SURVIVAL CHALLENGES of INDIAN STARTUPS
A Continuous Drive Towards Excellence

Guru Nanak Auto Enterprises, with over six decades of manufacturing excellence, is a leading Component Manufacture delivering maximum value to its Customers. With State-of-the-art-manufacturing facilities and in-house R&D, we support our Customers throughout the period of Product development process.

Guru Nanak Auto Enterprises Limited
Corporate Office: G.T. Road, Jamalpur, Phagwara-144 632.
Distt. Kapurthala (Punjab), India.
Phone: +91-1826-270111 (6 Lines), Fax: +91-1826-270003
Email: gnae@gnaent.com

OUR GROUP COMPANIES:
• GNA Transmissions Pvt. Ltd. • Ask Overseas Pvt. Ltd.

TS-16949 & EMS-14001 Company
MEET THE EVEN MORE EFFICIENT AND POWERFUL COMMERCIAL AIO ACER Z2151

When it comes to increasing user efficiency and productivity, Acer AIO Z2151 is miles ahead of the rest. Moreover, its compact size lets it take up less space, ensuring workspaces are never cramped and cluttered. All in all, it is the diminutive warrior every office will be glad to have on the team.

**Efficiency and Productivity Edge**
With powerful Intel® Core™ processors, the latest DDR4 memory, and 1TB HDD storage. This AIO is perfect for time-critical applications.

**Apt for Enterprise and SMBs**
Workplaces that are design-first to ease work pressure and improve efficiency, can benefit from the AIO Z2151. A complete and compact design like no other. With inbuilt DVDRW, Webcam, WiFi, Bluetooth and Operating System.

**At Home Everywhere**
With its complete features, easy portability and attractive design – it’s the perfect AIO for use at work, and at home.

**Work and Play**
Perfect for personal and professional use, whether sharing your latest work with friends or hosting international conferences.

**Key Highlights**
- 19.5 to 21.5 TFT
- 8th Gen Intel® Core™ i3 processor
- Integrated Webcam
- Integrated WiFi / Bluetooth
- Integrated Digital Versatile Disk Rewritable (DVDRW)

- Stylish white Front Bezel
- 1 TB HDD
- In-built Card reader
- 4 USB 3.0 ports
- With Keyboard and Mouse

*Under test conditions*

To know more, call us at 1800 121 8928 (Toll Free)
National Quality Excellence Awards, 2019 are designed to recognize excellence and showcase the outstanding work by individuals, organizations, entrepreneurs and professionals. It intends to celebrate the trailblazing people and organizations that make our business and services sector more skilled, more compassionate and more equitable. These recognitions highlight, recognize and reward their ability to steer their objective through turbulent times, apply the best of the professional modules to manage and keep their missions afloat. These awards, as a hallmark of excellence are not only a defining moment for the winners, but also intend to inspire others towards bigger and better achievements.

CHIEF GUEST

Padma Bhushan Mr. Abhinav Bindra
Olympic Gold Medallist - Ace Shooter

in association with

Media Partner
Exclusive Telecast On

Magazine Partner
Digital Media Partner

+91- 9319295961
+91- 9319295965
+91-120-4255444

quality@praxis-media.com
www.praxis-media.com
With the world's third largest startup ecosystem, Indian startups have yet to come of age. It is sad that almost 90 percent of Indian start-ups fail to survive beyond five years. However, the silver lining is that some of the world's most successful and high potential start-ups are Indian.

The question is why should a large number of startups in India are forced to shut down? What are their constraints? Who cares? Have there been any efforts on the part of the government to initiate measures for their smooth sailing? Is India lacking in developing a conducive ecosystem for the start-ups to flourish?

A startup, in any sector, has to be essentially driven by innovation and top-notch technology. More often than not, a startup in India is driven by idea that lacks creativity. The prime focus of most startups is making quick bucks whereas patience and sustainability factors are not taken in consideration.

It is disturbing that, in the last three years, most of the startups in finance and e-commerce sectors which despite receiving high investments failed to make any headway. It is more than evident that besides investments, there are other factors which determine the health of the startup.

The areas where start-ups in India need to greatly focus are innovation, latest technology, tangible crisis management in place, sustainability and skills. The startups must develop capabilities to adapt to the latest trends in tune with the global changes.

In the present global business environment, the markets are changing by the word go. The startups must make them adept in following the fast changing market trends and design their marketing strategies accordingly.

The onus is also on the corporate also to patronise startups and take advantage of their pool of talent and capabilities.

There is need for the Government to allocate dedicate start-ups funds and formulate policies to encourage startups drawing a clear line between startups and the corporate. Failure of startups has a direct impact on entrepreneurs who are forced to track back leading to frustration and financial loses and disturbed milieu.
Indian StartUps Looking for Pillars of Support

When any entity or any individual sets up a new business with a new and innovative concept is referred to as a 'startup'. The process of setting up a start-up involves multiple challenges and adequate risk. Despite the roller coaster rides, people prefer to establish a Start-up entity mainly because of monetary gains, creation of own brands, be own boss, self-actualisation, economic independence, etc.

Start-up companies can come in all forms and sizes. The process of formation of start-ups can be clubbed into different stages.

1. **Pre-startup:** Discovery by identifying a potential scalable product/service idea for a big enough target market and validation of the service or product discovered hits the market, looking for the first clients ready to pay for it.

2. **Startup:** Maintenance by maximizing benefits and facing problems derived from the global dimension that the business has achieved. Sale or renewal is the decision to sell the startup to a giant or acquire huge resources that the brand will need to continue growing.

3. **Growth:** Efficiency of the startup is when the entrepreneur begins to define the business model and looks for ways to increase customer base. Scale up stage is pushing the growth of the business aggressively while increasing its capacity to grow in a sustainable manner.

Among the several challenges, the major challenge is to establish a business is the source of fund. Generally, traditional bankers are risk averse towards lending to startups because of high risk involved in their business model. The popular source of lenders to start up is:

- **Funding by Angel Investors/ Seed Funds:** Early stage Startups rely on angel investors and seed funding. Invest solely into the entrepreneur with an idea. Does not encumber the entrepreneur with any corporate governance formalities

- **Venture Capital:** Used to scale the company's business model. Comes from larger institutional funds. Focus is on building the sales force and establishing a global presence.

- **Public Markets:** Late stage Startups can feel the need to expand more aggressively or actively innovate. Private equity funds together with public markets provide large amounts of liquidity to late stage Startups. In order to be a viable startup company, it is necessary to ensure the following:

- **Process and system development:** It is imperative to develop a sound process and system to execute the business idea effectively. The promoter must develop a sound operational process, database management system, develop the operational process flow mechanism
and design the execution methodology.

**Strategy and organization:** Sound and profitable business collaborating is necessary for survival of startups as these entities have inherent limitation of reach and capital. It is essential to framework an organized business model for viable business operations.

**Managing Business Performance:** In the competitive business world, managing the level of business performance is a matter of serious concern. In order to retain the existing clients, the startups must focus on developing customer retention policies, customer loyalty program. It must develop mechanism to provide good customer experience.

**Startups in India**

Report suggests that India is among top 5 countries in the world in the term of the startups. Majority of startups are established in the Metro cities. However, in order to take the segment to greater highest, several other stakeholders like Governments, large corporate etc have important role to play.

**The major challenges of Startups in India are:**

**Capital Crisis**

Availability of finance is critical for the startups and is always a problem to get sufficient amounts. A number of finance options ranging from family members, friends, loans, grants, angel funding, venture capitalists, crowd funding etc are available. The requirement starts increasing as the business progresses. Scaling of business requires timely infusion of capital. Proper cash management is critical for the success of the startups.

**Sales Growth**

Several startups fail due to poor revenue generation as the business grows. As the operations increase, expenses grow with reduced revenues forcing startups to concentrate on the funding aspect, thus, diluting the focus on the fundamentals of business. Hence, revenue generation is critical, warranting efficient management of burn rate which, in common parlance, is the rate at which startups spend money in the initial stages. The challenge is not to generate enough capital but also to expand and sustain the growth.

**Efficient Work force**

To find and hire the right kind of talent for the business with skills to match growing customer expectations are one of the biggest challenges. There is always risk associated with startups, talented work force prefers to join a stable and established organisation compared to a start-up. Many start ups fail because of lack of efficient manpower.

**Supporting Infrastructure**

There are a number of support mechanisms that play a significant role in the lifecycle of startups, that include incubators, science and technology parks, business development centers etc. Lack of access to such support mechanisms increases the risk of failure.

**Creating Awareness in Markets**

Startups fail due to lack of attention to limitations in the markets. The environment for a startup is usually more difficult than for an established firm due to uniqueness of the product. The situation is more difficult for a new product as the startup has to build everything from scratch.

**Customer expectations**

The next most important challenge is gauging the market need for the product, existing trends, etc.

Innovation plays an important role, since, that the startup has to fine-tune the product offerings to suit the market demands. The entrepreneur should have thorough domain knowledge to counter competition with appropriate strategies. Due to new technologies that are emerging, the challenge to provide over and above an earlier innovation is pertinent

**Poor marketing ability**

Absence of an effective branding strategy is another issue that prevents start-ups from flourishing at a faster pace. Branding is important not only to make memorable impression in the mind of consumer but also to make consumer reassured that you care for them. It is necessary to show the presence of the customer in the market.

**Opportunities for growth of Start Ups in India :**

- Young Population
- Changing mindset of the working class
- Favorable business environment
- Government initiatives.
- Increasing internet users
Recent Government initiatives

Make in India
In September 2014, Prime Minister Narendra Modi introduced a big initiative 'Make in India' to promote the manufacturing sector by promoting companies to invest in the sector. The intent of the campaign is to attract foreign investments and encourage domestic companies to participate in the manufacturing thereby contributing to the growth story. The government also took various steps to build a favourable environment to do business in the country. For example, an online system for environment clearances, filling income tax returns and extension of validity of industrial licenses to three years have been put in place.

Standup India
On 6th January 2016, the Union Cabinet has given approval to Standup India campaign which aimed at promoting entrepreneurship among women and scheduled castes and tribes.

SEBI initiative
The SEBI announced a new set of listing norms for startups, including e-Commerce ventures, planning to raise funding from listing on stock exchanges. These new norms will provide relaxations in disclosure related requirements, takeover and Alternative Investment Fund regulations for IT, data analytics, and intellectual property, bio-technology or nano-technology companies.

Digital India
This initiative has opened a wide range of opportunity for the young entrepreneurs. Several start ups have ventured into E commerce business to tap the unexplored rural market, which would have been otherwise impossible without digital initiatives.

Financial Assistance
Government has also introduced measures like Mudra loans, SETU – Self Utilization and Talent Utilization and seeks to encourage several premier institutes to set up incubation center in order to support the Startups.

Despite these measures, it is observed that the start ups are persistently facing a challenge or crisis. In order to ensure organic growth of the entity it is also important that large corporate houses must also come forward to extend full support to the start ups. The entire business ecosystem must have a co-operative and collaborative approach.

Develop pillars of support for smooth journey
Corporate must hire the services of startups to access their pool of talent, assets and capabilities. There is need for training for the entrepreneurs; they must be imparted with the knowledge of Government policies, compliance, taxation etc. There is need for proper guidance and mentorship.

Most start ups operate in B2B business model and it is necessary to be aware of cyber risk.

The general 'ease of business' must prevail in real sense. The time required to clearance formalities and paperwork is still very high.

Relaxation must be given in the taxation matters for the start ups. It proves as a hurdle for the budding promoters.

Ease of laws regarding transfer of assets, IP, merger & acquisitions is needed for promotion of start ups.

The understanding of startups is limited to certain regions only, building a Pan India start up is still very difficult. Start ups need to be aware of the customers and their needs across diversified regions.

Many people are still being discouraged from pursuing their passions by their families and social environment and feel pressure to choose job.

What is required is a favourable socio-economic culture to encourage and support people who want to create their own business. The willingness to take risk must be appreciated and failure should been seen with less negative judgment.

The ideas generated must be supported by good ecosystem to give it a positive shape. It is imperative to strengthen the pillars of support for entrepreneurs.

Remember that 'Everything has once started as nothing'!

About R. Sumitra
R. Sumitra is Senior Manager & Faculty, Baroda Apex Academy, Bank of Baroda, has been a banking professional with over 8 years of experience in handling the SMEs, Corporate & Project Finance as Credit Analyst. She is MBA Finance, CAIIB and is a JRF qualified.
Leading Industry professionals and consultants recently launched the Chamber of Startups, Industries and Entrepreneurs (India) Council with a singular vision to 'develop the ecosystem conducive to the Startup & Entrepreneurs and to provide holistic support & mentoring to Startups to increase its share in GDP and also to assist Industries/ Entrepreneurs for optimal employment and GDP growth.'

Spearheading the initiative, Sunil Kumar Gupta, a veteran banker and Sandeep Kumar Bisht, a finance expert, in a statement, said “the council is an innovative set up and remains committed to create a healthy environment for start-ups and entrepreneurs. The council's mission is also 'to create premium services and employment for the national economy at large.'”

