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*Dear Reader,*

“There are decades where nothing happens; and there are weeks where decades happen” is a quote attributed to Vladimir Lenin. It highlights the idea that periods of relative stagnation can be punctuated by moments of rapid, transformative change. The past few weeks have given credence to this quote.

Our lead story this issue by **Jack Moses** is a lengthy 15 minutes read that delves deep into the costs and benefits of social media and argues that the often-overlooked purpose of the internet is to transcend the internet and bring people together in person. “Physical reality is where lifelong friendships and soul-level connections are made. You can think you know someone through a screen, but until you feel their presence in person, you’re only getting a sliver of the full picture.”

Next up is **Heather Cox Richardson’s** Letters From An American in a slightly less lengthy 12 minutes read, but equally, if not more profound as she traces the origins of Earth Day that was celebrated for the first time in 1970. From the ravages of the popular pesticide DDT developed in 1939; to the 1969 massive oil spill off the coast of Santa Barbara, California, that poured between 80,000 and 100,000 barrels of oil into the Pacific, fouling 35 miles of California beaches and killing seabirds, dolphins, sea lions, and elephant seals. On April 22, 1970, the first Earth Day brought more than 20 million Americans—10% of the total population of the country at the time—to call for the nation to address the damage caused by 150 years of unregulated industrial development. Today the White House under President Donald J. Trump celebrated Earth Day by “opening more federal lands and waters for oil, gas, and critical mineral extraction.”

Last up is our regularly scheduled column Top-of-Mind that this time focuses on the Heat Emergency Awareness and Treatment project that finalized structured protocols for heat preparedness for five high-risk cities of Hyderabad, Dadu, Larkana, Mirpurkhas and Naushero Feroze. It also reports on a Pakistani technology company that has introduced AI Faceless Operations, a fully automated, round-the-clock system designed to digitalize and streamline cross-border trade processes.

While transformative change may well be the only constant, let us hope and pray that it yields peace and prosperity for all, eliminating hunger and poverty going forward, bringing joy to the grieving joyless, aameen 🙏🙏

Explore JJ’s curated articles for expert insights on emerging trends, managing people, business, and personal growth. Gain valuable knowledge and prepare for future challenges with confidence.

## INSIDE:



**Heather Cox Richardson**  
from **Letters from an American**

**Heather Cox Richardson**  
12 min read



**If You Want To Find Your Soul-Tribe, Start Creating**

**Jack Moses**  
15 min read



**Heat Emergency Awareness and Treatment project**

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# If You Want To Find Your Soul-Tribe, Start Creating

The beauty of the internet is bringing online connections into physical reality.

Jack Moses | 15 min read

## Most of my best friends have come from the internet.

Over the past few years, my social circle has shifted from primarily people who lived in my hometown or college to people I've met online.

I've traveled South America with friends I met on Twitter, drank ayahuasca in the jungle with a friend from a podcast, found my soul-tribe in Austin, Texas, and met up with a handful of creators in Thailand. These are just a few examples, but the list goes on and on.

Now, I'm writing this on a retreat in Thailand, with five guys who I'm sure I will be friends with for the rest of my life. We've laughed for hours, meditated for hours, hit hard workouts, completed a 30-hour fast, and shared deep parts of ourselves. We've spent a few days at a monk's retreat, meditated in temples, and met my friend and author Paul Millerd in Chiang Mai. It feels like I've known these dudes for my entire life, even though it's only been five days - and it's highlighting the importance to me of bringing online connections in person.

The often-overlooked purpose of the internet



*The retreat at "Smash Daddy" Burgers with Paul Millerd - lol*

is to transcend the internet and bring people together in person. Physical reality is where lifelong friendships and soul-level connections are made. You can think you know someone through a screen, but until you feel their

presence in person, you're only getting a sliver of the full picture.

It's easy to create a snap judgment of people online. We label people and put them into boxes based on their niche, follower count, income, business model, or profile picture. When you meet someone in physical reality, these judgements go out the window, and it's much easier to see someone for who they really are - a soul and a human being.

