

**HIGHWAY TO SWADES**

Rediscovering India's Superpowers

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## **Bhairavi Jani in Hyderabad for the promotional tour for her book 'Highway to Swades': Rediscovering India's twelve superpowers**

*An insightful read to understand India's strategy for unleashing its innate greatness*

- A synthesis of Bhairavi Jani's two decades of travel across India
- It is a quest to explore and rediscover the inherent civilizational powers shared by Indians,
- She identifies twelve such superpowers and maps out how these can be called to action for the future of the republic and its citizens

**November 18, 2022, Hyderabad:** Well-known and highly respected logistics and supply chain entrepreneur Bhairavi Jani visited Hyderabad today to discuss her first book, 'Highway to Swades: Rediscovering India's Superpowers'. The book is based on what Bhairavi describes as the 12 innate superpowers of the Indian people which focus on the civilizational narrative of India through the grassroots lens. The book gives voice to everyday Indians from every nook and corner of the country.

Published by HarperCollins Publishers India, 'Highway to Swades', can be found in all leading online platforms and bookstores. The book is a synthesis of her observations from over two decades of travel across India, especially from an 18,181 km journey across India over 51 days, 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 where she searches 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 the book.

In her conversation with the media, Bhairavi describes Hyderabad in the chapter on the power of inclusion where she says "Whether in their cuisine, clothes, language, literature, arts, architecture, festivals or business, Hyderabadis live out their amalgamated culture effortlessly. The power of inclusion is thriving in this old city—now a modern metropolis. She further says, "I believe that the T-Hub, which has pioneered India's leading innovation ecosystem symbolised the power of knowledge and the power of enterprise of the people of Telangana, thereby synergising start-ups, corporations, governments, academia and investors to drive transformative change. And this innovation ecosystem bridges the gap between visionary entrepreneurs and corporates seeking the next big idea, and everyone in between."

Srinivas Rao Mahankali, CEO, T-Hub stated, "I can't imagine how challenging it would be to tackle the breadth of themes in the book but I do know that Bhairavi did it with a finesse only a talented author like herself possibly could. She brings a fresh perspective in a deeply engaging style and provides a roadmap for India to achieve its rightful place in the sun"

Hyderabad is also a fine example of a syncretic society where communities not just co-exist but intermingle, interact and constantly add to their common composite culture. The T-Hub is seeded with the values of the power of inclusion where all are welcome to co-create and innovate. It is a world shaped by the power of knowledge and an ecosystem of enterprise that is focused on innovation and is future-ready to be used for India's developmental challenges. India and the rest of the world are looking at the 4th Industrial Revolution, which will be driven by data, interconnectedness and seamless connections between humans and machines.



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Hyderabad is today in a prime position to become a leader in the Knowledge Economy globally. There is huge investment into IT, AI, and best-in-class training offered in upcoming 4IR technologies. The pace of development of new technologies is unprecedented, and the people of Hyderabad with their hunger for innovation have the opportunity to build on the superpower of knowledge that makes it an attraction to people from within and outside of the country.

In the book, 'Highway to Swades', Bhairavi articulates the following Twelve Superpowers of the Indian people while outlining solutions based on these superpowers for India's accelerated growth:

- 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 a wonderful reflection of India's twelve superpowers as told with many anecdotes and stories of Indians from different part of India and it truly exemplifies the spirit of India and its impact on the world.

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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:**

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.



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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.