



Second Issue

TRACK & TREND

(Mid-Feb-'26 to Mid-May'26) : Quarterly Edition



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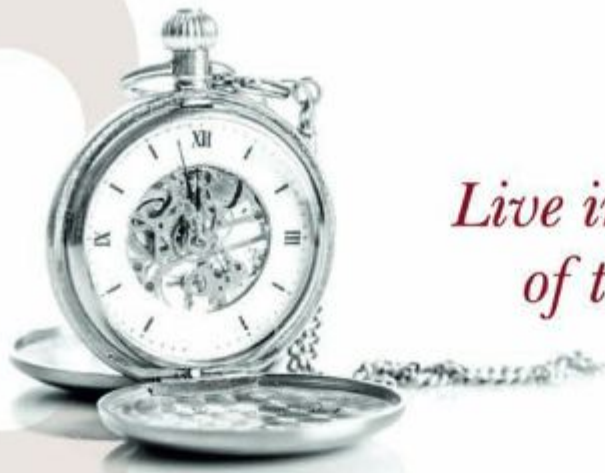


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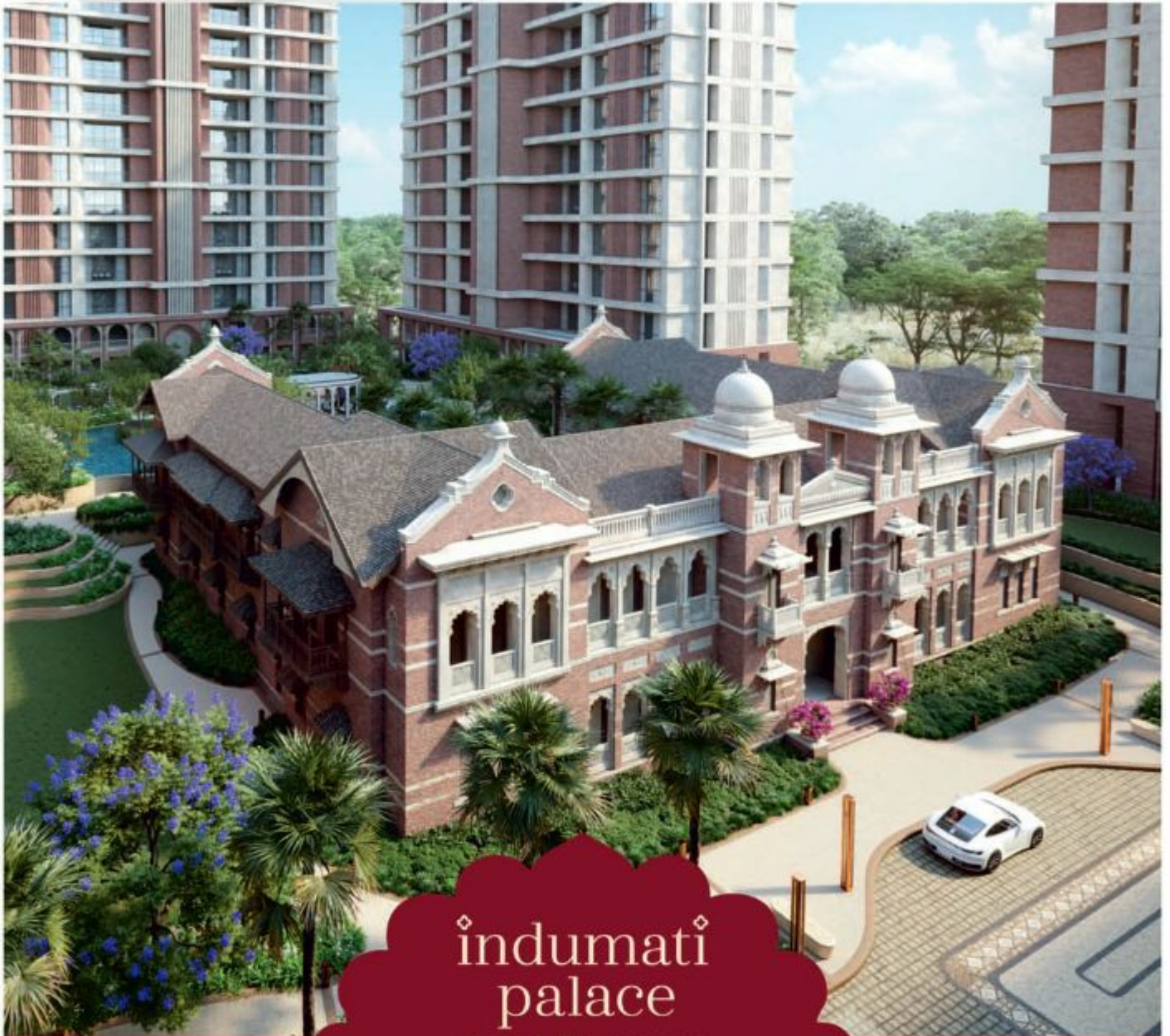
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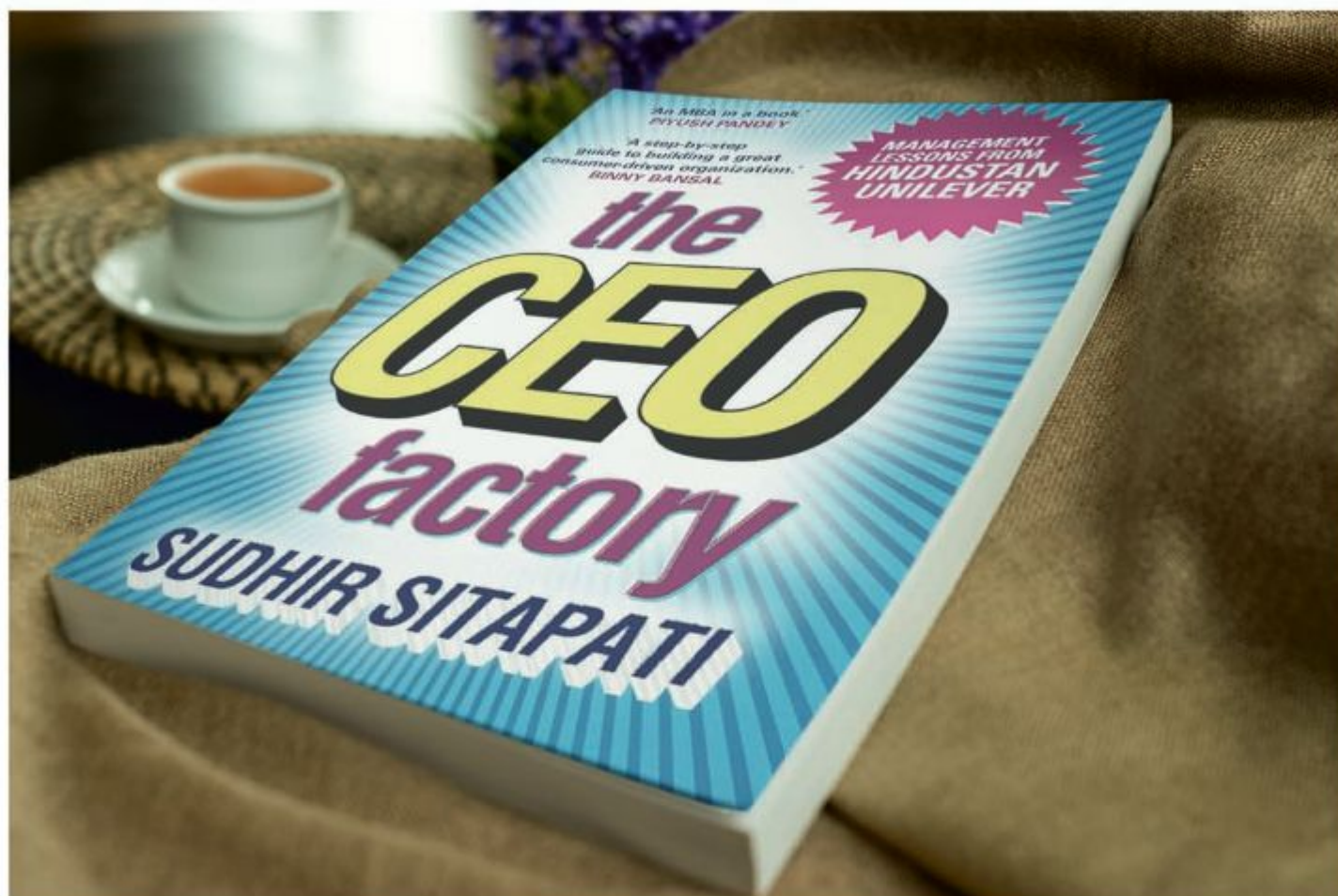
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An MBA, Distilled into a Book!

'The CEO Factory' by Sudhir Sitapati



Leadership is rarely built in classrooms; it is forged in consequence. Most leadership books explain how companies should be run. The CEO Factory shows how leaders are actually made.

Sudhir Sitapati blends entrepreneurial instinct with managerial clarity to deliver a playbook that is practical, grounded, and deeply relevant to the Indian business context. The book reads like an MBA fused into an experience-led narrative — sharp, unembellished, and decisively useful.

Drawing from lived realities, the learnings span leadership, execution, and values—not as abstractions, but as everyday imperatives. Sitapati walks through the core engines of the business — manufacturing, product management, pricing, sales, and human resources — each examined through its evolutionary process. His candour about failures, as much as successes, lends the narrative credibility and depth.

The advertising insights reveal how the human mind responds to understanding and manipulation — a lesson beyond marketing. Equally strong are the sections on cost management and supply-chain thinking, presented as foundational disciplines.

Enduring companies are not built on business acumen alone. Values matter—and they cannot be applied selectively. They are either lived throughout the organization, or they do not exist.

In the end, a message resounds: great businesses are shaped by great actions. Compact, insightful, and personal, 'The CEO Factory' is an essential read for entrepreneurs and professionals.

Top three takeaways:

- Strong organizations nurture values at their core.
- Leadership excellence stems from a bias for action.
- Failures derail progress only if you allow them to.





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Spark for a Shine

Not all songs reach a final note, yet they still leave us humming. Sometimes the beauty lies not in completion, but in the echoes of what had begun.



Line to Live By

"Can anything be sadder than work left unfinished? Yes! work never begun." – Christina G. Rossetti



Question in Queue

What is the one unfinished work I can start or take a step forward today, and make it meaningful?

