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OVERVIEW

“In the middle of difficulty lies opportunity”

This well-known quote by Albert Einstein has become more relevant than ever before. Amidst the early months of the Covid-19 crisis, companies began adopting new technologies and business models. The new model has not only increased productivity but has also improved employee experience.

Today, many companies are looking for open innovation as it has huge potential. It allows a foundation for future collaboration. This approach can produce creative and unexpected solutions which can help the company in the long term. Every business has faced some challenges during the pandemic but a few have identified opportunities in adversity and made accomplishments.

In this issue, you will read the success stories of these role models who give us hope that we too can overcome any hurdles in life if we believe in ourselves. Within these pages, you will find the real thought process of taking decisions at a time of crisis.

Read on and get motivated.

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Arvind Vimal David—The Journey: **How he started with COD3M and later digitally transformed NVT Phybridge in Canada**



ARVIND VIMAL DAVID, VP, Digital Experience

Born in a middle-class family to a mathematics professor father and French teacher mother, Arvind Vimal David is a serial entrepreneur and start-up investor. He finished his schooling in Vellore, TN, India at Ida Scudder School and Shristhi Matriculation. He did his under-graduation from Dr. M.G.R. Deemed University, Chennai, and his International MBA Marketing from Ulyanovsk University, Russia. Starting his career in the product support industry and then moving onto Software Development roles he set out to start COD3M consultancy services Pvt Ltd in 2013, with 1,00,000 INR as the investment, which rapidly expanded its client base over a 3 year period and expanded from being an IT services company to being a leader in bespoke mobile applications, growth hacking, firmware development and Augmented Reality solutions. In 2016 after the passing away of his maternal uncle, the late Oliver Emmanuel, Arvind was handed over the shares of his uncle's company in Canada – NVT Phybridge. Arvind spent the first 2 years understanding the company his uncle Co-Founded, as this was

a hardware product that was very different from the software world he was accustomed to and after seeing the unique product offering it had, he decided to move above just being a shareholder and took an active part in establishing NVT Phybridge's footprint in the Asian Market. In 2019, Arvind decided to leave India and move base to Canada to work at NVT Phybridge Corporate HQ (Oakville, Ontario) full time. He started as the Director of Global Digital Transformation and was promoted to the role of VP, Digital Experience in 2021 and was also voted onto the board as a Director. He loves Biryani, cycling, running, motorbikes and dogs! He has invested in and is on the board of multiple companies like Celexsa Technologies, Allure Strategies, and MoneyQ Investments (Cryptocurrency portfolio management) to name a few. His end goal in life is to open a global chain of Biryani only restaurants. He is currently looking to invest in companies that work on renewable energy technologies.

NVT Phybridge is an organization that is rewriting the concept of LAN design. The company boasts a wide range of customers which includes the White House, Nasa, multiple fortune 500 companies. The patented technology is so unique, that they are the only switch manufacturer in the globe to have their part number being sold in the Cisco, Avaya, and Mitel price lists.

NVT Phybridge is the leader in creating innovative PoE solutions design to make deploying the “things” of the internet of things for organizations quick, easy, secure, and cost-effective. Over the past decade-plus, NVT Phybridge has been breaking barriers when it comes to the traditional edge to endpoint network design. Traditional PoE switch solutions have distance and cable type limitations and, for many organizations wanting the benefits of IoT deployed, means having to accept rip-and-replacing network infrastructure to enable these IP endpoints. NVT Phybridge Chariot solutions allow organizations to leverage different cable types to enable PoE connectivity to up to 18 times the reach of standard ethernet switches.

Overcoming Challenges

Arvind says, “The biggest challenge I have had to overcome is the cycle of Indian education and the value placed on marks over knowledge. I would excel in some subjects that piqued my interest and not do well in ones that bored me. I have had teachers put me down and drive me to the edge of thinking I am useless and should end my life. Luckily, I have had some very inspiring teachers, my own mother Sherine David is on that list and professors who were able to see the entrepreneurial spirit in me. I have also had some amazing mentors like my CEO John Croce and previous bosses who taught me the ability to sell is equivalent to the ability to create.



This led me to hire smart people to sell our products around the globe. My wife, Aswini Sivakumar who is also my high school sweetheart was always by my side and I am what I am today thanks to them all! I would be amiss here if I did not speak about my High School Correspondent Mr. Rajendran, who in my humble opinion is a true educator who was able to see past just the test scores and help me find hope during a very dark period of my school life. Teachers and educators wield a lot of power in shaping a life, I could've been a very different person if it were not for all the great mentors I had."

Talking about revolution, he says, "The word revolution is very polysemous based on the context it is being spoken about. For me as an entrepreneur, I automatically link it with the 4 industrial revolutions - Coal, gas, electronics and nuclear, and the internet and renewable energy. Beginning from 1765 through to the present day, we've seen an amazing evolution. As we discovered different energy sources and later, digital technologies, the entire landscape of the modern world has been transformed over and over. I am an entrepreneur being featured in a prestigious magazine today because of the technological revolution and the fact that the internet is readily available to everyone. There are a lot of negatives to this revolution, but everything we are doing today, even the revolutions for change taking place around the world, both the good and the bad (unfortunately) are being fueled by this technological revolution. The age of the Industrial Internet of Things (IIoT) is the next revolution. The LAN design principles the world follows today are based on endpoints from ages past. When the endpoints have improved, why has the design of the network infrastructure stayed the same? That is the revolution we at NVT Phybridge are spreading through the globe. The masses who have adapted our innovations and LAN principles have saved millions in deployment costs and have been able to digitally transform their infrastructure at half the cost of traditional methods. The positive outcomes achieved by customers leveraging our innovations

“ The biggest challenge I have had to overcome is the cycle of Indian education and the value placed on marks over knowledge. I would excel in some subjects that piqued my interest and not do well in ones that bored me. I have had teachers put me down and drive me to the edge of thinking I am useless and should end my life.— Arvind

have led to industry consultants re-writing local network design (LAN) principles. Frost & Sullivan recently introduced Modern LAN principles which are an enhancement on traditional LAN design to support the “things” of IoT most effectively.”

A Leader Knows when to Quit

Arvind says that as a founder you want to have control over everything, but as you grow the organization you need to know when to trust your team and take a step back and quit managing them too much, which will lead you to micro manage thus creating an environment of distrust. If you need the organization to work at the speed of trust, you must be ready to let some decisions slip from your oversight and be made by others. You can always oversee this but must make sure you give the opportunity to others to lead. This will create an organization that trusts and respects each other and prevents paralysis from over analysis! “Also in personal life, it helps a lot. I have moved away from a lot of negative people in my life, and it has been the best thing I did! Respect yourself enough to walk away from anyone or anything that no longer serves you, grows you or makes you happy!” he adds.

Every organization must encourage creative thinking within its organization. “At my organization, we ask everyone to contribute



their ideas and not discounting even one idea. There is a saying in my mother tongue Tamil – “சிறுதூம்பும்பல்சுத்தஉதவும்” (siru thurumbum pal kutha uthavum). It means that “even the tiniest sliver of wood would serve as a toothpick.” There are no bad ideas and every idea deserves to be listened to. Like I said before, I believe in what Steve Job’s believed – you hire smart people to do smart stuff, so let them be smart and don’t try to thrust your ideas on them. Collaboration at the workplace and among industries is the future and we need to embrace it at every level,” he says.

Future Endeavors

Arvind is currently very focused on building the NVT Phybridge brand globally. He says “We are known among a select group of the networking community elites, but we need to get our brand reach far and wide in order for more people to benefit from this technology, which many who have used it have called a “miracle in networking”. I am working closely with networking influencers globally to create a learning curriculum to educate the next generation of network engineers about new design principles that exist on the market. I am also working on a product idea of my own which I am looking to release onto the market in early 2022.”

By 2024, Arvind plans to move from the world of tech and foray into his dream job of running a Biryani store and expanding it globally. People often ask him why after everything he has been able to achieve in tech, by the grace of God and the blessings of his elders, does this biryani store still mean a lot to him. To this, he says “Biryani was a luxury for a middle class kid growing up. It was only on Sundays, weddings or special occasions. So even if my personal valuation is at a few million dollars today, being the owner

“ We are known among a select group of the networking community elites, but we need to get our brand reach far and wide in order for more people to benefit from this technology, which many who have used it have called a “miracle in networking”.

of a biriyani store and having access to eat that dish every day, if I wanted to, is the culmination of a childhood dream. But, I can’t just create a restaurant out of thin air it requires a lot of time, learning and effort which I hope to be able to get to in the next 3 years.”

Three Habits that can help you become successful

Arvind says that there are 3 things that have helped him become successful. These are as follows:

- Nishkam karma - An action performed with detachment and without any desire for results
- Sweat in peace so that you don’t bleed in war.
- Read, Think, and Travel – they can take away your money, your possessions, but they can never take away your knowledge, your memories or your experiences. So read and let your thoughts wander and visit as many places and learn about as many cultures as you can before thinking is deemed illegal.

He concludes by saying “the world was not created for humans and our hubris alone, it was created for every living creature. Live and let live.” ■

Ashoka has over 35 years of experience on some of India's most challenging and complex projects

What do you feel is the biggest strength of your company?

Our employees are the force that drives our Group forward. Their conjoined individual commitments, in every sense of the word, are our biggest strength. This multifariousness is a priceless asset that makes it feasible to achieve ambitious objectives and take our business to greater heights.

What goal do you have for the company?

We aspire to be the leader of the industry in every aspect of the way, right from employee development offering fair growth opportunities, leveraging the latest technologies to working our way towards client satisfaction, and ultimately establishing ourselves as the market leader.

How much experience do you carry in this field?

I have so far amassed a total of 6 years of direct and 15 years of indirect experience. As I grew up in this field and always took keen interest all throughout my teen age

What was the path you took to get to where you are today?

We have always kept our people ahead of us and worked out all the necessary means to upskill our expertise in order to stay relevant in the current times. The inspiration coming through the family and inherited business knowledge worked together as a strong driving force that has propelled us to excel and expand further.

What have been the biggest challenges you have had to overcome?

Digitization and atomization have been challenging areas to master. However, we are already working on it so that we can optimize our processes in order to offer best-in-class services.

Which one thing do you wish you'd done differently/ what style did you adopt?

The style we adopted was being mindful about our people keeping my company's growth and my family growth before any profit maximization. I have always tried my best to instil a sense of pride in people working for the organization.

What are your outside interests?



Kirti Shekhar Pathak
Partner, Ashoka Construction Company

Apart from being extremely passionate and committed to my business operations and development, I'm driven towards everything which would help me to improvise in my business operation specifically in the field of academia and always explored issues and solution on micro as well as macro-level that helps me to improvise, innovate in my daily business operation.

I have always been interested in research and have affiliated with Research organizations, think tanks, Business communities directly or indirectly.

Institutions like ISRO, TERI, SHAKTI, LONDON BUILD COMMUNITY, CPD UK, EU Chamber INDIA, has helped

If you could change one thing about the company, what would it be?

The growth trajectory of our business and our employee contribution in that has been outstanding so far. However, we believe incorporating the latest technologies and adopting digital ways early on could have accelerated it further.

How and from where did you get the idea to start this business?

It all runs in the family, and presently we are the third generation in line, incredibly proud to take it further.

What's the biggest factor that has helped you be successful?

I firmly believe that nothing works better than an unwavering self-belief backed by your ability to see things through and bring ideas to life— My confidence and steadfast faith in my capabilities has seen me through so far.

What are the most important decisions you make as a leader of your organization?

Right from taking highly critical decisions requiring sharp business acumens such as company acquisition to somewhat simpler ones that might involve hiring for staff and resources.

How do you encourage creative thinking within your organization?

I always encourage my workforce to think out of the box by asking them to use their individual insights and skills to find diverse solutions to the same problem; The exercise involving multiple brains often results in innovative and unique solutions that outclass expectations.

