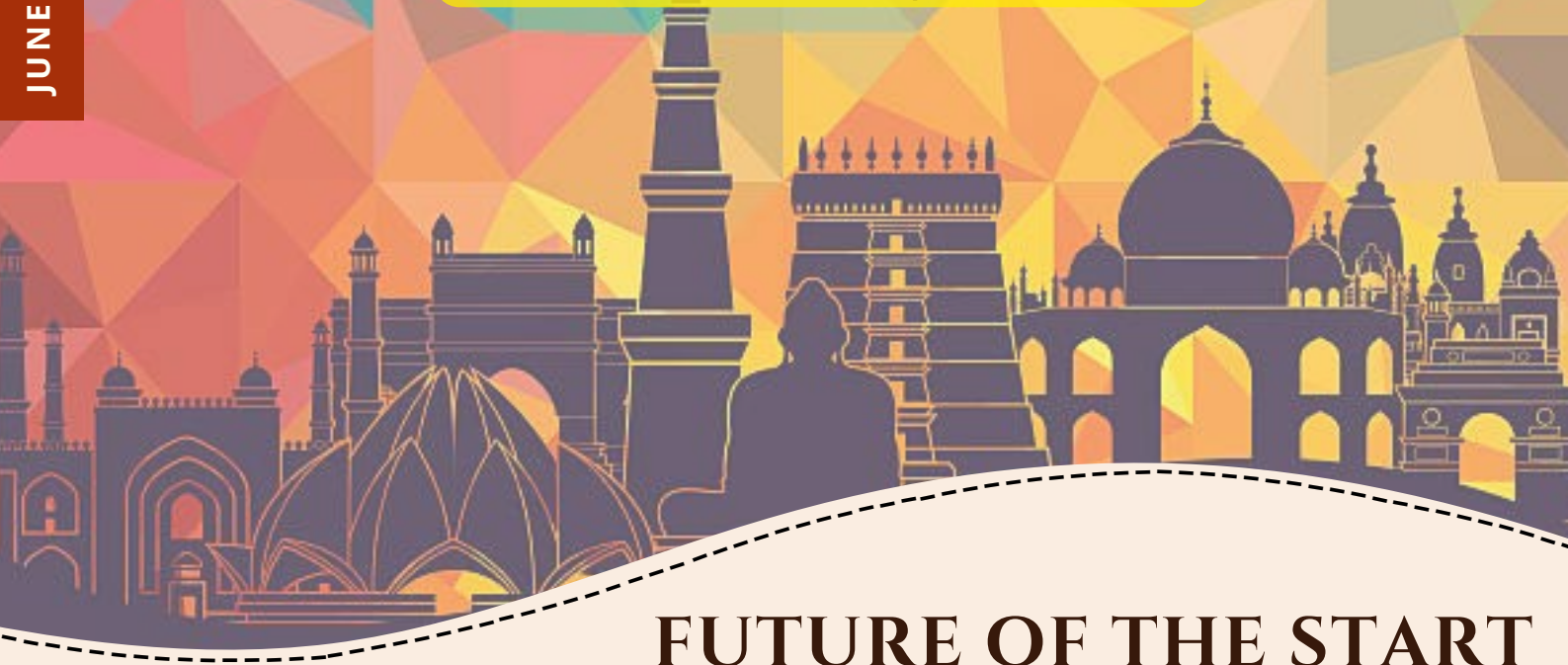


# POSITIVE DAY

## NEWSPAPER

A NEW VOICE | A venture by Niaa Creations



## FUTURE OF THE STARTUP BOOM IN INDIA

The government schemes allow one to start their start-up with a little extra help such as;

**Startup India Seed Fund Scheme (SISFS)** It aims to provide financial assistance to startups for proof of concept, prototype development, product trials, market entry and commercialization. Along with this, National Startup Awards this ceremony recognizes up and coming startups and provides them with the audience that they deserve.

**The future is here and it is entrepreneurial as more and more young citizens chart the rocky waters of running a successful start up.**

The number of start-ups in India since 2014, has been increasing rapidly. From about just 350 start-ups to 90,000! Out of which over a 100 have become unicorns. This increase took place after our prime minister rolled out a special start-up scheme, since then India has witnessed multiple accomplishments and failures.

What India does have is the dearth of talent, passion, hard-work and unique ideas. As we progress towards becoming a developed country, our economy thrives with us.

The epidemic exposed the dark side of virtually every industry, but it also had some beneficial effects for businesses. The global financial crisis sped up the adoption of web technology worldwide, but especially in India. This prompted numerous companies to become digital, including VC firms, particularly those that concentrate on tech startups.