TRACK & TREND

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Padma Shri Mathurbhai Savani
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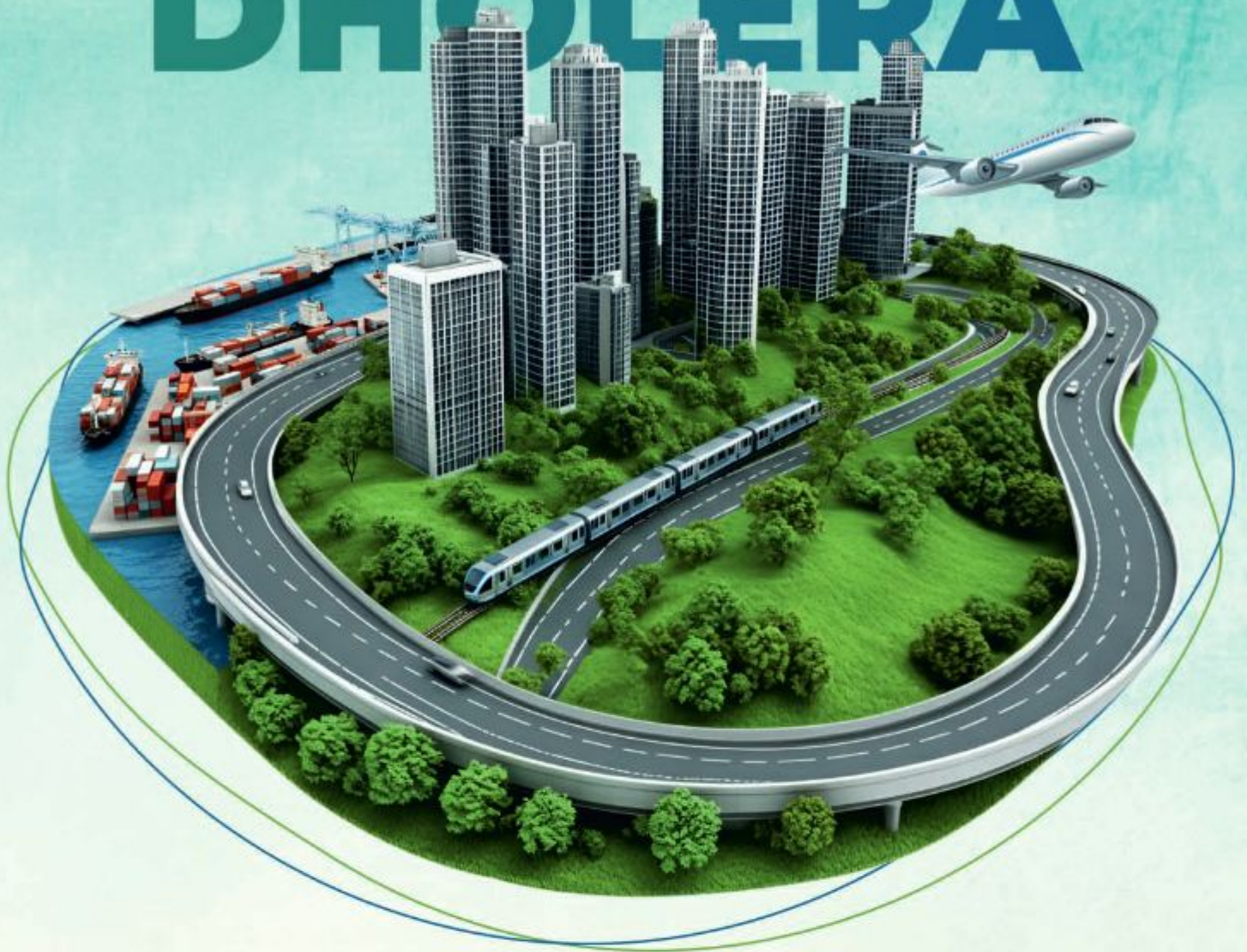
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Beyond the Label of Sustainability: What is the Future of Solar Energy?

Why has solar moved from rooftops to the center of national planning?

The real question today is: Is our energy future-proof? What other energy alternative does Bharat have?

However, development is expensive, not only in monetary terms but also in terms of energy. And fossil fuels are no longer an option for a developing Bharat.

For businesses and government projects building at scale, energy is no longer an operational detail. It has become a leadership decision.

The Hidden Cost of Unreliable Power

Industries don't deal with small numbers, even a second of no power has a heavy cost. Downtime, grid volatility and interruptions quietly drain ₹2.5–4 lakh crore from Indian businesses every year. That is why power supply is no longer a trivial decision.

Here's where solar proves a unique solution and that is why it is no longer treated as an engineering experiment or a checkbox to appear greener. It has moved into boardrooms and policy decisions.

Earlier, solar decisions focused on price per watt and payback timelines. Today, they are evaluated through a wider lens: cost predictability, risk exposure, regulatory compliance and long-term resilience.

In this environment, solar has evolved from a cost-saving tool into a strategic asset. Predictable energy is no longer a convenience; it is balance-sheet protection.

Rising Expectations from a Maturing Industry

The solar industry itself has matured alongside this shift. Incentive-driven installations have given way to performance-led deployment. Corporates now expect traceability, output assurance and long-term accountability. Manufacturing depth, EPC capability and compliance are no longer backend details—they are decision filters.

This is where domestic capability matters. As Bharat pushes toward self-reliance, "Made in Bharat" solar has become essential to reducing imported uncertainty. ALMM compliance, supply assurance and manufacturing scale are now non-negotiables for serious energy planning.

Where Navitas Solar fits into this Shift

Navitas Solar's progress since its founding reflects this wider shift in how solar is being adopted across Bharat. As demand has moved from small rooftops to large, performance-driven systems, companies like Navitas Solar have been increasingly involved in projects where solar is expected to function as long-term infrastructure rather than a one-time installation.

Our work spans residential, commercial, industrial, public-sector enterprises, and government-linked facilities across multiple states, with a growing share of projects tied to large industrial rooftops and multi-location corporate systems.

Our projects are designed for continuous operation under demanding load conditions, where reliability over years matters more than short-term output gains. We are more than a manufacturing company, we support full project execution—covering design, engineering, commissioning and long-term system oversight. This approach reflects how solar systems are now evaluated: not just on how efficiently they are installed, but on how consistently they perform over time.

This shift underlines a broader truth about energy today. Control over power no longer comes from placing panels on rooftops alone.

It comes from decisions that treat energy as a long-term asset.

Bharat ka apna Solar, Navitas Solar.



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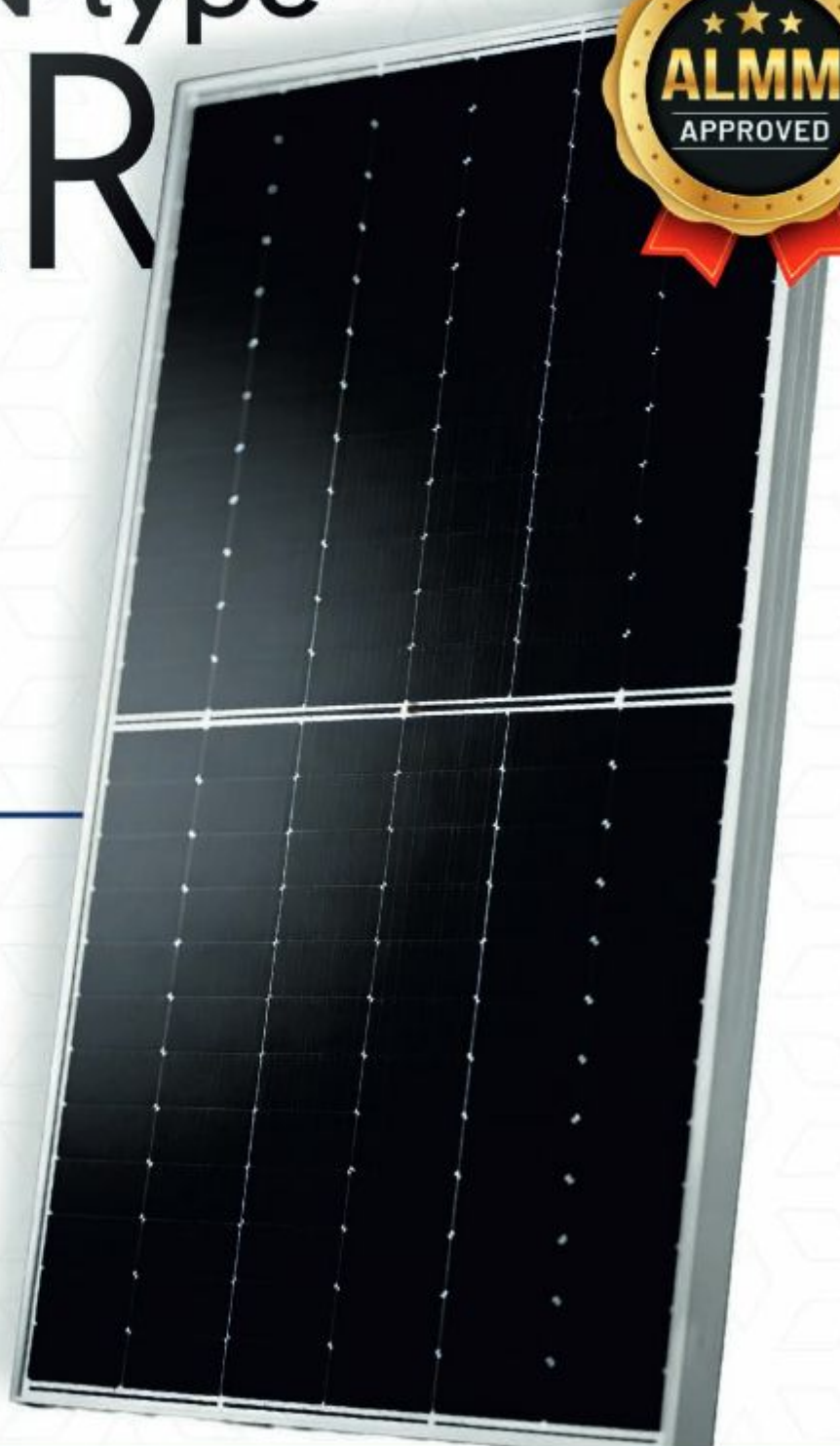
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Six Financial Resolutions to Embrace in 2026

By Keyur Mehta, Founder & Chairman, and Chaitry Desai, Managing Director at Mehta Prime Wealth Limited

As we step into 2026, markets are quietly reminding investors of an important truth: wealth is built not by reacting, but by discipline. After engaging with families across market cycles, we believe this is the right moment to recalibrate — not portfolios alone, but mindsets.

Here are six financial resolutions we believe will define successful wealth journeys in the years ahead.

1. Stay Disciplined with Asset Allocation

The most common investment mistake we see is abandoning asset allocation during extremes—overexposure when markets rise and panic exits during corrections. Asset allocation is not a theoretical exercise; it reflects your life stage, goals, and risk appetite. A well-balanced mix across equities, fixed income, gold, precious commodities, and global equities should be reviewed and rebalanced periodically—but never driven by market noise. Discipline, not prediction, remains the true anchor of long-term wealth.

2. Link Every Investment to a Purpose

Wealth without intent creates confusion during volatility. Every rupee must be aligned to a goal—education, retirement, home ownership, or financial independence. Once investments are goal-anchored, time horizons and risk levels fall into place naturally.

Equity volatility is acceptable for long-term goals; it is dangerous for short-term needs. Purpose transforms investing from speculation into structured wealth creation.

3. Stay Invested in the India Growth Story

India's long-term growth remains intact despite short-term cycles. Demographics, digitisation, formalisation, and consumption continue to strengthen the economic foundation. Investors who view India through a 5–10 year lens reduce the impact of temporary volatility.

4. Be Selective with Small & Mid-Caps

Small and mid-caps offer opportunity—but also risk when driven by narratives rather than fundamentals. Stories often outpace earnings, governance, and valuations. SMID investing demands research, patience, and professional oversight. For most investors, a diversified, managed approach is essential to capture upside while controlling -



OUR PHILOSOPHY IS THAT "WEALTH SHOULD WORK AS HARD AS THE PEOPLE WHO BUILT IT."

downside.

5. Know What You Own

Investors must understand their portfolios—not just fund names, but strategies, risks, and portfolio roles. Lack of clarity leads to emotional decisions during market stress. Informed investors remain calmer, and aligned with long-term outcomes. If you cannot explain an investment simply, it deserves deeper scrutiny.

6. Invest with Conviction—and Stay the Course

Conviction is built through preparation, not bravado. Markets will test patience through corrections, stagnation, and noisy headlines. Yet wealth is created by staying invested. Time in the market continues to outperform timing the market.

As we begin 2026, these principles are not restrictions—they are liberating frameworks. They reduce anxiety, remove impulsive decision-making, and allow investors to focus on what truly matters: long-term outcomes.