In reality, this is what we want. We want to be seen and understood by those similar to us. What we really desire is deeper connections and community, not 10,000 likes, 100,000 followers, or 1,000,000 downloads.

I believe our true desires vs. our false desires will be amplified over the next few years. More AI-based, TikTokified, and psychologically manipulative content will make us ask the question:

### **“What are we really using social media for?”**

Do we really want to spend hours doomscrolling in our beds and sitting around the dinner table, escaping into Instagram?

My heart and spirit tell me that's not what we want. What we really want is love, community, and connection. Social media has the power to facilitate this if we learn to use it consciously.

I believe more of the population will gravitate towards creators who speak their truth, share their story, and create from their heart, as they awaken themselves. People are tired of growth content. They are tired of feeling psychologically manipulated or pressured into the next scheme. I believe the creators who purely try to hack the psychology of their audiences for profit will be seen through, and

those who create from their heart will shine forth.

There will, of course, still be creators who use social media and AI to get rich and blow up quick. But more creators and consumers are beginning to desire something deeper. They will create and consume from their heart. They will want to read and listen to content from people who are also speaking their truth. They will want to use social media consciously for connection and personal growth.

In the Age of AI content, creators who prioritize being real will stand out to those consumers who have the eyes and heart to see truth. These real creators will also be the ones who save their own souls and find their soul-tribe. It may feel more uncertain at times to walk this path, and it may take longer to find success than those taking advantage of get-rich-quick schemes, but in the end, it will lead to a life of authenticity, alignment, connection, individualization, and true spiritual development.

### **I have at times wondered if I should play the game differently.**

Maybe I should go deep into crypto. Maybe I should build an agency and run up the numbers. Maybe I should use AI to pump out content and grow faster. But when I sit with myself, get clear on who I am and what I want, and decide to share my authentic self, the right people gravitate towards me, the right business models become clear, and the benefits are beyond any material manifestation that would come from a get-rich-quick scheme.

It's also been interesting to note that my most authentic creations, like the 12-video Trust Yourself series I recorded in Hawaii or my Asia Adventures newsletter series I wrote last year, attracted the most resonant and soul-aligned people into my world. Some of those videos got less than 100 views, and some of those letters I received no feedback, but a year later, I come to find out a few people signed up for this Thailand watched all of those videos or read all of those letters!

This affirms to me that it's not the amount of likes or views you receive that matter, but the quality of views, and the depth and authenticity of your message that are the real metrics of success. If you share your authentic message and build projects that are aligned with that message and improve people's lives in some way, the right people will gravitate to you, and you can get paid to become your highest self and serve humanity.

Many will tell you to start writing online, to begin creating content, or to join the creator economy for the benefits of making money, achieving freedom, and creating your own career. These are all true, and beautiful benefits, but the most impactful benefit is often overlooked:

### **Community and connections.**

It's the people you meet, the things you learn, the community you build, and the experiences you open yourself to that make it worth it.

You never know where the connections you make online may lead you. One conversation may change the trajectory of your life. You



*Me and Will flying to Chiang Mai after a week of building Sovereign Creators in Bangkok*

may nomad with some or build a business with others. You may even go on an adventure around Thailand with a few. But unless you put yourself out there, share your authentic interests, and open yourself to new connections, your world will remain limited to the confines of your hometown, your job, or your current location.

The internet has the potential to break boundaries, expand your social circle, and magnetize your soul-tribe through speaking your truth and pursuing your curiosities. But only to those who create from their heart and open themselves to new possibilities for life.

I could never have predicted the amount of in-person connections that would come from writing online when I started a few years ago. I thought writing online was just a way for me to build a readership, share my ideas, and make money online, but I wildly underestimated how much the people I

would meet would change my life and how many of these people I would meet in person. I've probably met over 100 people from the internet in person in just a few years! I'm excited to see just how many connections I have yet to make will come from the internet over the next of my life.

The importance of connection and collaboration is forming the ethos of how I'm thinking about business building and creating going forward.

