

# ISHKAMA GLOBAL CHANGE

ISSUE: APRIL 2025



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## INTERNATIONAL BUSINESS IS YOU (YES, REALLY)

PAGE 3

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## ABOUT THE FUTURE OF SELF-CARE: WHERE SCIENCE MEETS SOUL

PAGE 5

---

## NAVIGATING FINANCIAL OPPORTUNITIES AND RISKS IN 2025

PAGE 7

---

## THROUGH COMPASSION, CREATIVITY, AND PURPOSE, WE RISE!

PAGE 8





**Dr. Amb. Abhnash K Bains**  
CEO and Founder -  
IGC/ Ishkama Ltd

As we embrace the vibrant hues of spring this month, it brings me immense joy to present to you the latest edition of IGC Magazine.

April has been particularly special, marked by significant celebrations such as Easter, Vaisakhi, the Hindu New Year, and Eid ul-Fitr. Each of these occasions has infused our lives with hope, renewal, and gratitude—a reminder of our shared experiences and the beautiful narratives that unite us.

I had the distinct pleasure of attending the BBC Recognised Asian Female Event, a remarkable gathering that celebrated the contributions of Asian women in our society. This included Event Host - Nadia Ali, Presenter BBC Asian Network, Jess Schibli, Head of Creative Diversity, Creative Diversity Team, Shoku Amirani, D&I, BBC Children In Need (HOST), Pinky Lilani, CBE, DL Founder of the Women of the Future Awards and the Asian Women of Achievement Award, Serena Kern, COO of Linkgevity, Anila Dharmi, ITV News Presenter/Reporter. Winner of AWAA, Kim Rowell, Managing Editor, ITN, Board Trustee UN Women UK and Ena Jawa, D&I Programme Manager, BBC Transformation Office, Philip Robinson, Head of Portfolio Performance in BBC Product Group (HOST), Kiran Nandra, Producer, BBC Audio, Lalita Taylor, Exec Producer, BBC Fusion and Co-Chair of BBC WiSTEM.

Additionally, the Inspiring Indian Women Awards at the House of Parliament was a truly empowering experience—an event that highlighted the incredible achievements of women who are breaking barriers and reshaping the narrative. IGC was the proud sponsor of the Promising Professional Award.



**With the Ex Mayor of Southwark**

Looking ahead, we are thrilled to announce the upcoming IGC Convention in Trinidad and Tobago! This event promises to be a landmark occasion—an opportunity to connect, collaborate, and celebrate cultural diversity. Do not miss your chance to be a part of this extraordinary gathering, where you can engage with thought leaders, share your experiences, and expand your network in an unforgettable setting. Being a speaker at this convention will not only allow you to share your insights and

# From the Founder's Desk

expertise but also provide invaluable exposure for your work or business. You'll have the platform to connect with an audience eager to learn and grow, offering countless opportunities for collaboration, sponsorship, and visibility. For further information please contact us at [abhnashbains@hotmail.co.uk](mailto:abhnashbains@hotmail.co.uk)



**BE A SPEAKER**  
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Theme: Co-Operatives build a Better World

Apply to speak at The IGC Business Convention 2025.  
Date: 17 to 20 July 2025  
in collaboration with  
**Trade and Investment Convention**  
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We were also honored to have Manju Lodha, a visionary in our community, as our guest speaker for the IGC Synergy Session on International Women's Day. Her talk on "Women Empowerment: Driving Success and Unity" was nothing short of inspirational, providing us with valuable insights and encouraging us to strive for excellence in all our endeavors. Manju's perspective on cultivating unity among women while driving personal and collective success resonated deeply with everyone present.

At IGC, we aim to elevate individuals, businesses, and organizations by providing platforms that showcase their work and accomplishments. If you are interested in contributing an article to our magazine, wish to be featured on our radio program, or want to share your perspective as a speaker in our IGC Synergy Sessions, please don't hesitate to reach out to us. Your voice is vital, and we are here to amplify it.

Thank you to our incredible writers and readers for your continued support. Together, we are building a community that celebrates creativity, resilience, and empowerment.



# Letter from the Chief Editor

**April is World Autism Acceptance Month** but it's not just about awareness – it's about taking meaningful steps toward acceptance, inclusion, and empowerment in everyday life.

Here are a few ways we can bring this message to life:

- At work: Host educational sessions, promote neurodiversity-friendly hiring, and amplify autistic voices in the workplace.
- I had the opportunity of such an informative session with Pranita Salunke. ([https://youtu.be/\\_N3GhzNylVg?si=BIAKAOLvVKIbtSf](https://youtu.be/_N3GhzNylVg?si=BIAKAOLvVKIbtSf))
- At school: Embrace inclusive teaching, celebrate neurodiverse strengths, and nurture peer understanding.
- At home: Listen to and learn from autistic individuals, foster empathy, and challenge harmful stereotypes.

April has been a beautiful whirlwind of connection, compassion, and community!

Friends, families, and volunteers—including our amazing children—came together throughout the month to take part in our Autism Awareness Walk, fundraising efforts, and a variety of inclusive activities.



**April 2 is World Autism Awareness Day**, one of only seven official health-specific United Nations days. Recognized globally, this day encourages nations to take action in raising awareness and promoting the rights and well-being of autistic individuals.

Established by UN General Assembly Resolution A/RES/62/139 in 2007—thanks to a proposal by Moza bint Nasser Al-Missned of Qatar—this day serves as a global call to move from awareness to meaningful acceptance, inclusion, and empowerment.

However, many autism rights advocates emphasize the need to go beyond “awareness.” They call for a shift toward acceptance, appreciation, and inclusion, noting that focusing solely on awareness can unintentionally reinforce ableism and deficit-based narratives.

## A splash of color, a whole lot of heart!

IGC for Autism Volunteers raised funds during the vibrant Holi event in Ipswich, and we're thrilled to share that these contributions will go directly toward creating joyful experiences for autistic individuals and their families. Thanks to your support, we're gearing up for:

- Outdoor sessions
- Family fun time
- Movie days
- Exciting outings

With summer just around the corner, what better way to kick it off than with connection, joy, and inclusion?

Thank you to everyone who celebrated with us, donated, and continues to



**Dr. Amb Minakshi Koch**  
Vice CEO, IGC

support our mission.

Here's to a season full of sunshine, smiles, and shared memories!



**IGC Volunteers (From left)-Head Volunteer-Sakshi Kasurde, Gayathri Kowkuntla, Swathisagar Manchikanti, Poornima Jagadeesh, Dr.Minakshi Koch, Visalakshi Vungarala, Prajwala Konda, Manjulatha Gajula, Hemalatha Reddy V**

If you'd like to support our cause, please consider donating to Latha's JustGiving page:

<https://www.justgiving.com/crowdfunding/latha-balne-1>

Latha Balne is a passionate supporter of the IGC Autism Project and is aiming to raise £ 1000 through an Awareness Walk—motivating others to walk, give, and advocate for inclusion. Every step counts!

Let's move from awareness to action—together.

#AutismAcceptance #Neurodiversity #InclusionMatters #WorldAutismMonth

## International business is YOU (yes, really)



**HAMPTON DOWLING,**  
**MBA PMP**  
**MANAGING PARTNER,**  
**THE HCB GROUP LLC.**

Today, regardless of where you live, you and/or your business is a shareholder in international commerce. You're either a consumer or a contributor. Increasingly, you're probably wearing both tee-shirts. That's not rocket science, but when your company and its brand is considering a strategy to extend business beyond the border there's an unpublished playbook that's required reading. Many chapters, all with questions

and answers but it's you, the boss, who has to read and shape decisions. It's a pass or fail reality.