At Mehta Prime Wealth Limited, we remain committed to guiding families with structure, clarity, and discipline —helping money work with purpose, not emotion.



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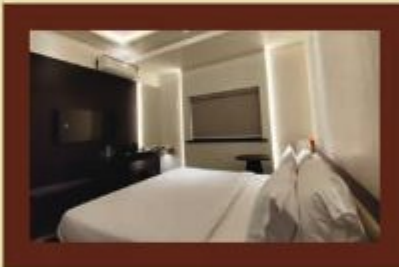
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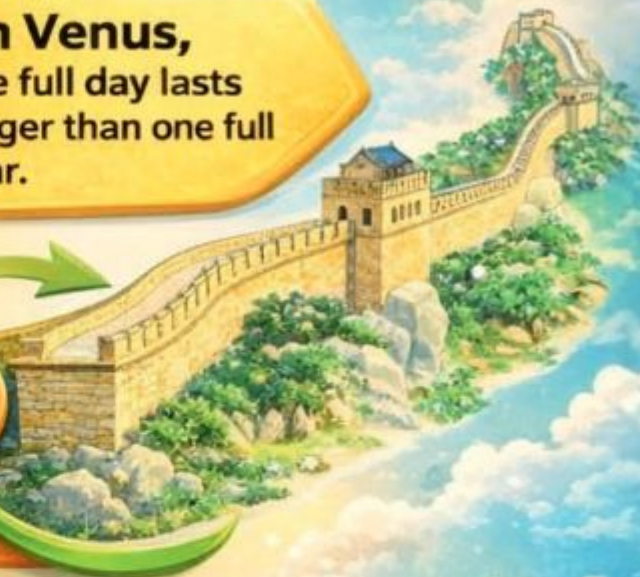


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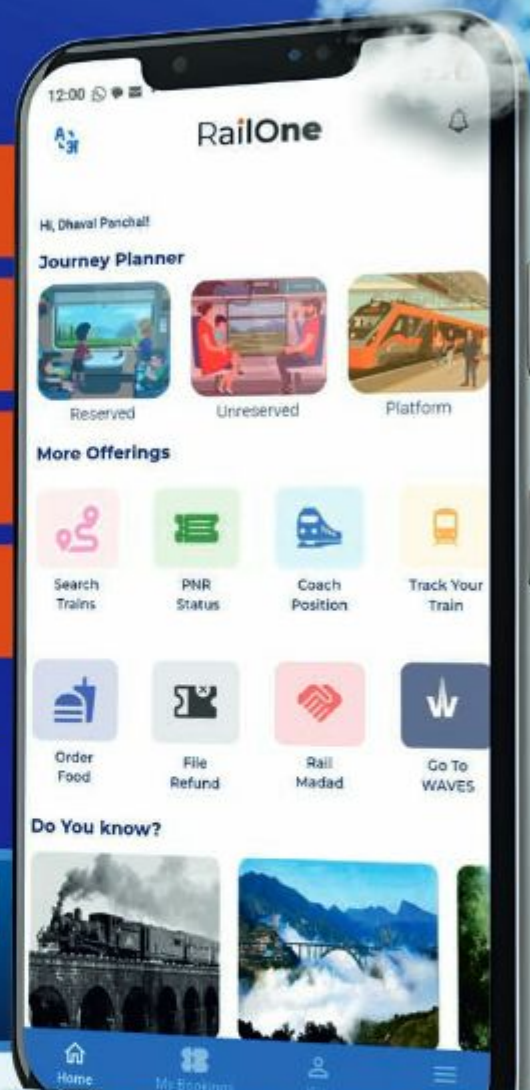
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The Solider Who Never Left His Post

At 13,000 feet, the wind has a way of editing sound. It sharpens footsteps, muffles conversations, and carries stories across bare Himalayan slopes. One such story rests quietly near Nathu La — not in a monastery or ancient fort, but in a humble shrine dedicated to a soldier who, locals say, never signed off duty.



If you have visited the highest peaks of Sikkim, you might have seen this rather unusual shrine of a martyred soldier. Amid the icy winds of Nathu La, stands the Baba Harbhajan Singh Temple—a memorial unlike any other. It is not dedicated to a deity or saint, but to a young Indian soldier whose spirit, it is believed, still guards the Himalayan frontier.

Born in Punjab, Harbhajan Singh joined the Indian Army in the 1960s, serving with the 23rd Punjab Regiment. In October 1968, while escorting a mule column near Nathu La, he tragically slipped into a mountain stream and lost his life.

But his comrades say his duty did not end with his death. A fellow soldier dreamt of Harbhajan guiding them to his dead-body's location. Ever since he has been guiding them with tips on enemy activities to secure the Indian borders. His body was indeed recovered from that very spot, and his intel started to prove more than useful. Over the years, a Samadhi was built, and that memorial grew into what is now the famous Baba Mandir.

For soldiers posted in these punishing terrains, Baba Harbhajan Singh became more than a memory—he became a protector. Many recount dreams where Baba warned them of dangers ahead.



It is said he foretells enemy movements days in advance, guiding patrols with an unseen hand.

So strong is this faith that even Chinese troops, across the border, are said to acknowledge his presence. During flag meetings, an empty chair is reportedly placed for him, as a silent nod to a soldier who never left his duty.

What makes the Baba Mandir truly unique are the living traditions that keep his presence alive. His uniform is pressed daily, his boots polished, and it is reported that his bed is found rumpled each morning, as though someone had rested there.





Every September, his belongings are ceremoniously sent to his village in Punjab. A reserved train berth carries his kit home, escorted by soldiers, symbolizing the annual leave he is still granted. In roll calls, his name continues to be read out - because for the Indian Army, Baba Harbhajan Singh remains on duty.

Set between Nathu La and Jelep La Pass, the temple draws soldiers, locals, and travelers alike. The New Baba Mandir, built for easier access, houses his bronze statue and personal belongings. Visitors tie prayer flags, leave offerings, and whisper wishes, believing the soldier-saint listens.

The atmosphere is one of quiet reverence. Standing there, surrounded by snow-clad peaks, one feels the weight of sacrifice and the comfort of protection. This is not just a tourist stop; it is a place where devotion meets patriotism, and where faith rises higher than the mountains themselves.

In an age where stories fade quickly, Baba Harbhajan Singh's legacy only grows stronger. He embodies duty that transcends mortality, a soldier whose spirit continues to serve.

His shrine is a reminder that true patriotism knows no end. Even today, high in Sikkim's frozen frontiers, one soldier keeps his silent watch.

Every breath of freedom we enjoy today is a legacy stemmed from unmatched dedication of our soldiers - those who stand guard, those who sacrifice, and those, like Baba Harbhajan Singh, who continue to serve even beyond life itself.



Indians stand indebted to him beyond words!





Padma Shri Mathurbhai Savani
Chairman, Kiran Hospital & Medical College



KIRAN HOSPITAL & MEDICAL COLLEGE

A MEDICAL COLLEGE FROM CONCEPT TO COMPLETION IN JUST ONE YEAR

A convergence of urgency and firm resolve resulted in the fastest construction of a medical college.

During a discussion with Padma Shri Mathurbhai Savani, when he was asked how a medical college could become operational in just one year, the points he presented felt not merely like experiences, but like a living history. What was heard from him is presented here in words. This account is of Kiran Medical College of Surat.

In the year 2022, the Russia - Ukraine war began. To bring back 20,000 Indian students who had gone to Ukraine to pursue MBBS studies, the Government of India made meticulous arrangements. Debates on the war situation were being aired on T.V. In one such debate, a speech by Prime Minister Shri Narendra Modi was shown. In that speech, the Prime Minister stated that in 2014 India had 40,000 MBBS seats available, and today that number has increased to 85,000. Every year, 12 lakh students come forward aspiring to become doctors. The country needs more doctors. Therefore, he appealed to the private sector to build medical colleges. Mathurbhai Savani heard this appeal of the Prime Minister at 9:34 pm, and the very next day he

held a meeting with his associate team of Kiran Hospital regarding the construction of a medical college. In that meeting, a decision was taken to build a medical college. The Shri Vallabhnbhai Lakhani family donated land for the construction of the medical college. All title



clearances of that agricultural land and the plan approvals were completed by the state government within 20 days, with zero deductions. On 27 May 2022, the foundation stone of the medical college was laid by the Honorable Governor of Uttar Pradesh, Smt. Anandiben Patel, and the Honorable Chief Minister, Shri Bhupendrabhai Patel. In the year 2023, the construction work of the college was completed.

In this important work, associate team members Shri Ravjibhai Monpara, Shri Manjibhai Lakhani, and the entire

team worked actively behind the construction and approval process of the medical college. Within one year, construction of 7 lakh square feet was completed. A vast campus was built on 23 bighas of land with essential advanced technology facilities. In the year 2023, the first batch of 150 MBBS students began their studies.

According to experts, the construction of a medical college generally takes 3 to 5 years. At present, there are 818 medical colleges in the country. Among them, Surat's Kiran Medical College, being completed in just one year, is the first and a historic event in the nation. Taking special note of this achievement, the Honorable Prime Minister congratulated Mathurbhai Savani over the telephone.

From the appeal made by the Prime Minister during a TV debate on the Russia-Ukraine war, Mathurbhai Savani conceived the idea of building a medical college. Today, as a result of that idea, third-year MBBS students are studying at Kiran Medical College. The Russia-Ukraine war has still not ended.

The Five Doors That Opened

How Women Athletes Transformed Industries, Identities, and the Nation

India's greatest revolutions infrequently begin in Parliament. Often, they begin in stadiums — with women no one expected to win. And that leading to opening of doors the nation didn't even know it needed.

Over the past two decades, five historic victories by Indian women have not just added medals to our shelves. They have created entire cultural and economic ecosystems. Careers were born, industries emerged, and one of the world's largest youth populations saw itself differently.

Here are the five doors Indian women flung open — and what stepped through them.



1. Mary Kom — The Door of Grit (2012 & 2018)

When Mary Kom punched her way into Olympic history in 2012, and then clinched her sixth World Championship in 2018: the idea that strength is inherently masculine, – shattered.

What Doors She Opened

- India's combat sports economy — boxing, MMA, sport science, physiotherapy, and nutrition.
- Rural and small-town sports academies began thriving.

Transformation

Between 2012 and 2020, the Boxing Federation of India saw female participation surged.

Mary Kom rewired India's psychology: strength is human. Today, every district-level boxing centre beholds girls in gloves, proving: grit is gender-neutral.

"A champion is someone who gets up when she can't."
— Jack Dempsey



2. Saina Nehwal & P.V. Sindhu — The Door of Aspiration (2012–2016)

Their victories weren't just about medals; they catalysed a middle-class revolution. Girls in India suddenly saw sports as a real career.