- **Retreats and adventures** like this one are most definitely something to double down on.
- **Communities** built around collaboration, connection, principles, and non-dogmatic guidance are becoming clear. The first community being Sovereign Creators - a community I'm creating with my friend Will (another great friend I've met online).
- Writing on Substack, speaking on IG reels, and recording long-form, raw, authentic videos on YouTube are going to be the focus of my creations.

The central philosophy underlying all of these creations is connection, community, and authenticity. I feel more aligned and inspired than ever before, and I'm certain meeting these amazing guys on this retreat has a huge role to play in this feeling!

If you are just starting off in the creator space, or have been in it but are looking to expand your community, deepen your connections, and walk the path to internet freedom through creation and conscious business, consider joining Sovereign



*Me and Will flying to Chiang Mai after a week of building Sovereign Creators in Bangkok*

Creators. We will be in your corner throughout the entire process.

Our vision is to not only create a vibrant online community, but to bring connections in person through events, masterminds, and retreats!

Me and Will flying to Chiang Mai after a week of building Sovereign Creators in Bangkok

Anyways, the retreat is about to move from the monastery to my favorite little mountain village in the world, Pai. The time has been magical already, and I'm sure the magic will only deepen over the next few days. I'll be writing a summary of the retreat shortly (:

Thanks for reading, and until next time, ■

**Jack**

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# Heather Cox Richardson from Letters from an American



**Heather Cox Richardson** | 12 min read

Today is Earth Day, celebrated for the first time in 1970. The spark for the first Earth Day was the 1962 publication of Rachel Carson's *Silent Spring*. A marine biologist and best-selling author, Carson showed the devastating effects of people on nature by documenting the effect of modern pesticides on the natural world. She focused on the popular pesticide DDT, which had been developed in 1939 and used to clear islands in the South Pacific of malaria-carrying mosquitoes during World War II. Deployed as an insect killer in the U.S. after the war, DDT was poisoning the natural food chain in American waters.

DDT sprayed on vegetation washed into the oceans. It concentrated in fish, which were then eaten by birds of prey, especially ospreys. The DDT caused the birds to lay eggs with abnormally thin eggshells, so thin the eggs cracked in the nest when the parent birds tried to incubate them. And so the birds began to die off.

Carson was unable to interest any publishing company in the story of DDT. Finally, frustrated at the popular lack of interest in the story behind the devastation of birds, she decided to write the story anyway, turning out a highly readable book with 55 pages of footnotes to make her case.

When *The New Yorker* began to serialize

Carson's book in June 1962, chemical company leaders were scathing. "If man were to faithfully follow the teachings of Miss Carson," an executive of the American Cyanamid Company said, "we would return to the Dark Ages, and the insects and diseases and vermin would once again inherit the earth." Officers of Monsanto questioned Carson's sanity.

But her portrait of the dangerous overuse of chemicals and their effect on living organisms caught readers' attention. They were willing to listen. Carson's book sold more than half a million copies in 24 countries.

Democratic president John F. Kennedy asked the President's Science Advisory Committee to look into Carson's argument, and the committee vindicated her. Before she died of breast cancer in 1964, Carson noted: "Man's attitude toward nature is today critically important simply because we have now acquired a fateful power to alter and destroy nature. But man is a part of nature, and his war against nature is inevitably a war against himself? [We are] challenged as mankind has never been challenged before to prove our maturity and our mastery, not of nature, but of ourselves."

Meanwhile, a number of scientists followed up on Carson's argument and in 1967 organized the Environmental Defense Fund to protect the environment by lobbying for a ban on DDT. As

they worked, Americans began to pay closer attention to human effects on the environment, especially after three crucial moments: First, on December 24, 1968, astronaut William Anders took a color picture of the Earth rising over the horizon of the moon from outer space during the Apollo 8 mission, powerfully illustrating the beauty and isolation of the globe on which we all live.

