrition-related services.

- **Competitions and Events:** Bodybuilding competitions and events are gaining popularity in India. These events not only provide a platform for enthusiasts to showcase their skills but also encourage others to participate and follow suit.

### Conclusion

The fitness industry is dynamic and constantly evolving, driven by factors like changing consumer preferences, technological advancements, trends in health and wellness, and the increasing awareness of the importance of leading an active lifestyle. It's a multifaceted industry that caters to a broad spectrum of individuals with diverse fitness goals and preferences. Balancing these aspects is crucial in understanding the impact and role of the fitness industry in society. It's a dynamic field that has a significant influence on people's lives, both positively and negatively. Overall, bodybuilding has emerged as an increasingly popular activity in India, with a growing number of individuals embracing it as a means to achieve better health, physique, and personal growth.





## COMMERCE QUIZ

1. Entrepot is a
  - a) The mutual exchange of services or goods between international regions and borders
  - b) Bring goods from an external source
  - c) A commodity conveyed from one country or region to another for purposes of trade
  - d) The import of goods and re-export to a third party without having to pay Customs Duty
2. Which type of business has several branches situated in different areas of the city or different parts of the country
  - a) Mail Order Trading House
  - b) Co-Operative Store
  - c) Hire Purchase System
  - d) Multiple Shop
3. Who is responsible for holding back the goods when prices of a product fall and then selling the products when the prices rise
  - a) Retailer
  - b) Wholesaler
  - c) Manufacturer
  - d) Agent
4. Who is responsible for the communication between the seller and the buyer
  - a) Mercantile Agent
  - b) Broker
  - c) Commission Agent
  - d) Retailer
5. Which type of business acts as a universal supplier for various types of goods
  - a) Departmental Store / Co-operative Store
  - b) Retail Shop Owner
  - c) Hawkers
  - d) Vendors

## DIZZINESS

The word "dizziness" can refer to a variety of feelings, including being lightheaded, dizzy, weak, or unstable. Vertigo is a type of dizziness that gives you the impression that you or your surroundings are moving or spinning. One of the more frequent causes of adult healthcare visits is dizziness. Constant or recurrent episodes of vertigo can have a major negative impact on your life. However, dizziness seldom indicates a serious illness..

**Symptoms includes,** A false sense of motion or spinning (vertigo), Lightheadedness or feeling faint, Unsteadiness or a loss of balance, and A feeling of floating, wooziness or heavy-headedness. Moving your head, getting up, or walking around may cause or exacerbate these emotions. You might feel sick along with your dizziness, or it could come on suddenly and be so bad that you have to lie down or sit down. This episode could recur and persist for days or seconds. The cause and your symptoms will determine how to treat your dizziness. Although it normally works, the issue could still arise.

**Causes:** Dizziness has many possible causes, including inner ear disturbance, motion sickness and medication effects. Sometimes it's caused by an underlying health condition, such as poor circulation, Migraine, infection or injury. And Circulation problems, like Drop in blood pressure, Poor blood circulation, or some other causes includes, neurological conditions, Anxiety disorders, Anemia, Low blood sugar, Overheating



and dehydration.

**Treatment** for dizziness focuses on the underlying cause. In most cases, home remedies and medical treatments can help you manage the underlying cause. Treatment for vertigo is based on the underlying reason. For instance, your healthcare professional will treat an inner ear infection if it's the source of your dizziness. Your doctor might advise you to restrict your activities while taking dizzy-causing drugs until your body gets used to them. Vestibular rehabilitation therapy (VRT) is a useful treatment for vertigo in certain individuals, and a vestibular test battery can help identify whether the vertigo is caused by an inner ear issue. Exercises are part of vestibular rehabilitation therapy, which helps control symptoms of vertigo.

## NAVIGATING THE RISKS OF AI STRATEGIES FOR OVERCOMING THREATS



**Neha Pandey**

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Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think, learn, and perform tasks that typically require human intelligence. It encompasses various techniques like machine learning, natural language processing, and computer vision, allowing machines to analyse data, make decisions, and solve problems. AI systems are designed to adapt and improve over time, continuously learning from the data they process, which enables them to perform tasks with increasing accuracy and efficiency. Its applications span across industries, from healthcare and finance to transportation and entertainment, revolutionizing how we work, live, and interact with technology.