Indian startups are well-positioned to endure the decline in investment activity. India is making significant progress in developing environmentally friendly alternatives across industries, and employment activity in startups there signals a solid recovery of economic growth. Furthermore, companies continue to innovate and disrupt a variety of sectors, including FinTech, FemTech, HealthTech, and SpaceTech.

# SPORTS



## INDIA QUALIFIES FOR MEN'S JUNIOR HOCKEY WORLD CUP 2023 UNBEATEN

**New Delhi, 28th May, 2023:** Sunday evening at the Men's Junior Asia Cup 2023 in Salalah, Oman was lit up by a scintillating performance from the Indian Junior Men's Hockey Team as they defeated Thailand with a scoreline of 17-0 in their Pool A fixture. The result means the Indian Junior Men's Hockey Team finished the group stage of the Men's Junior Asia Cup 2023 unbeaten and have also progressed to the Semi-Finals of the tournament.

India have qualified for the FIH Junior Hockey Men's World Cup 2023, which is scheduled to be held from December 5 to 16, 2023 in Kuala Lumpur, Malaysia. India qualified after reaching the final four stages of the Men's Junior Asia Cup 2023. The top three teams from the Men's Junior Asia Cup 2023 were set to qualify for the Junior World Cup, however with Malaysia receiving a direct entry as the host nation, the other three Semi-Finalists of the Men's Junior Asia Cup have qualified for the prestigious event.



# ENTERTAINMENT

## POSITIVE DAY RECOMMENDATIONS OF BOLLYWOOD'S TOP 4 INDEPENDENT FILMS



### Peddler

The story of the film is based on impoverished young boys who get trapped in a drug deal and young cop who trails them.

### Lucia

A Kannada psychological thriller which focuses on an ordinary torch bearer Nikki who works in a local theatre at the outskirts of Bangalore.

### Kshay

The story of the film revolves around an Indian middle-class housewife 'Chhaya' who is obsessed with pricey monument of Goddess Lakshmi and is set firm on owning it.

### Titli

The film is based on titli, a junior member of a fierce carjacking brotherhood who makes a desperate attempt to break away from the family business.

### Miss

### Lovely

A drama film based on the criminal depths of Mumbai's C grade industry

Q FASHION

# HEENA MODI'S BESPOKE FASHION OUTFITS STUN THE CROWDS AT HER SHOWS



**Bespoke fashion refers to the creation of custom-made clothing** that is tailored specifically to an individual's measurements, style preferences, and personal characteristics. The term "bespoke" originated in the world of British tailoring and is often associated with high-quality craftsmanship and attention to detail.

In the realm of bespoke fashion, every aspect of the garment is carefully considered and designed to reflect the wearer's personality, body shape, and unique style. From the initial consultation to the final fitting, the bespoke process involves a close collaboration between the client and the skilled artisans involved in creating the garment.

One of the most remarkable aspects of bespoke fashion is its ability to capture the essence of an individual's personality.

By taking into account factors such as personal style, lifestyle, and even the occasion for which the garment is intended, bespoke clothing allows for a truly personalized and meaningful experience. The result is a garment that not only fits perfectly but also serves as an expression of the wearer's individuality and self-confidence.

**Aquarians Bridal by Heena Modi aims to bring the world of bespoke fashion to India. Her international shows have earned her a fabulous reputation in the fashion industry and she continues to stun with her new and unique designs. Her haute couture is a force to be reckoned with.**



# ZEAL MODI IS BRINGING HER DREAM OF LAUNCHING AN EVERYDAY COUTURE BRAND TO LIFE



## FASHION

According to Zeal, today's generation is very versatile in their fashion choices and finds comfort in their unique style. Zeal wishes to enhance and work on developing people's personal styles through her brand so that they can truly express themselves how they want to.

### Elegant Look

Growing up with a mother who is a successful entrepreneur and runs her own fashion label instilled a sense of responsibility in Zeal Modi to build something of her own too. She has always had a strong work ethic and started working towards launching '**Casper**' at the tender age of 16 years old.

She observed how her mother, Heena Modi worked hard to build her brand Aquarians Bridal and execute her shows while instantly acting upon new ideas that she had. This helped build her confidence to develop her own brand although she forged a path of her own by not opting for bridal couture.



Zeal says, '**I will only make single-piece, single-design pieces so we don't over-produce any garment**'. In a world of fast fashion, her resolve to produce everything sustainably is remarkable. If you wish to follow Zeal's fashion journal and know more about Casper check out her Instagram page - '**Casper.in**'

Zeal draws and designs her own collection that she wishes to launch via Casper, and her designs follow the latest market trends. Her extensive study and global exposure make her privy to all sorts of designs from all over the world that she wishes to bring to India as well. Her passion for everyday couture comes from her desire to bring elegance to everyday clothes and make semi-formal dresses comfortable for working women which they can easily wear all day.