The Chamber is committed to:

• Treating every individual / member with fairness, dignity and with respect;
• Treating all stakeholders with respect, fairness and good faith and providing conducive conditions that safeguard their rights and welfare;
• Being a good corporate citizen and comply laws of the land both in Letter and Spirit;
• Achieving the objects of the Chamber with dignity, integrity and transparency
• Acting responsibly toward the communities in which we work and for the benefit of the communities that we serve.

In a recent meeting of the Chamber's Advisory Committee, the following have been elected unanimously:

President - Dr. Suneel Maggo, a doctorate in Banking, and a leading chartered accountant and an advocate.
Vice President – Sameer Rastogi, a leading law professional most trusted by investors for Private Equity/Venture Capital and Startups transactions.
Secretary General - Dr Jyotirmoy Jain, a doctorate in Contemporary Economics and a Certified Associate of Indian Institute of Bankers with several papers published in the areas of Business and Finance and a former Advisor, ASSOCHAM.

The Advisory Committee includes Ashutosh Sharma, Dr. Jyotirmoy Jain, Rajen Kumar, Rajesh Kumar Parakh, Sameer Rastogi, Sandeep Kumar Bisht, Dr. Suneel Maggo, Satish Sachdeva, Sunil Kumar Gupta, Dr Yamini Agarwal. Pradeep Sharma is the Special Invitee.
With India now focusing hard on pollution, government is looking for every possible way to contain it. Citizens have also become concerned as they are getting affected directly and now even they are realizing the importance of need to go green. Many startups have also jumped in the fray by coming up with eco-friendly ideas. So world over we have startups in organic lawn care to healthy fast food and alternative energy to grassroots organizations. In India too, the trend is picking up where we have startups making footwear out of tyre scraps or startups making eco-friendly daily use products.

The need is that more such startups should come up. More and more people are looking at the impact of wastage on our planet, and environmental responsibility has become the word of the century. The question arises, how is it important or can people just set up a business and worry about environment later?

Consumers these days are looking for options where they can minimize waste. People have to eat, wear clothes, visit places among many other day-to-day things. In all this, people are making choices after looking at the global impact of companies. In response to people's demand many corporate are talking about zero waste or sustainability, thus save a lot in supply chains. We are used to shipping things from far flung areas of the globe whereas things are available nearby. By changing the habit, a lot of pollution can be cut down.

Consumers are smart enough to look for products with less carbon footprint and this is the area where startups should focus to gain momentum in the environmentally-sensitive business atmosphere.

Fourth need is the urgency to cut down on plastic consumption. More and more countries around the world are looking for options to reduce the use of plastics. Single use plastic is being phased out. This gives an opportunity to the startups to enter a market where the horizon is huge.

Countries such as Australia, India, the UK, China and parts of the USA have banned plastic bags and use of plastic disposable cups. So, a startup taking a step to use sustainable packaging will instantly make new friends. Many corporate giants have already decided to completely switch to using sustainable packaging in the next few years.

Go sustainable

For a startup it is important to win fans and going sustainable or green is the way to be. So, if a startup is committing to green then it will not only win customers but also fans that will remain loyal for a longer time. In fact, the newer fans will act as the brand ambassadors, giving the startup the word of mouth publicity that it so much requires.

Ultimately, the startups should realize that the business have a responsibility as it impacts the larger society and has the power to overshadow individual efforts. The power of various resources that businesses have cannot be undermined, and if these resources are utilized for a cause, then the leverage to that company's product is beyond imagination.

-Himanshu Chadha, an IIT graduate, is the owner of Cosmeto Food and Partner in Risers Accelerator: The company is valued at Rs 20 crore and has been successfully operating pan India and is exporting to about 35 countries.
With a sustained growth rate of over 10 percent in the past few years, the MSMEs sector has come to represent the ability of the Indian entrepreneur to innovate and create solutions despite the logistics, social, and resource challenges across the country. In India, there are 55.8 million enterprises in various industries, employing close to 124 million people. Of these, nearly 14% are women-led enterprises, and close to 59.5% are based in rural areas. In all, the MSMEs sector accounts for 31 percent of India's GDP and 45 percent of exports.

Union Minister of Micro, Small and Medium Enterprises (MSMEs) Nitin Gadkari recently said that so far the sector had created 11 crore jobs and the target was to generate an additional 5 crore employment opportunities by 2024. “Presently 29 per cent growth is coming from MSME and 49 per cent of the export of the country is coming from MSMEs. 11 crore jobs up till now have been created by MSMEs,” he said in the Rajya Sabha.

The Challenges
Despite the importance of the MSMEs sector in the Indian economy, the sector faces numerous challenges in terms of getting the support from the government in order to grow further. Lack of adequate and timely access to finance continues to remain the biggest challenge for the sector and has constrained its growth. Further, the sector cannot access the new technology or acquire new skills due to lack of funds which precludes the sector from the global competition. Few other challenges which the sector faces are enumerated as below:

- **MSME’s are facing stiff competition from the international manufacturing companies who are proving quality goods at cheaper price;**
- **Due to poor infrastructure, unavailability of raw material, inaccessibility of advanced technology and other inputs, the production capacity is low.**

Finance Minister Ms. Nirmala Sitharaman, in her budget announcements for the FY 2019-20 laid a clear emphasis on MSMEs providing various benefits to the sector. With a view to encourage the MSME sector in order to boost the economy at large, the government has been launching various schemes from time to time. Further, with a view to deter unwarranted delays in payments by companies which purchase goods and services from MSMEs, the Ministry of Corporate Affairs has mandated all such companies to file half yearly return stating the amounts outstanding to MSMEs and reasons for the delay. However, a lot more is needed.

In the present situation of slowdown and tightening job situation it is imperative we understand the importance of MSMEs sector in the Indian economy and provide further boost to this labor intensified sector. Given that MSMEs essentially rely on traditional or inherited skills and use of local resources, particularly in rural and industrially underdeveloped areas, the sector has the ability to empower traditionally resource-poor communities and markets to mobilize products and services, both nationally and globally.

Timely solving the problems of the MSMEs will be a big fillip to the sector as well as to the Indian economy.

### About the Author
CA Sanchit Vijay, Manager- Deals and Value Creation, Corporate Professionals, a group of dedicated, research oriented and skilled professionals is pioneer in delivering innovative and distinguished corporate business solutions through a unique model of integrated legal and financial consulting services since 2003. Within the group is nestled a boutique law firm, rendering quality services in the field of Company Law, Insolvency Law, Securities Laws & FEMA, Corporate Restructuring, Corporate Taxation, Global Business Setup, Compliance Management, Documentation, and Regulatory Approvals.
Ashok Saraf and his wife, Neelam, lived a dream life. They both were employed as a software engineer in a reputed IT company. In 2007, Neelam was forced to quit the job due to pregnancy. The Sarafs didn't anticipate the financial challenges that lay ahead. The transition to a single salary wasn't easy. The unexpected healthcare expenses cropped up. But the biggest blow came when Saraf was handed pink slip after the 2008 crash and subsequent recession that followed.

“I suddenly found myself scrambling for job,” says Ashok. “I had to dip in my savings. Things didn't go as planned. I was staring at red.” He began to withdraw his retirement savings. The couple was blessed with another child in 2010. Saraf succeeded in finding employment but was faced with the second layoff in 2012. The cost of the mortgage and other expenses wiped out his savings. Besides, he accumulated Rs. 6 lakh in credit card debts.

“It wasn't easy. We struggled to keep our finances in check, but things got from bad to worse. I lived in constant fear of losing my home.” says Saraf who was lucky to land a job with a start-up.

Taking Charge
Ashok Saraf learned his lessons. He and his wife began the exercise to take control of their finances. “The tight financials made me realize that many of expenses didn't even figure as necessities,” says Saraf. The distinction between needs and wants was an eye-opener. A mere change in cable subscription resulted in the monthly saving of Rs. 200. Since everybody used mobile, he did away with his home phone saving Rs. 500 per month. He went on to set-up his utility bills and credit card payments on auto-pay to avoid late fees.

The Sarafs drastically cut back on dining out every weekend. This alone saved a few thousand rupees per month which were used to pay off the
debt in a systematic manner. With the help of budgeting and eliminating expenses on non-necessities, they soon began to experience financial bliss in their life. The key to their success can be attributed to their ability to adapt to the situation.

If you find yourself in a similar situation, you too can regain control of your finances provided you adopt a leaner life, be realistic about your income and expenses and use cash instead of piling credit card debt. Everybody makes the wrong financial decisions. Instead of philosophizing about them, you must recognize them and make some hard choices in life.

Watch your spendings

The best way to begin is by spending less than you earn. It looks simple yet debt manages to pile up in form of credit card, EMI etc. But if you spend less, you automatically have room to save more or get rid of debt and explore more possibilities to plan your financial health.

Do not over-think about your investment strategy. If you are young, you have plenty of time to reach your goals. For example, if you want to build a retirement fund of Rs. 3 crore, all you have to do is to invest Rs. 5000 every month and forget. There are thousands of funds; you just need a week's research to identify one. Once you invest, do not worry about the state of the market. You just need 11% returns every year to reach your goal. Remember, the benchmark has delivered 15% yearly return in the past decade. If you are in doubt, do not hesitate to seek the advice of a qualified financial planner.

Debts, low-interest or high-interest, are a terrible idea. It drains your money and restricts your financial freedom. Make it a point to retire them as soon as possible or better still not incur them at all. Try to shop with cash or debit card to avoid the temptation of impulse shopping.

Build an emergency fund. You just need to save a little. You can save Rs. 200 on cable and put it in an emergency fund. The small saving, over time, can help you build a healthy corpus for emergencies. Once you begin to do this, you will find ways of saving small sums and park it in the emergency fund. Not only this will hold you back on impulsive spends but also help you to build a decent emergency corpus.

Avoid costly repairs

You can also save money by devoting a fraction of your time to take care of your things. For example, you can check on squeaky doors and oil the hinges or clean refrigerator coil (every 6 months). Doing these things helps to avoid costly repairs or replacement. An efficient refrigerator consumes less electricity than the inefficient one. Oiling the hinges on the door can save on carpentry work. Besides these things do not consume much of your time and is fun to do. This might not result in direct saving, but it does provide intangible benefits.

If you are in a financial mess, talk about it. Do not feel ashamed. Millions of people face financial difficulties every day. You can also seek the professional help of a good financial adviser whose helpful advice can make a huge difference in re-shaping your finances.

-Abhinav Angirish is Founder, Investonline.in

Edelweiss Housing, Bank of Baroda Partner for Co-Lending on Home Loans

Edelweiss Housing Finance Limited (EHFL), a subsidiary of Edelweiss Financial Services Limited, announces a strategic agreement with Bank of Baroda India's third largest public sector bank, for co-lending of home loans to self-employed entrepreneurs and salaried customers. Edelweiss Housing Finance Limited is one of the early movers to enter into a Co-Lending arrangement with a Bank in the housing finance space.

This partnership involves sharing of risks and rewards between EHFL and Bank of Baroda and aims to create a conducive lending environment for home-loan seekers. For Edelweiss, co-lending represents an alternate model of disbursements that is asset light and creates a sound revenue model for sustainable business. For self-employed and salaried customers, co-lending provides two key benefits: Simplicity of dealing with a single entity – for their financing, and convenient access to a blended cost-effective rate of interest.
The New Year brings new goals, new challenges and new trends in the still-evolving field of talent management. We describe below 5 talent management trends for 2017 based on insights from HR leaders globally and our experiences at our clients coupled with in-depth analysis at Excalibre Executive Education.

In no particular order, we believe that the key macro trends in talent management are:

1. Performance management obsession continues
If HR leaders and consultants put as much energy into fixing performance management as they do writing and complaining about it, we’d be far further along this journey. The past few years have seen a near obsession with this topic, marked by “pro” and “con” articles in Harvard Business Review and plentiful opinions on the topic presented as fact. The low point has been the endless debate over a minor element of managing performance — ratings. The larger sense of urgency around performance management redesign/improvement will continue, driven by HR and leaders' noise about the process. That noise seems to be driven by both lack of agreement about the purpose of PM (Improve performance? Evaluate? Develop?), well-intentioned attempts to make it easier and Quixotic attempts to make people enjoy goal-setting, coaching and reviewing.

While the energy around PM may drive simplification of the process, we’re not optimistic that it will help most companies realize PM’s true potential. The power of PM comes from brilliant goal setting, not flawless reviews, so until companies put effort and accountability into that area the quest for truly effective PM will not be realized. We’re seeing some effort but little accountability.

2. Potential is the new performance
The performance obsession will be overshadowed by a focus on predicting potential as senior teams increasingly differentiate their talent investments and demand more accurate insights to guide them. The challenge for HR professionals and consultants is that only two things are scientifically proven to predict potential in every situation – intelligence and select elements of personality. So, when consulting firms suggest they’ve found the secret ingredient to predicting upward potential, they’re either relabeling those two constructs or stretching the truth.

The two most popular potential models highlight the challenge of accurately assessing potential. Various consulting corporations offer each, potential models and diagnostic tools that they claim is “the” accurate model. There are meaningful differences between the two, so either one of them is right and one is wrong, or both are not right.

