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Innovativezone

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Padmaaja Iyer
Founder

Padmajaa Iyer

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Shining an unsparing spotlight on the most trusted brands...

In recent years, we have all been put to the test, both personally and professionally. However, as they say, the hottest fires are where steel is made. And the same applies to businesses. Even though COVID was unexpected, it made brands realise how important it is to prepare for future crises that may easily tear apart the foundation of society and business.

More than anything else, it highlighted how crucial trust is. That unseen, intangible thread that links interactions between people, society, and even corporations together. Because it necessitates that we choose to be both courageous and vulnerable at the same time, trust is a delicate and vital component of all relationships.

Trust impacts every aspect of a company. According to research by the Harvard Business Review, "Employees at businesses with a high level of trust report Compared to their peers at low-trust organizations, they exhibited 106% more vitality in the workplace, 74% lower stress levels, 76% higher engagement, and 50% more productivity."

The way, we work, shop, and even entertain ourselves has all changed a lot. These rapid developments have significant implications for companies in all sectors of the economy, and trust is a vital component that will determine which brands soar to the top and which barely scrape by.

The latest edition of Innovative Zone Magazine, "The Most Trusted Companies to Watch in 2023," highlights the companies that have taken the lead in fostering consumer trust. The aforementioned businesses have established an unmatched reputation for excellence. With this special edition, we hope to honour and recognize the businesses and entrepreneurs who are committed to fostering brand loyalty and having a great influence in the industry.

For this special edition, our cover page features the creative story of AAJ Media Productions and the inspirational figurehead, Anannya Sengupta, also referred to as Jijo. The narrative focuses on the company's journey into one of the most well-known entertainment companies, its unique entertainment offerings—which include stories and films—and Jijo's motivational leadership style.

Explore the company's remarkable business journey. I hope, this edition will provide you with some invaluable guidance on how to get started in business and progress in your career. Finally, I leave with a feeling of gratitude for the audience's support and appreciation. Please provide feedback on this issue; it will help us better understand and come up with something similar.

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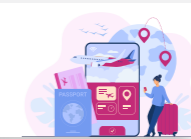
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- ✔ Graphic design
- ✔ Mobile app
- ✔ Content Marketing



Padmajaa Iyer

Pioneering Holistic Wellness and Transformative Healing

This is the story of a woman of influence, Padmajaa Iyer. She is a highly regarded corporate wellness and conscious leadership coach and mentor, transforming lives at ground level. From within the realm of conscious living, Padmajaa takes people across age groups and socio-economic backgrounds on a transformative journey of self-discovery. She serves as a catalyst for personal growth, where mindfulness, purpose, and authentic living converge. This article explores the essence of Padmajaa's practices for conscious living alongside the personal experiences that have shaped her journey. Here are excerpts from our conversation.

"There is no time to die"

This was the thought that propelled Padmajaa 26 years ago to start her journey of healing herself which eventually led to what she does today.

Padmajaa Iyer is the Founder-CEO of her namesake venture. She conducts wellness workshops for large organizations and mentors and coaches senior leadership. Her first corporate stint was as the Head of Wellness at a renowned data analytics organization in Bangalore, where she conceptualized and implemented a comprehensive health and wellness program for the organization's 3000 employees. The challenge was in creating bite sized nuggets that made it easy for the left brained corporate world to accept and practice what she had to offer. She then went on to become the COO of a spiritual foundation before finally branching out on her own.

Her professional trajectory began with a deep dive into holistic psychology, specializing in diverse modalities such as Past Life Regression, Re-Birthing Breathwork, Mindfulness, Inner Child Work, Hypnotherapy, Psychodynamic therapy, CBT and Theta healing. She has trained under some formidable teachers and Masters such as Dr Newton Kondaveti & Dr Lakshmi of the Quantum Life University in Hyderabad, Dr Sumant Kant Kaul from the THInK Institute USA, Nithya Shanti a teacher of conscious living practices from Pune to name a few. Her multifaceted background and commitment to holistic approaches underscore her innovative leadership in the wellness sector.

Padmajaa has been able to marry the intricacies of spirituality and scientific research to create a methodology that is unique to every individual and corporate that she works with.





Padmajaa shared that there was a point in her life when she was diagnosed with a degenerative condition and as a single mother, navigating the care of two children with serious health concerns presented a daunting and complex task. When she was told that there was no cure for her condition, she decided that “there was no time to die” and she faced the challenge head on, determined to choose life over death. Her journey as a single mother navigating the complexities of her own health vis-à-vis her children’s wellbeing underscored the strength and fortitude she exhibited during challenging times.

Charting the course

Padmajaa’s life philosophy and sense of purpose are deeply rooted in her personal experiences. She places strong emphasis on helping individuals know themselves better, leading them to discover their purpose. According to her, every individual is seeking meaning in their life. She firmly states that many of our struggles arise from living a superficial existence and advocates for the importance of understanding the power of the mind- body connect.

She is the architect of a transformative shift in her own life allowing her to fully reach her potential. Drawing from this she now dedicates herself to healing others and bringing about positive changes in their lives. Today, her mission is to inspire others to embark on their own journey of self-discovery and purposeful living. Creating clusters of conscious creators is the motto of her practice.

Her confidence was given a boost when she was told by one of her Masters that she has the power to heal people with her voice. This is a blessing that she carries with her to date.

She echoes the fact that, the conditioning we undergo from childhood sets the stage for the various challenges we encounter. In her healing and therapy sessions, she concentrates on guiding individuals to unravel the layers of their identity – exploring self-discovery, self-actualization and more. She emphasizes that grasping the essence of our being plays a pivotal role in unlocking our inherent capabilities and liberating ourselves from recurring patterns.



A woman of substance

As we moved on with our conversation, we asked her what her USP was. It was clear that what distinguishes Padmajaa in her field is how she utilizes her personal experiences as a potent tool to inspire clients, offering them a distinctive perspective on their lives. We are all storytellers and the quality of the stories we tell ourselves determine the quality of our lives is the firm belief that she operates from. Understanding the way our minds work, the chemistry and biology of the way the brain functions and the role that the body plays as a feedback mechanism for our current state of being is vital for us to chart our journey to becoming conscious creators. As a versatile individual—assuming roles as a biker, mother, healer and entrepreneur among several more—she has rightfully earned the distinction of being a woman of substance, undoubtedly serving as a source of inspiration for many.

Padmajaa's authenticity is rooted in a plethora of diverse experiences. Notably, she shared a transformative entrepreneurial journey—launching a successful restaurant during a period of personal adversity. Her passion for cooking wholesome and healthy food came in handy and from idea to execution, she took just 121 days to open it to the public. Her resilience and the support she received during that challenging time from arranging for finances to getting advice from experts in the field to managing resources for curating an authentic experience for the palate, bordered on the miraculous. Her inspirational tale extends to her love for exploring new experiences, where at the age of 53 she decided to do the much-aspired ride to Ladakh to explore solo travel and overcome the fear of the unknown. She passionately contends that fears can act as allies for personal development, urging others to explore life with curiosity and wonder for positive transformation, marking a departure from conventional perspectives. She has dabbled in various projects all her life alongside her main profession like network marketing and small business opportunities which she says have only given her valuable life lessons and contributed to her in ways that cannot be measured.



Empowering you to become a better version of yourself

Padmajaa initiated a women's empowerment program titled "Naari Shakti" when she was a resident of Dehradun. She used to visit groups of women in various Housing Societies and conducted programs that helped women who were homemakers, appreciate who they were and what they did. Today, almost 20 years down the line, she is working on an initiative titled, 'The Voice of Men'. When asked why this shift in gears, she expressed the viewpoint that men and women are inherently different beings, each endowed with unique capabilities. Rather than advocating for one or the other, she suggests that individuals, irrespective of gender, should focus on discovering their true potential. This involves recognizing and leveraging their distinct competencies for the greater good. She also created a technique called iHeal for children to help them overcome past life trauma. She ran summer workshops for school children called Conceive Create Conquer where she endeavored to plant the seeds of conscious living practices early in the minds of children. She also is passionate about giving back to society and engages with an NGO named Aasraa Trust that works for the welfare of street children.