Where do the great ideas come from in your organization?

We are open to ideas and believe in granting creative freedom to all by accepting diverse approaches from different levels of employees. We appreciate their valuable inputs and take note of every idea and thought that is put forward.

What is the best advice you can give to our readers?

Always be passionate about your goals and compassionate towards yourself and others; Be it in the organization or outside.

What is the USP that makes you different from the other businesses in similar domains?

Our unwavering integrity, compassion, commitment towards work, and an insatiable desire to offer only the best-in-class services are what that puts us on the top of our rivals.

Everyone in the family understands the meaning of

- 1) Excellence
- 2) Compassion ■



Ananda Dairy: A True Innovator of Packed Paneer in India



Radhey Shyam Dixit
Chairman, Ananda Group

“

The company wants to create happier consumers with its portfolio of 100+ products that add value to their overall well-being. We are transforming Ananda into a company that contributes to the development of food culture worldwide. Our goal is to continue to grow and develop as a company which makes a difference in society.” –Dixit

Ananda Group, the leading dairy products manufacturer, started its journey from Siyana, Bulandshahar (Uttar Pradesh) plant in 1989. The company sources, processes, and sells products such as milk, ghee, curd, paneer, flavoured milk, Kaju Burfi and many more milk products. "We have procurement in Uttar Pradesh in more than 35 districts, five plant manufacturing sites, and 52 sales depots supplying to 2000 distributors and 1.50 Lac retailers in North India daily, allowing us to supply high-quality Milk and Milk Products at the optimal time to customers across India," says Radhey Shyam Dixit, Chairman, Ananda Group.

Today the company operates more than 200 retail outlets and aims to give its customers a holistic experience, by opening up its entire fresh and comprehensive dairy products, including confectionery and bakery items for them to purchase. "The company wants to create happier consumers with its portfolio of 100+ products that add value to their overall well-being. We

are transforming Ananda into a company that contributes to the development of food culture worldwide. Our goal is to continue to grow and develop as a company which makes a difference in society," he asserts.

Farmers are an integral part of Ananda Dairy operations as 75% of the raw material is milk. Therefore, the company works very closely with them. They directly procure milk from farmers and process it at their manufacturing units to produce the best quality dairy products for their customers. "We take their pain as our pain. We oversee their feed management, cattle management, research, and design. We make sure that they grow with us. We started our factory of cattle feed, which produces 200 tonnes per day," he says. The company has an excellent team that includes genetics scientists, veterinary doctors, and around 200 workers who do artificial insemination of the cattle. The company has its call centre, which ensures prompt reply to any question/query.

Latest Technologies adopted by Ananda

Ananda has adopted a digital app-based distribution network and advances IT Capability implemented SAP HANA to stay ahead of the competition. Through this app, the distributors can seamlessly track and place a demand for milk and milk products. SAP HANA helps the company monitor end-to-end business activities, i.e. from procurement of milk to final sales. There is also an app for consumers to download the app, browse through their products, and order online.

The company has a minimum of 2 Lac investments in each village where they have set up machines to benefit farmers. The devices track how much milk is produced by farmer's cows and gives him the slip so that he assures of getting his dues paid within five days. This system is fully computerized and runs by solar panels. Radhey plans to open a mini cattle farm for farmers so that they grow with the company. He believes that we should always work in such a way that helps other people. If you are not solving the problem of people, you cannot run a long-term business model.

Ananda follows the Japanese concept called Kaizen in their organization. This concept means continuous improvement with everyone's involvement. Here, everyone gives ideas and plan for the year, and once the plan gets implemented, everyone works together for a common goal. It helps the work environment not only getting efficient but also helps in improving everyday procedures and ensuring employee engagement. The idea is simple; everyone has a stake in its success, making the business model better. "We firmly believe that the biggest asset of the organization is its employees, and we are proud to say that our highly skilled workforce of 2500 people is the backbone of the company. Everything gets decided at the beginning of the year, and nothing gets changed during the year. We have planned for the year 2025-26, we have decided by that time our turnover will be 3500 crores," he adds.

Ananda's strength comes from its focus on food products and its market information-gathering capabilities. Radhey says that the company's superior milk procurement, production, and quality are their biggest strength. "We have a vast milk procurement network to provide customers with fresh, pure, and nutritious products directly from the farm. We have a network that reaches over 2 Lac farmers in over 6,000 different Indian villages. We have 36 chilling



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facilities all over the country with the capacity to collect over 7 Lac litres of milk daily and a capacity to handle over 10 Lac litres of milk per day," he explains.

Paneer Business

One of the company's main products is paneer, a type of cheese made by curdling milk in a vegetable-based acid. "We are a pioneer of paneer in India. Recently, Consumer VOICE tested pan- Indian paneer and have given us the Number 1 Paneer Award. This award is alongside awards for our plain curd and toned milk," he says. The company plans to take its paneer to each corner of India. The company implemented a unique distribution system by supplying paneer throughout India's northern, western, and southern parts. It also has distributors in Canada, the US, and the UAE. The company has invested in a German-based machine that manufactures paneer 100% untouched by hands. "We keep on innovating with our products to keep ahead of the competition. We started the concept of packed paneer in India, which later was adopted by many other companies. Our mission is to produce 100 tonnes of paneer per day," he asserts. ■

How Aximind Can Enable Digital Transformation in your Business to Make Better Decisions

Aximind Strategic Solutions is a business-driven start-up that works with new era technologies that enhance business owners' decision-making power. Aximind helps its clients by assisting them in their digital transformation journey as a trusted partner. With cognitive intellect, design thinking, and intelligence of computer-generated programs, Aximind focuses on resolving a business's current needs and preparing them for the future. Aximind is a Start-up India and Start-up Odisha recognized company.

Today, Aximind has a product Bhaina, an AI-integrated AR/VR platform to automate the inspection, repair, and maintenance in the MRO sector. It functions to automate the distresses asset detection, provide a self-guide repair process via manual and virtual training through machine learning and augmented reality and virtual reality. Apart from this, the company has solutions and services around IoT, Data Analytics, Data Engineering, Cloud and Edge Computing, and AR/VR applications for sales, training, and other areas. These smart solutions are integrated into enterprises, enabling the industries to provide real-time insights, provide a seamless supply chain, meet challenging demand, and support a product and the end customer's value chain. The company has clients from Automotive, OEMs, Retail Manufacturing to Industrial Manufacturing, and Aviation to O&G, Chemicals, and Energy, worldwide.

About the Founder

Sangeeta Panigrahi, Founder of Aximind Strategic Solutions, is a Beta Gamma Sigma scholar and completed her MBA in General Business from the University of North Florida, FL, USA, and B.Tech in Computer Science and Engineering from National Institute of Science and Technology, Odisha, India. After working for almost 15 years in Business Consulting into Digital Transformation and other business areas, she started Aximind to support the Core/Manufacturing industries for implementing Digitization.

When we asked Sangeeta about revolution, she said, according to her, revolution means adaptation. Aximind believes, today humans, businesses, and technologies are the three pillars of a new ecosystem, and they need to come together to form a unique combination to run the organization. The world is changing every microsecond, we evolve so rapidly, and the only thing that can sustain us is to adapt to the change. If we don't adapt, we won't be able to uphold; this is applicable in our day-to-day lives and the way we do our work. Companies need to adapt to the newer way to have an advantage over their competitors. The more they adapt, a business can attain more growth. Industrial Revolution is the most prominent example, from 1.0 to 4.0 and the 5.0 is already here; however, some industries still work in the pre-era. Today, it is all about Customer Delight 5.0.

Leadership Challenges

"When you start something new, you have no feedback or reference to show your prospective clients. The only way to go about it is to create a trusted environment and showcase the work you can do. Making someone believe in you is the biggest challenge; you don't have substantial numbers



Sangeeta Panigrahi, Founder & CEO, Aximind

“When you start something new, you have no feedback or reference to show your prospective clients. The only way to go about it is to create a trusted environment and showcase the work you can do. Making someone believe in you is the biggest challenge; you don't have substantial numbers to share. One of the initial difficulties we faced was not just with prospective clients but even to hire employees.” – Sangeeta

to share. One of the initial difficulties we faced was not just with prospective clients but even to hire employees. We overcame this soon when we kept our promises and adhered to the trust,” says Sangeeta.

Talking about decision-making, she says that being a Startup leader requires you to prepare and work with your team all the time, be it marketing, sales, finance, legal, human resource, product development, or client delivery. She has a very active role in all departments, making her more accountable as a leader that she signed up for making Aximind, one of the Woman led deep-tech start-ups. By taking the right path and strategic thinking, she only aims to achieve the company's vision.

She says that she is most proud of her team. “We've all grown our skills and navigated through multiple roles in these few years. My team works tirelessly to ensure the work runs smoothly, and it's reflected in our company productivity. Building the company from the ground up wasn't all simple without the people working with it. Growing up, highly hard-working family members surrounded me. I'm fortunate to have the same type of people in my workforce with a diverse skill-set, and we are true believers of equal opportunities workplace. We all strive on the desire to continue to grow and be open to new challenges and serve our clients well,” she asserts. ■



Complementing Swachh Bharat Abhiyaan through GoClean Composter Machine

Established in 2015, Clean India Ventures brings a paradigm shift towards treating our surroundings and waste. The company has come a long way since the invention of a revolutionary decentralized, **Go Clean**, earlier (GWR) machine, which re-processes all organic waste and converts them into organic compost. It's an innovative technology to process all types of organic waste into compost at the source of generation. It reduces the dependence on landfill sites and transportation of waste. It is a completely environment-friendly machine with no emission of harmful gasses. While there are various players who are in the field of Waste to Compost, Clean India Ventures have the added advantage of creating multiple by-products from different types of waste. For example, they create Organic Havan Samagri from Flower Waste, therefore, giving it back to the temples the Havan samagri for their further use.

About Abhishek Gupta

Abhishek Gupta, Founder, Clean Ventures Pvt. Ltd has taken mere steps towards the growth of a better environment complimenting the movement led by India's Prime Minister Narendra Modi known as Swachh Bharat Abhiyaan.

Abhishek is a top graduate from the University of Netherlands. He has great insight into the business, and his leadership has been one of the top reasons for an initiative like this. His Vision to have a better tomorrow cultivated this idea of going clean. Clean India Ventures has grown leaps and bounds through the right tactics used by him.

Talking about the biggest challenges, Abhishek says, "There were many challenges that we as a start-up had to overcome. There were challenges like non-acceptance of new technology, overcoming fake technologies, and operational failures. Many municipal corporations/urban local bodies were hesitant to implement this technology and doubting the workability of the Composter machines. Many people came in lieu of a demonstration of our technology but they copied and created a duplicate model and selling at a much cheaper price by providing low-quality materials, and also without providing any service which ultimately gives the setback to the industry as a whole. One of the biggest and major challenges was to overcome the operational failure from the client's side after the installation of the machine. We kept extensive training sessions with the client's team for proper utilization of the machine."

He is proud of the fact that his company has brought a change in the people's mindset about waste and how can they reuse the waste at the source of generation. The company has been helping the environment by installing these machines at the source to convert the organic waste into compost.



Abhishek Gupta, Founder, Clean India Ventures Pvt. Ltd.

Leadership Qualities

As a leader, the most important thing one can do is coach people into being capable of doing things on their own. "One of the key mistakes I see leaders make is taking back the reins out of unjustified fear. It is critical to contain one's anxiety in order to help others to grow and thereby build a team that is both happy and scalable," he says.

"The temptation is to do the work or make the decision yourself. This is a normal and natural compulsion because one generally attains a position of leadership, at least in part, because of confidence in one's ability to do things well. It is very tempting to tell people what to do or how to do it when you genuinely believe you are really good at whatever that thing is," he adds.