I'm in the business of advising clients in shaping their international aspirations, goals and objectives. So, when I say that international business is YOU, the intent is to underscore the fundamental fact that as the CEO, the founder, or sole proprietor, it's YOU who is responsible for the quality sunk cost investments, both intellectual and financial, that are the underpinning of such a strategic decision. Part leadership, part manager, all personal accountability.

*"Every industry today has to fight complacency, prepare to see the disruption coming and then be flexible enough to adapt swiftly."* -- Lakshmi Mittal, Chairman and CEO, ArcelorMittal

Casually, when YOU look at global commerce from far enough away, the unpleasant and inconvenient details tend to disappear or fade into the trees of the forest. Do your homework, get smarter (actually, find brilliance) and confirm with partners who share a personal stake that your company is prepared for risks with rewards that are yet unforeseen. It's a necessarily soul-searching conversation about money, limits, conviction and clear foresight. Fortunately, there's plenty of credible help coupled with the transparency of well-traveled paths that have led to both success and failure.

Indeed, international business is a multi-national contact sport of winners and losers. Winners know more than just their product line, service or role on a team. They satisfy the pass or fail criterion of "what's going on?" It's not an easy task especially in today's daily tsunami of unlimited data and sources influenced by unlimited opinions and politics. It can make your hair hurt. The sad reality is that international politics has always been a ruthless and dangerous part of the business of doing business and it's always to remain that way. No one in the business traffic jam cares about companies that fail. There are no beach lifeguards to save your company. So, do YOUR homework that includes an acute understanding of the ever-changing geopolitical landscape through filtered lenses

that focus on what influences international business.

Part 'n parcel with understanding the geopolitics of business, is taking time to learn or re-learn geography, to know where events are occurring with bearing on your market vertical and business. Arguably, the essential ingredient to understanding almost anything, especially in international business, is - geography. YOU must be the go-to person with on-demand traceable knowledge that's contextual and does not originate from ChatGPT. Be authentic. It goes with the job (and privilege) of being the boss.

Part of the "fun" of leading a business, especially a business with international exposure, is that YOU must be visible and approachable in associations to leverage clever ideas from people of many flavors in the same industry to include sharks in the competitive pool. Scan such environments and see people in context. It's one of those sunk cost investments that's essential before jumping into something. Yes, everything today is speed, and there is always somebody else working on something better but there's plenty of room in the international sandbox for everyone to play. Really. It's imperative to thoroughly understand what others have done, or not done, well or successfully. Foreshadow the endgame using the variety of cost-effective tools that are within reach. In international business, it's YOU who must be clever all the time. Have remarkable constancy and ethical standing.

*"The four most important words in business are 'What do you think?'"* -- Bill Marriott, Jr., Chairman, Marriott International

*"Companies will succeed and fail based on their ability to translate data into insights and actions and products and services."* -- Michael Dell, founder, Dell Technologies

The above wisdom may seem a bit daunting in today's arena of international commerce. At this writing, the politics of guiding and managing global trade, i.e., the playing field in which YOUR company must thrive or struggle, is changing. Boldly. The economic theory that's driving such changes coupled with numerous linkages to geopolitical considerations and objectives is important, if not critical, to observe and understand. I encourage YOU to consider the changing landscape of international trade and commerce as a free college course in business economics that you must pass in order for your company to advance in profitability. While trade and geopolitics now carry equal heft as perceived disruptive forces to find the new construct, don't get lost in the flood tide of emotional underpinnings attached to pros and cons (there are endless Nobel Laureates and familiar faces of claimed knowledge) but rather observe and consider how your company can achieve its business objectives with the outcome that's taking shape. Results-oriented business strategies (which your shareholders expect) rarely take the scenic route to profitability. YOU must invest time to make informed decisions knowing that such decisions can't ride on a series of well-intended opportunity



costs nor following the excuses of unfortunate public policy decisions. It's in your job jar.

My interest is centered on micro-, small, and medium-size enterprises (MSMEs) which are the bedrock of most economies. As a reader of this article, YOU probably have a C-Suite position in such an international company which, as a category of company, typically employs more than half of a nation's workforce and often grows into a meaningful share of large corporations. Globally, MSMEs are only 50-60% as productive as large companies in advanced economies. Narrowing this productivity gap is particularly vital in an era of shifting global hubs of production and sourcing. Hence, the quality of time YOU invest in evaluating changes in the rules, policies and influencers in international business becomes ever clear in terms of priority. As an element of your company's international strategy, consider interactions between small and large businesses which are a viable path to boosting collective productivity.

*"While it's important to be aware of and sensitive to cultural differences when conducting business internationally, the principles of transparency, trust, and partnership are universal."*  
- Dan Quayle, 44th Vice President of the United States

For MSMEs (like YOUR aspiring company to enter and/or survive in international business), the road to higher productivity involves accessing four key additional competencies: appropriate technology, skilled human capital, tariff-free market access, and low-cost finance. MSMEs struggle to access these competencies for a variety of reasons that are largely rooted in limited available capital, bandwidth of the right experienced management, too much data in the marketplace and judgement relative to market behaviors. How can YOU drive small businesses better to develop these competencies? An answer lies in what may seem, at first, unlikely sources: networks and interactions with other, usually bigger, businesses. If you're an introvert by personality, consider a different line of work.

Success in international business is highly, if not solely, dependent on partnerships. This fundamental is driven by national laws and/or the reality of successful market entry and achieving targeted dominance. Optimally, it's such collaborative partnerships fostered through supply chains (which are now evolving, changing) that often benefit the most in the longer-term: it helps larger businesses by giving them added resilience and flexibility while also helping MSMEs with upskilled human capital and conveyed market access. YOU are responsible to take justifiable business positions and not straddle the fence on business matters.

As the boss, YOU are confronted with internal and external factors that influence business decisions. While that's nothing new, the remedies, however, are different than perhaps even five years ago. Part of your never-ending homework is constantly seeking mitigation solutions that include pain relief to the following broader scope headaches that linger as YOU consider approaches to today's international business:

- Integration (or perhaps understanding) of artificial intelligence
- Escalating cybersecurity threats
- Talent retention and motivation

- Regulatory and geopolitical pressures
- Embracing automation
- Optimizing data management

*"If someone is out in the desert walking around, they're going to be thirsty. You just have to ask them what they want to drink."*  
-- Arthur Blank, cofounder, Home Depot

As technology advances (as suggested in the above list) we (i.e., YOU) must be careful of reducing or even eliminating the human element. Sources of help that are furthest away or insulated from corporate responsibility must be carefully evaluated in the context of forming the basis of shaping decisions relative to international business. The reality is very different than perhaps what's often parlayed by podcasts and product booths at expos. Experienced leadership is flesh and blood. It's people, not systems or software, who win business.

*"Don't take 'no' when your gut tells you 'yes.'"* -- James Patterson, record-setting author

YOU, the boss, must employ indisputable business ethics. Character is indelible and valued in business circles... or at least the circles that matter the most. YOUR personal example in leadership, professional acumen, advocacy and enforcing right versus wrong, visibly attracts better relationships and thus better deals. Don't underestimate the power of YOU. Lastly, respect your personal appearance (and your company's representatives). If you're fat, then lose the weight, and do it responsibly. Wellness and good health convey personal and professional attributes that intuitively define baseline standards of not only yourself but of your company. Ask yourself, what are your company's most cherished assets? For MSMEs, it's leadership. The face of the company versus the logo of a large corporation. Mediocre leaders and all that's conveyed by their actions, appearance and decisions drive poor results. Is this YOU? Your mirror won't lie.