# FASHION

## LOOK OUT FOR THE LATEST COLLECTION FROM 'SUMMER' THIS PASTEL SEASON

The fashion brand **Summer**, which merely sold scrunchies as a startup and grew into a fast fashion e-commerce brand conferring to everyday trends. **The founder of Summer, Meha. SV** says,



**“I wanted to start a clothing brand in 9th grade. Summer is a 9th grader’s dream come true.”**

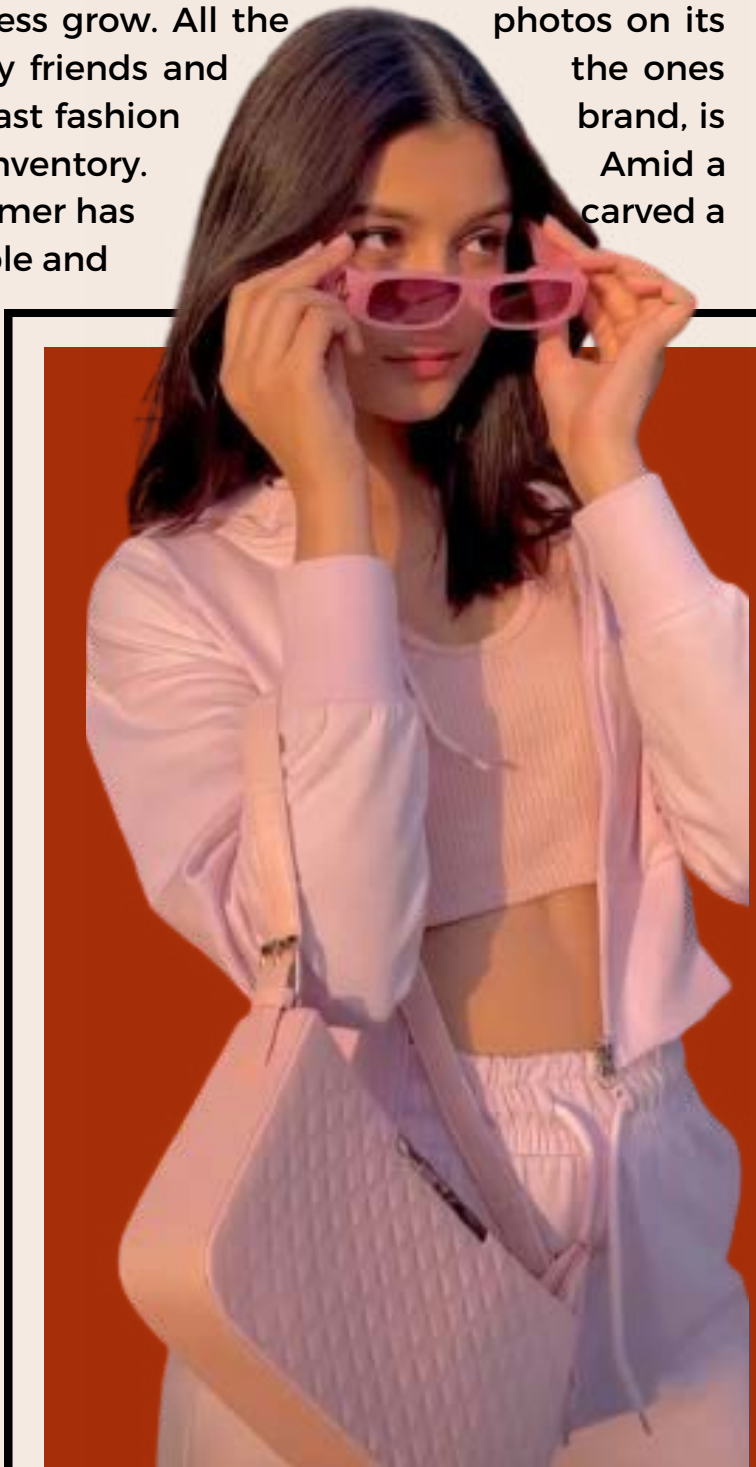
Summer grew out of a love between family and friends as it showcased a community coming together to help a small scale business grow. All the photos on its website - [www.summeronline.in](http://www.summeronline.in) are taken by friends and modelling are also friends. Summer being a fast fashion highly sustainable as it doesn't overstock its inventory. Amid a plethora of fashion brands on Instagram, Summer has carved a niche for itself by launching economically viable and superior quality products.