He has a very simple rule to encourage creative thinking by motivating creative suggestions and motivating employees to cross-train themselves in the other job roles to expand their work profile and knowledge. "A certain amount of risk-taking is inevitable with creative thinking. We allow people to learn from their mistakes and by not reining the creative flow by penalizing those whose ideas don't work out," he explains.

Abhishek says "Revolution is when you can broaden the horizon of the people of your nation to achieve something bigger and make the world a better place to live. Similarly, with Clean India Ventures, I wanted to revolutionize the basic problem of managing waste more efficiently and creating a greener world. I also wanted to inculcate the basic habit of 3R: Reduce, Recycle, Reuse."

Today the company is looking forward to completing end-to-end waste management for their clients. They are also planning to diversify into other sectors like Education, and Healthcare. ■

For more details about the initiative, visit our website www.cleanindiotech.com

"Empowering Students Through Quality Education"

M.G. Charitable Trust was established in 1997 by the founding trustees, Late Dr. S.M. Venkatapathi and Mrs. B.L. Ramadevi. The Trust in the same year started the East Point School at Kalyan Nagar and opened its doors to 80 students from that community. The Academy premises in the next year commenced P.U. Courses at East Point PU College. As the Trust's aspirations grew, they added graduate programs and professional courses over the next 18 years in our Jnana Prabha campus at Bidrahalli, Bangalore. Today, the East Point Group of Institutions comprises of

- The East Point School
- Two PU Colleges
- College of Higher Education
- College of Management
- College of Engineering and Technology
- Pharmacy College
- College of Physiotherapy and Allied Sciences
- Two Nursing colleges
- Medical College attached to a 750-bed teaching hospital.

East Point Group of institutions has a diverse student body, with over seven thousand students, who come from not just the different corners of India but also from across the world. The Group is fortunate to have a diverse pool of professional talent amongst its faculty from successful doctors to professionals from various industries and educators, whose experience and knowledge are readily shared for the benefit of all students.

Trustees and CEOs: Late Dr. S M Venkatpathi, the Hon'ble Founder Chairman, was the visionary who founded the East Point Group of Institutions. He visualized the existence of the East Point Group of Institutions as a power centre of knowledge creation. Under his able leadership, a lush green campus of nearly 100 acres in the North of Bangalore was built. In addition to infrastructure, he put in place, systems and processes to ensure students from all walks of life have an equal opportunity to avail quality education. Mrs. B.L. Ramadevi shouldered the responsibilities of the Trust and East Point Group of Institutions after he passed away. She presently continues to hold the positions of Chairperson and Managing Trustee.



Late Dr. S.M.Venkatapathi,
Founder Chairman,
East Point Group of
Institutions



Ramadevi Venkatpathi,
Chairperson,
East Point Group of
Institutions



Pramod Gowda, CEO,
East Point Group of
Institutions



Rajiv Gowda, CEO,
East Point Group of
Institutions

Pramod Gowda, an engineering graduate with an MBA from Texas University, leads the Health Sciences Institutions at East Point. He leverages his experience as a former Academic Senate Member at VTU, Belgaum, to enhance the teaching and learning experience at these institutions. He is now leading a team of talented medical professionals, who are working towards upgrading the teaching hospital to a 750 bed super specialty facility which is able to support post-graduate programs.

Rajiv Gowda, who has a Masters in Marketing from the University of Leicester, leads the Engineering and Higher Education institutions. He believes in creating learning opportunities that will improve the employability of students. He has spearheaded the initiative to offer Certificate Courses and programs to these colleges. As a result, students have been able to learn from industry experts and will enter the workforce with job-specific skills. He has also been instrumental in instituting the Professional and Global MBA courses, where students get industry-relevant experience through internships either in India or abroad.

"The unexpected passing of our

Founder Chairman led to a void in the leadership, which became our biggest challenge. At the time, Pramod and I were managing specific areas within the organization, namely admissions and infrastructure. The leadership style of our founding members was people-oriented and as we took up the mantle of trustees and CEOs, we realized that the higher education and professional courses needed to become more operationally efficient and effective to stay relevant in the rapidly evolving education sector," says Rajiv.

Sustaining stakeholder commitment, while working towards improving admission rates and availing government approvals to start the Medical College, was the need of the hour. Governing multiple organizational changes is certainly challenging. To adapt to these changing circumstances, they first recruited the necessary talent to help them strategize and implement processes that would support the Trust's long-term vision. They also ensured that the Deans and Principals had open dialogues with staff to help them align with the new requirements.

"We also initiated steps to secure the necessary finances for the Medical College and succeeded in obtaining the requisite approvals under the most demanding circumstances leading to the opening of the East Point College of Medical Sciences & Research Centre. These initiatives helped us stabilize the operations of the institutions and paved the way for growth," he adds.

East Point Group of Institutions has consistently provided quality education to its students. Over the years they witnessed how this service has moulded students to become entrepreneurs, civil servants, researchers, educators, and technical professionals. Being able to empower the student community to achieve their career goals gives them great pride and satisfaction.

The future outlook for East Point Group of Institutions is to develop into an autonomous university and become the preferred destination for health, management, and engineering education. ■



Keep your Mind and Body Healthy with Fitness2Flash



Rinku Shah, Founder, Fitness2Flash

Fitness2Flash business was launched in May 2017 by Rinku Shah. The key idea behind Fitness2Flash was to provide a one-stop-shop for all the things a woman needs to be healthy through simple and home-based solutions – workouts, nutrition plans, motivation, clarifying myths and doubts, providing a safe space where women can share without having any inhibitions, boost mental health and support each other.

The company initially started off as a WhatsApp group but has now grown into a website and a Facebook community page with 160k+ followers across the world. As the saying goes, “if you want to go far, go together”. The number of members keeps growing steadily but the aim of the group remains unchanged.

About the Founder:

Rinku Shah, the founder of Fitness2Flash came from very humble beginnings. In order to support her family, she started working at a very early age of eighteen. Before becoming an entrepreneur by starting Fitness2Flash in 2015, she spent most of her professional life in hospitality and customer service. Through her personal struggles of juggling professional and personal life, she realized the importance of overall well-being and embarked on her own health and fitness journey, which in turn fuelled her desire to help others struggling with their health.

Fitness is not just about losing weight and having abs, it's about health. We should focus on being healthy and

disciplined and a healthy fit body will follow. Women tend to put themselves last while prioritizing family and everything else before their own health. “Our biggest challenge from day one has always been to make women realize that their health is number one priority because, without that, none of the other things can work or exist. As we reach out to more women daily, our whole Fitness2Flash community continues to work hard towards this goal,” says Rinku.

“At Fitness2Flash, we are trying to change the mindset of women. The day women start to put themselves and their well-being before anything else without feeling guilty, I believe we will have achieved our goal. The vision has always been to create a safe and non-judgmental place where women can share, support, and uplift each other while respecting each other's individuality,” she adds.

She is a firm believer of teamwork. The most important decisions for her are those that relate to building her team members, providing them with all the resources that increase their performance, keeping them informed about the company's growth strategy, and working together to achieve the same. In addition to this, she also makes decisions related to capital allocation for growth.

“We are a community of women who support each other and learn from the other's experiences. Within the team, we all come up with ideas and strategies that cater to the needs of our community. Each team member is allocated a certain task and we then collectively evaluate and work on ideas that will bring the best possible outcome. We constantly seek feedback from our community and adapt to their needs. Moreover, each team member is an expert in different areas – yoga, weight training, diet planning, etc. which allows us to be more creative as a team,” she explains.

Talking about future endeavors, she says, “At Fitness2Flash, we are continuously adapting to the needs of our community. Our near-term goal is to start specific communities within Fitness2Flash that cater to demographics/issues (teen health, menopause, hormonal health, etc.) and different country groups. Moreover, we believe in giving back to the community as well and for such, we have already started donating 5% of our proceeds to people in need on a monthly basis; going forward we plan to formalize this further such that proceeds of donation can be utilized to support women in need.”

How to keep your mind and body healthy

For a healthy mind and body, one must focus on their health. “Do what makes you happy; Dopamine – the happy hormone, is very important for a healthy mind and body. Don't compare yourself with anyone; the competition is only with you. Progress tends to be invisible at first, but trust yourself and keep going. And the most important thing is to enjoy the journey. (We're in this together),” says Rinku. ■

“At Fitness2Flash, we are trying to change the mindset of women. The day women start to put themselves and their well-being before anything else without feeling guilty, I believe we will have achieved our goal. — Rinku





Grafdoer is the **one-stop solution for Bathware and Kitchenware Products**

VMS Bathware Pvt. Ltd., under the brand name Grafdoer, is a one-stop solution for bathware, sanitary ware, kitchenware products, and accessories suiting to a variety of Art Lovers and all Budgets for their representation of Love to enhance the beauty of their Home. The company's long-term vision is to become India's leading bathware and kitchenware products manufacturer and exporting our products to different nations as a symbol of trust. Their products are aesthetically designed which highly attracts customers. They ensure affordable products with superior quality at the same time. "Currently, the nation and the world are struggling with lockdown state, so our motto is to contribute to curbing the pandemic. We are designing sensor-based products which ensure contactless functioning resulting in complete hygiene. The core belief of the GRAFDOER team is to ensure customer satisfaction. With a belief that "Customer satisfaction is our topmost priority", we try our level best to serve the topmost quality of products and after-sales services to our customers, says Vinay Jain, Founder & CEO, Grafdoer.

The company's product range consists of bathware, sanitary ware, kitchen wares, and accessories which will turn out your space into an aesthetically appealing piece of art. The products are truly a day-to-day necessity with a trust of quality. Grafdoer's USP is manufacturing the premium quality of products with a pinch of artwork and affordable at the same time. Evolution is the inherited factor of humanity. Similarly, they have learned and changed themselves a lot in the last 18 years. They have not pivoted from our initial product; we have just upgraded with the same.

About Vinay Jain

Vinay Jain is a dynamic and highly passionate first-generation entrepreneur. As the Founder & CEO of Grafdoer, he directs and aligns the company's operations and strategic objectives in line with the short and long-term business goals. After passing out of college Mr. Vinay Jain came to Delhi to explore business ideas instead of joining his family



Vinay Jain, Founder & CEO,
Grafdoer VMS Bathware Pvt. Ltd.



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business in Rajasthan. After a lot of contemplation, he started a trading business of a leading Bath Fittings manufacturer in Chawri Bazar. Somewhere inside his heart, he was not happy with the quality and consistency of the products that he was trading. He always had a dream to establish his factory to produce high-quality products. Incidentally, after 4-5 years of trading, that time to fulfill his dream came knocking his way, when one of the suppliers/manufacturers of that Bath Fitting brand decided to wrap up his factory. After studying the production unit, he encashed this opportunity immediately and gradually set up his own production unit. Gradually this unit based out of Mayapuri was expanded till the end of 2019. He has recently pursued the Senior Management Program from IIM Calcutta, held in 2019-2020.

He came to Delhi with only 2-3 lacs to start trading business and with sheer hard work he grew his business. In order to take over the sick unit, he struck an innovative deal with that as when he will start earning by making this sick unit into a profitable one, he will repay in installments. That deal went as a win-win for both parties and hence, the journey to fulfill his dream began.

Overcoming Challenges

One of the biggest challenges faced by Vinay was the lack of knowledge to run the production unit – from the know-how of machines to the raw material, suppliers, and handling labor which was the key element for creating a benchmark for Quality. His lack of knowledge was overcome by working as a worker on the production floor and learning from production employees. He believes that knowledge can be acquired by the zeal to gain it.

“One of the proudest moments for us was that we have curated a vast range of products in a very short span of time ranging from affordable products to the luxury high-end products,” he says. The company has achieved success in introducing an elite class and affordable range of products that weren’t available in the market earlier. The company has built a team of honest, dedicated, and dynamic employees. They have 1000 dealers across India and Nepal.

