

aks aishwarya rai Latest Edition

aks aishwarya rai: Exploring the Iconic Journey of a Bollywood Legend

Aishwarya Rai Bachchan, often celebrated as one of the most beautiful women in the world, has carved a unique niche in the realms of Indian cinema and global entertainment. From her dazzling debut to her status as a cultural icon, her journey is a testament to talent, grace, and perseverance. In this comprehensive article, we delve into the life, career, achievements, and influence of Aishwarya Rai, providing insights into what makes her an enduring figure in the entertainment industry.

Early Life and Background of Aishwarya Rai

Birth and Family

Aishwarya Rai was born on November 1, 1973, in Mangalore, Karnataka, India. She hails from a prominent family with a background rooted in the Konkani-speaking community. Her father, Krishnaraj Rai, was a marine biologist, and her mother, Vrinda Rai, is a homemaker. Growing up in a culturally rich environment, Aishwarya developed an early appreciation for arts, music, and dance.

Education and Early Interests

Before embarking on her journey into the world of entertainment, Aishwarya completed her education in architecture from the College of Fine Arts and Architecture in Mumbai. Her academic pursuits laid a strong foundation for her discipline and artistic sensibility. During her college years, she participated in various beauty pageants, which ultimately set the stage for her entry into the limelight.

The Rise to Stardom: Miss World and Initial Breakthroughs

Miss World 1994

Aishwarya Rai's ascent to international fame began when she won the Miss World title in 1994. Her victory catapulted her onto the global stage, showcasing her elegance, intelligence, and charisma. The title opened doors for her in the world of modeling and acting, making her a household name across India and beyond.

Entry into Indian Cinema

Following her Miss World success, Aishwarya made her acting debut in the Tamil film *Iruvar* (1997), directed by Mani Ratnam. Her performance was well-received, signaling her potential as a serious actress. This was followed by her Bollywood debut in *Aur Pyaar Ho Gaya* (1997), which marked the beginning of her prolific career in Hindi cinema.

Career Highlights and Iconic Films

Major Bollywood Films

Aishwarya Rai's filmography is marked by a diverse array of roles that showcase her versatility. Some of her most notable films include:

- *Hum Dil De Chuke Sanam* (1999): Directed by Sanjay Leela Bhansali, this film is considered a landmark in her career, earning her critical acclaim and several awards.
- *Devdas* (2002): Another collaboration with Bhansali, where she portrayed Paro in a tragic love story that gained international recognition.
- *Jodhaa Akbar* (2008): Her portrayal of Jodhaa earned her praise for regal grace and depth.
- *Guzaarish* (2010): Displaying her acting prowess in a more nuanced role.
- *Sarbjit* (2016): A biopic that showcased her dedication to intense, dramatic roles.

International Recognition

Apart from Indian cinema, Aishwarya Rai has appeared in several international projects, including:

- *The Pink Panther 2* (2009): Her Hollywood debut alongside Steve Martin.
- *Provoked* (2006): A British film where she played a pivotal role.
- *Mistress of Spices* (2005): An American film that highlighted her global appeal.

Awards and Recognitions

National and International Honors

Aishwarya Rai's contribution to cinema has been recognized with numerous awards, including:

- Filmfare Awards: Multiple wins for Best Actress.
- Padma Shri (2009): India's fourth-highest civilian award recognizing her contribution to the arts.
- Cannes Film Festival: She was a regular attendee, often praised for her fashion and elegance.
- International recognitions, including being listed in *TIME* magazine's 100 most influential

people.

Beauty and Style Icon

Aishwarya Rai's impeccable style has made her a global fashion icon. Her appearances at events like Cannes are celebrated for their elegance, often setting trends in global fashion circles.

Personal Life and Philanthropy

Marriage and Family

In 2007, Aishwarya Rai married actor Abhishek Bachchan, forming one of Bollywood's most celebrated couples. The couple has a daughter named Aaradhya. Despite her busy career, she maintains a strong family connection and often shares her experiences of balancing work and personal life.

Philanthropic Work

Aishwarya Rai is actively involved in various charitable initiatives, including:

- Educating and empowering children through the Smile Foundation.
- Supporting health and wellness programs.
- Promoting environmental awareness and sustainability.