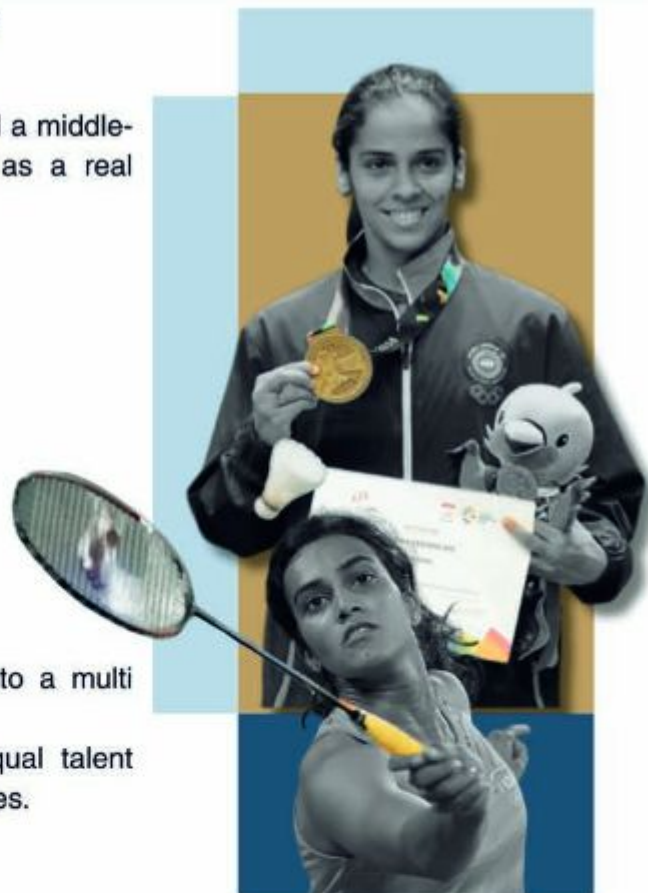
What Doors They Opened

- Commercial badminton academies turned into a booming industry.
- Massive endorsement opportunities emerged for female athletes.
- Parents began to believe in dreams beyond engineering and medicine.

Transformation

By 2018, private badminton academies had grown into a multi crore domestic industry.

A decade later, badminton is India's most gender-equal talent pipeline. The middle-class girls now dream in sports shoes.



3. Women Wrestlers — The Door of Rural Dominance (2010–Present)

From Geeta Phogat to Sakshi Malik, women wrestlers broke the long-held assumption that only urban centres produce champions.

What Doors They Opened

The “Haryana Model” of rural sports infrastructure.
Government jobs and financial pathways for sportswomen.
Social acceptance of muscular women as symbols of pride.

Transformation

Haryana, once stereotyped for restricting girls, now contributes over 50% of India's female wrestling medals at national events.

Girls who once dropped out after Class 10 are now stepping onto world podiums, rewriting rural India's narrative on gender and ambition.





4. Women's Cricket World Cup 2025 — The Door of Visibility

A sold-out stadium. A global title. A nation watching without comparison to men.

What Doors It Opened

- Corporate sponsorships at parity with men's domestic circuits.
- A surge in academy enrolments nationwide.
- Growth in coaching, analytics, and sports management roles for women.

Transformation

In 2023–24, state associations reported a rise in girls' cricket academy registrations, PAN India. This win is not a forecast — it's a structural shift. Women's cricket is moving from novelty to mainstream. Grassroots enrolments are deepening, and the women's IPL is evolving into a fully commercial ecosystem.

5. Blind Women's T20 World Cup 2025 — The Door of Inclusion

This victory ensured adaptive women's sport integration into India's mainstream sporting framework.

What Doors It Opened

- India's adaptive sports ecosystem gained momentum.
- Disability-inclusive sports tech and startups received attention.
- Policy reforms and accessibility funding followed.

Transformation

India's adaptive sports budget has grown over past years, along with government-led initiative to promote inclusive sports. The biggest shift is psychological. For the first time, visually impaired girls saw themselves not as participants on the margins, but as national champions.

What These Five Doors Add Up To

A new India with:

- More careers
- More role models
- More equality
- More economic opportunity
- More national confidence

These women didn't just win matches — they opened pathways. And through those open doors, women's sport didn't just shift what India celebrates — it shifted what India believes. The rise of women athletes is no longer only a cultural triumph; it is an economic and social engine.





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The 1959 Startup That Solved 2025's Biggest Problems

When the Future Was Born in a Mumbai Veranda



In 2025, venture capitalists obsess over trust deficits, broken gig-economy models, women's workforce dropout rates, and the climate cost of scaling. They debate the viability of decentralized work, search for ethical business models, and question whether technology alone can fix systemic inequalities.



Yet, in 1959, seven women sitting in a Mumbai neighborhood solved—quietly, elegantly, and without jargon—what modern boardrooms and policy task forces still struggle to crack.

Lijjat Papad was not incorporated with pitch decks or TAM (total addressable market) analyses. It began with ₹80, borrowed hopes, and a radically simple idea - economic dignity for every woman! Enabled through a trust-first, climate-light, decentralized ownership model.

Today, it employs over 45,000 women, operates 81 branches, and clocks ₹1,600 crore in revenue. But its real legacy lies elsewhere: in designing answers to the toughest problems of 2025 long before those problems existed.



1. Trust Economics: The Billion-Dollar Model Built on a Word

Modern businesses spend millions on monitoring systems, compliance tools, employee tracking, and managerial oversight- all to compensate for the absence of trust.

Lijjat did the opposite!

Its entire production line functions on the assumption that every "Lijjat Sister"- every worker-owner is honest, capable, and intrinsically motivated to uphold quality. The cooperative sends dough to households, trusting each member to roll papads with precision, maintain hygiene, and deliver consistent output.

- No surveillance.
- No productivity dashboards.
- No KPIs.
- Only trust.

In 2025, when remote-work companies are struggling to prove productivity, and gig platforms are trapped in adversarial worker relationships, Lijjat's model stands as an audacious counterpoint - Trust scales - faster than control.



2. Climate Positive Design: A Low-Carbon Giant Without Trying

Before ESG became a boardroom obsession, before carbon accounting was mandatory, Lijjat quietly ran one of India's largest climate-efficient production networks—without a single sustainability consultant.

They reduced carbon footprint, even before the term existed!

The model inherently reduces environmental load:

- Decentralized, micro-scale production avoids the massive carbon footprint of factories.
- Minimal transportation loops keep emissions low.
- Household-based processing leverages ambient heat—nature's climate control—reducing energy consumption.
- Raw material centralization optimizes procurement efficiency.

Modern startups struggle to "build sustainability into the supply chain"; Lijjat built a supply chain that embodied sustainability.

No technology or carbon credits – but simple, frugal, culturally rooted design.





4. The Work-From-Home Revolution: A 60-Year-Old Blueprint

When the pandemic forced the world into remote work in 2020, businesses treated it as a disruption. Lijjat treated home-based production as the foundation of economic participation from its very inception.

They dignified home-maker's decision to work and contribute!

Its work-from-home model solved challenges that plague remote work today:

- Productivity.
- Quality standards.
- Cooperative pride.
- Isolation.

Members remained socially connected through daily gatherings, branch meetings, and shared ownership culture.

Indomitable fairness – clubbed cultural integrity with gender dignity.

3. Women's Empowerment: Not as CSR, but as Core Strategy

In 2025, governments and corporations continue to debate how to bring more women into the workforce, retain them, and ensure income equity. Lijjat cracked that in 1959!

The cooperative created an income model uniquely suited to Indian social structures—allowing women to:

- Work from home.
- Fulfil household responsibilities – guilt free.
- Experience financial independence.
- Share in ownership and profits as stakeholders.

In a time when women's participation in India's labor force is declining and "flexibility" is still treated as a perk, Lijjat's framework feels revolutionary.

Redefined empowerment – not as charity, but as commerce.





Future Ready: Key Take-aways

Lijjat's philosophy transformed an ₹80 venture into a pan-India enterprise without compromising values or creating internal class divisions, giving four key take-aways for the future ready businesses to learn.



Trust Economics

Businesses must shift from surveillance capitalism to trust-based productivity.



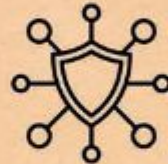
Women-Led Models

Empowerment is most powerful when tied to ownership, not token representation.



Climate-Light Operations

Sustainability works best when woven into the model, not bolted onto it.



Decentralization

The future of work is networked, not centralized—distributed, not controlled.

What global corporations today call “hybrid culture” or “flexible work”, Lijjat achieved organically—while ensuring that ethical business-model, free of exploitation and equal profit sharing becomes a reality.

The Startup That Was Born Before Its Time

As investors in 2025 scramble to fund “the next big thing” in decentralized economies, sustainable production, or work-from-home ecosystems, they are unknowingly chasing a blueprint perfected 66 years ago.

Long before modern innovation frameworks existed, seven women created a startup that quietly solved the problems the world would face decades later—and proved that sometimes, the most extraordinary business models emerge not from disruption, but from dignity.

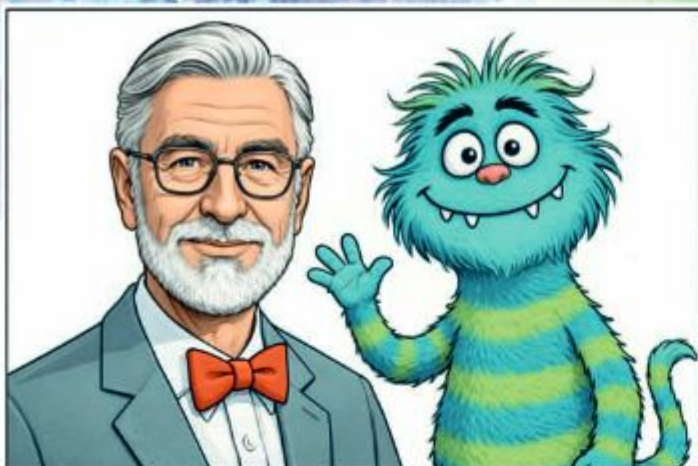
Lijjat Papad is not just a business or a cooperative, it is a masterclass in reimagining commerce. With humanity and dignity at its core, they proved; that values – when operationalized, can outperform strategy decks and billion-dollar tech stacks.

On January 26, 2021, India's fourth-highest civilian award the ‘Padma Shri’ in Trade and Industry category; was conferred upon Shri Jaswantiben Jamnadas Popat – one of the seven founders behind the Lijjat Papad.

Dignity can outperform disruption, and values can outlive strategy.

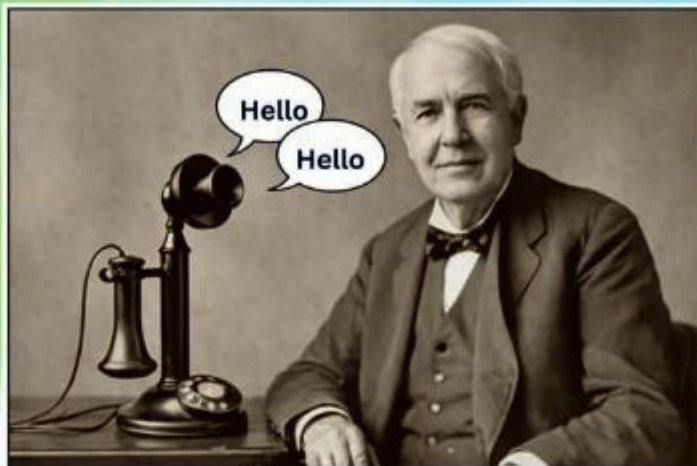


WORD WONDER



Who Coined That?

Did you know the quirky word “nerd” first appeared in Dr. Seuss’s 1950 book - *If I Ran the Zoo*? The name of a fictional creature in that book is now a global identity—once an insult, today a crown of brilliance.



Once Upon a Word

Our everyday greeting “Hello” wasn’t always meant to start conversations. In the 1800s it was more like a way to grab attention. Its rise to fame came when Thomas Edison recommended “Hello” as the standard telephone greeting.

Gen-Z-ictionary



Word Vault

Itinerate (verb) – to travel from place to place, often on a planned route.



Not the Same Thing!



Principal → the head of a school, or the main/most important thing.



Principle → a moral rule or fundamental belief.

Words Around the World

How do you say ‘Thank You’ elsewhere?

In French → Merci

In Japanese → Arigatō



Words aren’t just sounds—they’re storytellers, explore them, and you’ll never look at language the same way again.



