



# HIGHWAY TO SWADES

Rediscover India's Superpowers

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## Press Release

### **Bhairavi Jani in Guwahati for the promotional tour for her book 'Highway to Swades: Rediscovering India's Superpowers'**

- The book is a synthesis of Bhairavi Jani's two decades of travel across India
- It captures 'Twelve Superpowers of India' and how we can call them to action for India's growth story

**Guwahati, 12th October 2022:** Renowned and well-acclaimed entrepreneur [Bhairavi Jani](#) was in Guwahati today to discuss her soon to be released book 'Highway to Swades: Rediscovering India's Superpowers'. The book published by [HarperCollins](#) 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, politics – Bhairavi has connected the dots between India's rich and vast civilization and India's road ahead as a republic.

In the book, Bhairavi articulates Twelve Superpowers of the Indian people and charts a roadmap on how these can be applied for 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

Using the examples of the 'Power of Enterprise', Bhairavi explores the values that connect India's street vendors and tech entrepreneurs of Bengaluru. The 'Power of Nature', shows 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.

Bhairavi asks pertinent questions to the reader about what it means to be an Indian in 21<sup>st</sup> century and asks us explore how we can use our individual powers for the collective good of the nation.

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## 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.