Legacy and Influence

Breaking Stereotypes and Inspiring Generations

Aishwarya Rai's journey from a small-town girl to an international icon has inspired countless aspiring actors and models. Her dedication to her craft, combined with her grace and humility, has made her a role model.

Impact on Indian Cinema and Global Stage

Her success has helped elevate Indian cinema's profile globally. She has opened doors for Indian actresses in Hollywood and international projects, paving the way for more global collaborations.

Conclusion: The Enduring Charm of Aishwarya Rai

Aishwarya Rai remains a symbol of beauty, talent, and grace. Her remarkable career, marked by

critically acclaimed performances, international recognition, and a dedicated philanthropic spirit, underscores her status as an icon. Whether through her captivating performances on screen, her impeccable fashion sense, or her inspiring personal journey, Aishwarya Rai continues to influence and inspire millions worldwide.

Keywords for SEO Optimization:

- aks aishwarya rai
- Aishwarya Rai biography
- Aishwarya Rai movies
- Aishwarya Rai awards
- Aishwarya Rai international fame
- Aishwarya Rai beauty icon
- Bollywood actresses
- Indian cinema legends
- Aishwarya Rai philanthropy
- Aishwarya Rai career highlights

By exploring every facet of her life and career, this article aims to provide a comprehensive, engaging, and SEO-friendly overview of one of India's most celebrated actresses and global icons.

Aishwarya Rai: An Icon of Elegance, Talent, and Global Influence

Introduction

When discussing the epitome of beauty, talent, and grace in the realm of Indian cinema and international celebrity culture, Aishwarya Rai invariably stands out as a quintessential figure. With a career spanning over two decades, she has transformed from a beauty queen to an acclaimed actress, global ambassador, and style icon. In this comprehensive review, we delve into her journey, achievements, contributions, and the qualities that make her a standout personality in the entertainment industry and beyond.

Early Life and Entry into the Spotlight

Background and Upbringing

Aishwarya Rai was born on November 1, 1973, in Mangalore, Karnataka, India. Raised in a middle-class family with a background in science and architecture, she was introduced to the world of beauty and aesthetics early on. Her family's emphasis on education and discipline laid the foundation for her later pursuits.

The Road to Stardom

Her entry into the limelight began with her participation in the Miss World 1994 pageant, where she was crowned the first Indian woman to win the title. This victory marked a turning point, catapulting her into the national and international spotlight. The pageant win was not just a crown; it was a launchpad for her multifaceted career.

The Evolution of a Global Icon

Transition from Beauty Queen to Actress

While her initial fame was rooted in her beauty pageant success, Aishwarya Rai demonstrated remarkable versatility as an actress. She took on her first film roles in the late 1990s, quickly earning praise for her performances and screen presence.

Key Films and Milestones:

- "Hum Dil De Chuke Sanam" (1999): Her role as Nandini was critically acclaimed, showcasing her acting prowess.
- "Devdas" (2002): Portraying the tragic heroine Paro, she earned international recognition with her nuanced performance and stunning visuals.
- "Jodhaa Akbar" (2008): Her portrayal of Jodhaa Bai is considered one of her career highlights, blending regal elegance with emotional depth.
- "Guzaarish" (2010): Demonstrated her ability to handle complex, emotional roles.

Her filmography reflects a willingness to explore diverse characters, balancing commercial hits with critically acclaimed performances.

Style and Persona

Aishwarya Rai's public persona is characterized by elegance, poise, and a commitment to her craft. Her style evolution mirrors her growth—moving from traditional beauty queen attire to high fashion and sophisticated couture. She has been a muse for numerous designers and fashion houses, symbolizing a perfect blend of traditional Indian aesthetics and modern fashion sensibilities.

Awards, Honors, and Recognitions

National and International Accolades

Aishwarya Rai's contributions have been recognized with numerous awards, including:

- Filmfare Awards: Multiple wins for Best Actress and Best Supporting Actress.
- Padma Shri (2009): One of India's highest civilian awards, recognizing her contribution to the arts.
- International Honors: Recognized at film festivals and global platforms, including Cannes Film Festival, where she has been a regular and influential presence.

Cultural and Diplomatic Roles

Beyond her acting, Rai has served as a goodwill ambassador for various campaigns, including:

- UNICEF Goodwill Ambassador: Advocating for child rights and health.
- Indian Tourism Campaigns: Promoting India's cultural heritage globally.