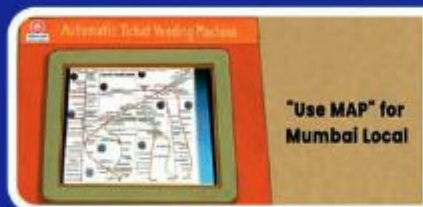


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video in your preferred
language



IMPORTANT TIPS

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- ✓ Contact railway staff for assistance if required



EARLY LIFE & ORIGIN STORY

RITESH MODI, CEO AND FOUNDER OF KESARIA TEXTILE COMPANY. ONCE PREPARED FOR CA EXAMS. HIS GRANDFATHER'S QUESTION — "DO YOU WANT TO BE A CA OR GIVE WORK TO CA?" — INSPIRED HIM TO CHOOSE ENTREPRENEURSHIP.



GROWTH OF KESARIA TEXTILE COMPANY

HE STARTED KESARIA TO CREATE OPPORTUNITIES, NOT JUST FOLLOW TRADITION. THE COMPANY FOCUSED ON AFFORDABLE CLOTHING OPTIONS LIKE WOMEN'S, MEN'S & KIDS WEAR. OVER 5 YEARS, IT SCALED INTO A MAJOR B2B BRAND.



BUSINESS MODEL & REACH

KESARIA WORKS AS BOTH MANUFACTURER & PLATFORM FOR SMALL RETAILERS, BUSINESSES & FRANCHISES. IT SUPPORTS ENTREPRENEURS—ESPECIALLY WOMEN AND YOUTH—WITH PRODUCTS, MENTORING, AND TRAINING. TODAY, IT REACHES 80+ COUNTRIES.



AWARD & RECOGNITION

KESARIA TEXTILE COMPANY RECENTLY WON THE "EXCELLENCE IN RAPID MARKET GROWTH IN TEXTILES" AWARD 2025 BY TWO EMINENT PADMA SHRI AWARDEES, MR. MATHUR SAVANI AND SADGURU BRAHMESHANAND ACHARYA SWAMI. THE HONOR CAME AFTER SUCCESSFUL DISTRIBUTION OF OVER 1 LAKH TRUSTED SELLERS CROSSING ₹100 CRORE TURNOVER UNDER RITESH'S LEADERSHIP.



VISION & SOCIAL IMPACT

RITESH MODI AIMS TO GROW KESARIA TO ₹500 CRORE AND EXPAND 100+ FRANCHISES. BEYOND BUSINESS, HE LEADS SOCIAL CAUSES LIKE ANTI-DRUG CAMPAIGNS, DISASTER RELIEF, AND CHILD WELFARE.



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SCAN THIS



REWRITING LIFE AFTER 40

THE LAKHOZ WAY

*An Interview with
Mr. B. K. Chaudhari,
Director, Lakhoz –
Better Living*

As the train settles into its rhythm and the landscape slips past, many travellers become aware of their bodies—a stiff back, a complaining knee, a breath that feels shorter than it once did.

Life after 40 rarely announces itself loudly. It appears in quiet reminders.

At Lakhoz – Better Living, these moments do not mark decline, but the beginning of a smarter, science-led approach to health





Many people believe life begins at 40, yet health challenges often seem to begin around the same time. What really happens to the body during this phase?

By the time people reach their forties, the body begins to reflect years of lifestyle choices. Back pain, knee stiffness, weight gain, high blood pressure, diabetes, and reduced mobility start appearing quietly in everyday life. These changes are not just physical; they affect confidence, mood, and the freedom to move without hesitation. Most people sense something shifting, even if they can't quite put it into words.

Is this the point where Lakhoz steps in with a different approach to fitness?

Yes. At Lakhoz, we recognised that after 40, fitness cannot be aggressive or generic. It must be intelligent, safe, and rooted in science. That is why we strongly believe in the concept of "Exercise is Medicine." When exercise is prescribed correctly, it becomes a powerful tool for healing rather than a source of strain or fear.

"Exercise as Medicine" sounds compelling. What does it mean in real terms for someone joining Lakhoz?

It means that exercise is treated much like a medical prescription. We follow the American College of Sports Medicine (ACSM) guidelines, which help us decide the right type of exercise, its intensity, frequency, and progression based on a person's medical history and physical condition. When structured this way, exercise improves heart health, regulates blood pressure, enhances glucose control, strengthens muscles, and protects joints—all without unnecessary risk.

Many people hesitate to exercise because they are already in pain. How do you address that concern?

That hesitation is very real, and that is completely understandable. This is where aqua therapy becomes transformative. Water reduces stress on the joints and spine, allowing people to move freely and without pain. Movements that feel difficult on land become easier in water. As pain reduces, confidence slowly returns, and people begin to trust their bodies again.

Does aqua therapy support lifestyle disorders as well, beyond pain management?

Very much so. Aqua therapy has a strong impact on conditions like hypertension, diabetes, and obesity. The hydrostatic pressure of water improves circulation and helps regulate blood pressure. Cardiovascular fitness improves gently, glucose control becomes more effective, and individuals are able to exercise for longer durations without strain. It complements ACSM-based exercise beautifully, especially for those who need a low-impact yet effective starting point.

What does a typical journey at Lakhoz look like for someone enrolling for the first time?

Every individual begins with a detailed assessment. This includes medical and lifestyle screening, body composition analysis, and functional movement evaluation. Based on this, a multidisciplinary team—physiotherapists, medical fitness experts, dietitians, and aqua specialists—designs a personalised program. The journey is closely supervised with regular follow-ups, ensuring that progress is safe, structured, and sustainable.

Lakhoz seems to go beyond conventional fitness. What sets it apart in terms of overall care?

We look at health holistically. Along with exercise and aqua therapy, individuals may receive physiotherapy, yoga therapy, nutritional guidance, and emotional support. The goal is not just to reduce pain or manage a condition, but to restore independence, confidence, and quality of life. Fitness, after all, is not just about muscles—it is about living well.

Finally, what would you like to say to someone who feels their health is slowly slipping away after 40?

I would say this: it is never too late to begin again. With the right guidance and a science-backed approach, life after 40 can be healthier, stronger, and more fulfilling than people imagine. When movement becomes healing and exercise becomes medicine, the years ahead can truly be lived with ease and confidence.

Mr. B. K. Chaudhari

Director, Lakhoz – Better Living.



The New CONSUMER Gatekeepers

***Micro-influencers
shaping discovery,
decision, and markets.***

Influence today governs behaviour faster than institutions can regulate it — and trust fills the vacuum before formal regulation ever arrives.

Influence is no longer a stage-broadcast. It is exchanged in comments, stitched in reels, and whispered through micro-communities that gather around relatable creators. In the new social-media-economy, attention is currency, authenticity - infrastructure, and influence is reshaping how we believe, behave, and buy.



The Shift

The voices of social media influencers have triggered a power-shift of influence. A skincare enthusiast posting from his/her cosy room. A young teacher decoding finance for first-time investors. A fitness fan sharing one-minute routines between office hours. They are wielding power; once claimed only by celebrities.

Relatability and resonance are spearheading the shift. Micro-influence succeeded where traditional advertising fatigued. It replaced polished perfection with authentic experience, giving voice to everyday experts.

The Trust

Micro-creators have turned trust into a functioning economic engine. Recommendations fuel discovery. And discovery drives consumption.

The trust shapes travel patterns, food choices, skincare routines, reading habits, and even political engagement. In India, it opens doors for regional creators, vernacular storytellers, and hyper-local commerce. Influence now travels through languages, accents, and cultural codes.

A Necessary Caution

Discernment yet remains a virtue. The boundary between personal expression and commercial persuasion is thin. Algorithms reward intensity, not balance. Trends accelerate faster than judgement can mature. And audiences can easily mistake visibility for credibility.

The responsibility therefore, shifts to the viewer: to question, to cross-check, to understand when influence is authentic, rooted in research, factual and when a strategy. This caution does not diminish the value creators bring; it simply sharpens the lens with which we engage. Influence is power. Awareness is superpower.

Cultural Commerce

Brands once spoke in taglines, today; they translate themselves into human stories. Influencers have become interpreters of everything between commerce to culture; softening corporate edges. They bring context and truth to light.

This shift has rewired marketing globally. Brands now design launches around creator-led narratives instead of corporate press releases. Indian brands, especially D2C, build entire product journeys around creator communities that act as both; audience as well as advisory board. Influence is no longer an endorsement - it is participation.

New Identity

Influencers don't sell products alone. They sell lifestyles. They model identities for GenZ and Gen-Alpha. A minimalist creator reshapes aspirations. A sustainability creator redefines responsibility. A homemaker-turned-vlogger reframes ambition. These creators expand the vocabulary of defining success, beauty, or stability. The impact they generate is deeply consumer-centric, delivering meaningful value and improving decision-making for millions.

They also have successfully challenged age-old definitions of success and truths behind traditional taboos.



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Can a Hospital Heal Without Harming the Mind?

If someone were to blindfold you and walk you into a hospital, chances are you would recognise the place instantly. Not by sight, but by smell. By the air. By a heaviness that quietly presses down on your chest.



Hospitals carry an atmosphere that goes far beyond antiseptics and medicines.

It is the collective weight of fear—patients waiting for answers, families holding their breath, doctors making irreversible decisions under relentless pressure. Uncertainty lingers in corridors, waiting rooms, and consultation chambers, embedding itself into every experience.

This leads to an uncomfortable yet necessary question: must spaces meant for healing feel so mentally overwhelming?

Healing Does Not Begin with Medicine Alone

Modern science has established that healing begins in mind. Stress, fear, and prolonged anxiety elevate cortisol levels, weakening the body's natural ability to recover. Before medicines could assist, the mind must feel eased and attuned to healing.

A hospital environment that is unable to appeal to mental peace works against its own objective, though it is never the intention of the institution.

The emotionally stressful ecosystem is not the result of apathy, but of an industry that operates under immense pressure, urgency, and volume. Over time, efficiency overtakes empathy, and systems override sensitivity. But these loops can be broken.

Who Takes the First Step?

Change rarely begins where the burden is heaviest. Vulnerable patients and families cannot be expected to demand transformation. The responsibility lies with institutions.

Rethinking design, communication, training, and culture may be challenging — but it is transformative. Prioritizing emotional upliftment alongside clinical excellence restores trust, improves experiences, and strengthens healing.



From Dread to Dignity

Today, much of healthcare operates on references. Walk-in patients are rare, unless driven by emergencies. The unspoken assumption is that personal connections ensure safety, clarity, and accountability — while anonymity invites risk.

But what if hospitals earned such credibility that people walked in, not because they knew someone, but because they trusted the institution itself?



A hospital that consistently demonstrates empathy and accountability does not need intermediaries. Its reputation becomes its reference.

Such environments benefit everyone. Patients and families can feel calmer and more cooperative. Doctors and caregivers experience reduced burnout and are more trusted. It could replace mental stress of hospitalization with calm mind for an improved response to medication; a win-win for all.

Reimagining the Hospital Experience

Hospitals need not be places people dread. They can be safe havens—even amid uncertainty. Spaces where fear is acknowledged, not amplified; where care is humane, not transactional.

Breaking this loop is possible. If institutions lead by rethinking design, sensory details, and by engaging experts who can address not only the persistent clinical smell of medication but also the mental strain carried by patients and their families; the hospital experience can fundamentally shift.

When environments are designed to calm rather than overwhelm, hospitals evolve into sanctuaries for both body and mind. From scare to care, healing can truly thrive.



Eating Hydration – The Performance Architecture

A Heat-Survival Playbook for 2026

Heat is the new productivity tax—quietly redesigning how India works. With every rising degree, cognition drops. Heat doesn't just drain hydration; it drains performance.

Across India, heat-index days above 45°C are no longer seasonal spikes—they're the new working climate. Hydration, often dismissed as a wellness habit, becomes a core determinant of focus, accuracy, decision-making and metabolic stability.