'Infinite patience is the fastest way', is a mantra that she lives by in all that she does. You can get in touch with her on her website www.padmajaiyer.com



The Inspiring Success Story of Asian Paints, Founders

Asian Paints is one of Asia's leading and largest corporations. "Har ghar kuch kehta hai ki... Asian paints." We've all grown up after seeing this TV commercial. There are a lot of struggles hiding behind the beautiful colours and wonderful walls. It has been serving with its colours for over seven decades. The story of Asian Paints will undoubtedly impress and inspire you.



An Overview

Asian Paints Ltd is a global Indian paint manufacturer and in the business of manufacturing, selling, and distributing paints, coatings, home décor items, bath fittings, and offering related services. Asian Paints is India's largest and Asia's third largest paints corporation. Also, Berger International's holding company is Asian Paints. In the fiscal year 2021-22, the company generated a revenue of 29,484.1 crores and a profit of 2,554 crores. The company has a market capitalization of \$37 billion and a revenue of \$3.2 billion.

How They Started?

Four friends, Champaklal Choksey, Chimanlal Choksi, Suryakant Dani, and Arvind Vakil, founded the business in a garage in Gaiwadi, Girgaon, Mumbai. They established the business in February 1942, and they all come from Jain families. Only foreign businesses and Shalimar Paints remained in the market during World War II and the Quit India Movement of 1942 due to a brief prohibition on paint imports. Asian Paints entered the market and declared a 23-crore annual turnover in 1952, but with a meagre 2% PBT profit. It rose to prominence as a paint maker in the nation by 1967. The majority of the company's shares were owned by the four families collectively. However, when the corporation grew outside of India in the 1990s, issues over international rights began to arise. Due to the disagreements, Choksey sold their 13.7% of the company's shares and left in 1997. After Champaklal's death in July 1997, his son Atul took charge. The remaining three families and Unit Trust of India purchased Choksey's interests on a mutual basis following failed partnership negotiations with the British corporation Imperial Chemical Industries. The Choksi, Dani, and Vakil families currently own 47.81% of the company as of 2008.

The Story of Struggle

The home brand Shalimar Paints in Calcutta set the groundwork for the Indian Paints Industry in the year 1902. It was 1942 when a turbulent transformation occurred. World War II and Mahatma Gandhi's Quit India agitation both occurred in 1942, which was an unprecedented year. Asian Paints was established by the four friends under the guiding principles of innovation and progress. Sadly, just as the business was taking off, it came to an abrupt halt. The company's name at the time was "The Asian Oil & Paint Company," which the founders chose at random from a phone book.

Political crises like World War II and the Quit India Movement led to a temporary ban on the paint firm. With a 23-crore annual revenue, the paint brand became India's top paint manufacturer even after the gloom of the ban. There was no time to hunt for the business after that. The co-founder thoroughly researched consumer preferences in the market and spotted potential to develop a product. Then, in the 1950s, Asian Paints introduced a brand-

new, ground-breaking product, which was followed by an effective marketing effort. Asian Paints prioritised the successful campaign when imagining the core of the business's marketing plan. The paint company had already reached a revenue of 23 crores per year by 1952. Asian Paints rose to prominence as India's largest paint manufacturer in 1967. Success is accompanied by change. The promoters understood that with a new generation, they would require the resources to deal with the organization's changing scaling. It wasn't an easy road to build the largest paint company in the world from a little garage. Asian Paints decided to target the underserved Indian market. They put forth a lot of effort and created an empire by offering the greatest answers.

Asian Paint Markets

The company currently operates in more than 22 nations. Asia, the Middle East, the South Pacific, and Africa are the four regions in which it is substantially active. Eight corporate brands owned by Asian Paints are active in various geographical areas. Over the years, various goods have been introduced, supported by research, in an effort to meet consumer expectations. The company has more than 75 years of history, more than 50 years of market leadership, and has produced enormous wealth for its investors while offering smart home solutions. A multinational enterprise, Asian paints provides services to more than 150,000 shops in India and operates 26 manufacturing facilities worldwide. It is important to note that Asian Paints is the third-largest paint brand in Asia and the ninth-largest paint brand overall.

Success Factors

One of the main factors contributing to the company's rapid expansion is its ability to maintain a high standard of quality while adjusting to recent industry trends and advances. Asian Paints has always stayed ahead of the curve by foreseeing the upcoming trends, whether it was its first-ever TV advertisement in 1984, a premium product in the early 1990s, or creating call-center operations and a website as early as 1998-99. Also, the business has not shied away from capitalising on the fervour on social media, and it has millions of followers across Facebook, Twitter, and YouTube combined. As a matter of fact, the organisation has always excelled at developing cutting-edge, socially important advertisements.

The non-polluting colour "Royale Atmos" was advocated by Deepika Padukone when she brought attention to the problem of indoor pollution. It attracted a lot of attention and helped restore public confidence in the company's all-around safe paints. Its willingness to join linked segments is another factor that adds to its amazing advancements. They have gained ground in the same industry's various sub-segments over time, for instance, industrial paintings, wood finishes, enamel finishes, and interior and outdoor wall finishes. There are also notable mentions of the kitchen and bathroom fixtures.



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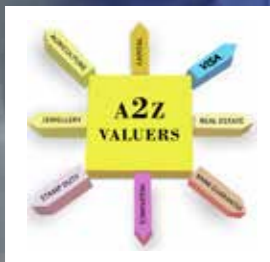
hile dealing with a property or product, the major challenge buyers or owners face is finding the exact property value. That quest leads them to valuation firms that provide services for property valuation.

A2Z Valuers, a pioneering valuation company, stands as a stalwart of various valuations and consulting services.

The renowned independent valuation firm, founded by Er. Nitesh Shrivastava, a government-approved valuer by profession and a civil engineer, performs valuations of real property, patents, trademarks, copyrights, and other assets such as land, machinery, buildings, and equipment. The team has expertise in the valuation of real estate, tax valuation, jewellery valuation, capital gain tax, bank guarantees, visa valuation, land valuation, plant and machinery, art works, paintings, sculptures, artifacts etc.



NITESH SHRIVASTAVA
Founder



Amongst other achievements, the company is credited with being India's first and most experienced valuation services. The Delhi-based organization has a strong presence PAN India with a dedicated team of valuation professionals with many years of expertise in serving clients, including individuals, government entities, corporate houses, PSUs, private firms, Income tax and other investigation agencies.

A2Z Valuers envisions emerging as a preeminent supplier of all-inclusive valuation services, offering precision, dependability, and effectiveness to customers in various sectors. This vision focuses on providing clients with an array of valuation choices that will fit their various needs and wants. Their core mission revolves around the conviction that reliable assessments are essential to making wise judgments in a variety of industries, including real estate, taxation, insurance, and finance. They put in a lot of effort to earn the trust of their clientele by serving as a dependable resource for well-informed guidance and valuations.

The Man of the Hour

Nitesh Shrivastava, the man behind the idea, is well known for being among the top valuation experts in the Indian market. As a government-approved valuer of goods and services, he is authorized to declare the worth of a commodity owned by a claimant and help you get the most possible return on your investment. He is leading numerous roles on all the platforms pertaining to A2Z Group, with extensive experience in valuations, consultation, IT development, energy, real estate, law, tax and finance, ICT, education, agriculture, business consulting, procurement, immigration, import and export, art works including paintings, sculptures, artifacts etc.

