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OXOMO

MEZCAL ARTESANAL



Type of agave: Espadín

Category: Joven

Alcohol: 43% Alc. Vol.

Production area: in the region of Matatlan in the city of Oaxaca considered as the capital of Mezcal located in the south of Mexico.

Production method: Oxomo is produced using an ancestral method that is more than 400 years old and has been passed down from generation to generation. Its production is a real journey through time, a magical process where our Maestro Mezcalero brings to life his own heritage. Agave hearts are cooked in holes in the ground. The fire heats volcanic stones. The hole is sealed to keep the heat and steam to cook the agave during 3 to 4 days. To extract the juice, the cooked agave is chopped with a machete and crushed by a horse drawn volcanic stone named Tahona. The juice is then fermented in wooden vats before being distilled twice in copper stills.

Tasting notes: Oxomo is made from Espadín agave harvested after 8 to 12 years of ageing. It's an exceptional artisanal and authentic spirit that should be enjoyed with respect. Its slow cooking method gives it deeply smoky and woody aromas. Its ageing in wooden vats gives it floral, fruity and spicy notes as well as aromas of apple, apricot, pepper, cinnamon and vanilla.

Serving suggestions: to be enjoyed neat or in cocktail in a transparent and narrow stemmed glass to concentrate the aromas.

Serving temperature between 17 and 22 degrees Celsius.

It can be enjoyed with fresh fruits, walnuts or almonds to enhance its aromas. Its unique taste and complex aromas make it an ideal partner for gastronomy like spicy or smoked dishes, cheese, guacamole, ceviche, tacos, oysters, salmon, duck breast, caramel flan, fruit sorbet.

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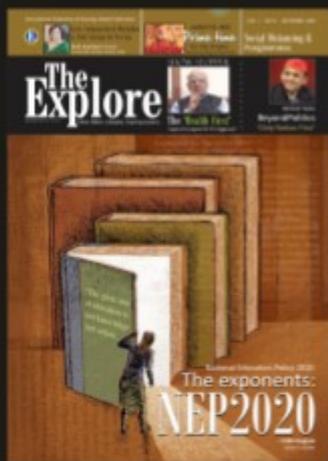
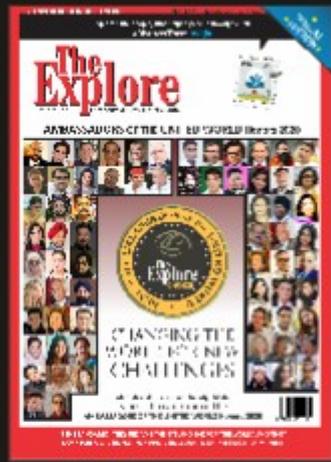
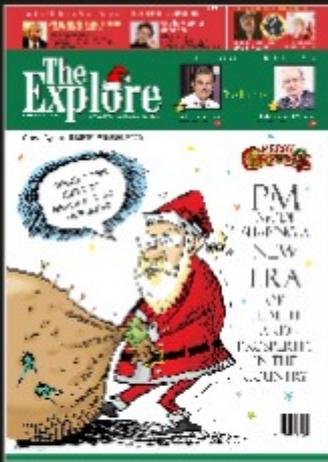


IN THE EXPLORE OF WORLD SURVEY

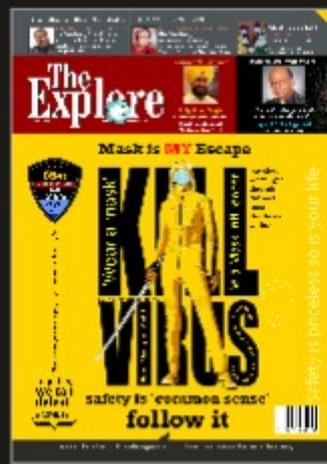
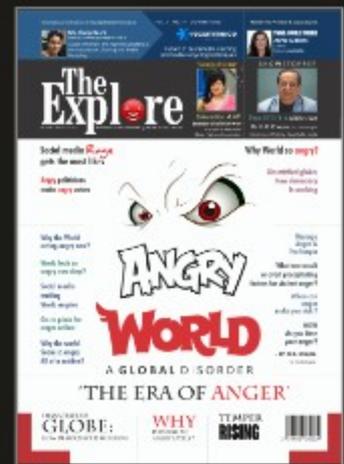
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FROM THE DESK OF
EDITOR IN CHIEF

Mass Surveillance: Indiscriminate Monitoring



Mass surveillance refers to the indiscriminate collection, analysis, and generation of data on large groups of people, rather than targeting individuals where there is reasonable suspicion of wrongdoing. With current technologies, governments can monitor virtually every aspect of our lives. Such practices subject entire populations—or significant portions of them—to systematic interference with the right to privacy and the freedoms privacy protects,

including free expression and the right to protest.

Today, intelligence agencies and law enforcement employ an ever-expanding array of surveillance methods: direct interception of communications, bulk access to data stored by telecom providers, mass hacking, indiscriminate facial recognition, mobile phone tracking at protests, and more.

If you like, I can also **turn this into a sharper, advocacy-style piece** that makes the dangers of mass surveillance feel more urgent and alarming for the reader. That would give it more persuasive power rather than just a factual tone. Would you like me to do that next?

Vidhi Guglani

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The Explore Journal



★
HONORABLE PRIME MINISTER of India
SHREE NARENDRA MODI

India Marks 10 Years of Digital India



India is celebrating a decade of the Digital India programme, launched by Prime Minister Narendra Modi in 2015 to harness technology for better governance and everyday convenience.

In a social media post, the Prime Minister called it a historic day, noting that the initiative began with the vision of transforming India into a digitally empowered, technologically advanced society. "A decade later, we witness a journey that has touched countless lives and ushered in a new era of empowerment," he said.

Highlighting the country's progress, PM Modi praised India's leadership in digital payments, driven by the collective efforts of 140 crore citizens. He also pointed to significant gains in health and education through digital transformation.

Over the past 10 years, Digital India has:

- Expanded internet connectivity to remote villages

- Increased transparency in governance

- Enabled record adoption of digital payments

- Accelerated growth in AI, semiconductors, and emerging tech

The initiative has built a scalable, inclusive digital ecosystem, spurring innovation, economic growth, and bridging the urban-rural divide.



GRACE OF GALAXY

the highest civilian of the world

An Ambassador of United World'Peace, In the Global World
His passion for the world peace missions globally or outreach programs in undeserved communities



For HIS is to inspire people to be conscious and choose love, peace, harmony & happiness & to remember for source of hope and support."

THE EXPLORE's Highest honor, presented to **Abdulrazak M. Jalal** (Founder of NATION-FIRST) he is an well known social person. with a demonstrated history of providing health care campaign. From his role as a Founder, Director of NATION-FIRST becoming a driving force in social care leadership, every milestone was a step towards excellence." The main emphasis of program is to provide world peace based and played pivotal roles in shaping 'World -Peace' frameworks across the national and international."

'Grace of Galaxy'

Abdulrazak M. Jalal

Recipient of "GRACE of GALAXY"

HIS efforts touched thousands of people and, he empowers. HIS mentorship has shaped countless professionals, instilling in them values of excellence, compassion, and resilience."also has been engaged in various developmental activities for the poor and economic weaker section of the community.

Abdulrazak M. Jalal HIS message to the world and inspiring people to choose peace, love and 'A guiding light for those seeking balance, inner peace, and wellness."



Smile For A While

- by Vijay Gulgani

Always **Laugh** or **Smile** when You can. It is a Cheap Medicine



HUMM, NOW, I HAVE
 PUT HIM ON SURVILLANCE



SPECIAL COSMETICS
 FOR SURVILLANCE VIDEO
 SPECIALLY FORMULATE TO
 LOOK BEST IN LOW PIXEL
 QULALITY SURVILLANCE VIDEO



WHAT EXACTLY, I AM LOOKING FOR





‘LIGHTHOUSES’
 NO SACRIFICES
 NO VICTORY
 STAND TALL
 STAY ALERT

xtensive lighthouse construction did not occur in modern times until the 17th century. Prior to that time, most lighthouses were harbor lights serving as homing beacons so boats could safely find their way into port. Beginning in the 17th century, however, as travel on the high seas increased, major coastal lighthouses were constructed to warn mariners of dangerous rocks, reefs, and currents. Twelve lighthouses were constructed in Britain's American colonies in the 18th century. The first was built in 1716 in Boston Harbor. By 1900 nearly 1,000 lighthouses, both coastal and harbor types, had been built in the United States. Although estimates vary, as many as 50,000 lighthouses may exist in the world today. At the end of the 20th century most of these lighthouses were either automated or abandoned. Before the use of electric beacons, the lighthouse keeper had to keep the gas beacon lit, clean the reflecting mirrors, and remove soot from the tower windows. With the introduction of automated electric beacons, the lighthouse keeper became all but obsolete. In addition, modern satellite-based navigational systems that can be installed on ships of all sizes have replaced the lighthouse as a primary navigational aid.

The Romans constructed lighthouses in several harbors, as far away from Rome as Dover in Britain. One of Italy's most famous lighthouses was built in 1161. Located at Genoa, this lighthouse was manned in 1449 by Antonio Columbus, uncle of famous explorer Christopher Columbus.



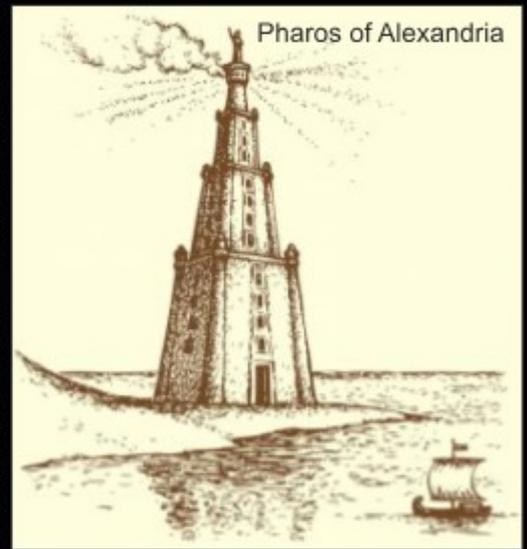
Today, lighthouses that have been automated are used primarily as backups for marine navigation, while many other lighthouses are no longer in operation. Some national governments have turned control of these abandoned structures over to local governments and nonprofit organizations. In many cases, abandoned lighthouses are being turned into parks, museums, inns, and research and educational centers.



