



Journey of Inspiring Global Indians

Gukesh Dommaraju
(World Chess Champion)

Deepinder Goyal
(Zomato CEO)

Bidisha Ray
(Executive CV Writer & Coach)

Anoushka Kale
(President of the Cambridge Union
Society for Easter 2025)



Table of Contents

02	UPCOMING EVENTS
05	ABOUT MR. PRATYUSH KUMAR: THE VISIONARY DIRECTOR OF PRABISHA CONSULTING
08	GUKESH DOMMARAJU SHINES AT THE WORLD CHESS CHAMPIONSHIP: A RISING STAR IN THE GLOBAL ARENA
10	ANOUSHKA KALE'S HISTORIC MOMENT: LEADING THE CAMBRIDGE UNION SOCIETY
12	ENTREPRENEUR OF THE MONTH
14	MAHA KUMBH 2025: A SPIRITUAL PILGRIMAGE AND CELEBRATION OF FAITH
16	WAKE UP, INDIA: SUDDEN CARDIAC ARREST CLAIMS EPIGAMIA CO-FOUNDER ROHAN MIRCHANDANI AT 42
18	THE SOIL HEALTH CARD SCHEME: NURTURING SOIL FOR SUSTAINABLE AGRICULTURE
19	JOIN PRABISHA STARTUP NETWORK AND EXPLORE GLOBAL BUSINESS OPPORTUNITIES
20	THE IMPORTANCE OF WEBSITE DEVELOPMENT IN TODAY'S DIGITAL AGE
21	ADVANTAGE HEALTHCARE INDIA (AHCI) 2024: PROMOTING INDIA AS A PREMIER HEALTHCARE DESTINATION
23	HARROW BUSINESS HUB
25	BIDISHA RAY: AN INTERNATIONAL RESUME WRITER AND CAREER COACH LEADING THE WAY IN GLOBAL CAREER DEVELOPMENT
27	JOIN THE UK JOBS GROUP AND UK CARE HOME GROUP: YOUR PATH TO NEW OPPORTUNITIES
28	TOP TRAVEL DESTINATIONS IN THE UK, USA, EUROPE, AND INDIA: EXPLORE UNFORGETTABLE JOURNEYS
29	AUSTRALIA'S NEW SKILLS IN DEMAND VISA: A GAME CHANGER FOR INDIANS

INTRODUCTION

At Prabisha Consulting, our purpose transcends borders, driven by a commitment to empower and inspire.

OUR MISSION

We are dedicated to empowering Global Indians by delivering innovative solutions and steadfast support. Our mission is to strengthen connections, unlock opportunities, and drive success in a world that is constantly evolving.

OUR VISION

Our vision is to be a global beacon of inspiration and progress for Indians worldwide. By seamlessly blending technology with tradition, we strive to create a thriving ecosystem that fosters growth, inclusivity, and shared prosperity.

We are committed to building pathways that enable individuals and communities to realize their dreams through innovation, collaboration, and collective effort. Together, we aim to bridge boundaries, celebrate diversity, and open doors to new possibilities for a brighter, unified future.

Join us in this transformative journey to inspire, uplift, and make a meaningful difference in lives around the world.

WARM JANUARY GREETINGS

As you explore the stories and insights in this magazine, may you find inspiration and joy on every page. January invites us to reflect on our journey, express gratitude for the moments that matter, and embrace new opportunities with renewed energy for the year ahead.

Let the spirit of fresh beginnings ignite your imagination, bringing warmth to your heart and a spark to your ambitions. Together, let's celebrate the strength of community, the joy of shared experiences, and the promise of a future filled with hope and opportunity.

This January, cherish the beauty of togetherness and the magic of creating memories that will inspire you throughout the year. May this season bring you happiness, harmony, and endless reasons to shine.

Wishing You a Happy and Prosperous New Year!

Warm regards



Director, Global Indians Information
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International Career & Business Coach
25 Years of Global Experience



New Year NEW RESOLUTIONS

A FRESH START

The New Year marks a new chapter – a chance to reflect, reset, and recommit to becoming the best version of ourselves. Resolutions help us align our actions with our aspirations, creating a path toward meaningful growth. But what kind of resolutions truly make a difference?

Resolutions That Matter

Focus on Health

- Embrace small changes like daily walks, mindful eating, and better sleep to improve physical and mental well-being.

Build Strong Relationships

- Dedicate time to loved ones, nurture friendships, and strengthen your social support system.

Learn and Grow

- Commit to learning a new skill, reading more, or taking up a hobby to keep yourself engaged and inspired.

Manage Finances Smartly

- Create a budget, save consistently, and explore ways to build financial security.

Simplify Life

- Declutter your space, focus on what truly matters, and embrace minimalism for peace of mind.

Give Back

- Volunteer, donate, or help someone in need to make a positive impact and find fulfillment.

How to Stick to Your Resolutions

- **Be Specific:** Set clear and actionable goals.
- **Start Small:** Take manageable steps to avoid overwhelm.
- **Track Progress:** Monitor your achievements to stay motivated.
- **Celebrate Wins:** Acknowledge small successes to keep yourself encouraged.

Your Year of Possibilities

2024 can be the year of transformation if we focus on progress, not perfection. Choose resolutions that resonate with your goals, and let them guide you toward a life of purpose and fulfillment.

Wishing you a Happy and Prosperous New Year!

Upcoming Events

Makar Sankranti: Celebrating Harvest and New Beginnings

Makar Sankranti is one of the most significant and widely celebrated festivals in India, marking the transition of the sun into Capricorn (Makar). This festival not only heralds the arrival of spring but also marks an important time for farmers and communities to celebrate the harvest. Held on January 14th every year, Makar Sankranti is a time of joy, togetherness, and gratitude, reflecting the rich cultural tapestry of India.

A Festival of Celebration and Significance

Makar Sankranti is unique because it's linked to the solar cycle rather than the lunar calendar. It signifies the end of the winter season and the beginning of warmer days, making it a symbolic event for farmers as they prepare for the next cropping season. It is celebrated with various regional names and traditions across the country, showcasing the diversity of India's culture.

Different Names and Traditions Across India

Uttarayan in Gujarat: Makar Sankranti is known as Uttarayan in Gujarat. It's a two-day festival that starts with the kite festival on the 14th. The skies are filled with colorful kites, and people of all ages participate in kite flying competitions. This vibrant celebration showcases unity and community spirit, with friends and family gathering on rooftops to share meals, exchange greetings, and enjoy the day-long kite flying festivities. The kites symbolize freedom, joy, and the spirit of the festival.

Lohri in Punjab: Celebrated a day before Makar Sankranti, Lohri marks the end of winter and the beginning of longer days. It's a festival of warmth and happiness, with bonfires, music, dance, and the singing of traditional folk songs. People sing songs around the bonfire,

throw sweets and sesame seeds into the fire, and express gratitude for the good harvest.

Magh Bihu in Assam: Known as Bhogali Bihu in Assam, this harvest festival is marked by feasts and traditional games. The festival signifies the abundance of the land, and people celebrate with feasts, traditional dance, and music. The main highlight is the feast called "Mising," where various dishes are prepared using the fresh harvest.

The Spirit of Togetherness and Celebration

Makar Sankranti is not just about harvesting crops—it's about celebrating the bond of community. It brings people together from all walks of life, regardless of background or region. The festive spirit is infectious, as families and friends gather to share meals, fly kites, and perform traditional rituals. One of the most popular dishes during this festival is Til Gul, made from sesame seeds and jaggery, symbolizing unity and goodwill. It is often exchanged among friends and family as a gesture of good wishes.

Wishing You a Joyous Makar Sankranti

As we celebrate Makar Sankranti, let's reflect on the significance of this festival—of new beginnings, prosperity, and the joy of community. Whether you're flying kites in Gujarat, cooking Pongal in Tamil Nadu, dancing around the bonfire in Punjab, or enjoying traditional Assam cuisine, may this Makar Sankranti fill your life with warmth, happiness, and a bountiful harvest.

Happy Makar Sankranti to you and your loved ones! May this festival bring you good health, wealth, and happiness in abundance.

PONGAL: CELEBRATING HARVEST AND PROSPERITY IN TAMIL NADU

Pongal, one of the major harvest festivals in India, is dedicated to the Sun God and celebrated with immense joy and enthusiasm across Tamil Nadu. Held from January 15th to January 18th, this four-day festival marks the end of the winter season and the beginning of longer days, symbolizing new beginnings, prosperity, and abundance. Pongal is not just a festival; it's a cultural celebration that showcases the rich traditions and customs of Tamil Nadu.

The Festival of Pongal

Pongal gets its name from the dish that is at the heart of the celebration—sweet Pongal. Made from rice, milk, jaggery, and lentils, sweet Pongal is cooked until it overflows, symbolizing a bountiful harvest. This dish is offered to the Sun God as a gesture of thanks for the plentiful harvest and blessings for the future. The overflowing of the Pongal pot is believed to signify the growth and prosperity of the household for the year to come.