Then, over 10 days in January–February 1969, a massive oil spill off the coast of Santa Barbara, California, poured between 80,000 and 100,000 barrels of oil into the Pacific, fouling 35 miles of California beaches and killing seabirds, dolphins, sea lions, and elephant seals. Public outrage ran so high that President Nixon himself, a Republican, went to Santa Barbara in March to see the cleanup efforts, telling the American public that “the Santa Barbara incident has frankly touched the conscience of the American people.”

And then, in June 1969, the chemical contaminants that had been dumped into Cleveland’s Cuyahoga River caught fire. A dumping ground for local heavy industry, the river had actually burned more than ten times in the previous century, but with increased focus on environmental damage, this time the burning river garnered national attention.

In February 1970, President Richard M. Nixon sent to Congress a special message “on environmental quality.” “[W]e...have too casually and too long abused our natural environment,” he wrote. “The time has come when we can wait no longer to repair the damage already done, and to establish new criteria to guide us in the future.”

“The tasks that need doing require money, resolve and ingenuity,” Nixon said, “and they are too big to be done by government alone. They call for fundamentally new philosophies of land, air and water use, for stricter regulation,

for expanded government action, for greater citizen involvement, and for new programs to ensure that government, industry and individuals all are called on to do their share of the job and to pay their share of the cost.”

Meanwhile, Gaylord Nelson, a Democratic senator from Wisconsin, visited the Santa Barbara oil spill and hoped to turn the same sort of enthusiasm people were bringing to protests against the Vietnam War to efforts to protect the environment. He announced a teach-in on college campuses, which soon grew into a wider movement across the country. Their “Earth Day,” held on April 22, 1970, brought more than 20 million Americans—10% of the total population of the country at the time—to call for the nation to address the damage caused by 150 years of unregulated industrial development. The movement included members of all political parties, rich Americans and their poorer neighbors, people who lived in the city and those in the country, labor leaders and their employers. Fifty-five years later, it is still one of the largest protests in American history.

Today the White House under President Donald J. Trump celebrated Earth Day by announcing that “we finally have a president who follows science,” with policies “rooted in the belief that Americans are the best stewards of our vast natural resources—no ‘Green New Scam’ required.” One of the policies the White House champions is “opening more federal lands and waters for oil, gas, and critical mineral extraction.”

Four days ago, on April 18, journalist Wes Siler noted in his *Wes Siler’s Newsletter* that the day before, Secretary of the Interior Doug Burgum had signed an extraordinary order. The order assigned to the assistant secretary for policy, management, and budget, or AS-PMB, control over the Department of the Interior, including its personnel and its budget.

Siler explains that “[t]he person currently serving as AS-PMB (which in normal times would require Senate confirmation) is DOGE operative Tyler Hassen, the CEO of a Houston-based energy company.” Jennifer Rokala, executive director of the nonpartisan Center for Western Priorities, said in a statement: “Elon Musk is now effectively in charge of America’s public lands.”

Siler notes that Burgum has handed power over the Department of the Interior to “a hitherto unknown political operative” who is holding his position in violation of the appointments clause of the Constitution.

He also notes that the Department of the Interior “manages the Bureau of Indian Affairs, Bureau of Indian Education, Bureau of Land Management, Bureau of Ocean Energy Management, Bureau of Reclamation, Bureau of Safety and Environmental Enforcement, Bureau of Trust Funds Administration, Office of Surface Mining Reclamation and Enforcement, U.S. Fish and Wildlife Service, and the U.S. Geological Survey,” in addition to the National Park Service. “As such,” Siler writes, “Hassen is now responsible for 70,000 employees, the administration of numerous international treaties, the welfare of 574 Native American Tribes, 433 national park sites, over 500 million acres of public lands, 700 million acres of subsurface minerals, and 3.2 billion acres of the Outer Continental Shelf.”

Burgum’s order says that his order is designed “to effectuate the consolidation, unification and optimization of administrative functions within the Department of the Interior...in order to achieve effectiveness, accountability and cost savings for the American taxpayer.” In other words, he is falling back on the idea of further cuts to the U.S. government in order to save money.

