



### War on Poverty Day

People who lack the economic resources that are needed to have a minimal standard of living are considered in poverty. The rate of poverty in many countries, throughout the world, has increased over recent years. In fact, it is estimated that more than 650 million people all over the globe live in extreme poverty. Of course, this lies in deep contrast to the wealth in many other families throughout the world. War on Poverty Day is meant to bring attention to and raise awareness for this continued problem and how it is possible to help.

### #AIRPLANE MODE

## To Wi-Fi Or Not To Wi-Fi On A Plane?

You might love the idea of staying in touch with the world below, or maybe, you're not keen on that social media scrolling even while flying.



Whether you fly all the time or have only been on a plane once, there's something about air travel that feels unique. The view from over 30,000 feet is always a sight to behold. But what if that magical moment is interrupted by your social media notifications? Yup, it's totally possible. More and more commercial flights are offering Wi-Fi, whether it's a short domestic trip or an international journey, giving passengers the chance to connect to the internet mid-air. In fact, the service is only growing, with Air India recently announcing free in-flight Wi-Fi on certain domestic routes, the first for India.

How does that sound to you? You might love the idea of staying in touch with the world below, or maybe, you're not keen on that social media scrolling even while flying. Let us see what people have to say about this.

### The Practical Benefits Of In-Flight Wi-Fi

Aastha Wadhvani, an Entrepreneur, has used Wi-Fi on a flight and found it quite useful. "I was on a long flight from Spain to Delhi, and my kids were at home. My daughter, Medha, suddenly got sick and needed a medicine only I knew about. Thanks to

the Wi-Fi I was able to contact my family, even though I was 30,000 feet in the air. It was a lifesaver," she says. She adds, "Also, on long flights, my husband finds airplane Wi-Fi useful for staying connected to his office and keeping up with work when needed."

### The Convenience Factor On Long Flights

Some people find Wi-Fi is essential for longer flights, and believe it may not have much impact for shorter journeys. Pranav Joshi, a Finance professional in Dublin, Ireland, also likes the idea of internet on a flight. "I've done a lot of travelling around Europe in the past few years. For a short one- or two-hour flight, Wi-Fi doesn't matter. But when I'm travelling to

India from Ireland, the flight's way longer, and Wi-Fi would be so useful." He continues, "Sure, I've managed without internet, but if there's free Wi-Fi on a flight, it can really help with things like communication, whether it's about home or sorting out transport once you land. It's especially useful if someone's picking you up and you need to update them on your flight status."

### Concerns About Noise And Distractions

While many people are eager to use Wi-Fi on a plane, others find it could be more of a menace. Kratika Bhatnagar, a Social Account Manager, is not a fan of Wi-Fi on flights. "I think if everyone's glued to their phones, they'll miss important things like seat belt instructions or updates from the crew," she says. She adds, "There's a risk that people will start making reels, watching videos out loud, or chatting on the phone, disturbing everyone around. Flights are a closed space, and a peaceful environment is much better for everyone's safety and comfort."

### Staying Offline Still Appeals To Many

While the use of Wi-Fi might be troublesome, many people also seek that much-needed disconnect from the rest of the world, something one can often experience on a flight. Ayush Jain, a Chartered Accountant, travels frequently for work. While Wi-Fi could be helpful for

business, he prefers to keep his phone in airplane mode. "When you're on a flight, it's one of the few places where you're actually cut off from the outside world, no social media. That's something we rarely get nowadays, with phones and laptops always keeping us connected."



Raja Ajit Singh with his son, Jai Singh.



Dushyant - "Childlessness is a misery... This is how the wealth of families rendered support less by the break in succession passes to strangers when the life of the head of the family comes to an end. And this again will be the fate of the fortunes of Pura's lineage when my own comes to an end." - Kalidas in *Shakuntala*.

Vivekananda came to Jaipur and to Khetri, one of its premier fiefdoms, about the same time as Kipling and I leave to him to describe Jaipur.