The future implications of AI are profound and far-reaching. Advancements in AI technology hold the promise of transforming nearly every aspect of our lives. From enhancing healthcare by enabling more accurate diagnoses and personalized treatments to revolutionizing transportation with autonomous vehicles, AI has the potential to streamline processes, boost efficiency, and innovate industries. However, its implications also raise critical considerations about ethics, privacy, and the future of work. As AI becomes more sophisticated, questions surrounding the ethical use of data, potential job displacement due to

automation, and the need for regulation and oversight become increasingly pressing.

Looking ahead, the future of AI promises continued evolution and integration into our daily lives. As the technology matures, it will likely become more pervasive, ingrained in various aspects of society. Addressing the challenges associated with AI, such as ethical concerns, bias mitigation, and ensuring equitable access to its benefits, will be crucial for shaping a future where AI serves as a powerful tool for positive societal impact while respecting human values and ethical standards. Ultimately, the trajectory of AI's future lies in our ability to harness its potential responsibly while navigating its implications on a global scale.

In recent years, Artificial Intelligence (AI) has emerged as a transformative force across various industries, revolutionizing the way we work, interact, and perceive the world. However, as with any powerful technology, AI presents its own set of challenges and potential threats that demand attention and proactive solutions. Understanding these threats and devising strategies to overcome them is crucial for harnessing the full potential of AI while mitigating its risks.

### Understanding the Threats:

#### 1. Job Displacement:



AI-driven automation has introduced transformative efficiencies across industries, yet its rapid advancement raises legitimate concerns about job displacement and the subsequent impacts on the workforce. The integration of AI-powered technologies streamlines processes, enhances productivity, and optimizes tasks traditionally performed by humans. However, this shift can result in the redundancy of certain job roles, prompting fears of widespread unemployment and economic upheaval.

Roles susceptible to automation include repetitive, rule-based tasks across manufacturing, customer service, and data entry, among others. As AI systems become more adept at handling complex tasks, industries may witness a shift where routine jobs are progressively automated. This displacement could potentially affect various skill levels, from manual labour to white-collar professions, amplifying the need for reskilling and upskilling initiatives.

Despite these concerns, historical precedence indicates that technological advancements often create new job opportunities. The evolution of AI might generate novel roles centred on managing, improving, and collaborating with AI systems. Moreover, as technology augments certain tasks, it may elevate the focus on distinctly human skills such as creativity, emotional intelligence, and critical thinking, fostering the emergence of roles that require these attributes.

## 2. Ethical Concerns:

Ethical concerns surrounding AI stem from its reliance on data, which can often be biased or skewed, leading to

algorithmic biases and ethical dilemmas. When AI algorithms are trained on datasets that reflect historical prejudices or societal inequalities, they perpetuate and amplify these biases, resulting in discriminatory outcomes. For instance, biased facial recognition systems have demonstrated higher error rates for certain demographics, exacerbating social disparities. This perpetuation of biases raises profound ethical questions regarding fairness, equity, and justice.

Moreover, the invasive nature of AI technologies in collecting and analysing vast amounts of personal data raises significant privacy concerns. The indiscriminate gathering of data, often without transparent consent or understanding by individuals, poses threats to privacy and autonomy. The lack of transparency in AI decision-making processes further compounds these concerns, as users are often left unaware of how algorithms arrive at their conclusions or recommendations, impeding accountability and trust.

## 3. Security Risks:

The burgeoning integration of AI systems into various facets of our lives has undeniably unlocked remarkable capabilities. Yet, this reliance on AI also exposes a vulnerable underbelly susceptible to multifaceted security threats. Cyber-attacks leveraging AI's intricacies pose a substantial risk, exploiting weaknesses in algorithms or utilizing AI itself to orchestrate sophisticated breaches. These attacks can range from adversarial attacks, where manipulated input fools AI models, to more intricate intrusions targeting the underlying infrastructure, risking data integrity and user privacy. Moreover, data breaches represent an



omnipresent peril amplified by AI's reliance on vast datasets. The aggregation of copious amounts of sensitive information within AI systems becomes a treasure trove for malicious entities seeking unauthorized access. As these systems influence critical decision-making in sectors like healthcare, finance, and governance, any manipulation or compromise can have profound societal implications, eroding trust and destabilizing the very foundations upon which AI advancements rest. The interplay between the expanding scope of AI applications and the escalating sophistication of cyber threats necessitates an urgent focus on fortifying AI systems against these perils.