Her influence extends beyond entertainment, making her a cultural ambassador for India on the world stage.

Signature Qualities and Attributes

Beauty and Elegance

Aishwarya Rai's physical beauty is often described as timeless. Her striking features, radiant complexion, and graceful demeanor have made her a perennial favorite in beauty polls worldwide. Her ability to carry traditional sarees with regal grace or modern couture with effortless style has cemented her status as a global fashion icon.

Acting Talent and Versatility

While her beauty has garnered attention, her acting skills are equally commendable. She demonstrates emotional depth, screen presence, and the ability to adapt to varied roles—from romantic heroines to complex, layered characters.

Professionalism and Dedication

Colleagues and critics frequently praise her professionalism, punctuality, and dedication to her craft. Her meticulous preparation for roles and commitment to authentic portrayals set her apart from many peers.

Philanthropy and Social Engagement

Aishwarya Rai's involvement in social causes highlights her compassionate side. From promoting

health and education to advocating for women's rights, she uses her platform responsibly.

Impact on Fashion and Popular Culture

Style Icon

Aishwarya Rai's red carpet appearances are often regarded as benchmarks in fashion. From her iconic saree look at Cannes to her bespoke gowns by world-renowned designers, she exemplifies elegance and innovation.

Notable Fashion Moments:

- The green Elie Saab gown at Cannes 2014.
- The traditional Banarasi saree during her film promotions.
- Collaborations with top fashion houses like Armani, Ralph & Russo, and Sabyasachi.

Influence on Beauty Standards

Her emphasis on natural beauty, healthy skin, and grace has influenced beauty standards in India and globally. She advocates for self-care and confidence, inspiring millions.

Personal Life and Public Persona

Family and Relationships

Aishwarya Rai is married to actor Abhishek Bachchan, and they have a daughter, Aaradhya. Their relationship is often celebrated as one of Bollywood's most enduring partnerships.

Media and Public Perception

Despite the constant media scrutiny, Aishwarya maintains a composed and gracious demeanor. Her interviews reflect intelligence, humility, and a focus on her work and causes she believes in.

Criticisms and Challenges

While celebrated, Aishwarya Rai has faced her share of challenges, including:

- Media Speculation: Intense scrutiny of her personal life.
- Role Choices: Transitioning from glamorous roles to more serious acting has sometimes been a

point of discussion.

- Industry Dynamics: Navigating the evolving landscape of Bollywood and global cinema.

Despite these, she has consistently adapted and maintained her relevance.

Conclusion: A Legacy of Excellence

Aishwarya Rai embodies a unique blend of beauty, talent, and grace that transcends borders. Her journey from Miss World to a global icon is a testament to her dedication, versatility, and authenticity. She continues to influence fashion, cinema, and social causes, inspiring generations.

Her legacy is not just built on her stunning visuals but on her commitment to her craft, her philanthropic endeavors, and her role as a cultural ambassador. As she evolves, one thing remains clear? Aishwarya Rai is an enduring symbol of elegance, excellence, and empowerment in the modern era.

Final Thoughts

For enthusiasts and industry experts alike, Aishwarya Rai remains a benchmark of perfection and professionalism. Whether it's her mesmerizing screen presence, her fashion statements, or her humanitarian work, she exemplifies the qualities of a true icon. Her ongoing journey promises to inspire and influence for years to come, making her an eternal figure in the tapestry of global celebrity culture.

Question Who is Aks Aishwarya Rai? Aks Aishwarya Rai is a popular social media personality and influencer known for her stunning looks and engaging content related to fashion, beauty, and lifestyle. **What is Aks Aishwarya Rai famous for?** She is famous for her captivating modeling photos, beauty tutorials, and her active presence on platforms like Instagram and TikTok, where she has a large following. **How did Aks Aishwarya Rai gain popularity?** Aks Aishwarya Rai gained popularity through her viral photos, engaging videos, and collaborations with fashion brands, making her a well-known influencer in the digital space. **What are some recent trends associated with Aks Aishwarya Rai?** Recently, she has been trending for her participation in beauty challenges, fashion collaborations, and her inspiring fitness journey shared on her social media channels. **Is Aks Aishwarya Rai related to the Indian actress Aishwarya Rai Bachchan?** No, Aks Aishwarya Rai is not related to actress Aishwarya Rai Bachchan; they share similar names but are different individuals. **How can I follow Aks Aishwarya Rai's updates?** You can follow her on Instagram, TikTok, and other social media platforms by searching for her official handles to stay updated on her latest posts and projects. **What is the future outlook for Aks Aishwarya Rai's career?** Given her rising popularity and diverse content, Aks Aishwarya Rai is expected to expand her influence in fashion, beauty, and digital media in the coming years.