Kipling: "If any part of a land, strewn with dead men's bones, have special claim to distinction, Rajasthan, as the cockpit of India, stands first. East of Suez men do not build towers on top of hills for the sake of the view, nor do they stripe the mountain sides with bastioned stone walls to keep in the cattle. Since the beginning of time, if we are to credit the legends, there was fighting, heroic fighting, at the foot of the Aravallis and beyond, in the great deserts of sand penned in by those kindly mountains from spreading over the heart of India. The thirty-six Royal Races fought as royal races know how to do, Chohan with Rathore, brother against brother, son against father. The tangled tale of force, fraud, cunning, desperate love and more desperate revenge, crime worthy of demons and virtues fit for Gods may be found by all who care to look, in the book of the man (Col James Tod), who loved the Rajputs and gave a life's labours on their

behalf. From Delhi to Abu and from the Indus to the Chambal, each yard of ground has witnessed slaughter, pillage and rape. But today, the capital of the State that Dhola Rai, the son of Soora Singh, hacked out more than nine hundred years ago with sword from some weaker ruler's realm, is lighted with gas, and possesses many striking English peculiarities.

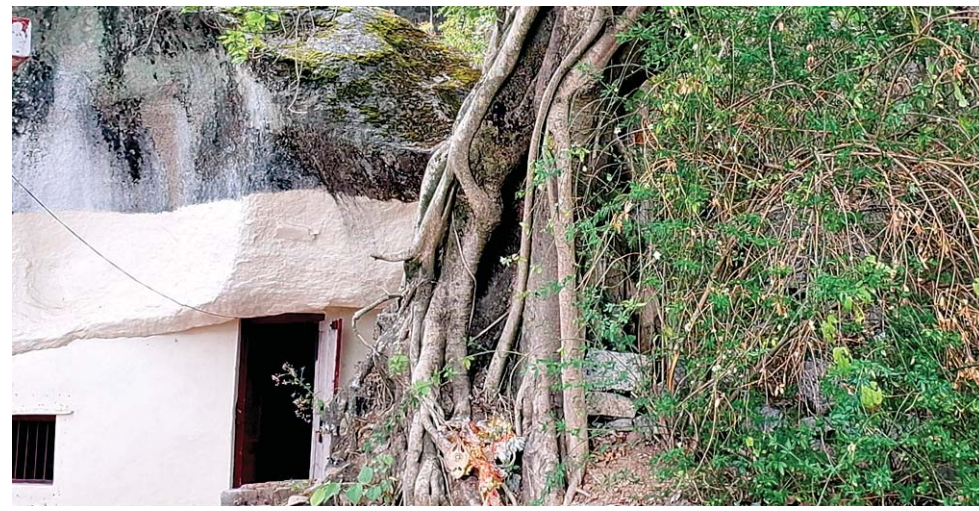
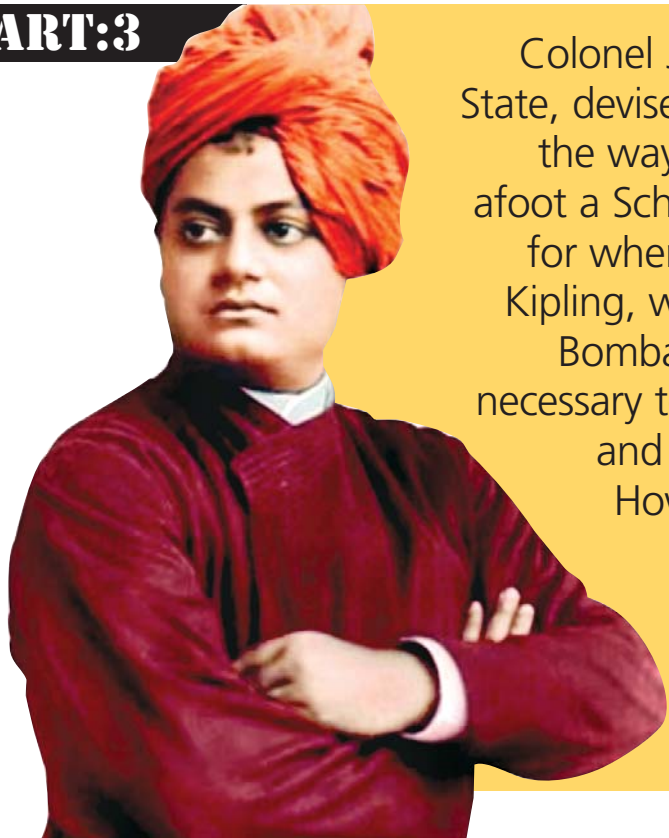
Dhola Rai was killed in due time, and for nine hundred years, Jeypore, torn by the intrigues of unruly princes and princelings, fought Asiatically Jeypore, a pink city set on the border of a blue lake, and surrounded by the low, red spurs of the Aravallis, a city to see and to puzzle over. There was once a ruler of the State, called Jey Singh, who lived in the days of Aurangzeb, and did him service with foot and horse. He must have been the Solomon of Rajputana, for through the forty years of his reign, 'his wisdom remained with him.' He led armies, and when fighting was over turned to literature.