**Meha.SV** also states that,

**“Anyone who thinks of starting an ecommerce business, should definitely give it a try. Running it is going to be difficult, but it’s not impossible.”**

Being a young entrepreneur, Meha has plenty of dynamic new ideas in designing and catering to needs of ongoing trends.

To conclude, she says “Everyone learns from their mistakes, but one should also learn from other’s mistakes. Connecting with people in the same field and speaking to them is important. Do not repeat mistakes someone else already made, learn from the community. Networking is as important as anything.”



# CLIMATE CHANGE

The logo for Project Surat is a blue circle containing the text 'PROJECT SURAT' in white. The word 'PROJECT' is in a larger, bold font, and 'SURAT' is in a smaller font below it. A small globe icon is integrated into the letter 'O' of 'PROJECT'.

NGO Project Surat emerged as a beacon of hope, dedicated to improving the lives of people in Surat and spearheading efforts to clean up the city through various climate drives.

## NGO PROJECT SURAT IS TRANSFORMING THE CITY INTO A GREEN BREATHABLE HEAVEN

One of the primary objectives of **NGO Project Surat** is to **create a sustainable and eco-friendly environment** for the residents. They have initiated numerous campaigns and projects that promote awareness about environmental issues and encourage sustainable practices among the public.

One notable effort by NGO Project Surat is their emphasis on **waste management**. They have organized waste collection drives, encouraging citizens to segregate their waste and promoting recycling practices. By collaborating with local authorities and waste management companies, they helped to establish efficient waste disposal systems.

In addition to waste management, NGO Project Surat actively engages in **tree plantation drives and urban greening projects**. They understand the importance of green spaces in enhancing the overall quality of life and mitigating the effects of pollution.

NGO Project Surat has also taken significant strides in promoting **renewable energy sources**. By advocating for the installation of solar panels in homes and commercial establishments, the organization has not only reduced the carbon footprint but also empowered the community to embrace sustainable energy solutions.

Another remarkable aspect of NGO Project Surat's work is their collaboration with local communities and businesses. Recognizing the importance of collective action, they actively engage citizens, students, and corporates in their initiatives. Their efforts have yielded tangible results, making a significant impact on the city and its people. Their work has **contributed to cleaner streets, reduced pollution levels, and a more sustainable and livable environment**. Moreover, they have succeeded in fostering a sense of environmental consciousness and social responsibility among the citizens of Surat.



# CLIMATE CHANGE

## A MEGA DRIVE OF 5R WAS ORGANISED BY RADIO CITY AND HEALTH DEPARTMENT OF SMC AT DUMAS BEACH



A **5R (Reduce, Reuse, Recycle, Refuse and Repair) Centre** has been set up by Radio City and the Health Department of the Surat Municipal Corporation as part of the **World Environment Day celebration** organized by the Ministry of Environment Forest and Climate Change, by the Government of India. The 5R centre has been set up at Ganesh Beach in Dumas as part of the **"My life, My clean city"** campaign. At the 5R Center, items donated by citizens will be repaired and distributed to the needy, making Surat a role model for sustainable resource management.

On the last Sunday before the end of the children's vacation, **more than 1200 people gathered at Dumas Beach and participated in this mega drive of 5R for the cleaning campaign.** After cleaning Dumas Beach, Surtis also performed Garba and Zumba on the beach with Radio City.

In this program, the citizens who collected the most garbage and donated the most items at the 5R Centre were awarded by Radio City. Citizens are also informed about the 5R (Reduce, Reuse, Recycle, Refuse and Repair) principles by the Health Department.

Under the **Swachh Bharat Mission, 'Swachh Survekshan'** Surat is moving towards becoming the cleanest city in 2023, and public participation is very important to reach this peak.

As part of the **'Meri Life, Mera Swachh Sheher'** campaign, the government has set up 3R (Reduce, Reuse, Recycle) centers in other cities, whereas the Surat Municipal Health Department has gone a step further and established 5R (Reduce, Reuse, Recycle, Reuse and Repair) centers in every ward of the city.



# ... TECHNOLOGY ...



## THE PRAKASHBHAIR BROTHERS IMPROVE THE LIVES OF TEA VENDORS ONE MACHINE AT A TIME

**MAHANTAM** is an early-stage startup founded by brothers **Dhaval Prakashbhai Nai**, 20 and **Jayesh Prakashbhai Nai**, 22 that produces automatic tea glass washing machines. According to the founders, the machine is designed to wash 15 glasses in just 30 seconds, using high-pressure water, and has a capacity of 38 litres of water, which can help wash 250 glasses. The size of the machine can also be adjusted to account for smaller tea stalls or compact areas.