This article is less about technology, finances and organizational behavior and all about the types of choices and reasoning supporting YOUR decisions to ensure the success of your company in international business. When one of your managers knows the "why" of something you directed, if and when he or she confronts a change in circumstances, they'll be able to reconstruct the "what" and "how" even if you're not there to guide and observe. Doing YOUR homework, as discussed in earlier paragraphs, is fundamental to any hope of leading success in international business.

Indeed, business decisions designed to help MSMEs enter the market place and/or improve performance tend to be broad. That's ok. This gives YOU the long leash to do what's right to prepare, enter and perform international business. Choices are important. Acting on those choices is essential. What's YOUR plan?



## About the future of self-care: Where science meets soul

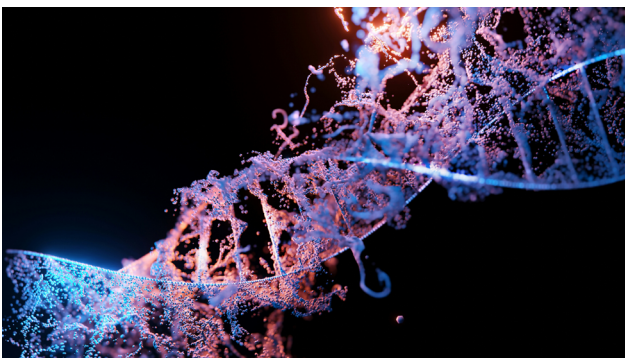


**TINA MARA LINNE,**  
**FOUNDER AND CHIEF**  
**WELLBEING OFFICER AT**  
[feelingunlimited.com](http://feelingunlimited.com)

from all over the globe had always known and spoken about —we are powerful beyond measure when it comes to shaping our health, happiness, and well-being.

### **Mind Over Matter: The Rise of Psycho-Neuro-Immunology (PNI)**

PNI is the science of how thoughts and emotions impact your immune system. Turns out, your mood is not just “in your head”—it’s deep in your cells! Studies show that stress, anxiety, and even loneliness can weaken immunity, while positive emotions, meditation, and social connection can strengthen it. The trend? Especially Women are embracing neuroscience-backed mindfulness practices like breathwork, sound healing, and gratitude journaling to rewire their brains for resilience and joy.



### **Epigenetics: Rewriting Your Cellular Story**

The biggest breakthrough in wellness? You are not a prisoner of your genes. Epigenetics proves that lifestyle, mindset, and environment influence how your individual DNA programming is expressed. This means your morning routine, diet, and even your thoughts can switch genes on and off—affecting everything from aging to disease prevention. The wellness world is abuzz with biohacking techniques like fasting, adaptogenic herbs, red light therapy, and energy healing to create a high-vibe, DNA- friendly lifestyle that switches on positive Gene expressions.

### **Quantum Physics & Consciousness: Your ultimate Glow-Up from within**

Quantum physics suggests that our thoughts shape reality at a subatomic level. If everything is energy, then our intentions, beliefs, and vibrations have real, measurable effects. Enter manifestation, vibrational healing, and quantum meditation—modern spirituality with a scientific twist. Open minded people start swapping skepticism for frequency tuning (think: crystal healing, binaural beats, and Reiki) to align with their highest potential by raising their own vibration.

### **The Holistic Future of Self-Love & Care**

Self-love is no longer a luxury—it’s a science-backed necessity. From forest bathing and circadian-friendly living to cold plunges and digital detoxing, the modern self-care movement is a blend of ancient wisdom and cutting-edge science. The takeaway? Healing isn’t external; it’s actually an inside job. And what is the most powerful beauty elixir? Inner peace.

So, next time someone tells you self-care is selfish, just smile and say, “Actually, I am just epigenetically signaling new genes in new ways. How about you?”





# Leadership development: Unlocking organizational potential



**RAFIK ZAHY**  
CAIRO, EGYPT

In today's dynamic business landscape, success hinges on an organization's ability to empower every team member. Leadership development has become the critical catalyst that transforms potential into performance, breaking down traditional hierarchies and fostering a culture of collaborative excellence.



## The Essence of Modern Leadership

Effective leadership is about creating an ecosystem where:

- Team members contribute meaningful insights
- Communication flows seamlessly across all levels
- Decision-making is distributed and informed
- Innovation is consistently encouraged

## Key Pillars of Leadership Development

Practical leadership training focuses on six fundamental elements:

1. **Strategic Goal Setting:** Defining clear, actionable strategies with experienced coaches
2. **Comprehensive Communication:** Establishing robust communication channels
3. **Informed Decision-Making:** Empowering team members at every organizational level
4. **Collaborative Performance:** Driving peak organizational effectiveness
5. **Emotional Intelligence:** Developing nuanced interpersonal skills
6. **Strategic Thinking:** Cultivating innovative problem-solving approaches

## Building a Culture of Continuous Growth

Organizations committed to leadership development must:

- Promote a learning culture that rewards development
- Implement mentorship programs
- Create clear internal promotion pathways
- Prioritize collaboration and team-building
- Highlight leadership qualities as aspirational goals
- Encourage continuous feedback and self-improvement

## The Critical Role of Diversity and Inclusion

Diversity is not a mere checkbox but a fundamental strategy for organizational success. By embracing varied perspectives, companies can:

- Enhance decision-making capabilities
- Boost creativity and innovation
- Improve employee engagement
- Develop a comprehensive market understanding

## Measuring Success

The impact of leadership development is tangible through:

- Employee engagement levels
- Talent retention rates
- Productivity metrics
- Overall job satisfaction

## Lessons from Industry and Practice

While tech giants like Google, Salesforce, Microsoft, and IBM provide inspirational models, smaller enterprises can transform their potential by:

- Conducting thorough organizational assessments
- Investing in targeted training programs
- Implementing inclusive hiring practices
- Building leadership capabilities from within

## Key Takeaways for Future-Ready Organizations

Success in today's competitive landscape demands:

- Continuous learning and adaptability
- Mastery of industry-specific knowledge
- Strong collaborative capabilities
- Customer-centric approaches
- Technological innovation
- Leading by exemplary action

## Conclusion: Shaping the Future Together

Leadership development transcends corporate strategy—it's a commitment to collective growth, innovation, and potential. By investing in our people, we don't just prepare for the future; we actively shape it.

The journey of leadership is ongoing, dynamic, and profoundly transformative. Are you ready to unlock your organization's true potential?

About the Author: Rafik Zahy is a leadership development expert based in Cairo, Egypt, specializing in organizational transformation and strategic leadership consulting.

# Navigating financial opportunities and risks in 2025



**JULIO VERISSIMO**  
**PRESIDENT & CEO**  
**BORDERLESS CONSULTING**

As we enter 2025, the worldwide financial landscape presents a complex blend of opportunities and risks. Market dynamics are shifting unexpectedly due to economic guidelines, technological advancements, and geopolitical tensions. Investors, groups, and policymakers must undertake agile strategies to capitalize on rising trends even as mitigating capacity threats.

## Emerging Markets: Growth with Volatility

Developing economies in Southeast Asia, Africa, and Latin America are witnessing rapid industrialization and digital expansion. Nations like India and Brazil hold to draw overseas direct investment (FDI), whilst African economies take advantage from infrastructure development. However, those markets encompass dangers—foreign cash fluctuations, political instability, and unpredictable policies. The International Monetary Fund (IMF) shows a balanced method for high-growth areas, emphasizing various investments to manage volatility effectively.