Professionals, students, frontline workers and homemakers are equally exposed. This season, the winning strategy is simple: don't just drink—eat your water.

The Cognitive Cost of Heat

Even a 1% dip in hydration slows the brain. Working memory, reaction speed and decision-making falter as the body diverts blood to cool itself.

Occupational studies show that for every 1°C rise in temperature, cognitive performance falls by nearly 2%, while errors increase by 4%. What many mistake for fatigue or burnout is often just the brain running on low hydration.

With India crossing 200 plus heat days in 2025, it doesn't just exhaust – it stalls your intelligence bandwidth.

The Metabolic Cost of Dehydration

Plain water cannot fully counter heat stress; nearly half of it is excreted within an hour. The body needs fluids bound to fibre, minerals and natural salts—to stabilise heart rate, digestion, and energy levels.



The Slow-Release Hydration Foods

Water-rich foods operate like slow-release systems – metabolically steadier and predictably smarter. Their moisture is absorbed gradually, supporting cognition and electrolyte balance.

Top Water-Rich Fruits

Watermelon



Watermelon with 92–94% water acts as a heat-diffuser, rich in potassium and lycopene preventing mind fog.

Muskmelon



Muskmelon provides gentle, alkalising hydration without spiking blood sugar.

Oranges



Oranges replenish water and natural salts lost in sweat.

Strawberries



Strawberries stocks 90% water, reduces oxidation.

Hydrating Vegetables

Cucumber



Cucumber has 95–96% water, works like internal air-conditioning, reducing fatigue.

Bottle gourd



Bottle gourd (lauki) stabilises metabolism and digestion.

Tomatoes



Tomatoes deliver hydration and heat-shielding antioxidants.

Zucchini



Zucchini, light and nutrient-dense, hydrates without burdening digestion.

These foods don't just fill your gut; they function as internal cooling architecture—your most efficient way to eat your water.

As India enters the era of heat economics, hydration is no longer a wellness choice — it's about how body absorbs it. This summer, make water the foundation – food; the strategy.



Life's Biggest Lessons Make No Sense — Until They Do

Four Paradoxes That Life Darts, Just to Laugh Later

Life is weird.

Not “haha funny” weird — more like “why-is-this-happening-and-why-does-it-feel-ironically-accurate” weird. We keep expecting life to behave like a clean, logical spreadsheet. Instead, it behaves like a toddler with a marker and zero supervision.

And the strange part?

The lessons that actually transform us are usually the ones that sound stupid the first time we hear them. Here are four paradoxes that shouldn't be true... but annoyingly are.

1. The Happiness Paradox: The Harder You Try to Be Happy, The Sadder You Get

Want a shortcut to unhappiness? Try obsessing about happiness.

Treat it like a job KPI. Wake up every morning and ask, “Am I happy yet?” Congratulations — you are now officially miserable.

Happiness is like a cat: the more you chase it, the more it runs. Sit quietly, do meaningful things, and it eventually curls up beside you.

The twist: You get happy by not trying to get happy.



2. The Knowledge Paradox: The More You Learn, the Dumber You Feel

Here's a fun fact: The world's smartest people are painfully aware of how little they understand. Meanwhile, the most clueless ones walk around with the confidence of a TED Talk speaker.

The more knowledge you acquire, the more you realise the ocean of stuff you know nothing about.

You don't get wiser by knowing more. You get wiser by acknowledging how much you don't know.

The twist: Learning expands intelligence by shrinking your ego.





3. The Failure Paradox: Success Is Just Failure with Better Branding

We love success stories. We hate failure stories. Which is hilarious, because they're literally the same story — just told at different chapters.

Every “overnight success” is basically someone who's failed 147 times, cried in a bathroom stall, questioned their existence, kept going anyway... and finally got a win.

Failure isn't the opposite of success. It's the process of success.

The twist: You don't succeed despite failing. You succeed because you failed enough times to figure it out.

4. The Change Paradox: You Change Only When You Stop Bullying Yourself About Changing

We think self-improvement means cracking the whip: be tougher, be stricter, force discipline.

And then we wonder why nothing changes except our blood pressure.

Real change sneaks in when you stop fighting yourself. Acceptance softens the walls you keep punching.

The twist: You transform when you stop demanding transformation.



What Do We Do with All These Contradictions?

Simple: Stop trying to make life make sense. As, life runs on paradox.

Humans grow in contradiction. And the truths that matter most usually sound wrong before they sound right. Life's biggest lessons don't play by logic; they do by contradictions. And once you grasp that, the world gets a whole lot lighter.



Some People Meditate, Some Buy Handbag

Inside the Style, Status, and Social Currency of Luxury's Biggest Icons

Luxury handbags are the original shorthand for who you are and how you move through the world. They're emotional armours, prestige markers, confidence boosters, personality tells—and the most public part of your private taste.

In a world where personal identity is constantly broadcast—online and offline—handbags have evolved into one of the last socially accepted status signals.

Fashion psychologists call them “identity objects”—artifacts that say what we don't always choose to articulate.

Today, the luxury handbag market behaves less like fashion and more like a micro-economy. Certain Hermès, Chanel, and Louis Vuitton pieces appreciate better than gold, outperforming traditional investment portfolios. In a volatile global market, luxury has quietly become a feminine-coded asset class—blending personal joy with financial prudence.

Here's the real breakdown of the power players.





Hermès is the Beyoncé of handbags—rare, coveted, and almost impossible to get unless the universe decides you're ready. A Birkin isn't bought; it's bestowed.

Chanel's Flap Bag is practically a passport to timeless chic. It carries a century of elegance and a quiet wink that says, "I know who I am."



Louis Vuitton's monogram still runs global pop culture like a quiet monopoly—instantly familiar, effortlessly aspirational.

This is legacy you don't buy; you enter.



The Untouchables: Hermès, Chanel, Louis Vuitton

The luxury's holy trinity.

The Untouchables: Hermès, Chanel, Louis Vuitton

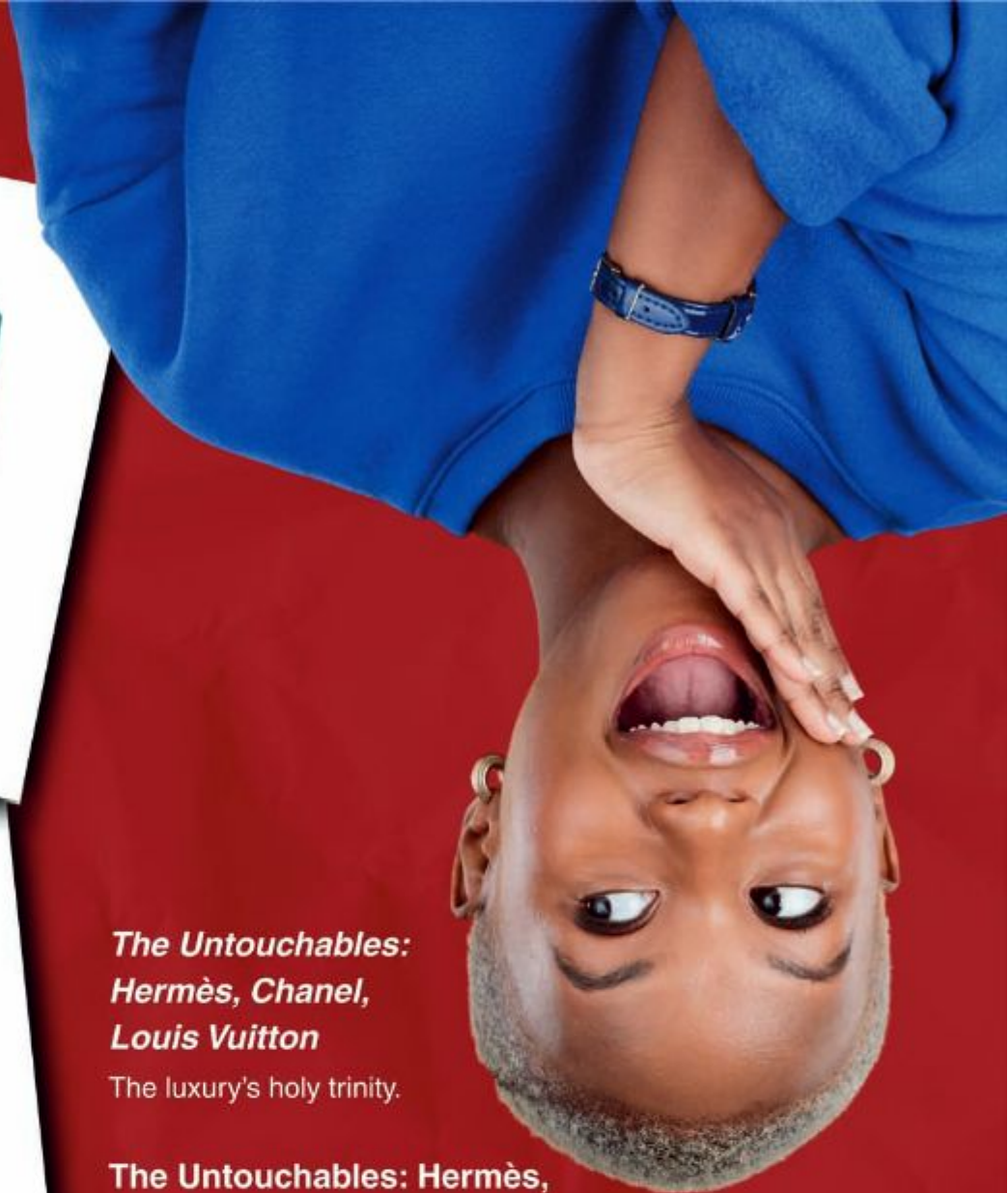
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The Storytellers: Gucci, Fendi, Saint Laurent

Drama. Flair. Cultural tempo. These are the houses that turn fashion into feeling.

Gucci is fashion's wild heart—reinventing itself as often as its shoppers reinvent their Instagram aesthetics. Maximalism, but make it meaningful.

Fendi gave us the OG It Bag (yes, the **Baguette**) and never let go of its playful DNA. Every FF moment feels like a small celebration.

Saint Laurent offers sleek rebellion: sharp lines, bold attitude, and the hardest-working monogram in Paris. Minimalist, but with an unapologetic pulse.

These brands don't whisper luxury—they broadcast it.

The Quiet Luxury Set: Celine, Bottega Veneta, Prada

For those who prefer their power served subtle—and their confidence self-sourced.

Celine's clean silhouettes are a love letter to modern minimalism. The woman who carries one never needs to explain her choices.

Bottega Veneta makes anonymity aspirational. The **intrecciato** weave is a quiet nod between those who know—and those who wish they did.

Prada's intellectual cool turned nylon into a fashion movement long before "quiet luxury" had a name. It's clever, confident, and slightly contrarian.

Whisper... but make it unmistakable.



The Royal Favourite: Dior

Dior is elegance with a capital E.

The Lady Dior—forever linked to Princess Diana—remains fashion's most graceful handshake, the kind that leaves an impression long after you walk away.

The Saddle Bag shows the maison's experimental streak—heritage with a playful curve.

It's history, polished with a touch of crown.

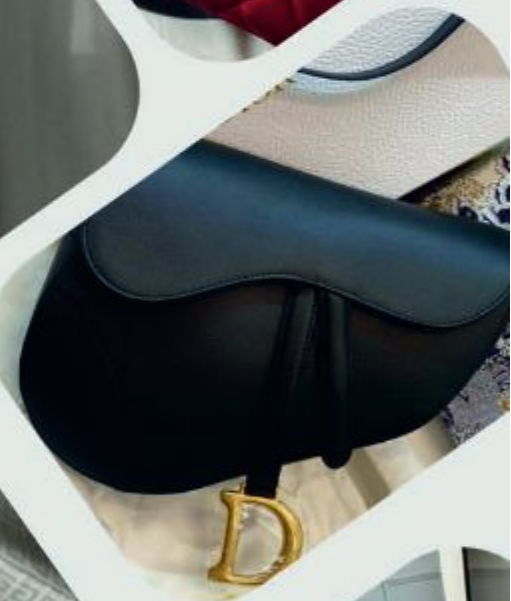
What It All Means

A handbag isn't just a bag.