Dhaval, the co-founder of Mahantam, learned machine design on YouTube and was inspired to create the tea glass washing machine after noticing a goat drinking water from the same tub that was being used to clean the glasses at his college's nearby tea stall. He worked on the machine's design during the Covid lockdown and created a functional machine after making several prototypes.

Mahantam has already sold three machines and received inquiries from multiple vendors. The startup received a **grant from DreamDeal.com**, an initiative started by **Anupam Mittal** to encourage budding entrepreneurs, which Dhaval used to upgrade the machine's design. The final version of the machine, which sells for **₹28,000 per unit to tea vendors**, was presented on Shark Tank India, where the brothers walked away with the season's second all-shark deal of ₹30 lakh for 20% equity.





# INDIA'S THRIVING MEDICAL TOURISM: A DESTINATION FOR QUALITY HEALTHCARE

## Introduction:

India has emerged as a leading destination for medical tourism, attracting patients from around the world seeking high-quality healthcare services at affordable prices. With its state-of-the-art facilities, skilled medical professionals, and a rich cultural heritage, India offers a unique proposition for those seeking medical treatments and procedures. This article explores the growth, advantages, and impact of medical tourism in India.

## The Growth of Medical Tourism in India

Over the past decade, India has experienced significant growth in medical tourism. The country's reputation for providing world-class healthcare services at a fraction of the cost compared to many Western countries has been a driving factor. India's advanced medical infrastructure, renowned hospitals, and highly skilled doctors have gained international recognition, attracting patients seeking a range of treatments, from complex surgeries to wellness and preventive care.



**Dr Shrujal C Shah**  
Orthopedic surgeon  
Green Leaf Hospital, Surat

## Quality Healthcare Facilities

India boasts a vast network of modern and well-equipped healthcare facilities, including multispecialty hospitals, specialized clinics, and wellness centers. Many of these institutions are accredited by international organizations, ensuring compliance with stringent quality standards.

Surat, a bustling city in Gujarat, is garnering attention for its superior quality of medical services. Dr Shrujal Shah from Green Leaf Hospital in Surat aims to increase awareness and promote medical tourism in Surat. Being an Orthopedic surgeon by profession, he has won many accolades for his notable work in knee replacement in old age patients and the rehabilitation of young patients after a sports injury like a ligament tear.

Several cities in India lack access to orthopedic facilities and can benefit from travelling to other towns to access trustworthy medical care. Particularly the northeastern states of India and Jammu and Kashmir suffer from an acute lack of these resources. While metropolitan cities in India generally have well-established orthopedic facilities, smaller cities and tier-II cities might have a shortage of experienced orthopedic surgeons, advanced medical technologies, and specialized orthopedic centers, which can impact access to comprehensive care.



HEALTHY LIFE

**In conclusion, it's essential that the government and the people recognise the need, benefits and accessibility of medical tourism and establish policies that make the latter a viable option to a majority of people.**

## THE BENEFITS OF MASSAGE PRODUCTS: A CONVENIENT SOLUTION FOR RELAXATION AND MUSCLE RECOVERY

### Introduction:

In today's fast-paced world, finding moments of relaxation and taking care of our physical well-being is more important than ever. Massage therapy has long been recognized as a powerful tool for promoting relaxation and aiding in muscle recovery. However, with the advancement of technology, we now have access to a wide range of massage products that offer the same. In this article, we will explore the reasons why investing in massage products is a wise choice for individuals seeking relaxation and muscle recovery.



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Contact No. : 7283935973

### Convenience at Your Fingertips:

One of the main reasons to consider massage products is their unparalleled convenience. Instead of relying on the availability and scheduling constraints of professional massage therapists, owning a massage product allows you to enjoy the benefits of a massage on your own terms. You can use it in the comfort of your home, at any time that suits your schedule. Whether you want a quick massage during your lunch break or a more extended session in the evening, massage products offer you the flexibility to address your relaxation and muscle recovery needs whenever you require.

### Relaxation and Stress Relief:

Massage products are designed to target key areas of the body and apply gentle pressure or kneading movements that help to alleviate muscle tension and promote relaxation. This targeted massage therapy helps to stimulate the release of endorphins, the body's natural feel-good hormones, which reduce stress and promote an overall sense of well-being. Regular use of massage products can contribute to improved sleep quality, reduced anxiety levels, and enhanced mood, making them a valuable tool in combating the stresses of daily life.