Celebrations and Traditions

Day 1: Bhogi Pongal - The festival begins with Bhogi Pongal, where homes are cleaned, old and unused items are discarded, and people light bonfires to burn away the negative aspects of the past year. It's a day of letting go, both physically and mentally, in preparation for new beginnings. Traditional games and activities, like kite flying, are enjoyed by the entire family. The night ends with a bonfire and family members dancing around it, singing traditional songs.

Day 2: Pongal - The second day is the main festival day, when families prepare and offer sweet Pongal to the Sun God. Homes are decorated with kolam, intricate patterns drawn with rice flour at the entrance, symbolizing good luck and prosperity. Women of the house create these kolams to invite the blessings of the sun and ensure a good harvest. The sweet Pongal is cooked in clay pots and left to boil over, signifying abundance and prosperity. After the offering, the dish is shared among family members and neighbors.

Day 3: Mattu Pongal - The third day, known as Mattu Pongal, is dedicated to cattle. It honors the hardworking animals that have contributed to the harvest. Farmers decorate their cattle with garlands, bells, and colorful paint, and they are worshipped for their role in the agricultural cycle. Special prayers and rituals are performed to thank these animals for their contribution to the farm. Jallikattu, a traditional bull-taming sport, is held in many villages, attracting participants from far and wide. This day is also marked by community celebrations, music, dance, and sharing of meals.

Day 4: Kaanum Pongal - The final day, Kaanum Pongal, is dedicated to visiting friends and relatives. It is a time for families to bond, enjoy picnics, and visit temples. The day is spent making plans for the future, strengthening relationships, and wishing for continued prosperity. Traditional games, sports, and activities are also enjoyed, reinforcing the festive spirit of the occasion.



Pongal Traditions and Customs

Pongal is a festival deeply rooted in Tamil culture, and its various customs reflect the values of the community. The preparation of Pongal, both sweet and savory, is an essential part of the celebration. Savory Pongal, known as Venn Pongal, is made with rice, black gram, and spices, and is often served as breakfast during the festival.

The Kolam decorations are a vital aspect of Pongal celebrations, with each family creating elaborate designs at the entrance of their homes. These patterns are made using rice flour, colored powders, and flowers, symbolizing prosperity, abundance, and welcoming the sun's energy into the home. The art of making kolam is passed down through generations, often taught to young girls by their mothers and grandmothers.

The Spirit of Pongal

Pongal is not just about food and rituals; it's about the spirit of togetherness, community, and giving thanks. It's a time when families come together to celebrate the fruits of their labor, express gratitude for the year's harvest, and look forward to the year ahead with optimism. The festival reflects the resilience and strength of Tamil culture, showcasing how tradition and modernity can coexist harmoniously.

As we celebrate Pongal, let's cherish the joy of community, the abundance of the earth, and the blessings of prosperity. May this festival bring you and your loved ones happiness, health, and prosperity in the coming year. Wishing you a very happy Pongal!

Pongal Greetings

"Pongal Vazthukkal!" (Wishing you a prosperous Pongal!)



Mr. Pratyush Kumar

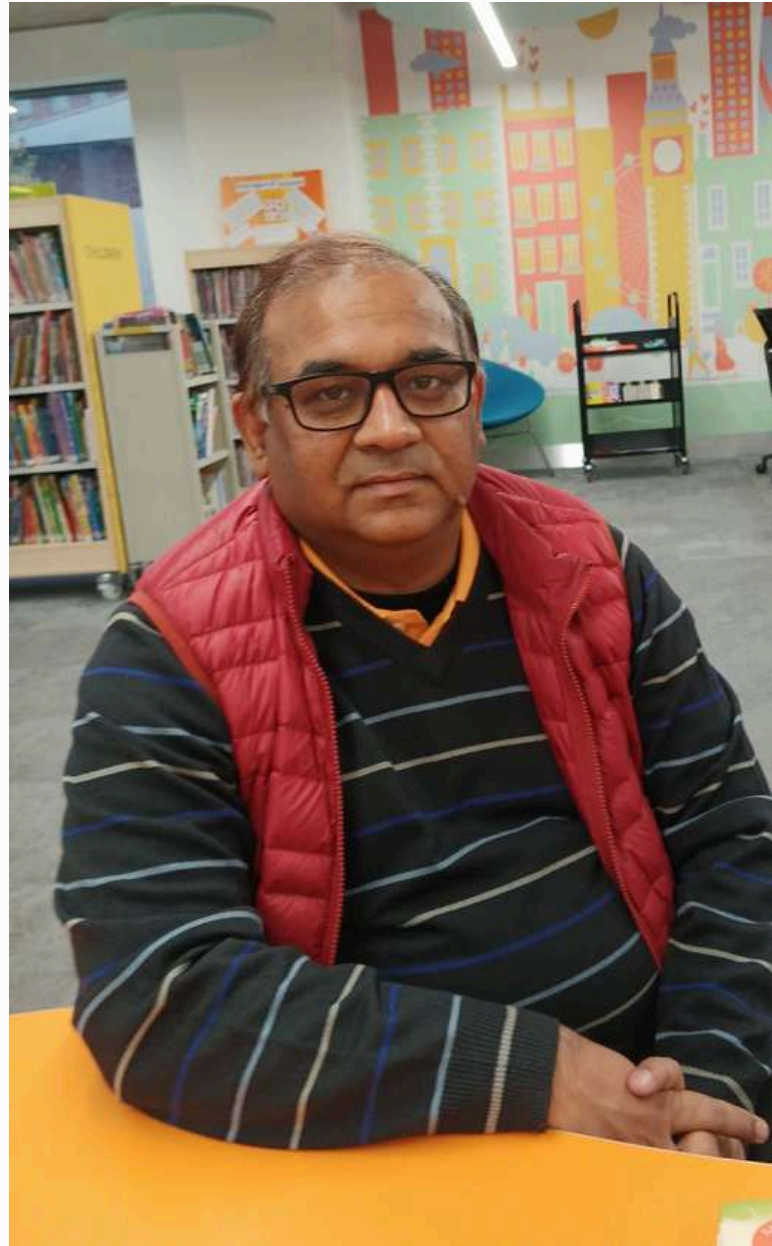
The Visionary Director of Prabisha Consulting

Mr. Pratyush Kumar, the visionary director of Prabisha Consulting, is at the forefront of one of the leading IT solutions providers, renowned for delivering innovative, customized services to businesses of all sizes. With a rich background in technology and consulting, Mr. Kumar has been instrumental in shaping Prabisha Consulting into a trusted partner for website development, mobile app development, graphic design, SEO, digital marketing, and custom software solutions.

Pioneering Leadership and Technological Insight

Mr. Kumar's journey as an entrepreneur began with a clear mission: to empower businesses by leveraging the power of digital transformation. His passion for technology, coupled with a deep understanding of business dynamics, has enabled him to bridge the gap between technical expertise and the unique challenges faced by companies today. Mr. Kumar's vision is not just to provide solutions but to craft transformative strategies that drive growth and success.

Under his visionary leadership, Prabisha Consulting has grown into a prominent name in the IT consulting space. Mr. Kumar's ability to anticipate industry trends and integrate cutting-edge technologies has been pivotal in keeping the company ahead of the curve. His commitment to quality and innovation ensures that Prabisha Consulting consistently delivers solutions that meet the evolving needs of its clients.



PRABISHA
CONSULTING

Commitment to Excellence and Quality

Mr. Kumar's approach is hands-on, ensuring that every project is aligned with the client's objectives. He is deeply involved in every stage, from conception to execution, to guarantee that Prabisha Consulting's solutions are not only effective but also exceed client expectations. This client-centric approach has built long-lasting partnerships based on trust and mutual respect.

A Comprehensive Suite of IT Solutions

Under Mr. Kumar's leadership, Prabisha Consulting offers a diverse range of services tailored to meet the unique needs of businesses:

Website Development: Prabisha Consulting crafts responsive websites and e-commerce platforms that create engaging, user-friendly digital experiences. These platforms are designed to reflect the brand's identity and drive conversions.

Mobile App Development: With a focus on iOS and Android, Mr. Kumar's team develops custom mobile applications that provide robust functionality and a seamless user experience, ensuring businesses stay connected with their customers on-the-go.

Graphic Design: Prabisha Consulting offers creative design services, including logo design, branding, and marketing materials. These designs help businesses communicate their unique story and engage their audience effectively.

SEO and Digital Marketing: Mr. Kumar's expertise in Search Engine Optimization (SEO) and digital marketing strategies enables businesses to achieve visibility, grow their online presence, and enhance brand recognition. His approach focuses on sustainable growth through strategic marketing campaigns.

Custom Software Solutions: Recognizing the diverse needs of businesses, Prabisha Consulting offers custom software development that streamlines operations, improves productivity, and provides scalable solutions tailored to specific business challenges.

A Passion for Innovation

Mr. Kumar's relentless pursuit of innovation sets him apart in the IT consulting space. His focus on adopting the latest technologies and staying ahead of industry trends ensures that Prabisha Consulting provides state-of-the-art solutions to its clients. His drive for continuous improvement allows businesses to thrive in a fast-paced digital environment, empowering them to adapt and succeed.