#### 4. Lack of Accountability:

The lack of accountability stands as a formidable threat, primarily due to the opaque nature of decision-making processes within these systems. Unlike human decision-making, where reasoning can be explained and traced back, AI operates through complex algorithms often deemed as "black boxes." This opacity poses a significant challenge as errors or biases that emerge within AI systems can be intricate and difficult to pinpoint. Consequently, when undesirable outcomes occur, understanding the root cause becomes a labyrinthine task, hindering the ability to rectify or prevent similar occurrences in the future.

The absence of clear accountability mechanisms exacerbates this issue, as assigning responsibility for AI-generated decisions becomes a convoluted affair. Without a transparent trail to trace errors or biases, it becomes daunting to hold

individuals or entities accountable. Moreover, this lack of accountability engenders a sense of mistrust among stakeholders, impacting the adoption and acceptance of AI technologies in various sectors. Addressing this threat demands a paradigm shift toward developing mechanisms that prioritize transparency in AI decision-making, enabling better tracking, identification, and rectification of errors or biases within these systems.

#### Overcoming AI Threats:

**1. Education and Reskilling:** The emphasis on education and reskilling stands as a beacon of empowerment amid technological shifts. Investing in robust educational initiatives and continuous learning programs is pivotal in equipping individuals with the skills needed to thrive in a world increasingly intertwined with AI. These programs must transcend traditional paradigms, emphasizing not just technical proficiency but also critical thinking, creativity, and adaptability. By fostering a holistic approach to learning, individuals can cultivate skill sets that complement AI technologies, harnessing their potential as collaborators rather than competitors in the workforce.

Encouraging the development of these complementary skills involves a paradigm shift in education. It means nurturing a blend of technical prowess with uniquely human abilities like emotional intelligence, complex problem-solving, and interpersonal communication. By integrating these facets into educational curricula, individuals can navigate the evolving job market with confidence, embracing AI as a tool that augments their capabilities rather than a force that threatens their



livelihoods. Moreover, fostering a culture of lifelong learning ensures that individuals remain agile in their skill sets, ready to adapt and thrive amidst the dynamic landscape shaped by AI advancements.

**2. Cybersecurity Measures:** Cybersecurity measures form the bedrock of defence against threats to AI systems. Encryption, a fundamental technique, ensures that sensitive data remains unintelligible to unauthorized parties. It serves as a shield, safeguarding critical information within AI algorithms and preventing breaches. Regular system updates are akin to fortifying the system's defences. They patch vulnerabilities and loopholes, strengthening the AI infrastructure against evolving cyber threats. These updates often contain crucial security patches that seal potential entry points for malicious attacks.

Rigorous testing for vulnerabilities acts as a proactive approach. It involves comprehensive examinations of AI systems, probing for weaknesses and potential exploits. Ethical hackers simulate real-world attack scenarios, identifying and rectifying vulnerabilities before they can be exploited by malicious actors.

**3. Responsible AI Development:** Responsible AI development serves as a shield against inherent threats within AI systems. Diversity in AI teams broadens perspectives, mitigating the risk of unconscious biases by incorporating varied viewpoints during the design and implementation phases. Diverse representation in data sets ensures inclusivity, minimizing the chance of skewed outcomes and reinforcing fairness within AI algorithms.

Thorough testing stands as a sentinel against biases and errors. Rigorous examination of AI systems helps identify and rectify potential biases, enhancing the system's reliability and trustworthiness. By integrating diverse testing scenarios, developers can unveil and address biases that might otherwise remain concealed, fortifying the AI against unintended consequences. This multifaceted approach cultivates a more resilient AI landscape, reducing the susceptibility to ethical pitfalls such as discrimination and unfairness.