Future Endeavors

Vinay believes in bringing innovative and durable products that are Made in India and suitable for every home. “For us, it is one continuous journey,

“One of the proudest moments for us was that we have curated a vast range of products in a very short span of time ranging from affordable products to the luxury high-end products,” he says. The company has achieved success in introducing an elite class and affordable range of products that weren’t available in the market earlier. The company has built a team of honest, dedicated, and dynamic employees. They have 1000 dealers across India and Nepal.



where we have overcome many hurdles and now strive to become a 100 Cr turnover company,” he asserts. The company plans to launch a new brand called ‘AKUAVJ’.

He concludes by giving advice to the budding entrepreneurs that “Opportunity never comes by itself, opportunities have to be found. And in this dynamic age up-scaling is a must, so keep yourself with time.” ■

Galaxy Education Brings You The Perfect Higher Education



Faisal T J
Founder & Chairman, Galaxy Education

Galaxy Education is a leading educational advisory company headquartered in Bengaluru offering services all over India and abroad for career counselling and admission process with various students' quality development programs since 2004. The company provides all-round assistance for students through career counselling, aptitude testing to get enrol for admissions in various professional courses. It also provides online and offline admission guidance with additional training programs, to most of the reputed institutions offering education in every sphere like Medical, Engineering, Arts, Management, Ayurveda, Law and many more.

Galaxy conducts a scholarship exam called Galaxy Admission Test -GAT for the purpose of providing free education for the selected poor and eligible students. It also provides scholarships for all eligible students up to 50% in their tuition fees for selected courses in selected institutions.

The company has assisted more than 50000 students with various services like aptitude testing, career counselling, career development planning, Admission Assistance, online training programs, competitive exam guidance, and placement services which helped them to grow and succeed in their respective careers. Galaxy acts as a local guardian and has more than 50+ associated institutions. They provide short and long time programs.

Galaxy education is featured with a dedicated team for placements of our students called Galaxy placement cell. This cell constantly works for career development of the students by innovating the hiring process according

to industry requirements. "We have noticed some of the colleges not meeting expected placement for students as guaranteed at the time of admission due to many industry factors or fake initial placements statistics shown. This is our main motive and in this scenario, we wanted to help our students who didn't get placement after course completion from colleges. By this initiative, our students are secured with placements and dream career and they are assisted with even part-time jobs if required at their course duration as well. This placement facility is an exclusive feature provided to our students only who enrolled through us," says Faisal TJ.

About Faisal

Faisal TJ is the Founder and Chairman of Galaxy Education. He was born in a middle-class family in a small remote village in Kerala. Since childhood, he wanted to explore opportunities outside his village, and with a lot of struggle, he got admission to an engineering college in Bengaluru. This made him realize that the struggle every student faces during selection of course and institution, and wanted to do something regarding the same. So, he decided to meet the management of his college and told them the struggle students outside Bengaluru face during admission process. He presented his plan to make the process smoother for the management. His plan was welcomed by the management and helped them make the process easy for both the college and students applying for various courses. He started Galaxy Education in 2004 to make the admission process easy for students and get the college of their choice which resulted in warm welcome from big crowd of parents and students.

The biggest challenge the company faced was to start the business with no funds. In the initial days, the company struggled to convince people about their business model as it was a new concept in the industry. "Many institutions rejected our proposal in the initial stage. The second challenge we faced in lockdown where in spite of not having much business, we didn't leave even one of our employee to suffer unlike many companies. Our employees are like our family members and it's our responsibility to take care of them," says Faisal.

"For me revolution means change. To make a change you have to educate and mould the next generation on the right path. Right education not only helps the student develop holistically but also helps him get the career of his choice. At Galaxy, we help students grow and succeed in their respective careers," he explains.

"Our biggest strength is our transparency and commitment. If students choose our services, they are protected from a lot of scams and fraudulent activities involved in educational sector. We provide them right course in well-reputed universities and institutions and even help them get jobs after the successful completion of courses" he adds.

Talking about important decisions, he says that every decision is important as it involves the future of a child, his family, and our country. I think many times before taking any decision we lookout for new ways to make things better for our students and parents. We take care of every student as our own child.

Faisal concludes by saying "Follow your dreams and believe in yourself. If you work hard, nothing is impossible. Be eager to learn new things in life and give importance to your education as it is the only thing which will help you achieve your dreams." ■

AR/VR Startup Halucinate is looking to raise Funds from new and existing investors

Halucinate Brings the Cutting Edge Experience of Gaming Entertainment and VR Simulation to their customers. Halucinate, which provides end-to-end solutions using AR/VR technologies, is looking to raise funds from new and existing investors. The company was founded in 2015 by Rakesh Anjanappa with the aim to provide the best quality games with motion platform integration at the cheapest price possible and making it affordable to the common man. The company's expertise lies in building motion platforms to support VR games.

"We do provide best-in-class motion 2dof, 3dof, and 6dof motion platforms which can be used for any kind of VR game simulation like a roller coaster ride, car racing, and even flight simulator for flying schools. Free Roam VR is the Next-generation gaming concept that is slowly emerging in India. However, the current offerings in the market are very expensive and start in crores. We are proud to announce that, Halucinate has a similar free roam VR solution starting at just 1/10th of current market offerings" says Rakesh.

The company has a wireless VR cricket game with exclusive India distribution rights which includes a wireless bat integration, at the most affordable price. These technologies are integrated to provide next generation gaming experience to customers in malls, events, functions etc.

Future of AR/VR

AR/VR has emerged as the future of the gaming industry across the globe; big companies like Apple, Microsoft, and Facebook have already invested billions of dollars into this industry. The growth of AR/VR is inevitable in all domains. "We are the pioneers of AR/VR in India since 2015; we have a deeper understanding and knowledge of the same. Since Halucinate also handles the customer front, we do have a better understanding of what the general public likes and dislikes. Halucinate has over 85% satisfied customers of which 30% are repeat customers" explains Rakesh.

Talking about the technologies the company uses in AR and VR, Rakesh says that, depending on the client's needs, they generally work on Unity 3D and Unreal software. "Halucinate's main expertise



Rakesh Anjanappa
CEO & Founder, Halucinate

About the Founder

Rakesh Anjanappa, age 34, obtained his Master's degree from BITS Pilani. Before starting his own company, he worked as a software developer on iOS and Mac for 10 years. Since the beginning, he has been interested in new technologies like AR, VR and XR and, in 2015, he decided to become an entrepreneur with a vision to provide the best solutions at the most affordable prices. As a leader, he takes steps and decisions to keep his associates in the organization happy and satisfied. He believes that if everyone in the company works as a team the company grows. Today, the company is actively expanding and looking for investors to capture this niche market which has a huge potential in the country.



is in the field of hardware and software integration in VR," he states.

Halucinate's GTM Strategy

Affordable, best-in-class VR Games is the GTM strategy. "We provide games and hardware which are current and next-generation technology. We only use the latest/advanced technology hardware and software solutions," says Rakesh.

"We believe every city in India needs to have this VR technology experience center. We create games and hardware which cater to all age groups. All ages from 8 to 80 can enjoy the experience at Halucinate. We also do provide continuous customer support to every franchise outlet through the lifetime of the hardware," he adds.

Earlier Tier 1 and Tier 2 cities were not able to invest in such technologies because AR and VR equipment were too expensive to afford. But with Halucinate's solutions, these cities are enjoying the VR experience at a very affordable price.

NEW PROJECTS OF HALUCINATE

Currently, Halucinate is working on the three main projects:

- 1. Self-Sustained Standalone Roller Coaster VR Kiosk** – Concept is basically like an ATM machine, which doesn't require any staff or member present at the site to engage customers. Customers just walk up to the kiosk; their entrance is detected and he/she is shown a set of simple instructions. The Customers just follow these simple instructions to scan, pay and play. Any problems or transaction mismatch can be figured out and fixed from a central server location.
- 2. Free Roam VR** - Where customers can walk, run, jump around a defined area without any wires entangled to them. This technology is very expensive in the rest of the world but Halucinate has a solution which is basically 1/10th or lower than the current market price. Also, Halucinate is India's exclusive distributor of the best free roam VR game - Mission X.
- 3. Virtual Showrooms/Venues/Malls/Exhibitions and more** - Since the COVID-19 outbreak, people are scared to move out of their comfort zones. Halucinate had to find a solution to get the products to consumers rather than them coming in. Hence the concept of virtualizing and digitalizing the entire venue was envisioned. The images are captured with a special 3D camera; these images are then digitized and integrated online so that the customers can virtually walk around the place like they physically do and shop or experience what they like. ■



IISM Conferred With
"RASHTRIYA KHEL
PROTSAHAN PURUSKAR"
By The Hands Of
SHRI RAM NATH KOVIND JI,
Hon. President Of India

International Institute of Sports Management is a result of learning from failures and perseverance put up in the past 11 years: Nilesh Kulkarni



**Nilesh Kulkarni, Founder Director,
International Institute of
Sports Management (IISM)**

Sports Management and Sports Industry is a goldmine of opportunities. Little did India know about it prior to the advent of the Indian Premier League in 2008. The then IPL Commissioner awarded the contract to manage the league to an overseas company. India, a country with a population of 120.07 Crores (back in 2008) and skilled manpower needed to have an ecosystem that bestowed the Industry with skilled professionals.

"I happened to went on to research about the same and found out that there was no formal education pertaining to this field which was about to become the next big thing in India. It was nothing less but a trigger point for us to introduce formal Sports Management Education in India through IISM. It was a step to cater to the need for sports professionals in the industry. With IPL and other sporting leagues having Indian and International athletes, managing the entire ecosystem profoundly was the need of the hour. Not only this, education space like these support dreams of sports enthusiasts who wish to stay connected to the field forever," says Nilesh Kulkarni.

About Nilesh Kulkarni

Nilesh Kulkarni is a former Indian Test Cricketer who wrote himself into cricketing history by taking a wicket with the very first ball that he bowled in Test cricket, becoming the first Indian bowler, and the twelfth bowler overall, to do so. Post his cricketing career, Mr. Kulkarni established the International Institute of Sports Management, the first Sports Management institute in India. For 11 years now, he has been transforming his on-field experience into carving a niche for Sports Industry aspirants.

Mr. Kulkarni is also:

- Member of National Sports Education Board Committee, Delhi
- Consultant for International Sports University, Maharashtra
- Member of FICCI Sports & Youth Affairs Committee
- Member of CII's SPORTSCOM Industry Confederation

Overcoming Challenges and Becoming a Good Leader

Back then in 2010, when Sports Management wasn't a well-known term, spreading awareness amongst the aspirants or say people,

in general, was a task. The Sports Industry itself had job opportunities, known very less to people. Also, there was no content or curriculum designed, to which individuals in the industry could refer to. At that point in time, he says, “spreading awareness, establishing a formalized structure as well as an infrastructure for aspirants to pursue Sports Education was a challenge.”

“We didn’t have any benchmark or any entity to refer to while IISM was established. In fact, I traveled overseas, to Dubai and England, to acquire in-depth information on Sports Industry & Sports Management Education to put together a complete formal thought. We took steps, faced failures, applied them for better and eventually, got desired results. IISM that stands today is a result of learning from failures and perseverance put up in the past 11 years,” he explains.

As a leader, it is indeed important for an individual to keep up with the contemporary time and to take decisions to upgrade themselves and the organization/institute. One of the pivotal decisions taken by him was to collaborate with the University of Mumbai to provide UG & PG programs for sports aspirants. “I believe that a leader empowers others and builds a great team which can work in synergy to work towards the mission and vision of the organization/institute, and I follow so,” he says.

“I remember IISM taking a step further and collaborating with the Ministry of Youth Affairs and Sports’ Khelo India Youth Games 2020 & Khelo India University Games 2020 as the Official Knowledge Partner. It was very important for students at IISM to get an exposure of such magnitude and involve in curating the SOP (Standard Operating Procedures) for both the monumental events. The Sports Industry in India has very little reference material and we’re proud that IISM is creating it,” he adds.