Remarkably, Nitesh Shrivastava is currently managing over 200 dot-coms on his own and under the A2Z Valuers brand. The valuation areas consist of all kinds of art works including paintings, sculptures, artifacts etc in all media, land valuation, movable and immovable properties, plant and machinery, gold, and other ornaments etc.

The umbrella of A2Z Values is vast. The legalities are specifically taken care of by Dr. Khushboo Bhardwaj, Advocate; she operates her legal practice under the name A2Z LAW. In the middle of his chaos, Nitesh takes his legal team as the foundation that keeps him grounded.

An Edge Over the Peers

Since its establishment, A2Z Valuers has continuously evolved and grown to emerge as a leading valuation provider. Taking a differentiated approach to the survey and valuations industry, the A2Z Valuers team leverages its

expertise and knowledge, analytical skills, strong attention to details, precise knowledge and understanding of the market, the right communication is the cherry on top when it comes to clients, professionalism and ethical standards, problem-solving skills, and the belief that constant learning about the laws, technology, and market dynamics affects the profession. Furthermore, the team gains a competitive edge and stays up-to-date with market trends by maintaining an open attitude toward lifelong learning and professional development.

Satisfying Aspects of Commencing This Venture

Beginning the valuation services was the most satisfying part since it allowed you to use your expertise and experience to determine the value of a business, property, or asset. As A2Z Valuers, they made a name for themselves as experts in property assessments, obtaining capital gain tax exemptions for their clients from the Income Tax Department, as well as providing net worth assessments and other services for individual clients. When it comes to analyzing or appraising the properties under Section 50C, they are experts.

Nitesh Shrivastav is a well-known name in the legal lobby and the CA lobby in the market. He is appointed by the courts to assess the values of the properties and the artworks. Due to his expertise in determining the value of any kind of object—be it real estate, ornaments, artwork, or anything else—Nitesh Shrivastav is among the costliest valuers on the market today.

Corporate Ethos for Clientele

A2Z Valuers works with clients to provide the best market valuation, with the ultimate goal of becoming a market leader in the valuation sector. They are known for their accuracy, dependability, inventiveness, and commitment to client satisfaction. They also aim to win clients' confidence and trust in the industry. Several key corporate ethos that the company adheres to in order to uphold the clients' trust include:

- They ensure that every aspect of the valuation services is covered by the team's knowledge and experience.
- They make sure that the clients are aware of the methodology and approach and that the team is open and honest about how they arrive at valuations.
- With a detailed explanation of the valuation process, the team also addresses any concerns or questions that customers may have.
- Satisfied customers' positive testimonials and referrals significantly improved their reputation and fostered trust with prospective consumers.
- The team keeps up with the latest developments, trends, and industry best practices to ensure ongoing education and professional growth.

- They review and evaluate our procedures on a regular basis to find areas that could use improvement and, if needed, put corrective measures in place.

Research and Development as the Growth Catalyst for A2Z Valuers

Research and development (R&D), together with technological advancements, are essential elements of the entrepreneurial ecosystem. Their ability to provide new opportunities, boost productivity, and encourage innovation all contribute to the growth and sustainability of businesses. Technological advancements and research play crucial roles in the entrepreneurial ecosystem by fostering innovation and new ideas. Also, it enhances the already-existing ones. Entrepreneurs can have a competitive edge in the market by using R&D to generate distinctive and differentiating offerings.

Employee-centric Company Work Atmosphere

A2Z Valuers' work culture is underpinned by employee engagement, cooperation and teamwork, attracting and retaining talent, innovation, and adaptability. Apart from that it has endured customer dissatisfaction. With the best outcomes, organizational performance has been proven. They believe that an innovative and adaptable work environment fosters teamwork, employee engagement, the recruitment and retention of talent, customer happiness, and overall organizational performance—all of which have a positive impact on business expansion.

The Future Outlook

Looking ahead to a bright and ambitious future, Mr Nitesh says, "I want to grow professionally during the next ten years, change the world, build meaningful relationships, and always stay true to my personal ideals as a value."

My goal for the next decade is to become an even more knowledgeable and accomplished specialist in my industry. Whether it's via formal schooling, on-the-job training, or other means,

My only goal is to rise to the level of an esteemed and influential professional in my field through perseverance, commitment, and constant self-development.

My lifelong mission is to use activism, humanitarian work, and mentoring to raise people's quality of life and that of the entire globe. I know how important it is to cultivate deep connections as I strive toward my goals. I want to improve my relationships with family, friends, and coworkers throughout the ensuing ten years."

A2Z Valuers

Experts Delivering Accurate and Reliable Valuation Services with Nitesh Shrivastava at the Helm



Driving Innovation

Peregrine Tours & Travels

Where Passion Meets Purpose in Travel



SAMPATH RAJ KALLIASSERI
Founder

In the bustling landscape of transportation and travel, Peregrine Tours & Travels stands as a beacon of innovation, redefining the very essence of corporate travel and employee transportation. Founded in 2015 by the visionary Sampath Raj Kalliasseri, the company has grown from strength to strength, emerging as a frontrunner in the B2B car rental, bus rental, and corporate transportation solutions arena. Let's embark on a journey through the corridors of Peregrine, exploring the company's ethos, milestones, services, and the driving force behind its success.

PEREGRINE'S MISSION AND VISION

At Peregrine Tours & Travels, the mission is clear - to create unforgettable travel experiences that inspire and delight customers. In a world where the travel industry often grapples with challenges ranging from safety concerns to lackluster service, Peregrine aims to be a game-changer. Their vision is to lead the way in delivering unparalleled quality and reliability in employee transportation and travel services, ensuring every journey is nothing short of extraordinary.

SETTING MILESTONES: FROM HUMBLE BEGINNINGS TO NATIONAL RECOGNITION

Founded by Sampath Raj Kalliasseri, Peregrine Tours & Travels started its journey with a commitment to rectify the payment discrepancies faced by drivers in the transport industry. Sampath, who previously worked in the administration department for various companies in Maharashtra, identified a gap that needed to be bridged. In 2015, he took the plunge and established Peregrine Tours & Travels, with his first client being his former employer, Marketsandmarkets.

From operating 80 taxis in Pune to assembling a stellar team, Peregrine's growth has been commendable. The company's dedication is evident in the daily satisfaction of over 700 customers and recognition by Silicon India as the *"Most Promising Corporate Employee Transportation Services Providers - 2023."*

CRAFTING UNFORGETTABLE JOURNEYS: PEREGRINE'S SERVICE PORTFOLIO

Peregrine Tours & Travels is not just a transportation provider; it's a partner in crafting memorable experiences. The company's service portfolio is designed to ensure comfort, safety, and convenience for every traveler.

1. Employee Transportation: Ensuring Efficient and Safe Commutes

Peregrine provides buses and cars for employee transportation, focusing on timely arrivals and departures to enhance business efficiency. With a commitment to women's safety, GPS-enabled vehicles and dedicated drivers ensure a secure journey for all female passengers.

2. Travel Packages: Hassle-Free and Memorable Trips

Peregrine's curated travel packages take the hassle out of trips. Tailored itineraries, accommodation, and transportation combine to create unforgettable experiences.

3. Cutting-Edge Technology for Seamless Journeys

Peregrine Tours & Travels leverages cutting-edge technology that remains user-friendly. From an employee interface for schedule updates to an admin interface for real-time vehicle tracking, the company ensures a seamless experience.

DRIVING INNOVATION: PEREGRINE TECHNOLOGICAL EDGE

The heart of Peregrine's innovation lies in Peregrine, a solution that addresses the challenges of employee transportation with efficiency and transparency. This patented routing algorithm optimizes vehicle routes, maximizing pickups and enhancing employee safety during transit. The solution, coupled with in-cab touchscreen devices, improves billing accuracy and enables real-time vehicle tracking through GPRS and SMS messaging.