#### **4. Collaboration and Oversight:**

Collaboration across diverse sectors is pivotal in mitigating threats posed by AI. Governments, with their regulatory capacity, need to collaborate with industry leaders, researchers, and ethicists to establish comprehensive guidelines. This collaboration ensures that AI development aligns with ethical standards and legal frameworks. Industry leaders offer practical insights into the real-world implications of AI, aiding in the formulation of regulations that balance innovation with societal well-being. Simultaneously, researchers and ethicists provide invaluable perspectives on potential risks and ethical considerations, guiding the development of AI systems that prioritize fairness, transparency, and accountability.

Moreover, this collaboration fosters the creation of oversight mechanisms essential for monitoring AI deployment. With diverse expertise at the table, these oversight mechanisms can effectively assess AI systems, ensuring they comply with established guidelines.

#### **Conclusion:**



While AI brings remarkable advancements, its potential threats cannot be overlooked. Addressing these challenges requires a multi-faceted approach that combines technological innovation, ethical considerations, regulation, and collaborative efforts. By prioritizing education, ethical frameworks, cybersecurity, responsible development, and collaboration, we can navigate the

risks of AI and harness its transformative potential for the betterment of society. In this journey toward responsible AI implementation, staying informed, advocating for ethical practices, and fostering collaboration across sectors will be pivotal in shaping a future where AI works hand-in-hand with humanity, serving as a tool for progress rather than a source of apprehension.





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

**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 INDIAN RAILWAYS

**Fact 1:** India does not possess the largest railway network in the world, despite what many people think. At over 65,000 kilometers of railroad, India comes in fourth place, behind the US, Russia, and China.

**Fact 2:** The Indian Railways (IR) transports over 23 million passengers every day, which is more than the combined population of Australia, New Zealand, and Tasmania.

**Fact 3:** International trains running to and from India are the Samjhauta Express between India and Pakistan and the Maitree Express between India and Bangladesh.

**Fact 4:** On the Indian subcontinent, the Dibrugarh-Kanyakumari Vivek is the longest train route. Vivek Express is the longest train on the Indian Railway Network in terms of distance and time, covering 4273 kilometers.

**Fact 5:** Nagpur's Diamond Crossing is a one-of-a-kind crossing in India, with trains running east, west, north, and south.

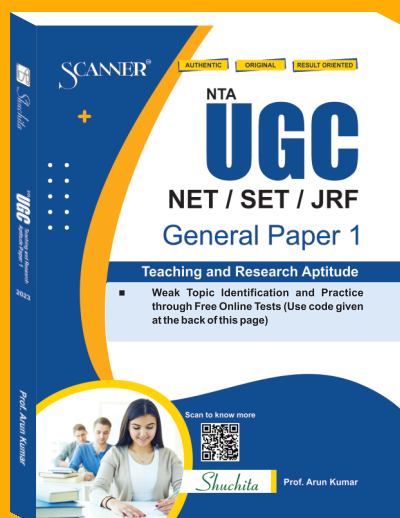
**Fact 6:** India's first double-decker train is the Ahmedabad Mumbai Central Double-Decker Express.

**Fact 7:** The largest railway marshalling yard in Asia is located at Mughalsarai Junction Railway Station.

**Fact 8:** Venkatanarasimharajuvaripeta Station has the longest name of all the stations covered by India's train systems. While Ghum Station is the highest railway station in the world (West Bengal),.

**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 railway stations of Srirampur and Belapur are located in Ahmednagar, Maharashtra. Both stations are in the same location, just on the opposite side of the rail line. The station names on both sides are different.