Two encouraging sub-trends should help here. Data analytics is still
The performance obsession will be overshadowed by a focus on predicting potential as senior teams increasingly differentiate their talent investments and demand more accurate insights to guide them.

glorified turnover analysis in most companies but capabilities are rapidly evolving. Within 5 years we should have better firm-level predictors of potential. Similarly, we're seeing (a little) more work on understanding how the other half of the potential equation – the company situation – factors into accurately predicting an individual’s potential.

3. The talent-focused CHRO
The capability to improve talent depth and quality is among the top 3 factors CEOs are requesting in new CHROs (and the reasons select CHROs are being replaced). The trend to reorganize HR to have leaner COEs, high level HRBPs and service center-based transactional work means that – except for executive compensation and the occasional lawsuit – CHROs will spend disproportionate amounts of time involved in talent management. In transformed organizations, the line will increasingly blur between the traditional CHRO role and the VP talent management role. As long as responsibilities are sorted out between the two roles we believe this is a positive trend which ensures even greater focus on this key area.

4. Transparency gets traction
Companies will be dragged kicking and screaming into greater transparency in 2017, partially by younger generations demanding it and increasingly because transparent companies show no ill effects from their openness. In addition, our proprietary data from the executive teams at 50 companies shows that executives (not necessarily HR) support a talent philosophy of near total transparency in communicating performance and potential.

That same data show that today most companies are moderately transparent at best.

When Bridgewater Associates videos every meeting and makes them available to any employee and Buffer publishes their budget and everyone’s salaries, employees will be highly skeptical of companies that say they're not ready to be transparent.

If you don’t believe in transparency, we’d ask what is the ideal length of time to lie to your employees about their performance and potential.

5. Talent teams turnover
The first wave of talent management hiring happened between 2005 – 2015 as companies staffed this new slice of HR as best they could from a collection of HR generalists, OD/OE types, learning folks and leadership development leaders. Over that period, we saw talent management evolve into a more strategic, data-driven and process-oriented field – an evolution that clarified the capabilities that differentiate great talent management leaders.

We’re now seeing that initial array of talent being sorted out, with talent-oriented generalists and business-loving OE types getting the VP Talent roles and learning, OD and leadership development people sub-specialized underneath them. The key variable in our data that we believe explains this trend is that learning folks self-disclose as being least interested in their company’s success and most interested in helping individuals succeed.

With the profession now 10+ years old, there are deeply experienced talent professionals available and companies are replacing “humanistic” talent leaders with more “capitalistic” ones.

Your call now folks

-K S Ahluwalia, Executive Coach and Mentor-Excalibre, E-mail: ks.ahluwalia@yahoo.com
Caught between a slowing economy and sticky rate of job creation, the Union Government has put focus on rejuvenating the MSME (Micro, Small and Medium Enterprises) sector in kick starting the sagging growth rate. In one such measure the Government will soon amend the Factoring Regulation Act 2011.

Two teething troubles which MSMEs face are timely availability of credit and collecting payments on time. Of the 6.34 crore MSMEs in the country, only about 8 per cent are served by formal credit channels. In order to support MSMEs, which are the lifeline of our economy, the Government has put emphasis on use of the Trade Receivables Discounting System Platform (TReDS).

Collateral-free receivables

In 2014, RBI introduced the concept of TReDS, a mechanism of trade receivables financing for MSMEs on a secure and digital platform. TReDS is an online mechanism for facilitating the financing of trade receivables of MSMEs through multiple financiers. It also enables discounting of invoices of MSME sellers raised against large corporate, allowing them to reduce working capital needs. “With receivables being one of the biggest problems of MSMEs, TReDS platforms approved by the RBI have done business worth Rs 12,000 crores. About 7,000 MSME vendors have digitally availed collateral-free receivables finance at competitive rates from almost the entire banking sector during the short period of the existence of TReDS platforms,” said Sundeep Mohindru, CEO, M1xchange.

Providing reliable access to efficient formal credit to MSMEs has long been challenging for banks due to multiple factors such as (a) inadequate formal data for credit assessment (b) the lack of tailor-made products to suit the borrower and lender risk profiles (c) long turn-around times for granting loans, (d) the requirement of collateral, guarantees, etc. TReDS platforms like M1xchange have emerged as a much needed elixir for MSMEs in discounting their bills and generating finance to execute their orders. For lenders, too, the platform provides a safe option of lending to MSMEs since the bills are drawn on large corporates with strong credit rating. The transparent process weeds out any chance of dubious transactions being funded, a major problem for banks.

TReDS an important tool

TReDS platforms, in a short existence, have emerged as an important tool for the MSMEs to raise finances. In the short two plus years, the platforms have grown multi fold, touching Rs 12,000 crore worth transactions. M1xchange, the only platform not set up by banks, has been successful in bringing in large PSUs like India Oil, HPCL, BPCL, ONGC Videsh, NTPC, GAIL, a total of 36 PSUs have been on-boarded and about 9 have joined M1xchange in the last quarter. This apart it has on boarded 31 banks from across the country along with a large number of MSMEs from across the country. The complete digitalised platform, which does due diligence of the participating MSMEs carefully, has emerged as among the fastest platforms to close transactions.

The Government has taken several steps to popularise the use of TReDS platforms. The most recent one is relaxation of norms for NBFCs (Non-banking Finance Companies) to participate in the platform. Market insights show, that over the last decade, NBFCs are playing an important role in providing credit to MSMEs especially at the lower end. Well established regional players with in-depth knowledge of micro markets and low-cost distribution provide access to credit to MSMEs beyond the tier I cities. To bring more cash liquidity on TReDS, NBFCs need to be allowed on the platform. For this an amendment of the Factoring Regulation Act, 2011 is necessary. It is expected that the same will be done in the current winter session of the Parliament. Earlier the Government instructed all companies with a turnover of Rs 500 crore or more to join the TReDS platforms so that MSMEs supplying goods and services to large corporates can access the benefits of quick and easy funding through the platform.
**TATA STARBUCKS**

Tata Starbucks, a 50:50 joint venture between Seattle-based coffee store chain Starbucks and Tata Global Beverages, completed its 100th store in India in Mumbai in 2017. The brand opened its first store in India in 2012 in Mumbai’s Horniman Circle and under a decade, the coffee chain - the most frequented retailer in the world - has opened stores in Pune, Hyderabad, Chennai, Delhi NCR and Bangalore. The US is the largest market for company, followed by Canada, China, Japan and UK. It operates in 28,000 stores across 75 markets in the world. In India, it now has 100 stores spread across six cities.

**MINISO**

The company has been operating in India for the last two years and has shown a rampant growth in terms of establishing its presence across the entirety of the Indian geography. The Japanese designer lifestyle brand MINISO, announced and celebrated the achievement of the breakthrough 100 stores in India in the year 2019. The brand currently has 106 stores across 43 Indian cities. Owing to the splendid response towards its products, it has continued to add newer categories to their portfolio - manufacturing some in India itself. The brand has also forged partnerships with key global IP’s like Marvel, Cartoon Network, Pink Panther, and We Bear Bare etc. to further enhance the brand recognition in the market. These strategic collaborations have been undertaken by the brand to accelerate a holistic image upgradation of MINISO products globally.

**1-INDIA FAMILY MART**

Proceeding towards its vision of meeting the fashion aspirations of small towns in India, 1-India Family Mart, records the fastest growth in value retail chain segment, completed 100 stores in a span of six years. Empowering Tier-3 & tier-4 Indian markets, the brand owned by Nysaa Retail, has launched its 100th store in Bihar. 1-India Family Mart has been providing fashionable, stylish & affordable apparels and lifestyle accessories to most cities in the country. What started with just 4 stores in its first year of establishment in UP’s Ghazipur and Fatehpur district is now spread across 90+ cities in Eastern and Northern India with an intention to provide affordable fashion to the lower income consumer group whose average monthly take home is between INR 5,000 to INR 25,000.

**CROCS**

As part of its aggressive expansion strategy in the Indian subcontinent, Crocs India opened its 100th store at Chennai. Since the opening of its first store in India in 2008, Crocs has grown at a robust pace establishing its presence across 50 cities in India. India is currently the 6th biggest market for Crocs globally with a high double-digit growth year on year and is progressing towards becoming India’s top non-athletic casual footwear brand. Other than its EBOs, Crocs asserts its presence in MBO channels through which its overall offline reach extends to more than 150 cities via over 1500 points-of-sale. Additionally, it caters to 20000+ pin codes translating to 400 cities via its e-commerce presence.

**Hamleys**

Hamleys entered Indian in 2010 with its first store at High Street Phoenix Mumbai and is currently the largest toy retailer in India with 100 stores in 36 cities. Currently, the Reliance-owned Hamleys operate 190 outlets globally and more than half of them are in India. Every year for more than 3 million families visit to one of the 100 Hamleys store in India. Reliance Retail’s marquee label operator Reliance Brands was the India master franchisee for Hamleys, which reputedly has its origins in the world's oldest toy store in London that was opened in 1881.
Henry Ford, a leading American Industrialist and Business magnet highlighted the importance of collaboration by stating correctly 'Coming together is progress, and working together is Success'.

To become an integral part of modern commerce, electronic communication in workplace collaboration has become a major necessity; usage of cloud-based programs has become common with technological advancements. Collaboration can take place among traditional teams or among virtual teams.

The digital world has been offering numerous interfaces including emails, chat rooms and instant messaging in order to aid the simultaneous transfer of information to a large number of individuals. With the Internet in its current state, the format has been aiding electronic communication efficiently, such that collaboration is now cake-walk.

Making Responsible
Collaboration has proven to make employees more responsible thus raising their level of motivation. With the rise in competition, an increase in creativity encourages employees making them more productive while promoting healthy employee relationships. Apart from adding on to the growth of an organization, collaboration brings several important aspects to the table which includes:

- **Effective Brainstorming**
- **Collective Participation**
- **Providing Value**

Brainstorming leads to numerous perspectives to provide solutions, a strong sense of purpose is generated while adding value when working towards a common goal. A collective participation offers equal opportunities for employees to participate and communicate their ideas. While there might exist few limitations to this form of collaboration, the benefits overpower the limitations even when put together.

Inculcation of collaborative electronic communication in workplaces has significantly proven to be beneficial due to its features:

**Self-Analysis:**
Collaboration allows individuals to think out of the box, which brings together different specialists and departments, helping employees with new ways to approach the organisation's goal. A more sustainable relationship is obtained between customer and organisation in an ever-changing environment and boosts the organisation's growth.

**Employee Skill Development:**
Employees and organisations benefit mutually while working together. An interaction between the employees generates newer ideas and a better understanding among the team members which allow them to work,
think, negotiate and operate in harmony. Skills are often picked up by colleagues and built upon their strength.

**Ability to Solve Problems:**
A vast and varied talent pool is created when employees work together collectively as a team than working on individual projects. The talent pool collaborates the experiences of the team members while elevating the team's probability to solve a problem. There has been a significant increase in virtual collaboration by organisations which minimises or eliminates the need for finances and infrastructure. Businesses are now thriving with the help of virtual collaboration being able to gain better market reach.

**The Bigger Picture:**
Collaboration allows individuals from several backgrounds to work together, which leverages the differences and recognises a way to complement one another. When a project does not shape up in a particular manner, a view at the bigger picture prevents a team from falling apart while giving additional probabilities to prove their mettle.

**Outcomes:**
A scope of learning from one another exists when teams collaborate. An organization becomes a source that encourages continuous learning and supports learning through opportunities for successive growth and development. Collaboration of team members enhances their capacity to go and grow beyond their comfort zones. Information and communication technology offers business communications ways necessary to remain competitive in local and global economies. There has been a significant increase in progressive companies opting for collaboration in order to substitute the same within their teams. The collaborative work environment has a high success rate as the employees feel a strong bond towards the organisation which in turn results in a win-win situation for both the organisation as well as the employees.

Electronic communication has been replacing the hassles that exist while coordinating face-to-face meetings while aggregating productivity and providing easier ways to communicate. There exist a number of ways that electronic communication can generate potential problems in the workplace similar to most technological advancements however in this case, the positives out-weigh the negatives.

**About IceWarp**
IceWarp is an internationally renowned company for developing a complex solution for communication and collaboration; has been operating in the market since 2001. IceWarp entirely changes the concept of how teams share information online. Provides an ultimate all-in-one collaboration platform and a whole new family of apps put powerful collaboration tools right at user's fingertips by integrating everything they need under a single login - Email, TeamChat and Storage.

IceWarp aims at continuous and comprehensive innovation considering current trends and requirements of more than 50,000 customers. We are present across 50 countries and have already acquired more than 800 customers in India in a short span of 5 years. This is the reason IceWarp is being considered as the only alternative to Exchange, Office 365, GSuite.

**About Pramod Sharda**
Pramod Sharda is the CEO of IceWarp India & Middle East, a seasoned Business professional with a sharp acumen for business. As CEO of IceWarp India, his role is in providing leadership to grow IceWarp’s presence and create the market share in India.

The history of Indian handlooms is as old as the history of the country and that is proven by many excavations in the prominent sites of Indian Valley Civilization such as Mohenjo Daro. From the ancient trade centres in India, people from the rest of the world used to visit Indian to buy excellently woven colourful fabrics by Indian artisans.