## Inflation and Interest Rates: The New Normal?

Global inflation remains a big problem. Central banks, which include the Federal Reserve and European Central Bank, are expected to hold interest rates better to stabilize economies. Bloomberg critiques that at the same time as inflationary pressures may additionally ease in a few regions, supply chain disruptions and

energy rate fluctuations will continue to force price uncertainties. Investors must recognize inflation-resistant assets which include commodities, real estate, and infrastructure initiatives, to hedge in opposition to extended price volatility.

## The Digital Finance Boom: AI, Blockchain, and DeFi

The financial zone is experiencing a virtual transformation driven with the aid of synthetic intelligence (AI), blockchain, and decentralized finance (DeFi). AI-driven asset management groups are projected to outperform conventional institutions, consistent with a 2024 McKinsey report. Blockchain era continues reshaping banking, but regulatory scrutiny is intensifying as governments are trying to find ways to mitigate risks associated with digital currencies and decentralized financial systems. Strategic investments in fintech and digital assets might also need to yield sizable lengthy-time period returns.

## Sustainable Finance: A Long-Term Strategy

Environmental, Social, and Governance (ESG) investing is not an option available—it's miles a defining thing in economic decision-making. Green bonds, impact investing, and sustainable portfolios are predicted to grow exponentially. The World Bank highlights that businesses prioritizing sustainability will gain from stronger investor self-belief, even as those neglecting ESG problems may also face divestment risks. Businesses aligning with green finance tendencies will steady long-term profitability and resilience in opposition to regulatory modifications.

## Private Equity and Venture Capital: Smart Money Moves

Despite worldwide monetary uncertainties, private equity (PE) and venture capital (VC) remain appealing funding avenues. Key sectors, together with fintech, biotech, and AI-pushed automation, are drawing wonderful

funding. The Financial Times predicts that while startups will face heightened scrutiny, those demonstrating innovation and profitability will appeal to capital. Investors must recognize resilient industries with high-growth capacity to navigate changing market situations.

## Real Estate: Adapting to Market Shifts

The real estate market gives contrasting traits. Commercial houses in foremost cities presently process restructuring due to evolving business models, at the same time as residential sectors in high-growth regions continue to grow. Knight Frank's 2025 Global Property Outlook indicates that condominium markets will continue to be sturdy, pushed by the influx of city migration and changing housing desires. Investors centered on distressed assets, especially in workplace and retail areas, need to find worthwhile turnaround possibilities.

## Institutional Investors: Stabilizing Market Volatility

Pension budget, sovereign wealth fee range, and hedge fund finances are expected to play a pivotal role in stabilizing markets. Reports from BlackRock indicate a shift within the course of various portfolios, blending traditional securities with opportunity investments along with non-public credit and infrastructure. Institutional capital will increasingly circulate growing monetary hubs, presenting high-yield, lengthy-term possibilities amid international uncertainties.

## Strategic Positioning for 2025

Success in 2025 will depend upon adaptability, foresight, and properly calibrated investment techniques. Whether leveraging rising markets, embracing the financial era, or aligning with sustainable finance, navigating dangers while capitalizing on opportunities may be key to financial resilience on this transformative 365 days.

Sources: International Monetary Fund, Bloomberg, McKinsey & Company, World Bank, Financial Times, Knight Frank, BlackRock.





## Through compassion, creativity, and purpose, we rise!



**HON. PROF. DR. DUCHESS  
 LETITIA ANTOINETTE  
 KAPUSCINSKA**

She is a visionary leader, international author, therapist, and creative force whose life exemplifies resilience, reinvention, and purpose. Proudly neurodivergent and living with Functional Neurological Disorder (FND), she has faced and overcome the challenges of disability discrimination and societal gaslighting with strength and grace.

Hon. Prof. Dr. Duchess Letitia Antoinette Kapuscinska is the founder of Letitia Antoinette World University (LAWU)—an inclusive, transformative institution launching in both the UK and Africa, offering education across personal development, creative arts, leadership, and natural healing. Letitia also serves as President of Foreign Affairs for the Earth-Loving Friendly Organization (ELFO) and as a Global Peace Ambassador with the International Conciliation Organization (ICO).

As an international music artist and songwriter for Bentley Records IO,

Letitia blends storytelling and sound to empower and uplift. She is also the founder of Letitia Antoinette, a luxury beauty and wellness brand promoting healing, confidence, and self-expression through skincare, fragrance, and holistic therapies. In collaboration with Afrofun and SRTV Media, she continues to bridge entertainment, education, and empowerment on a global scale.

Her powerful book, *RESTORED*, is currently under approval to be integrated into university curricula. The book raises critical awareness around disabilities, end-of-life care, and entrepreneurial approaches to personal healing. It offers

customisable self-help tools designed to help individuals reclaim their power, rebuild their lives, and rise from adversity with dignity and direction.

A devoted mother to neurodivergent children, Letitia embraces the richness of diverse expression and communication within her family. Together, they embody the power of uniqueness and the strength of unity. Through music, education, diplomacy, literature, and advocacy, Letitia is a beacon of transformation. Her message is clear and powerful: we are one, and through compassion, creativity, and purpose, we rise!



## The power of resilience and positivity



**SAGAR SAURAV**

Sangharsh Kartey Raho is a book written by Mr.Sagar Saurav. It means to continue fighting and not give up.

Sangharsh Kartey Raho Book is meant for the youth who easily give up and find it easier to end their lives instead of struggling to succeed. Continued failure makes them believe that the only solution is to commit suicide. Sagar himself got the inspiration to write this book by his disappointments

and challenges faced. But he did not give up, but instead wrote about how to defeat such thoughts and succeed. He had to face several challenges such as mental harassment because of ragging and bullying by his seniors. Even though he was struggling and not very bright in his team, he managed to complete his project by working consistently and dedicatedly.

He had to face depression and anxiety because of some goons whom he was forced to share accommodation with in his college days. They would not only harass him but constantly humiliate and pass derogatory remarks. This left him so stressed and under pressure that he couldn't pass his exams in the first 2 attempts. Later when he passed it, he was unable to secure a job. He was under a huge debt because of this and being unemployed, he found it impossible to pay off his debts.

After repeated failures in every field that he attempted, his parents advised him to work alongside his brother in his business. This opened his doors to several other successful business people and he started becoming confident and successful.

His book attempts to rebuild those who have lost hope and are on the verge of giving up. He wants them to know that there is always light at the end of the tunnel. If you end your life you will never know how much you can actually achieve and succeed.

He had faced every adversity and also thought of the inevitable, but God is with those who do not give up. He wants every youth to stop and think. He wants to tell them that you have to keep fighting. It is going to work if there is hard work, dedication and resilience.

## Has mental health and self-care practice become a business in itself?



**RAMA SHARMA**

I understand that October was a month for mental health awareness, and people made posts about how much mental health is important and how taking care of it goes on to make a difference in your well-being. I don't deny it. But what about after October? Mental health is forgotten, and people go on with their daily routines, ignoring

it altogether.

Is mental health receiving its due share and attention only during October and not for the rest of the year? Some people have joined some organizations that talk about mental health, and they have been asked to make a product or video where they had to reach out to people asking them to make a video saying that they (people) are not alone. Is this only a business? Only a person who is going through pain knows how much it is to suffer.