Jeypore a marvel. Later on came a successor (Colonel Swinton Jacob), educated and enlightened by all the amps of British progress, and converted the city of Jey Singh into a surprise, a big bewildering, practical joke. He laid down sumptuous trottoirs (pavement) of hewn stone, and central carriage drives, also hewn stone, in the main street. He, that is to say, Colonel Jacob, the Superintendent Engineer of the State, devised a water supply for the city and studded the ways with standpipes. He built gas works, set afoot a School of Art (This must have pleased Kipling for when he was born, his father, John Lockwood Kipling, was the Principal of the J. J. College of Art, Bombay), a museum, all things in fact which are necessary to western municipal welfare and comfort, and saw that they were the best of their kind. How much Colonel Jacob has done, not only

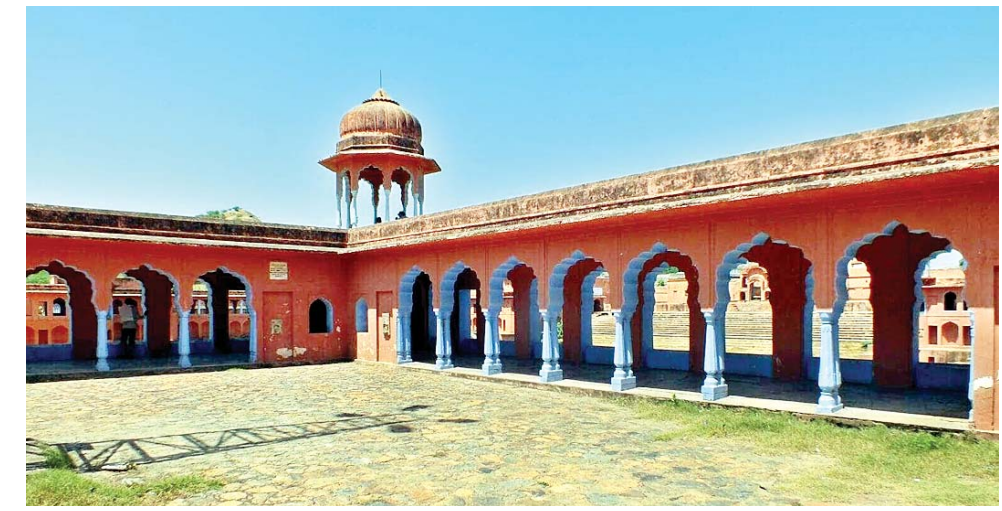
afterwards, the good people of America built their towns after this pattern, but knowing nothing of Jey Singh, they took all the credit to themselves. He built everything that pleased him, palaces and gardens and temples, and then died, and was buried under white marble tomb on the hill overlooking the city. He was a traitor, if history speaks the truth, to his own kin, and he was an accomplished murderer, but he did his best to check infanticide. He reformed the Mohammadan calendar, he piled up a huge library and he made