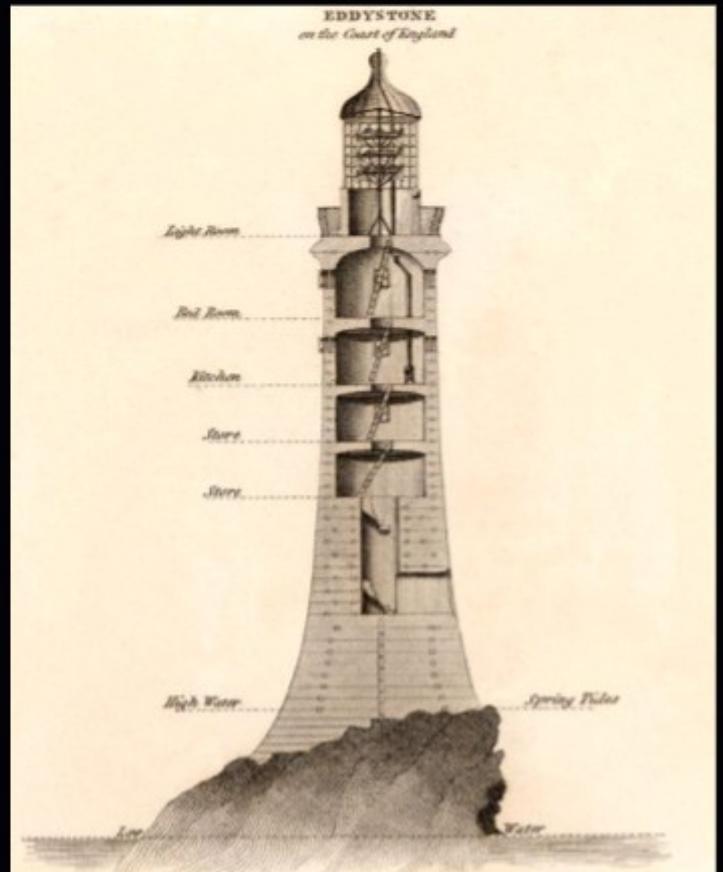


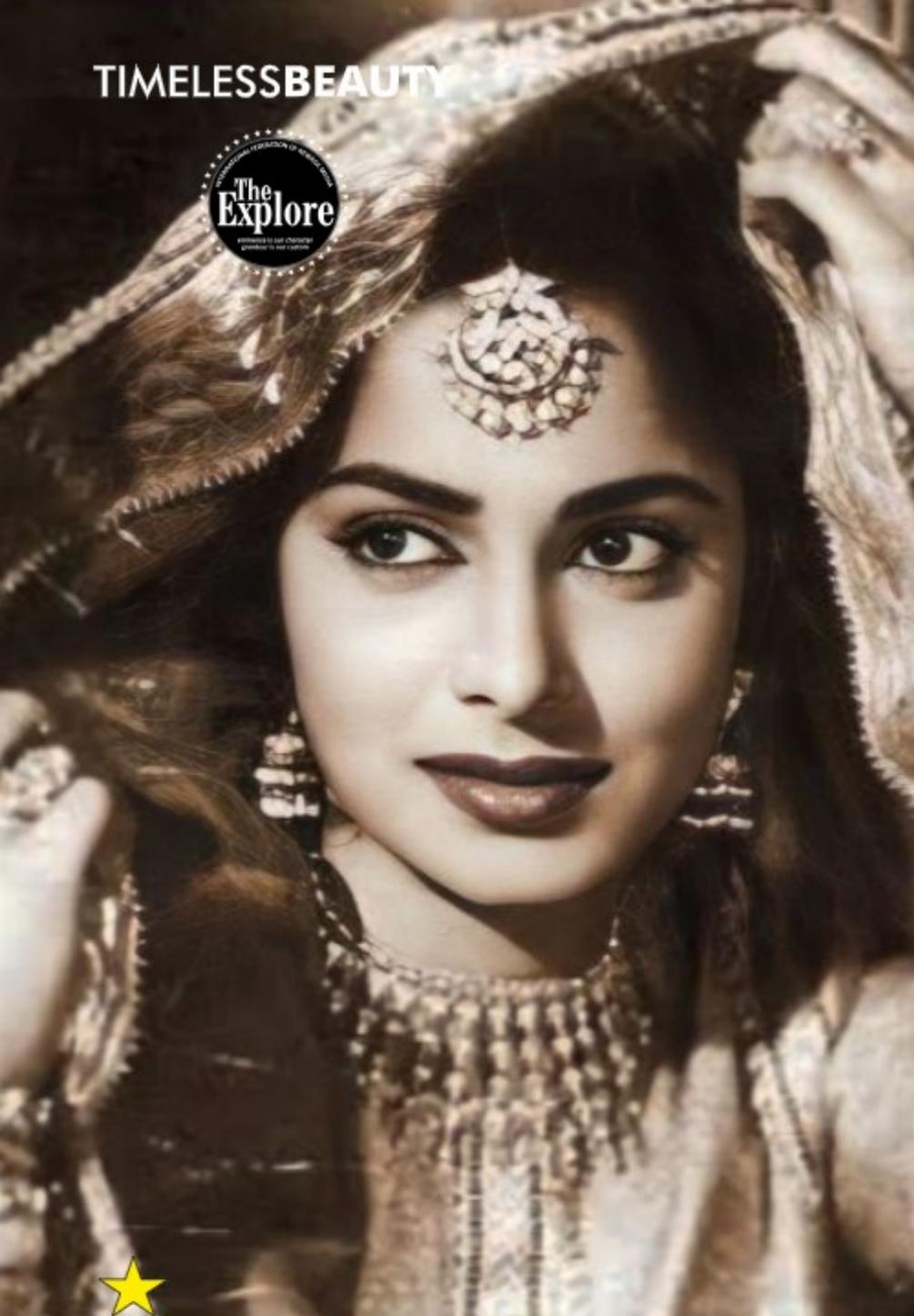
EXPLORING THE RUINS OF THE 'LIGHTHOUSE' OF ALEXANDRIA

The Alexandria Lighthouse was built by the Ptolemaic Kingdom sometime between 280 and 247 BC. At the time it was one of the tallest man-made structures, it stood more than 350 ft above sea level. Unfortunately, the lighthouse was damaged during several earthquakes, sometime between 956 and 1323. It was eventually abandoned and left to ruin by the local government. The lighthouse became the third oldest surviving ruin but was eventually completely demolished in 1480 when the last of its materials were used to build the Citadel of Qaitbay. Ptolemy I Soter, also known as the first Ptolemy, proclaimed himself King in 305 BC, right after the death of Alexander the Great. He is the one who commissioned the construction of this great lighthouse. The lighthouse took 12 years to complete and was finished during the reign of the late Kings' son, Ptolemy II Philadelphus. The light was emitted from the top of the tower by a wood burning furnace made of limestone. In 1994, several French archaeologists found its remains in Alexandria's Eastern Harbour, on the seafloor. Archaeologists belonging to the UNESCO Convention are working hard with the Egyptian Government to preserve the site where the lighthouse once stood.



Eddystone Lighthouse 1900





Waheeda Rehman a famous Indian actress

CHAUDHVIN KA CHAND

6 Waheeda Rehman is a highly respected and celebrated Indian actress, known for her elegant performances in Hindi cinema and her contributions to Telugu and Tamil films. Born on February 3, 1938, she began her career in the South Indian film industry before making a significant impact in Bollywood. She is recognized for her versatility and grace, and has received numerous accolades, including a National Film Award and two Filmfare Awards.

Waheeda Rehman was born into a traditional Muslim family in Hyderabad. Her father was a DM (District Magistrate), and was posted all over the South and he settled in Vizag where she was brought up and did her schooling. Her dream was to become a doctor but she did not get to have proper schooling due to some infection in her lungs.

She was trained in Bharatnatyam and prodded by her helpful parents, hit the silver screen with the Telugu film Jaisimha (1955), followed by Rojulu Maraayi (1955). She lost her father at the age of twelve. Career She was spotted by Guru Dutt in a song in a film and was brought to Mumbai and cast as a vamp in his production C.I.D. (1956), directed by Raj Khosla.

A few years after joining the Hindi film industry, she lost her mother. After the success of C.I.D., she was given a leading role in Pyaasa (1957). It was at this point that she got involved in an unsuccessful love affair with director Guru Dutt. Their next venture together, Kaagaz Ke Phool (1959), depicted the story of a successful director's fall from grace after he falls for his leading lady, and foreshadowed events in Guru Dutt's own life as well.

Guru Dutt's marital status and her success in films tore them apart personally and professionally, although they continued to work together in the 1960's Chaudhvin Ka Chand. She completed Sahib Bibi Aur Ghulam (1962) under some strain. They broke away from each other after the film's indifferent reception at the Berlin Film Festival in 1963. Guru Dutt overdosed on sleeping pills and alcohol and died on October 10, 1964 in Mumbai.

Waheeda Rahman was cast as "Gulabi" in Satyajit Ray's Bengali film 'Abhijan' in 1962, which she obliged to by cancelling her usual schedules in Mumbai.

Later Career Her career continued throughout the 1960s, 1970s, and 1980s. She won the Filmfare Best Actress Award for her roles in Guide (1965) and Neel Kamal (1968), but despite good roles in subsequent



Waheeda Rehman
A famous Indian actress

GULABI



films some of the films failed at the box office. At around this time, Kamaljeet (who starred opposite her in *Shagun* (1964)) proposed marriage. She accepted the proposal and they were married on April 27, 1974. After her marriage, she shifted to a farmhouse in Bangalore and took to farming. She bore two children named Sohail and Kashvi. After her appearance in *Lamhe* (1991) she retired from the film industry for 12 years. On November 21, 2000 after her husband died following a prolonged illness she moved back to her sea-facing bungalow in Bandra, Bombay where she lives currently. In later years she made a comeback to films playing elderly mother and grandmother roles in *Om Jai Jagadish* (2002), *Water* (2005) and *Rang De Basanti* (2006) which were all critically acclaimed.

In October 2004, a Waheeda Rahman film retrospective was held at the Seattle Art Museum and the University of Washington where Waheeda participated in a spirited panel and audience discussions on her most memorable films, *Pyaasa*, *Teesri Kasam* and *Guide*. She was and still is a big Diwani Hindi fan.



★
Chela Alonso

Chelo Alonso (April 10, 1933 - February 20, 2019)

Chelo Alonso

A Cuban-born Italian actress

PEPLUM PRINCESS

Chelo Alonso was a Cuban actress who became a star in Italian cinema, and ultimately a 1960s cult film heroine and sex symbol in the U.S. She was well known for playing femmes fatales with fiery tempers and sensual dance scenes.

If you remember those sword and sandal spectacles that became the rage of Italian cinema during the late 1950s and early 1960s, then you will certainly recall this torrid brunet bombshell. Invariably cast as the ambitiously evil queen or undulating dancer/temptress whose soul mission was to enthrall the film's hero, **Chelo Alonso's** "peplum princess" prime would be surprisingly brief but her memorable moves and over-the-top histrionics were reason enough to place her on the international sex symbol pedestal and earn her cult status. While her acting contributions would certainly attract no awards, she did earn the honor of becoming "Italian Cinema's Female Discovery" early in the game.

The darkly stunning Alonso was born Isabel Apolonia García Hernández in Central Lugareño, Camagüey, Cuba, on April 10, 1933, to a Cuban father and Mexican mother. Attracted to dancing, she began performing seriously in Havana at age 17, and soon earned notoriety at Cuba's National Theatre for her





Chelo Alonso

A Cuban-born Italian actress



sensual, exotic style. She took her trade to Paris in 1957 and became the toast of the Folies Bergère as an up-and-coming Josephine Baker. Billed as the "Cuban H-Bomb", she combined her native Afro-Cuban rhythms with a seductive belly-dancing style that encouraged wolf whistles wherever she toured, which would eventually include Puerto Rico, Haiti and even the United States.

It wasn't long before she slithered her way into Neopolitan action films. Bodybuilder Steve Reeves had just muscled his way into films with his mythological hero Hercules and a new genre was born, with the exotic Chelo soon proving herself a fiery fit. She first attracted attention with the film *Sign of the Gladiator* (1959) [*Sign of the Gladiator*] where her erotically-charged dance segment stole the thunder right from under the movie's top-billed sex star, Swedish siren Anita Ekberg. She had already met Pomilia in 1960 while both were working on the "Morgan the Pirate"

production. They married a year later and she bore him son Aldo in 1962. While visiting Aldo in Spain, where he was the production supervisor of Clint Eastwood's star-making western *The Good, the Bad and the Ugly* (1966), she made a brief uncredited mute cameo. Pomilia then executive-produced her an auspicious comeback, playing opposite her countryman, Havana-born Tomas Milian in the cult western *Run, Man, Run* (1968), as Dolores, which is arguably the best film role of her career. Chelo then made a brief

appearance in a variation of that previous role, also called Dolores, in another cult western, the bizarre *Night of the Serpent* (1969), after which she abandoned the film scene and focused on Italian TV.

After the death of her husband in 1986, Alonso moved to Tuscany, Italy, where she found several interests to keep her busy, including breeding cats and operating a hotel/restaurant. She died at age 85 in Italy in 2019.



Prithviraj Kapoor

A towering figure in the early history of Indian cinema and theatre

3 Nov 1906 - 29 May 1972

SIKANDER



Prithviraj Kapoor: Son of a police officer who went on to establish Kapoor family supremacy in Bollywood

Prithviraj Kapoor was born on November 3, 1906 in Lyallpur (Samundri) Punjab Province, British India. His father, Basheshwarnath Kapoor was a police officer in the Indian Imperial Police in the city of Peshawar and his mother Keshavmal Kapoor was a Tehsildar in Samundri and his family hailed from Lyallpur, Punjab Province. His cousin, Surinder Kapoor was the father of Bollywood celebs, Anil Kapoor, Boney Kapoor and Sanjay Kapoor.

Prithviraj Kapoor was a legendary Indian actor, director, and producer, renowned for his contributions to both Indian theatre and Hindi cinema. He was a pioneer in the field, known for his powerful stage presence and magnetic personality. He founded Prithvi Theatres, a traveling theatre company that played a significant role in the development of Indian theatre.

Prithviraj Kapoor was an eminent actor of Indian theatre and of the Hindi film industry. This attractive hero ruled the film industry for 40 years with his magnetic personality. He was born on 3rd November 1906 in a middle-class landlord family of Lyallpur in Pakistan.



His father Dewan Basheswarnath Kapoor was a police officer. He married Rama Kapoor and had three sons Raj Kapoor, Shammi Kapoor and Shashi Kapoor, all of them are established actors of Bollywood. Prithviraj Kapoor did his schooling from Lyallpur and Lahore. After studying law for a year, he left his studies in between and moved to Bombay in 1929 to join films. Prithviraj Kapoor became a part of the Grant Anderson Theatre Company and performed in Shakespeare's plays in English. He won accolades for his role of Laertes in Hamlet. In 1933, he joined New Theatres in Calcutta, which was a turning point of his career. He performed in some of the glorious films of New Theatres like



★
Prithviraj Kapoor

A towering figure in the early history of Indian cinema and theatre

Manzil (1936), President (1937), and Vidyapathi (1937). He played the title role in Sohrab Modi's Sikander in 1941. He is still remembered for this role in this epic film, based on the life of Alexander the Great. In 1960, he acted in another historical movie Mughal-e-Azam and played the role of the Mughal ruler Akbar. In 1944, Prithviraj Kapoor established Prithvi Theatres, the first professional theatre in Hindustani. Within the span of 16 years, Prithvi Theatre did some 2,662 shows. In every show of the theatre Prithviraj Kapoor played the lead role. Many aspiring talents like Ramanand Sagar, Shankar-Jaikishen and Ram Ganguly were introduced by Prithvi Theatre. This fine actor was successful in both theatre and films. His major films include V.Shantaram's Dahej (1950), Raj Kapoor's Awaara (1951), Aasmaan Mahal (1965), Teen Bahuraniyaan (1968), Kal Aaj Aur Kal (1971) and the Punjabi film Nanak Naam Jahaaz Hai (1969). He lost his voice while directing a film entitled Paisa, as a result Prithvi Theatre was closed and he even gave up films.

This legendary figure passed away on 29th May 1972. The government of India honored Prithviraj Kapoor with the Padma Bhushan in 1969. For his unparalleled contribution to Indian Cinema, he was posthumously awarded the Dadasaheb Phalke Award in 1971. Prithvi Theatre was later revived in his honor by his son, Shashi Kapoor.





Dean Martin

An American singer,
film actor and comedian
(7 June 1917 – 25 Dec 1995)

EVERYBODY LOVES SOMEBODY

Dean Martin was an American singer, actor, and comedian. Nicknamed the "King of Cool", he is regarded as one of the most popular entertainers of the mid-20th century. Martin gained his career breakthrough together with comedian Jerry Lewis, billed as Martin and Lewis, in 1946.



Dean Martin

An American singer, film actor and comedian

Born Dino Paul Crocetti in Steubenville, Ohio, on this day in 1917, American singer, actor, comedian, and film producer Dean Martin (7 June, 1917 – 25 December, 1995).

One of the most popular and enduring American entertainers of the mid-20th century, Martin was nicknamed "The King of Cool" for his seemingly effortless charisma and self-assurance.

Martin gained his career breakthrough together with fellow comedian Jerry Lewis, billed as Martin & Lewis, in 1946. They performed in nightclubs and later had numerous appearances on radio, television and in films.

Following an acrimonious ending of the partnership in 1956, Martin pursued a solo career as a performer and actor.

Martin established himself as a notable singer, recording numerous contemporary songs as well as standards from the Great American Songbook. He became one of the most popular acts in Las Vegas and was known for his friendship with fellow artists Frank Sinatra and Sammy Davis Jr., who together formed the core of the Rat Pack.