I received a DM last year asking me to make a video of myself where I have to tell them that 'I am not alone in my journey' so that the person will collage all the videos and share it with the company to profit accordingly. I politely

refused. The truth is once you make a video and send it, you and your mental health are forgotten.

Mental health begins with the awareness and understanding that we all struggle. The pain is real, and each and every one is going through it in some form or the other. Prioritizing yourself and protecting your peace and emotional boundaries are important to maintain your health, healing, and harmony.

Healing happens in layers. Give yourself space and time. There is no problem if it is happening slowly. The nervous system heals only in slowness. You need to be safe, connected, and grounded to feel your existence, and it takes one day at a time.



# Four inspiring and motivating stories about the holy month of Ramadan



DR. ASEEM MUSSA

The month of Ramadan has come to purify hearts and souls from all evil. May Allah help us in fasting and praying. The most beautiful thirty nights have come. May Allah make goodness and joy in our lives and accept our fasting, praying and good deeds. In Ramadan, be keen to do good, avoid forbidden things, do not break your

fast with your brother's flesh, and get closer to Allah Almighty.

The month of Ramadan is truly the greatest challenge to test human will in fasting, praying, doing good, peace, purifying the soul from its many mistakes, and spreading peace, love and tolerance in the world as a whole.

How fortunate we are all to have reached the holy month of Ramadan. Today is work without accountability and tomorrow is accountability without work.

## Ramadan Stories and Tales The Story of the Ramadan Gift

We gathered to the voice of my grandmother calling and saying: My grandchildren come closer; To tell you a short story about Ramadan

She gathered us all around her, and her children were sitting next to her, and we were around her on the floor

My grandmother started talking..

Oh children, one year when I was young at the age of fifteen I sat like this, and my grandmother was telling me the story of Ramadan, and I will tell it to you today.

My grandmother used to say: A year passed and Ramadan came back asking us for a gift, and we must give it to him. Otherwise he will go angry, and there will come a time when we cannot give him this gift. So I looked at my grandmother and asked her..

What is the gift of Ramadan?

She answered: Fasting

She said that fasting is the gift that we must give to Ramadan. We must fast so that he goes away happy with us. And do not forget also -my children- that visiting relatives is a duty that must be done in the month of Ramadan.

My grandmother reminded us of a wise saying about the month of Ramadan

(To endure fasting, and to give from full pockets to empty pockets; so that our reward with Allah is great)

And I hope that our smiles remain on our faces; so that love and happiness last everywhere . So that Ramadan returns to us joyful after we fast in the best form and condition.

## The story of the lantern and fasting for children

A few days before Ramadan.. the children of the neighborhood decided to meet to arrange and organize how to welcome the holy month of Ramadan, so they brought a pen and paper and each child wrote his vision and simple imagination about what the neighborhood needs from requirements that benefit everyone. Ali told them: The neighborhood needs more lighting to illuminate the streets at night, and at the time of Suhoor.

Ibrahim suggested to them: We should appoint two or three children every day in Ramadan to stand at the beginning of the neighborhood to break the fast of the fasting people who are walking on the road.

Tareq added: We also do not forget the children of our neighbor Abu Yasser, may God have mercy on him.

Muhammad interrupted Tariq's speech, where are they? I asked them to come to this meeting, let's go to them to complete how to organize and share our ideas with them.

All the children went to them, and the eldest of them, Yasser, opened the door for them, saying: Welcome. They said to him: Why didn't you, Youssef and Yahya come to the meeting? He said to them: What will we do? We will not offer anything worth mentioning.

Yasser continued his speech: The situation has become unbearable. After my father's death, debts have piled up on us, and we cannot find anything to satisfy our hunger before fasting, so how will my situation be and the situation of my brothers and mother after fasting? We will die of hunger!

Muhammad said: Do not worry about this, God alone is the one who provides for us all, and we will leave now and come to you later. The children left, and each child took from the money he had saved during his studies, and gave it to Muhammad's father and asked him to buy all the necessities for Abu Yasser's house, and indeed, the children carried all the necessities.

Abu Yasser's children opened the door for them, very happy with what God had bestowed upon them of needs and requirements, and the children embraced each other.



# International Mother Earth Day: A call to care for our common home

Every year, on April 22, people across the globe come together to celebrate International Mother Earth Day. This day is more than just a mark on the calendar—it's a global reminder of our shared responsibility to protect the planet we all call home.

## Why Is It Celebrated?

International Mother Earth Day was officially recognized by the United Nations in 2009, but its roots go back to 1970, when Earth Day was first observed in the United States. Sparked by growing public concern about pollution, environmental degradation, and the urgent need for conservation, it became a platform for millions of people to raise their voices for the planet.

The term "Mother Earth" itself reflects a deep, ancient understanding found in many cultures—that the Earth is not just a collection of land, oceans, and air, but a living entity that nourishes and sustains all life. Celebrating this day is a way to honor that relationship and to recommit ourselves to protecting the planet for current and future generations.

## The Importance of Celebrating Earth Day

In recent decades, human activity has pushed Earth's natural systems to a breaking point. Rising global temperatures, melting ice caps, deforestation, plastic pollution, and the extinction of species are clear signs that our planet is under threat. Celebrating International Mother Earth Day is important because it:

- **Raises Awareness:** It educates people about environmental issues that often go unnoticed in daily life.
- **Inspires Action:** From schoolchildren planting trees to governments passing environmental laws, Earth Day sparks meaningful action.
- **Fosters Global Unity:** It unites people from all

- walks of life under a common cause: saving our planet.
- **Promotes Responsibility:** It reminds us that we are not separate from nature, but a part of it. What we do to the Earth, we do to ourselves.

## What Can We Do? Initiatives to Protect Mother Earth

The beauty of Earth Day is that it encourages both individual and collective efforts. No action is too small when it comes to protecting the environment. Here are some impactful steps we can take:

### 1. Reduce, Reuse, Recycle

Being mindful about our consumption can significantly reduce waste. Avoid single-use plastics, recycle wherever possible, and repurpose items instead of discarding them.

### 2. Plant More Trees

Trees are the lungs of our planet. Participating in tree plantation drives or even growing a few plants in your home can help purify the air and support biodiversity.

### 3. Save Water and Energy

Turning off lights when not in use, fixing leaking taps, and using water-efficient appliances are simple habits that save precious resources.

### 4. Switch to Sustainable Products

Choose eco-friendly products made from natural or recycled materials. Support businesses that prioritize sustainability.

### 5. Say No to Plastic

Plastic pollution is one of the biggest threats to marine life and ecosystems. Carry your own bag, bottle, and container when you go out.

### 6. Educate and Advocate

Share your knowledge with others. Join environmental campaigns, sign petitions, or volunteer for local clean-up drives. The more people know, the bigger the impact.

### 7. Support Green Technologies

Encourage the use of renewable energy like solar, wind, and hydro power. Promote the use of electric vehicles and energy-efficient appliances.

Mother Earth has given us everything—air to breathe, water to drink, food to eat, and a place to live. But now, she needs us. Celebrating International Mother Earth Day is not just about appreciating nature; it's about committing to real change.

Each of us has a role to play, whether as a student, a parent, a policymaker, or a business owner. By making sustainable choices in our daily lives and demanding action from leaders and institutions, we can begin to repair the damage and build a healthier, greener planet.

Let this Earth Day be more than a celebration. Let it be a call to action. Because when we protect the Earth, we protect ourselves.