# THE SAINT AND JAIPUR

PART:3

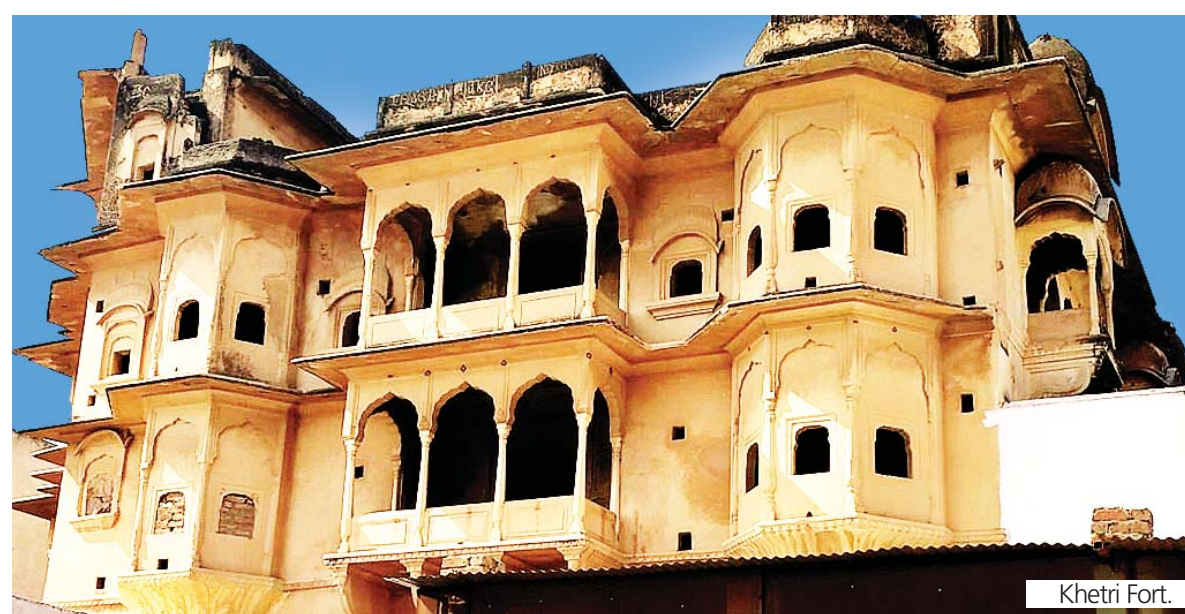


Cave in Mt. Abu where Vivekananda stayed.



Location of Swamiji's reception during his third visit to Khetri.

### #THE SWAMI



Khetri was a fief of Jaipur, ruled by the junior branch of the Jaipur ruling family and owing allegiance to the Maharaja of Jaipur, who, at that time, was Maharaja Madho Singh, whose senior queen, Jadaunji, was the daughter of Raja Umrao Singh of Kotla, who, for some time, had served as the finance minister.

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Colonel Jacob, the Superintendent Engineer of the State, devised a water supply for the city and studded the ways with standpipes. He built gas works, set afoot a School of Art (This must have pleased Kipling for when he was born, his father, John Lockwood Kipling, was the Principal of the J. J. College of Art, Bombay), a museum, all things in fact which are necessary to western municipal welfare and comfort, and saw that they were the best of their kind. How much Colonel Jacob has done, not only for Jeypore City but for the good of the state at large, will never be known, because the officer in question is one of the not small class, who resolutely refuse to talk about their own work.

planning and care, has the potential to become an ideal holiday destination for both Indians and foreigners. But fate and human avarice have been unkind to it.

On Vivekananda's arrival at Khetri, Raja Ajit Singh organised a grand reception for him, which included a 'mujra,' about which I have written in Part 1 of this account. It was Raja Ajit Singh who gave him the title 'Swami Vivekananda' and advised to wear his trademark 'turban' as a protection against the sun. He also gave him an allowance of 100 Rupees a month, which he continued to give to his mother after his death. On learning of Swamiji's plan to go to America to attend the World Conference of Religions, Ajit Singh arranged for his passage. Swamiji and Ajit Singh corresponded with each other regularly. In one of his letters to Ajit Singh, Swamiji tells him that Ajit Singh is the only friend he has in the world. The magnificent palaces, forts and town houses in Jaipur and Delhi of Khetri, the great legacy of Ajit Singh has unfortunately fallen to rack and ruin, stripped bare of all their furnishings by the very people who were entrusted to its care. The last Raja of Khetri, Sardar Singh, died without an heir and left all his properties to a board of trustees, all of whom were members of what we now call the Lutyens lobby, which includes two members of the Thappar family, Romilla Thappar, Ramesh Thappar, and Tejbir Singh, Vikram Lal et al. An article in India Today October 2024 has carried an account of this lot of the century. Two thousand years earlier, Kalidas foresaw this state of affairs. In his play *Shakuntala*, he declares, "This is how the wealth of families rendered support less by the break in succession passes to strangers when life of the head of the family comes to an end."