IISM’s curriculum pays equal emphasis to the classroom and learning through industry exposure. The institute has an extensive research culture wherein they encourage their students to take up research activities. IISM is the first institute in India to have published its own Sports Research Journal called Sports Academia-Research Journal. IISM students in collaboration with esteemed organizations work on industry-relevant research subjects. Two of IISM’s reports with FICCI were launched by the hands of Shri. Kiren Rijiju, Hon. Minister of Youth Affairs & Sports.

Also, to ensure holistic development of students, IISM has student development cells called Sports Cell, Institute Social Responsibility Cell, Entrepreneurship Cell, Corporate Relations Cell, Student Life Cell, Editorial Cell. Sports Industry demands dynamic individuals who can absorb everything that comes across them. “Our students are involved in CSR activities through the cells and have organized Blood Donation Drives, Diwali Donation Drives, Mental Health Awareness Drive, Charity E-Fest, and such to contribute towards the society,” he says.

IISM students organize Junoon known to be India’s first Sports Management fest annually. Students elect leaders amongst themselves, build teams and departments, invite other colleges and organize sporting events for them. Through this, students get the exposure of not only handling sporting events but much more like budgeting, financing, tackling challenges, facing failures and so. The aim of the institute is to nurture students in the best way possible.

Talking about the proud moment, Nilesh says, “In August 2020, on the occasion of National Sports Day, IISM was conferred with the Rashtriya Khel Pratsahan Puruskar for the Development for Sports. We received this honor at the hands of Hon. President of India, Shri. Ram Nath Kovind Ji. It was a reward for all the hard work put in by the institute over the years.”

He is also very proud of his students as all of them are making a mark of their own in the Sports Industry. When he sees IISM students putting tremendous effort



“I believe that a leader empowers others and builds a great team which can work in synergy to work towards the mission and vision of the organization/institute, and I follow so.”– Kulkarni

and becoming leaders in their respective roles, it gives him immense happiness. Some are managing prominent leagues, federations; some are Sports Entrepreneurs, some involved in broadcasting, media, writing, sports analytics, and much more.

Nilesh aspires to create more awareness pertaining to Sports Management education as well as the opportunities that the industry has for sports enthusiasts. According to FICCI, the sports industry would require a Human Resource of 4 Million. IISM is working towards supporting the Hon. Prime Minister of India and Hon. Minister of Youth Affairs and Sports’ dream of making India a top country in the Olympic Medal tally and wanting the nation to upscale in the top-10 in the 2028 Los Angeles Games.

He concludes by saying, “For every medal, we dream of, India requires skilled Sports Management professionals to manage the backend. IISM will continue to bestow the Sports Industry with competent Sports Management professionals who’d contribute largely to India becoming a Sporting Superpower.” ■

Meet Priyanka Dutta: Transformative Coach and Healer



Priyanka Dutta
ICF Credentialed Life Coach

Priyanka Dutta is an organizational development coach, healer, and Reiki expert. She had a very humble start but full of intellectual wisdom strewn in the path by her parents, and her grandfather in particular who was a freedom fighter & worked with Netaji Subhash Chandra Bose. Most people knew her as a good girl, one who is obedient, sincere, and devoted to studies. As a child, she always wanted to become a doctor but when her dream didn't come true, it shattered her completely. She accepted what came along post that, but with an inner knowing strongly that she would serve humanity no matter what. After completing her MBA in HR, she started her corporate career.

"I was looking for something and I didn't know what. I took 2 career breaks. With 4 years of gap, recruiters weren't very interested in my profile. After much search, I got a role in a start-up to build forward its HR department. I worked there for 2.5 years. But again, hit by that feeling of unfulfillment within. I didn't know what but this time I thought of honoring that voice & without a plan in hand, I quit my job. All I was ready to do was to explore and find a role that would help me find a purpose," she says.

Once when she was surfing the internet, she came across the word life coach & coaching. But she had no clue what it

was, so she started researching about it and connected with a couple of coaches on LinkedIn. "I also connected with Santhosh Babu, a renowned coach. I wrote to him and to my surprise, he asked me to call him. That call was life-transforming for me. Tears started to roll down my cheeks as I ended the call. His thought-provoking questions touched me and evoked some strong emotions in me. A voice inside told me, 'This is it'. I wanted to be a coach and do the work required to be one. Just like a hungry learner, I started on my journey. I wanted to do the deep work on myself to be able to coach another," she asserts. Priyanka attended many coach events and invested lots of amount in her own coaching and transformative journey. She got trained in NLP, Psychodrama & Reiki. Recently, she was awarded '101 Most Fabulous Coaching Leaders India' by World HRD Congress (2020). Currently, she is on her Spiritual Warriors Training journey by Iyanla Vanzant. Spirituality has been her core value and shall remain.

Talking about the idea behind the business, she says, "It took me a while to realize that a coach is an entrepreneur. I still remember the day when I was struggling to tell my coaching fees to my first paid client. There was so much resistance in me to even ask for it. When I started my own transformation and healing journey, I didn't think about seeing this as a business. I just wanted to make a difference in people's lives through the skills that I acquired. But to be a powerful and sustainable giver, one must not just have the intent to serve but harbor self-love to honor one's gifts, time, and energy. You have to model to the world what you want them to value. You cannot sustain just by having a purpose nor can you go far with just a transaction mindset."

Today, there is a huge need to heal & embrace transformation. When we heal, our perspectives change. We then realize that we are the creators of everything around us. We have the power to find peace within. Priyanka supports her clients by helping them ask the right questions and shift their perspectives about self, people, and life in general. "I support them to see that this is just an experience that they are feeling; that they are more than whatever they are experiencing and that they have the power within to heal, evolve and raise their vibrations. This involves deep inner work, time, and patience. My engagements are typically for 6 months to 1 year with 2 sessions a month. Sometimes, depending on the client's need, I customize too. But everything happens through conversations and mutual agreements. All my sessions are online," she says.

Priyanka concludes by saying "pain is real, but suffering is optional. And all our illnesses are the by-products of what we harbor in our mind & body over a long period of time. When we deny, reject, and avoid our emotions, we fall into a trap which then shows up as physical ailments. Instead of being reactive, if we become mindfully conscious; we can stay away from much of our self-created dramas in life. I believe that we have the capacity to heal ourselves. Tapping into that is the key." ■

for more, priyanka@priyankadutta.com



Impero IT Services: Helping Tech Start-Ups Launch World-Class Apps



Impero IT Services' global presence from left to right: Edvaldo Ferro (Angola), Narhan McKinley (USA), Ciaran Stone (Ireland), CEO - Raza Noorani (India), Joe Salmon (Switzerland), Vincent Martinot (Belgium), & Betina Isted (Denmark).

In the past 1 year, with restricted activities and mandated shutdowns, businesses worldwide have had only two options: Go digital or go dark. Impero is leading the digital transformation of companies worldwide with an ever-expanding **global presence with partners in India, Ireland, Switzerland, Denmark, Angola, Belgium, and the USA.** To avoid catastrophic revenue losses, companies are investing in digital innovation, and Impero is uniquely placed to take advantage of Custom software development, Mobile app development, Artificial Intelligence systems, and Augmented reality apps, forming just a microcosm of the services they provide.

Impero's outsourcing model is unique because it has a presence in Europe, the Americas, Africa, and Asia, which differentiates it from its competitors. It has been refined over several years of hard graft in which Impero has become experts in compliance, security, assurance, and legal issues pertaining to the different countries and jurisdictions in which Impero operates. This presence sets Impero apart from the competition as the company can liaise with its partners to quickly and efficiently deal with any difficulties a customer may have and provide clients with robust, cost-effective services.

CEO, Raza Noorani takes pride in Impero's attention to detail, quality, and strict testing environments of all its applications. "Impero's foundation has been built upon empathy which helps us understand our clients and their customer's needs," says Noorani. **This emphasis on customer care and paying off with a client rating of 4.9/5 on Clutch** (A leading B2B research & review site) and regarded as a top mobile app development company.

Interesting facts of the start-ups they've helped:

- 4 of their clients were selected as Ireland's rising business stars.
- Praised by Beyoncé and picked as top startups at International Web Summit by Werner Vogels (Amazon's CTO).
- Selected for mentorship by Melinda & Bill Gates Foundation.
- Adopted by Google in the 'Adopt a Startup' program.
- Crowned as 'Best new start up' company in the SeedCorn investor readiness competition.
- One of the apps also clocked transactions worth \$20 Million in just 2 years, etc.

And that's a result of their highly strategic development pattern. Impero's imperious attention to detail has seen them accredited with a **'Certificate of excellence'** by the Indian Army for developing software to manage, track and analyze inventory effectively across 12+ battalions.

Impero has also collaborated with the **Bellevue fire department** in Washington, Seattle, to create an app that allows automated inspection procedures and has replaced paper-based mundane forms. **Their other notable clients are Publicis Groupe, RE/MAX, Belgium Post, ITC, Times of India, and Tanishq alongside educational institutes such as Institute of Technology Carlow, FH Joanneum University of Applied Science Austria, and University Limerick, etc.**

That's not all, Impero also offers start-up idea validation, technical feasibility checks, project/concept planning, UI/UX design, and much more. Impero should be your to-go for any of your tech requirements. ■

Think Dependable Investment Solutions, Think Indel Money

Umesh Mohanan, Executive Director & CEO, Indel Money—a leading integrated financial service group—imparts wings to dreams and aspirations of millions through gold loans, MSME loans, and small business loans.



Umesh Mohanan,
Executive Director & CEO, Indel Money

About the Executive Director & CEO

One of the most sought-after names amongst investment professionals, Umesh Mohanan had ingeniously spearheaded a multi-billion dollar Middle Eastern conglomerate's global operations for more than a decade. An alumnus of London School of Economics, Mr Mohanan has built a niche for himself by investing in diversified portfolios such as petroleum trading, trading of minerals, bullion, and other commodities across geographies of the GCC and the far East.

His presence in India is largely felt through the investment vehicle namely M/s Indel Corporation Private Limited. At Indel Money his corporate inheritance of skills from the multinational business background is envisaged to grow the business into multi-folds.

About Indel Money, the Founder, and the Team

Founded by Pailliyil Janardhanan Nair (1929-2011), Indel Money—the flagship financial institution of Indel Corporation—is a dependable name in the NBFCs arena in India. Trusted for providing gold loans, MSME loans, small business loans, and consumer durable

loans across several Indian states such as Kerala, Karnataka, Andhra Pradesh, Tamil Nadu, Telangana, and Puducherry, Indel Money's unbiased offerings to its esteemed clientele ranging from business institutions, high-net-worth individuals, retail investors, and the common man, empowers and enables them to pursue ambitious growth strategies and executive value-creating transactions. The group now envisions to expand and extend its services across west-Indian states such as Maharashtra, Gujarat, and Rajasthan.

Mr Nair was among one of the first batches of pilots of Bharath Airways (which was subsequently consolidated to form Indian Airlines). After a brief stint as the head of the Assam tea plantations at Tata Tea, he moved to the Middle Eastern State of Kuwait in the early '70s for nearly a decade successfully completing assignments. He then returned to India in order to help his countrymen scale up their businesses in the field of agriculture and trading by introducing a unique system of loans for businessmen of all business sizes. Thus, Indel Money was born and it embarked upon a fulfilling journey of growing and helping people grow. The company took baby steps by helping a couple of clients and gradually grew into a well-established and networked web of helping hands across 191 branches and AUM of nearly 513 Cr.

"We had a humble beginning and now we are marching forward towards a new milestone to set up 221 branches in this financial year. We started with a strong presence in each and every district, rural and urban markets spread over Kerala, Pondicherry, Tamil Nadu, and Karnataka and are now expanding to other states of India. Today, we have more than 100,000 rural and semi-urban clients," said Umesh Mohanan, Executive Director & CEO, Indel Money.