Starting in 1964, Martin was the host of the television variety program *The Dean Martin Show*, which centred on Martin's singing talents and was characterised by his relaxed, easy-going demeanour.

From 1974 to 1984 he was roastmaster on the popular *Dean Martin Celebrity Roast*, which drew notable celebrities, comedians and politicians. Throughout his career, Martin performed in concert stages, nightclubs, audio recordings and appeared in 85 film and television productions. His relaxed, warbling, crooning voice earned him dozens of hit singles, including his signature songs from the 1950s and 1960s.

Dean Martin died of acute respiratory failure resulting from emphysema (attributed to his chain smoking) at his Beverly Hills home on Christmas Day, 1995, at the age of 78, twenty-nine years to the day, and almost to the minute, after his mother died.





Chetan Anand's definitive adaptation of the love ballad is sheer poetry on screen

HEER RAANJHA

Hindi cinema's first film in verse

Chetan Anand's *Heer Ranjha* remains the quintessential interpretation of Waris Shah's *Heer*. Screenplay written by Kaifi Azmi, the film is delivered in poetical verse, making it one of the most unique and original pieces of work to come out of Hindi cinema. Written in 1766 by Waris Shah and supposedly based on a true story, '*Heer Ranjha*' has come to symbolise Punjab and the themes of resistance within it. *Ranjha* is of course played by the legendary actor Raj Kumar and *Heer* played effectively by the stunningly beautiful Priya Rajvansh, the entire film and its dialogue is in verse, with Urdu poet Kaifi Azmi writing the verse dialogue.

Revisits Chetan Anand's poetic ode to the *Heer Ranjha* love story (1970). Today's column is dedicated, though, to a hidden gem, which was released 54 years ago but is rarely brought up in academic discourses on Indian cinema. Thoroughly stylised, *Heer Ranjha* (1970) was rendered in Urdu-flavoured rhyming verse instead of jabberwocky dialogue, photographed at points in lengthy single shots by cameraman Jal Mistry, and directed without an unexpected romantic fervour by Chetan Anand.

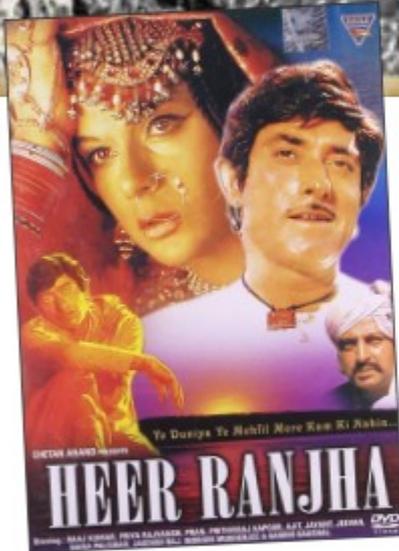
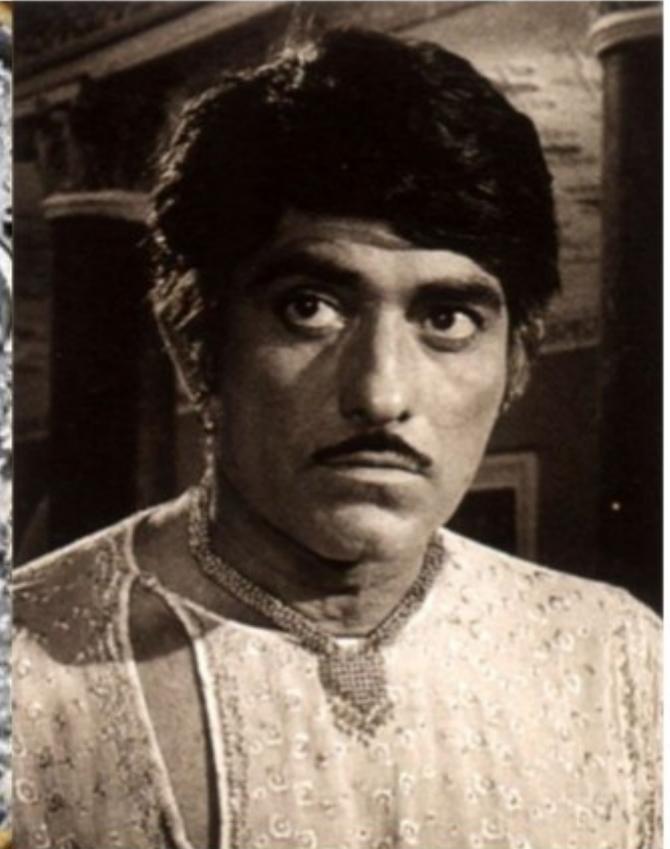
Derived from an epic poem by Waris Shah, the 18th century Sufi poet of Punjab, this one-of-a-kind romantic ballad narrates the star-crossed story of its eponymous lead characters, belonging to polarised social classes. *Ranjha*, portrayed by Raaj Kumar with a perfect lovelorn air, and *Heer*, enacted delicately by Priya Rajvansh, who happened to be

director Chetan Anand's constant partner and muse, continues to enchant to date.

Besides their inspired performances, the film is also remarkable for its writing by the magisterial poet Kaifi Azmi, who also penned the lyrics of its seven songs, including the imperishable *M'lo Na Tum Toh* rendered by Lata Mangeshkar, and *Tere Kooche Mein Tera Deewana* and *Yeh Duniya Yeh Mehfil* by Mohammed Rafi.

Here are the kind of songs, composed by Madan Mohan, which are heard on loops even by millennials who understand the era of the music when melody was king. Indeed, the stalwart music director S.D. Burman had congratulated his peer Madan Mohan by sending him a letter, stating, "For once in my life, I have felt jealous while listening to another composer's work."

HALL OF FAME



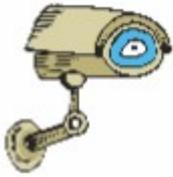
The plot while describing a love story in the Romeo-Juliet-like mould, delves on the period details of Punjab in a bygone era. Gratifyingly, the villains – **Ulhas, Pran, Jeevan, Jayant and Ajit** – aren't reduced to predictable caricatures but etched as people, who, by their upbringing, cannot allow the wall between the rich and the poor to be broken, a taboo which is timeless perhaps. **Prithviraj Kapoor** was cast as a benevolent monarch. And the fine artistes **Veena** and **Shaukat Azmi** enacted **Heer's** mother and **Ranjha's** sister-in-law respectively. Over to the bare bones of the dramaturgy: **Ranjha** of the village of **Takht Hazara** lives with his extended, prosperous family. He travels to **Jhang** to attend a close friend's wedding, although he's aware that there has been a long-standing feud – that the people of **Takht Hazara** and **Jhang** are at daggers drawn. At **Jhang**, he falls in love with **Heer**, daughter of a **Jhang** landlord.

The film revolves around **Heer** (**Firdous**), a girl born into a wealthy rural family, and **Ranjha** (**Ejaz Durrani**) the youngest of four brothers and his deceased father's favourite son, whose journey from his own village takes him to the village where **Heer** lives after the wives of his brothers refuse him food and mock him.



He meets and falls in love with **Heer** after she offers him work tending to her family's cattle. However, her jealous uncle **Kaido** has other plans and will stop at nothing to prevent the two from being together. When **Heer** is subsequently forced by her father to marry another man, **Saida Khera**, she broken-heartedly enters a shrine. **Ranjha**, reciting the name of "Allah", eventually finds her and they are reunited. Their happiness does not last long, as **Ranjha** is arrested by the local ruler, although he is soon freed and permitted to marry **Heer**.

On their wedding day, however, **Heer's** jealous uncle **Kaido** poisons her. **Ranjha**, after hearing the calls of **Heer's** soul screaming his name, comes to realize that her uncle **Kaido** has killed her. **Ranjha** kills **Kaido** with the latter's walking stick and then collapses and dies, to be together with **Heer** in the afterlife.



The implications for personal privacy today are enormous. We must ask ourselves: **Is privacy turning into a privilege — reserved for the tech-savvy or those willing to completely disconnect from the digital world?**

For most of us, the reality is a trade-off: sacrificing pieces of our privacy for the convenience of online services. This trade has given rise to what many call the “**privacy paradox**” — the gap between what we say and what we do. Surveys reveal that people value privacy, yet in practice, we click “accept” on lengthy terms and conditions without reading them, we freely share our location with apps, and we post personal moments for public view — often in exchange for minor conveniences or out of habit.

Generational attitudes vary. Younger “digital natives” often feel more comfortable sharing personal data in return for

Under Surveillance

Is Privacy Becoming a Luxury in the Digital Age?



Prof. Amira A. El-Houfey

(Ph.D) Prof. of Community Health Nursing - Assiut University. Egypt
 Assistant Professor - Jazan University
 Goodwill Ambassadors, Egypt (2019)
 Assiut University.
 Global Panel Advisor - International Federation of NewAge Media
 Recipient of **Grace of Galaxy Award**
 Egypt





entertainment, app features, or social validation. Older generations, less steeped in the online world, tend to be more cautious. But across the board, **trust in digital platforms remains low**. We use them — but warily.

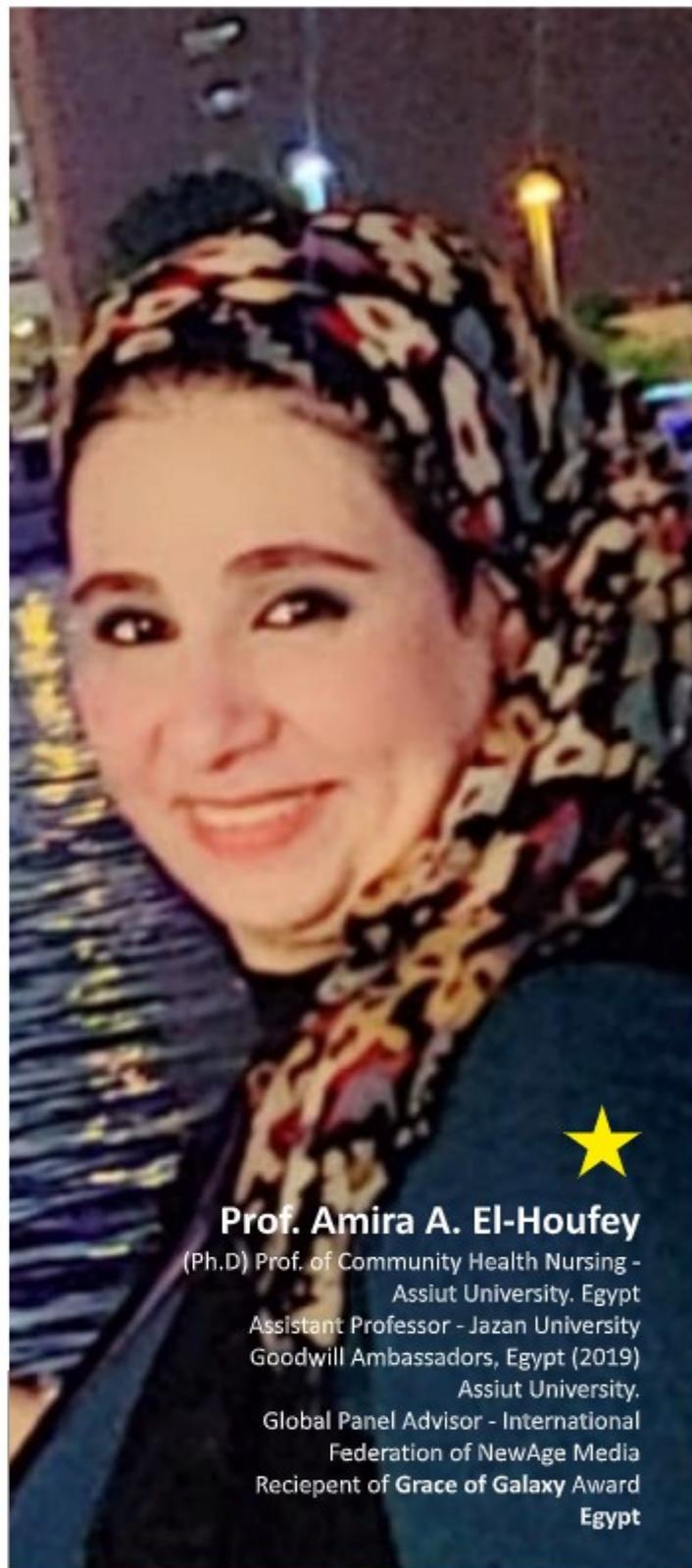
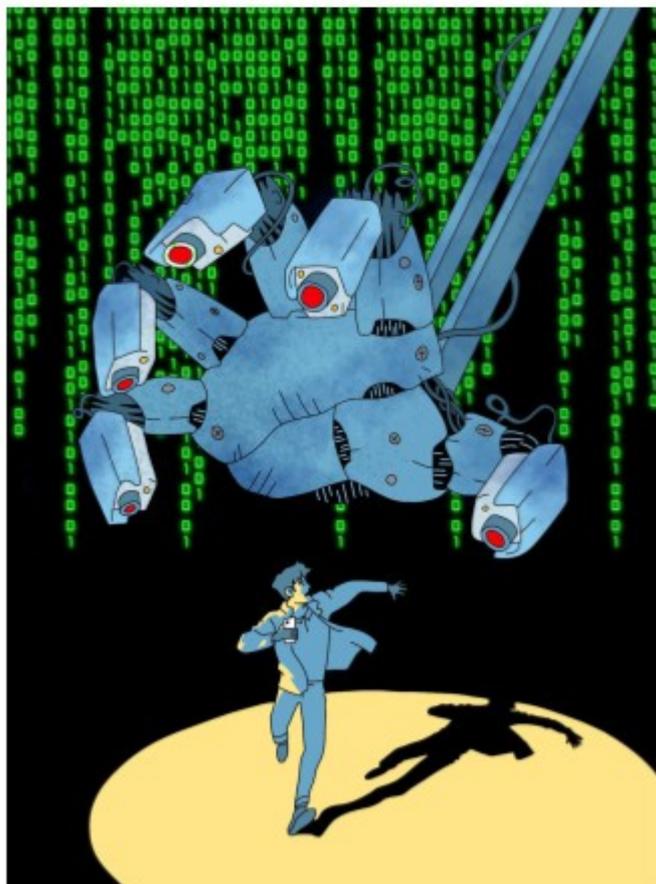
The Chilling Effect of Surveillance

Living under near-constant digital observation changes how we behave. The knowledge that anything we write, say, or post might resurface years later can make us more self-conscious and inclined toward safe, mainstream opinions. The online self is no longer a pure act of expression; it's subtly shaped — even constrained — by the awareness of being watched.