Client-Centric Approach

Mr. Kumar's philosophy revolves around a deep commitment to his clients. He believes in building strong, enduring relationships by understanding each client's unique challenges, goals, and aspirations. This approach allows Prabisha Consulting to deliver bespoke solutions that drive real results, ensuring that clients achieve their digital transformation objectives effectively and efficiently.

A Testament to Leadership and Visionary Thinking

Mr. Pratyush Kumar's journey as the director of Prabisha Consulting is a reflection of his entrepreneurial spirit, technical prowess, and unwavering dedication to excellence. His leadership has transformed Prabisha Consulting into a trusted partner for businesses seeking to navigate the complexities of the digital age. With a clear focus on innovation, quality, and client satisfaction, Mr. Kumar continues to position Prabisha Consulting as a beacon of excellence in the IT consulting industry, helping businesses unlock their potential and succeed in a rapidly changing world.

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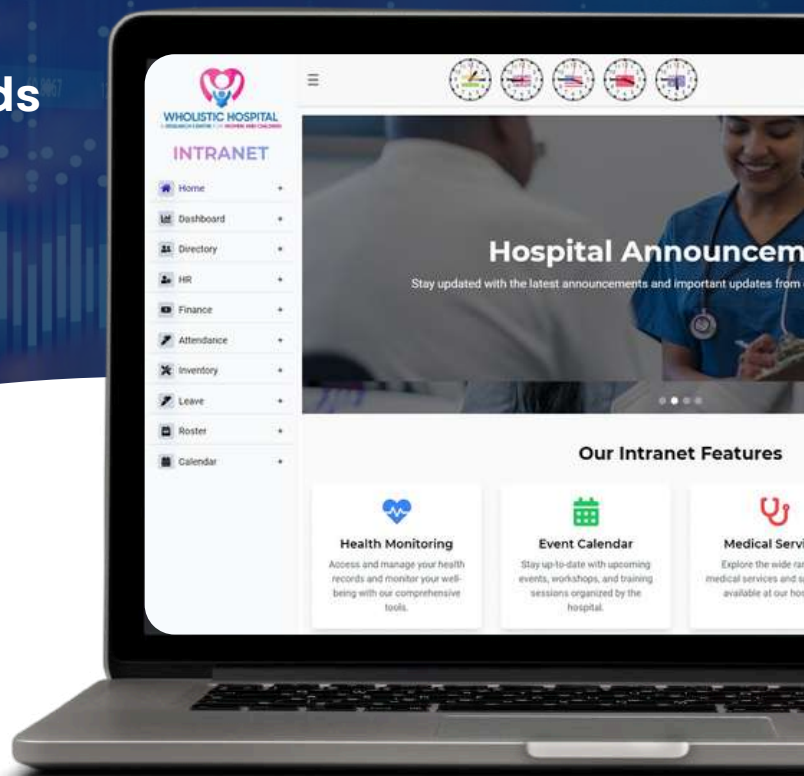


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Gukesh Dommaraju

Shines at the World Chess Championship: A Rising Star in the Global Arena

Gukesh Dommaraju, the 18-year-old chess prodigy from India, has made headlines worldwide by securing his place as the youngest player to win the World Chess Championship. This remarkable achievement marks a significant milestone in the world of chess, not only showcasing his exceptional talent and strategic acumen but also underscoring the rise of young chess players from India on the global stage.

A Triumph of Talent and Perseverance

Gukesh's journey to the World Chess Championship was one marked by hard work, dedication, and relentless practice. Born and raised in a small town in Tamil Nadu, India, Gukesh's fascination with chess began at the tender age of 5. His early interest quickly transformed into a passion, driven by a desire to understand and conquer the complexities of the game. By the time he was 10, Gukesh had already become the youngest International Master in history, breaking records and setting new benchmarks for the younger generation of chess players.

His victory in the World Chess Championship is a testament to years of rigorous training and a sharp intellect. Gukesh's ability to think multiple moves ahead, anticipate his opponent's strategies, and execute them flawlessly has not only earned him the title but also earned him respect among chess enthusiasts and players worldwide. His win is not just a personal triumph but a reflection of the growing talent pool in India, a country known for its rich chess tradition.

A Symbol of Emerging Talent from India

Gukesh's victory at the World Chess Championship is particularly significant given the historic achievements of Indian chess players. With legends like Viswanathan Anand paving the way, India has become a powerhouse in the chess world. Gukesh's success underscores the country's growing influence in the sport, marking a new era where young talents are making waves on the global stage.

What sets Gukesh apart is not just his age but his deep understanding of the game. His ability to analyze complex positions and adapt to different playing styles has allowed him to thrive in high-pressure situations. This win also highlights the importance of early training and exposure to the game, which has become more accessible in India due to the increasing number of chess academies and coaching programs.

A Global Inspiration

Gukesh's triumph is a source of inspiration for millions, particularly the younger generation. It shows that with the right guidance, determination, and passion, it is possible to reach the pinnacle of any field, no matter the age. His story resonates beyond the chessboard, symbolizing hope, resilience, and the power of dreams.

In the aftermath of his victory, Gukesh has expressed his gratitude to his family, coaches, and fans who supported him throughout his journey. His humility and focus on continuous improvement are qualities that will undoubtedly help him achieve even greater heights in the future.

A New Era for Chess in India

Gukesh's World Chess Championship win is not just a celebration of individual achievement but also a landmark moment for chess in India. It signals the country's growing prominence in the sport and the emergence of a new generation of players who are breaking records and setting new benchmarks. With his victory, Gukesh has not only made history but has also laid down the gauntlet for the next generation of Indian chess players to follow.

As the world watches the evolution of Gukesh's career, there is no doubt that he will continue to be a dominant force in the chess world. His win at the World Chess Championship is just the beginning of what promises to be a long and successful career. For chess enthusiasts, Gukesh's story is a reminder that in the game of chess, as in life, there are no shortcuts to success—only hard work, dedication, and an unwavering commitment to the pursuit of excellence.



Anoushka Kale's

Historic Moment: Leading the Cambridge Union Society

In a remarkable achievement that highlights the vibrant contributions of the Indian diaspora, Anoushka Kale has been elected as the president of the University of Cambridge's historic Cambridge Union Society. Renowned as one of the world's oldest debating societies since 1815, the Cambridge Union stands as a defender of free speech. Anoushka's election marks a significant milestone for her and for the representation of British Indians in global platforms.

Securing Leadership and Impactful Goals

Anoushka secured her place as president with 126 votes, making her the uncontested choice for the Easter 2025 term. This decisive win is a testament to her ability to connect with her peers and lead with purpose and vision. Currently serving as the Debates Officer, Anoushka has been instrumental in organizing thought-provoking discussions and debates that have engaged students from diverse backgrounds. Her role has provided her with a unique platform to foster an inclusive intellectual environment, celebrating diversity and promoting cross-cultural understanding.

Strengthening Ties with Cultural Societies

As president, Anoushka aims to strengthen the Cambridge Union's relationship with cultural societies within the university, particularly the India Society. She is committed to creating more inclusive platforms for students from different backgrounds to come together, share ideas, and engage in meaningful conversations.



This initiative is crucial for fostering an environment that respects and appreciates cultural diversity while encouraging open dialogue on critical issues that matter to today's global society.

Anoushka's vision for the Cambridge Union is to make it a space where every student feels empowered to voice their opinions, regardless of their background. She believes that the union should be more than just a forum for debate—it should be a place where students can explore new perspectives, challenge their own beliefs, and grow intellectually. Her leadership promises to be marked by inclusivity, empathy, and a strong commitment to promoting free speech and respectful discourse.