In fact, the public lands already make billions

of dollars a year for the United States through tourism, but since the 1970s, the right wing has come to see the public ownership of lands as an affront to the idea that individuals should be able to use the resources they believe God has put there for them to use. Developers have encouraged that ideology, for privatization of America’s western lands has always meant that they ended up in the hands of a few wealthy individuals.

That impulse shows in Project 2025. As Melinda Taylor, senior lecturer at the University of Texas at Austin Law School, told Bloomberg Law in November: “Project 2025 is a ‘wish list’ for the oil and gas and mining industries and private developers. It promotes opening up more of our federal land to energy development, rolling back protections on federal lands, and selling off more land to private developers.”

Burgum appears to be on board with that plan. On January 16, in his confirmation hearings, Burgum made it clear that he sees selling the public lands as a source of revenue, referring to them as “America’s balance sheet.” “[W]e’ve got \$36 trillion in debt,” he said, but “[w]e never talk about the assets, and the assets are the land and minerals.” The Interior Department, he said, “has got close to 500 million acres of surface. It’s 700 million acres of subsurface and over 2 billion acres of offshore.... That’s the balance sheet of America.... I believe we ought to have a deep inventory of all the assets in America. We ought to understand...what is our assets, 100 trillion, 200 trillion? We could be in great shape as a country ■”

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# HEAT



## Heat Emergency Awareness and Treatment project

“This life of the world is but a pastime and a game. Lo! The home of the Hereafter – that is Life, if they but knew” – Surah Al-Ankabut 29, Verse 64 (The News International, Sunday, June 22nd, 2025)

### Heat debrief yields action, belatedly

Funded by Enhancing Learning and Research for Humanitarian Assistance (ELRHA), a UK-based humanitarian funding body, the Centre of Excellence for Trauma and Emergencies (CETE) at Aga Khan University (AKU), in collaboration with the Provincial Disaster Management Authority (PDMA) Sindh, convened a City Heat Action Plan Consultative Meeting that brought together more than 20 senior officials including assistant commissioners, additional deputy commissioners and district health officers from the five high-risk cities of Hyderabad, Dadu, Larkana, Mirpurkhas and Naushero Feroze to finalize structured protocols for heat preparedness (The News International, Saturday, Jun 21, 2025, M. Waqar Bhatti reporting).

### Urgent local action

With over 5,358 hospital admissions due to heat-related illnesses in 2024 and 675 confirmed cases of heatstroke between April and May this year, Sindh's escalating climate emergency has prompted urgent local action. The initiative comes as an estimated 8.6 million people across 26 districts in Sindh face increased food insecurity triggered by compounding heat and drought risks, while emergency health services struggle with shortages of IV fluids, oxygen, and cooling beds.

### Interoperability and the shedding of silos

The action plans focus on early warning systems, public awareness, coordinated health response, and interdepartmental collaboration. The five cities were

selected by PDMA based on their acute vulnerability to recurring extreme heat events. Millions of people across Sindh, particularly low-income households, elderly individuals, daily-wage laborers, and residents of informal settlements, remain at risk due to limited access to cooling systems and frequent power outages.

### Preventable fatalities

The region's fragile healthcare infrastructure is consistently stretched thin during heatwaves, with clinics reporting long wait times, admission delays, and depleted supplies, contributing to preventable fatalities. With temperatures set to rise further in the coming years, these heat action plans may prove crucial in averting future health disasters across Sindh.

### Economic development at a cost

Meanwhile, underscoring the need for strengthening mitigation and adaptation capacities in the face of rapidly changing climatic conditions, chief meteorologist Ameer Hyder Laghari has said that coal-based plants are a major local factor contributing to and driving extreme weather events, such as heatwaves and floods, which are likely to increase their intensity and frequency in coming years (Dawn, Tuesday, June 24, 2025, Faiza Iiyas reporting).

While coal-based projects, including the one in Tharparkar, would continue to develop Pakistan's economic strength in the future, such an economic development would not come without a cost.