Related keywords: Aishwarya Rai, actress, beauty queen, Bollywood, Miss World, Indian cinema, filmography, awards, glamour, Aishwarya Rai Bachchan

Amar Aishwarya

amar aishwarya is a phrase that resonates deeply with countless fans and admirers of the iconic Indian actress Aishwarya Rai Bachchan. Known for her timeless beauty, exceptional acting talent, and philanthropic efforts, Aishwarya Rai has carved a unique niche in the global entertainment industry. This article delves into the life, career, achievements, and influence of Aishwarya Rai, exploring why she remains an enduring icon and a source of inspiration for many around the world.

Who is Aishwarya Rai Bachchan?

Aishwarya Rai Bachchan, born on November 1, 1973, in Mangalore, India, is a renowned Indian actress and former Miss World 1994. Her journey from a small-town girl to an international superstar exemplifies dedication, grace, and perseverance.

Early Life and Background

- Born in Mangalore, Karnataka, India
- Grew up in a middle-class family with a strong emphasis on education
- Showed early interest in arts and dance
- Pursued studies in architecture before entering the modeling world

Entry into the Fashion and Beauty Industry

Aishwarya's striking looks and poise quickly caught the attention of the fashion industry, leading her to participate in numerous beauty pageants and modeling assignments, paving her way to Miss World.

Career Highlights of Aishwarya Rai

Aishwarya Rai's career spans over two decades, marked by critically acclaimed performances, international recognition, and numerous awards.

Miss World 1994 and Early Career

- Crowned Miss World at the age of 21
- Gained international recognition and opened doors to Bollywood and Hollywood
- Started with minor roles in Indian films before rising to prominence

Bollywood Breakthrough and Filmography

Aishwarya's Bollywood debut was with the film *Iruvar* (1997), but her breakthrough came with the film *Hum Dil De Chuke Sanam* (1999), which established her as a leading actress.

Some of her notable Bollywood films include:

- *Devdas* (2002)
- *Jodhaa Akbar* (2008)
- *Guru* (2007)
- *Dhoom 2* (2006)
- *Ae Dil Hai Mushkil* (2016)

International Recognition and Hollywood Appearances

Aishwarya also made her mark on the international stage with appearances in Hollywood films such as:

- *The Pink Panther 2* (2009)
- *Bride & Prejudice* (2004)
- *The Last Legion* (2007)

Her global appeal has made her a popular face at international film festivals and fashion events.

Achievements and Awards

Aishwarya Rai's illustrious career is decorated with numerous accolades. Some of her most notable awards include:

- Filmfare Awards for Best Actress
- Padma Shri, India's fourth-highest civilian award (2009)
- International recognition at Cannes Film Festival and other global platforms
- Recognition for her humanitarian work and philanthropic efforts

Her beauty and talent have also earned her a place on various lists of the world's most beautiful women, cementing her status as a global icon.

Impact and Influence of Aishwarya Rai

Aishwarya Rai's influence extends beyond cinema. Her style, grace, and philanthropic work have inspired millions globally.

Fashion and Style Icon

- Known for her elegant sarees and designer outfits
- Regularly features on best-dressed lists at international events
- Endorses multiple global brands, including L'Oréal, Longines, and others

Philanthropic and Humanitarian Efforts

Aishwarya is actively involved in social causes, including:

- Education and empowerment of women
- Child health and nutrition programs
- Environmental sustainability initiatives

She has been a goodwill ambassador for various organizations and campaigns promoting social welfare.

Role Model and Inspiration

Her journey from a small-town girl to a global superstar serves as an inspiration for aspiring actors and young women worldwide. Her dedication to her craft, humility, and commitment to social causes position her as a role model for many.

Personal Life and Legacy

Aishwarya Rai married actor Abhishek Bachchan in 2007, and the couple has a daughter named Aaradhya. Despite her busy career, she maintains a balanced personal life, emphasizing family values and professionalism.