A Celebration of Diversity and Inclusion

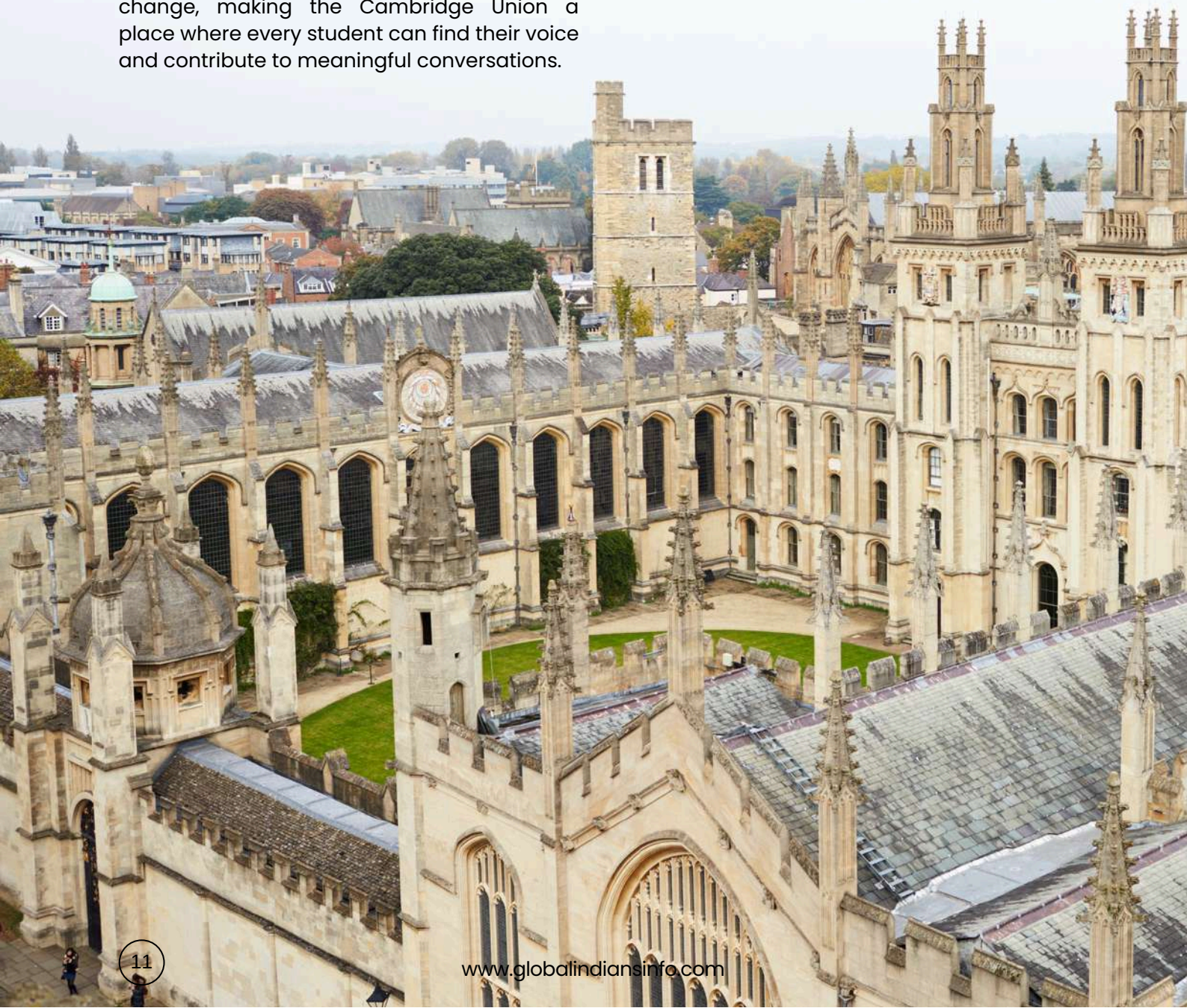
Anoushka's election as president of the Cambridge Union Society is not just a personal achievement but a celebration of the diverse and vibrant contributions of the Indian diaspora. It reflects the growing influence of British Indians in academic and intellectual circles, particularly at institutions like the University of Cambridge. Anoushka's journey to this position is a reminder of the power of perseverance, dedication, and the desire to create positive change within a community.

Her historic moment at the Cambridge Union underscores the importance of representation in leadership roles and the need for platforms that encourage diverse voices to be heard. Anoushka's presidency is expected to bring new energy and fresh perspectives to the union, making it a more inclusive and vibrant space for all students.

A Bright Future Ahead

Looking ahead, Anoushka is determined to use her platform to champion causes that are close to her heart, from promoting diversity and inclusion to ensuring that the Cambridge Union remains a defender of free speech in an increasingly polarized world. Her leadership promises to be a catalyst for change, making the Cambridge Union a place where every student can find their voice and contribute to meaningful conversations.

Anoushka Kale's election as president is a historic moment not just for the University of Cambridge but for the broader Indian diaspora. As she takes on this role, her journey will undoubtedly inspire many others to pursue their dreams, break barriers, and make a lasting impact on their communities and beyond. Her vision for the Cambridge Union Society embodies the power of dialogue, respect, and shared humanity—a vision that is needed now more than ever.



Entrepreneur of the Month

Zomato CEO Deepinder Goyal Crowned India's 2nd Biggest Self-Made Entrepreneur, Swiggy Founders Ranked 3rd



zomato

In a significant milestone for the Indian entrepreneurial landscape, Zomato CEO Deepinder Goyal has been crowned as the country's second-largest self-made entrepreneur, according to the latest Hurun India list. This recognition comes on the back of Zomato's impressive 190% jump in its valuation, soaring to Rs 2,51,900 crore. Deepinder Goyal's strategic vision and leadership have played a pivotal role in positioning Zomato as a dominant force in the food delivery and restaurant discovery industry.

Zomato's Remarkable Growth and Valuation Surge

Zomato's leap to the second spot on the Hurun list highlights the company's rapid growth and increasing influence in the Indian market. With a sharp 190% increase in its valuation, Zomato's worth has now reached Rs 2,51,900 crore, making it one of the most valuable tech startups in the country. This growth reflects not only the company's expansion in the food delivery segment but also its diversification into new verticals such as hyperlocal delivery, B2B supply chains, and online restaurant ordering systems.

Deepinder Goyal's focus on innovation and user experience has been instrumental in Zomato's rise. The platform's expansion into newer markets, introduction of cutting-edge technology for restaurant partners, and efforts to enhance the customer journey have contributed to this impressive valuation spike. Zomato's ability to adapt quickly to changing consumer preferences and market dynamics has been a critical factor in its success.

Swiggy's Growth and Rise in Valuation

Following closely behind Deepinder Goyal is Sriharsha Majety and Nandan Reddy, co-founders of Swiggy, who have been ranked third on the Hurun India list. Swiggy's remarkable journey from a food delivery startup to a multi-service platform reflects its increasing valuation, which has risen by 52% over the last year, reaching more than Rs 1 lakh crore. This achievement underscores Swiggy's dominant position in the Indian foodtech market and its ability to continuously innovate and expand its service offerings.

Swiggy's success can be attributed to its strategic focus on building a strong logistics network, diversifying into new business areas like Swiggy Genie (hyperlocal delivery service), and enhancing its food discovery and restaurant partnership programs. The company's efforts to create a comprehensive ecosystem for consumers and partners have resonated well with the Indian market, driving its valuation growth.

Hurun's Recognition of India's Top Entrepreneurs

The Hurun India list, which annually ranks the country's self-made entrepreneurs, recognizes individuals who have built businesses from scratch and achieved substantial success. Deepinder Goyal's positioning on this list as India's second-largest self-made entrepreneur reflects not only his personal achievement but also the broader trend of India's vibrant startup ecosystem.

It underscores the growing importance of entrepreneurship and the increasing number of successful tech startups emerging from the country.

The rise of Deepinder Goyal and Swiggy's founders on the Hurun list highlights the dynamic nature of India's entrepreneurial landscape. As these companies continue to innovate and expand, they are setting new benchmarks in their respective industries and contributing significantly to the country's economic growth.

Future Prospects for Indian Entrepreneurs

As the Indian startup ecosystem continues to evolve, the achievements of entrepreneurs like Deepinder Goyal and the Swiggy founders serve as an inspiration for the next generation of business leaders. Their ability to build scalable, tech-driven solutions and navigate the complexities of the market demonstrates the potential for growth and success in India's entrepreneurial landscape. As the country witnesses more startups entering the fray, it is expected that the Hurun list will continue to reflect the dynamic and transformative nature of the Indian business ecosystem.

In conclusion, Deepinder Goyal's crowning as the second-largest self-made entrepreneur in India by the Hurun list is a testament to his vision, resilience, and strategic acumen. As Zomato continues to grow and expand its footprint, it will be interesting to see how Deepinder Goyal leverages this success to further his goals and drive innovation in the foodtech space.



Maha Kumbh 2025

A Spiritual Pilgrimage and Celebration of Faith

The Maha Kumbh Mela is one of the world's largest gatherings, where millions of pilgrims come together to participate in rituals, prayers, and celebrations. Held every 12 years in Prayagraj (formerly known as Allahabad), Maha Kumbh 2025 promises to be a grand assembly of faith, spirituality, and cultural heritage. The highlight of this event is the sacred bathing ceremony at the Triveni Sangam, where pilgrims believe that immersing in the holy waters can cleanse their sins, liberate their souls, and help attain Moksha, or spiritual liberation.

The Significance of the Bathing Ritual

At the core of Maha Kumbh 2025 is the bathing ceremony at the Triveni Sangam—the confluence of the Ganges, Yamuna, and the mythical Saraswati rivers. It is believed that taking a dip in these holy waters during the Kumbh Mela can cleanse the soul and free both oneself and one's ancestors from the cycle of rebirth. This ritual holds profound spiritual significance as it represents the journey from worldly existence to the ultimate goal of attaining Moksha. Pilgrims from across the globe, irrespective of age or background, converge at this sacred spot to seek divine blessings and purify themselves through the act of immersion.

The bathing ritual begins with Paush Purnima on January 13, 2025, and continues with key dates that hold special significance:

Makar Sankranti: January 14, 2025 – The day marks the beginning of the Kumbh Mela, with millions of devotees taking a holy dip to mark the start of a new cycle of life and prosperity.

Mauni Amavasya: January 29, 2025 – A day dedicated to silence and introspection, where pilgrims take a dip and observe silence as a means to attain inner peace and spiritual enlightenment.

Basant Panchami: February 3, 2025 – Celebrated with great fervor, this day is marked by colorful festivities, cultural performances, and a collective bath at the Triveni Sangam.