This poses a pressing ethical question: **How can we preserve authentic self-expression in a “public square” that's under constant camera surveillance and algorithmic scrutiny?** And where do we draw the line between security and freedom, between innovation and privacy?

Signs of Hope

It's not all pessimistic. Public awareness of digital privacy issues is higher than ever, and solutions are emerging. Technologists are developing **privacy-enhancing tools** —



Prof. Amira A. El-Houfey

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Assistant Professor - Jazan University
Goodwill Ambassadors, Egypt (2019) Assiut University.
Global Panel Advisor - International Federation of NewAge Media
Recipient of **Grace of Galaxy Award Egypt**

Support policies and technologies that place privacy back in the hands of the individual.

Privacy may be under pressure — but it's not lost. Its preservation depends on whether we treat it as an afterthought... or as a right worth defending. This is like a blend of philosophical reflection and social commentary — starting with the mind's moral battles, then moving into the evolution of technology, and finally warning about cultural and moral decline in the digital era.



from end-to-end encryption to anonymous browsing to *self-sovereign identity systems* that give individuals control over their own data rather than ceding it to corporations.

Lawmakers, too, are discussing ideas like a **Digital Bill of Rights** — potentially granting citizens ownership of their personal data, imposing limits on surveillance, and ensuring transparency in how information is collected and used. More people are recognizing that **privacy is not just a personal preference but a collective good** — essential to democracy, individual dignity, and societal trust. Yet the fight is far from over.

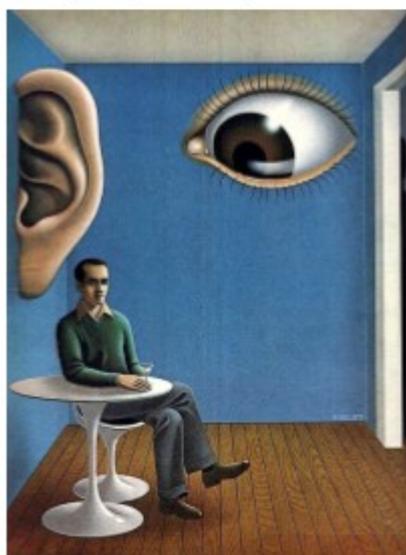
The Path Forward

From now on, protecting privacy will require both **personal**

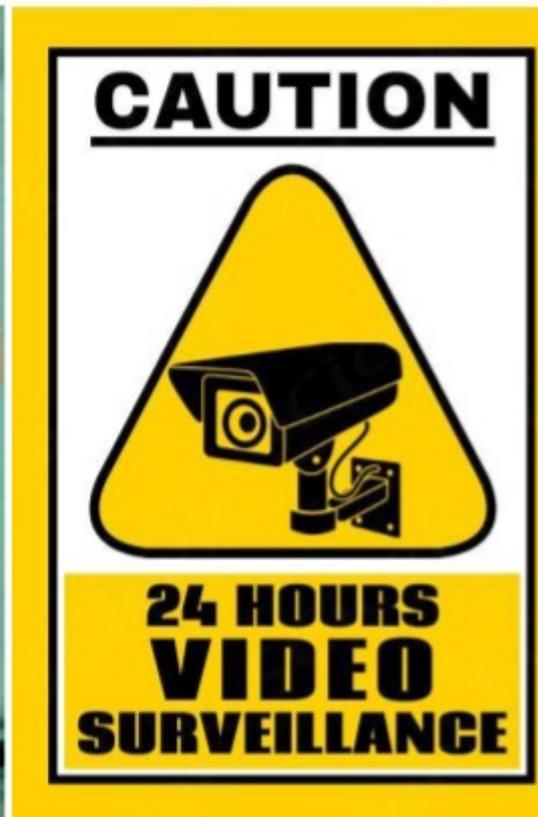
responsibility and **collective action**. Each of us must:

- Educate ourselves about the tools and laws that protect us.
- Make intentional choices about our digital footprint.
- Support policies and technologies that place privacy back in the hands of the individual.

Privacy may be under pressure — but it's not lost. Its



preservation depends on whether we treat it as an afterthought... or as a right worth defending. This is like a blend of philosophical reflection and social commentary — starting with the mind's moral battles, then moving into the evolution of technology, and finally warning about



cultural and moral decline in the digital era.

Here's a condensed breakdown of its flow and tone:

Opening — Human Uniqueness & Moral Dimension

Establishes man as the most intelligent creature.

The mind is portrayed as a battlefield of

good and evil, where divine inspiration can elevate and negative forces can degrade.

Middle — Technological Rise

Highlights human progress, especially in the digital sector.

Tracks the history of computers from calculation tools to multifunctional life companions.

Extends to mobile phones as the ultimate all-in-one personal device.

Closing — Moral & Cultural Decline

Critiques misuse of technology and social media.

Frames this as a loss of boundaries, culture, and moral grounding, even in rural areas.

The **tone** shifts from **admiring human potential** →

celebrating innovation → **warning of societal decay**. It's almost like a modern parable about the rise and fall of human self-discipline in the face of technological power.

If you'd like, I can help you **refine this into a sharper, more cohesive essay** where the transitions feel seamless and the moral conclusion lands with greater impact — while keeping the philosophical depth. This would make it feel less like two separate essays (mind + tech) and more like one integrated piece showing how the same human intelligence that builds can also destroy.



Bharti Monga

Founder & CEO,
Khatoon Luxury Group
Events Strategist,
Business Development Advisor
Creative Director,
Dubai, UAE

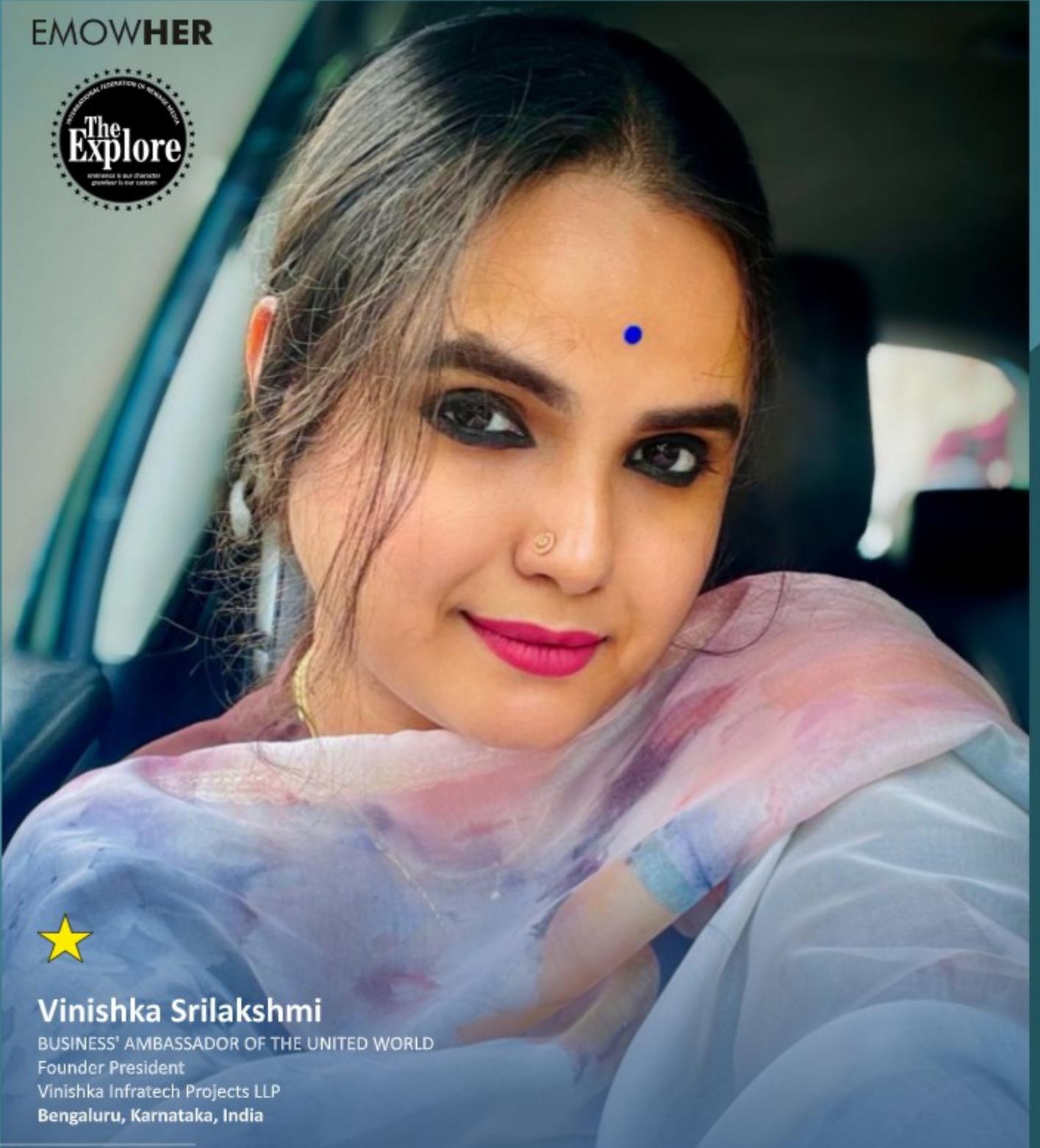


UNSTOPPABLE

The most effective way to do it, is to do it

But building **Khatoon Luxury Events** and the **Khatoonpreneur Awards** in the dynamic landscape of Dubai has taught me that **resilience isn't just about bouncing back** — it's about learning, adapting, and rising stronger with each hurdle. I vividly remember one of our early defining moments at Khatoon Luxury Events. We had invested months into securing a major partnership for a flagship event — only to have it fall through at the very last moment due to unforeseen issues on their end. It was crushing. But instead of letting it defeat us, my team and I regrouped. We didn't blame — we **reflected**, learned, and pivoted. We activated our network, reshaped our strategy, and within weeks, not only found a new (and better) partner — but also walked away with a sharper, more resilient approach to planning. With the **Khatoonpreneur Awards**, the mission was even more personal — a platform dedicated to **empowering women entrepreneurs**. But with that came skepticism, resistance, and slow doors opening — especially from traditional mindsets. Securing sponsors and building recognition often felt like an uphill battle. But every "NO" became fuel to find a better "YES." Every moment of doubt reinforced our belief in the cause. We learned to tell our story better. To highlight the impact. To stand tall in rooms that didn't always understand us — yet.

These experiences reminded me: **Challenges aren't roadblocks — they're growth accelerators.** As women founders, we juggle expectations, wear multiple hats, and often pave paths where none existed. **Resilience isn't about never falling.** It's about rising — wiser, stronger, more grounded. **And growth? It happens in the climb.**



Vinishka Srilakshmi

BUSINESS' AMBASSADOR OF THE UNITED WORLD
Founder President
Vinishka Infratech Projects LLP
Bengaluru, Karnataka, India

WITH BRAVE WINGS,
SHE FLIES

She is a visionary woman—intelligent, admirable, and resourceful. Every time she shares updates on her achievements—whether it's a big promotion, a brilliant new idea, or a remarkable success—her brilliance shines through. Her thoughts and actions not only inspire but also serve as a powerful reminder to other women of how truly unstoppable they are. A big salute to her!



Lanzi grew her own LinkedIn to over 10,000 followers in just 6 months, without going viral, posting daily, or selling her soul to the algorithm. Now she helps founders do the same. She builds personal brands that attract high ticket clients, spark inbound leads, and position you as the obvious choice in your space.

If you want to turn LinkedIn into a lead engine, Lanzi's the one behind the curtain making it happen.

AGE IS THE WORST EXCUSE FOR NOT BUILDING A PERSONAL BRAND

Here's why *every* age has an unfair advantage:

The "too old" crowd says:

- "Social media is for young people."
- "I don't understand these platforms."
- "My generation doesn't do this."

The "too young" crowd says:

- "No one will take me seriously."
- "I don't have enough experience."
- "I need more credentials first."

Both are missing the point.

Your age is not a disadvantage — It's your **competitive edge**.

If you're older:



Lanzi Weideman

Helping CEOs & Founders Get More Leads
Done-for-You Personal Branding & Lead Gen
Dubai, UAE

You've seen economic cycles others haven't

You have pattern recognition built over decades

You connect dots younger pros miss

Your context brings depth that

energy alone can't

If you're younger:

You spot blind spots veterans ignore

You bring fresh takes to outdated practices

You're not trapped by "how it's always been done"

Your energy and curiosity are fuel for

innovation.

The market needs both.

Seasoned wisdom *and* fresh insight

Proven frameworks *and* bold

experimentation

Experience *and* adaptability

Stop thinking age is a barrier.

Start asking: **What perspective does**

my age give me that others can't

replicate?

The conversation needs your voice

— *because of your age, not despite it.*

So, what's your edge?



Aarti Saikia

Cultural' AMBASSDOR OF THE UNITED WORLD
 Artist, Creative Expressionist
 Master Trainer - Mindfulness, Core Skills
 Learning and Development, Creative Education Specialist
 Artistic Curator, Art of Movement Trainer
 Choreographer, Poet, Mental well-being Coach
 Bangalore, Karnataka, India

Sometimes, we find ourselves drifting — lost in thought, replaying our favourite journey moments like scenes from a dream.

Life, no matter what field we work in or where we live, can feel overwhelming. But I've learned to come back to one thing:

my vision : the one I tied my future to when I was younger, full of wonder and hope.