Later, with the advent of textile mills in the British era, these artisans went through a very terrible time for decades, and due to financial insecurity, many have switched to alternate professions. It was indeed a great loss to India's glorious handloom culture and thousands of artisans who received this legacy from their forefathers. Even many were so hopeless that they committed suicides and they urged their children to keep themselves away from this profession. In such a gloomy scenario, the empathetic breed of young fashion designers from all over the country came forward and took significant initiatives to revive Indian handlooms as well as the lives thousands of weavers and artisans.

The revival of decaying art
These days various Indian fashion designers are using those rare fabrics in their creations which were on the verge of extinction a decade back. They creatively adopted fabrics and artwork like Ikkat, Kalamkari, Mekhla Chadar, Pashmina, Khadi, Kanjivaram, and Banarasi Silk. And, their phenomenal efforts helped to instil the lost love of artisans for their art, craftsmanship, and profession. Their art is now alluring the fashionistas and mavens of Paris, Milan, and New York in international fashion shows and red carpet events. International brands are approaching fabric manufacturers and buying houses of India to procure handloom fabrics from the small towns of Tamil Nadu, Gujarat, Uttar Pradesh, Bihar, Rajasthan and other states.

The new fashion quotient
Many fashionistas in the present times quite intelligently followed the Make in India campaign to promote their collections based on age-old weaving techniques, dyeing work, and motifs. Also, as people are more inclined towards sustainable fashion, handloom is emerging as their
ultimate organic choice among the environment-conscious urbanites and millennials. Even, they are ready to pay a premium price for such collections due to their high functionality and enduring charm. They look perfect on people of varied age groups and complement every occasion with sublime grace. For young college-going girls to women in C-level suites, handloom is becoming the fashion quotient of many empowered women in the 21st century.

Beyond heritage

Now, Indian handloom is no more a heritage, but honour for the artisans and these are the remarkable efforts of designers and couturiers who help artisans to get due attention in the fashion world. Moreover, the incessant popularity of fashion portals in India and abroad is opening new vistas for brands to sell and promote the extinct weaving techniques, motifs, and artwork of Indian artisans through their exquisitely designed dresses. On the other hand, social media platforms like Instagram and Pinterest are further enhancing the reach of fashion designers and brands. Following their handles, millions of fashion-conscious people around the world are getting the opportunity to know about the magic of Indian artisans that they weave on handlooms.

Favourable transformation

Earlier, handloom was restricted to Indian wear or ethnic wear, but many designers of international repute whose fandom is equally high in foreign countries are using handloom fabrics and other artworks in western clothes, too. These western and indo-western dresses are easy to carry in professional as well as the homely environment and are suitable in all seasons. For example, Kalamkari fabric which is known for creating classic salwar suits is now coming in boho-chic avatar as many designers are using it western and fusion dresses like tops, skirts, tunics, and jackets. Also, they are making people aware of the environmental benefits that people derive from handloom by saving an ample amount of water on each article.

Way ahead

The livelihood of almost 4.3 million skilled artisans in India depends on the future of handlooms. Although various policies are introduced by the government in the past to ensure financial stability in their lives, but changing industry trends couldn't deliver desired results. Now, parallel to government initiatives, fashion designers across the country are visiting towns and villages where these artisans live. They are motivating them to boost the sector with their skills and expertise and rewarding them with unprecedented monetary benefits. Hopefully, the future of Indian artisans would be more pleasant and colourful.

About Nidhi Yadav

Nidhi Yadav is Creative Head and Founder, AKS Clothing, has embarked upon her entrepreneurial journey with a singular mission to ‘disrupt ethical fashion market with a unique product-mix, empowered team, and highest ethical practices.”

While pursuing her fashion designing course in Italy, Nidhi thoroughly studied the business model of the iconic brand, Zara. Inspired by their success, she decided to replicate it in AKS, a brand of Yuvdhi Apparels, founded by Nidhi with small seed capital of Rs. 3.5 lac and a small warehouse of less than a thousand units.

AKS has its headquarters in the millennium city Gurgaon, and has an integrated network of printing, dyeing, stitching and manufacturing units in the Pink City, Jaipur. The Brand has grown to 100cr revenue without any external funding and they are serving more than a lakh customer in a month and aiming to reach 200cr.

Consistent Growth

With a team of highly professional management, AKS is in the process of continuous expansion and incorporating the latest business practice to serve customers. In a very short span of time, “AKS” with the brand Yuvdhi Apparels under its fold has been one of the biggest fashion e-tailing firms in India shipping products pan India, Singapore, and Malaysia.

AKS is growing consistently. Today, 25 employees are on the payroll, and more than 250 tailors and workers are associated with the company through partners. Under the brand AKS, which is targeted to all young ladies/girls from 18 to 35 years of age, students and working women, it offers a vast range of ethnic women’s wear, including range Kurta/Kurtis, Palazzo, Ethnic Sets, Anarkalis, Legging, and Mojri (traditional footwear). The company was already selling its products through top online fashion stores like Myntra, Jabong, and Flipkart, now, on company’s 4th anniversary, www.aksclothings.com was launched to meet up with the growing online customer base. To scale up the offline penetration via shop-in-shop and B2B modules, AKS has already opened up two offline stores in Nagaland and aggressively working towards opening at least 10 stores pan India by mid-2019.

Acknowledging her achievements, Nidhi was awarded for Young Women Entrepreneur for Apparel Brand Start Up the platform by Indian Women Convention 2018 & Women Leadership. In 2019, she got Women Entrepreneur of the Year in Small Business Awards 2019 by Entrepreneur India and was awarded by Outlook Business Women of worth Award.
Tourism is not all about travelling beautiful places in vacations and holidays for entertainment and recreational purposes, but since the earliest civilizations, it offers a multitude of learning and trade opportunities. Immersion, engagement, and complete involvement of a tourist in a place, its people, art & culture, and food & entertainment without any privacy intrusion or fear make experiential travelling a completely different affair than vacations or holiday travel.

Every religion in the world promotes travelling and exploration of places and cultures. On the one hand, the Hindu religion promotes the concept of Vasudhaivakutumbakam (the world is one family) and in Islam, it is mentioned in the Holy Quran, “And God has made the earth a wide expanse for you.” These all divine concepts ask mankind to explore the world and the bounties of Almighty on this earth. Hiuen Tsang, the Chinese Buddhist monk and scholar travelled India in the seventh century to gain more knowledge about Buddhism. Similarly, Ibn Battuta, the Moroccan traveller, explored a major part of the world in the 14th century in the quest to wisdom and knowledge.

The educational tourism is best regarded as a powerful means to encourage students for developing the interpersonal values that are necessary for an ideal future and society we often dream of. A student studying in India for two years and in Cambridge for one year will get to learn from both Indian and British education cultures.

Travelling for the sake of knowledge

Travelling is the most amazing way of acquiring knowledge about people, places, cultures, and institutions. And, people of utmost inquisitive nature always prefer to move around the world in search of authentic and fair knowledge. If the motive of travelling is not just visiting a place but also interacting, understanding, and feeling it, then the experiential travelling is the perfect answer to all these needs. Travelling is an interesting way of broadening one's vision and the mental faculty that enables the tourist to look beyond the curtain, and, this applies best to the heritage tours. For elders, heritage tourism is an ideal medium to nurture one's grey cells and learning always becomes better to them when it is added by lively experiences. Visiting the heritage sites and meeting with local people who are the best sources to share authentic information about these places clears many doubts and mysteries of the tourists.

For youths, educational tours are the best learning platforms. Today, educational tourism is giving a facelift to the global tourism industry. The tie-ups between domestic and international universities for student
The educational tourism is best regarded as a powerful means to encourage students for developing the interpersonal values that are necessary for an ideal future and society we often dream of. A student studying in India for two years and in Cambridge for one year will get to learn from both Indian and British education cultures. He will be receiving the same education with his own brothers/sisters and with that of other nationalities.

Exchange programmes are on the rise, whereas overseas school tours and seminar travels are also gaining huge popularity in India. The tour operators also see significant growth in educational tourism as they receive more queries and orders for edu-tours. The most preferred destinations for student exchange programs and seminar travels remain the US and Britain and Kaziranga, Jim Corbett, Agra, Rajasthan, and Gujarat for schools tours in India. This popular trend is galvanised into action by the educational institutions that are focused on experiential learning—learning through the first-hand experience and outside four-walled classroom. Based on the fact that “human memory is picture-oriented and not word-oriented”, the institutions realise the impact edu-tours can have on students’ learning and knowledge process.

Experiential learning as a lever

Every place, culture, and phenomenon in the world carries its own legacy and has innumerable stories to narrate. Some of them are documented and deciphered in books and literature, but many are best understood when touched, breathed in, and spent time amidst. For instance, students find studying and remembering history boring, monotonous, and futile because of the extensive chapters, heavy books, and so many nomenclatures to remember. But, it’s extremely important for our future generation to preserve our past and heritage.

The same students, if taken on a trip or youth camp to historical monuments and places, will be eager to study and explore more about it when they found the evidence of historical incidents that their books always talk about. And, this kind of learning is meant to stay for lifelong, unlike rote learning.

Inculcating interpersonal values that matter

The educational tourism is best regarded as a powerful means to encourage students for developing the interpersonal values that are necessary for an ideal future and society we often dream of. A student studying in India for two years and in Cambridge for one year will get to learn from both Indian and British education cultures. He will be receiving the same education with his own brothers/sisters and with that of other nationalities. The cult of xenophobia, religious intolerance, racism, and gender inequality will be eradicated to a great extent, all by itself. Besides academics, youths will also learn cultural ethos and social values in a diverse learning environment which might not be possible in a restricted one.

About Amit Jain

Amit Jain, Founder and Managing Director of Rising Star Tours & Travels, shoulders the responsibility of steering swift growth and expansion of the company. From handling the team to delivering an impeccable experience to clients, Amit plays multifaceted roles in managing business operations, systematically and seamlessly.

The DU alumni completed diploma in travel trade in 1993 and five years later, he started his very own venture, Rising Star Tours & Travels. As he always has been an avid traveller filled with perpetual fernweh, he identified the existing gaps in the tour and travel industry in India and the challenges that travellers face on a regular basis. This acknowledgment led to the foundation of Rising Star Tours and Travels—a one-stop destination for all the traveling needs. Rising Star Tour & Travels is the epitomized endeavour of Amit to make travelling so easier and simpler that almost every individual in the society can travel across the world and enjoy the boundless beauty of the nature. In these 21 years of business, Amit made the survival of Rising Star Tours & Travels possible during hard times. The year 2008 brought along the global economic recession and its subsequent effects on the Indian Tourism Industry were noticed till 2010. In addition, low liquidity in the financial sector was creating funding problems for small as well as large companies. Even in this bleak scenario, the leadership of Amit Jain stood tall against all the challenges and Rising Star Tours & Travels maintained a steady growth.

In fact, it’s under his stewardship that the company achieved affiliations from the reputed organizations in the tour & travel industry such as TAAI, TAFI, IATA, ADITOI, and OTOAI. He has won the Best Outbound Tour Operator Award 2016 and Golden Star Award—leading travel agent of 2018.
High demand for truck drivers in the country are also largely due to the lopsided manner in which freight moves here. The absence of waterways or air cargo modes of transportation like railways and roads haul majority of the goods in India. Even then, there is a particular bias towards roads in the recent past. Road freight is considered the most inefficient and expensive mode of freight haulage. It is more time-consuming, prone to damages and at the mercy of external factors. The Indian roadways industry is also particularly poor when judged against global standards. To meet the demand of the logistics companies trucking companies also work efficiently to meet the demand in the given time.

Trucking companies have to operate with flexibility and agility to make their business more responsive in meeting their client's needs. Owning transportation logistics allows their organizational services to deliver an efficient operation to the stakeholders. It also helps them comply with the higher standard requirement for a professional trucking company. The storage of cargo and their safe delivery to the points of destinations are monitored by the personnel while cutting down costs in the distribution process. It is hard to put a number on just how much the trucking sector and drivers contributes to the economy, because its impact reaches far beyond the industry's own employment and financial contributions to our GDP.

Drivers' Safety

Now, as the demand of logistics companies is growing, the driver's safety has become a primary concern. Truck drivers are the most critical players, forming the human backbone of this industry. The role of a truck driver is challenging, given the unpredictable nature and schedule, long periods and distances away from family members, perceived harassment by the police while en route and the job insecurity involved. Poor design and maintenance of the Indian roads add to problems of health and safety. In spite of this, they are paid poorly and not surprisingly there is a growing shortage of drivers. There is both a status and a skill gap among drivers.

With the apps like fleet management system (FMS), it is possible to observe driver's behavior in real time and make a training plan which can also solve the issue of employee's
long driving hours and breaks between drives with fully automated fleets. The availability of sensors and Bluetooth wireless technologies in the trucks have made it easier to add trucks to this burgeoning online network of supply chain data, providing last-mile visibility that was previously unattainable. Many companies in this sector have begun to realize this. There is an increasing focus on bridging the skill gap and providing appropriate en route facilities for drivers. These efforts are fragmented and need more focused attention. Many companies have created an ecosystem for the drivers where drivers can change their shift after long hours of exhaustive journey and get many other benefits. Which has helped them to get not only a regular pay but these system and technology has transformed logistics sector into an unorganised sector to organized sector.

