

Entrepreneur Bhairavi Jani shares insights on her well-acclaimed book 'Highway to Swades: Rediscovering India's Superpowers'

"Uttarakhand can be a climate warrior for the planet" - Bhairavi Jani

6th February 2023, Dehradun: Renowned logistics and supply chain entrepreneur Bhairavi Jani shared her perspectives and thoughts on her first book 'Highway to Swades: Rediscovering India's Superpowers' at a press conference held today. The book marks her debut as an author.

Addressing the media during the press conference, Bhairavi said, "My book 'Highway to Swades' focuses on the civilizational narrative of India while giving a voice to everyday Indians from across the country. The book is based on the 18,181 km journey that I undertook for 51 days in 2014 from the remote districts of Nagaland to the villages of Rann of Kutch to the Bazaars of Hyderabad to the interiors of India's Deccan. The observations and discoveries made form the heart of this book and connect people and places across India through the multiple lenses of economics, markets, race, faith, history, and politics."

Adding further, she said, "In the book, I have dedicated each chapter to a Superpower, including the 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, and Power of Community. The book outlines in brief the Superpowers of the Indian people and charts a roadmap on how these can be applied for India's developmental path ahead."

Speaking about her life in Uttarakhand, Bhairavi said, "I am lucky enough to spend six months in a year in Uttarakhand, as I have a house in Munsyari. It feels sad to see the adverse change in climate in the state. But I feel that Uttarakhand has the advantage of the great Himalayas, which have the ability to transform the weather conditions, not only in the state but in the entire country. It is important to create awareness at a mass scale about the opportunity we have to partner with nature and action nature-based developmental paths because we must have the ambition to become climate warriors for the planet."

The book was published by HarperCollins Publishers India in November 2022. In the book, Bhairavi has concisely connected the dots between India's rich and vast civilization and the country's road ahead as a republic.

Written in an extremely engaging and easy-to-understand manner, Bhairavi has, in the chapter 'Power of Nature', shown 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. While in the chapter, 'Power of Enterprise', Bhairavi has beautifully explained how we need to open our minds and recognize that a street vendor is as much of an entrepreneur as a founder of a tech startup in cities like Bengaluru or Hyderabad. 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.

Bhairavi is a fourth-generation entrepreneur, developmental enthusiast, and avid philanthropist. She is the Chairperson and Founder of the IEF Entrepreneurship Foundation and Executive Director of SCA Group of Companies founded in 1896. SCA Group undertakes activities in the supply chain and logistics sector.

She has been listed as one of the 30 most Powerful Women in India by the India Today publication. She has been profiled as Stree Shakti (Woman Power) person by CNBC Awaaz and featured as a Young Turk by CNBC TV 18. She has been listed as one of the 10 women exemplars by the Hindustan Times, and Business Today Magazine has featured her as the Supply Chain Maven.

For more information, please contact:

Ryan Alan Marshall

M: +919810047944

E: Ryan.marshall@antsdigital.in

About [Bhairavi Jani](#)

Bhairavi is a fourth-generation entrepreneur, developmental enthusiast and an avid philanthropist. She is the Chairperson and Founder of IEF Entrepreneurship Foundation and Executive Director of SCA Group of Companies founded in 1896. SCA Group undertakes activities in supply chain and logistics sector.

She has been listed as one of the 30 most Powerful Women in India by the India Today publication. She has been profiled as Stree Shakti (Woman Power) person by CNBC Awaaz and featured as a Young Turk by CNBC TV 18. She has been listed as one of the 10 women exemplars by the Hindustan Times and Business Today Magazine has featured her as the Supply Chain Maven.

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

18,181 km 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.

Entrepreneur & Author Bhairavi Jani addresses students of Welham Boys', Unison & FRI

8th February 2023, Dehradun: Renowned and well-acclaimed entrepreneur Bhairavi Jani was in the city to discuss her book 'Highway to Swades: Rediscovering India's Superpowers.' During her visit, she conducted various sessions for the students of some of the most prestigious institutions in and around the city.

Bhairavi's first session was held at Welham Boys' School, wherein she spoke about the privileges that one has and how those privileges should be accepted and used for the betterment of society. This was followed by her second session at Unison World Girl's School where she interacted with and spoke to the girls about the importance of women empowerment.

During the occasion, she said, "If you look closely, you will find a woman running an enterprise at every corner of the country. Women, if supported through a robust ecosystem, can bring forth a wave of enterprise in the country."

Bhairavi's concluding session was held at Forest Research Institute Deemed University, wherein she, during her session, emphasized on the power of nature and how it can be called to action for mitigating the climate crisis.

Addressing the students at FRI, she said, "Nature is magical and powerful. When I shifted to Munyari and got a chance to connect with nature, the fact that the presence of a tiny bee is so crucial in the natural ecosystem of our planet, was a revelation. I believe that we have to create a nature-positive path for development and implement nature-based solutions at mass scale."

During the culmination of the session, Bhairavi asked pertinent questions to the audience about what it means to be an Indian in the 21st century and requested them to explore how they can use their individual powers for the collective good of the nation.

Bhairavi is a fourth-generation entrepreneur, developmental enthusiast, and avid philanthropist. She is the Chairperson and Founder of the IEF Entrepreneurship Foundation and Executive Director of SCA Group of Companies founded in 1896. SCA Group undertakes activities in the supply chain and logistics sector.

For more information, please contact:

Ryan Alan Marshall

M: +919810047944

E: Ryan.marshall@antsdigital.in

About [Bhairavi Jani](#)

Bhairavi is a fourth-generation entrepreneur, developmental enthusiast and an avid philanthropist. She is the Chairperson and Founder of IEF Entrepreneurship Foundation and Executive Director of SCA Group of Companies founded in 1896. SCA Group undertakes activities in supply chain and logistics sector.

She has been listed as one of the 30 most Powerful Women in India by the India Today publication. She has been profiled as Stree Shakti (Woman Power) person by CNBC Awaaz and featured as a Young Turk by CNBC TV 18. She has been listed as one of the 10 women exemplars by the Hindustan Times and Business Today Magazine has featured her as the Supply Chain Maven.

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

18,181 km 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.