Maghi Purnima: February 12, 2025 – Known for its rituals and prayers, this day draws lakhs of devotees who perform rituals and offer prayers to seek blessings for a prosperous life.

Maha Shivaratri: February 26, 2025 – A day dedicated to Lord Shiva, marked by grand processions, prayers, and a holy dip at the Sangam, symbolizing the journey of life and devotion.



The Cultural and Spiritual Experience

Beyond the bathing ritual, Maha Kumbh 2025 offers a multitude of experiences for devotees and travelers alike. Pilgrims engage in worship along the banks of the sacred river, participate in enlightening discourses by various sadhus and saints, and enjoy the cultural vibrancy of the mela. The event also features magnificent processions with saints, their disciples, and members of various Akharas—religious orders—who travel from distant lands to participate in this grand celebration. These processions, known as Shahi Snan, mark the commencement of the Kumbh Mela and are a sight to behold, showcasing the unity and diversity within the Indian spiritual landscape.

Engaging with the Legacy of Faith

The Uttar Pradesh Government, in collaboration with MyGov, is hosting various citizen engagement activities to celebrate the grand legacy of Maha Kumbh 2025. These initiatives aim to educate, engage, and involve citizens in the celebration of faith and cultural heritage. Participants can take part in a range of activities, from discussions and workshops to cultural performances and religious rituals, all designed to make the Maha Kumbh a unique and enriching experience for everyone involved.

The Uttar Pradesh Government, in collaboration with MyGov, is hosting various citizen engagement activities to celebrate the grand legacy of Maha Kumbh 2025. These initiatives aim to educate, engage, and involve citizens in the celebration of faith and cultural heritage. Participants can take part in a range of activities, from discussions and workshops to cultural performances and religious rituals, all designed to make the Maha Kumbh a unique and enriching experience for everyone involved.

Maha Kumbh 2025 is more than just a pilgrimage; it is a journey of faith, self-discovery, and spiritual awakening. As millions of devotees gather at the Triveni Sangam to take part in this grand mela, they embark on a journey to cleanse their souls, seek blessings, and experience the power of faith. The event not only serves as a reminder of the rich cultural heritage of India but also emphasizes the importance of unity, spirituality, and devotion in the lives of millions.

As you prepare for this extraordinary pilgrimage, embrace the opportunity to witness the grandeur of the Maha Kumbh and be part of a spiritual journey that transcends boundaries and connects people from all walks of life.



Wake Up, India

Sudden Cardiac Arrest Claims Epigamia Co-founder Rohan Mirchandani at 42

1 in 4 Indians reading this will die from heart disease (Atherosclerosis). Of these, 33% will experience their first cardiac event as sudden death, like Rohan Mirchandani or Ambareesh Murthy of Pepperfry.

Is Atherosclerosis Really Sudden?

I lost my father (at 37) and my brother (at 35) to heart disease. I am at high risk myself, so I've spent years researching heart attacks and strokes. Here's what every Indian must know:

Key Facts About Atherosclerosis

- It is the No. 1 killer in India and globally.
- Atherosclerosis is both common and inevitable; we either die from it or with it.
- It begins as early as your teens (causing 7% of deaths) but manifests decades later.
- Women are 10 times more likely to die from Atherosclerosis than from breast cancer.
- Medical science understands this disease well—we can delay its progression.
- Age is the biggest risk factor.
- Cholesterol is often misunderstood. There's no "good" or "bad" cholesterol. Cholesterol is essential for life, and only 10% of dietary cholesterol enters circulation.

What Actually Causes Atherosclerosis?

The body produces its own cholesterol, which needs transportation between cells. This transport occurs inside lipoproteins, which are hydrophobic carriers wrapped in a protein called apoB.

The number of apoB particles (lipoproteins) in your blood is a critical predictor of risk. Unfortunately, in India, we often measure weight (like LDL-C) instead of the actual risk markers like apoB or LDL-P, which can be detected years before symptoms arise.

As these apoB particles travel, they sometimes get stuck in the blood vessel walls, releasing oxidative stress.

The body fights this with repair mechanisms, but repeated damage (due to smoking, high blood pressure, carbs, sugars, etc.) escalates the process, forming plaques. Over time, plaques narrow the blood vessels, cutting oxygen supply and leading to heart attacks or strokes.

Advanced technology, like CT scans, can now detect blockages early.

What You Can Do to Protect Your Heart

Get Tested Regularly:

- If possible, test for apoB or LDL-P when traveling abroad.
- If not, use LDL-C as a proxy. If levels are high, consult your cardiologist about medications like statins or PCSK9 inhibitors.

Control Major Risk Factors:

- Avoid smoking.
- Monitor and manage blood pressure.

Exercise Regularly:

- Physical activity is your strongest weapon against heart disease.

Prioritize Sleep:

- Aim for 8 hours per night. Just 2 hours of sleep deprivation increases your heart attack risk by 200%.

Watch Your Diet:

- Follow the law of thermodynamics: excess energy becomes fat (triglycerides). High triglycerides mean more lipoproteins, increasing risk.

Take Charge of Your Heart Health Today!

Your future depends on the choices you make now—start prioritizing your heart with regular tests, healthy habits, and informed decisions.

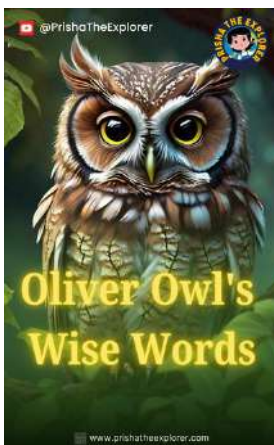
#HeartHealth #Prevention
#AtherosclerosisAwareness



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The Soil Health Card Scheme

Nurturing Soil for Sustainable Agriculture

The Soil Health Card Scheme was launched by Hon'ble Prime Minister Shri Narendra Modi in 2015 with the aim of assessing the nutrient status of every farm holding in the country. This initiative is a crucial step towards promoting sustainable agriculture, ensuring better productivity, and enhancing the quality of soil across India. The scheme empowers farmers with the knowledge they need to make informed decisions about soil health, thereby fostering a more resilient agricultural ecosystem.

World Soil Day Campaign: 'Swasth Dhara Toh Khet Hara'

On the occasion of World Soil Day (December 5, 2024), the Ministry of Agriculture & Farmers Welfare, in collaboration with MyGov, organized the 'Swasth Dhara Toh Khet Hara' (स्वस्थ धरा तो खेत हरा) campaign. This initiative was launched to encourage citizens from all walks of life to express their views on the importance of soil conservation. The campaign's name, which translates to "Healthy Soil for a Green Field," reflects the crucial role soil health plays in supporting ecosystems, agriculture, and the overall well-being of society.

The campaign highlights that protecting and improving soil health is essential not only for sustainable food systems but also for maintaining biodiversity and building resilience to climate change. The health of our soils directly impacts the health of our ecosystems and our food production systems. By nurturing soil health, we can ensure that future generations have access to fertile land for agriculture, thus supporting food security and economic stability.

The Role of Soil in Sustainable Development

Soil health is critical for supporting a wide range of functions—from acting as a medium for plant growth to storing water, supporting biodiversity, and functioning as a filter for pollutants. The 'Swasth Dhara Toh Khet Hara' campaign aims to raise awareness about the significance

of soil health and the need for sustainable agricultural practices. By encouraging citizens to participate in discussions, workshops, and activities, the campaign seeks to educate the public on the importance of soil conservation and the role it plays in mitigating climate change.

The Soil Health Card Scheme, which forms the backbone of this initiative, provides farmers with a comprehensive assessment of soil nutrients. These cards contain detailed information on the physical, chemical, and biological properties of the soil, helping farmers understand what nutrients their soil lacks and the corrective measures they need to take. The cards also offer recommendations on the appropriate use of fertilizers and amendments, ensuring that farmers can make informed decisions to improve soil health and enhance crop productivity.

Commitment to Soil Conservation

As we mark World Soil Day 2024 with the 'Swasth Dhara Toh Khet Hara' campaign, let's commit to nurturing and protecting Mother Earth. Soil conservation is not just the responsibility of farmers; it is a shared duty among all citizens. By understanding the importance of soil health, adopting sustainable practices, and participating in awareness campaigns, we can contribute to a greener and healthier planet.

The campaign reminds us that by protecting soil health, we are contributing to the sustainability of our agricultural systems, supporting biodiversity, and ensuring resilience to the challenges posed by climate change. It is crucial for all of us to play a part in maintaining soil health, whether through conscious consumption choices, participating in community activities, or advocating for policies that promote sustainable agriculture.

On World Soil Day, let's take a moment to reflect on the vital role soil plays in our lives and pledge to protect and nurture it for future generations. Together, let's commit to a sustainable and healthy future—one soil at a time.

Join Prabisha Startup Network and Explore Global Business Opportunities



In today's rapidly evolving digital world, collaboration and innovation are key to success. Whether you are an entrepreneur, business owner, or professional, joining networks that foster growth and connectivity can open doors to new opportunities and partnerships. That's why we invite you to connect with us through the Prabisha Startup Network, the UK Businesses Group, and the India Business Group — three dynamic platforms designed to bring together like-minded individuals, companies, and startups to foster growth, innovation, and collaboration across borders.