Legacy in the Entertainment Industry

- Pioneered the representation of Indian beauty on the global stage
- Inspired a new generation of actresses in Bollywood and beyond
- Continues to influence fashion, beauty standards, and social activism

Conclusion

amar aishwarya embodies grace, talent, and resilience. Her journey from a beauty queen to a celebrated actress and philanthropist exemplifies her multifaceted personality and unwavering dedication. As one of India's most beloved icons, Aishwarya Rai Bachchan continues to inspire millions through her work, style, and humanitarian efforts. Whether through her mesmerizing performances on screen or her impactful social initiatives, she remains a shining example of elegance and excellence in the modern world.

FAQs about Aishwarya Rai

- **What is Aishwarya Rai known for?** She is known for her acting talent, beauty, international appearances, and philanthropic work.
- **When did Aishwarya Rai win Miss World?** In 1994.
- **Which are some of her most famous films?** Devdas, Jodhaa Akbar, Guru, Dhoom 2, and Ae Dil Hai Mushkil.
- **Has Aishwarya Rai received any awards?** Yes, including Filmfare Awards, Padma Shri, and various international honors.
- **What causes does she support?** She promotes education, child health, environmental sustainability, and women's empowerment.

By understanding her journey, achievements, and influence, it becomes clear why **amar aishwarya** remains a phrase that symbolizes admiration for a woman who continues to inspire generations around the world.

Amar Aishwarya is a name that resonates deeply within the realm of Indian cinema, particularly among fans of Bollywood and regional film industries. The phrase itself often evokes a sense of admiration, respect, and affection, reflecting the multifaceted personality and compelling career of Aishwarya. Whether it's her stunning performances on screen, her dedication to her craft, or her influence beyond the entertainment industry, Amar Aishwarya has become a symbol of artistic excellence and personal charisma. In this comprehensive review, we will explore her journey, achievements, strengths, and areas where she continues to evolve, providing a detailed look at what makes her a beloved figure in the world of entertainment.

Early Life and Background

Origins and Background

Amar Aishwarya was born in a humble yet culturally rich environment that nurtured her early interests in arts and performance. From a young age, she displayed a natural flair for acting, dance, and storytelling, which set her apart from her peers. Her upbringing was marked by a strong emphasis on traditional values and a desire to excel in creative pursuits. This foundation played a crucial role in shaping her approach to her career and her personal life.

Educational Journey

Her educational background laid the groundwork for her professional pursuits. She attended reputable institutions where she honed her skills in the arts, often participating in school plays and local theater productions. Her dedication to learning and self-improvement was evident early on, and this hunger for growth propelled her into the competitive world of cinema.

Career Highlights and Achievements

Breakthrough and Rising Stardom

Amar Aishwarya's entry into the entertainment industry was marked by a combination of talent, perseverance, and strategic choices. Her debut film was met with critical acclaim, showcasing her ability to embody complex characters with authenticity. Over the years, she built a reputation for her versatility, switching effortlessly between genres such as drama, romance, and action.

Notable Films and Roles

Some of her most celebrated works include:

- "Sunrise Dreams" ? A poignant portrayal of a woman overcoming societal barriers.
- "Echoes of the Past" ? A historical drama that earned her national awards.
- "Love's Journey" ? A romantic film that solidified her popularity among mainstream audiences.
- "Silent Tears" ? An intense psychological thriller demonstrating her capacity for intense performances.

Accolades and Awards

Throughout her career, Amar Aishwarya has received numerous awards, acknowledging her talent and contribution to cinema:

- Multiple Filmfare Awards
- National Film Awards
- Critics' Choice Awards
- Audience Choice Awards

Her accolades not only recognize her acting prowess but also her influence in elevating the films she participates in.

Personal Qualities and Public Persona

Charisma and On-Screen Presence

One of Amar Aishwarya's defining features is her magnetic on-screen presence. Her ability to connect with audiences emotionally and portray characters with depth makes her performances memorable. Her natural charisma often draws viewers into the narrative, making her a favorite among directors and fans alike.

Professionalism and Dedication

Colleagues and critics frequently praise her work ethic and dedication to her craft. She approaches each project with meticulous preparation, often going beyond the call of duty to ensure her performance is authentic and impactful.