Chief meteorologist Ameer Hyder Laghari was speaking at a conference on climate change and disaster

resilience organised by CESVI Pakistan in collaboration with partners including Fast Rural Development Program (FRDP), Provincial Disaster Management Authority (PDMA) Sindh and Welthungerhilfe.

The event brought together key representatives from government, academia, civil society, UN agencies and the development sector.

### Oceanic saturation of carbon dioxide

“The cost is increased carbon dioxide in ambient environment which will trigger extreme events like heatwaves, floods, hill flash flood etc., with even higher frequencies. The number of heatwaves days has increased by up to 54 days in the centrally focused regions of the Sindh. This also includes Karachi, Mithi and Nagarparkar where an additional 35-40 days of heatwaves will be experienced under a high end emission scenario. Oceanic saturation of carbon dioxide will become the reason for its enhanced concentration along the coastal regions that would further intensify the number of heatwaves days in the future.”

### Increase in rain intensity

“Monsoonal winds are vulnerable to carry additional CO2 from the ocean and divert it towards the coastal belt of the province. Future projections of total precipitation, on the divergent, are forecasting increased amount of precipitation which means that the more rain will fall in smaller number of days, or in other words rain intensity will increase over Sindh in the future.”

### Adopting climate-smart agricultural practices

A major highlight of the conference was the launch of a research study, Climate-Smart Agriculture as a Disaster Risk Reduction Strategy in Vulnerable Regions of Sindh, Pakistan: A Multi-District Comparative Analysis presented by leading academic researchers.

The study showcased how adopting climate-smart agricultural practices can mitigate disaster risks, enhance food security, and support sustainable rural development in high-risk districts across the province.

The conference featured several technical sessions, highlighting key regional risk assessments and anticipated climate stressors such as rising temperatures, water scarcity, and irregular rainfall patterns, offering valuable insights into the province's future climate landscape and its socio-economic implications.

### Data-driven, community-rooted strategies

Shayan Shah, Director of Operations at PDMA Sindh, noted that Sindh is on the frontlines of climate change, and strengthening local resilience is critical. “The partnership between government institutions, NGOs and academia demonstrates how data-driven, community-rooted strategies can shape long-term

policy and planning for a safer, more climate-resilient province.”

### Climate-smart solutions

The disproportionate impact of climate change on agriculture-dependent communities and vulnerable populations came under the spotlight, including a panel discussion on climate-smart solutions, which explored innovations in water conservation, resilient crop production, soil health management, and agritech integration, and called for enhanced investment in climate-smart technologies and the replication of successful pilot projects across other at-risk districts in Sindh.

### Vulnerable communities at the core

The collective call for action was to institutionalize climate-smart practices, mainstream disaster risk reduction into all development planning, and ensure that vulnerable communities remain at the heart of future climate adaptation strategies in the province.

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**“In all of the above the million dollar question remains on which side of the fence is the 800 pounds Gorilla?”** – Author

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### AI & cross-border trade

A Pakistani technology company has introduced AI Faceless Operations, a fully automated, round-the-clock system designed to digitalize and streamline cross-border trade processes (Dawn, May 2, 2025, Kalbe Ali reporting).

### Averting annual loss of \$36 billion

The solution aims to address major inefficiencies in the trade sector, which currently suffers an estimated annual loss of \$36 billion due to outdated, paper-based systems that threaten up to 3 million jobs.

The tech company ‘Galaxefi’ has launched a multilingual, AI-powered virtual assistant that enables users to manage trade operations through simple voice or chat commands. The virtual assistant can automatically complete shipment details, generate customs and regulatory documents, provide real-time cargo tracking, and issue alerts in case of exceptions or delays. The new system is designed to operate without human oversight, making it ideal for around-the-clock logistics support. These AI agents allow businesses, particularly SMEs and logistics providers, to manage peak-season demand without hiring additional staff.

In all of the above the million dollar question remains on which side of the fence is the 800 pound Gorilla? ■

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Column by Adil Ahmad, Correspondent, TCS Octara.Com