Why Join the Prabisha Startup Network? The Prabisha Startup Network is a thriving community of innovators, creators, and entrepreneurs. By joining this network, you'll gain access to a wealth of resources, including expert advice, partnership opportunities, and the latest trends in web development, digital transformation, and technology. It's not just about business growth — it's about building relationships that can shape the future of industries.

Connect with us on LinkedIn and be a part of our thriving entrepreneurial community._

[Connect with us on LinkedIn and be a part of our thriving entrepreneurial community._](#)

UK Businesses Group: Strengthening Local Connections Our UK Businesses Group is dedicated to empowering businesses across the United Kingdom. This group brings together companies from various sectors, ranging from tech and finance to healthcare and e-commerce, creating a rich environment for networking, idea exchange, and collaborative projects. If you're looking to expand your reach, share insights, or connect with potential clients, this group is a great platform for you.

Join the UK Businesses Group and unlock new opportunities with fellow entrepreneurs and business professionals:_

[Connect with us on LinkedIn and be a part of our thriving entrepreneurial community._](#)

India Business Group: Connecting with One of the World's Fastest-Growing Markets As one of the largest and most dynamic markets globally, India offers tremendous potential for growth and collaboration. Our India Business Group connects professionals, investors, and companies who want to explore opportunities in this fast-paced market. Whether you're looking to expand your business, invest in startups, or network with key players in India's business ecosystem, this group provides a platform to facilitate meaningful connections.

Start building your connections in India today._

[Connect with us on LinkedIn and be a part of our thriving entrepreneurial community._](#)

Take Your Business to the Next Level At Prabisha Startup Network, we believe that the future of business lies in collaboration, innovation, and global connectivity. Whether you're in the UK, India, or anywhere else in the world, our groups are designed to help you build relationships, share knowledge, and stay ahead of industry trends. We encourage you to join us and become part of an ecosystem that empowers businesses, inspires creativity, and accelerates growth. Let's connect, collaborate, and create a brighter future together!

The Importance of Website Development in Today's Digital Age

In today's fast-paced digital world, having a strong online presence is crucial for businesses of all sizes. A well-designed, functional website is more than just a digital storefront; it serves as a powerful tool for engagement, branding, customer acquisition, and business growth. Let's explore why website development is essential and how it can help you achieve your business goals.

1. Building a Strong Online Presence

Your website is often the first point of contact for potential customers. It's your opportunity to make a lasting impression, showcase your products or services, and communicate your brand's story. A professionally designed website not only attracts visitors but also converts them into loyal customers. It serves as a virtual representative of your business, providing vital information, creating trust, and establishing credibility.

2. Enhancing User Experience

A well-structured website is user-friendly, easy to navigate, and visually appealing. It provides a seamless browsing experience across devices, from desktops to smartphones. By focusing on responsive design and intuitive layout, you ensure that your audience can find what they need quickly and easily. This improves user satisfaction, reduces bounce rates, and encourages longer engagement on your site.

3. Driving Business Growth

An effective website can significantly boost your business growth. It enables you to reach a wider audience, both locally and globally. With the right SEO (Search Engine Optimization) strategies, your site can rank higher in search engine results, driving organic traffic and attracting more visitors. By integrating e-commerce features, you can expand your market reach, sell directly online, and increase sales without geographical constraints.

4. Establishing Credibility and Trust

A professional website enhances your brand's credibility. It provides a platform to showcase client testimonials, case studies,

and portfolio items that highlight your expertise and experience. Regular updates, such as blog posts and industry news, not only demonstrate your knowledge but also position your brand as an authority in your field. This builds trust with your audience and fosters long-term relationships with customers.

5. Tools for Effective Communication

A well-developed website allows for direct communication with your audience through features like contact forms, live chat, and newsletters. It's a powerful way to share news, updates, and promotions with your customers, keeping them informed and engaged. By integrating social media links, you can easily expand your reach and connect with your audience across multiple platforms.

6. Cost-Effective Marketing

Investing in a professional website is a cost-effective marketing strategy. Unlike traditional advertising, a website provides 24/7 visibility and can be updated in real-time to reflect changes in your business. It allows you to target specific audiences, track visitor behavior, and analyze metrics that inform future marketing strategies. Whether you're using paid advertising, email marketing, or content marketing, your website serves as a hub for all your digital marketing efforts.

In today's digital age, having a well-designed, functional website is no longer optional; it's a necessity. It's the backbone of your online presence, helping you reach new customers, build credibility, and drive business growth. At Prabisha Consulting, we specialize in creating custom websites that are tailored to your business needs, ensuring a seamless user experience and maximizing your online potential. Invest in your digital future today—build a strong, effective website that sets your business apart from the competition.

Advantage Healthcare India (AHCI) 2024

Promoting India as a Premier Healthcare Destination



Advantage Healthcare India (AHCI) is a significant initiative aimed at establishing India as a global hub for healthcare services. Following the resounding success of previous editions, the Federation of Indian Chamber of Commerce & Industry (FICCI) is set to host the 8th edition of AHCI in December 2024 at India Expo Mart, Greater Noida. This event marks a major step in further enhancing India's position in the global healthcare market by promoting the country's medical and holistic healthcare services on a global stage.

Building on Success

The previous editions of AHCI have been instrumental in showcasing India's capabilities in the healthcare sector, attracting international buyers and establishing strategic partnerships. Each year, the event has grown in scale and significance, making a substantial impact on the global healthcare landscape. AHCI 2024 aims to build on this legacy by focusing on developing new strategic partnerships between Indian healthcare providers and international participants.

A Platform for Growth and Networking

AHCI 2024 will bring together Indian healthcare providers, including hospitals, diagnostic centers, pharmaceutical companies, and wellness centers, with international participants such as healthcare providers, medical tourism facilitators, and potential buyers from across the globe. The event provides a unique opportunity for these stakeholders to network and engage in

one-on-one meetings, fostering direct business relationships and facilitating the exchange of ideas and knowledge.

Government Support and Strategic Partnerships

The event is organized by FICCI and is supported by the Ministry of Health and Family Welfare, Ministry of Commerce & Industry, Ministry of Tourism, and Ministry of Ayush, Govt. of India. This collaboration underscores the government's commitment to promoting quality healthcare services and establishing India as a preferred destination for medical tourism. The support of these ministries also ensures that the event addresses various aspects of the healthcare ecosystem, including medical treatments, wellness practices, and traditional medicine.

Promoting Quality Healthcare Services Exports

AHCI 2024 aims to highlight India's strengths in the healthcare sector—its cutting-edge medical infrastructure, skilled healthcare professionals, and comprehensive medical services available at reasonable prices. The event will showcase a wide range of medical specialties, from advanced surgeries and specialized treatments to holistic and wellness therapies. By attracting international buyers, the event aims to expand the reach of India's healthcare services to new markets, promoting quality healthcare exports and making world-class medical services accessible to a broader audience.

Engaging Key Stakeholders

Advantage Healthcare India 2024 will feature panel discussions, seminars, and workshops with industry leaders, government officials, and healthcare experts. These sessions will cover topics such as advancements in medical technology, regulatory frameworks, and the future of medical tourism. The event will also focus on providing insights into the various healthcare packages offered by Indian providers, including specialized treatments, affordable health check-ups, and personalized care plans.

Advantage Healthcare India 2024 is not just a platform for showcasing healthcare services;

it is a crucial step in positioning India as a global leader in healthcare excellence. By connecting international buyers with Indian healthcare providers, the event will facilitate business opportunities, foster partnerships, and drive innovation in the healthcare sector. As India continues to emerge as a global destination for healthcare services, AHCI 2024 provides an invaluable opportunity for industry stakeholders to network, learn, and grow in a dynamic and rapidly evolving market.