Taking into account the requirement for loans to fuel businesses, Indel Money provides loans to small businesses and MSMEs. The importance of instant requirement of financial funds at hand to run a business successfully is well-understood and acknowledged by Indel Money. So, they provide small business loans without disturbing the personal investments of a businessman. Indel Money functions with an aim to help and support the MSME segment as much as possible. Having said that, lack of adequate capital and credit, regulatory framework, or proper accounting practices do not pose a problem in the way to avail MSME loan at Indel Money with ease. The company also supports small-medium businessmen who lack market linkage, infrastructure facilities, human resources, new technology, etc.

At Indel Money, the best deals on loans with no EMIs, flexible repayment loans, no down payments, etc. can be accessed and one can take loan for consumer durables, electronic items, home appliances, etc. by walking in one of their branches and availing avail CD loan. The documentation process is simple and even a group of



“Our Board of Directors comprises of the current mutual fund India CEO, the Ex-Deputy Managing Director of State Bank of India, the Ex-General Manager of Reserve Bank of India, a practicing-chartered accountant, an administrative professional, and two of my family members—my father and my wife.” – Umesh

products (such as TV, AC, washing machines, mobile phones, sewing machine, gas top, etc) can be purchased with one loan. Unlike other companies, Indel Money understands the importance of dreams and requirements at different stages of life and thus, the minimum age to avail a loan is 21 and the maximum is 60 years.

Gold being a great collateral for an immediate need for money, the gold loan services at Indel Money are tailor-made to suit its customers' needs. Mr Mohanan describes the environment as customer-friendly, convenient, and the one that offers the optimum value of the precious pieces. Additionally, Indel Money helps the customers to transfer their high-interest servicing gold loans to Indel Money Gold schemes and reduce the burden of interest.

Indel Corporation is a dynamic and unique holding business enterprise with a total capital of over 200 Cr and a turnover surpassing a whopping amount of 1,000 Cr. The Corporation's key strategy is a diversified investment portfolio, which includes financial services, hospitality, automobile, infrastructure development, Media, Communication, and Entertainment.

Introducing his core team, Umesh Mohanan said, "Our Board of Directors comprises of the current mutual fund India CEO, the Ex-Deputy Managing Director of State Bank of India, the Ex-General Manager of Reserve Bank of India, a practicing-chartered accountant, an administrative professional, and two of my family members—my father and my wife."

The CEO's strategic back-office is led by a three-member team from KPMG, which is responsible for strategy designing, business development, and budget planning. The team runs a concurrent audit on the procedures and processes on a day-to-day basis.

Indel Money boasts of an empowered team of 600 members with values of integrity, teamwork, and innovation at its core. The USP of the company lies in its structured financial solutions, which help them make faster and efficient decisions. The use of technology enablers, automation, and process simplification has over the

years resulted in enhanced productivity. Their comprehensive risk management framework and robust accounting policies make them stand out in the competition. Their well-designed infrastructure, IT support, and network connectivity at all branches gives them an edge over the other names in this domain and facilitates smooth functioning of the processes across states.

The Culture, Challenges and Opportunities

Mr Mohanan takes pride in training that is imparted to employees at Indel Money considering the need to be empathetic towards people seeking financial help at the cost of their beloved and ancestral jewels. Given the retail-oriented lending nature of the company, every decision affects the internal as well as external stakeholders such as the lenders, borrowers, lending community, rating community, financing community, etc. Thus, certain decisions which may not be in the favour of or antagonize a certain part of the community are undertaken for the overall well-being of the organization.

Over the years, the company has faced several challenges. The first one being during the years of conception in 2012-2013, when the desire to accelerate the business was not favoured by the crashing gold prices. The second phase of challenges came by last year during the nationwide lockdown days when catering to the demands amidst restrictions became difficult. At present, the company is dealing with yet another challenge due to the declining gold prices, which have come down by nearly 20 per cent from last August. However, the company is working towards overcoming these challenges with the help of their inbuilt process called Mark to Market Watch, which functions on a day-to-day and account-to-account basis.

Mr Mohanan believes in motivating creative ideas and providing fair and equal opportunity to all the employees. Thus, the openings in the organization are first made available internally to invoke a sense of belongingness and promote the growth of an individual within the company. ■

M76 Analytics Helps Businesses Build Business Strategies with Big Data

M76 Analytics is a global Business Strategy evangelists and advisory firm. It has been revolutionizing the Data Analytics Industry by helping build enterprises and business strategies with big data and mathematical excellence at its core. Since 2013 the company has assisted the clients in Quantifying Business Phenomena, making Intelligent Business Recommendations, and creating elegant analytic solutions irrespective of the stage of Data Reliance of the clients, by analyzing opportunities, risks, and related costs based on the end-to-end data modelling capabilities. The solutions the company provides have Digital Transformation at its root. Demand Shaping, Pricing Analysis, Inventory Management, Process Optimization, and Risk Management, are all outcomes of this Digital Transformation.

“We also provide a unique visualization that combines the assessment of the root cause of a Business Phenomenon along with its quantified business Impact. Thought Pins are used to obtain a Root Cause Analysis of a Business Phenomenon, quantify it, also arranges those causes, in the order that business seeks them. Our systems are geared to arrange these in a particular order that the business may seek to evaluate. They can be used to alert the stakeholders regarding slippages in the Process Parameters and their Impact on Business Measures. Our Workflow parameters create larger changes necessary,” says Jai Mrug, Founder & CEO.

More about the Founder

Jai Mrug, an entrepreneur, is a known election analyst, and psephologist in India, since 1998. He is a graduate (B.Tech) in Mechanical Engineering from IIT Bombay. He completed his Post Graduation from the School of Management, IIT Mumbai with a focus on Operations and Market Research.

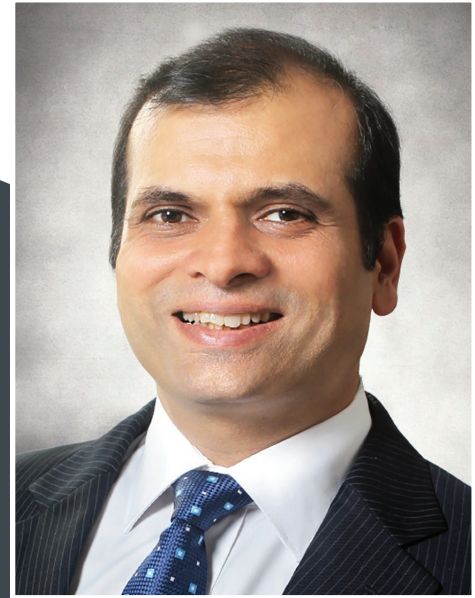
He has worked on several aspects of data, more often than not, taking up numeric challenges that would represent deep data mining and metric quantification. Even before the AI boom began, he had a parallel career in Data Analytics, while pursuing his mainstream career in Enterprise Solutions.

Success is no Accident

There are a couple of factors that have stood the company in good stead. “First was the trust our channel partners reposed in us, that we indeed had something unique to offer to them, and that they would be able to deliver value to their customers with the help of our products. Second, we were able to successfully communicate to our potential clientele that these were indeed best-fit solutions for business, they were much beyond some off the shelf classification algorithms, and that they actually did exactly what business needed, and not force them to think the way a standard package wanted them to. That is, this was IT working for the business and not business made to think the way IT wanted them to think”, he says.

The Biggest factor that has helped them become successful is the ability to stand even in the face of obtaining just a few smaller projects. It was all about patience. They often had to wait out the market. In the first year of their product prototypes, all they had was one customer, whose experiments kept lasting the entire first year!! The key was grasping customer problems, and persisting to solve them.

Persistence was needed not just on the ticket size of the engagements, but also on their duration, and how collaborative those journeys were. Often associations need them to do long journeys with their customers, almost evolving them, to start with journeys of data transformation, mining, actually



Jai Mrug,
Founder & CEO, M76 Analytics

understanding how machine learning reflects into the business contexts, and what metric based interpretations of the learning, would the customer consider as Artificial Intelligence. All these need to be delineated and annotated through collaborative customer journeys.

“We learned that there were no shortcuts to avoid these journeys and at the same time, that these journeys were the most robust foundation of me and our company’s success,” he asserts.

Making the products scalable across verticals, and ensuring the analytic investigation and simulation features are configurable, is the key to building a successful analytic product company. “Some of the bigger challenges that a company faces in its growth is socializing the product into the market, getting a brand space in the minds of the business leaders, by which they could trust our product,” he says.

Tips to Become Successful

Always question why. Why is a certain phenomenon happening and get to the root of it, with dispassionate fact-driven analysis. Whichever field you try to analyze, be it economics or politics or business, only a fact-driven deep dive helps you understand the phenomenon and plan a strategy around it. Software is merely a platform that can best be trained to mimic, how you think. ■

Metamorphosis Helps Set Holistic Diversity and Inclusion Strategies for all Businesses



**Ajay Bakshi, Managing Director,
Metamorphosis Unlimited**

Metamorphosis Unlimited is a strategic HR and talent advisory consulting firm comprising of 50 senior Associates from India and Europe, who have held senior positions in large companies in Manufacturing, IT, ITes, Hotel Industry, Media, Telecom and Indian Armed forces in the capacity of CEOs, Board Directors, VP-Finance, COO's, HR Directors and Strategy Consultants. The company provides various services like HR Advisory, Top Talent Management, Diversity and Inclusion Programmes, corporate wellness programmes, Leadership Development & Executive coaching, etc. Some of the major clients include Hinduja Global Services, Tamil Nadu Water Investment company Ltd, Volkswagen IT Services, Doosan Bobcat Ltd, Kotak Education Foundation, Amdocs Ltd, Persistent Systems Ltd, Capgemini Ltd, Titan Industries, Lupin Limited, Sun Pharma Ltd, Tata motors Ltd, Mahindra Ltd etc.

About the Founder:

Ajay Bakshi is a Senior Business Transformation Leader who has held several Board Director, Leadership and CHRO positions in leading MNCs and large Indian Corporates. In his 30 years of corporate experience and consulting experience, he has been associated as a Board Director and Executive Council member Management of various MNCs like Vodafone Global Services India, Prudential Global Services India, Sterlite Technologies Ltd. He was the Head of Leadership and Talent for Prudential across UK, Europe and India where he looked after succession planning at a

C-suite level, design and deployment of assessment centers across UK, Asia and India, Executive coaching programs design and deployment and campus hiring programs across leading Tier 1 Global Business schools.

Post a successful career, Ajay has now founded his entrepreneurial venture Metamorphosis Unlimited which is a Change and Performance Management, Business transformation and Strategic HR advisory firm which focuses on enhancing productivity and efficiency initiatives by integrating Strategy, Structure, Culture, Process and Technology. He is currently coaching leaders in the C-suite ie CEOs and CXOs across large MNC, family run business and Public sector enterprises across domains like strategy, change management, organization transformation, succession planning and building a leadership pipeline, and executive presence, leading with Gravitas, etc.

"I've worked with CEOs and CXOs multinational corporations, large corporations as well as family-run businesses and the government sector. I am a mentor for HR technology start-ups. I train managers across the board, whether it is the first line manager or manager of the manager at mid-level, senior executives in terms of creating a high-performance culture breeding process for sustainability, succession planning, organizational design, identification of top talent managing high-performers and under performers. So, we train managers on using the combination of webinars, instructor-led training, action learning projects group coaching, and mentoring. We also work on customized assessment and development centers where we identify leadership potential in senior leaders, create an individual development plan to bridge the gap. We also deal with HR audits both for the corporate as well as the government sector," says Ajay.