Narendra Nath was staying in a cave close to Khetri House. Khetri is not the first place that comes to mind when one thinks of Vivekananda. But for self-realisation, signature turban and gown, and even his name, the roots are in Khetri. The town of Khetri lies about a hundred miles North of Jaipur, a little west of the Delhi-Jaipur Highway. It is situated where the Northern spurs of the Aravallis and the Shekhawati desert give way to the green plains of Haryana. With its magnificent ruins of palaces and forts, it would, with a little bit of

for Jeypore City but for the good of the state at large, will never be known because the officer in question is one of the not small class, who resolutely refuse to talk about their own work. The result of the good work is that the old and the new, the rampanly raw and sullenly old, stand cheek by jowl in startling contrast. Thus, the branded bull trips over the rails of a steel tramway, which brings out the city rubbish, the laquered and painted cart, behind the two little stag like trotting bullocks catches its primitive wheels in the cast iron gas lamp

### #SMART BUSINESS

# Top 5 Small Business New Year's Resolutions For 2025



A business plan is not just a document written at the start-up phase in order to raise capital. Rather, it should be viewed as an evolving roadmap for where you want to take your firm.

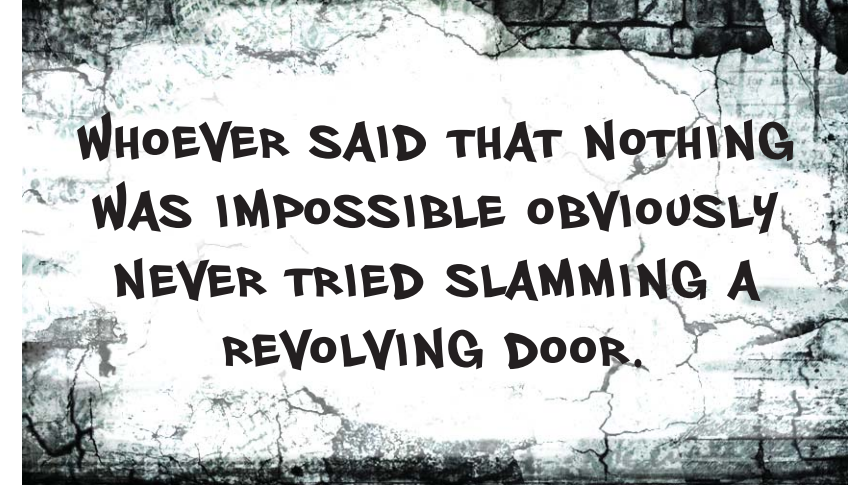
As the calendar flips to 2025, now is the perfect time to re-evaluate your business and establish New Year's Resolutions for 2025, if you haven't done so already! The New Year is a time for self-assessment, evaluating opportunities, and plotting a way forward for new challenges in what promises to be an eventful year.



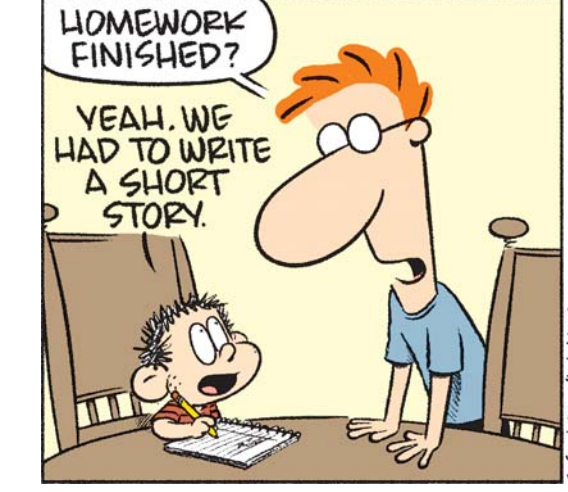
### Here are some tips for taking 2025 head on!