For the longest time, I believed life would “begin” once I reached a specific destination.

But over the years, I've come to understand something far more powerful:

Life isn't about the destination. It's about the journey.

And everyone's journey looks different. It doesn't always follow the plan — but when we stay open, life has a beautiful way of surprising us.

That's why I'm excited to share something very close to my heart — a glimpse into my own journey, vision, and dreams through my upcoming collection:

Poetry in Motion:

first Premium Luxury edition releasing worldwide in Dec 2025.

This collection was born from those moments of reflection — when I needed a reminder that even in uncertainty, there is meaning... there is motion... there is poetry in the journey.

I hope it brings you the same sense of inspiration and quiet motivation that it brought me while creating it. Because wherever you are right now, your journey matters. And maybe, just maybe — you're already in the most important chapter.

EMBRACE THE JOURNEY...



Dr. Richa Arora

Marketing Lead

Driving Brand Engagement & Business Growth
Abu Dhabi Emirate, UAE

**DIRECTION
IS SO MUCH MORE
IMPORTANT
THAN SPEED**

If you had told 21-year-old me — buried in books about herbs and healing — that a decade later I'd be leading marketing at a consulting firm in #AbuDhabi, I probably would've laughed and asked, "Are you sure you've got the right person?"

After years dedicated to holistic health and helping others find balance through naturopathy, I discovered something unexpected: a passion for building meaningful connections and crafting compelling communication.

That curiosity sparked a journey into the world of #marketing — where empathy, creativity, and #strategy beautifully align.

Along the way, I was fortunate to receive an incredible opportunity, and I'm beyond excited to share that I've joined **ARDENT Advisory & Accounting LLC** as **Manager of Markets** — a firm that's redefining consulting in the GCC region.

This leap has been both humbling and energizing. It's opened doors I hadn't imagined and stretched me in ways I never anticipated.

I'm deeply grateful for every step — the lessons, the pivots, the people, and the growth. Here's to embracing change, trusting the process, and welcoming the unexpected.



Namita Mallhotra

Astro' AMBASSDOR OF UNITED WORLD
 Tarot Card Redaer, Astro-Vastu Consultant
 Real Life Counselling
 Gurugram, Delhi NCR, India



THINK ABOUT YOU FOR YOURSELF...



Ms. Namita Mallhotra is a true trailblazer in the realm of **mystic sciences**, making **Tarot, Astro-Vastu**, and cosmic wisdom accessible to the wider public.

Her writings — especially her popular series "*Cosmic Cup*" — go far beyond basic zodiac traits. They serve as a gentle invitation for individuals to explore their inner worlds through astrological lenses. Her approach is grounded in thoughtful, wide-ranging explanations, and she possesses a rare gift: transforming complex metaphysical concepts into engaging, relatable narratives.

Namita's blend of personalized future-telling with deeply intuitive astrological insights has built a bridge between the everyday individual and the arcane world of celestial influence. She demystifies astrology, making it not only understandable but relevant.

But her influence extends far beyond the written word.

Namita introduced a transformative idea — that astrology could be *lived*, not just read. She encouraged people to integrate it into daily life as a tool for **personal growth, emotional insight, and relationship understanding**. In her view, astrology isn't just about predicting the future or reading horoscopes; it's about reflecting on our life experiences through the unique lens of our cosmic blueprint.

This is what makes her work revolutionary.

She reframed astrology from being entertainment to becoming a powerful instrument for **self-discovery**.

As she beautifully puts it:

"Mystic science is a language. If you understand this language, the universe speaks to you." – *Namita Mallhotra*



Namita Mallhotra

Astro' AMBASSDOR OF UNITED WORLD
 Tarot Card Redaer, Astro-Vastu Consultant
 Real Life Counselling
 Gurugram, Delhi NCR, India

THE EXPLORE Journal and NewAge World Media Congratulate Ms. Namita Mallhotra On Being Honoured with the Title: Astro' Ambassador of the United World

We extend our heartfelt congratulations to Ms. Namita Mallhotra for being conferred with one of the world's most prestigious titles — Astro' Ambassador of the United World — in recognition of her distinguished contributions to mystic science and future reading. Namita, you prove each day that you are not only a master of mystic sciences, but also one of the most passionate and dedicated voices in the cosmic realm. Your unique mindset, deep insights, and unwavering commitment make you the perfect recipient of this global honour.

This is a remarkable milestone — and you absolutely deserve the spotlight to celebrate your incredible journey and impact.

Looking Ahead: A New Venture on the Horizon

Adding to her ever-growing legacy, Ms. Namita Mallhotra is now set to launch a visionary new media project — a Business Magazine designed specifically for entrepreneurs, traders, business leaders, and small-scale industries. This unique platform aims to amplify their voices and success stories, offering an inclusive stage through NewAge Media Publication. Once again, we applaud you, Namita, for this momentous achievement and look forward to witnessing the next chapter in your journey — where astrology, entrepreneurship, and empowerment continue to align under your guidance.

MYTAKE



yellow

The color of joy, optimism, and warmth. Yellow radiates happiness, bringing light to any space. It's the hue of sunshine, symbolizing creativity and positivity, and lifting spirits wherever it shines.



Shubha Sharma

Founder & CEO

Yellow Digital Media Solutions & Your Epic Story

Business Growth Strategist & Consultant

Talks about Culture, Leadership & Marketing

Mumbai, Maharashtra, India

Lately, I can't scroll without seeing Stanley cups, matcha everything, and Labubu peeking out from someone's shelf or tote. It's cute. It's aesthetic. It's on-trend.

But it also makes me pause and ask: *Are we buying what we truly love? Or just borrowing pieces of someone else's personality to "keep up"?*

I'm all for self-expression — but lately, I've been checking in with myself before hopping on the next trend.

Do I actually want this? Or do I just want to belong?

Not every aesthetic needs to be my aesthetic.

Not every viral product needs to land in my cart.

So, I'm curious: **How do you draw the line between what's "you" and what's just trending?**

IS IT REALLY YOUR VIBE... OR JUST THE TREND TALKING?





Roshni Deshmukh

Founder & CEO, Tiny Jewels
Momprenuer, Jewellery Brand Expert
Pune, Maharashtra, India

I wanted to share some of my favourite journey experiences — not the highlight-reel kind, but the real ones — in hopes they inspire you on whatever path you're on.

Life can feel uncertain. Sometimes, we don't know where the road is taking us. That's when I turn to my own journey — the setbacks, the small wins, the moments that made me pause — and I find pieces of motivation tucked inside those memories. Whenever I scroll through old photos or reflect on where I am today, I realize:

We're *all* on a journey, whether we admit it or not. The good. The bad. The uncertain. Just yesterday, a potential investor asked me about our 5-year expansion plan. I gave him a solid strategy, backed by market research and financial projections. But honestly? Half of it could change based on what I learn next month. Because the truth is: I don't have all the answers.



IT IS GOOD TO HAVE AN END TO JOURNEY TOWARD

I still Google "how to" for business basics. (Last week it was "how to structure international partnerships.") I'm three years into building *Tiny Jewels*, and I'm *still* learning. I've made expensive mistakes. That ₹2L inventory decision that didn't pan out? Still stings.

But it taught me more about luxury consumer psychology than any business book ever could. When global retailers first reached out, I wondered, "Are they sure they have the right person?"



Shivaneesh Deshpande

Founder at TalentNest, HR Consultant
Learning & Development Enthusiast
Personal Branding Advocate.
Public Speaker, Writer
Dubai, UAE

After an incredible journey with Kitopi, it's time for me to turn the page. I'm grateful for the learning, growth, and memories made along the way. Thank you to the amazing people I had the privilege of working with.

Now, the universe has gently nudged me towards a path I've always dreamed of. Something that remained in my notes with a hope of bringing the vision to life. I'm thrilled to announce my next chapter - **TalentNest Consulting**.

TalentNest, a brand that is built on a simple yet powerful belief: putting the "human" back in Human Resources, for real, with a focus on – HR consulting that aligns people and purpose Learning & development experiences that inspire growth Personal branding support to help individuals shine in their own voice.

THE UNIVERSE JUST REDIRECTED ME



Vidita Kochar

Founder at Jewelbox
Lab Grown Diamonds
West Bengal, India



MAYBE THE STRONGEST
RELATIONSHIPS AREN'T
MEANT TO BE 50-50

Vision of the Founders

Founders Vidita and Nipun are driven by one goal - to fulfil aspirations. They are on an endeavour to make people feel empowered, precious and beautiful with Jewelbox's clean and conflict-free jewellery. We have something for every personality and every occasion – because you deserve to shine all the time. Without having any prior experience in jewellery, they set sail in this world of Conscious Luxury because they believe that the new generation of diamonds are here to hail a new future.

We often hear things like:
"Every team member should contribute equally."
"Every partnership should be balanced."

But building **JEWELBOX** has taught me otherwise. Some days, I'm deep in planning — meeting stakeholders, forecasting inventory, reviewing campaigns. On others, it's Nipun in full operational mode — supporting store teams, managing vendors, ensuring production runs smoothly. There are weeks when one of us carries more

and moments when one quietly steps back so the other can lead. That's not imbalance — that's understanding. We've learned that strong business relationships don't thrive on perfect symmetry. They thrive on deep trust and a shared vision. One store might exceed targets, another might need more support. One voice might be visible, another working quietly behind the scenes. That's how real progress looks — rarely symmetrical, always collaborative. The designer who rarely speaks up might create the next best-seller. The quiet store executive might be nurturing loyalty that lasts for years. So maybe the right question isn't "Is it equal?" Maybe it's "What does the business need from me today?" The most resilient businesses aren't built on rigid roles or equal splits. They're built on trust, agility and alignment around the next milestone.





Vinod K Sharma
ex Editor, Indian Express
New Delhi, India

REMORSE OR HONOUR

My one son is in Australia and another is going to US very soon, a man was telling to his friends during one of the informal meetings. Congratulations! was the immediate reaction which is obvious. How lucky he is, people started whispering. Then we will celebrate this occasion, one of them announced. Sure enough, we will celebrate.

After some time, they again met. Why are you looking gloomy, one of them asked the same man. Nothing specific only missing my children. It is obvious, he said. However, we all can feel his condition wherein from morning till night, there is only one person to talk – his spouse.

We have heard and seen many instances wherein people are proudly informing their relatives and friends regarding settling of their children abroad. How would you live alone as your wife is not keeping well? One of them asked. No worries my dear, we will keep 24 hours maid who will look after and my children will send money to my account regularly, was the reply. Then it's OK, the friend exclaimed with gratification.

We experienced such cases in our family or friends. Generally, in the beginning, everything goes well but the

phone calls and video calls reduced from every day to weekly and then may be once in a month. The loneliness in the age of senior citizen is very difficult to digest wherein you don't feel like getting up and do your work. The situation worsens when one of them fell ill and the other takes spouse to the doctor, getting tests done and take care of medicine. The maid takes care to a certain extent and after some time if she is called every now and then, she gets irritated (every maid is not like that). At that time, a person needs personal attention of a family member, which is being lacked extremely.

Once I read one of such incidents wherein the children went away long back leaving their parents at home. There is no dearth of money but the lady terribly fell ill and, on the bed, not able to move herself and the man takes care of her needs right from taking her to toilet up to feeding her. The maid used to come in the morning and goes in the evening after cooking their dinner. The man used to get up in the morning and prepares tea for both of them. One morning, the lady called him repeatedly but he did not respond. She tried to touch him and found him dead. She got nervous and tried to reach the landline to inform the neighbors and relatives but could not



move. When the maid arrived and bell the door, there was no reply for 10-15 minutes. She got afraid and informed the neighbors, who in turn informed their sons and other relatives on phone. Ultimately when the door was forced opened, the scene was very pitiful. She was lying on the floor near landline and died. It is not the fault of children. They were brought up sowing the seed in their minds that they should go abroad so that they can tell their relatives and friends that their one son is in Australia and the other is going US. They feel honored by announcing the same.

It is one of the incidents I read. However, money is not everything. In this age, we need personal touch, which is not there when we need it the most. We are running after the money and have no time. Umpteen employment opportunities, salaries in dollars, free education, good medical facilities, fresh air to breathe and peace of mind, all these benefits attract not only children but parents also. The parents of these children, right from their birth aim to send their children abroad for their bright future. They spend their chunk of savings and even take loan to fulfil their dreams. But to achieve their milestones, they leave behind their treasures alone. Their parents who toiled their entire life just to see their children settled in foreign countries living a comfortable life are left lonely and sore.

I still remember one of the incidents of my own family. I have only one married son, working in a very good MNC. Once he informed me and my wife that he has been promoted and transferred to Hyderabad from Delhi. It was good news and everyone was happy. We congratulated him but he was not looking happy. When asked, he said that he don't want to leave us alone and will accept this promotion if we will accompany him. It was not possible because I was working and my wife was not comfortable going and



settle down in another city. My son refused to accept the promotion and transfer and till today living with me. I am really feeling honored today that my son thought about the family first.

Going abroad and settled is not bad. However, we need money for our family and not giving time to them is a curse over a period of time. Ultimately,

at the end of the day, we need our own people to talk to us, stay with us, have meals with us and take care of each other. This is the culture of our country and we used to forget the same.

Just sit down calmly and think about it – we need money for our family – family is not with us – what



CELEBRATING CULTURE & COMMUNITY:

Dr. Madhavi Advani Felicitated at Rajasthani Academy's Teej Celebrations



In a vibrant celebration that beautifully blended tradition, togetherness, and cultural pride, the **Rajasthani Academy** hosted its annual *Teej Celebration* at **Bikanervala, Sector 29, Gurugram**. The event was a colorful showcase of Rajasthani heritage, featuring festive elements such as **mehandi, gajras, swings, and traditional Bikaneri delicacies**. Adding to the joyous occasion was the special felicitation of **Dr. Madhavi Advani**, Founder of *Luxuryco.biz* and *Luxury Club*, by **Shri Kanahiya Lal Ganju**, recognizing her contributions to cultural connectivity and luxury community leadership. Dr. Advani was also specially invited to the event along with

esteemed members of the **Luxury Club**. "I am deeply honored to be felicitated amidst such a warm and culturally rich environment. Celebrations like these not only preserve tradition but also strengthen community bonds," said Dr. Madhavi Advani. The event was expertly convened by **Navratan Aggarwal**, Director of Bikanervala, and graciously led by **Dr. Gaurav Gupta**, President of Rajasthani Academy and Luxury Club Associate, whose thoughtful efforts brought together members, families, and cultural ambassadors. With rhythmic folk music, authentic cuisine, and joyful interactions, the evening left a lasting impression of unity and festive spirit — truly capturing the essence of *Teej*.