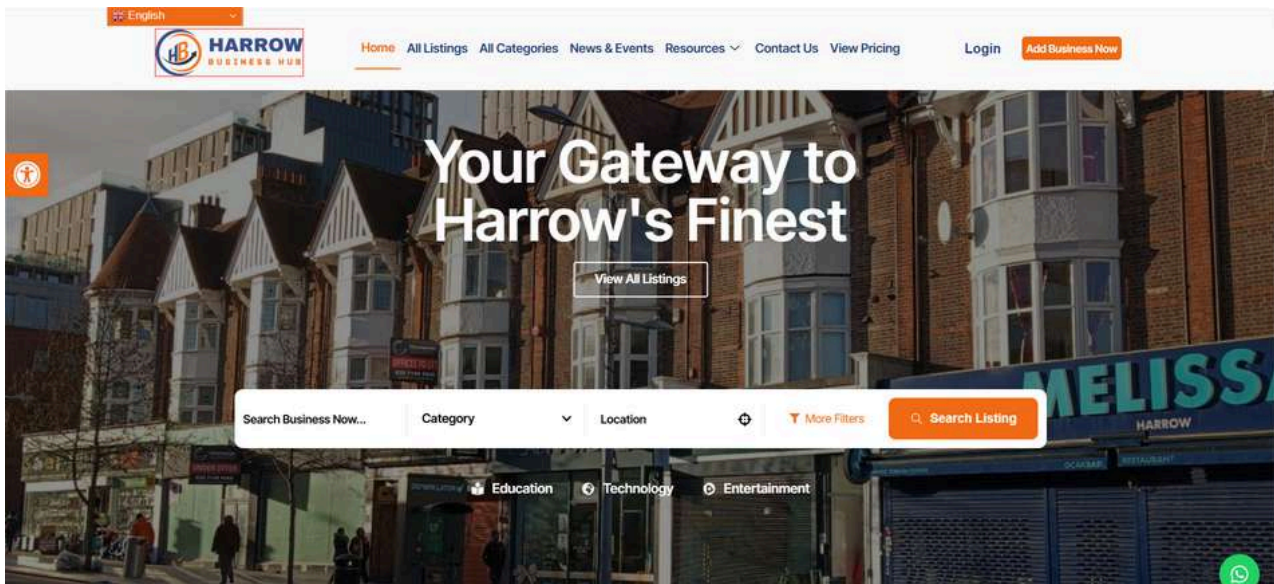
Join us at AHCI 2024 to be a part of this transformative journey in the global healthcare landscape. For more details and registration, visit the official AHCI 2024 website.





Harrow Business Hub

Launched on
25th December
to Empower Local Businesses



We're thrilled to announce the launch of the Harrow Business Hub, a groundbreaking initiative designed to support and uplift local businesses in Harrow. Officially launched on 25th December 2024, this platform is set to become a game-changer for entrepreneurs and business owners alike. Whether you're just starting or already established, the Hub connects you to Harrow's dynamic community, enhancing your visibility and expanding your opportunities.

Inaugural Offer You Can't Miss

To celebrate our launch, we're offering an exclusive inaugural deal:

- **Get listed for just £49 per year until 31st December 2024.**
- After this period, listings will be priced at £99 per year.

Take advantage of this opportunity to amplify your business reach while saving significantly.

Why Choose Harrow Business Hub?

- Enhanced Visibility: List your business on our engaging website and social media platforms, reaching thousands of potential customers every day.
- Networking Opportunities: Participate in monthly business meetings, collaborate, and grow alongside like-minded professionals.
- Exclusive Deals: Unlock discounts and offers from our network of esteemed business partners.
- Skill Development: Access expert consulting and skill development programs tailored to boost your business capabilities.
- Community Engagement: Be part of a thriving community that champions local businesses and promotes growth.
- Special Listings: Charities, emergency services, and government bodies can enjoy free listings.
- Business News & Events: Stay updated with the latest happenings in the local business landscape.
- Job & Internship Listings: Explore new career opportunities or post vacancies to attract top talent.

How to Get Started

- 1.Register: Visit www.HarrowBusiness.com and create your account.
- 2.Claim Your Spot: Sign up for £49/year before the 31st December 2024 deadline.
- 3.Secure Your Listing: Complete your payment [here](#).

Join the Movement

Let's make Harrow the center of business excellence together. By joining the Harrow Business Hub, you not only grow your enterprise but also contribute to a thriving local economy.

Email: info@harrowbusiness.com

Website: www.HarrowBusiness.com

Follow us on LinkedIn: <https://www.linkedin.com/company/harrowbusiness/>

#HarrowBusinessHub #LocalBusiness #GrowWithHarrow #HarrowCommunity

Bidisha Ray

An International Resume Writer and Career Coach Leading the Way in Global Career Development

In today's competitive job market, having a standout resume and expert career guidance can make all the difference in landing your dream job. Bidisha Ray, an acclaimed International Resume Writer and Career Coach, has been instrumental in helping professionals across the globe achieve career success. With a wealth of experience and a keen understanding of global hiring practices, Bidisha Ray offers invaluable insights and strategies to help job seekers craft compelling resumes and excel in their career journeys.



BIDISHA RAY
Executive CV Writer & Coach

A Proven Track Record of Success

Bidisha Ray's journey as a resume writer and career coach began with a passion for helping individuals unlock their full potential. Over the years, she has worked with a diverse clientele, including seasoned professionals, fresh graduates, and career changers from various industries and countries. Her deep knowledge of industry-specific requirements and global hiring trends allows her to tailor each resume to highlight the unique strengths and experiences of her clients, making them stand out in a crowded job market.

Personalized Approach to Resume Writing

Bidisha Ray's approach to resume writing is highly personalized. She understands that no two career paths are identical and that each individual has unique skills, experiences, and aspirations. By collaborating closely with her clients, she ensures that their resumes are not only well-structured and error-free but also resonate with the specific needs of the employers they wish to target. Her emphasis on storytelling helps candidates present their achievements and qualifications in a compelling manner, creating a memorable impression on recruiters and hiring managers.

Global Perspective on Career Development

One of the key strengths of Bidisha Ray is her global perspective on career development. She has a deep understanding of the nuances of job markets in different regions, including North America, Europe, Asia, and the Middle East. This enables her to provide tailored advice on job search strategies, interview preparation, and networking techniques that are effective across various cultural contexts. Whether it's preparing for a job in the tech industry in Silicon Valley or securing a role in a multinational corporation in Europe, Bidisha Ray's insights are invaluable in navigating the complexities of the global job market.

Expert Career Coaching

Beyond resume writing, Bidisha Ray offers comprehensive career coaching services. Her coaching sessions are designed to help clients set clear career goals, develop effective job search strategies, and enhance their professional branding. Bidisha Ray's coaching focuses on personal growth, helping clients build confidence, identify their strengths, and overcome challenges in their career journeys. Her support extends to interview coaching, salary negotiation tactics, and professional

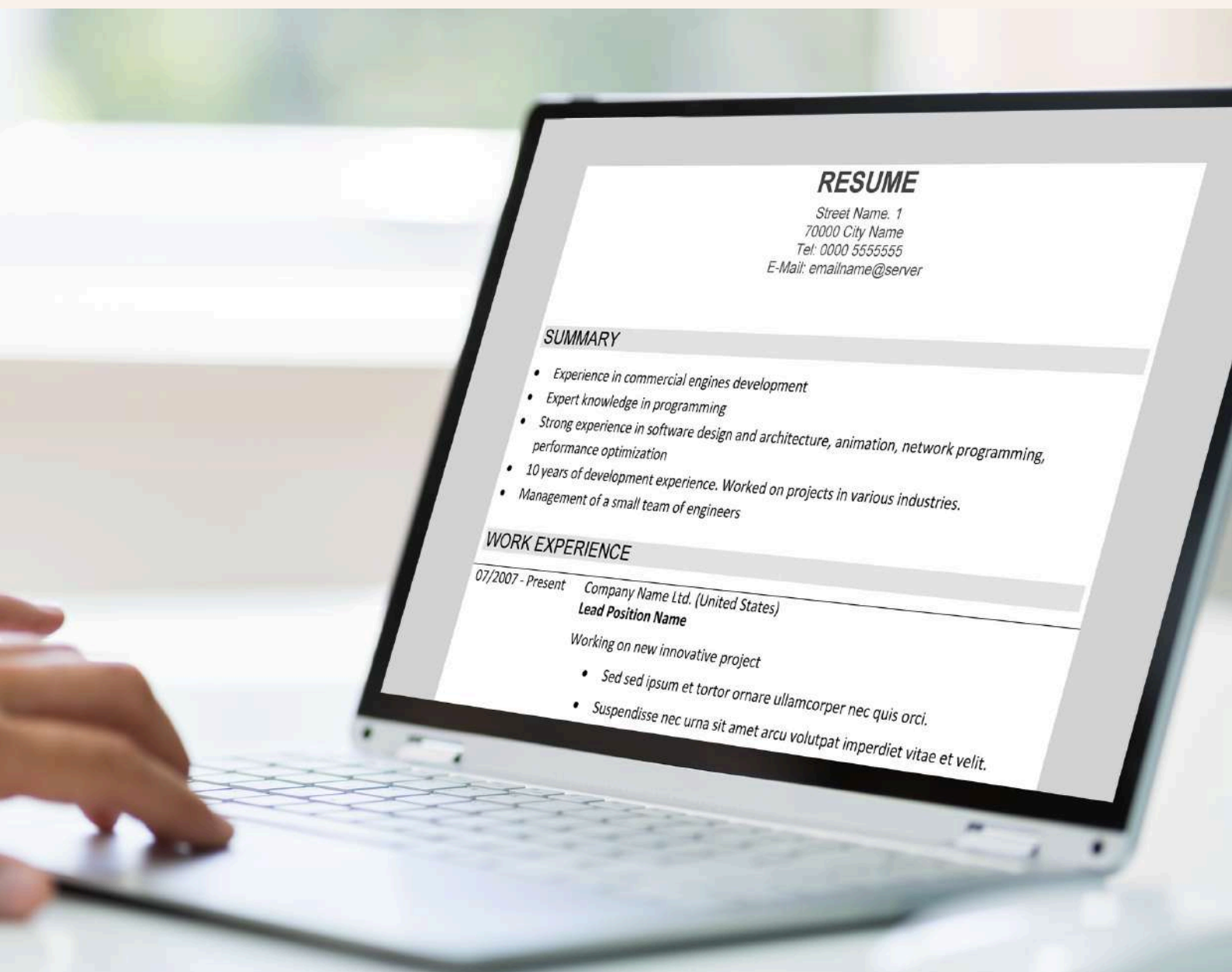
development advice, ensuring her clients are well-prepared for every step of the hiring process.