Sampath Raj Kalliasseri, the founder, emphasizes the company's commitment to environmental sustainability. Peregrine is actively working towards obtaining Go Green and Carbon certification, aiming to replace diesel and petrol engines/vehicles with electric ones for both current and future clients. Peregrine operates vehicles nationwide, providing a safe, reliable, and eco-friendly travel solution for hundreds of regular office-goers.

LEADERSHIP SPOTLIGHT: SAMPATH RAJ KALLIASSERI

Sampath Raj Kalliasseri, the driving force behind Peregrine Tours & Travels, is a man of vision and action. His journey from identifying a problem in the industry to founding a company that addresses those challenges is a testament to his courage, passion, and commitment to making a positive impact. Sampath's professional background in the administration department and his personal experiences have shaped Peregrine's customer-centric approach and dedication to excellence.

Sampath doesn't just lead Peregrine; he sets the bar high for the entire industry. His involvement with the World Environment Council showcases a commitment to sustainability that goes beyond business.

"We offer automated employee transportation. We provide our in-house software to the drivers and end-users,"
says Sampath.

"Our efforts are centered on converting or replacing diesel and petrol engines/vehicles with electric ones for current and future clients."

FUTURE HORIZONS: PEREGRINE'S COMMITMENT TO INNOVATION AND SUSTAINABILITY

Looking ahead, Peregrine Tours & Travels remains steadfast in its commitment to innovation and sustainability. Sampath Raj Kalliasseri envisions a future where the travel industry seamlessly integrates with eco-friendly practices, reducing its carbon footprint. The company's ongoing efforts to obtain Go Green and Carbon certification reflect a dedication to environmental responsibility. Peregrine is not content with merely being a leader in employee transportation; it aspires to be a trailblazer in adopting green technologies. As the industry evolves, Peregrine will continue to stay ahead of the curve, offering cutting-edge solutions that prioritize both efficiency and environmental consciousness.

CLIENT TESTIMONIALS: THE PEREGRINE EXPERIENCE IN THE WORDS OF THOSE WE SERVE

The true measure of a travel company's success lies in the testimonials of its clients. Peregrine Tours & Travels has garnered praise not only for its efficient services but also for the seamless and delightful experiences it provides. Clients commend the company for its reliable and secure employee transportation, citing the impact it has on their daily operations. Peregrine's commitment to safety, transparency, and cost-effectiveness resonates in the words of those who have journeyed with them. As Peregrine Tours & Travels continues to leave a lasting impression on its clients, these testimonials serve as a testament to the company's unwavering dedication to excellence in the travel and transportation sector.

In conclusion, Peregrine Tours & Travels isn't just a travel company; it's a pioneer reshaping the landscape of corporate travel and employee transportation. With a visionary leader at the helm, a dedicated team, and a commitment to excellence, Peregrine stands as a testament to what can be achieved when passion meets purpose in the world of travel. As they continue to craft unforgettable journeys, one can only anticipate the heights Peregrine Tours & Travels will reach in the future.



Best foods

for eye health and eyesight

The eyes are one of the human body's essential organs for vision and protection. That's why it's so important to take care of your eyes and ensure that you feed them with proper nutrients to keep them healthy for as long as possible. This blog post will be all about what eye-friendly foods you should incorporate into your diet to keep your eyesight in top shape.

Here is a list of the 10 best foods for eye health and eyesight

- **Fish:**
Fish is an excellent source of essential fatty acids (responsible for keeping the membranes of the eyes soft), which most people don't get enough of. The best fish to eat for the eyes include mackerel, anchovies, salmon, and sardines.



- **Walnuts:**

Walnuts are a great source of vitamin E and omega-3 fatty acids, essential vitamins, and minerals that the eyes need to function correctly. Even research suggests that regular consumption of walnuts may reduce the severity of age-related macular degeneration (AMD), the leading cause of blindness in developed countries.



- **Seeds:**

Plant seeds are full of antioxidants, which help prevent eye damage. The best seeds to eat for the eyes include chia and hemp seeds. Coconut and flax seeds are excellent sources of vitamin A, which is required for vision. Other good sources include sunflower seeds, pumpkin seeds, bee pollen, and safflower.



- **Citrus fruits:**

Citrus fruits are rich in antioxidants and flavonoids, which prevent oxidative damage to the cells in the eyes. According to research, the flavonoids in citrus fruits like lemon, lime, and grapefruit can help protect the eyes from oxidative damage. Several studies have shown that citrus fruits can improve eye health.



- **Leafy green vegetables:**

Leafy green vegetables are one of the best foods for eye health and eyesight due to their high levels of nutrients like vitamin A, vitamin C, lutein, and zeaxanthin. Lutein and zeaxanthin are essential antioxidants that guard against macular degeneration, cataracts, and age-related vision loss. Vitamin A helps keep the eyes healthy by keeping the tissues of the eyes healthy, and vitamin A is required for vision and keeps the tissues moisturized and thin.



- **Carrots:**

Carrots are high in beta-carotene, which the body converts to vitamin A. Beta-carotene is essential for the body's general health but also helps prevent damage to the eyes, and Beta-carotene helps keep the tissues of the eyes healthy. Several studies have shown that people who eat carrots fruits may have better vision than those who don't.



- **Sweet potatoes:**

Sweet potatoes are not only high in beta-carotene but also provide other nutrients that the eyes need. They are a highly nutritious food. Infants fed sweet potatoes were found to have better vision than infants who weren't. Sweet potato is also an excellent source of vitamin C, which is required for collagen production, which keeps the eye tissues healthy. Vitamin C is an antioxidant that protects against damage to cell membranes.



- **Eggs:**

Eggs contain choline, an essential nutrient for the eyes. Choline is necessary for keeping the membranes in the eyes healthy and eyesight. They provide high-quality protein, which the body needs to build new cells and tissues in the body to protect the eyes. Eggs can also help reduce eye strain by keeping your eyes lubricated.



- **Salmon:**

The omega-3 fatty acids DHA and EPA are two types of omega-3 fatty acids that your retinas require for proper function. Both are found in fatty fish such as salmon, tuna, and trout, as well as other seafood. Omega-3 fatty acids appear to protect your eyes from AMD and glaucoma, according to research.



- **10. Beans and Legumes:**

Beans and legumes are a great source of folate, which is vital for vision. However, if you're vegetarian, it's best to get more of these foods from other sources (including fruits and vegetables) because they contain cyanocobalamin, a form of vitamin B12 that can be toxic in high doses. They are also a great source of lutein, an antioxidant that helps protect the eyes from degeneration.



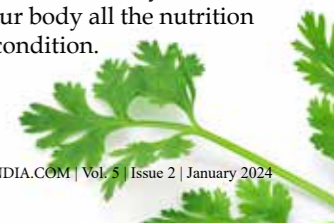
Other Ways to Improve Your Eyesight and Keep Your Eyes Healthy

Aside from knowing what foods are good for your eyesight, there are other things you can do to protect it.

- If you still smoke, give it up, improving your overall health and lowering your chances of developing eye disease.
- If you wear contact lenses, wash your hands before handling them and only wear them for the recommended amount of time. They should not be slept in. As a result, your chances of getting an eye infection will be reduced.
- When working with wood, metal, or chemicals, always wear eye protection.
- Also, keep your eyes covered with sunglasses when you are outside in the sun.
- Finally, try not to look at the sun for prolonged periods; if you do, it could damage your eyes and worsen your vision.

Conclusion:

The foods listed above are not the only food that can help with eye health; there are still many other ways to keep your eyes healthy. Even though a wide variety of foods can help improve eye health, it is still best if you eat all of these 10 most eye-friendly foods. This ensures you are giving your body all the nutrition they need to keep your eyesight in top condition.