New Age
mompreneurs

The 6th edition of Rakhi Edit by *NewAgeMomprenuers (NAM)* marked another powerful chapter in Delhi-NCR's festive and entrepreneurial landscape — transforming into more than a shopping event: a curated celebration of **mother-led entrepreneurship, influence, and community.**

A Buzzing Confluence of Influence & Innovation

With a significant presence of **Delhi's top mom influencers, social media personalities, and VIP guests**, the Rakhi Edit 2025 drew high visibility across digital platforms. While the complete guest list remains exclusive, glimpses from official reels and event coverage confirmed the presence of some of the most **recognizable faces in lifestyle and content creation.** The event seamlessly blended **marketplace energy with curated lifestyle discovery**, setting a new benchmark for festive showcases in the capital.

Empowerment at Scale

From budding startups to well-loved homegrown labels, the platform empowered over **90+ women-led brands** — offering **real-time exposure, discovery, and accelerated business opportunities.**

**Footfall & Engagement
1,500+ attendees**

Visitors explored a thoughtfully designed space of **brand showcases, interactive zones, and live workshops**, ensuring high engagement for both **creators and consumers.**

Visibility Through Influence

With prominent influencers sharing real-time content, the event turned **stalls into trending showcases** and



26 July 2025 | Eros Hotel, Nehru Place, New Delhi

NEWAGEMOMPREENEURS RAKHI EDIT 2025 @ GLANCE



brands into social media favourites, amplifying visibility far beyond the venue walls.

An Inclusive & Thoughtful Setup
From **child-friendly spaces to networking corners** and aesthetic **photo-op zones**, the Rakhi Edit experience was curated to be both **convenient and memorable** for families, exhibitors, and guests alike.

A Legacy in the Making
The 2025 edition solidified NAM's Rakhi Edit as a **staple in Delhi's**

festive retail calendar — where commerce meets creativity, and influence fuels opportunity. Every edition strengthens NAM's mission: To create a space where **social discovery** becomes **professional upliftment** Where **community energy** meets **digital amplification** And where **every visitor** becomes a **supporter of entrepreneurial dreams**



New Age
mompreneurs

A Community For Nurturing Mompreneurs And Their Aspirations

This community brings together the Mompreneurs into a closely bonded community and helps achieve their inspirations. The community also provides a platform for business networking and promotion of Mompreneur's products and services. We strongly believe that moms understand each other much better and can provide support to help each other grow in their enterprise.



Ankita Sheel Gupta

Founder -
Newagemompreneurs &
SouthDelhiPlaydate
Delhi, India



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Introduction

The **Indian Premier League (IPL)** continues to be one of the world's most lucrative and popular professional T20 cricket leagues. By 2025, the IPL is not just a cricketing event but a massive business and sports entertainment ecosystem. With brand valuation crossing **USD 13 billion**, IPL 2025 is expected to set new benchmarks in sports commercialization, digital engagement, and international collaboration.



IPL 2025: SWOT Analysis, Revenue Generation, and Employment Impact for youth

SWOT Analysis of IPL 2025

Strengths

1-Brand Power & Popularity

- IPL is a globally recognized brand with massive viewership across Asia, the Middle East, Europe, and North America.
- Strong fan loyalty and franchise following.

2-High Revenue Streams

- Diverse revenue from broadcasting rights, digital streaming, sponsorships, ticket sales, and merchandising.
- Lucrative central sponsorship deals with global brands like Tata, Dream11, and Jio.

3-Strong Digital Ecosystem

- Partnerships with JioCinema and other platforms for immersive, multi-language viewing experiences.
- Use of AI/AR/VR for fan engagement.

4-Celebrity & International Presence

- Inclusion of international players and celebrity owners brings global appeal.

Weaknesses

1. Over-commercialization Risk

Concerns about the sport being overshadowed by entertainment and marketing.

2. Player Burnout

Continuous back-to-back cricket seasons can lead to physical and mental stress.

3. Dependency on Few Star Players

Revenue and viewership may fluctuate depending on player availability or injuries.

Opportunities

1-Global Expansion

Scope to host overseas IPL matches or collaborate with international leagues.

2-Esports & Fantasy League Integration

Growing interest in digital fantasy sports platforms boosts fan engagement and data monetization.

3-Women's IPL (WPL) Synergy

Collaborative promotion with Women's Premier League to grow inclusivity and viewership.

4-Sustainability Initiatives

Opportunity to lead the way with eco-friendly stadiums, digital-only tickets, and CSR projects.

Threats

1-Political & Legal Challenges

Taxation, betting regulations, or geopolitical issues can disrupt operations.

2-Viewer Saturation

Oversupply of cricket events might dilute interest.

3-Technology Disruption

Piracy and illegal streaming can erode digital revenues.

Approximate Revenue Generation from IPL 2025.

Revenue Stream	Estimated Amount (USD)
Broadcasting Rights (TV + Digital)	\$700–750 million
Franchise Revenues (10 teams avg.)	\$650–700 million
Title and Associate Sponsorships	\$150–200 million
Ticket Sales and Stadium Revenue	\$100–120 million
Merchandising and Licensing	\$50–70 million
Digital and Fantasy Sports Revenue	\$100–120 million
Total Approximate Revenue	\$1.75 to \$1.9 billion

Note: Figures are approximate and based on market trends, BCCI reports, and media industry forecasts.

Employment Opportunities for Sports Managers and Executives in IPL 2025.



With the increasing professionalization of the IPL ecosystem, there is a rising demand for trained sports management professionals across domains such as operations, marketing, finance, and legal affairs.

Key Roles Created or Boosted by IPL 2025:

Domain	Sample Job Roles
Team Management	Operations Manager, Logistics Coordinator, Team Liaison Officer
Event Operations	Venue Manager, Match-Day Executive, Security Planner
Marketing & PR	Brand Manager, Digital Content Strategist, Fan Engagement Manager
Sponsorships & Sales	Sponsorship Activation Manager, Sales Director, Corporate Partnerships Head
Broadcasting & Media	Media Rights Manager, Data Analyst, Production Coordinator
Finance & Legal	Finance Analyst, Compliance Manager, Contract Specialist

Estimated Employment Impact:

- **Direct Employment (Per Season):**
Approx. **15,000 – 20,000** professionals, including team staff, event crew, technical staff, and league officials.
- **Indirect Employment (Seasonal & Contractual):**
Over **100,000** jobs including stadium vendors, digital creators, hospitality staff, travel and logistics providers.
- **Long-term Career Opportunities:**
Trained professionals from **MBA Sports Management, BBA Sports, and Event Management** programs are in high demand.

Literature Review

The Indian Premier League (IPL) has been widely studied in the fields of **sports management, economics, digital media, and event marketing**. Scholars and industry analysts consistently highlight the league's impact on **sports commercialization, employment generation, and its role in the global sports ecosystem**.

1-Sports Commercialization and Brand Value

- According to *Duff & Phelps (2023)*, IPL's brand valuation has seen a consistent increase, reflecting its ability to monetize sports through sponsorships, broadcasting rights, and merchandising.
- *Chakraborty (2021)* noted that IPL's franchise model offers a replicable commercial template for emerging leagues in Asia and Africa.

2-Digital Engagement and Viewer Behavior

- *BCCI Annual Reports (2023, 2024)* indicate a dramatic shift in IPL consumption patterns, with **JioCinema's free 4K streaming model** transforming the digital engagement landscape.
- *KPMG India (2022)* emphasized the role of fantasy sports platforms like Dream11 in enhancing second-screen engagement and fan loyalty.

3-Employment and Education in Sports Management

- *FICCI & EY Report (2023)* estimates that IPL contributes over **1 lakh indirect jobs** per season, reinforcing the need for

structured sports education in India.

- *Narayan & Singh (2022)* explored the link between leagues like IPL and the rise of **MBA and BBA Sports Management programs**, pointing out a surge in demand for trained professionals.

4-Sociocultural and Global Impact

- *Mehta (2020)* explored IPL's role in promoting India's soft power globally, especially through celebrity ownership, international participation, and global streaming rights.
- *Gupta & Srivastava (2019)* analyzed IPL's

contribution to urban economic stimulation in host cities due to **tourism, hospitality, and retail**.

Conclusion

IPL 2025 is not just a sporting spectacle but a multi-billion-dollar enterprise

shaping the future of sports business in India and beyond. With exponential growth in digital engagement, corporate sponsorships, and international viewership, IPL continues to generate significant employment and entrepreneurial opportunities in sports management.

To capitalize on this, educational institutions, startups, and stakeholders must align with the evolving needs of sports analytics, strategic management, and global sports law.

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Sports Academy University is an esteemed association of the Sports Academy dedicated to creating employable educational courses in India for youth.

Recognizing the rapid growth of the sports industry, the IPL sports league and Indian sports industries have expanded exponentially, growing by approximately 500 times over the last ten years.

In addition to domestic leagues, India is increasingly participating in and hosting major international sporting events such as FIFA tournaments, the Big Bash League, the Badminton World Championships, the Asian Games, and the

Olympics. These global events are fuelling the growth of the sports sector, opening up new opportunities for sports professionals, athletes, event managers, and related industries.

In response to this dynamic development, Sports Academy University is committed to developing specialized training programs that equip young athletes and sports professionals with the skills needed to thrive in this flourishing sector. Our focus is on fostering employment opportunities, promoting sports excellence, and contributing to the overall growth of India's sports ecosystem on both national and international stages.

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Since 2015, a dedicated team of innovative academicians has been working tirelessly to develop and promote sports education with the vision of creating employable opportunities for youth in the sports industry and sports events, both nationally and internationally. Their efforts aim to foster skill development, entrepreneurship, and professional growth in the sports sector, thereby contributing significantly to the economic and social development of India. As a trailblazer in sports education, SPAA India is leading the transformation of sports management and technology education in India, committed to preparing the youth for a dynamic and competitive sports industry.





In a world racing ahead with AI, quantum computing, and neural implants, it's easy to forget the original supercomputer — the human brain. But what if I told you that one of the most powerful ways to activate and strengthen this biological marvel isn't hidden in complex technologies or therapies, but in something as ancient and universal as mathematics?

Welcome to the world of MatheMagic — where numbers aren't just for accountants, but for leaders, creators, professionals, and anyone ready to sharpen their mind and decision-making through the untapped potential of mathematical thinking.

As a transformation coach and founder of The Robust Mind, I've spent years helping individuals rewire their thinking to achieve more clarity, confidence, and cognitive resilience. Among the many tools I use, one continues to surprise even the most skeptical minds: Mathematics — not as a subject, but as a strategy.

Mathematics as Mental Gymnastics

Most people carry trauma from school about math. They think of formulas, exams, fear, and failure. But that's not the math I'm talking about. In MatheMagic, we focus on pattern recognition, logical structuring, abstract thinking, mental agility, and problem-solving intuition — all of which are built through mathematics but rarely celebrated in conventional education.

Imagine your brain like a muscle. Just as resistance training helps you grow physically stronger, mathematical thinking helps you become mentally sharper. It develops synaptic density, enhances neural plasticity, and increases your executive functioning — the part of your brain responsible for focus, decision-making, and emotional regulation.

Neuroscience backs this up. Studies

show that engaging in regular mathematical tasks activates multiple regions of the brain, especially the prefrontal cortex and parietal lobe, both essential for analytical thought and adaptive behavior.

The Real-Life Benefits of MatheMagic
You might wonder: "How does solving math problems help in my real life?"

Let me offer some eye-opening examples:

Meenal, a creative entrepreneur from Pune, had endless ideas but struggled to structure them into executable

plans. Through MatheMagic sessions involving mental mapping, prioritization games, and numerical time-boxing, she learned how to break ideas into tangible actions. Her productivity spiked — and so did her revenue.

Devansh, a 14-year-old student from Delhi, was easily distracted and anxious before exams. His parents enrolled him in a brain fitness module where he practiced visual math puzzles and logic drills. Not only did his grades improve, but his attention span grew significantly — along with his confidence.



Rachit Ghatge
Founder - The Robust Mind
Mumbai, India

MatheMagic: Rewiring the Brain for a Smarter Life



Siddharth, a software engineer from Hyderabad, often found himself stuck during high-pressure debugging sessions. Despite being technically sound, he struggled with clarity when tasks got chaotic. After joining a 10-day MatheMagic bootcamp, he began using number-based pattern recognition and step-sequencing exercises daily. The results? He was not only solving problems faster but was also leading with sharper logic and improved mental calmness during team scrums. MatheMagic is not just for mathematicians — it's a mental upgrade for anyone who makes decisions, handles complexity, or seeks clarity in chaos.

Creating Brain-Friendly Neurons

One of the most profound discoveries in cognitive science is that not all neurons are created equal. Some are deeply involved in complex reasoning, spatial processing, and long-term decision making. These are often the ones that get triggered when we engage in mathematical reasoning. By practicing MatheMagic techniques — puzzles, visual-spatial problems, mental math games, logic grids, and estimation challenges — we're stimulating these elite neurons and strengthening the neural networks responsible for higher-order thinking.

I often tell participants, "It's not about getting the right answer; it's about stretching the brain." Just like yoga for the body, MatheMagic is cognitive yoga — flexible, stimulating, and deeply transformative.

A Mindset, Not a Math Set

The biggest transformation happens when individuals stop seeing math as a subject and start seeing it as a mindset.

Curiosity over correctness
Patterns over memorization
Exploration over fear

We teach participants to "play" with numbers, not "perform" for them. This freedom unlocks creative thinking, fuels confidence, and reconditions the subconscious to embrace complexity rather than shy away from it.