Client Success Stories

Bidisha Ray's success as a career coach is reflected in the success stories of her clients. From landing dream jobs at top multinational companies to securing promotions and advancing their careers, her clients consistently achieve their professional goals. Many have praised her ability to understand their career aspirations, provide practical advice, and boost their confidence. Her personalized approach has not only helped individuals secure job offers but also empowered them to pursue fulfilling careers that align with their passions.

Bidisha Ray is more than just an International Resume Writer and Career Coach; she is a trusted advisor who is passionate about helping others succeed in their professional lives. Her expertise, personalized approach, and global perspective make her a valuable resource for anyone looking to take their career to the next level. Whether you're just starting your career, making a transition, or aiming for the next big step, Bidisha Ray can help you craft a compelling narrative that will capture the attention of employers worldwide.

For more information on how Bidisha Ray can assist you in achieving your career goals, visit her website: www.bidisharay.com or connect with her on LinkedIn.



Join the UK Jobs Group and UK Care Home Group

Your Path to New Opportunities

Are you looking to take the next step in your career within the UK? Whether you're searching for your next job in a variety of industries or exploring a rewarding role in care homes, we're here to help you achieve your goals!

UK Jobs Group: Your Gateway to Exciting Career Prospects

The UK job market is dynamic and offers a wealth of opportunities across multiple sectors. Our UK Jobs Group on WhatsApp is designed to connect job seekers with employers, making it easier than ever to find your next career move. Stay informed about the latest job openings, receive valuable tips, and network with like-minded professionals who are also on the lookout for new opportunities.

Join here:

<https://chat.whatsapp.com/DGWfm0tUta72TrXOVK5aIU>

UK Care Home Group: Building Careers in Healthcare

Care homes across the UK are continually seeking dedicated professionals who are passionate about making a difference in people's lives. Our UK Care Home Group provides a platform for job seekers to connect directly with

reputable care homes throughout the country. Whether you're interested in roles as a nurse, caregiver, or in another capacity within the healthcare sector, this group offers the perfect opportunity to find the right fit for your skills and aspirations.

Join here:

<https://chat.whatsapp.com/H2kjm74Dao9FNT0xWn6P9s>

Why Join These Groups?

- **Instant Updates:** Receive real-time notifications about job openings and recruitment events.
- **Networking:** Connect directly with employers and fellow professionals in your industry to expand your network and open doors to new opportunities.
- **Exclusive Tips:** Access expert career advice, interview tips, and insights to boost your job search efforts.
- **Diverse Opportunities:** Explore a wide range of career options, from general job listings to specialized roles in the care home sector.

Take the next step in your career journey today! Join the UK Jobs Group and UK Care Home Group to unlock a world of opportunities right at your fingertips. Don't miss out

Start your journey now!



Top Travel Destinations

In the UK, USA, Europe, and India.

Explore Unforgettable Journeys

Embark on a journey across some of the world's most captivating regions! Whether you're planning a vacation, a business trip, or an adventure, the UK, USA, Europe, and India offer a rich tapestry of travel experiences. From historic landmarks and natural wonders to vibrant cities and serene retreats, each destination has something unique to offer. Let's explore the best travel spots in these diverse locations:

1. United Kingdom

The UK is a treasure trove of culture, history, and modernity. **London** dazzles with iconic sites like the British Museum, Buckingham Palace, and the London Eye. For history buffs, **Edinburgh** offers the stunning Edinburgh Castle and the atmospheric Royal Mile. Don't miss the natural beauty of the **Lake District**, perfect for hiking and exploring scenic landscapes. The historic city of **Bath**, known for its Roman baths, and the vibrant music scene in **Liverpool** are also must-visits.

2. United States of America

The USA is home to a diverse range of experiences. In **New York City**, you'll find Times Square, Central Park, and the Statue of Liberty, capturing the essence of urban life. **San Francisco** beckons with its iconic Golden Gate Bridge, Alcatraz, and its unique neighborhoods. For nature lovers, the **Grand Canyon** offers breathtaking views, while **Hawaii** provides tropical beaches and lush landscapes. **New Orleans** is perfect for those seeking vibrant festivals, music, and cuisine.

3. Europe

Europe's rich history and culture are waiting to be explored. **Paris**, the City of Lights, is renowned for its art, fashion, and culinary delights. The romantic canals of **Venice**, the historic ruins of Rome, and the vibrant culture of **Barcelona** make it a continent of contrasts. **Amsterdam** is famous for its canals, museums, and diverse culture. **Iceland** offers stunning natural beauty with its geysers, waterfalls, and the Northern Lights. **Prague** is a hidden gem in the heart of Central Europe with its fairytale architecture.

4. India

India is a land of contrasts, from bustling cities to tranquil retreats. **New Delhi** is the heart of India's political and cultural life with landmarks like the Red Fort and India Gate. **Jaipur**, the Pink City, showcases the grandeur of the Rajput era with its palaces and forts. **Goa** is famous for its beaches, churches, and vibrant nightlife. The **Kerala Backwaters** offer a serene escape with its lush landscapes and houseboat cruises. **Varanasi**, the oldest continuously inhabited city in the world, is the spiritual heart of India.

Each destination offers a unique experience, whether you're seeking adventure, relaxation, culture, or history. The world is waiting to be explored, and with so many incredible options, there's something for every traveler.

Start Your Journey Today

Embark on your dream trip by exploring these incredible destinations. From the bustling streets of New York City to the serene landscapes of Kerala, each place promises to leave you with unforgettable memories. Join us on this journey and make the world your playground.

Australia's New Skills in Demand Visa

A Game Changer for Indians



Australia's latest immigration initiative, the Skills in Demand (SID) Visa, marks a significant shift in its visa landscape, particularly for Indian professionals seeking to migrate for work. Starting from December 7, the Department of Home Affairs in Australia introduced this new visa program, which replaces the previous Temporary Skills Shortage Visa. The Skills in Demand Visa offers a more streamlined and effective way for skilled workers to enter and work in Australia, addressing the labor market's dynamic needs through three distinct pathways.

Three Pathways Under the Skills in Demand Visa

1. **Specialist Skills Pathway:** This pathway is designed for highly skilled professionals with niche expertise in fields that are critical to Australia's economy. It targets occupations that require specific knowledge, often not readily available in the local labor market. This includes fields like IT, engineering, healthcare, and advanced manufacturing. Indians with unique skills in these areas will find this pathway beneficial as it provides a quicker route to Australian residency.

2. **Core Skills Pathway:** Focused on mid-level professionals with essential skills, this pathway is ideal for roles that are critical to the functioning of industries such as construction, hospitality, and retail. The Core Skills Pathway allows Indian workers who are already experienced and competent in their fields to gain entry to Australia with relative ease. This pathway is particularly appealing to those who have substantial industry experience and wish to contribute their skills to the Australian workforce.

3. **Essential Skills Pathway:** The Essential Skills Pathway targets entry-level positions where there is a recognized shortage of local workers. This pathway allows for a quicker entry into the Australian job market for Indians, especially in sectors like agriculture, trades, and manufacturing. It provides a valuable opportunity for skilled migrants to gain relevant work experience and establish themselves in Australia's employment landscape.

Why the SID Visa Matters for Indians

The introduction of the Skills in Demand Visa provides a clearer and more accessible pathway for Indians looking to migrate to Australia for work. The program's emphasis on specialized and essential skills means that applicants with the right expertise are likely to find opportunities more readily. This is particularly significant given the strong demand for skilled professionals in Australia across various sectors, including technology, healthcare, engineering, and construction.

For Indian professionals, this visa change is more than just an opportunity—it's a game-changer. It allows for better alignment between the skills of the workforce and the needs of the Australian economy. The streamlined process not only reduces the time taken to process visa applications but also enhances the prospects of securing employment in Australia. With the Skills in Demand Visa, Indian workers can look forward to a more predictable migration path, enhanced career prospects, and the chance to contribute meaningfully to Australia's growth.

How to Apply

For those interested in applying for the SID Visa, it's important to first check eligibility under one of the three pathways. Key requirements typically include skills assessment, relevant work experience, and proof of the necessary qualifications. Indian applicants should work closely with migration agents or consultants to ensure their application meets the criteria and to navigate the complexities of the process.

Australia's new Skills in Demand Visa represents a significant step forward in the country's approach to managing its workforce needs. By creating pathways tailored to specialist, core, and essential skills, it not only meets the current demands of the labor market but also supports sustainable economic growth. For Indians looking to make a move to Australia for work, this visa offers a promising and straightforward route to new opportunities.

Join us in exploring this new chapter in Australian immigration and take advantage of the skills in demand to secure your future Down Under!





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D Gukesh Crowned World Champion in Chess



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