



# HIGHWAY TO SWADES

Rediscover India's Superpowers

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## Press Release

### **Tamil Nadu has the opportunity to combine creativity and technology**

Bhairavi Jani, author of '**Highway to Swades: Rediscovering India's Superpowers**' shares how **Tamil Nadu can continue to harness its Superpowers of Heritage and Creativity**

**Chennai, 4th November 2022:** In conversation with the media today, renowned logistics and supply chain entrepreneur [Bhairavi Jani](#) discussed her first book 'Highway to Swades: Rediscovering India's Superpowers'. The book's pre-order link is already out, and it will be available in the bookstores from 5<sup>th</sup> November onwards.

The soon-to-be-released book published by [HarperCollins Publishers India](#) provides a deep insight into the 12 Superpowers Indians from every walk of life share. Bhairavi highlights how these superpowers can be called upon to accelerate India's development as a nation. In her 18,181 km journey that she undertook in 51-days with three friends, these superpowers stood out for Bhairavi.

*Bhairavi says, "Indians from all walks of life possess these twelve superpowers. However, in Tamil Nadu, the Power of Heritage and the Power of Creativity find a more pronounced manifestation. We need to dive a little deeper to understand how these powers shape the DNA of the Tamil people. Through their rich and glorious culture, the people of Tamil Nadu continue to celebrate their Power of Heritage. This power enables them to harness their inherent Power of Creativity, which can be seen in the complex but beautiful dance forms, literature, theatre, paintings, art and architecture, and other creative arts, even today. When this power of creativity is combined with the technological prowess of the people, a new future with a thriving creative economy can be realised."*

Tamil Nadu's power of creativity through centuries can be seen through its cultural wealth of a wide range of myriad arts, crafts, and literature. In more recent times, dance forms, music, street theater, films, and now by extension even TV shows, social media platforms and digital apps have given a greater impetus to our individual expression of creativity. In her book, Bhairavi suggests that as we move towards massive digitization and automation, leveraging our inherent power of creativity is the need of the hour. The development of a strategic roadmap using education, markets, technology, policy, and innovation will give us the tools to utilize this power of creativity for the new frontiers of Creative Economy.

In the book, Bhairavi articulates the following 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

Highway to Swades is Bhairavi's attempt to tell the stories of Indians who exemplify the spirit of these superpowers.

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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 the Confederation of Indian Industry (2010–2011).

Bhairavi is an avid traveller, a trained classical dancer and 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 Himalayas, 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 18,181kms 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 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.