**Tracking Locations**

Logistics companies are using GPS systems and AI to track the location of their trucks, they can now set up geo fences to enable alerts when a truck is nearing its destination, danger, optimize routes using real-time traffic data, improve vehicle utilization, and automatically track driver hours and fuel tax reporting information. A user generated inputs via smart phones is sent onto the drivers which helps them to know the route around construction or congested areas. So that they can avoid these routes and take alternative route.

ML is also helping the logistics companies to get minute by minute details of the trucks. So that immediate action can be taken at the time of any mishappening. Every driver has a app that automatically clocks them in when they get into a truck and keeps track when they reach to the warehouse or to the changing hub. Firms have started using this technology for Fuel optimization, Operational Planning & allocation based on Geospatial & status data, dynamic route management and control. In situations like human errors, traffic or accidents, AI predicts decisions based on data analysis and help to avoid accidents and maintain their safety.

---

-Sumit Sharma is Co-founder of GoBOLT, one of the leading technology-driven end-to-end logistics service provider based out of New Delhi. He can be reached at sumit.sharma@gobolt.in

---

**BVC Logistics Launches Vision 2022**

BVC Logistics, India's largest secure logistics company started its 60th year and unveiled its “Vision 2022” today. The new vision is to 'Make Shipping The Competitive Advantage of 30,000 Businesses by March 2022.'

Today, logistics is a cost centre for every business and BVC aims to transform this and make shipping a competitive advantage where simply by using BVC to ship, businesses can make their customers experience a beautiful buying experience.

To achieve this vision, BVC has set aggressive service targets like achieving delivery within 24 hours anywhere in India and deep use of technology. BVC is also expanding its geographical coverage from 10,000 pin codes to over 20,000 pin codes, making hundreds of bullet-proof vehicles, recruiting over 1000 BVCites, all over the coming 30 months. Over the years, BVC has grown exponentially, expanding their offices, team, solutions and customers, working with over 16,000 businesses in the diamond and jewellery mine to market value chain consisting of miners, manufacturers, wholesalers, retailers and e-tailers.

With secure logistics coverage in over 130 countries, BVC has been a deep industry partner for 60 years. Among its USP, is its fully insured exhibition solution for private and public exhibitions. BVC is the proud Official Logistics Partner of over 100 Indian exhibitions like the IIJS and Jewel Trendz and all major global exhibitions.

To achieve this vision, BVC has set aggressive service targets like achieving delivery within 24 hours anywhere in India and deep use of technology. BVC is also expanding its geographical coverage from 10,000 pin codes to over 20,000 pin codes, making hundreds of bullet-proof vehicles, recruiting over 1000 BVCites, all over the coming 30 months. Over the years, BVC has grown exponentially, expanding their offices, team, solutions and customers, working with over 16,000 businesses in the diamond and jewellery mine to market value chain consisting of miners, manufacturers, wholesalers, retailers and e-tailers.

With secure logistics coverage in over 130 countries, BVC has been a deep industry partner for 60 years. Among its USP, is its fully insured exhibition solution for private and public exhibitions. BVC is the proud Official Logistics Partner of over 100 Indian exhibitions like the IIJS and Jewel Trendz and all major global exhibitions.
Hector Minto working with the late Professor Stephen Hawking, on his communication aid.

Passion for alternative communication

Meet Hector Minto, Microsoft’s Senior Technology Evangelist for Accessibility, based out of Oxford, UK. A chemistry graduate, he’s been working in the accessibility technology space for over two decades. From selling specialized devices that include a page turner for people who can’t move their limbs to talking computers called Lightwriters from Toby Churchill to helping people who can’t speak communicate, he’s even worked with the late Professor Stephen Hawking on his communication aid.

“I was amazing at Chemistry in school. I was set to go and work for a pharmaceutical company but two-and-a-half years into university I hated it,” he laughs. As a child, Minto had considerable experience interacting and working with people with disabilities, thanks to his mother who was a teacher. His first sales job, selling the page turner, took him across the country, where he got to understand the needs of people with disabilities. This led to his passion for alternative communication and helped him carve a career around assistive technology for people with disabilities.

And 20 years later, he’s here at Microsoft following his passion about using technology as a leveller for people with disabilities. The long wait notwithstanding, he feels there’s never been a better time to work in the disability technology space.

“If you know it’s not a niche if one in six people in the world have a disability of some form. This is a huge opportunity for society, to get it right, to build technology that supports everyone—not just people that can use a keyboard and a mouse or a touchscreen in the expected way,” he says. But Minto and his peers have their work cut out. Even if the technology exists, and it does, getting the society to acknowledge the need, and more importantly organizations to understand the business imperative of inclusion is easier said than done.
Trivia: Most websites in the world are not accessible to people with disabilities. These include online businesses, which are losing out on business because they are not addressing a significant chunk of the population.

**Need for Inclusiveness**

According to Gartner, organizations that actively employ people with disabilities experience 89% higher retention rates, a 72% increase in employee productivity and a 29% increase in profitability. The problem, according to Minto, is two-fold. Firstly, organizations need to deliberately be more inclusive when it comes to hiring, only then will they acknowledge and appreciate the importance of accessibility.

“There are people using technology in different ways that they don't understand because they've no representation of people with disabilities in their organization. You don't make the change unless you've got good representation,” he explains.

But even if an organization understands the need to make their products more accessible, there's another barrier.

“As soon as you talk about accessibility, most businesses think about costs. What they don't know is that AI tools are basically making it free, they just haven't deployed it. We have to let people know that some of those cost burdens or what they might think of as a hassle to deploy is now commonplace,” he adds. The point Minto makes here is that most organizations that use Microsoft products and services already have accessibility tools built-in that does not require them to incur any costs. And with AI coming into the picture, he feels that there is no reason for anyone not to build with accessibility in mind.

“Cognitive AI services can do some of the things humans do well—see, hear, perceive, and process. The experts in how technology can help the human experience may well be those with a disability. For example, a person who is blind will have a very good idea about what technology can and cannot help them with,” he says.

**AI reducing barriers**

He cites examples of cognitive AI services being embedded in Microsoft's own tools to make them more accessible. Some features started out with accessibility as one of the considerations and became a part of a core product feature like background blur in Microsoft Teams. Or a feature like live subtitles in PowerPoint had another benefit that it could help people who are deaf or hard of hearing. Fundamentally, the investment we're making in accessibility is not just about creating a specific set of tools for Microsoft. It's about setting up a toolkit that allows people to build different solutions,” he explains.

To Minto's respite, the industry seems to be taking notice. By 2023, the number of people with disabilities employed will triple due to AI and emerging technologies reducing barriers to access, according to the Gartner study. “We have to reach out to the largest employers in the world or the governments who are seeing the unemployment of people with disabilities is costing them an awful lot of money. We want to work with them to use AI to help people with disabilities work.

Minto feels that the tools these first line workers might require, will need a bit of rethinking of how we currently leverage AI. For example, videos with auto subtitles and translation can help employers train their first line workers in the language each individual worker understands.

“I think some of the tools that will routinely empower first line workers, who are new to the digital workplace, are yet to be built. If you think about how much more we could deliver digitally to people who don't have any kind of digital life right now, accessibility is going to be a major part of that conversation. We're going to have to design differently. And that excites me,” he says.

At the end of the day, his mission is to move conversations around disability away from the problem and look at it from the opportunity of making every human being more productive.

“It took 20 years for me to be ready for Microsoft or Microsoft to be ready for me, but it is just the right time to be here,” Minto exclaims!
ordVPN, one of the world's leading VPN service providers, has launched its latest cybersecurity product. NordPass is a password manager built with a focus on simplicity and security. This tool saves you memory space for more important things than logins.

When it comes to cybersecurity, people have plenty of bad habits. This includes passwords too: from keeping login information in sticky notes or notepads to using “password” or “123456.” And worst of them all — reusing them all for different accounts.

“Some find passwords unimportant; some tend to save their imagination for different tasks. Others have problems with remembering difficult combinations of letters and numbers. We all have been there, and that's why we came up with NordPass,” says Ruby Gonzalez, Head of Communications at NordVPN.

Like a master key, NordPass fits everyone's needs. Not only does it help to generate new complex passwords, but also lets you share them securely with friends or coworkers. And most importantly, this password manager remembers it all: from complex logins to private notes and credit cards. And you can access it all with a single Master Password.

To keep the information secure, NordPass uses top-of-the-field XChaCha20 encryption for the password vault and Argon 2 for key derivation. Users can also choose optional two-factor authentication for extra safety. Additionally, the new tool will have a zero-knowledge architecture to ensure ultimate security.

“Password information belongs to users only — that's why our product has zero-knowledge encryption. By the time your data reaches our servers, it's already been encrypted on your device. That means we have zero knowledge about the items saved in your vault,” explains Ruby Gonzalez.

Powered by cybersecurity experts, NordPass is easy to use. You can download user-friendly browser extensions for Chrome, Firefox, Opera, Brave, Edge, and Vivaldi. And, of course, apps for iOS and Android.

Key NordPass features:
- Top security and zero-knowledge architecture
- Two-factor authentication (2FA)
- Effortless password management — only a single password to remember
- Syncing on up to 6 devices at the same time
- Sharing items (such as passwords, credit cards, and...
notes) with family, friends, and coworkers

- Import from other password managers
- Secure storage for private notes and credit card information
- Universal availability (apps and extensions)

Premium users can share and use NordPass on more devices at the same time. Monthly prices start from $2.49 with a 2-year plan. If users need basic features only, they can get a freemium version of NordPass. Visit nordpass.com for more information.

According to Ruby Gonzalez, it is a big year for those who care about cybersecurity. Recently, NordVPN has presented other safety services, such as file encryption tool NordLocker and a business VPN solution NordVPN Teams.

ABOUT NordPass
NordPass is a new generation password manager shaped with cutting-edge technology, zero-knowledge encryption, simplicity, and intuitive design in mind. It securely stores and organizes passwords by keeping them in one convenient place. NordPass was created by the cybersecurity experts behind NordVPN - one of the most advanced VPN service providers in the world. For more information: nordpass.com.

ABOUT NORDVPN
NordVPN is the world's most advanced VPN service provider, used by over 12 million internet users worldwide. NordVPN provides double VPN encryption, malware blocking, and Onion Over VPN. The product is very user-friendly, offers one of the best prices on the market, has over 5,000 servers in 60 countries worldwide, and is P2P friendly. One of the key features of NordVPN is the zero-log policy. For more information: nordvpn.com.

Bringing Buoyancy to Economy via MSMEs

With a view to provide impetus to economy and speedy realisation of SDGs of which MSMEs hold key to, MoU on cooperation in convergence of social enterprise initiatives for Development of MSMEs between Product and Process Development Centre (PPDC) and India Water Foundation was signed on 27 November 2019 at Ministry of MSMEs, Nirman Bhavan, New Delhi by R. Panneerselvam Principal Director MSME-PDPC and Dr. Arvind Kumar President IWF in presence of major dignitaries, Hon’ble Additional Secretary & Development Commissioner, MSME, Government of India Sh. Ram Mohan Mishra, Additional Development Commissioner Mr. Anand Sherkhane, Dy Director General, DC (MSME) Mr. D.P. Srivastava.

During this occasion, Dr Kumar said 'It's a dedicated opportunity through a paradigm shift and to realize India's dream of 5 Trillion economy target where Plugging in loopholes through MSME sector, capacity building in Water/Environment, a Win-Win situation shall spearhead a sustainable Eco-System.'
With nearly 70 million living people with diabetes and an almost equal number of pre diabetics, the disease is one of the most worrisome epidemics sweeping India today. No wonder, India is often referred to as the diabetes capital of the world.

According to a recently conducted National Diabetes and Diabetic Retinopathy Survey, the prevalence of diabetes in India was estimated to be at 11.8% during the period of 2015-2019. While the prevalence of known diabetes cases was 8%, new diabetes cases accounted for 3.8%. Diabetes is not only a potentially life-threatening disease itself, but is also a prominent risk factor for a series of other diseases including cardiovascular disease, stroke and kidney disease. The diabetes epidemic therefore further feeds into the already swelling incidence of lifestyle diseases. Diabetes may also lead to diabetic neuropathy, visual impairment and limb amputation. Unfortunately, a large number of people living with diabetes are not aware of their diabetic status, delaying treatment and putting them at risk of diabetic complications. Effective diagnosis and prevention strategies are the need of the time when it comes to diabetes management. At the same time, identification of individuals at high risk of developing diabetes is another crucial intervention that can help us turn the tide in disease management.

**Genetic testing to identify people at high risk of diabetes**

Diabetes is largely a genetic disorder, with all major types of diabetes known to have genetic factors involved. There are high chances of Type-2 diabetes to be familial in nature. According to studies, the lifetime risk of developing diabetes comes to around 40% if one of the parents has type 2 diabetes, while this risk augments to 70% if both parents have diabetes. However, environmental factors also play a significant role in determining the risk of type 2 diabetes. Other risk factors include age, sex, obesity and central obesity, low physical activity, high stress, smoking, a diet low in fiber and high in saturated fats etc.

If you could know at 20 years of age whether your genetic markers indicate an excessive risk, you will have plenty of time to act and improve the modifiable risk factors while ensuring a better tracking and timely identification of disease when it actually occurs. This is what genetic testing can help achieve towards devising personalized prevention and treatment strategies for diabetes.