HR industry and AI

The industry is slowly but gradually moving towards automation. Today, largely operational, tactical and occasionally strategic work is getting outsourced in HR. "To keep pace with changing business paradigms, there is a strong need for HR teams and individuals across levels to invest in upgrading their skills. To become a contemporary HR professional one must have skills such as commercial thinking, strategic thinking, effective HR business partnering capabilities, influencing without the authority, leveraging HR analytics for decision making, leveraging technology to improve efficiency and productivity and developing Change management and capabilities. We have created customized training programs/courses for HR professionals leveraging the best in class tools and process with ex CHRO as faculty members," he says.

Talking about AI, Ajay says "A robot cannot take over a human being's job, especially when it comes to HR because people relate better with people than machines. An integrated approach which has an HR strategy which balances AI, relevant processes and the Human touch will be essential to drive business success by getting your best ROI on Talent. Although AI will probably replace some of the operational jobs of HR, however dealing with people counselling, mentoring, and making HR strategic decisions in change management will require human intervention. In the future, strategic jobs in HR will remain with human beings and HR professionals will need to upgrade their skills to stay ahead." ■

Pushpak Logistics – Leader in Coastal Multimodal Logistics Solutions

Pushpak Logistics has made a name for itself as the country's largest "Coastal Multimodal Logistics Solutions" provider. Having ventured in to coastal movements in the year 2000, when the Indian coastal shipping industry was still in its infancy, Pushpak effectively made use of the first mover advantage. Today, Pushpak is considered as the pioneer in coastal freight forwarding in India.

The origins of the Pushpak Group date back to the late 1980s when the Chairman of the Group Shri Bharatbhai J. Modi laid strong foundation by establishing Modi Minerals Group with key focus on the mining sector. Products such as Bauxite, Limestone & Gypsum were processed in Gujarat and transported to other states.

After successful operations in the mining sector for two decades, his son Shri Rahul B. Modi took over the responsibility of the entire Group operations during 1990s. His innovative and diversified vision has helped the Group to spread its wings in Indian logistics services sector under the banner Pushpak Logistics Pvt. Ltd. (now renamed as Pushpak Logistics Solutions LLP).

After few years, younger brother Shri Hiren B. Modi and Tushar B Modi advanced his footprints in organisation and sooner apt to Pushpak's tagline, Think Coastal, Think Pushpak, the company has grown to become the market leader in providing coastal forwarding solutions. They believe that the organization can grow only if it delivers more value to its stakeholders than what it is receiving.

Pushpak Logistics provides cost-effective and timely service with an attempt to drive economic growth in an eco-friendly manner. The company has presence in all parts of the country – including north, west, south and eastern regions of India. Their offices are strategically located at all coastal ports and ICD locations to ensure uninterrupted coastal movements.

In coastal shipping, customers always look at logistics cost. The USP of Pushpak has been to offer not only cost benefits, but also additional safety, security, higher reliability and responsiveness. This way, the company provides greater value addition to the customers and ensures that the cargo reaches in safer and timely manner to the destination. For this reason, it has remained the first choice for majority of its customers.

The company believes in complementing the traditional modes of transport viz. road and rail and not competing with them. Mr. Rahul Modi stated that their people, technology and service processes differentiate them from their competitors. To this extent the company has developed vast infrastructure and network to execute point to point movements that help in retaining the leadership position.

Mr. Rahul Modi strives at maintaining the leadership position of Pushpak in coastal multimodal logistics and use latest technology



Rahul B. Modi,
MD, Pushpak Logistics

“India depends on Chinese imports for its shipping containers as the country does not currently produce them locally. We are looking at investing in the vision of the government to develop a manufacturing cluster / hub for shipping containers. This has huge demand and if we can give the right quality at the right price, India can achieve self sufficiency in shipping containers.”—Rahul B. Modi

platforms towards achieving excellence. He further revealed that the company is carrying out the coastal shipping potential study for growth from 2020-2030. “Our vision for 2030 in coastal trade is to grow multi-fold in this decade and we are gearing up for this ‘Leap to Lead’ in the coastal trade growth,” said Mr. Rahul Modi.

Adding to above Mr. Rahul Modi stated “We are working on various options to canvass and bring modal shift of cargo to coastal shipping (waterways) mode. To this extent, we are in advanced stage of operating Ro-Ro shipping services on short hauls. Parallely we believe that more container ships, RO-RO, coastal bulk carriers are required to cater to the growing demand of customers. The support of Government of India, Ministry of Ports, Shipping & Waterways towards coastal shipping will surely lead to better economic growth of our country.”

Speaking about business expansion plans, Mr. Rahul Modi revealed that Pushpak is evaluating options to invest in manufacturing ISO shipping containers in India as part of the “Atmanirbhar Bharat” initiative to support domestic logistics requirements. “India depends on Chinese imports for its shipping containers as the country does not currently produce them locally. We are looking at investing in the vision of the government to develop a manufacturing cluster / hub for shipping containers. This has huge demand and if we can give the right quality at the right price, India can achieve self sufficiency in shipping containers,” asserted Mr. Rahul Modi. ■

Santoku Helps Manufacturing Industries with Disaster Response Training Simulator



Susumu Matsuda, Director, Santoku Corporation

Santoku Corporation actively develops a disaster prevention training simulator, a protection simulator for nuclear power plant terrorism countermeasures, and a simulator for studying and training nuclear decommissioning work. The company has developed software RiMM that reproduces the sense of touch by robot control technology, detects human behavior detected by vision processing, and directly reproduces the movement of the avatar in the VR space. As a result, they have approached realism and commercialized a dangerous experience product that enables occupational accidents.

The company's customers are a wide variety of manufacturing industries involved in occupational accidents like Government, medical, electricity, construction, water, gas, civil engineering, materials, plants, steel, automobiles, railroads, aircraft, chemicals, fabrics, cement, machinery, electronics, information, food, logistics, etc.

About Susumu Matsuda, Director of Santoku Corporation

After graduating from mechanical engineering, Susumu Matsuda joined an electrical company to develop control software for die & wire bonding equipment used in semiconductor manufacturing. He also specializes in vision processing technology. After he joined Santoku Corporation, he started a new project, developed a disaster response training simulator, and designed RiMM for increased safety. He developed his own active touch & tactile reproduction device and announced a disaster experience system incorporating it.

"In order to create innovative products, we believe that it is important to take an approach that achieves our goals by incorporating new ideas. By trying the approach from the opposite direction of the market and exploring the direction through trial and error, I think that innovative ideas and ideas will be born. A lot

of VR is pursuing and creating software in the direction of fun and excitement, but our approach is the exact opposite. The purpose is to reproduce unpleasant sensations and gain sensitivity in order to ensure safety. We are thinking of achieving that goal with an approach that you feel negative. Innovative products are born by making products with a concept different from general products in this way, says Susumu Matsuda, Director, Santoku.

Talking about the biggest challenge, he says "The challenge began when we met an instructor who provided safety education for occupational accidents. The instructor worked diligently on lectures to ensure human safety. However, "workers are accustomed to work and do not cause disasters", and the instructor strongly wanted the workers to actually experience the disaster. But the actual disaster is dangerous and cannot be experienced. Can you feel a disaster with VR? Then our challenge began."

Communication using the Internet is expanding rapidly, globalization is progressing, and society is changing rapidly. In order for people to live safely in their environment, they need the ability to respond appropriately to the obstacles caused by those changes. "Through RiMM, we will experience the disasters we have experienced so far as a database, share that information with people on the earth, gather safety-conscious people, gather wisdom, and leave a mechanism to think about the mechanism," he says.

Leaders are the backbone of the company

Every organization needs a leader who understands the employees and also the market. It becomes very important to identify market demands, promote business with concepts and philosophies that do not exist in the world, and adhere to consistent policies.

"We will immediately prototype a product that incorporates a solution that meets the needs of the market and bring it to the market in the trial stage. After that, we have a cyclone philosophy of continuing the feedback improvement method of receiving opinions from customers and improving immediately. This makes it possible to keep up with the speed demanded by the times. We also sometimes take on challenges without fear of risk in order to effectively put into practice the Cyclone philosophy," he explains.

The value of a company's existence lies in its social contribution. They think it is important to contribute to the earth where people live while ensuring the safety of people. With this in mind, they believe it is their mission to focus on improving safety and creating safety methods and ideas that do not yet exist in the world and to meet these conditions.

"In an era of overflowing products and intensifying cost competition, the creation of ideas is drawing attention. What does not exist in the world and has a high value is a means of communication that directly touches the human heart. I think it is worthwhile to realize a means of communication that makes you feel emotions directly," he adds. ■

Skyislimit Technologies Raises \$2M Angel Investment during the Pandemic

Skyislimit Technologies was inceptioned in the year 2019 by Manodh Mohan. It is a Mumbai-based company with new headquarters in Texas, USA, and a development team centered in Kochi. It has got a team of 70+ passionate and driven individuals who constantly question, challenge, and learn to create great innovations around every turn. The company developed the Salesfokuz SAAS service suite that helps organizations run more efficiently by automating their sales and operational functions. It supports all the management teams with a simple, seamlessly interpretable, and usable application on a day-to-day basis that can address all the challenges faced by the sales and order management departments today.

The idea of Salesfokuz, the brainchild of Manodh Mohan, was developed in the year 2015. After rigorous development and testing stages, Salesfokuz was launched into the market in 2019. There are many USPs of the product such as real-time location tracking, easy team management, prompt project management, instant MIS reports, etc.

Furthermore, the team also developed HrmNxt, Storeware, Alpha Billing, and PROMA that are meant for HR management, storeware management, billing software, and project management respectively. A recent addition to the list is a video conferencing app – Fokuz that enables secure and flexible collaborations. Within a short period, the team has won ten awards and has been recognized by highly respected organizations for customer-centric services. The team proudly serves 10K users around the globe.

More about the Manodh Mohan

14 years back in 2006, Manodh Mohan and his family were on the hunt for a rented house after losing their house clearing off all the debts. By the end of 2020, this man has been featured in multiple leading regional and national prints and online media for having secured a \$2 million angel investment from a US-based visionary Mr. Suneel (Sonny) Menon, and his wife Ms. Shari Menon during this current pandemic crisis. He is a highly professional and responsible individual with over 16 years of experience in the field of Information Technology.

Talking about Skyislimit, Manodh says “the first and foremost thing that I am proud of is my team. I have a team that knows my wavelength. When I promise a deal with the client, I know that my team synchronizes with that agreement by dedicated efforts from every aspect.

The second aspect is idea/concept. Every member of the team contributes to brainstorming sessions and comes up with innovative concepts that help in bringing out simple and affordable services.”

The company’s products are used by 10K+ users around the world. They are spread along with different sectors of the market. From the banking sector,



Manodh M, Founder & CEO,
Skyislimit Technologies Pvt Ltd

Sonny Menon,
Board Member & Investor

they have Saraswat Bank, CSB, SBI DFHI, and DCB Bank and other sectors, have Godrej, Aizar, Skyfoam, Fruitomans, etc.

For Skyislimit Technologies, its investor Mr. Sonny Menon is not just a stakeholder. Mr. Sonny moved to the United States from India in 1996. Over these two decades, he has been successfully running six businesses simultaneously with over \$250 million in revenue and that brings in rich experience. He is a mentor assisting the team to leap forward to the next level through his experience, connections, and leads. Skyislimit Technologies foresees a blazing future ahead. Manodh aspires to enlist his company in Wall Street by the end of 2025. In March, he headed to the USA to scale up his company as ‘the central MNC Company’. The management has planned a policy to offer the employees, who have been associated with Skyislimit for around 5+ years, with the partnership in the shares of the Company.

Challenges faced by the Company

The two major challenges faced by the company were finding the right candidates to build their team and arranging the funds for the business. Manodh says “building the right team with desired skills and wavelength was a bit challenging for us. The whole process of hiring was tiresome but we succeeded by hiring the right talent with desired skill-sets. The second challenge we faced was of arranging funds. We had to raise funds to get the experts on board. Self-investment, friends, and family were the sources that helped us with sufficient funds.”