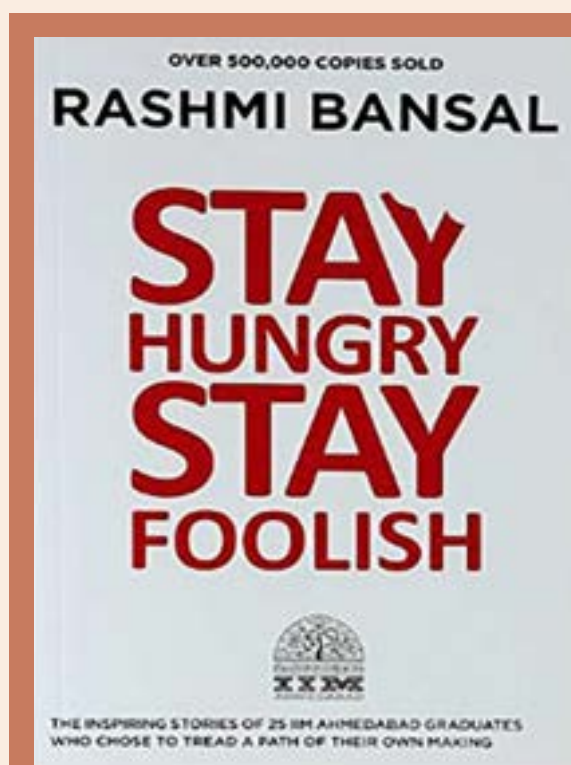
### Muscle Recovery and Pain Relief:

Athletes and fitness enthusiasts can greatly benefit from massage products for muscle recovery and pain relief. Whether it's after an intense workout or a physically demanding day at work, using massage products can help soothe tired and sore muscles, reducing inflammation and promoting faster recovery. The deep tissue massage provided by some products helps to increase blood circulation, aiding in the removal of metabolic waste products and supplying oxygen and nutrients to the muscles, thus accelerating the healing process.

### Cost-Effective Investment:

Investing in massage products is a cost-effective alternative to regular visits to a massage therapist. While professional massages can be beneficial, they often come at a hefty price and may require prior scheduling. By purchasing a high-quality massage product, you have access to unlimited massage sessions without any additional expenses. Over time, the cost of a massage product is significantly lower compared to the cumulative expenses of repeated visits to a massage therapist.

# BOOK REVIEW - STAY HUNGRY STAY FOOLISH



The book expounds the story of 25 IIM Ahmedabad graduates who chose the rough itinerary of entrepreneurship. They are believers & opportunists with alternate vision. The world thought 'How can one quit a job which offers a phenomenal salary and incentives? How can one leave everything for one idea or just because one thinks it's going to work? What if you fail? What if your idea doesn't work?'

Answering these questions many were left with dreams and regret, while some golden nuggets have overcome every stereotype zeitgeist, trepidations, peer pressure, tosh and pillory from our near and dear ones, struggled & strived for years before finally achieving a gargantuan win. Irony is that, these are the same people who the world said to be fools who turned out to be polymath of business world.

Every story is unique and interesting in its own way and leaves us with different business lessons out of which the story of **Sanjeev Bikhchandani (Naukari.com)**, **Vinayak Chatterjee (Feedback Ventures)**, **Narendra Murkumbi (Shree Renuka Sugars)**, **Vikram Talwar (EXL Service)** and **k Raghavendra Rao (Orchid Pharma)** became my favourite ones. I recalled a quote:

**Sometimes it's all about that one dream, that one belief,  
Which you can see but others can't...**

## Some of the business lessons learned are:

You are a leader, you have the idea then you need to believe in it. You will face hiccups, you will have abysmal days but these are part of business, have patience, maintain trust with your employees and sooner or later time will change.

Identify Achilles heel of the company and make decisions accordingly (tough decision are inevitable) also maintain USP in every product you sell or manufacture, also be willing to change DNA of your company as per market requirements; after all putting all eggs in one basket will not serve purpose every time.

If you are a small company, you have to be extremely transparent and honest. So you establish a reputation of being reliable, of high integrity.

Get smart people to work for you and sell your idea to them, they will create their own space, take good care of the folks and be fair with them because they are the actual one to bring value to the company. Believe and show your trust to them and they will do the stuff that probably you can't do.

Be very careful with cash flow and over heads of the company and raise money when you don't need it, when you take funding by VC's or angel investor for wherewithal than be prepared of some external control.

Use your contacts to expand your business; it's very necessary to have folks who are ready to put trust on you. Better have MBA degree from IIM. With IIM degree on hand you can always start your own thing if it worked its 'Hurrah! Time' and if it didn't don't worry someone will give a job.