Genotyping is the process of detecting differences in the genetic make-up of individuals that can lead to differences in phenotype as well as pathological pathways of diseases. Genotyping helps identify small variations in genetic sequence such as single-nucleotide polymorphisms (SNPs). SNPs are the most common type of genetic variation among people. Each SNP represents a difference in a single DNA building block, called a nucleotide.

SNP genotyping is a process that can predict an individual's risk of developing certain diseases. It can also ascertain and predict the response of an individual to a drug or treatment approach, thereby helping to select the best course of treatment for a person. This technology has brought about a remarkable shift in healthcare towards a more personalized approach to treatment.
Genetic testing examines hundreds of thousands of DNA markers associated with lifestyle disorders and provides a clear understanding of your genetic predispositions.

About Pranav Anam, Founder & CEO, Gene Box

A graduate in genetics from Newcastle, the UK, Pranav Anam has ushered in a new age of health and fitness practices by demystifying genetic testing. His love for genomic science ran deep and paved the way for The Gene Box (TGB), a holistic health platform that looks at an individual’s genetic blueprint. Anam was aware of the influence of genetics on fitness, health and nutrition needs and in founding TGB, channelizes his knowledge to offer a better quality of life to people who are susceptible to several diseases due to their genetic constitution.

At TGB, Anam has successfully developed a unique pan-India commercial and collaborative platform to help healthcare providers, researchers, consumer genetics companies, academicians, and medical practitioners create best-in-class therapeutic products and services. He has a rich exposure across the entire spectrum of genetics, biochemistry, and bioinformatics.

Anam’s infectious energy, ceaseless passion and in-depth knowledge about genetics and stem cell research make him a people’s person at TGB. His insight and sound judgment make him effectively lead the teams across product development, engineering to business development and strategic alliances. He plays a critical and dual role of a catalyst and business accelerator: On one hand, he actively coordinates with the product development and engineering teams towards continually enhancing TGB’s unique value proposition and expanding its wide range of offerings.

Anam realizes the importance of predictive wellness better than many others. The growing share of non-communicable diseases in India calls for novel methodologies to counter it. This is where he identified an unmet gap in genomics infrastructure in the country. The new-age thinker and strategist, Anam is a visionary who is able to make sense of the chaos of healthcare space in India. His greatest strength is an ability and agility in setting up and steering large global teams across diverse businesses.
Molecular Diagnostics
A Path to Improved Healthcare

What exactly is molecular diagnostics? In very simple terms, it is the study of biomolecules to diagnose a disease. Biomolecules refers to the basic molecules which are building blocks of our body – namely our genes and proteins. And thus, we arrive at a more scientific definition – “Molecular diagnostics refers to a set of techniques which analyse the genome and the proteome of an individual to arrive at a medical diagnosis”, wherein, genome refers to our genes and proteome refers to the proteins in our body.

Over the years, molecular diagnostics has developed from being a tool used only for the diagnosis of rare diseases, to being used as a common diagnostic practice. Currently, molecular techniques are being used for the diagnosis of infectious diseases, cancers, prenatal screenings, autoimmune disorders and a lot more.

In a country like India, with such a high birth rate, we are continuously at the risk of genetic disorders in infants. It is imperative that we develop molecular diagnostic tools to identify such disorders at an early stage so that corrective measures can be taken without much delay. This brings us to the first type of Molecular Diagnostic tools available in India – Prenatal Screening

Prenatal Screening
Prenatal screening is one of the most important steps to be taken towards early healthcare. A recent development in this field is the introduction of NIPT, or non-invasive prenatal testing. This innovation is of particular importance because it eliminates the risks to the mother and the foetus associated with older invasive technology like chorionic villi sampling or amniocentesis. It is also found to be a lot more accurate in detecting possible disorders. Some of the NIPT techniques are listed in the figure below.

Non-invasive prenatal screening techniques

1. Ultrasoundography
2. Maternal serum testing
3. Pre-implant genetic diagnosis
4. Nuchal scan for screening Down's Syndrome

List of prenatal screening tests available

But unfortunately, NIPT faces two major roadblocks – cost and accessibility. Being a fairly new technique, it is not conducted in all diagnostic labs and is limited to labs in cities. It is also a lot less affordable than the conventional screening techniques.

Prenatal screening caters to the testing of the unborn foetus. But what if we want to test for diseases at later stages of life? Molecular diagnostics can be very effective in confirming the presence of diseases based on the identification of molecular markers.

Molecular tools for the diagnosis of genetic disorders
Our country suffers from a high incidence of genetic disorders and unfortunately, a lot of these disorders go
Molecular diagnostics also finds intense application in the field of Precision Medicine. Precision medicine is a practice where therapy for diseases is administered in a patient-specific manner, rather than in a generalized fashion.

Genetic disorders
1. Down Syndrome
2. Sickle cell anaemia
3. Cystic fibrosis
4. Asthma
5. Cancer
6. Obesity

List of genetic disorders which can be correctly diagnosed using molecular tools.

We are yet to understand and develop techniques which can help us correctly identify cancers in the early stages.

Molecular diagnostics also finds intense application in the field of Precision Medicine. Precision medicine is a practice where therapy for diseases is administered in a patient-specific manner, rather than in a generalized fashion. For example, it has been noted that a few patients suffering from cardiovascular diseases tend to be resistant to certain types of antiplatelet therapy and this leads to recurrence in vascular events despite ongoing treatment. In this case, precision medicine can play a very important role. Using tools of molecular diagnostics, one can easily identify the markers of such resistance and the patient can be put on some other antiplatelet therapy. Such practices are now widely used for treating other disorders too – like cancer, obesity, etc.

Now that we have covered some of the major aspects of where India stands in terms of Molecular Diagnostics for genetic disorders and chronic illnesses, let's move on to another facet of molecular diagnostics – testing for infectious diseases.

Testing for Infectious diseases
Unlike chronic and genetic illnesses, testing for infectious diseases with the help of microbiology is quite well developed. Then why do we need molecular tools? The answer is simple – Molecular Diagnostics saves valuable time which would have otherwise been lost in performing the laborious microbiological techniques. Also, with the looming danger of antibiotic resistance, it would be of great help if we could correctly identify pathogens and provide specific treatment, rather than relying on broad spectrum antibiotics.

Molecular diagnostics is the need of the hour for India. Due to the widespread incidence of infectious diseases, rapid diagnosis can help in administering correct treatment. Several efforts are being made in India to improve the techniques used for molecular diagnostics and for increasing its accessibility. For an instance, Abbott Laboratories is collaborating with NACO India to improve viral load testing for the diagnosis of AIDS.

Rise of new technology
It is important that we constantly innovate beyond the boundaries of the existing technology to improve the quality and efficiency of diagnosis. Here are some of the key
Dr. S. Jhaveri, Managing Director, BioMall.in, is a PhD graduate and a successful entrepreneur based in Mumbai. He has done his Ph.D in Chemistry and Chemical Biology from Cornell University, Ithaca, NY in the year 2007 and also done his bachelor's in Chemical Technology specializing in Chemistry of Dyes and Intermediates from ICT, Mumbai (formerly UDCT). He has been awarded Dr. Sundar Aggarwal award for outstanding Indian Students entering Ph.D. program in Chemistry and Chemical Biology at Cornell University.

In the year 2012 he started his distribution business for laboratory products under the company Chargen Life Sciences LLP. During the initial 3 years of distribution business, he studied the lab industry market deeply and analyzed the problems faced by laboratories. Based on this analysis and the growing consumer inclination towards e-Commerce, he found an online platform connecting buyers and sellers of lab products to be a perfect solution to tackle the current problems. Thus, in mid-2016, he launched India’s first online marketplace for laboratory products – Biomall.in.

Earlier he worked as an Independent consultant with Universal Consulting, where he carried out market research on impact of new technologies in the knee implant market in India, assessing market feasibility for a Point-of-Care Testing Device in India and UAE. He was a visiting student at Massachusetts Institute of Technology, USA.

He has trained mentored and supervised several students. He also lectured in class, graded exams, and conducted office hours for freshman chemistry students in USA. Dr. S Jhaveri believes that passion, hard work, self-belief and being positive are key mantras to be a successful entrepreneur.

What next for India in Molecular Diagnosis?

India faces numerous challenges in the popularization of molecular diagnosis:
- Lack of accessibility
- Lack of awareness
- High expense

In order to shift the diagnostic setting in India from the conventional methods to molecular techniques, we must address each of the above-mentioned issues.

Some of the readily available kits, which provide rapid diagnostics, quantitative as well as qualitative are now accessible online on Biomall.

Advances in the techniques of molecular diagnosis:

- PCR
- Point-of-care diagnostics
- Image-based rapid diagnosis
- Next Generation Sequencing
- A new modification, known as the digital PCR is now being extensively applied to clinical settings
- Miniaturization and simplification of diagnostic tools to allow bedside testing
- Rapid diagnosis system for identification of infectious bacterial strains
- Accurate and thorough diagnosis

Molecular diagnosis can be the key to a better lifestyle and healthier living. As a country, we have a long way to go, but thanks to the numerous healthcare institutions and research laboratories working on developing new tools, molecular diagnosis is an achievable and realistic goal.

About Dr. S. Jhaveri

Dr. S. Jhaveri, Managing Director, BioMall.in, is a PhD graduate and a successful entrepreneur based in Mumbai. He has done his Ph.D in Chemistry and Chemical Biology from Cornell University, Ithaca, NY in the year 2007 and also done his bachelor's in Chemical Technology specializing in Chemistry of Dyes and Intermediates from ICT, Mumbai (formerly UDCT). He has been awarded Dr. Sundar Aggarwal award for outstanding Indian Students entering Ph.D. program in Chemistry and Chemical Biology at Cornell University.

In the year 2012 he started his distribution business for laboratory products under the company Chargen Life Sciences LLP. During the initial 3 years of distribution business, he studied the lab industry market deeply and analyzed the problems faced by laboratories. Based on this analysis and the growing consumer inclination towards e-Commerce, he found an online platform connecting buyers and sellers of lab products to be a perfect solution to tackle the current problems. Thus, in mid-2016, he launched India’s first online marketplace for laboratory products – Biomall.in.

Earlier he worked as an Independent consultant with Universal Consulting, where he carried out market research on impact of new technologies in the knee implant market in India, assessing market feasibility for a Point-of-Care Testing Device in India and UAE. He was a visiting student at Massachusetts Institute of Technology, USA.

He has trained mentored and supervised several students. He also lectured in class, graded exams, and conducted office hours for freshman chemistry students in USA. Dr. S Jhaveri believes that passion, hard work, self-belief and being positive are key mantras to be a successful entrepreneur.
An MoU has been signed between NSIC and Aramco Asia for the development of MSMEs Ecosystem in India in Oil & Gas Sector. P. Udayakumar, Director (P&M), NSIC and Mohammed Al Mughirah, President, Aramco Asia inked the document.

The ceremony was witnessed by various dignitaries like H.E. Dr. Said Bin Mohammed Al Sati, Ambassador of Saudi Arabia, Abdullah Melfi, Strategic Sourcing Head, Aramco, besides more than 200 units from India. NSIC is the flagship Mini Ratna PSU under the Ministry of MSMEs in the business of facilitating MSMEs in India and Aramco is world's largest Oil & Gas Company, Govt. of Saudi Arabia having reported revenue of USD 355 Billion (2018) and estimated market value of USD 1.5 Trillion. The MoU will pave a way for accredited Indian MSMEs to carve out a space as vendors in the Global space.

Digital Gurukul awarded Asia's Best Digital Marketing Institute from Indore partnered with German based company - Certif-ID to issue blockchain-powered certificates to its students a feat that has yet to be achieved by any other Digital institutes in India, and among the very few to have taken this disruptive step globally.

The rollout of the diplomas on Blockchain will allow the students of Digital Gurukul and their prospective employers to access the diploma from any geographical location, without any need to send or present physical certificates. All students graduating from Digital Gurukul will now be able to share the credential of their diplomas with future employers and higher education institutions around the world without any hassle.

Dr. Raj Padhiyar, Director, Digital Gurukul said that having forayed into the quest for continuous innovation in digital education, it is due to its propensity for technical breakthroughs that today Digital Gurukul stands on a strong foundation of technology platforms across its systems and processes. Following this legacy, Digital Gurukul is now set to disrupt yet another age-old system of providing paper diplomas to its graduating students.

The prospective employer or other parties do not require additional software or specialized equipment, all they have to do is to scan the QR code which is printed on the certificate. The block created for the graduate will include their educational qualifications, portfolio, projects and even attendance.

The adoption of Blockchain Technology is still in its infancy in the education industry, but we believe it can help make the Indian education system more dependable and trustworthy. We, at Digital Gurukul, are very excited about the adoption of Blockchain to issue our diplomas and are sure it will be a move that every other education institution adopts soon, Dr. Raj Padhiyar further added.

NSIC and Aramco Asia Ink MoU for Development of MSMEs Ecosystem in Oil & Gas Sector

India's First EdTech Digital Institute to use Blockchain Technology to Digitalize its Certification Process
The retail sector is no exception as the rapid growth of e-commerce is a perfect example. Advanced business operations, high competition, and variety of quality products are some of the benefits bestowed on the retail sector by cutting-edge modern technologies that have created enormous business opportunities. With the objective to attract more and more footfalls at the store, various brands have been relying on the innovative ways to increase customers shopping experience, quality and a variety of products without burning a hole in their pockets.