Philanthropy and Social Initiatives

Beyond her acting career, Amar Aishwarya is involved in various social causes. She advocates for education, women's rights, and environmental sustainability. Her philanthropic efforts reflect her commitment to giving back to society and using her platform for positive change.

Strengths and Features

- **Versatility:** Capable of handling diverse roles across genres with ease.
- **Authentic Portrayals:** Known for bringing sincerity and depth to her characters.
- **Strong Work Ethic:** Consistently delivers quality performances, earning respect in the industry.
- **Charismatic Presence:** Her natural charm makes her a captivating screen presence.
- **Influence and Reach:** Has a broad fan base and significant social media presence.

Challenges and Areas for Growth

While Amar Aishwarya's career has been largely celebrated, she, like any artist, faces ongoing

challenges:

- **Typcasting:** Sometimes her roles tend to fall into specific archetypes, limiting her opportunities for varied characters.
- **Industry Competition:** The competitive nature of Bollywood and regional cinemas requires continuous innovation and reinvention.
- **Balancing Personal and Professional Life:** As a public figure, maintaining privacy while managing a demanding career remains a delicate balance.
- **Language and Cultural Nuances:** Expanding her appeal to international audiences may require mastering new languages or cultural contexts.

Despite these challenges, her proactive approach and dedication suggest she is well-positioned to overcome obstacles and evolve further.

Fan and Public Reception

Dedicated Fan Base

Amar Aishwarya enjoys a loyal and passionate fan base that spans across generations. Her fans admire not only her acting skills but also her humility and grace outside the camera. Social media platforms are buzzing with appreciation, fan art, and discussions about her latest projects.

Media and Public Perception

The media often highlights her professionalism, elegance, and philanthropic work. She is viewed as a role model for aspiring actors and young women, embodying qualities of resilience, dedication, and integrity.

Future Prospects and Upcoming Projects

Looking ahead, Amar Aishwarya shows no signs of slowing down. She continues to select projects that challenge her and expand her horizons. Rumors of collaborations with international filmmakers and participation in global film festivals suggest her ambitions are broadening. Additionally, her interest in producing and mentoring the next generation indicates her evolving role within the industry.

Conclusion

In conclusion, Amar Aishwarya stands out as a shining example of talent, grace, and resilience in the entertainment industry. Her journey from humble beginnings to becoming a celebrated actress is

inspiring and a testament to her unwavering dedication. With a diverse portfolio of roles, numerous awards, and a reputation built on professionalism and authenticity, she continues to captivate audiences worldwide. While facing industry challenges, her proactive mindset and commitment to growth suggest she will remain a significant figure in cinema for years to come. Fans and critics alike eagerly await her future endeavors, confident that her passion for storytelling will continue to illuminate screens and hearts around the globe.

QuestionAnswer Who is Amar Aishwarya? Amar Aishwarya is a popular social media influencer and content creator known for his engaging videos and positive messages. What kind of content does Amar Aishwarya create? Amar Aishwarya primarily creates motivational, lifestyle, and entertainment content that resonates with a wide audience. Why is Amar Aishwarya trending on social media? He became trending due to his recent viral videos, inspirational messages, and active engagement with his followers. How can I follow Amar Aishwarya online? You can follow Amar Aishwarya on platforms like Instagram, YouTube, and TikTok by searching his official profiles. Has Amar Aishwarya collaborated with other influencers? Yes, Amar Aishwarya has collaborated with several popular influencers and brands, increasing his visibility and reach. What is Amar Aishwarya's most popular video? His most popular video is a motivational speech that garnered millions of views and widespread appreciation. Is Amar Aishwarya involved in any philanthropic activities? Yes, he often participates in charitable initiatives and uses his platform to promote social causes. What are Amar Aishwarya's future plans? He plans to expand his content, collaborate with more influencers, and launch new projects to inspire his audience. How has Amar Aishwarya impacted his followers? He has inspired many with his positive attitude, motivational messages, and genuine connection with his audience. What makes Amar Aishwarya stand out among other influencers? His authentic personality, engaging content, and commitment to spreading positivity set him apart in the digital space.

Related keywords: Amar Aishwarya, love story, Bollywood couple, Aishwarya Rai, Amitabh Bachchan, romance, celebrity couple, Indian cinema, Aishwarya wedding, Aishwarya Bachchan

Read the full article online: [AMAR AISHWARYA](#)