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Developing a Relationship-Driven Strategy by Providing a Transparent Platform for All the Travel and Hiring Needs

Envisioned to make your travel and hiring experiences hassle-free, Valiant Business Solutions has successfully established itself as one of the most sought-after solution providers in the industry, thriving with a passion for innovation and continuous improvement. Established in 2021 by Natalie Isaac, VBS started its journey as a small enterprise that aspired to create a new model and has a relationship-driven approach by providing a transparent platform for all travel and recruitment needs.

Operating from its office in Pune, VBS houses an experienced team of professionally qualified and trained employees who bring rich expertise with them to make your travel experiences seamless and hassle-free, taking care of every detail from start to finish. For recruitment, the team is dedicated to helping you identify and attract top-tier candidates, and their innovative recruitment strategies will ensure that your recruitment process is efficient and effective.

“Whether you’re looking for the perfect destination to unwind or seeking top talent to fill critical positions within your organisation, we’ve got you covered. Our goal is to ensure that the client has all the time they need on the frontline while we accommodate all their needs, whether people or places, on the back end”, quoted Natalie Isaac, the woman behind the idea

The Key Differentiating Factors: What Makes VBS Stand Out?

The persistent dedication to transparency is one of VBS’s core differentiators. They work to give clients a transparent platform in every way since they think that transparency is the cornerstone of trust. The team goes above and beyond to ensure that the clients have a clear understanding of our processes, pricing, and the value they deliver, from the initial consultation to the completion of a project.

They provide comprehensive itineraries for travel that include information on all the expenses and components, such as lodging choices, transportation arrangements, and any extra services.



Natalie Isaac
Co-founder

Similarly, they clearly express the stages required, the standards for choosing candidates, and the status of the recruitment process.

By giving customers access to reliable information, the team empowers them to participate actively in decision-making, work productively with the team, and have confidence in the services.

“We love what we do, and it shows in our impressive portfolio, which stands as a testimony to the outcomes we’ve accomplished and our passion for innovation and continuous improvement, revealed Natalie, shining more light on the company’s unique factors.

Corporate Ethos for Clients: Utmost Professionalism and Attention to Detail

At VBS, client satisfaction is of utmost importance. The team is dedicated to providing a service that not only meets but also exceeds our client’s expectations.

By continually providing dependable and superior services and assuring them that their demands are satisfied with the utmost expertise and attention to detail, the company develops the trust and confidence of its clients.

Second, open communication is the foundation of all client relationships here. They provide precise and quick details regarding the services, such as their costs, their procedures, and any potential drawbacks or hazards. They place a greater emphasis on proactively collaborating with customers throughout their relationship with them to maximise the value of their purchases.

Additionally, the team employs a personalised method of service delivery, tailoring its solutions to fit each client’s unique needs.

Overcoming the Pandemic Impact Like a Leader

During the unprecedented pandemic, VBS implemented several strategies to sustain its operations and enhance people’s lives amid the chaos. These strategies include:

1. Adapting to Remote Work
2. Enhanced health and safety measures
3. The flexible and supportive approach
4. Emphasising digital solutions
5. Supporting Mental Well-Being
6. Empathy and compassion
7. Contributing to Relief Efforts

VBS’s Take on Innovation

Progress and success across industries and organisations are fundamentally fueled by innovation. The team at VBS is aware of the revolutionary potential of innovation.

Exploring innovative concepts, technologies, and methods to tackle challenges, enhance procedures, and provide value to clients is seen as the key to being competitive in a world that is continually evolving.

Here, innovation revolves around embracing a growth mindset, encouraging curiosity, and fostering an environment that supports and rewards innovative thinking. By doing so, they believe they can create lasting impact, deliver exceptional value to clients, and drive meaningful progress within the industry.

R&D: The Cornerstone of VBS’s Approach

R&D is a cornerstone of VBS’s approach, as it enables them to constantly explore new ideas, solutions, and technologies. The team works to push the limits of what is possible and maintain its position at the forefront of innovation in the sector by investing in R&D.

Whether it is CRM, automated portals, or the usage of AI to keep up with market trends, VBS supports a culture of innovation and continually invests in R&D and technological developments. They place a high priority on staying ahead of the curve and are constantly looking for chances for partnerships, collaborations, and knowledge sharing.



Collaborative Corporate Culture

Collaboration and teamwork are highly valued at VBS. They foster a culture where team members are encouraged to communicate honestly and share ideas. A different component of the workplace culture is empowerment. They support a culture of accountability and quality by empowering team members to take ownership of their work. People are motivated to accept accountability for their actions and work towards continual improvement by having a sense of ownership.

Roadmap Towards Future Growth

VBS had a very progressive 2023; now it is envisioned to be a globally renowned company at the forefront of the travel and recruitment industries in the next 10 years. The company aims to establish itself as a reliable partner for clients all around the world by growing its presence in new markets and geographical areas. The emphasis will be on improving the service offerings to create even more effective and customised solutions by utilising developments in artificial intelligence, automation, and data analytics.

“We will establish strategic alliances with significant stakeholders, technology suppliers, and industry leaders to promote our growth. The visionary leader continued, “ In addition, our unwavering dedication to client pleasure will continue to take precedence.

Words of Wisdom

Having spent a significant portion of her life as an entrepreneur, the learnings by Natalie:

1. Embrace failure and learn from it.
2. Develop a growth mindset.
3. Surround yourself with an effective support system.
4. Stay persistent and resilient.
5. Never underestimate the power of passion and purpose.

LEAD College of Management

World-Class Leadership & Entrepreneurship Through Business Education



DR. THOMAS GEORGE K
Director

It has been empirically established that an MBA degree offer a wealth of advantages like salary after graduation, landing a management position, developing a strong professional network, or even becoming your own boss to name the few.

Here, LEAD College of Management, an emerging leader in the business education sector, provides students with unparalleled effectiveness in accomplishing the endeavor for which it was created namely crafting potential LEADERS encompassing leadership qualities and spirit of entrepreneurial adventure. Let us get a deeper insight into how they build potential leaders.

An avant-garde and futuristic MBA institution, approved by AICTE and affiliated with University of Calicut and accredited by NAAC, LEAD College of Management was founded in 2011. Here, the Institute offers a two-year, full-time residential MBA course with an enrollment capacity of 225 including provisions for international students. The world-class institution envisages the development of an academic atmosphere in which the highest academic and professional standards are met.

With a vision to become one of India's leading management institutions, LEAD provides a carefully crafted mix of intensive international academic learning,

overall development of the students with entrepreneurs and industry experts.

THE INCEPTION OF THE INSTITUTE AND THE JOURNEY...

The concept of starting a business school in Kerala was conceived by Dr. Thomas George, a professional life-skill trainer for various engineering and MBA students in and around Kerala. Further, the idea was executed, and it became a reality in 2011. Interestingly, the name 'LEAD' is derived from "Leadership & Entrepreneurship Academy, Dhoni".

LEAD is a participatory and egalitarian Institute which is spread under the lap of the Western Ghats. The green and the eco-friendly campus is packed with cutting-edge technology and amenities. Besides, the after-class recreational activities provide a room for introspection and overall growth of students and faculty members.

Under 'LEAD talks', the college posts videos on different subjects for the benefit of students, and it is an inter-mentor community competition on the various management games held for 12 days. Further, activities like business quiz, debates, JAM, Mock Press, Communication and Online Games are also conducted.

The team consists of business-oriented experts who have contributed significantly to the industry and community. LEAD, backed by an effective management team, is armed with qualified and skilled faculty members and academic facility members. Furthermore, the Institute continues to improve the quality of teaching, curriculum, and co-curricular activities to play an essential role for the students to grow as humble-beings.

