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#108 Yatras of Change: Redefining Parenting in a Digital World

Raising a child in today's world requires a great deal of patience and love. At times, parents feel overwhelmed with various issues arising from raising children. Parenting has never been easy, but in an era dominated by technology and rapid societal changes, the challenges have become more complex in nature.

Right from the time a child is born to the time when he heads for further studies in college and beyond, parents encounter numerous challenges. While there are some common challenges that all children face during their growth years, numerous others have emerged with the advent of digital media. New forms of challenges such as cyberbullying, catfishing, blackmailing, grooming, and sexting have come to haunt parents and children. Alarming, close to 85% of children in India have reported being cyberbullied—the highest in the world, according to a survey released by McAfee Corp. Also, it was recorded that 45% of the youth hide their cyberbullying experiences from their parents or guardians. To address all children-related challenges, Dr. Manjula Pooja Shroff, MD & CEO of Kalorex Group, launched Total Parenting Solutions, an extensive package that provides a structured approach to raising children. It includes:

- A bestseller book on parenting called Baby Steps to Big Dreams & its sequel Safe Teen Steps - A guide to safety for teenagers in today's internet world.
- The VUCA Deck Curriculum based on NEP guidelines and recommendations.
- Parent Community Network (PCN), which is being launched this year.
- Maya AI Parenting Solution Portal and App - An online AI Generated Interactive portal and App, where Maya, India's first AI teacher, mentor and influencer provides solutions to the questions raised by parents and students.

Between 2023 and 2024, Dr. Shroff travelled to numerous countries and attended global summits, including COP28 in Dubai, the United Nations ACUNS in Tokyo, ECOSOC in New York, the B-20 Summit in Brazil, DEi in Australia, and the World Economic Forum in Davos. Her



Dr. Manjula Pooja Shroff,
MD & CEO, Kalorex Group

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interactions with world leaders brought attention to common issues that every country is facing regarding parenting concerns. She has highlighted these problems and advocated solutions through her books as well as through personal sessions and workshops conducted in schools across the country.

An innovative concept, MAYA, launched by the Kalorex Group in 2023, is India's first AI-driven teacher, mentor, and influencer, modelled after Dr. Shroff herself. Maya AI Parenting Solutions is an adaptive platform designed to help parents navigate the increasingly complex challenges of modern parenting.

Why Total Parenting Solutions Matter

Drawn from extensive surveys of educators, students and parents, the insights on parenting in Total Parenting Solutions are backed by years of comprehensive research

and real-life situations. This makes it a valuable resource for dealing with parenting challenges, as it reflects a wide range of perspectives and experiences.

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, Total Parenting Solutions details how parents and teachers need to look beyond the physical space, and explore the vast, uncharted territories of social media, dating apps and the internet when looking out for ways to help their children. As parents face additional hurdles in guiding their children's growth, digital literacy has become just as important as reading and writing.

Road to #108

After the launch of Total Parenting Solutions in September 2023, Dr. Shroff and her team travelled the entire length and breadth of the country to spread awareness about TPS. The venues included many prestigious schools and events organized by leading media groups.

In her numerous sessions, Dr. Shroff explored strategies to support students holistically and the importance of bridging gaps between parents, teachers, and students for a brighter educational future.

The session in Raipur, marked the 108th session of Total Parenting Solutions! In just 2 years, Kalorex Group reached 42,775 stakeholders – parents, students, educators, and caregivers, and inspired them to handle the complexities of modern parenting and education in a balanced way.

The milestone 108th event was covered by Divya Bhaskar, and other prominent Hindi/Gujarati and English dailies, highlighting the significance and widespread impact of this initiative.

As Total Parenting Solutions moves forward, its impact is expected to grow even further, shaping the future of parenting in India. Through continued workshops, community engagements, and the innovative Maya AI Parenting Solutions (MAPS) platform, Dr. Shroff and the Kalorex Group remain committed to ensuring that every parent has the right tools and knowledge to raise resilient, confident, and digitally aware children.