# World Autism Awareness Day: Embracing neurodiversity, one step at a time

Every year on April 2nd, we come together to recognize World Autism Awareness Day—a global observance that aims to increase understanding and acceptance of Autism Spectrum Disorder (ASD). It's a day that encourages people to go beyond simply being aware and move toward celebrating the diversity and potential of individuals on the autism spectrum.

## What Is Autism?

Autism Spectrum Disorder is a neurodevelopmental condition that affects communication, behavior, and social interaction. The term "spectrum" reflects the wide range of experiences and traits people with autism may have. While some may need ongoing support in daily life, others may live independently, pursue careers, and develop deep relationships.

Autism is often accompanied by unique strengths—such as attention to detail, logical thinking, creativity, or exceptional memory. However, the condition can also come with challenges related to sensory processing, verbal communication, or adapting to change.

It's crucial to understand that autism is not a disease. It's simply a different way of experiencing the world.

## Why Is This Day Important?

World Autism Awareness Day, established by the United Nations in 2007, serves as a call to action. It aims to:

- Raise awareness of the challenges autistic individuals face
- Break stereotypes and combat stigma
- Promote inclusion in schools, workplaces, and communities
- Encourage early diagnosis and support

Awareness leads to understanding, and understanding leads to empathy. This day encourages people around the world to listen, learn, and stand in solidarity with the autism community.

## From "Awareness" to "Appreciation"

While awareness is the starting point, we need to go further. The ultimate goal is acceptance and appreciation. This means recognizing the value autistic individuals bring to the table and ensuring they have equal opportunities to succeed.

Think about it: when we create an environment where every mind is supported and understood, we all thrive. Inclusion benefits everyone.



## Signs of Autism (for Awareness)

While autism can be diagnosed at any age, early signs often appear by age 2 or 3. Some common signs include:

- Delayed speech or lack of verbal communication
- Limited eye contact or facial expressions
- Preference for routine and difficulty with changes
- Repetitive behaviors (rocking, hand-flapping, etc.)
- Intense focus on specific topics or interests
- Unusual responses to sensory input (lights, sounds, textures)

Not everyone with autism shows the same traits. That's why it's called a spectrum—and why every individual should be approached with care and curiosity, not assumptions.

## How Can You Support the Autism Community?

Here are some simple but powerful actions you can take:

### 1. Educate Yourself

Take time to learn about autism from reliable sources—and even better, from people who live with it. Listening to their stories opens the door to real empathy.

### 2. Be Inclusive in Everyday Life

Whether it's in your classroom, office, or neighborhood, practice inclusion. Offer support when needed and don't assume everyone communicates or interacts the same way.

### 3. Use Respectful Language

Speak with kindness. Avoid stereotypes or labels. Remember: "person with autism" or "autistic person"—whichever is preferred—isn't offensive when said with respect.

### 4. Support Organizations and Families

Consider donating to or volunteering with organizations that provide services to people on the autism spectrum and their families. A little help goes a long way.

### 5. Advocate for Accessible Spaces

Push for sensory-friendly environments in public places, from movie theaters to classrooms. A quieter, more accepting world helps autistic individuals feel welcome.

## Let's Build a Kinder World

World Autism Awareness Day is a chance to reflect on how far we've come—and how much further we need to go. It reminds us that autism is not a limitation; it's a different perspective.

Inclusion is not about changing people with autism to fit into our world—it's about changing our world to make space for everyone. So this April 2nd, let's not just wear blue or post a hashtag. Let's start conversations, create safe spaces, and move toward a world where neurodiversity is celebrated, not tolerated.

## Important Dates

# World Health Day 2025: Healthy Beginnings, Hopeful Futures

fulfilling life. In 2025, the focus is on a powerful theme: "Healthy Beginnings, Hopeful Futures." This theme shines a light on maternal and newborn health—an area that remains critical in shaping a healthier, more equitable world.



Far too many mothers and newborns around the globe still face preventable risks during pregnancy and childbirth due to limited healthcare access, lack of education, and poverty. This year's campaign urges global leaders, healthcare providers, and communities to prioritize safe deliveries, quality care, and long-term support for women's health—both during and after pregnancy.

### How Can We Raise Awareness?

Awareness begins with conversations, education, and compassion. Schools, community centers, and workplaces can host health workshops, provide free check-ups for expectant mothers, and distribute information about pregnancy care and early childhood wellness.

We can also use social media platforms to spread reliable information, share inspiring stories, and break stigmas around maternal health issues. Online campaigns, videos, and live sessions can help educate millions and spark meaningful dialogue.

It's equally important to advocate for better healthcare infrastructure, especially in underserved areas. Empowering women with knowledge, choices, and access to safe healthcare services creates a ripple effect that benefits families and communities.

Let's commit to ensuring every child enters the world safely and every mother thrives—because healthy beginnings truly do create hopeful futures.

# World Homeopathy Day 2025: Natural Care for a Healthier Tomorrow

Every year on April 10th, World Homeopathy Day is observed to celebrate the birth anniversary of Dr. Samuel Hahnemann, the founder of homeopathy. It's a day to reflect on the growing importance of natural and holistic healing methods in our lives.

Homeopathy is known for its gentle approach to healing. It works by stimulating the body's own ability to heal, rather than just masking symptoms. This makes it especially useful in managing chronic health conditions like asthma, skin issues, digestive troubles, migraines, and allergies. People are increasingly looking for safe, natural, and long-term solutions—and homeopathy offers just that.

It's not about choosing one system of medicine over another. Homeopathy can be a valuable part of integrative

healthcare, working alongside modern treatments to offer more complete care without harmful side effects.

### Creating Awareness Together

To help more people understand homeopathy, we can organize free health check-up camps, community talks, and wellness workshops. Schools and colleges can include basic sessions on natural healing systems. Social media is a powerful tool—sharing real experiences and educational content can make a big impact.

Healthcare professionals, too, can play a key role by educating patients about how homeopathy works and its benefits when used correctly. Local clinics can display simple, easy-to-read information about its uses.

This World Homeopathy Day, let's come

together to explore and share how natural, side-effect-free care can lead to a healthier, more balanced future for all. Because healing isn't just about medicine—it's about understanding, awareness, and choosing what works best for long-term well-being.



# International Day for Street Children: Giving a Voice to the Voiceless



Every year on April 12th, the world observes the International Day for Street Children. This day is not just a date on the calendar—it's a global call to recognize, respect, and uplift the rights of millions of street-connected children worldwide. These are children who live on the streets, work on the streets, or have strong connections to street life, often because of poverty, violence, neglect, or displacement.

## Why We Mark This Day: A Step Toward Inclusion

The International Day for Street Children was launched to ensure that the voices of these children are heard and their rights acknowledged. For too long, street children have been invisible in policy discussions and development plans. They are often excluded from education, healthcare, safety, and legal protection.

This day serves as a reminder to the world: every child, regardless of where they sleep at night, has the right to a life of dignity, opportunity, and protection.

## The Harsh Reality Street Children Live Every Day

Street children face immense hardships. From exposure to violence, hunger, and exploitation to the lack of basic services like clean water and education, their lives are a constant struggle. Many are forced into child labor, while others fall prey to trafficking and abuse.

The COVID-19 pandemic made these problems worse, pushing even more children onto the streets as families lost jobs and homes.

In some countries, they're unfairly treated as criminals simply for surviving in public spaces. This deepens their trauma and pushes them further into the shadows. These children need protection, not punishment.