FIGHTING PANDEMIC - The LEAD Way
The LEAD and team have taken a lesson

from the global pandemic to find creative ways to ensure continuity and development. The Institution is the leader in management studies and has set a benchmark in online training and classes.

As it is an educational institution that focuses on the core principle of enlightening students to their full extent, during the lockdown time, LEAD worked on NAAC and NBA documentation. For students of the 2nd semester and 4th Sem MBA, online classes and exams were conducted. Besides, Onam was celebrated online. In a highly stimulating learning environment, the members of the faculty and students have attended SWAYAM online courses.

Online systems for Written Ability Test and Online VC for Personal Interview have been introduced by LEAD.

PRACTICAL BUSINESS EXPOSURE THROUGH THE DIVERSIFIED INDUSTRY RICH FACULTIES

LEAD believes that the spirit of doing business cannot be acquired from classrooms alone. The practical blending of theoretical concepts is possible only in real business environments reinforcing what is learnt in the classroom. With well-designed programmes, the course intends to take the students through live business environments and provide them with the real taste of business. This is largely accomplished through a battery of dedicated faculties of reputation and commitment besides meeting international standards in all domains. Around 40% of the faculties are Ph.D., holders with enviable research appetite and publication credentials.

INTERNSHIP

The Institute has experienced a highly sought-after pool of first-time recruiters like Amul, Aditya Birla Fashion & Retail (Pantaloons), Bajaj Allianz General and Life Insurance and DSM Group are noteworthy mentions. Here, the highest stipend was INR 60,000 per annum and an average remuneration of batch's top quartile remained INR 72,000 per annum.

PLACEMENT

This year, the influx of recruiters has increased by more than 40 per cent, offering opportunities in several domains, such as advertisement, clothing, automobile, analyst, BFSI, chemicals, consultancy, consumer goods & services, e-commerce, Edu-tech, financial services, FMCG, insurance, IT/ITES, pharmaceuticals, and retail. The complete batch's average and median compensation stood at INR 355,432 per annum and INR 3,50,000 per annum respectively. However, the top quartile of the batch income stands at INR 421,000 per annum.

THE LEADING TEAM

Behind the success of an organization are the teams who work hard with a strong focus on team building. At LEAD, they offer total freedom to put forward the ideas and suggestions and follows an open culture with participatory work practices followed by rewards and incentives.

The core values of LEAD consist of exposure to innovation, intellectual freedom, high moral and ethical values, and compassion. Furthermore, the Institute is highly student-driven where they have authority and responsibility equivalent to that of the faculties and management. Further, there are off-campus activities that add to the experience of the students.

LEADing towards technological innovation, the Institute follows a model of blended online and conventional education. To record and design the video lectures, they have a dedicated



videography centre. Further, the Institute has syndicated with a host of 10 other management institutions and acts as an anchor to the entire admission and related teaching and learning process till placement. All these initiatives have contributed to the reputation building of the Institution. In a short time, the school has become an accredited member of AACBS (international accrediting agency), and working for the NBA accreditation too.

AWARDS & ACCOLADES

From inception to till date, LEAD has come a long way and have won awards for its outstanding performance. The list of awards and accolades is never-ending since 2014, and in the last three years it has touched the sky, some of them are:

- Institute was nominated as "10th Best Institute for Finance Studies in India" by Knowledge Review.
- They are ranked as the "Management Institute of the Year" by Business India.
- Further, LEAD was ranked 3rd in Kerala by NIRF B-School Ranking 2018.
- Silicon India nominated the Institute in "Top Emerging B schools in India".
- Besides, LEAD was acclaimed as "B-School of the Year" for the southern region by EduTech Review Summit.
- The Times of India Ranked Lead College of Management as the 9th position in South India among Management Institutions in 2019

With a vision to cater the students from across the globe, LEAD Business School intends to be accredited in India in the next five years by recognized credit rating agencies. The goal is to establish a college environment that fosters academic rigor and fruitful collaboration. Also, the Institute aims to expand 50 per cent of student/faculty towards exchange programmes by 2022 along with prestigious institutions and reputed international universities. Further, they are aiming towards including foreign faculty members along with twinning programmes in India and abroad with international universities by 2025.

WAY FORWARD

LEAD contemplates to initiate a private incubation centre for the larger benefit of the students studying and graduating from LEAD shortly in association with industries and professional associations to augment the potential emerging scenario in the business landscape where 'startups' initiatives create what is called a "Gig Economy".



Planning Your First Solo Trip?

Here Are Some Useful Tips

One of the best things about solo travelling is you do exactly what you want. You don't just stay bound to your group or other person, instead you gel up with other fellow travellers, talk to them and learn about them which gives you a more enriching experience of travelling.

Solo Travelling is a unique courageous experience that gives you a chance to leave your comfort zone and face the world on your own without depending on others any more. It empowers you as an individual and brushes up on your personality. The solo trips are somewhat challenging but thrilling and exciting as well. As you are planning to go on a solo trip, here are some tips you must follow to get most of it.

Convince your Parents

In India solo traveling is still a new concept and Indian Parents will take time to agree with it. Hence, it may be a challenging task to convince them but not impossible. If you share all the

minor details of your itinerary and promise that you will stay in touch with them, they would agree. Remember to address their concern rather than refuting them.

Make your Bookings in Advance

Apparently, book your travelling tickets beforehand and if not for the whole trip, book the accommodation for the first day if you are not sure where you would be heading after reaching there. This way, you will get the time to relax and refresh for the trip.

Pack only essentials

When you are going to an unfamiliar land, it is normal to feel nervous and the task can look daunting. But still, pack half of the clothes you think you will need. As you will be carrying other things, it will become cumbersome while moving around.

The general principle is to be selective and choose only the essentials. For example, if you are going to a place where it rains often, take a windcheater with a hood. It will come handy in case of unexpected rains. Pack just one week's clothes. Everything necessary, including laundry is everywhere.

Have a Solo Travel at Home?

If you are too scared with the idea of a solo trip and have never been on one, try a solo trip within your city. Go to a movie alone. Try food in your local restaurant on your own, or visit a museum solo. This way you will understand yourself. In fact, at this point you can finally realise if solo travelling is for you or not.

Make a Budget

Your budget for a single trip is mostly influenced by two factors: lodging and transportation. When we talk about transportation, the price of getting about the particular location – sight-seeing, pick-up and drop-off, etc. – should also be considered. You should have a good sense of these costs based on your rough plan.

However, accommodation is the most challenging aspect of all. There are both expensive and inexpensive lodging options in every city and small town. Choose an accommodation which is reasonably priced, secure and has all the amenities needed for a nice stay.

Join Groups

A good idea of solo travelling is joining a group of fellow travellers. There are many online such as Meetup.com, Wanderful (for women only), The Nomadic Network and Facebook groups. You join the group and meet fellow travellers heading for the same destination.

Keep extra Cards and Emergency Cash

Don't rely on one card only. Take an extra debit or credit card

with you. It can be hard to get them replaced abroad so it will help if they are lost or stolen.

Also, in case of emergency, keep some emergency cash with you. Sometimes, you don't find any ATM nearby or worse, they don't dispense cash. It is a good idea to keep USD as it is a widely accepted currency around the world.

Don't Carry Expectations

Going with the flow and not cribbing about what you expected is a good way to enjoy. Things never go as planned. Maintain a positive mindset even when things go wrong.