Hence, to achieve success in entrepreneurship goals, it is crucial to understand the following points:

Know your Customer
Customer is the King. Whether it is a big store or a small showroom, every business needs to render its customer satisfaction. It is essential to anticipate customers' perception in reality, as they are the key to business success. For every entrepreneur, it is their responsibility to understand the needs and wants of their target audience and what are those motivational factors in the market which influence their decisions. Great customer experience can increase sales through word of mouth and referrals. Henceforth, it is necessary for a business to understand the demographic attributes of a certain region or market, including their purchasing power, disposable income, brand awareness, and socio-cultural ethos towards the product.

Location of the store
For the sustainable growth of a business, location is one of the most essential factors in finding the desired number of customers, right from the launch of a store, and it should be easily accessible to all. Also, for consistent business growth, it is crucial to build a strong base of loyal customers, but also those potential customers who are still engaged with the competitors in the same market. But if the location is hard to reach, it can result in decreasing frequency of the customers. Location plays a decisive role in the success of a retail store because everyone wants to visit a store which is close to them. That's why sustainable business needs to be where their target audience is. Depending upon the industry, it is recommended to choose the place with high traffic, where the store can be easily located, the proper parking facilities, a multiplex area, restaurants, takeaways, and other attractions to entice more customers.

Staying with the trend
One of the most effective tactics that can increase the success rate in business is the real-time monitoring of trending topics. For an entrepreneur, predicting the upcoming trend is a matter of knowing that from where the masses are getting information about new trends and innovative products. Reading trends on social media, tabloids, etc., before new policy adoption in the marketing and customer care departments can bless the marketer with futuristic and viable strategies. It is the practice which market leaders never forget to follow even in the lean season. Staying up-to-date with the trend can enhance creativity in services and prepare the entrepreneur for future challenges. Sticking with the trends...
can also help a business prepare for the new product development, product line extension, in-store motivation, and offering better experience to its customers.

**Risk-taking ability**

Most successful people will say that “we were willing to take risks no one else was”; whether it was developing a new product or investing into something least attractive in the market. Although taking risks is intimidating, especially for the new entrepreneurs, but it is more complicating than doing something that might turn out bad. Risk-taking is fundamentally linked to Entrepreneurship; the more risk one takes, the more success one gets. Accepting risk is a part of the deal, and one needs to be ready for the entrepreneurial world. But, at the same time, it is also imperative to understand how ‘risky’ ones decision could be at a certain point to achieve the target.

**Building a top-notch team**

Nobody can be perfect. Believing what one person lack some skills and what others might have is the quality of a successful entrepreneur. To establish a successful business, it is crucial to make a competent team with the desired skills. For any business, a great team needs clarity about their roles, and appropriate workflows and sufficient resources to groom and upgrade themselves. Adequate knowledge is an indispensable quality of the team members which help them understanding the products and services they are going to sell and the behaviour of existing and potential customers. A good team can bring many positive benefits. Bringing out the unique perspectives from each team member can create more effective solutions, also tackling obstacles and creating notable work together makes team members feel fulfilled, builds loyalty, leading to a higher level of satisfaction. Don't forget that a reliable support system will help in building a strong foundation.

---

**About Puneet Jain and Yatin Jain**

Puneet Jain and Yatin Jain are Directors at Odhni which was started by their parents, Anju Jain and Shashi Jain, about two decades ago with an objective to beautify women with Indian ethnic wear and to make them feel like a celebrity. Odhni was started with a small store of 500sq. feet and 4 employees and evolved phenomenally under the dynamic leadership of the brother duo, Puneet Jain and Yatin Jain who played a momentous role in the growth and expansion of brand ODHNI which now own 3 large stores spread over 50000sq. feet area (In totality) in one of Delhi's most developed markets in Pitampura. These 3 grand stores abode more than 300 dedicated people and the flagship store at Nishant Kunj, Pitampura store. In entire north India, WNW can be purchased only through its own exclusive stores and at ODHNI. Besides WNW, ODHNI promotes all leading brands of Surat, Calcutta, Delhi, and Mumbai through the shop-in-shop retail format.

ODHNI achieved a turnover of INR 80 Cr, and it is expected to register 150 per cent growth in the present fiscal. Under the avid leadership of the brother duo – Mr. Puneet Jain and Mr. Yatin Jain, ODHNI is aimed at achieving INR 1000 Cr turnover by 2025 with the opening of 30 new stores across India. They are planning to open stores outside Delhi-NCR under the franchise model. On its 20th anniversary, ODHNI has achieved a great milestone by registering the highest sales ever.
As our Union Minister of Environment, Forest and Climate Change Prakash Javadekar highlighted ‘the need to bring 26 million hectares under Land Restoration targets’, it is important to address the global crises of climate and biodiversity loss.

It is appreciative of India’s outstanding leadership at COP14 UNCCD, bringing more than 9000 participants at the multi-stakeholder forum. The multi-stakeholder international forum was applauded across the globe and highlighted India’s commitment towards addressal of Drought, Land Degradation and Desertification. India has determined to bring 26 million hectares under land restoration targets and address the global crises of climate and biodiversity loss. Hence, it becomes imperative for India to set a precedent towards building long-term drought resilience.

India Water Foundation had organized a Special session ‘Can Integrated Approach combat Drought in the Region?’ on the sidelines of UNCCD COP14 on 11th September which received positive response from stakeholders. It was a successful endeavor with Quality Discussions by Multidisciplinary stakeholders on Drought Resilience, Drought-risk assessments, Drought management, Land Restoration strategies towards Climate Neutrality, Disaster linked Drought phenomenon, etc. to reach common consensus towards addressing the menace of Drought. The session also called for adaptation & mitigation developing measures towards management of Drought and Land Degradation (SDG 15.3).

Observer Status for IWF
India Water Foundation has been granted the Observer status of the United Nations Convention to Combat Desertification (UNCCD). This sets a right stage to play an instrumental role towards implementation of the priorities of UNCCD and also the outcomes of COP14 UNCCD. Support climate change mitigation and adaptation measures through improved understanding and sharing knowledge on new initiatives, policies and best green practices, developing strategies with special focus on biodiversity conservation including ecosystem management.

Now that, the Indian government has planned to create a 1400 km-long and 5 km wide ‘Green Belt’ from Gujarat to Delhi-Haryana border, it’s a stepping stone to restore degraded land along the Aravalli hill range. The desertification and land degradation atlas released by the ISRO in 2016 revealed that more than 50% of land is degraded in the states of Gujarat, Rajasthan and Delhi. With this move, visible outcomes is envisaged with the addressal of synergies between water, bio-diversity and climate change, strengthening our momentum towards Drought Management on one hand and creation of Sustainable Livelihood and Cleaner Environment on the other. However, this must be enforced especially at grass root level to achieve holistic implementation of SDGs and will also bring the Delhi Declaration to fruition. Let’s ACT NOW.

Dr Arvind Kumar is President, India Water Foundation.

The Government of India has planned to create a 1400 km-long and 5 km wide ‘Green Belt’ from Gujarat to Delhi-Haryana border, it’s a stepping stone to restore degraded land along the Aravalli hill range.
AirOk Technologies, IIT Madras incubated cleantech start-up, has expanded its Vistar air purifier range with the launch of Vistar Comfort series. The purifiers are offered with EGAPA Comfort filter that is built with special media to absorb Carbon Dioxide (CO2) and many other acidic gases in the air to make the workplace atmosphere clean, healthier and lively. The Vistar Comfort air purifiers can effectively improve air quality for coverage area starting from 15m² to 104m².

The Comfort filter draws its power from indigenously made patented technology of EGAPA (Efficient Granular Adsorbent Particulate Arrester), which plays an essential role in filtering out different air pollutants. With the powerful filter, Vistar Comfort purifiers have a wide range of applications; especially in all mechanically ventilated indoor spaces where there is no provision for fresh air to enter.

Vistar Comfort air purifiers are easy-to-operate with Uni-Touch Interface where control of the device is at the users' fingertips. A complete glass finish look on the top adds to the elite look of the workplace interiors. Its low-noise generation makes it the ultimate choice to improve air quality indoors all day long.

Vistar Comfort air purifiers are easy-to-operate with Uni-Touch Interface where control of the device is at the users' fingertips. A complete glass finish look on the top adds to the elite look of the workplace interiors. Its low-noise generation makes it the ultimate choice to improve air quality indoors all day long.

As per established ventilation guidelines, indoor Carbon Dioxide (CO2) levels must not be more than 650 ppm than the local outdoor concentration. Workplace occupants generate carbon dioxide, causing indoor carbon dioxide concentrations as well as other air pollutants to exceed outdoor concentrations. Besides being exposed to irritating, distracting and potentially unhealthy gases and particulates, elevated Carbon Dioxide (CO2) levels can infuse lethargy and drowsiness among employees. Vistar Comfort purifiers utilize a revolutionary technology to analyze and absorb excessive Carbon Dioxide (CO2) and other air pollutants to optimize air quality.

The purifiers are available within the price range of Rs. 25,000 upto Rs. 2 lacs, based on different features and capabilities. Available in offline stores and soon will be available online also.
It's always something: a sick mother, a dying aunt, a relationship breakdown, or a baby on the way. If it's not happening in my life, it's happening in someone else's, and if it's not happening today, it will be happening tomorrow.

In most set ups: two dozen people, hundreds of behind-the-scenes stories are creating subtext and subtitles to people's lives. Often invisible ones, yet these are the ones that influence your organization's ability to do business as usual, any organization's ability to do business as usual. At any given moment, someone is experiencing a crisis, or a celebration, whether you know it or not.

In choosing to build a business bigger than myself, I also chose a path of including others in my work. In including others in my work, I also chose, without being fully conscious of it, to open my life to the heartbreaks and exhilaration of other people's lives and stories, daily moments of frustration, elation, or regret, and all the accompanying emotions.

Know that there is so much happening that you can't see.

While people choose to disclose their private moments to varying degrees, those stories, acknowledged and voiced (or not) affect the quality of our work relationships, our productivity, and our personal/professional effectiveness. Awareness of and understanding that personal circumstances influence people at work can inspire us to operate with more kindness, patience, and grace as we interact with others. When in doubt, choose to believe the best — this means choose to believe that everyone is doing the best they can at any given moment.

Invite people to openness, because the more we know, the more effective we can be in working together.

I want to create a safe environment where people know their personal lives matter to me. I invite people to openness by asking questions and by modeling openness myself. “I'm dealing with some personal stress,” I might say, “so if I'm quiet today, that's why.” or “I'm really sad after taking my daughter to college.” Not everyone will want to share. That has to be okay, too.

We can't be curious about people's personal lives without choosing to relate personally, finding out about people's spouses, partners, kids, extended family, hobbies, dreams, hopes, and aspirations. Invest time in getting to know your colleagues lives so that when they experience peak or valley moments, you can support them well. When people choose to share, provide perspective and space.

Yesterday morning, I entered the office and immediately launched into venting about work-related stress. When I finished, a colleague shared a serious personal concern. Immediately, all my work stress seemed less important. The perspective we need, when life challenges spill into work, is that people's personal lives are always more important than work. They matter more, and we can't ignore that. Sick kids win. Personal illness wins. Marriage struggles win. Kids' track meets win. We all make choices at different times about how to prioritize our work and life, and we may choose to work as a first priority at times. Even when we do that, our personal lives are still preeminent.

Here's what I know: It's always something. People's personal lives matter more. They always will. If I want people to bring their best to work, I must give them space to be who they are by acknowledging their moments of despair as well as their moments of exhilaration.

Your call now folks

-K S Ahluwalia, Executive Coach and Mentor-Excalibre, E-mail: ks.ahluwalia@yahoo.com
Just Dental is a dental care enterprise that provides comprehensive and holistic solutions for dentists to manage their practice better. Just Dental's Smart Clinic concept makes a traditional dental practice smarter.

Over the last decade, there has been a significant change in the business model of dentistry. From privately owned solo practice to corporate dental chains, dentists are mainly opting for these two categories of dental clinic. However, both these categories come with a fair share of risks and limitations. In a solo practice, dentists have to bear the administrative burden as well as the financial investment. On the other hand, in corporate dental chains dentists work as employees without any share in profits. Just Dental is creating a new category of self owned co branded dental clinics to eliminate the limitations and challenges in private practice and corporate dental chains.

Dr Santhosh Kumar

Started by Dr Santhosh Kumar in 2017, Just Dental equips the dentist for delivery of better treatment and easy management of their clinic. From providing technology and marketing support to helping them with supply and vendor management, Just Dental provides tools and services for a successful dental practice.

Currently, there are 300,000 plus registered dentists in India with more than 25,000 dentists passing out every year. The current education curriculum focuses on building technical expertise in dentistry. However, once they set out for practice, dentists face immense challenges in setting up a clinic, procuring materials, marketing their services and overall financial management of the clinic. Existing solutions that are available in the market are stand-alone services with no end-to-end solution providers to support the dentists and reduce administrative burden. To address this problem, Just Dental was started with a two-fold goal in mind: one- to help dentists with administrative infrastructure and support them with all the non-clinical aspects of practice, two- to help patients find the right dentist conveniently.