In one of our flagship sessions, "The Mathematical Mind," we use visual illusions, number riddles, and strategic story-based calculations to activate both left and right brain synergy. The result? Participants like Meenal, Devansh, and Siddharth report feeling more alert, more grounded, and more capable within just a few hours.



Beyond the Brain — Into Life

MatheMagic is more than a brain game. It's a life strategy.

In a time when distractions dominate and decisions drain us, those who cultivate mental clarity, cognitive endurance, and pattern intelligence will lead the way. Whether you're running a company, building a career, managing a home, or navigating relationships — your ability to think clearly under pressure is your superpower.

And what better training ground than mathematics — the timeless language of logic, balance, and universal patterns?

The Way Forward

At The Robust Mind, we envision a future where math isn't feared but revered — not because of exams, but because of its incredible ability to sculpt resilient, rational, and robust minds.

So, the next time you're faced with a life dilemma, a tough decision, or even a moment of confusion — try approaching it mathematically. Pause, assess variables, identify patterns, test options, and iterate. Because the magic isn't in the numbers —

The real magic is in your mind.



EXPLORE About the Author



Rachit Ghate

Founder - The Robust Mind
Mumbai, India

Rachit Ghate is the founder of The Robust Mind, a transformational coaching platform dedicated to rewiring thinking for personal mastery. Through workshops, online courses, and curated programs, Rachit blends neuroscience, psychology, and ancient wisdom to help individuals and organizations unlock their highest cognitive potential.



As the world moves toward digital design and pixel precision, we take a step back this month to explore an art form where each line breathes life, and every dot holds meaning.

India's artistic heritage is as diverse as its people, and few art forms capture the spirit of the land. In the quiet rhythm of tribal life, where the rustle of leaves tells stories and every creature is sacred, Gond Art was born.

It originates from the Gond tribe, practiced by subgroup known as the Pradhan one of the largest Adivasi communities in India, primarily found in Madhya Pradesh, with populations also in Chhattisgarh, Maharashtra, and Odisha. The term Gond comes from the Dravidian expression Kond, meaning "green mountain." The tribe has a profound connection with nature, which is deeply reflected in their art.

Gond art theme and style provide insight into the Gondi people's deep connection and profound respect for nature, animals, folklore, spirituality, mythological beliefs, and everyday existence. Birds, deer, tigers, trees, and mythological creatures are depicted in fluid, rhythmic forms. Historically, it was painted on the walls of homes in village. These murals were created during festivals, marriages, and other significant events, and were meant to bring good fortune.



GOND ART

THE SOULFUL STORIES OF THE FOREST

Gond art detail patterning make it unique art. Artists use fine lines, dots, and dashes to create texture and movement. Bright, natural colours like yellow, red, blue, and green dominate the palette—traditionally derived from leaves, soil, charcoal, and flowers. Despite having a visual consistency, no two Gond artworks are exactly alike. Each artist brings a personal vision, transforming oral stories and local myths into stunning visual narratives.

The contemporary journey of Gond art began in the 1980s, when it moved from mud walls to paper and canvas. This shift was championed by Jangarh Singh Shyam, a young artist from Patangarh village, who adapted the traditional style for modern media and gained international acclaim. His pioneering work gave birth to what is now called the Jangarh Kalam school of Gond painting.

Today, Gond art is recognized globally, featured in galleries and collected by art enthusiasts across continents.

What keeps Gond art alive is its adaptability. Modern Gond artists are blending tradition with contemporary themes—urban life, climate change, and personal identity—all while retaining the spirit of their heritage.

In this edition, we feature the expressive work of Gond artist Shilpi Rastogi. Her artwork serves as both a cultural reflection and vibrant expressions.

Efforts are ongoing to support Gond artists through cooperatives, exhibitions, and digital platforms, ensuring that this beautiful tradition continues to evolve and inspire.

As we look for more sustainable and rooted ways of living, traditional art forms like Gond offer not just aesthetic joy, but lessons in mindfulness, storytelling, and cultural pride.

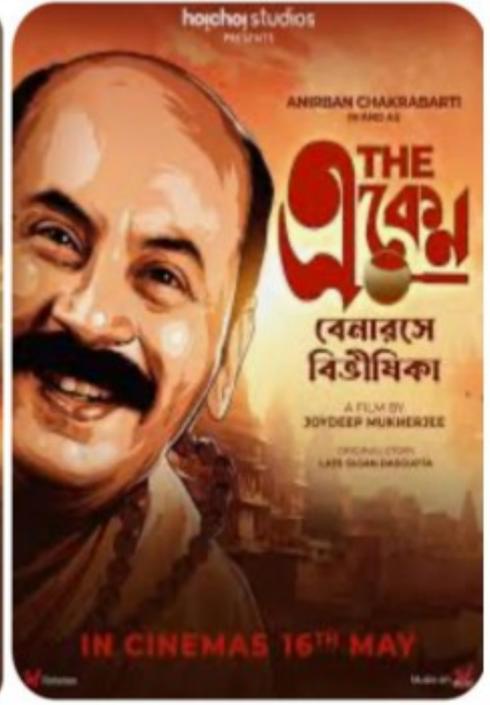
EXPLORE About the Artist



Deepti Sharma, in business management (MBA), her journey into the world of art began as a personal pursuit of passion and she is deeply passionate about preserving and promoting India's rich folk-art traditions.



As belief says – Sun will Rise in the East no matter how cloudy the Sky may look. India's entertainment industry, one of the world's largest and most dynamic, has witnessed a remarkable transformation over the last decade. While Bollywood continues to hold global attention, the rise of regional cinema is redefining the narrative of Indian filmmaking. Among the regional forces gaining quiet but powerful momentum is BENGALI CINEMA —once a titan of Indian art and intellectual storytelling. Today, it is steadily reclaiming a significant position, blending heritage with modernity, and once again attracting critical acclaim, audience admiration, and investors interest. Taking centre stage in the OTT era, Bengali films are poised to become cultural ambassadors, bridging India's rich cinematic legacy with modern storytelling. What was once a silent resurgence is now a quietly thunderous comeback. Let's have a look at the numbers achieved and projected by Research and analytics experts.



BENGALI CINEMA

“Silent Resurgence Reclaiming its Position in Global Media & Entertainment Business”

The Broader Landscape: Indian Entertainment's Evolution

The Indian media and entertainment (M&E) industry was valued at ₹2.3 trillion (USD 27.9 billion) in 2023 and is projected to reach ₹3.4 trillion (USD 41 billion) by 2026, according to a FICCI-EY report. OTT platforms alone contributed ₹22.6 billion in revenue in 2023 and are projected to cross ₹40 billion by 2026. This growth is fueled by regional content, which has seen a 54% increase in viewership over the last three years, particularly in non-Hindi languages. While Tamil, Telugu, and Malayalam cinema have already made their mark in pan-Indian and global markets, Bengali cinema has taken a subtler route—prioritizing story-rich content, cultural authenticity, and digital experimentations.



Soma Roy
 Founder & CEO – KriSom'e Enterprise Pvt Ltd
 Business Strategic Consultant
 Personal & Business Transformation Coach
 Mumbai, India



A Legacy Reawakens

Historically, Bengali cinema has been the crucible of India's finest artistic contributions. Filmmakers like Satyajit Ray, Mrinal Sen, and Ritwik Ghatak laid the foundation of parallel cinema, elevating Indian storytelling on the global stage. Yet, post the 1980s, the industry struggled with declining audience interest, financial constraints, and an identity crisis, especially as commercial Hindi cinema expanded.

However, the tide has begun to turn. Between 2018 and 2024, the Bengali film industry has shown steady growth in both volume and audience engagement. Over 100 films are now produced annually in West Bengal, with digital platforms driving a wider reach. Platforms like Hoichoi, the Bengali OTT service launched in 2017 by SVF (Shree Venkatesh Films), have played a pivotal role in this resurgence. By 2024, Hoichoi had over 13 million subscribers across 100 countries, making it the largest global platform for Bengali content.

What's Driving the Resurgence?

Quality Storytelling and Experimental Themes

Recent films like *Dostojee* (2022), *Bijoya Dashami* (2023), and *Ardhangini* (2023) have blended social commentary with compelling narratives. Directors like Kaushik Ganguly, Srijit Mukherji, Shibo Prasad Mukherjee and Anirban Bhattacharya are pushing the envelope with genre-bending work, attracting audiences across linguistic and geographic barriers.

International Recognition

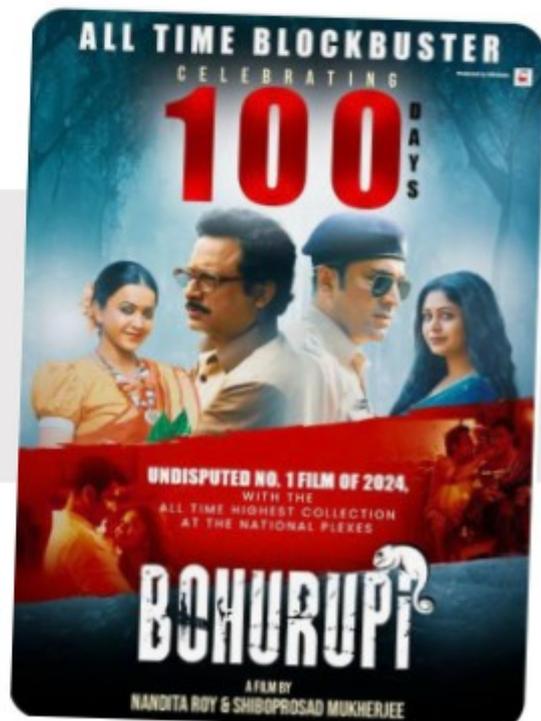
Bengali films are regularly being showcased at global film festivals. In 2023, *Dostojee* was screened at over 20 international festivals and won 8 major awards, including accolades in Germany and the USA. Films like *Aparajito* (2022), a tribute to Satyajit Ray, stirred significant buzz among global cinephiles.

OTT Democratization

The explosion of regional OTTs like Hoichoi, Addatimes, and the inclusion of Bengali content on major platforms like Netflix and Amazon Prime Video has revived global access to Bengali cinema. A report by KPMG India revealed that in 2023, 28% of OTT consumption in India came from non-Hindi regional content, with Bengali making up a significant share.

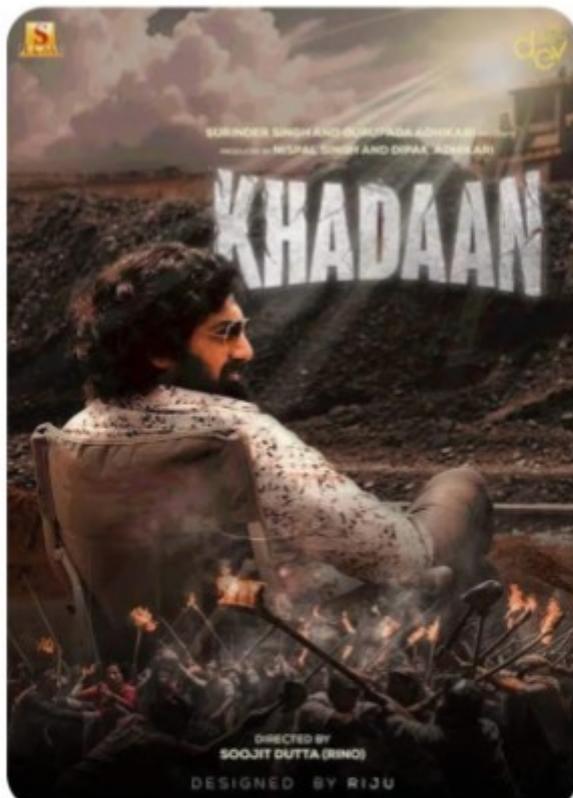
Cross-Industry Collaborations

Mumbai-based production houses are investing in Kolkata projects for their strong narrative value and cost-effective productions.





BENGALI CINEMA'S BOX-OFFICE REVIVAL: BLOCKBUSTERS, REVENUES & FESTIVAL SPOTLIGHT



Tollywood's resurgence is grounded in stories with cultural resonance and controlled budgets. According to industry reports, *Khadaan* emerged as the single biggest Bengali hit in 2024, grossing approximately ₹25 crore worldwide. *Bohurupi*, directed by Shiboprosad Mukherjee and Nandita Roy, followed with around ₹21 crore gross worldwide, setting a new Tollywood milestone with over ₹17.25 crore in West Bengal alone. The success of *Khadaan* and *Bohurupi* proves that Bengali cinema is capable of enduring commercial runs and crossover appeal—so long as content resonates beyond metropolitan cores. Cumulatively, these results positioned Bengali films among the top regional performers in 2024, along with Hindi and South Indian films.

Come 2025, with less budget and maximising the global reach The Eken – Benaras e Bibhishika leveraged the popular Detective Eken Babu franchise to dominate the years earnings grossed over Rs 9.21 crore making it the highest so far. This is giving confident to new investors to enter, Tollywood and enjoy a better profit margin.

Upcoming: Durga Puja 2025 Releases

The 2025 Puja festival promises to be a landmark moment with three major Bengali releases vying for attention - with *Devi Chowdhurani*, *Raktabeej 2*, *Raghu Dakat*—signals a renewed scale: heritagedrama, thriller and folklore-epic competing in the same season. If one of these hits at the ₹20–25 crore level, it might narrow the gap with pan-Indian regional films.

Devi Chowdhurani: A big-budget period drama featuring Prosenjit and Srabanti Chatterjee, directed by National Award-Winning Director Subhrajit Mitra set during the era of Bengal's bandit-queen legend. Initially planned for May, it has been rescheduled to hit screens for Durga Puja 2025—a bilingual, first Indo & UK international Co- production.

Raktabeej 2 : The action thriller sequel to the 2023 hit *Raktabeej*, directed by Nandita Roy & Shiboprosad Mukherjee and starring Abir Chatterjee, Mimi Chakraborty, Victor Banerjee. With filming underway since March and release set for September 2025, it aims for the Puja window.