Points to Remember while Travelling Solo

- Whenever feasible, **take public transportation** when you're travelling alone rather than calling a cab. You will get more chances to meet new people. It would be safer and more pocket friendly.
- **Be in touch at all times!** Tell your family where you are and where you are going each day. Inform them that you are fine and enjoying yourself
- **Go Easy on the Alcohol:** While it's OK to stop by your neighbourhood pub for a drink to lift your spirits, you should be a little more moderate with your alcohol use. If you are alone, never ever become too drunk
- Although you are travelling alone, that doesn't mean you have to be on the road or lonely all the time. **Make friends but don't trust anyone.** The beauty of solo travel is that you may meet new people, have fun, and share wonderful times with them. However, never blindly trust someone and always use your best judgement
- Last but not the least, **never disregard your gut instincts.** If something doesn't feel right, whether it be a person, location, or circumstance, it generally isn't right. That's how easy it is. There is also no companion you can rely on more than your own instincts while you are travelling alone.





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CUSTOMIZED TALENT ACQUISITION SOLUTIONS FOR INDUSTRY FOR MID TO LEADERSHIP HIRING CONTRIBUTING TO THE GROWTH AND LEADERSHIP POSITION

The corporate world is brimming with talent and potential. Companies strive to acquire leaders who are capable of nurturing young talents, so that they can convert their skill into capital. There is a need to find employees and executives that would be a good fit, and that is where HumaQuest comes in. The company helps corporations hire suitable leading executives, provides HR Consulting & Manpower services, and provides outcome-oriented solutions through thorough and dedicated research.



SUJOY GHOSH | Founder & Managing Director

After the name and logo were finalized, I started funneling down many options, and finally crystalized that service business like Management Consulting or HR Consulting and Executive Search and Hiring & Recruitment for Mid to Senior level would be a good idea. By then, I had been exposed to many corporate leaders across India and abroad in different functions, by virtue of my work. I initially bought a small office space like a commercial shoppe and business area

where we could have all licenses and start working with a few people. Then, we started developing licenses, fulfilled all other requirements, interiors and some basic work and market research before we officially inaugurated it. The incorporation of HumaQuest in the Ministry of Corporate Affairs took place in August 2013, and today, within seven years of our operation, we have come out of that small space and bought our own state-of-the-art registered and cor-

HumaQuest Consulting India Pvt Ltd, an Executive Search Firm and Mid to Leadership Hiring Company, was founded in 2013 by Mr. Sujoy Ghosh, Founder & Managing Director.

Here's a glimpse into the company's workings in Mr. Sujoy's words.

Q1. What is HumaQuest about?

HumaQuest Consulting India Pvt Ltd is an Executive Search firm & Mid to Leadership Hiring company - focused mainly in Pharmaceuticals, Diagnostics, Life Sciences & Healthcare Industry, pan India.

Q2. How did the company come into existence?

Way back in 2008, when I was working in an MNC Management consulting firm Frost & Sullivan, after spending around twelve years in Pharma & Medical Device industries like Eli Lilly, Pfizer and Johnson & Johnson, the thought of entrepreneurship first came to my mind. I wanted to do something for mankind in any form and that's what the name stands for: HumaQuest - "Quest for Humanity".

porate office in the Silicon Valley of Kolkata, Salt Lake Area, which is a premium and prominent corporate business hub in the city.

Q3. How do you align your company with your vision and mission?

We align our internal and external stakeholders from the very first day of our engagement with them by practicing and pitching our value system which includes:

- *Respect for people*
- *Customer first*
- *Integrity with ethical business practices*
- *Transparency*
- *Team Culture*
- *Strive for excellence*
- *Value optimization - do more with less*

In addition to that, we strictly follow the "SMART Goal" in everything that we do including every communication: Specific, Measurable, Achievable, Realistic, Time bound.

Q4. What was the prime motivation behind this entrepreneurial venture?

After spending around two decades in different industries and holding different leadership positions, I intended to do something on my own, which would help the betterment of people and also contribute to some social responsibility, by first establishing the company and then supporting some endeavor towards the cause of humanity. Of course, the zeal and will to drive a new entity of your own is always exciting and challenging, which was another main motivator. Plus, the freedom with responsibility and accountability, and support to family by being together which was missing during corporate life due to transfer and relocation across different metros, was an important factor.

Q5. What is so unique about HumaQuest? How does it stand out in the industry?

HumaQuest's client-centric approach aids companies achieve exponential growth in top line and bottom-line revenues, and significantly reduces their Capital and Operating Expenditure. In addition to that, HumaQuest ensures:

- *Quality deliverables*
- *Prompt turnaround time*
- *More than two decades of industry experience and network in CXO level in Healthcare Industry in India and abroad as well, which gives a level of comfort to HR Leaders /fraternity as well as potential candidates as prospects who are current leaders in different functions.*
- *Strong technical knowledge and in-depth Industry level experience enables us to quickly understand the role requirement and in many occasions clients HR doesn't need to explain the JD in detail due to our clarity across different functions in Healthcare Industries.*
- *Trust, Integrity, commitment, confidentiality & partnership with clients HR.*
- *Out-of-the-box delivery strategy beyond portal and standard methods for Executive Search and Leadership Hiring.*

Q6. How has your company's work culture impacted its growth?

We have a very vibrant young talented team in our system, most of whom are either from HR Management background or



Life Sciences background or master's in Psychology /English. We have a flat organogram, and we encourage lateral and peer group learning, imbibe the best practices, share success stories, analyze individual challenges of every team member with the group for finding probable solutions to overcome them. We also party quite often together, organize picnics and get-togethers and do a lot of fun frolic as one HumaQuest family. We also have several variables/incentives earning opportunities every month beyond salary, and many schemes are rolled out during the year in terms of awards and gifts and rewards.

This vibrancy, peer group learning, fun, frolic, awards, recognition, team game, outings, picnics, office parties, all these unite all of us as one HumaQuest family with a focused effort to ensure clients as the priority.

Q7. What are some of the achievements and accolades attained by your company so far?

This year we have received two more Awards and Recognitions from the industry. I am extremely happy to inform you that HumaQuest Consulting India Pvt Ltd has received two consecutive Recognitions and India's most coveted Award in 2020:

1. "Indian Achievers' Award 2020-21" For HR Excellence "In Recognition of Outstanding Professional Achievement in Executive Search and Leadership Hiring & Inspiring Social Contributions"

2. "Top 10 Influential Consulting Leader 2020-21" by CEO Insights Magazine for our professional work in this field of HR & Executive Search and Leadership Hiring.

The company is set to grow out its wings in other allied Healthcare verticals and other chosen Non-Healthcare verticals as well. In stride with its ambition to grow and lead in the marketplace, HumaQuest plans to set up its offices in metros like Mumbai, Delhi, Bangalore, Hyderabad & Ahmedabad by 2025 stagewise, though it is already working in all these major markets from its central corporate office today.

GENTECH

Giving Indian Research An International Benchmark

In India, science is purposefully lifting the bar in a huge manner. With the considerable number of investments to push researches and projects, India is on a path of glory. However, the current market scenario is posing a major challenge for research domains to grow. With innovation and innovative applications, researchers in India can shoulder with western-counterparts and may surpass them as well. Gentech Marketing & Distribution Pvt. Ltd., a well-seasoned research foundation, envisions such an India. Led by a mother-daughter duo where Dr. Anita Talwar, a physiologist and ex-researcher provides her expertise in the field of physiology while Varnika Talwar drives the innovation. Varnika Talwar coming from a background of Engineering and MBA, left her job to join hands with Gentech as she and Dr. Talwar share a common goal to Work For Science. The Company provides Indian researchers with the scientific tools and data to create valuable research solutions.



Gentech ensures stepwise guidance through funding, conducting research, training for new technology and all the other hiccups on the way. Serving for the last 25 years, Gentech has created a niche modus operandi. The coagulation of research, the associated products and the teams' contribution help researchers curate the best possible results.