Things don't always go as per your plan life has its own itinerary, ability and determination matters but ultimately so does destiny and luck.  
Just to mention few...  
The book is answer to all our What if's?  
Aren't the only limits those which we set for ourselves?

# Nikki ki kavita

પુદને ખૂબ ગમતી -  
એકાંત ક્યારેક અઘરું લાગતું,  
છતાં એકલતાને માણતી.

વિચારોમાં ગડમથલ હતી,  
એને સમજવાનો પ્રયત્ન  
કરતી.

ચાર દીવાલોની વચ્ચે,  
જાણે પુદને જ શોધતી.

મંઝિલ ખૂબ નજીક દેખાતી,  
છતાં અંદર અંદર જ ભમતી.

શ્વાસોશ્વાસ મારા જ  
છતાં એના પર નજર રાખતી.

ઘણી અકળામણોમાં પણ  
શાંતિ અને સમતા અનુભવતી.

કાલ કેવી હશે એની ચિંતા છોડી  
આજમાં જીવતી.

ક્રોધ રાગ દ્વેષ ના રૂપ સમજીને  
કરુણા અને સમતા શીખતી.

આ એવા દિવસો હતા  
જ્યાં હું અંદરથી પુદને ખૂબ  
ગમતી.



## UNVEILING THE BENEFITS OF PALM READING: INSIGHTS INTO A FASCINATING ART



**Dharmik Shree Jani**

(Face reading, Horoscope, Palmistry, All puja vidhi)

### Introduction

Palm reading, also known as palmistry or chiromancy, has captivated human curiosity for centuries. This ancient practice involves examining the lines, shapes, and other characteristics of the palm to gain insights into an individual's personality traits, potential strengths, and possible challenges.

### Self-Reflection and Personal Insight

One of the primary benefits of palm reading is its ability to facilitate self-reflection and provide personal insight. By studying the lines on one's palm, individuals gain a deeper understanding of their own nature, temperament, and inclinations. This self-awareness can lead to personal growth and self-improvement, as it enables individuals to recognize their strengths, weaknesses, and areas for development.

### Clarity in Decision-Making

Palmistry can be a valuable tool in decision-making processes. Enhanced Communication and Empathy:  
The study of palmistry can also foster improved communication and empathy.

### Confirmation of Life Purpose

For those seeking a sense of purpose and direction in life, palm reading can offer confirmation and validation. The unique imprints on an individual's palm can reveal their inherent talents, passions, and life purpose.

Dharmikshree Jani has been practising palm reading since many years and has valuable experience in the field. If there is anything you need clarity on he is the right person to look to.

# HAPPY PLACE

## INVEST IN GLOBEDU STUDY ABROAD PROGRAMS TO HELP YOUR KIDS BUILD A CAREER ABROAD

**GlobEdu has a Network in 29 Countries and 700+ Universities Worldwide.** They provide various services that cater to all the study-abroad requirements of the students. Their holistic resources are much appreciated by everyone who opts for their services. They have years of experience in the field with the staff who is well-versed in the field.

GlobEdu is a leading, trusted name among students as they provide guidance and support to many individuals who want to start their educational journey or work and settle abroad.

They deliver full support to the students who are skeptical or daunted by the process, earning them a solid reputation. Their guidance is personalized according to the need of every student, as each student is unique. All of them have different goals, aspirations and ideas which need to be taken into account while finding a university that is a good fit for them.

For working professionals, they offer a large number of opportunities to work abroad.

They also provide immigration opportunities to individuals or families who want to permanently settle in abroad in countries like Canada.

**GlobEdu**  
Overseas Education  
...Building Careers Abroad



**They aim to help students build a strong career abroad, and for that, they offer a multitude of services like:**

- Expert Consultancy for all the Major Countries including USA, UK, Canada, Australia, New Zealand, Singapore, etc.
- Career Counseling and Student Mentorship, which helps students figure out their majors in case they are confused about their options.
- Psychometric Tests
- Visa and Education Loan Assistance
- IELTS Coaching

**Their other services include:**

- Sending hotel management and hospitality students to the USA for internship and training.
- Registering for standard Diploma Courses in Mauritius and Singapore after the 10th and 12th standard of the students.
- Migrating to Canada.



