



## Press Release

### **Punjab has the superpower of Enterprise**

*Bhairavi Jani, author of 'Highway to Swades: Rediscovering India's Superpowers' emphasises how Punjab's 'Power of Enterprise' can accelerate the state's growth story.*

**Chandigarh, 18th October 2022:** Renowned and admired logistics and supply chain entrepreneur [Bhairavi Jani](#) met with the media in Chandigarh today to have a conversation on her soon-to-be-released book 'Highway to Swades: Rediscovering India's Superpowers'. The book highlights twelve superpowers of the people of India and how they can be called to action for the development of the nation. It is being published by [HarperCollins Publishers India](#) and is expected to hit the shelves by the first week of November.

The book is the result of Bhairavi's extensive travels across the length and breadth of India, most notable amongst them the 18,181 km journey she undertook for 51 days in 2014. Through multiple lenses of history, economics, markets, race, faith, and politics – in her book, Bhairavi has connected the dots between India's rich and vast civilisation and India's road ahead as the world's largest democracy.

Bhairavi believes that Indians from all walks of life have an inner power of enterprise and the people of Punjab are a great example of how this power of enterprise can be applied to areas as diverse as agriculture, manufacturing, information technology, to name a few. In her book she celebrates the power of creativity of the Punjabis by citing examples of tank art, truck art and the widely practiced Jugaad. She further elaborates that, *"Punjabis, will also need to reimagine and reengineer Jugaad to create a virtuous cycle of innovation, enterprise, and stakeholder value creation."* She believes that *"There is a deep need for an entrepreneurial ecosystem which is rooted in the constitutional values of liberty, equality, and fraternity, so that the power of enterprise is harnessed across all strata of society and for the betterment of society."*

In the book, Bhairavi articulates the Twelve Superpowers of the Indian people and charts a roadmap on how these can be applied to India's developmental path ahead:

- Power of Enterprise
- Power of Nature
- Power of Heritage
- Power of Creativity
- Power of Knowledge
- Power of Food
- Power of Beauty
- Power of Wellness
- Power of Assimilation
- Power of Inclusion
- Power of Individual
- Power of Community

In her book, Bhairavi suggests that to augment the power of enterprise of the people of Punjab we need to begin early and take a systemic view of how this power can be a catalyst for the state's development. She says, *"The cornerstone of identifying, recognizing and augmenting purpose-driven*



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*entrepreneurship is to encourage children at school to explore ideas of entrepreneurship and develop it as a life skill."*

Bhairavi fondly recounts how she has on multiple occasions experienced the power of community the Punjabis bring to everything they do. She is confident that when Punjab's power of enterprise is coupled with its power of community – growth and transformation are guaranteed.

Highway to Swades is Jani's attempt to tell the stories of Indians from all walks of life and from all corners of the country through the superpowers they possess as people and how Indians everywhere can use these powers to bring individual enterprise for the collective good of the nation.

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## About [Bhairavi Jani](#)

Bhairavi Jani is a successful logistics and supply chain entrepreneur, a social development enthusiast, a nature conservationist and a committed philanthropist. Bhairavi has been listed among 'India's 25 Power Women' by *India Today*, and has been featured in *Stree Shakti* by CNBC Awaaz and *Young Turks* by CNBC TV18. She was recognized as 'Supply Chain Maven' by *Business Today*.

She is the World Economic Forum's Young Global Leader and was the national chairperson of Young Indians, the youth wing of Confederation of Indian Industry (2010–2011).

Bhairavi is an avid traveller, a trained classical dancer and is passionate about the arts. Her own experiences of growing up in Mumbai, studying and working in the United States, running logistics ventures pan-India, working for developmental programmes and now living in a rural settlement in the Himalaya, give her the unique ability to observe India's journey as a young republic and an old civilization through multiple lenses.

## About [Highway to Swades : Rediscovering India's Superpowers](#)

In the twenty-first century, what does it mean to be an Indian?

In 2014, when Bhairavi Jani got into a car with three friends and drove 18,181km across India, from the remote districts of Nagaland to the villages of Rann of Kutch and from the Kashmir valley to the interiors of India's Deccan she was searching for the threads that weave the people of the world's largest democracy together. What she discovered from the many highways she took to swades form the beating heart of this book.

*Highway to Swades* is a quest to explore and rediscover the inherent civilizational powers shared by all Indians. Jani identifies twelve such superpowers and maps out how these can be called to action for the future of the republic and its citizens. In 'Power of Enterprise', for instance, she explores the values that connect India's street vendors and tech entrepreneurs of Bengaluru. In 'Power of



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Nature', she shares the unlikely bonds that bind the Changpa people of the cold desert wildlife sanctuary in Ladakh, the Khasis of Meghalaya and an Oxford-returned young woman in Kumaon. And, in 'Power of Creativity' she throws light on how our inherent superpower of creativity can help us build a thriving creative economy using new-age tech and AI.

Through an amalgamation of data, travel anecdotes and stories of people from different corners of India, Jani intertwines the country's past, present and future seamlessly.