## What Needs to Change: Moving from Sympathy to Action

To bring real change, a collective effort is required—from governments, civil society, and individuals alike. Policies must include and protect street-connected children. They should have access to education, healthcare, legal identity, shelter, and support systems.

However, change doesn't stop at policy. A shift in public mindset is just as important. Street children are not problems to be solved—they are children full of potential. They need care,

compassion, and opportunity to thrive.

## How You Can Help: Local Actions with Global Impact

Local communities can be powerful agents of change. NGOs and volunteers already work hard to offer safe spaces, meals, informal education, and emotional support to these children. You can support their work by:

- Donating food, clothing, or school supplies
- Volunteering your time or skills
- Supporting fundraising efforts
- Educating others and spreading awareness

Small steps from individuals can lead to big changes in a child's life.

## Creating Awareness: Start Conversations That Matter

Awareness is a powerful tool for change. Schools can introduce students to the lives and struggles of street children. Social media platforms can be used to highlight real stories, raise funds, and advocate for their rights.

Artists, influencers, and public figures can help shine a light on their lives and bring urgency to their needs. The more people talk about it, the harder it becomes for society to ignore it.

Importantly, street children themselves should be included in these conversations. Programs that empower them to share their stories and ideas provide the most authentic insights. When we listen to them, we learn how to help in ways that truly matter.

## Hope for the Future: Every Child Deserves a Chance

Street-connected children are some of the most resilient and resourceful young people in the world. Despite unimaginable hardships, they often display incredible strength, creativity, and hope.

By recognizing their rights and helping them grow, we invest in a fairer, more compassionate future for all. Imagine a world where no child is invisible. Where every child has food, safety, education, and love.

This April 12th, and every day after, let's commit to this vision. Support, speak up, and stand beside street children. Because in uplifting them, we uplift humanity as a whole.



## World Art Day 2025: Cultivating Joy, Connection, and Healing Through Creativity

Every year on April 15th, we celebrate World Art Day—a joyful tribute to creativity, expression, and the beauty of human imagination. In 2025, the theme “A Garden of Expression: Cultivating Community Through Art” invites us to see art as a space where ideas bloom, people connect, and healing begins. Just like a garden needs nurturing to thrive, so do our souls—and art offers that nourishment. Whether it’s painting, music, dance, writing, or any form of creative play, art brings people together, breaks barriers, and creates shared experiences. It doesn’t matter if you’re an expert or a doodler—your expression matters. Art is more than beauty; it’s therapy. Across the world, art therapies are helping people cope with depression, anxiety, and trauma. Through drawing, painting, and movement, individuals are finding safe ways to express feelings words can’t capture. It brings calm, builds confidence, and lights a spark of hope during the darkest times.

As we celebrate World Art Day, let’s not just admire art—let’s live it. Join a workshop, start a sketchbook, visit a gallery, or simply share a heartfelt creation with someone. Let your creativity flow and inspire others to do the same.

Because in this colorful garden of expression, everyone belongs—and every brushstroke adds beauty to our shared human story.



## World Dance Day: Move, Groove & Feel Alive!

Every year on April 29th, we celebrate World Dance Day—a day that reminds us to let go, move freely, and simply feel the rhythm of life. Dance isn’t just an art form; it’s a universal language of joy, energy, and self-expression.

Whether you’re twirling in your room, tapping your feet while cooking, or breaking into a full-on dance routine, you’re celebrating life. And that’s exactly what World Dance Day is all about—celebrating the happiness that dance brings.

Dance is more than movement—it’s therapy. It lifts your mood, reduces stress, and helps your body release feel-good hormones. Feeling low? Try dancing it out. You don’t need to be a professional; just feel the beat and let your body follow. From kids to seniors, dance brings people together



across cultures and generations.

It’s also a fun way to stay fit! While you’re busy enjoying your favorite tracks, you’re also giving your heart a healthy workout, improving flexibility, and boosting stamina.

Most importantly, dance makes you feel alive. It allows you to express emotions when words fall short. It creates moments of laughter, connection, and pure bliss.

So this World Dance Day, don’t hold back. Put on that song you love, move like no one’s watching, and dance your heart out. Whether it’s classical, hip-hop, salsa, or your own freestyle—just dance with joy.

Because when we dance, we celebrate not just movement, but the beautiful rhythm of being human.

# World Heritage Day 2025: Preserving the Past, Protecting the Future

Every year on April 18th, the world comes together to observe the International Day for Monuments and Sites, popularly known as World Heritage Day. This day is more than just a celebration of historical places—it's a powerful reminder of the stories, cultures, and identities embedded in the walls of ancient temples, palaces, forts, ruins, and cultural landmarks around the globe.

## In 2025, the spotlight turns to a vital and timely theme:

"Disaster and Conflict Resilient Heritage: Preparedness and Learning from 60 years of ICOMOS Actions."

This theme holds special significance as ICOMOS (International Council on Monuments and Sites) marks its 60th anniversary. For six decades, ICOMOS has played a leading role in the global effort to safeguard the cultural and natural heritage that connects us all. And now, in a world increasingly threatened by natural disasters, wars, climate change, and human neglect, building resilience for heritage is more important than ever.

## Why This Day Matters

Cultural heritage is not just about bricks and stones—it's about the soul of humanity. These sites tell the stories of our ancestors, preserve diverse traditions, and offer a sense of identity and belonging. When a monument is lost, we don't just lose a structure—we lose a piece of our collective memory.

World Heritage Day is a call to action. It urges governments, communities, and individuals to take responsibility for preserving heritage sites and understanding their role in shaping our societies. It reminds us to value what has survived for centuries—and to protect it for the generations to come.

## Understanding the 2025 Theme

This year's focus on "Disaster and Conflict Resilient Heritage" couldn't be more timely. From earthquakes damaging historic temples, to floods threatening centuries-old towns, to armed conflicts reducing priceless sites to rubble—the

threats are real and growing.

ICOMOS's work over 60 years has emphasized not just preservation, but preparedness. This includes creating disaster management plans, training heritage professionals, and learning from past mistakes. The 2025 theme encourages us to reflect on lessons learned, to act with urgency, and to build a framework for safeguarding heritage sites before disasters strike.

This also includes thinking beyond the physical: emotional, cultural, and spiritual connections to heritage are often the first things communities cling to during crisis. Protecting heritage helps people rebuild their lives after trauma.

## How We Can Contribute

You don't have to be a historian or archaeologist to take part in World Heritage Day. Everyone can help protect cultural heritage. Here's how:

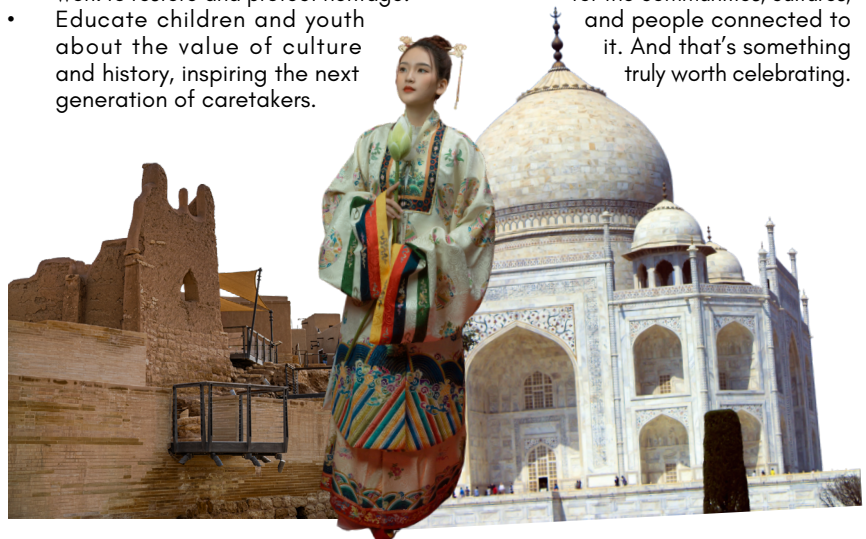
- Learn about heritage sites in your region or country. Share their stories.
- Visit responsibly: Respect rules, avoid littering, and encourage others to do the same.
- Raise awareness: Use social media to highlight endangered sites and the importance of conservation.
- Support NGOs and local efforts that work to restore and protect heritage.
- Educate children and youth about the value of culture and history, inspiring the next generation of caretakers.

