

IT'S YOUR WORLD

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**YOU CAN'T STOP
A WINNER FROM WINNING
AND A LOSER FROM LOSING**

THE LAW OF WASTED EFFORT

Do you know that lions only succeed in a quarter of their hunting attempts — which means they fail in 75% of their attempts and succeeds in only 25% of them.

Despite this small percentage shared by most predators, they don't despair in their pursuit and hunting attempts.

The main reason for this is not because of hunger as some might think but it is the understanding of the “**Law of Wasted Efforts**” that have been instinctively built into animals, a law in which nature is governed.

Half of the eggs of fishes are eaten...
half of the baby bears die before puberty...
most of the world's rains fall in oceans...
and most of the seeds of trees are eaten by birds.

Scientists have found that animals, trees, and other forces of nature are more receptive to the law of "wasted efforts".



Only humans think that the lack of success in a few attempts is failure... but the truth is that: we only fail when we "stop trying".

Success is not to have a life free of pitfalls and falls... but success is to walk over your mistakes and go beyond every stage where your efforts were wasted looking forward to the next stage.

If there is a word that summarizes this world, it will simply be: continue all over again.

Be Inspired

Nick Vujicic

Nick Vujicic was born with tetra-amelia syndrome, a rare disorder characterized by the absence of all four limbs. His videos on YouTube have inspired millions and millions of people with his message to love life and live without limits.

He was tormented to such an extent that at the age of 10 he attempted suicide. After years of feeling alone and worthless, he had an epiphany one day while reading an article. He read about a disabled man who refused to let physical limitations dictate his life.

At that moment, Nick says, he realized he had the ability to take control of his life. Instead of looking at everything he lacked, he decided to look at everything he could have. Now a famous author and international speaker,

Nick inspires the world everyday to live a life without limits. His message is brilliantly sobering and electric.



Jessica Cox

Born without arms, she used her legs and her unbelievable spirit of awesomeness to become the first licensed armless pilot. She's also the first armless black belt in the American Taekwondo Association.

Refusing to use prosthetic arms Jessica drives a car, types on a keyboard, pumps her own gas and puts on contact lenses. She also Scuba dives and has a Psychology degree from the University of Arizona. She inspires people across 20 countries by sharing her message of inspiration on stages.



Paulami



12-year-old Paulami could have never foreseen that her family's traditional summer vacation to Hyderabad in 2001 would change her life forever.

That year, a terrible accident left her with 75-80 percent burns and an amputated arm. Paulami was shattered – but not so much that she could give up on life. With her parents as her ultimate pillars of support, this fighter took the reins of her life in her own hands, literally.

Sixteen years and 45 surgeries later, Paulami is perhaps one of the most resilient and strongest persons you will ever meet. She now runs her family business, which deals with heavy machinery, and is happily married to her childhood sweetheart.

"I never thought that I'd meet with an accident and little did I know that it was going to change my life forever. But it happened anyway, and there was nothing anyone could do to undo it. But what I could do was fight back. There were two choices—either give up and drown myself in self-pity or make peace with the situation and face it with a smile. I started seeing everything as an opportunity rather than a hindrance. And that's what made the difference! They say when life presents you with an opportunity; grab it with both the hands. I did the same, just with 1 and a half!"

Bharat Kumar

The World Champion para-swimmer, with 50 medals

Born with right hand only Bharat Kumar was born with a right hand by birth, but his physical disability never dissuade him from pursuing his dreams.

Born on Dec 10, 1989, Bharat Kumar, a world champion, has made Bharat (India) proud by winning over 50 medals in para-swimming contests. Achievements: He has won two international titles, one silver at the IWAS World Junior Athletics Championships in Ireland and one gold medal and over 40 national level medals. Young Bharat has flown to countries like England, Ireland, Holland, Malaysia and China to participate in swimming contests.



Girish Sharma



Girish Sharma, a badminton champion, has proved that no matter whatever the circumstances are, you can still be a Champion in your preferred field in your life. The determined boy never let his disability to become an obstacle in achieving his goals.

In an interview, Girish was quoted as saying, "When I was a child, I used to play Cricket, Football, Badminton with normal children of my age. My disability was nowhere near in my mind. I enjoyed those games as much as a normal person does."