- 1. Revisit Your Business Plan**  
A business plan is not just a document written at the start-up phase in order to raise capital. Rather, it should be viewed as an evolving roadmap for where you want to take your firm. The business plan outlines the strategies and tactics that you'll use to grow your company, helps you anticipate challenges, and sets milestones for gauging your progress. Your business plan is meant to be updated. As your business grows, use it to fine-tune strategies to continue scaling effectively. The beginning of the year is a natural time to re-evaluate your company's growth trajectory and assess whether or not you are reaching your goals. Begin 2025 by determining what changes should be made to take it to the next level in the coming year.
- 2. Continuously Gather Market Information**  
If you have a solid and loyal base of customers, use them for feedback about your performance as well as the performance of your competitors. If the other guys are still in business, they must be doing something right. So, don't just ask for information about your own products and services, find out their thoughts about others in the marketplace. Perhaps, some of your competitors have introduced new products or improved their customer service, what is your plan in response? Keeping abreast of market trends, evolving customer needs, and successful competitor strategies will help you identify opportunities and gaps in the marketplaces.
- 3. Manage Your Cash Flow More Effectively**  
Managing cash flow is critical for the long-term success of your business. Start by creating a 6-12 month cash flow forecast at the beginning of the year. This projection should list expected sales and returns on investments you have made, along with cash outflows (expenses, debts). Keep track of changes in revenue, expenses and, most importantly, your business earnings. If your expenditures are rising faster than your revenues, look for ways to both increase sales and cut costs.  
**Other cash flow tips:**
  - Invoice promptly and follow up
  - Optimize inventory management. Having excess inventory uses up cash. Conversely, having too little inventory can result in missed sales opportunities.
  - Negotiate better terms with suppliers and vendors, especially if you are among supplier's top customers. Investigate the possibilities. It doesn't hurt to ask.
  - Review operating expenses regularly, including how much staff you have and the number of hours they work. Labor costs are usually the biggest chunk of a firm's operating costs.
- 4. Invest in Marketing**  
Even companies, that are doing well, need to invest in marketing. If your business is unable to afford TV commercials or other high price advertising, invest in social media marketing and earned media (public relations). If you don't know how to do these things currently in-house, there is no shortage of 21st century marketing experts who can help. Keep in mind that establishing and nurturing personal connections is still invaluable in growing your business. Attend networking events, conferences, and other opportunities to meet with potential customers or partners, who can help you reach new heights in the coming year. Establish a goal of making and connecting with at least one new contact each month. Building relationships can help take your company to the next level in 2025.
- 5. Promote Personal Brand**  
Every business owner has a personal brand to promote. Use social media such as LinkedIn, Instagram, Facebook, and even TikTok to build your brand, especially if you are trying to reach a younger demographic. Even if you don't have the skills to do this, there may be members of your staff, who would be interested in utilizing their expertise, to help you grow your personal brand. If there is no one on staff who can do it, consider hiring a public relations firm or social marketing firm that offers those skills.

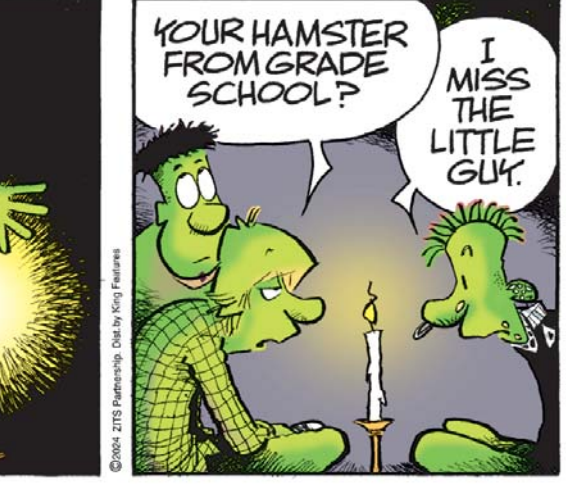
### THE WALL



### BABY BLUES



### ZITS



By Rick Kirkman & Jerry Scott  
By Jerry Scott & Jim Borgman