As a leader of the organization, Manodh makes sure every voice is heard. He also makes sure everyone on the team is given the opportunity. “My team is a group of young enthusiasts. So, I as a leader ensure that we grow together. As the organization grows, every member of the team also grows together with it,” he says.

“Our team looks forward and works in coming up with services that are at their best when it comes to user interface and is pocket-friendly as well,” he adds. ■

Step Global Helps their Clients with Investment Immigration Programs

Step Global DMCC is a premier investment immigration consultancy firm comprised of a team of global lawyers, immigration specialists, and real estate professionals who provide active guidance through the entire immigration process. The company assists each investor with viewing a variety of available projects and businesses, and taking them through the immigration process smoothly and efficiently. Step Global focuses on the United States and Canada providing clients with only the best investment immigration programs taking into account benefits, timelines, and ease of processing.

The company has a mix of professionals, business owners, and investors as its clients. "The one thing most of our clientele has in common is that they wish to migrate or invest in an immigration program for the future benefit of their children. Many of them have children in school in the U.S. or Canada or are planning to send their kids to school in the U.S. and Canada, and therefore see the benefit of obtaining a permanent residency in either country. With permanent residency, the school fees get reduced and students get employment easily without any sponsorship upon graduation. Hence, the educational process and future job prospects become a more fulfilling and encouraging experience with the permanent residency in hand," says Preeya Malik, Managing Director, Step Global DMCC.

About the Founder

Preeya Malik is a U.S. Lawyer licensed with the bar associations of Florida and Washington, DC. Born and raised in Canada, Preeya completed her undergraduate degree in Toronto. She then attended law school at the University of Toledo, College of Law, and obtained her Masters in Law specializing in Real Property Development Law at the University of Miami School of Law in Florida. Preeya has been involved in the domain of investment immigration for over 10 years. As the current Managing

STEP GLOBAL



Preeya Malik,
MD, Step Global DMCC

Director of Step Global, she has raised over \$60 million USD from investors across the Middle East, India, and Africa while assisting hundreds of families successfully migrate to North America. Her education, first-hand industry experience, and specialized knowledge have provided the competency to assess a range of real estate development projects and place investors accordingly.

Immigration Consultancy Industry over the years

The immigration consulting industry has changed greatly over the years. Today, the investment immigration consulting industry has gone from being a niche market to something widely available and distributed in terms of services. Earlier lawyers, consultants, and specialists worked

separately but now they are working as a group making it easier for clients to access the entire process in one place.

According to Preeya, there are two major difficult tasks in the Consulting industry:

- (1) Convincing people of your capability; and
- (2) Showing people their immigration process and investment funds are in safe hands.

An investment immigration process is a complex process that may bring up feelings of anxiety for clients and also requires a lot of background and research work prior to moving forward. Sophisticated investors only want to work with the best in the industry. "We at Step Global, know that our vast experience, 100% track record of approvals, and honesty go a long way in serving our clients. However, the difficult part is to let a potential client see those characteristics in such a short period of time prior to initiating the immigration process," she explains.

Overcoming Challenges

"The biggest challenge we have had to overcome is continuing to evolve with the market including dealing with competition. By competition, we don't just mean those who are providing the same programs or services, but also the misinformation that investors may pick up from other consultancies in the industry that may lack the knowledge required to adequately take a client through the investment immigration process. Reversing this misinformation and educating clients soundly has been a challenge," she says.

"In our organization, we have an "open-door" policy, where all team members are encouraged to share their ideas both for the organization as a whole and with regards to their individual job roles. If there is something that will make their work more efficient or a creative idea that can be included in business strategy, the team is encouraged to share those ideas freely," she further adds. ■



Tardid Technologies Helps Heavy Machine Industries Monitor Health Conditions of Machines and Structures with AI



Niladri Dutta, CEO / Aastha Verma, COO
Tardid Technologies Pvt Ltd

Tardid Technologies is an AI-driven product company that focuses on providing AI-based Asset Performance Management, primarily for structures & machines for heavy industries Industrial Sustainability. The company provides an AI-based Digital Twin with real-time indicators for Fatigue, Stress, time to failure and remaining useful life for structures, member elements, and rotary components, and Decision Intelligence.

In today's competitive market, heavy manufacturing industries cannot afford machinery failures. In order to help overcome these challenges, Tardid developed Brainbox, an AI platform designed to provide Damage Prognosis of structures & machines by a well-defined "LEARN & REASON" Technique. Today it is being done manually based on human intuitiveness. Tardid has made the entire process into a scientific method using the power of Artificial Intelligence. It allows the companies to better understand the asset's health conditions and unplanned downtime.

Tardid's Brainbox is the first step towards AI-based Enterprise Asset Management for effective Asset Performance Management. Armed with modular design, Brainbox modules and solutions can be customized to suit every smallest of the small requirements. Tardid's Brainbox Solutions makes it easy for maintenance departments to achieve their desired performance levels. It brings a full-featured prescriptive and predictive maintenance program and applies its benefits to structural components, engines, motors, alternators, pumps, compressors, fans, valves, gearboxes, energy synchronization, and optimization or to any other equipment deemed critical to operational excellence. The company offers industry-specific solutions for Oil & Gas, Railways, Shipping, Energy, OEMs, Government Sectors, and Defence, for helping businesses

to reduce unplanned downtime and optimize operational and loading conditions, furthermore, the AI solution also brings in an impeccable change in production output, quality, and customer experience. Some of the major clients of the company are the Indian Navy, Aditya Birla, Bharat Petroleum Company, One Global-Kuwait, etc.

Brainbox has an ability to think since it is a 'Model-Driven system' which is achieved by combining Physics and Machine Learning. "Brainbox provides deep-rooted decision intelligence to the user about the failure which is the reading of that particular system and how that reading is going to change and how it is going to propagate. It not only tells the user whether the asset needs maintenance and the shelf-life of the machine but also tells at what time of the cycle this particular asset is going to fail," says Niladri Dutta, CEO, Tardid.

How Tardid helped one of the leading Petroleum companies to check the health condition of LPG Cylinders

Today, LPG Cylinders are a part of every household in India and hence it becomes very important for petroleum companies to ensure the safety of these cylinders. It becomes their responsibility to check the health conditions of cylinders for any leakage. "Cylinder system is a very hazardous system, it is not only hazardous in refilling the cylinder but it is also hazardous in the Indian homes. Previously, the LPG companies were focused on manual inspections but that was not enough for the safety of these cylinders. We, at Tardid, developed an AI-based platform called SPICA, Smart Platform for Identifying Cracks & Anomalies (autonomous inspection station for non-destructive health monitoring and evaluation) to provide 99.9% safe cylinders to Indian homes. This system helps to find out the poor health conditions of cylinders in real-time and also able to identify cracks, sub-surface cracks, wall thickness degradations, missing "O" rings, leakages etc., in the cylinder. SPICA is a disruptive AI system that can help LPG companies to go autonomous, reduce human inspection, and speed up production rapidly, and last but not the least, all validations are scientifically proven for decision and assessment.

Talking about the goal of the company, Niladri says, "We want to take the company global and plan to grow our business in the heavy industries domain. We also plan to introduce SPICA Model (autonomous inspection station) to other petroleum companies. In collaboration with one of the largest manufacturing companies, we are starting on metallurgical assessment. This will be the first in the world where AI will provide information on the metallurgy and also the metallurgical process which is into the heat treatment and annihilation." Aastha Verma, COO, Tardid adds, "This year, we are focusing on innovation ecosystem partnership. Our product offerings are quite unique and industry-specific which can benefit different industries in their own individual capacity." ■

The Journey of The Orbis School- Rehashing the conventional education system to adapt to a new change

Founded in the year 2010 run by an experienced and dedicated team. The Orbis Education Society runs two schools both affiliated with the Central Board of Secondary Education (CBSE), New Delhi up to the Senior Secondary Level. The two schools are at Pune; The Orbis School, Keshav Nagar established in 2010, and The Orbis School, Mundhwa founded in 2014. The Society has over the last decade built up the required inherent bandwidth and domain knowledge to ensure that the current institutions continue their trajectory, at the same time allow expansion of many new Orbis Schools. This gives the management the confidence and is keen to share its learnings.

The schools have developed a sterling reputation amongst the community and are known for providing a well-structured and futuristic approach. The school's motto "Celebrate Learning" stands true to its name as teaching in Orbis is not just confined to the pursuit of literacy and numeracy but also to life skills and practical application all of this as we have fun. The ever-evolving curriculum of the Orbis Schools has a progressive outlook with intellectual rigor. Limitless opportunities are offered to the students to experience and experiment and constant involvement in literary fests and concerts helps children recognize their creative talents while nurturing the spirit of inquiry and adventure through field trips, workshops, and exhibitions.

Over the years Orbis Schools have been recognized by the leading agencies and publications. The achievements have been numerous, some of them are:

- Times Education Icon Awards- 2017-18, 2018-19, 2019-20, 2020-21
- HRD Ministry- National Sanitation Award- 2011-12
- ETNow Excellence Award- Best K-12 School/Quality in Education
- British Council- International School Award for 2020-23
- Global International Award (GISA)
- Education World- Grand Jury India School Ranking-#10 in India



**Mr. Haseeb Faquih, Founder Secretary,
The Orbis Education Society**

About Haseeb Faquih

Haseeb Faquih is the founder Secretary of the Orbis Education Society which runs the very prestigious Orbis Schools. Under the collective leadership of his colleagues, these schools have excelled and have been the recipients of numerous awards. In 2017 he was made the President of Independent English Schools Association (IESA), Pune, which facilitates healthy environments between all stakeholders of the privately-run English schools. He was conferred an honorary degree of Doctorate of Letters and is the recipient of the 'Highly Effective Edupreneur Award' at the Global Teacher Conclave 2019, New Delhi, and 'Award for Outstanding Contribution to Education at the ET Now Star of the Industry Awards Ceremony 2019, New Delhi.

Haseeb is a Rotarian with Pune Cantonment since 1995-96 and was its President in the year 2003-04. He was Regional Chairperson of the Rotary International Youth Exchange for Rotary District 3130. He has organized the L. N. Birla inter-institutional National Debates, Pune region on a number of occasions. He has been a speaker at various forums and a judge at various debates.

Leadership at Orbis

To accept challenges, analyze situations, solve problems and execute plans, leadership plays an important role in every aspect of a student's life. Some children are born leaders but most of them need to be encouraged. Right from the group leaders to class monitors and student council the school provides ample opportunities for students to lead, and nurture them to

develop leadership skills. This enhances their social skills, develops awareness, and also prepares them to shoulder bigger responsibilities in life.

Core Practices

Orbis schools have various programs such as peer teaching, self-invigilation, buddy system, each one teach one, open-book assessment, student social responsibility, etc which helps students develop better leadership skills and ethics. "We encourage peer teaching and learning where a group of students of a class research a given topic and introduce it to their class before the teacher does. This boosts learning and confidence, not to mention it helps break the monotony of the regular pattern of teaching and learning," Haseeb says.

The school has a very strict no-touch policy and no corporal punishment and is particular about its implementation. The children and staff are sensitized and encouraged to report in case of any deviances. The school has active and robust systems in place to respond quickly and effectively. "The belief that I am safe and my concerns shall be addressed ensures that every person at the Orbis is without fear," he asserts.

Talking about the pandemic, he says, "We decided to start the online classes and started providing the required infrastructure to the teachers and training them. We partnered with Google and Microsoft to provide training to the teachers. This helped us not only to become expert online teachers for the students but also experts for the teacher community. The Orbis Schools are certified by Microsoft as "Carte Blanche" schools. Thus, the challenges were converted into great learning opportunities for everyone," says Haseeb.

A message to the youth in the field of education-

Education is perhaps the single most important tool to bring about dramatic change. I urge the youth to venture into education particularly schooling so that we together can make the nation a global leader. ■

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