Raghu Dakat: A historical-fiction saga directed by Dhruvo Banerjee starring Dev, Idhika Paul, Anirban Bhattacharya, and Sohini Sarkar. Based on the 18th-century folk hero, it is also scheduled for Durga Puja 2025—a potentially emotional and commercial hit.





Challenges and the Way Forward

Despite its creative momentum, Bengali cinema still faces challenges such as limited theatrical infrastructure, piracy, and the need for greater marketing budgets. However, with the rise of digital-first strategies and niche storytelling, there's an increasing appetite for well-crafted, culturally rich films. To sustain this momentum, experts suggest targeted international marketing, more co-productions with global studios, and focused investments in script development and digital innovation.

Conclusion: Local Soul, Global Ambition

Bengali cinema's resurgence is not just a numbers game—it's a cultural reawakening. From coalfields to courtrooms, from myth to modernity, Tollywood is boldly reimagining its future. With record-setting revenues in 2024 and an explosive Puja 2025 lineup, Bengali films are no longer playing catch-up—they're leading a new kind of Indian cinematic renaissance, rooted in language, culture, and fearless storytelling.



Soma Roy

Founder & CEO – KriSorn'e Enterprise Pvt Ltd
 Business Strategic Consultant, Personal & Business Transformation Coach
 Mumbai, India



Ms Roy, have worked in Various Industries, with companies like -, RPG Spencers, L'OREAL, Shyam Steel, JLL, Salim Group of Indonesia, Trimex Minerals, Citi Bank, Ramkrishna Forgings for more than 16 years, in multiple leadership roles. In 2017, She started Consulting as Marketing & Brand Development Strategic Consultant for Real Estate Giants in India, like DLF, Kanakia, Penninsula Land Provinance Group & TRUMP in India, and many other renowned names in Luxury Residential sector from Mumbai Delhi and Kolkata. She has been a Real Estate Columnist for Millinium Post Print media subscription as well. Along with her

Corporate life, she has also been Internationally Certified Spiritual educationist. Even got acknowledged by The British Council for Complementary Therapies as honorary Member Therapist (MITBCCT), as a Therapist of Bach flowers remedies. She has pursued her learning in Quantum Physics, neuroscience principles to de code the subconscious mind. A certified, international Mindset Coach who has been instrumental in transforming lives in holistic ways for past 10 years now. Currently working as Business Strategic Consultant, to SME companies' promoters and start up founders to build Robust Businesses from idea stage to expansion strategies. She works on individuals' entrepreneurs as a Business Coach and conducts extensive Transformation Coaching programs & workshops. She has now been appointment as the Chief Executive Officer for Growing Shenmen Helping Hands Foundation an NGO founded by Dr Santosh K Pandey to heal the underprivileged by holistic treatment methods.





Iqbal Singh Lalpura, ex IPS, Punjab Police.

A JOURNEY OF EXCELLENCE OF POWER & GRACE

Life's Work: An Interview with **Mr. Iqbal Singh Lalpura**, ex IPS, Punjab Police, bold, authentic, inspiring, and seeks to achieve.

EXPLORE **Mr. Iqbal Singh Lalpura's** vision for New Age India through 'India Vision.' Gain profound insights on societal transformation and inclusivity on.

Q.: Your career spans across law enforcement, literature, and public service. What inspired you to pursue such diverse paths, and how have they influenced one another?

Ans.: I was born into a family where the teachings of **Gurmat** and **Gurbani** were an integral part of our upbringing. From an early age, we were taught that true goodness, as guided by Gurbani, lies in living an honest and principled life. Whether in public service or politics, integrity was emphasized as a core value. Honesty, I believe, goes far beyond financial matters. It encompasses courage, dedication, commitment to one's duties, patriotism, and a sincere devotion to both one's work and family. Every responsibility must be approached with truthfulness and a strong moral compass. This foundation inspired my journey across diverse fields—law enforcement, literature, and public service. Law enforcement gave me the opportunity to uphold justice and protect the vulnerable. Literature became a medium to reflect on society, raise awareness, and preserve values.



THE RISE OF A TRAILBLAZER

Public service allowed me to directly work with and for the people, especially the underprivileged.

My journey with Gurbani began in 1969, and it has been a lifelong learning experience. I penned my first article titled “Guru Nanak as a Revolutionary Writer”, exploring how Guru Nanak’s vision could transform society. Even after 56 years, I consider myself a humble student, still learning and growing through these teachings.

I do not claim to be an intellectual, but simply a seeker and a learner. I began writing at the encouragement of a few close friends and well-wishers—among them Maharaja of Kapurthala, Brigadier Sukhjeet Singh (with whom I’m still in touch), and Dr. Daljeet Singh, a respected eye specialist. Their encouragement has meant a great deal to me on this journey.

Q.: As someone who had the unique responsibility of engaging with sensitive religious and political matters, how did your personal values and faith guide your decisions?

Ans.: Gurbani guides us to walk the path of truth. As beautifully expressed:

SACH SABNA HOYE DARU PAP KADHA DHOYE || NANAK VKHANA BENTI JIN SACH PALA HOYE ||

Truth, according to Gurbani, is the remedy for all ills and the foundation upon which a just and compassionate life can be built.

We are fortunate to live in a democratically elected nation, governed by a constitution that upholds justice, equality, and freedom. In such a system, aligning our actions with truth and constitutional values should not be a challenge—it is both our responsibility and a reflection of our commitment to the principles that sustain our democracy.

Q.: In your role as Chairman of the National Commission for Minorities, what have been the most pressing issues you’ve addressed, and how do you envision the future of communal harmony in India?

Ans.: During my tenure as Chairman of the National Commission for Minorities, my guiding principle has been one of empathy and solidarity. I have always seen myself as a member of the communities I serve—never above them. The title of Chairman has never been a barrier to the human connection I share with individuals across diverse backgrounds.

At the National Commission for Minorities, three major concerns have consistently emerged:



Iqbal Singh Lalpura, ex IPS, Punjab Police.

- **Sense of insecurity** among minority communities
- **Experiences of discrimination** in various spheres of life
- **Inequality** in access to opportunities and resources

To address these challenges, I have placed great emphasis on meaningful dialogue—engaging with individuals and leaders from all faiths, both collectively and personally. I hold every religion in the highest regard and actively advocate for *Sarva Dharma Samvad* (interfaith dialogue) and *Sarva Dharma Sadbhavana* (communal harmony).

As a symbol of shared respect and inclusivity, I make it a point to celebrate all major religious festivals and extend warm wishes to all communities. These gestures, though small, represent a deeper commitment to unity and shared humanity.

I envision an India where our diversity is celebrated as a strength, and where mutual respect, understanding, and dialogue lay the foundation for enduring communal harmony.

Q.: You’ve authored several books on Sikh philosophy and culture. What message do you hope readers, especially the youth, take away from your writings?

Ans.: Sikhism, though one of the newer faiths, is deeply rooted in timeless values. It is a progressive and evolving path, not confined to rituals or outdated customs. Through my writings on Sikh philosophy and culture, my aim is to help readers—especially the youth—connect with the



BE THE DIFFERENCE

deeper essence of Sikhism and its universal message. Guru Granth Sahib guides us not just to become better individuals, but to elevate ourselves spiritually—to become *Devatas* (divine beings). One of the most powerful lines in Gurbani says:

**“BALIHARI GUR APNE DIUHARI
SADD WAR || JIN MANAS TE DEVTE
KIYE KARAT NA LAGI WAR ||**

I am a sacrifice to my Guru, who in an instant transformed ordinary humans into divine beings.” This is the spirit of Sikhism—a call to selfless service (*seva*), resilience, and unwavering commitment to uplift society. That’s why the Sikh community always rises to help, no matter the situation.

In my books, I’ve tried to explore deep personal and spiritual questions—many of which arose from within during my recitation of *Japji Sahib*. I believe this sacred prayer is a guide to becoming a good human being. I’ve also reflected



Iqbal Singh Lalpura, ex IPS, Punjab Police.

on what Gurbani says about different faiths—Hinduism, Islam—about nature, birds, and even deities. Sikhism does not preach division, but unity through understanding. In my book *Raj Karega Khalsa*, I raised questions from the depths of my soul—like what kind of Khalsa will truly “Raj” (lead)? Through my search, I’ve tried to offer answers that inspire reflection, growth, and spiritual awakening.

I hope my books inspire the youth to look inward, embrace humility, and walk the path of truth, service, and universal brotherhood.

Q.: What would the title of your autobiography be?

Ans.: If I had to title my autobiography, I once thought it would be “Life with Crime and Criminals”—because much of my work and time has been spent engaging with individuals on the fringes of the law. Criminals, after all, aren’t just confined to jails; they exist in all layers of society, and I’ve spent a lifetime confronting that reality. But over time, I’ve come to see that life is much broader than just what you’re up against. It’s also about how you choose to see things—your perspective.

So now, if I were to give my autobiography a title, it might be: “By Which Aspect Do You See Life?”

Because in the end, the lens through which we interpret our experiences defines our journey far more than the events themselves.





FOCUS ON THE BEST

Q.: From policing to politics to penmanship — what does leadership mean to you across these roles?

Ans.: Look, we got independence more than 75 years ago—around 77 years now. A police officer's main qualities should be wisdom and fairness. He should act as a friend to the people and protect lives and property. But sadly, these ideals often stay limited to books. In real life, things are different.

I tried to live by those values—I followed them, practiced them, and I was successful. I always aimed to be a people-friendly officer, someone the public could trust. But for criminals, I was a strict and feared enemy. They knew my name and stayed cautious.

Later, I realized that politics is another way to serve society. If you truly want to improve things, you must become part of the system. Just talking or complaining isn't enough—you have to get involved and take action.

My goal has always been the same: to help the common person and contribute to the country's progress.

I often reflect on these things and start writing when I feel strongly about something. Today, for example, I was writing about Sikh philosophy—"Man Jeete Jag Jeet" (One who conquers the mind conquers the world). I've also written many articles on politics and how we can improve the system. People have high expectations from us, and I truly admire Modi ji — he is a leader I aspire to follow.

Q.: If your life were to be turned into a biopic, what would you title it — and who would play you on screen?

Ans.: If my life were to be turned into a biopic, I would title it "Sewak Ko Sewa Ban Aayi"—a line that beautifully



Iqbal Singh Lalpura, ex IPS, Punjab Police.

reflects my journey. It means "*The servant is blessed with the opportunity to serve,*" and that is exactly how I view my life. Whether in uniform, in public service, or through my writing, I have always seen myself as a *sewak*—a humble servant of society, of my Guru's teachings, and of the nation.

I believe every individual is unique, and I do not believe in imitating or becoming a copy of anyone. Whoever takes on the role must deeply study Sikhism, understand the essence of my Gurus' teachings, and embody the spirit of service, discipline, and truth. More than physical resemblance, it's the inner journey and values that matter most in portraying my story.

Q.: You've spent your life making tough decisions — what's the most indecisive moment you've had recently? (e.g., choosing between tea and coffee!)

Ans.: Throughout my life, I've had to make many tough decisions—but I wouldn't call myself indecisive, however in some cases, the decision has to be delayed for application of mind on the most sensitive issues. Whenever I stand with or for any issue, I see two clear sides: **truth and falsehood**. In those moments, my inner compass always pulls me toward truth and justice—but with kindness and compassion.

The challenge is not choosing the side, but making sure the decision is fair, balanced, and rooted in humanity. I never act out of personal gain or self-interest. For me, standing for justice is a duty, not a choice—and I try to carry it out with both strength and humility.

Q.: What's keeping you excited these days?

Ans.: What truly keeps me excited these days is *sewa* (selfless service) and *Gurbani*. For me, *Gurbani* is much more than motivation—it's a source of deep inner strength, clarity, and





THINK BIG

purpose. Every verse feels like a guiding light, keeping me grounded yet uplifted.

Q.: A family tradition that you treasure.

Ans.: A family tradition that I deeply treasure is the unwavering commitment to **justice**. From my great-grandfather to myself, we have always stood firmly on the side of truth, even when it meant facing powerful opposition. Whether dealing with criminals or confronting authority figures like DGPs or Chief Ministers, I never hesitated to stand by my principles. For me, there's a unique kind of happiness—greater than any worldly joy—that comes from confronting wrongdoing head-on and upholding what is right. This legacy of fearlessness and integrity is not just a tradition; it's a way of life that I am proud to carry forward.

Q.: One song that uplifts your mood.

Ans.: One song that truly uplifts my mood is **"Nischay Kar Apni Jeet Karo."** It's more than just a song—it's a *shabad* (sacred hymn) that has become a guiding force in my life. I have followed the spirit and meaning of its lyrics from morning to evening, and throughout every phase of my life. It inspires determination, courage, and the belief that with faith and effort, victory will be yours. This shabad strengthens my resolve and keeps me grounded in both action and spirit.

Q.: What message would you like to share with young changemakers and NGO leaders working to uplift marginalized communities?

Ans: To young changemakers and NGO leaders, my message



is this: When you work honestly and selflessly for others, God supports you. But the moment you start thinking about personal gain, your good intentions start to lose their strength.

If you really want to help those in need, do it with full dedication—don't look for praise or rewards. Focus on doing what's right, helping the poor, and making a real difference. What society needs most are honest and kind people—so be one of them. Keep working with a clean heart, and your work will speak for itself, louder than any title or award ever can.

Q.: The most adventurous moment you had.

Ans: It's tough to choose just one because I've had so many adventurous moments. For me, every brave decision has been an adventure—whether it was standing up for what's right, facing criminals, or speaking out against powerful people. Each time tested my courage. I believe that when you live with strong values and don't fear anyone, life becomes an adventure—and I've lived that way all along.

Q.: What's your message for the youth of India who are the assets of the nation.

Ans: I believe we should all stay united—with each other and with our country. India has a great history. We were once leaders in science, yoga, Ayurveda, literature, and had famous universities like Takshashila and Nalanda. Our culture and traditions are something we should be proud of. Even though our bodies grow old, we should keep our inner child alive.

But things aren't the same today. That's why it's time for all of us, especially the youth, to take charge and do our part. We need to support Make in India, believe in ourselves, and bring back our values and creativity. The future of India depends on what we choose to do





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