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## ANKUR WARIKOO

Ankur Warikoo works as an angel investor, mentor, business owner, and motivational speaker. Among the few companies he co-founded were Nearbuy.com, Gaadi.com (now Cardekho.com), and Secondshaadi.com. Back in 2011, when Groupon was just getting started, he is a Kashmiri Pandit who was never born into a wealthy family. But he had a clear idea of what he wanted to achieve with his life. After completing his education, he enrolled at Michigan State University to pursue a Ph.D. in Physics (MS, Astrophysics), but he departed after completing his MS. After returning from the US, he went on to finish his MBA at the Indian School of Business. He launched secondshaadi.com, his first business, with his fellow ISB classmates. After leaving his employment, he spent the next few years creating websites for a variety of businesses, including finance, education, and autos. Gaadi.com was one of the biggest hits; it was subsequently acquired by goibibo.com. He partnered with Groupon as its first CEO in India not long after these two businesses launched. In addition, he oversaw Groupon companies in Indonesia, the Philippines, and Thailand. Up till 2015, he oversaw Groupon's operations in India for about four years. That year, he made a significant move when he and Sequoia Capital purchased a sizable portion of Groupon's India company, which he then turned into the brand-new, independent venture Nearbuy.com. In 2015, he founded Nearbuy, a lifestyle startup that

offered intriguing discounts on eateries, spas, drinks, and other nearby companies. Sequoia Capital supplied funding for this startup. In order to pursue a career as a content creator, he resigned from his role as CEO in 2019. Nearbuy is still run by its other two co-founders. He enjoys public speaking and is frequently seen giving talks at corporations, universities, schools, and conferences on topics such as motivation, leadership, consumer internet, and entrepreneurial attitude. He as a content creator always shared productivity and life skills on different platforms like LinkedIn, Twitter, Instagram, and YouTube. He published his entire posts compendium titled "DO EPIC SHIT" (National Bestseller), and another book on actionable hacks titled "GET EPIC SHIT DONE", in which he intricacies of management of life like mindset, focus, meditations, etc. Ankur Warikoo was named to Fortune India's 40 Under 40 list, was the Social Media Entrepreneur of the Year held by CMO Asia in 2017, and was also featured in the LinkedIn spotlight in 2019. He encourages young people in their twenties and thirties to explore new things, make errors, and learn from their failures.



## THE OXEN & THE WHEELS

A pair of Oxen were drawing a heavily loaded wagon along a miry country road. They had to use all their strength to pull the wagon, but they did not complain. The Wheels of the wagon were of a different sort. Though the task they had to do was very light compared with that of the Oxen, they creaked and groaned at every turn. The poor Oxen, pulling with all their might to draw the wagon through the deep mud, had their ears filled with the loud complaining of the Wheels. And this, you may well know, made their work so much the harder to

endure. "Silence!" the Oxen cried at last, out of patience. "What have you Wheels to complain about

so loudly? We are drawing all the weight, not you, and we are keeping still about it besides."

**Moral: They complain most who suffer least.**



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Warm regards,  
Editor  
Shuchita Times

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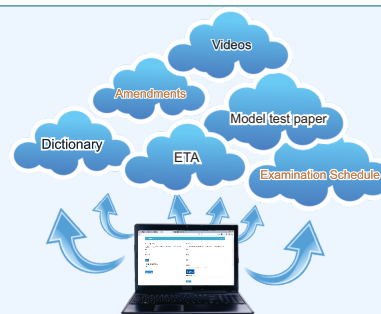
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### CYNOSURE OF THE MONTH

#### Gollapalli Thanusha Reddy

AIR: 9<sup>th</sup> (CA Foundation, June 2023)  
Anantpur, Andhra Pradesh.



- 1. How do you feel after passing CA Foundation Examination?**  
I felt very happy after clearing my CA foundation with such good marks.
- 2. What all has contributed to this success?**  
Not only for me for any one key role in their success depending upon the selection of right material as well as preparation strategy. As I perfectly planned both of them and strictly stick to my plan which helped me in reaching this success.
- 3. What challenges did you face during your preparation?**  
All my teachers, college management, parents have contributed a lot. They always motivated me. Teachers are always to clear our doubts.
- 4. How could you cope up with them? How did your coaching/teacher(s) help you?**  
I prepared time table for reading. I allocated time to each subject according to my capabilities. Next to complete the exam in time, I have written tests conducted in the college.
- 5. Your advice to the aspirant for CA Foundation Examination.**  
Nothing is impossible. You can achieve your dreams with constant hard-work coupled with determination.
- 6. Your view about Scanner?**  
Scanner is very useful. Scanner contains the previous year questions divided chapter wise. So one can test their knowledge after the completion of chapter. With the scanner one can know the type of questions asking in the exam, accordingly they can prepare.