Preservation begins with appreciation. The more we cherish these places, the more likely we are to protect them.

## A Global Responsibility

Heritage knows no borders. What belongs to one culture often influences another. Think of the pyramids, the Great Wall, Machu Picchu, the Taj Mahal—these are not just national symbols but global treasures. The preservation of heritage is a shared responsibility of all humankind. World Heritage Day reminds us that we can't take these wonders for granted. Whether they're grand architectural marvels or humble cultural landscapes, they all deserve our care.

Honouring the Past, Shaping the Future  
As we celebrate the International Day for Monuments and Sites in 2025, let's take a moment to truly appreciate the stories our heritage tells us—of who we were, who we are, and who we can become. This year's focus on making heritage more resilient in times of disaster and conflict reminds us that these sites aren't just old stones or buildings—they hold emotions, memories, and identity. They've witnessed time, turmoil, and triumph. By learning from the past 60 years of efforts and preparing for the future, we can do our part in protecting these treasures. Because when we care for our heritage, we're also caring for the communities, cultures, and people connected to it. And that's something truly worth celebrating.





## Important Dates

# World Book and Copyright Day 2025: Read your way, enrich your world

April 23rd is no ordinary day—it's World Book and Copyright Day! A global celebration of books, reading, and the brilliant minds who bring stories to life. It's the perfect excuse (not that we need one!) to dive into your favorite novel, flip through a comic, or even re-read that one poetry book that makes your heart flutter. The 2025 theme, "Read Your Way," is a joyful reminder that there's no one-size-fits-all when it comes to reading. Prefer curling up with a paperback? Great! Love swiping through e-books at midnight? Awesome. Audiobooks on your walk? Totally valid. However you read—it's your journey, your pace, your way.

Books do more than entertain. They teach, heal, inspire, and open windows to worlds we've never seen. For kids, they spark imagination. For adults, they offer perspective. And for everyone, they bring comfort, especially in tough times.

This day also shines a light on copyright—the superhero behind the scenes. It protects authors and creators, ensuring their words are respected and their creativity rewarded.

So, how can you celebrate? Browse your local bookstore, visit a library, gift a favorite read to a friend, or simply set aside 15 minutes for a quiet chapter. Host a book-themed game night, share a review online, or start that reading habit you've been putting off.

On April 23rd, celebrate your love for stories. Pick a book, any book—and remember: however you read, just read your way!

**World Intellectual Property Day 2025: Powering Progress Through Innovation**  
Imagine a world without your favorite music, groundbreaking inventions, stylish logos, or bestselling books. It's hard, right? That's the magic of creativity—and the reason we celebrate World Intellectual Property Day every April 26th. This day shines a spotlight on the creators and innovators whose ideas move the world forward, and on the laws that protect

their work.

Intellectual property, or IP, includes everything from patents and trademarks to artistic works and inventions. It ensures that inventors, designers, musicians, and entrepreneurs can earn recognition and financial reward from what they create. It also encourages more innovation, which benefits society as a whole.

In 2025, this day continues to promote the role of IP in building a better, more creative world. It highlights how protecting ideas can spark progress in medicine, technology, fashion, and even entertainment. IP isn't just for big companies—it's for everyone with a fresh idea or unique talent.

Celebrating this day could mean attending a local event, joining an online session on IP rights, or simply learning more about how IP supports the things you love. Schools, startups, artists, and community groups can all join in by organizing talks, exhibitions, or awareness drives.

So next time you admire a cool design or a catchy tune, remember there's a creator behind it—and IP helps protect that brilliance.

Let's continue to champion creativity, innovation, and the power of ideas that shape the future.





## Zodiac predictions for May 2025 – What's in the stars for you?

May brings a balanced mix of stability and curiosity—a time for all zodiac signs to stay grounded while exploring new possibilities. It's a month to reflect, realign, and move forward with clarity.



**Aries:** You're feeling the urge to go full speed ahead—but May reminds you to slow down just a bit. Focus on finances, stability, and nourishing your relationships. A creative idea may take off if you stay consistent. Don't rush—steady wins this race.

**Libra:** This month nudges you to go deeper—emotionally, intellectually, and spiritually. You're seeking more than surface-level stuff. Conversations feel more meaningful. A good time to read, reflect, and maybe fall in love again—with someone or yourself.



**Taurus:** It's your season, Taurus! The spotlight's on you. This is a month of self-love, beauty, and slow but solid progress. Whether it's career or love, things are blooming—just like you. Enjoy the attention and treat yourself, guilt-free.

**Scorpio:** Relationships take center stage this month. You're feeling more open to connection, but also more intense. Find balance—speak your truth without the sting. Shared projects or finances may need attention too.



**Gemini:** Your energy returns as the month progresses. You're feeling social, chatty, and full of ideas. It's a great time for new connections or learning something exciting. Just remember to rest—your mind is racing, but your body needs a break too.

**Sagittarius:** Life is asking for more structure—but that doesn't mean you can't have fun. Health and work routines are in focus. Small changes equals to big results. Try building habits that support your freedom, not restrict it.



**Cancer:** You're craving quiet time and meaningful conversations. May asks you to go inward—reflect, release, and reset. A creative project could be deeply healing now. Don't be afraid to say no and protect your peace.

**Capricorn:** May brings joy, romance, and a little more spontaneity. Loosen the reins a bit, Capricorn—it's okay to have fun. Creative energy is flowing too, so take time for hobbies or date nights. You'll return to your grind refreshed.



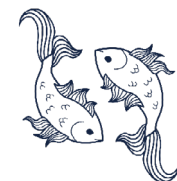
**Leo:** People are drawn to your light this month. Whether it's career goals or a fun social plan, you're the life of the party. Just keep your ego in check—true leadership is about listening as much as shining.

**Aquarius:** Home and family are in focus. You may feel torn between wanting alone time and needing to show up for others. Communication heals. This is also a great month to declutter—physically and emotionally.



**Virgo:** You're on a mission to organize your life. May is about planning ahead, especially in career and travel. Don't get lost in the tiny details—big-picture thinking will bring better rewards. A good time to try journaling or mind-mapping.

**Pisces:** Your intuition is extra strong right now. May invites you to speak up, share your thoughts, and reconnect with people who matter. Creative writing, journaling, or even heart-to-hearts will feel healing. Say what you mean—kindly but clearly.





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APRIL 2025

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**Founder:** Abhnash K Bains  
**Editor:** Broomling Technologies, **Chief Editor:** Minakshi Koch, **Director:** Dr. Rinki Sharma  
**Advisory Board:** Pavani Ladiwal, Pankaj Ladiwal, **Content Writer:** Sharda Patidar

X @ishkama1

Instagram Facebook @ishkama\_01