How does it help Dentists?

| Helps dentists become Dentist Entrepreneurs- the clinic is owned by the dentist. |
| Improves patient footfall and hence the practice grows |
| Removes dependency of multiple vendors who support dental practice (Just Dental Lab services, dental supplies at a lower price, patient health financing) |
| Technology support for the dentists – Appointment management, SMS Alerts, practice management software, Billing, electronic prescription, Patient mobile app. |
| Critical data insights on performance |
| Branding and marketing support to build visibility for the practice |
| Doctors get access to CDEprogrammes (Continuing Dental Education) keeping them current with advanced developments in the field of dentistry and upgrade themselves with relevant skills |

How does it help patients?

| Standard procedures and pricing |
| Continuity in treatment and doctor relationship |
| Access to convenient treatment finance options- Just Dental facilitates interest free loans for patients |

Just Dental currently has 200+ Clinics across India. It has a presence in 20 states and 52 cities. By the end of 2019, Just Dental aims to become India’s largest dental chain with 500 clinics onboard.

About Dr Santhosh Kumar

Dr Santhosh Kumar is the founder and Just Dental, a dental care startup that is creating a new category of self owned co branded dental clinics to eliminate the limitations and challenges in private practice and corporate dental chains. Prior to this served, he has served as Sr Director of Clinical Data Management unit at Quintiles India, managing global Data Management team with oversight spanning multiple geographies. He has played leadership roles at Accenture, TCS and IQVIA (Formerly known as Quintiles research). With over 17+ years of experience in Healthcare industry, his key strengths are leadership, strategy, organization alignment, customer & service orientation, change management, employee & organization engagement and team work.
Electro Rent successfully concludes its acquisition of Microlease and Livingston to become world’s leading player in testing and measurement industry with more than $1 billion worth assets available to rent. Microlease and Livingston brands will operate as Electro Rent Asia. Along with the largest number of assets in place, Electro Rent Asia has sharp focus to invest in equipments required to support the emerging technologies in India such as 5G Roll Outs, Trail Projects of 5G Technology, Automotive Electronics, IoT/Sensor Based Applications and others. With easy access to global standard equipments and best-in-class technical support, Indian firms can expedite their business growth.

The consolidation includes all of the company’s operations in the Indian cities of Gurgaon and Bangalore, the Malaysian state of Penang, and the ROC state of Taiwan. All future Chinese operations will also operate under Electro Rent Asia. With the acquisition, Electro Rent will be in a position to cater better services in the market.

“We are extremely excited about bringing all three brands together to create a premier platform with a global footprint,” said David Whitfield, CEO, Electro Rent Asia. “We are now, by far, the largest single supplier of test and measurement equipment in our industry.”

With a team of highly technical experts covering all aspects of engineering, along with finance and asset management specialists, Electro Rent Asia will be in a position to service a wider range of customers and solve the biggest technical and financial challenges they face with respect to test and measurement.

“In addition to the vast inventory of equipment available to buy, lease or rent, Electro Rent Asia will offer world-class asset management for companies looking to maximize their existing investment,” said Nigel Brown, CEO, Electro Rent Global. “This is exciting news for our customers, our employees and all our partners. We will better serve our markets through an expanded equipment fleet and broader geographical coverage, ensuring better availability levels and a higher level of technical service.”

The North American operations headquarters are based at Corporate Pointe, West Hills, San Fernando CA, while EMEA operations will continue to be run out of the London offices. Operations in Singapore will remain branded as Livingston for the near future.

Electro Rent Asia has sharp focus to invest in equipments required to support the emerging technologies in India such as 5G Roll Outs, Trail Projects of 5G Technology, Automotive Electronics, IoT/Sensor Based Applications and others. With easy access to global standard equipments and best-in-class technical support, Indian firms can expedite their business growth.

About Electro Rent
Electro Rent is the market leader in electronic test equipment, offering over 200 high-quality brands to buy, rent or lease, Electro Rent Corporation also provides world-class asset optimisation to help companies maximise their investments. Its services help minimise the costs of acquiring test equipment, optimise its use and maximise return at end of life without stretching capital expenditure, and include rental, leasing, sale of new and used equipment and buy-back as well as full asset management. Electro Rent supports its global customer base with over 57,000 test equipment assets worth over $430 million. A team of 350 specialists serves Electro Rent customers in over 150 countries from offices across Europe, the US and Asia. Electro Rent currently provides equipment from leading manufacturers, including Anritsu, Keithley, Keysight Technologies, Rohde & Schwarz, Tektronix and Viavi.
Nitin Jairam Gadkari, Minister of Micro, Small and Medium Enterprises, said that the MSME ministry will raise GST related issues faced by the small and medium enterprises with the Finance Minister to provide some relief to the sector.

Speaking at 'MSME Ecosystem' summit, organized by FICCI on the theme – 'Connecting Dots & Bridging Gaps', Gadkari said, “Some problems exist even after the introduction of GST. Whatever your concerns are, I will speak to the Finance Minister about it and try to find solutions for the sector.”

The Minister highlighted that the government is also planning to introduce a credit rating system for the MSMEs which will help them to raise funds through capital market. “We are planning for a digital database credit rating so that the industry members with good credit ratings can easily go to the capital markets,” he said.

He also urged the industry to focus in rural and tribal areas for expansion and reducing the cost of production. These areas have both land and manpower available at much lower cost as compared to the urban areas, he added. “If more industries are set up in these areas, we can effectively address the problems of urban areas.

We are making policies on this basis,” said Gadkari.

Gadkari emphasized on the need to increase exports and reduce import dependence. “If we want to become competitive in international markets, we must reduce our capital cost as well as logistics cost,” he said.

Sandip Somany, President, FICCI, said that the MSME sector has very significant role to play in the country's economic performance. “At present, the definition of Micro, Small and Medium Enterprises (MSMEs) is based on investment in Plant and Machinery for manufacturing MSMEs and investment in Equipment for service sector MSMEs. The need for change in this definition has been necessitated and raised by various stakeholders,” said Somany.

Archana Garodia Gupta, Chairperson, FICCI MSME Committee, and Director, Touchstone Gems and Jewellery (I) Private Limited, highlighted the importance of women entrepreneurs in the MSME sector and urged the government to provide dedicated women industrial parks to support women entrepreneurs.

Sanjay Bhatia, President, FICCI-CMSME, and MD, Hindustan Tin Works Limited, said that currently many service providing MSMEs are not mentioned under the list of 358 reserved items procured from MSEs. “Services from MSEs should be reserved under the scheme of reserved items for purchase from MSEs,” he said.

Rajneesh Kumar, Member, FICCI Committee on Retail & Internal Trade, and Chief Corporate Affairs Officer, Flipkart Group and Mr Pranav Bhasin, Member, FICCI MSME E-Commerce Task Force, & Head, MSME Empowerment Initiative, Amazon India, also shared their perspective on the MSME sector.
Entreprenuership Cell, IIT Kharagpur, a non-profit student organization, is established to foster the spirit of entrepreneurship among college students in India. Being one of the most successful entrepreneurial organizations in the country, it has incubated over 50 startups within ten years of its inception.

The Cell is proud to present The Local Startup Meet (LSM), one of its recently launched flagship events. With a view of addressing the primary problems of an early-stage startup, the LSM is conducted in metropolitan cities of India viz. Mumbai, Delhi, Bengaluru, Kolkata, Gurugram, Hyderabad, Pune, and Trivandrum.

LSM is a well-curated, invite-only event consisting of eminent angel investors, venture capitalists, influencers, along with the early-stage startups and a few Alpha-stage incubated startups. LSM will be conducted in association with WaterBridge Ventures as its National Fundraising partner and community partners like Blume Ventures, Venture Catalysts, Windrose Capital, Technopreneur Surrogate Ventures, 91Springboard, Ulncepat, iKeva, B-Hub, Innov8 Coworking, and JITO JIIF. The main agenda of the event would be to come up with constructive and practical solutions that could be implemented with ease.

“We at WaterBridge Ventures are very excited to associate with IIT Kharagpur. They are doing incredible work in the start-up ecosystem through their various events, and as an early-stage VC fund looking to partner with high-quality founders and start-ups, we cannot think of a better partnership. IIT Kharagpur has produced several stalwarts in the startup ecosystem, and this association is a win-win for all of us. We are looking forward to a fulfilling long term association with IIT Kharagpur,” said Ravi Kaushik (Managing Partner, WaterBridge Ventures).

This year the presence of eminent personalities like Mr. Krish Iyer, President & CEO, Walmart India Private Limited and Chairman, FICCI Retail and Internal Trade Committee, Gulzar Azad, Country Head- Connectivity, Google India, Vinod Keni, Growth Partner, Artha Venture Fund, Dr. Dhaival Shah, Co-Founder, Pharmeasy, Sanjay Mehta, Founding Partner, 100X.VC, Ravi Kaushik, Managing Partner, WaterBridge Ventures, Arpit Agarwal, Principal, Blume Ventures, Abhishek Surendran, Managing Partner, pi Ventures, Akarsh Shrivastava, Associate VP, SAIF Partners, and many more would provide a vision to the start-ups en route to success. Start-ups would get an opportunity to connect with the Venture Capital firms, Angel investors and would also get an exposure to the start-up communities in their region.

The Local Startup Meet will be methodically structured and will consist of Networking Session, Pitching Sessions for selected startups, Panel Discussion on 'Raising Early Stage Venture Capital' and the Lean Startup Drive targeted towards the alpha-beta stage startups to familiarize them with the concept of going lean to understand the rapidly evolving market needs. If you are an early-stage startup that is on the lookout of funds, mentoring and ecosystem support, log on and register at ead.ecell-iitkgp.org.

The event is also open for individuals who are currently working on their Alpha product in the respective cities.

Along with the Local Startup Meet, Entrepreneurship Awareness Drive, one of the significant flagship PAN-India initiatives of Entrepreneurship Cell, IIT Kharagpur would also grace itself in 22 cities to promote the entrepreneurial culture across India. With a participation of over 30,000 startup enthusiasts, the previous editions of the event have been a massive success. Log on to ead.ecell-iitkgp.org for more details.
E-Cell IIT Bombay’s
EUREKA!
ROAD TO ENTERPRISE 2019
Asia’s Largest Business Model Competition

PRIZES WORTH
INR 50 LAKHS

INCENTIVES
Direct entry into the finals of 10th Lee Kuan Global Business Plan Competition
Opportunity to get featured in prestigious Forbes India Magazine among top entrepreneurs
Amazon Web Services worth $15000

Register at: ecell.in/eureka
Bay81, a Digital Interactive Solutions company specialized in -

- Corporate Movies
- Web Development
- Training Modules
- Product Videos/Tutorials
- Motion Graphics
- Holographic
- Content Development
- Projection Mapping
- 2D-3D Character Animation
- Product Modelling and much more....

We do this by bridging the communication, process, skill, or functional gaps keeping your business from achieving expected results. Our methods engage people’s heads and hearts – because you need both to get the job done.
ABHYUDAY IIT BOMBAY PRESENTS

ACTION PLAN

SOCIAL ENTREPRENEURSHIP COMPETITION

WE RISE BY LIFTING OTHERS

CASH PRIZES WORTH INR 1 LAKH

REGISTER AT abhyudayiitb.org/actionplan

TITLE SPONSOR

Incubation opportunity by India’s top incubators

Pitching before leading investors

NABARD
PARAMOUNT NUTRITION’S INDIA PVT. LTD.
Business Partners of Britannia Industries Limited

HIGHLIGHTS
- Spreads across 7 acres area
- Operating in 3 shifts – 750 employees
- 2 production lines - Current capacity - 3000MT / Month
- 9 products with various cream varieties
- Consistently delivering high class quality products
- Strong management, commitment & disciplined workmen are key factors for success

CSR ACTIVITIES
- Sponsored 1 lac litre capacity drinking water tank in Abban Kuppe village
- Monthly feeding of orphanage children
- Text book & note books distribution for school children

PRODUCTS
- Kwalify Glucose
- Tiger Glucose
- Bourbon
- Good Day-Cashew
- Good Day-Butter
- Tiger Krunch
- Milik Bikis
- Milik Cream
- Treat Creams

Award and Recognition
- IMC Ramakrishna Bajaj National Quality Award 2011
- Business Profitability Partnership Award, 2012 from BIL
- Rotary BSE SME National award for excellence, 2012
- Good Day Gold League Gold Trophy Award 2013,
- 2nd Place in Everyday Perfect Good Day Contest 2014,
- Best Good Day Cashew manufacturing unit, Perfect Good Day Contest 2015.

Global Recognition by AIB International

Paramount added another feather in its cap when it was adjudged the 1st Britannia CP unit to get AIB Recognition in India scoring 820 out of 1000 in February 2018. AIB is considered as one of the stringent Food Safety norms across the globe.

PARAMOUNT NUTRITION’S INDIA PVT. LTD.
Business Partners of Britannia Industries Ltd.
#22A & 22B, KIADB INDUSTRIAL AREA,
BIDADI, RAMANAGAR-DIST. BANGALORE-562109