Girish, who also rides bicycle, is the proud winner of the Gold Medal in Paralympic Asia Cup for Disabled in India. Besides, he has also played in Israel, Thailand and in Germany. But shockingly, his commendable out-of-the-world efforts have never been recognised by the Indian government.



Arunima Sinha



27-year-old Arunima Sinha lost her left leg in an unfortunate incident on April 11, 2011. Despite the fact that she lost a leg, she did not give up the spirit of her life and defied all conceivable odds. Infact, Arunima decided to convert her weakness into her biggest strength and by her true determination, on May 21, 2013, she achieved the rare feat to become the first Indian amputee to conquer the Mount Everest, with the help of a prosthetic leg. Beside setting an example to the world, Arunima also made India, a proud nation when she hoisted the Indian tricolour flag at the peak of the Mount Everest.



Preethi Srinivasan

Preethi Srinivasan was the captain of the under-19 Tamil Nadu women's cricket team. Even after the unfortunate swimming accident that left her paralyzed below the neck, she continues to inspire other lives through her organization Soulfree. She has started to provide hope to women with severe disabilities and assists them in fulfilling their highest human potential by providing a basic quality of life.



H. Boniface Prabhu

Prabhu's life changed at the age of four when a botched lumbar puncture made him a quadriplegic for the rest of his life. But he never let this disability change his goals of life and continued his education in a regular school. His immense hard work and dedication has made him a notable figure and a leading quadriplegic wheelchair tennis player. He was a medal winner at the 1998 World Championships and was also awarded the Padma Shri by Government of India in 2014. It seems like disability is not a word in his dictionary.



Changing consumer behavior during Panademic

WHAT'S THE NEXT - NORMAL?

Rise in the consumption of at-home categories
People are doing 54% more home cooking &
22% more home improvement

E-commerce saw 10 years of growth in just 3months
Preference for trusted brands
Choosing to visit stores closer to home

Netflix added 16mn subscribers in 5 months while Disney
doubled theirs to 50mn
Downloads of gaming apps increased over 30% YOY

Self-care becomes primary concern
Greater use of e-pharmacy and e-medicine
Online searches for telemedicine increased 9x during
lockdown

Rise in unemployment & remote working
Zoom's user base grew from 10mn to 200mn in 3 months
Slack's paying customers have doubled

The global user base for remote learning grew 120%
Virtual learning is driving adoption of new tools

Tourism is grounded, with air travel declining 90%
On-the-go consumption also declined as people
avoided major transit hubs

39% people are reading more online news
43% consumers are watching more television
40% people are using more social media
Print media worsened with a 33% drop in readership

Home



Shopping



Entertainment



Health and
well-being



Work



Learning



Travel &
Mobility



Media
consumption



Success & excuses do not go together.
If you want to give excuses,
forget about success;
If you want success,
forget the excuses.

There is no deadlock for successful people;
because they believe that they will either
find a way or make one.

Happy Birththday!

BIRTHDAY BOYS / GIRLS

A. M. Murali	Bangalore	01st November
N Krishnama Chary	Hyderabad	05th November
Siddharth Solanki	Mumbai	06th November
Dilawar Inamdar	Mumbai	11th November
Mahesh Chokshi	Ahmedabad	13th November
D. Jagadeesan	Chennai	18th November
Papiya Mukherjee	Kolkata	24th November
Rakesh Rehwadi	Ahmedabad	28th November
Balaji Mudaliar	Ahmedabad	29th November

NEW JOINEES

Bhautik Patel	Ahmedabad
Ankit Panchal	Baroda
Suresh Kumar	Chennai
Sandeep Nair	Chennai
Sarang Pradhan	Corporate
Bhavik Solanki	Mumbai
Anand Mishra	Mumbai
Swapnil Rathod	Pune
Jeroline Dison	Tuticorin

THEY TIED THE KNOT

Santosh Tayde	Ahmedabad	11th November
Sineesh S. G.	Kochi	11th November
Mallikarjuna A. N.	Bangalore	17th November
Shivraj Chawan	Mumbai	18th November
Komal Sinha	Bangalore	21st November
Papiya Mukherjee	Kolkata	26th November
Mahesha V.	Bangalore	28th November
Vikrant Vakhare	Mumbai	28th November
Sandip Ambarwele	Nasik	29th November
Chirag Trivedi	Ahmedabad	30th November
Gajraj Singh	Delhi	30th November