They're the gentle, wearable scripts through which women express independence, aspiration, rebellion, or restraint. Whether you choose legacy, drama, minimalism, or royalty—your handbag is the story you choose to tell.

It's a mood board, a mini-biography, a quiet announcement of how you see yourself today. And in luxury, the best statements aren't displayed – they're carried.

It's the thing you reach for when your stature takes a shape.



Build. Preserve. Multiply: Matrix of Generational Wealth

3 x 3 Step Legacy Framework

Three rules. Three steps each. From Buffett's patience to James Clear's systems, here's how ordinary discipline creates extraordinary dynasties.

Wealth isn't about luck or luxury — it's about choices that last. Generations often lose fortunes not because money is hard to make, but because it's harder to preserve. The first generation builds, the second enjoys, the third squanders.

The antidote? A 3x3 blueprint: three timeless rules, each broken into three practical steps. Together, these nine moves can turn today's riches into tomorrow's legacy.



Rule 1: Survival Before Status, Luxury Last

"Avoid buying status objects or leading a status lifestyle."

— Thomas J. Stanley & William D. Danko

The trap isn't poverty, it's pretence. Flashy cars, oversized homes, and lifestyle debt drain the future. Real wealth grows quietly — in land, assets, and investments that outlast fads.

The 3 Steps

- Build a safety net first — emergency fund, insurance, investments.
- Spend after saving, not the other way around.
- Delay luxury until it's paid for by appreciating assets.

Impact: Less stress, more freedom. Restraint today becomes strength tomorrow.

Rule 2: Play the Long Game, Master the Boring Stuff

"If you aren't willing to own a stock for 10 years, don't even think about owning it for 10 minutes." — Warren Buffett

Wealth isn't a sprint — it's a marathon. The real winners aren't chasing trends, they're compounding quietly. Budgeting, reinvesting, staying the course — boring on the surface, dynasty-building underneath.

The 3 Steps

- Automate savings and investments.
- Reinvest gains instead of cashing out.
- Stay steady when markets wobble.

Impact: Discipline beats luck. A lifetime of steady moves creates extraordinary wealth.





Rule 3: Build Systems, Not Savings

"You do not rise to the level of your goals. You fall to the level of your systems." — James Clear

Savings shrink; systems grow. A pile of cash can vanish, but income engines — rentals, dividends, royalties, businesses — keep multiplying long after you stop working.

The 3 Steps

- Start small with one income stream, then diversify.
- Build assets that pay even when you don't work.
- Teach heirs how systems function, not just how to spend.

Impact: Systems create momentum. They don't just preserve wealth; they expand it across generations.

Wealth that whispers; lasts longer than wealth that shouts. Survival before status, patience before thrill, and systems before savings — this is the 3x3 blueprint for building a fortune that outlives you. It's the legacy of security, opportunity, and freedom you pass on.



If Shivaji Maharaj Built a Startup Today!

A founder operating in a market designed to crush him.

Most founders admire scale. Shivaji Maharaj mastered survival — a distinction that matters the most in today's startup ecosystem. No capital. No inherited scale. No legal backing. Only clarity, restraint, and system thinking. Shivaji Maharaj did not enter a fair market; he entered one engineered to eliminate him—and still built an empire.

1. Maharaj Did Not 'Disrupt' an Industry — He Altered It.

Passionately speaking; he challenged mighty empires. Practically speaking; he entered a brutally consolidated power-structure of the Mughals and Deccan Sultanates, despite zero structural-advantage and remodelled it.

This was not disruption. This was hostile market entry.

Startup parallel:

Most founders are entering markets controlled by well-funded competitors, policy-heavy environments, and legacy players who can crush them on price, reach, or lobbying power.

Maharaj's insight: do not fight incumbents on their strengths. Redesign the battlefield.



2. Guerrilla Warfare Wasn't A 'Style' — It Was Capital Efficacy.

History honours Shivaji Maharaj's guerrilla warfare strategy. He avoided large armies, open-field battles, irreversible risk, and fixed positions that reduced agility. Instead, he optimized for intelligence, deep terrain familiarity, and small, loyal, fast-moving teams.

This was not aggression. This was unit-economics – centuries before the term existed.

Startup parallel:

Entrepreneurs can regard guerrilla warfare as bootstrapped strategy. Early-stage founders fail when they try to match unicorn marketing budgets, build everything in-house, or scale before product-market fit.

Maharaj teaches: if your burn rate matches your ambition rather than reality; your story ends early.

3. Forts Weren't 'Assets' – They Were Distributed Infrastructure.

Maharaj did not collect forts for symbolism; but as nodes in a decentralized network. Each fort was semi-autonomous, embedded with local intelligence, capable of surviving independently, and able to support or isolate other forts when required.

This was resistance engineering, not domain building.

Startup parallel:

Modern businesses over-centralize — one data centre, one key leader, one revenue stream, one geography.

Shivaji Maharaj designed scattered systems assuming attacks would happen, leaders could fall, and supply chains could break.

Maharaj knew: resilience could beat scale. That's modern risk management backed by history.



4. Maharaj Didn't Blindly 'Expand' – He Prioritized Culture.

Shivaji Maharaj revered culture. He enforced strict codes of conduct for his soldiers, maintained zero tolerance for civilian abuse, and demanded respect for women and all places of worship.

This was not morality theatre. This was brand positioning.

Startup parallel:

Today, trust is currency and reputation travels faster than light. One ethical failure can erase years of brand-building. Debacle unfolds when founders treat culture as a later-stage problem.

Maharaj understood early-on: culture cultivates the roots of; existence, identity and future.

5. He Didn't 'Enrol' for Every Fight — A Skill Founders Overlook.

Shivaji Maharaj's daring Agra escape was not just courage; it was strategic modesty. He strategically chose to preserve existence, and walked away alive rather than die victorious.

Survival, instinct was not meekness. It was intent.

Startup parallel:

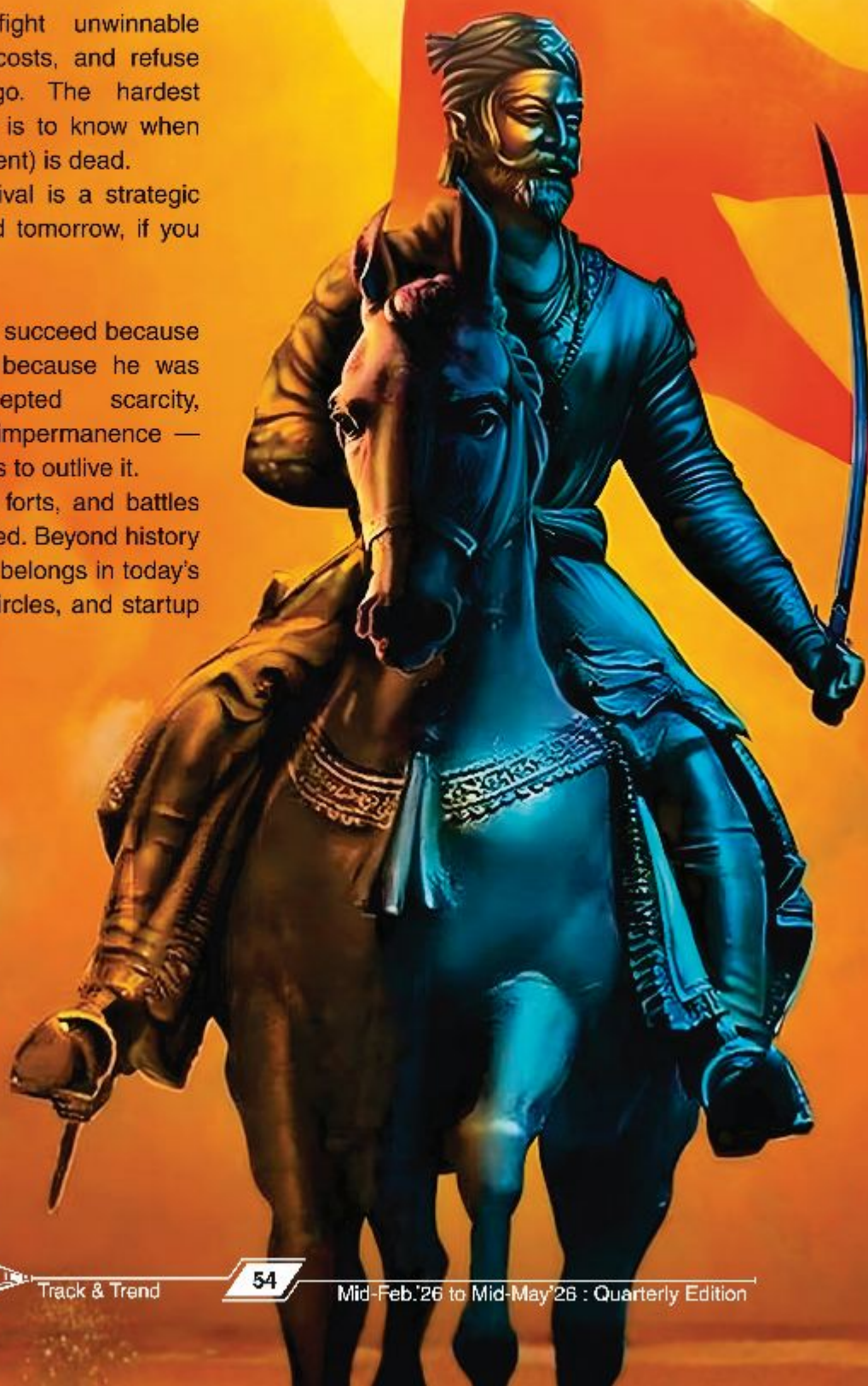
Founders routinely fight unwinnable battles, defend sunk costs, and refuse pivots — out of ego. The hardest entrepreneurial lesson is to know when ROI (return on investment) is dead.

Maharaj showed: survival is a strategic win. You can only build tomorrow, if you breathe today.

The Real 'Aha'

Shivaji Maharaj did not succeed because he was fearless, but because he was realistic. He accepted scarcity, asymmetry, risk, and impermanence — and designed strategies to outlive it.

Alongside the swords, forts, and battles — his mindset triumphed. Beyond history books, Maharaj's story belongs in today's boardrooms, founder circles, and startup classrooms.



The Lion's Last Kingdom

At dawn in Gir, the forest reveals itself by degrees. Dust holds the imprint of hooves and paws, alarm calls ripple through teak and acacia, and somewhere beyond sight, a lion moves—not to announce dominance, but to assert presence. For forest guards beginning their patrols, this quiet is not poetic; it is diagnostic. Survival here leaves clues.

From the Brink of Extinction

Sasan Gir, in Gujarat's Saurashtra region, is the last natural habitat of the Asiatic lion (*Panthera leo persica*). Once ranging from southeastern Europe through the Middle East into India, the subspecies was driven to near extinction by hunting and habitat loss. By 1913, fewer than 20 lions remained, confined to what were then the private hunting grounds of the Nawabs.

Recovery did not come by chance—it came through restraint. Today, more than 600 Asiatic lions roam freely across Gir's 1,412-square-kilometer mosaic of dry deciduous forest, rocky hills, and riverine corridors—one of modern conservation's spectacular reversals.