**Rest assured; you are in good hands with GlobEdu, as it will spare no effort to ensure that you are well cared for in the study, work or settle abroad journey and receive favorable fruits from its expertise.**

# HAPPY PLACE

## EXPLORING THE LATEST TRENDS IN INTERIOR DESIGNING AND THE RISE OF INNOVATIVE START-UPS

### Introduction:

This article explores some of these exciting trends and **highlights a few interior design start-ups that are making a mark in the industry.**

### Sustainability and Eco-Friendly Design:

With a heightened awareness of environmental issues, people are increasingly seeking eco-conscious solutions for their homes. From using recycled materials and energy-efficient appliances to incorporating natural elements like **wood, bamboo, and organic textiles, sustainable design** is gaining significant traction.

### Biophilic Design:

This trend promotes the use of natural light, indoor plants, living walls, and natural materials to create a harmonious and calming environment. Biophilic design not only enhances aesthetics but also **improves air quality, reduces stress, and boosts productivity.**

### Minimalism and Simplicity:

Minimalist interiors are characterized by simplicity, neutral color palettes, and a curated selection of furniture and décor items. This design approach **a sense of calm and serenity, allowing individuals to enjoy a clutter-free living space.**

### Smart Homes and Technology Integration:

From voice-controlled assistants and automated lighting systems to smart appliances and security systems, technology is seamlessly blending with interior design to create more convenient and connected living spaces.

## Interior Design Start-ups

- **Havenly:** An online interior design platform that connects users with professional designers who create personalized design plans and help with product selection. Their user-friendly interface and affordable design services have made professional interior design accessible to a wider audience.
- **Modsy:** A virtual design experience by using 3D technology to create lifelike renderings of spaces. Users can explore different design options, virtually try out furniture and décor, and work with expert designers to bring their vision to life.
- **Homepolish:** A platform that connects clients with a curated network of interior designers. Their personalized and transparent design process has garnered attention, providing clients with a range of design options to suit their preferences and budget.
- **Clare:** A direct-to-consumer paint brand that simplifies the process of choosing and buying paint. They offer a curated selection of high-quality, eco-friendly paint colors and provide virtual consultations to customers.



**Abhishek Patel (Founder)**

**Arth**  
architects

# PERSONALITY OF THE MONTH



## Founders of Inshorts

- Anunay Pandey
- Azhar Iqbal
- Deepit Purkayastha

All alumni of the prestigious Indian Institute of Technology (IIT) Delhi,



In the ever-evolving landscape of digital media and news consumption, the trio emerged as influential entrepreneurs with their innovative news app, Inshorts.

## The Genesis of Inshorts

Anunay Pandey, Azhar Iqbal, and Deepit Purkayastha, joined forces in 2013 to create an efficient solution for news consumption. They noticed a gap in the market where people were increasingly seeking concise and to-the-point news updates amidst the information overload. This led them to conceptualize Inshorts, an app that delivers news summaries in 60 words or less, providing users with quick and comprehensive information.

## The Rise of Inshorts

With their unique value proposition, the founders garnered attention and support early on. In 2013, the app, initially called "**News in Shorts**," gained popularity through word-of-mouth and social media sharing. The user-friendly interface, combined with curated content from various sources, made Inshorts a hit among millennials and young professionals who sought quick news updates on the go.

### Securing Funding and Expanding Operations:

Inshorts quickly attracted the attention of investors who recognized the potential of the platform. In 2015, the startup secured its first round of funding, with investors such as **Tiger Global Management and Rebright Partners** backing their vision. The infusion of capital enabled Inshorts to expand its operations, enhance its technology infrastructure, and diversify its content offerings.

## Media Powerhouse

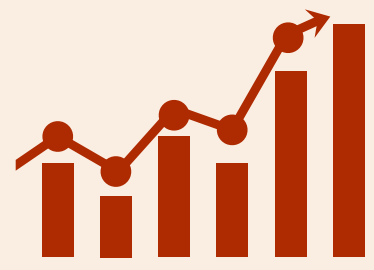
Over the years, Inshorts transformed from a news aggregation app to a comprehensive media platform. They ventured into video news with "**Inshorts TV**" and introduced features like "**Fact Check**" to combat misinformation.

The platform's algorithmic approach to news curation, coupled with user engagement and feedback, helped Inshorts understand and cater to the evolving needs of its user base.

# 10 REASONS WHY START UPS FAIL



Doing it all yourself



Doesn't meet market needs



Miscalculating cost



Forgetting your audience



No Niche



No interest in product



No work life balance



Lack of focus



No hustle



No community



# POSTIVE PLACE

## Smiling faces behind positive day newspaper



**Pinal Vasanwala Patel**  
Founder and Chief Editor



**Harsha chhawchharia**  
Co-Founder and Chief Editor



**Siddharth Param**  
Business Manager



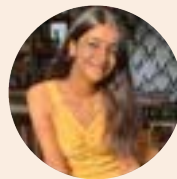
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