A Landscape Shared, Not Surrendered

The lions of Gir differ subtly from their African relatives. They are longer-bodied, marked by distinctive belly folds, bushier elbow tufts, and lighter manes that expose alert, expressive faces. They live in smaller prides, navigating landscapes shaped as much by perennial rivers such as the Hiran and Shetrunji as by human presence.

This is not wilderness untouched by people – it is a coexistence few large predators have mastered. Maldhari pastoralists graze livestock here. Villages fringe forest boundaries. Yet the lions persist, not because humans withdrew entirely, but because limits were respected.

Gir's ecological relevance extends far beyond its lions. The forest supports more than 40 mammal species, including over 300 leopards, substantial populations of sambar and chital, nilgai, chinkara, and the chousingha—the world's only four-horned antelope. More than 425 bird species inhabit these forests, alongside 40-plus reptiles and amphibians, contributing to a recorded biodiversity exceeding 2,300 species of flora and fauna.



Restraint as a Conservation Tool

Safari permits are limited and issued online; routes are fixed; trained naturalists enforce restraint over spectacle. The nearby Devalia Interpretation Zone absorbs much of the tourism pressure, allowing the core forest to function with minimal intrusion. Disease outbreaks, climate extremes, or habitat fragmentation here would reverberate far beyond the boundaries — making vigilance permanent, not optional.

A Living Agreement

Gir is not a triumph to be admired from a distance, nor a wilderness frozen in time. It is a living agreement—between policy and patience, people and predators—where success depends on continued humility.

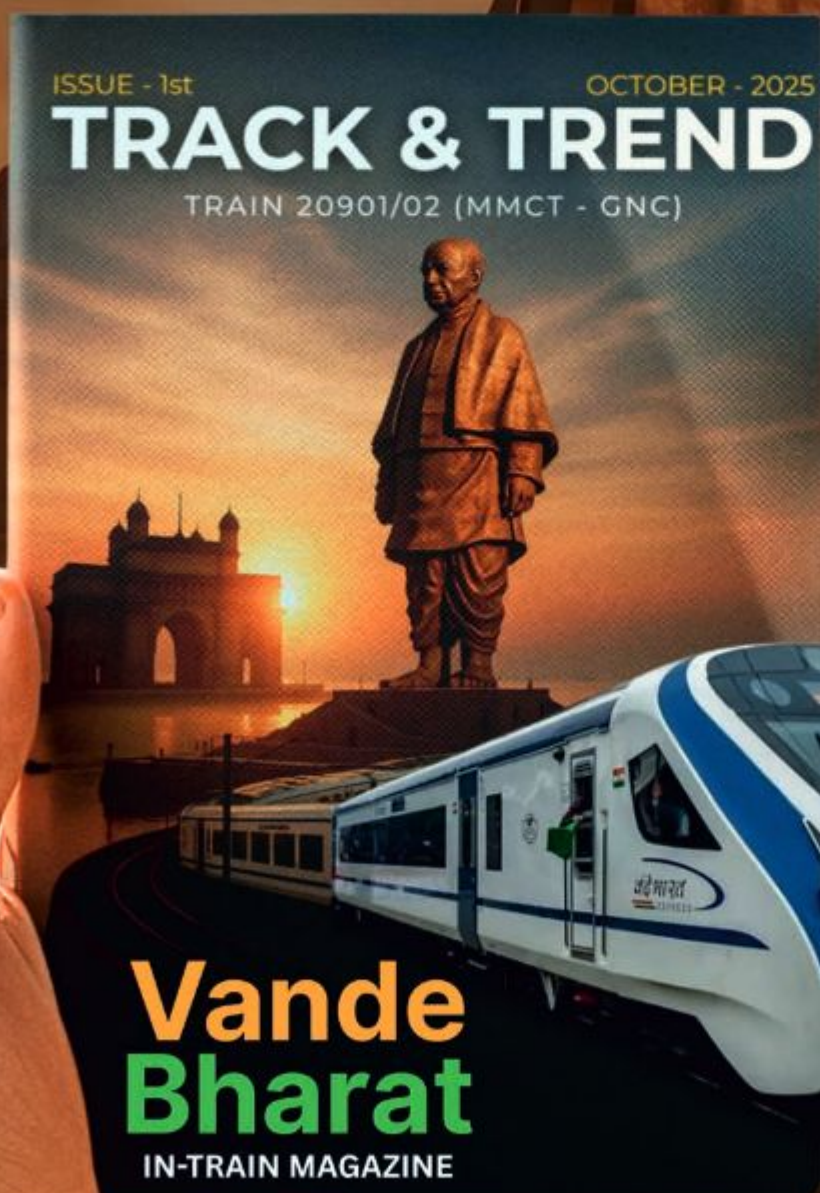
In a world where conservation often fails by doing too much, too loudly, too late, Gir endures by knowing precisely when to step back.



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Access Achieved. **Anxiety Amplified.**

India's Education Expansion — and the Crisis of Navigation

A 17-year-old today can apply across continents, earn AI certifications before finishing school, build a public portfolio, and compare careers in real time. What earlier generations waited years to discover is now available in minutes.

Access has expanded dramatically. Anxiety has expanded faster.

In the 1970s and 80s, India's education system functioned like a map — limited routes, defined milestones, predictable destinations. Engineering, medicine, civil services, academia. The options were narrow, but the direction was clear.

In the 2020s, career choices resemble a maze. Pathways are global, interdisciplinary, and fluid. India's Gross Enrolment Ratio in higher education has crossed 28%, more than doubling since the early 1990s. Meanwhile, nearly 40% of job skills may shift or become obsolete this decade due to technological disruption.

Opportunity has multiplied; certainty has not. The result is not an access crisis, but a navigation crisis — shaped by four systemic anxieties.



1. From Limited Pathways to Choice Paralysis

The Anxiety:

Earlier decades offered constrained but comprehensible routes. Students now encounter thousands of variations — AI ethics, climate finance, sports analytics, UX design. Such abundance overwhelms. Decision-making slows. Doubt accelerates.

The Required Shift:

Move from “Which career is safest?” to “Which problems do I want to solve?” Clarity of purpose must precede clarity of profession.



2. From Degree Security to Skill Volatility

The Anxiety:

A single qualification once sustained a 30-year career. Now, industries reconfigure every five to seven years. Automation and artificial intelligence continuously redraw relevance. Students face the possibility of obsolescence before graduation.

The Required Shift:

Adopt a skills-first philosophy. Degrees provide entry; adaptability ensures longevity. Continuous learning must now become a lifelong discipline.

3. The Intergenerational Guidance Gap

The Anxiety:

One generation succeeded using a map and legacy careers. The next one is navigating a maze. Parents are now expected to evaluate careers that barely existed a decade ago. The result is friction and quiet anxiety within households.

The Required Shift:

Start with the student — interests, strengths, motivations. Move beyond legacy career templates and explore emerging paths with credible career experts.



4. From Academic Excellence to Identity Fragmentation

The Anxiety:

Academic achievement once singularly defined merit. Students are now expected to be multidimensional — academically strong, digitally fluent, socially aware, emotionally intelligent. The pressure to excel across dimensions fractures self-worth.

The Required Shift:

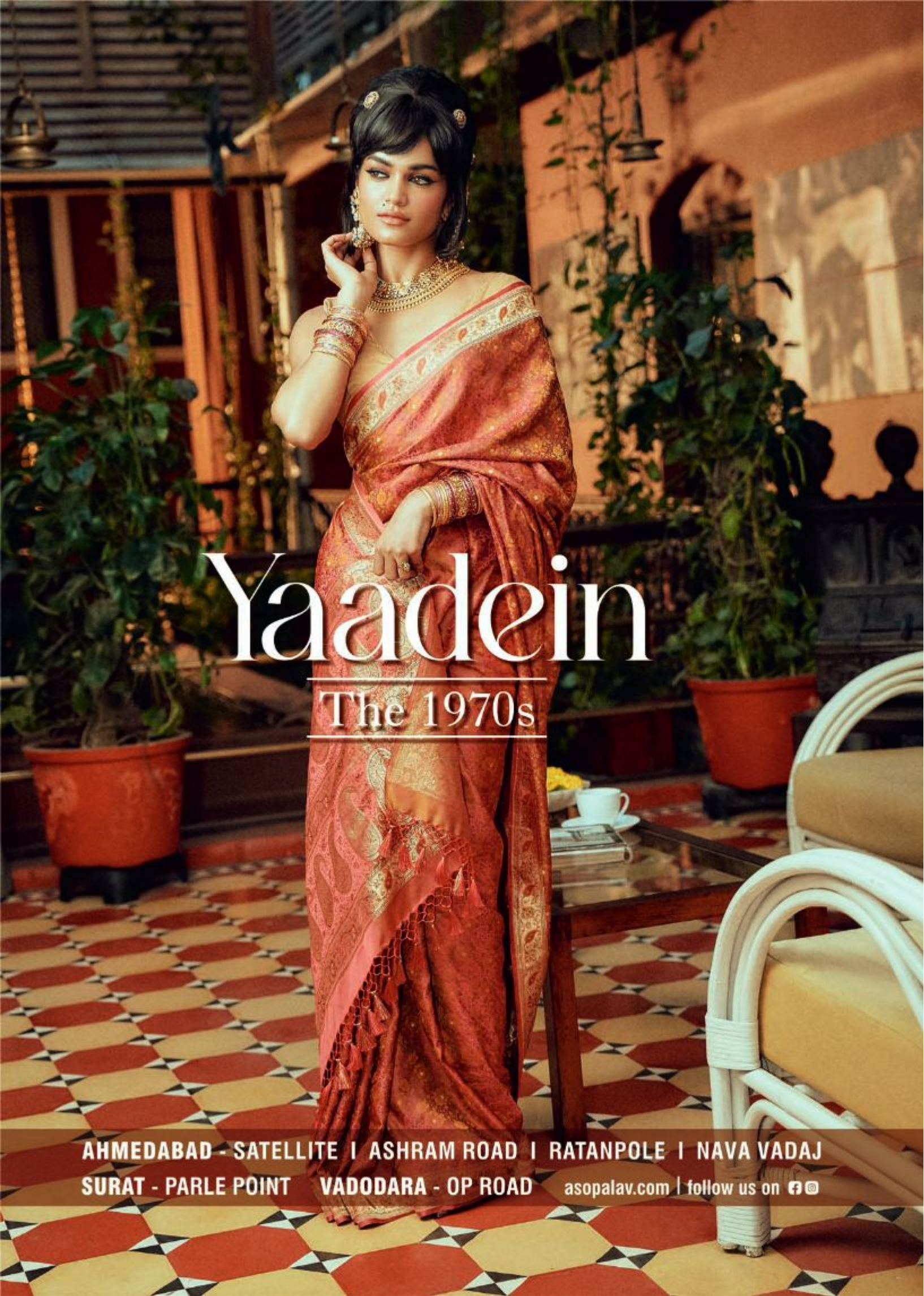
Encourage depth before diversification. Mastery in one domain builds durable confidence; expansion can follow. Worth must never depend on ranks or degrees.

India's education system has moved from rigidity to dynamism, from structure to scale. But while institutions evolved rapidly, parenting frameworks and societal expectations are still catching up.

The real crisis of 2026 is not opportunity. It is calibrated navigation. The next phase of reform cannot focus on enrolment ratios alone; it must embed career literacy and adaptive capability into the core architecture of schooling.

Access has been achieved. Navigation must now be intentional.



A woman with dark hair and bangs, wearing a red and gold patterned saree, stands on a checkered floor. She is adorned with traditional jewelry including a necklace, bangles, and earrings. The background features a warm-toned building with arches and potted plants. The overall aesthetic is vintage and elegant.

Yaadein

The 1970s

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