IMBIBED WITH CREATIVITY & CORE VALUES

Innovation comes from creativity - and at Gentech, it's what drives their purpose. To keep the creative quotient up to the mark, the Company conducts timely brainstorming sessions with the team. Gentech is driven by core values, like Humility, Diversity, Team player, Customer Service and Recognition. And everyone adheres to them through actions, whether it's the team or clients. The core values and engagement empower a synergic culture where everyone is

A PROLIFIC PLATFORM TO INDIAN RESEARCHERS

Dr. Talwar is well-recognized for her contributions in the field of scientific researches. As a researcher, she witnessed a series of challenges faced by scientists in regards to technology and practices. She joined Gentech and pioneered it as a house of innovation to provide staunch research for scientists/researchers of India. She brought on board a fervid team accomplished in distinct areas. From there, Gentech took a step forward in offering credible research on various fields of study, such as Human Physiology, Pharmacology, Neuroscience, Neurobehavioral Studies for lab animals, Biotechnology, Life sciences, Yoga and wellbeing, Sports Physiology, and many more.

Gentech provides its research solutions to a commendable number of universities, medical colleges, industries, R&D labs. With the technology and talented people, Gentech has driven a unique value proposition in its projects. Its solutions come with after-sales service and support, even to its long-term users. Its users include national foundations like NIPERs, CROs, Defence Labs, institutions like IIT's, NIT's, AIIMS and R&D companies, like Advinus, Jubilant, and Syngene.

WHAT MAKES THEM VALUABLE

Dr. Talwar believes to be finest, best-in-class solutions aren't enough - a company should have a more connecting approach. On that note, Gentech stays by its clients throughout the journey. Its research solutions are segregated into Human Research, Educational Research, Environmental Research, Animal research, Animal neuroscience research and Animal infusion products.

respectful, interacts with other's cultures and works together to build an amazing impact. Individual efforts are recognized, and meritocracy is followed.

A PLACE OF LEARNING AND GROWTH

"The culture of an organization depicts how we'll be with our customers. Our growth comes from each individual's growth",

says Varnika Talwar.

The Talwars believe that people are the most valuable resource. Therefore, they ensure Gentech to be a milieu of individual growth. They have a two-way feedback system to acknowledge teams' grievances and suggestions and further provide each individual with their performance feedback. Gentech further encourages employees to follow their passion. Thanks to the end-to-end framework, Individual and Company goals are aligned and empowered.

Furthermore, Gentech understands how learning & teaching together can help discover insight to new things. Constant learning enhances skills, and sharing knowledge enriches the knowledge base. Gentech provides free upskilling courses and freedom of sharing knowledge and ideas. That's not just it! The Company organizes lectures, workshops, industrial training, faculty development programs by partnering with various engineering and medical colleges. It has signed MOUs with several institutes for training sessions and plans to continue them in the years ahead.

STAYING ABOVE THE COVID-19

A culture so cohesive that not even distance can degrade growth proves a company's meritocracy. Even before Govt. imposed lockdown, Gentech started working from home. All the operations, including negotiations, demonstrations, installations and after sales service were switched to a virtual platform to ensure everyone's safety. "Even when customers requested visits, we didn't risk our employee's health", affirms Dr. Talwar.

She further adds, "We also understood the situation was very difficult to cope with mentally and hence offered free therapy and counselling sessions to overcome them."

Even in post-lockdown, the Company functioned with 50% staff ensuring social distancing and proper sanitization. Individuals are encouraged to take vaccines at the earliest and take proper care of themselves.

While prioritizing the safety of employees, Gentech made sure it's aligned with the learning curve. Due to the pandemic, the demand in the research domain has substantially shifted and the research proposals are put on hold as funds are difficult to access. Gentech saw this as an opportunity for self-learning and training. It conducted multiple technical and managerial training sessions to keep learning and growing together.

WIDELY REVERED AND ACKNOWLEDGED

A journey that started 25 years ago with a handful of people, has earned its repute across verticals. Celebrating the achievement, Dr. Talwar shares, "Our clients are so pleased with our research solutions that even their 3rd generation of research scholars want to collaborate with us on projects." Its eternal vision earned the trust of renowned scientists from AIIMS, IITs, NITs, Defense Labs, ISRO, Patanjali, NIMHANS and many more.

Gentech has participated in National and International medical conferences, such as MEDICON Yoga and Heart Conference, IAN Neuroscience Conference, IEEE Conference, APPICON/ASSOPICON Physiology and Pharmacology Conference and conducted countless workshops. All the workshops are fostered by hands-on experience to provide real time experience to the audience. Finally, Gentech supports journals and events that highlight young scholars.

THE NEXT STEPS TO CLIMB

With a strategic standpoint in innovation and knowledge with domain expertise, Gentech is planning to explore new fields. Physiology is in every domain, and so is Gentech. For instance, designing segments are leveraging physiology to build more ergonomic designs. Gentech has been continuously striving to diversify its portfolio; it soon plans to enter ergonomic research.

Gentech plans to expand its research to Yoga and Naturopathy to benefit a person's physiology. It also aims to diversify into sports to contribute to athletes' well-being and training by providing best-in-class technology. Another area of concern is lifestyle assessment. The new way of life has its complications, and Gentech is offering tools to assess the level of stress and to overcome it. Gentech's ultimate goal is to set up the best technology for researchers and with relentless hard work, Gentech is ensuring an international quality in solutions while collaborating with others researchers to develop advancements.

The team members in organization are also contributing to research, they have already published some papers and plan on diving more in research under the guidance of Dr. Talwar.

A THOUGHTFUL NOTE TO ENTREPRENEURS

"If you're an entrepreneur, be cautious and conscious at the same time. Be cautious of the path you choose, methods you implement and the environment. Be conscious of your belief and purpose."



UNDERSTANDING A HOSTILE TAKEOVER: TARGET, ACQUIRER, AND BOARD OF DIRECTORS

The Gautam Adani-led Adani Group declared last month that it had acquired a 29.18% stake in NDTV and would soon begin an open offer to purchase an additional 26%. However, the owners of NDTV have claimed that it was carried out against their will. The acquisition has reignited the conversation about hostile takeovers. Some claim that this acquisition is an illustration of a hostile takeover, but others don't agree. Let's know what a hostile takeover is.

WHAT IS A HOSTILE TAKEOVER?

When the board of directors of the target company in an acquisition rejects an acquisition offer, but the acquiring company persists in its takeover attempt, this is known as a hostile takeover. Only publicly traded companies can experience hostile takeovers.

Acquisitions are typically motivated by profit. The acquiring company derives some sort of financial gain from purchasing the target business, whether it be from a particular production technique or a particular product that they produce. If one company perceives another as a potential rival, it may also attempt a takeover.

Acquisitions can also take place when a single investor or group of investors notices a problem with the business and wants to make a change. Due to their lack of financial incentive, these acquisitions may be more difficult to prevent.

WHY DOES A COMPANY INITIATE A HOSTILE TAKEOVER?

A company may acquire another business for a number of different reasons.

- the buyer believes the target company is undervalued and anticipates long-term gains from this perception.
- Another factor can be the acquirer's desire to enter the industry in which the target company operates.

WHICH HOSTILE TAKEOVERS HAVE OCCURRED IN THE PAST?

The 2009 acquisition of Cadbury by Kraft Foods ranks among the most well-known hostile takeovers. Irene Rosenfeld, CEO of Kraft Foods, declared her intent to purchase Cadbury in September 2009. For the deal, it provided a bid of \$16.3 billion. Roger Carr, the CEO of Cadbury, declined the proposal. Carr hired a defence team against a hostile takeover. The UK government disagreed with the proposal and insisted that the British firm be treated with respect.

In 2010 again Kraft made an offer for the transaction of \$19.6 billion. In the end, Cadbury gave in, and the acquisition was completed in March 2010. After Rajan Pillai was ousted hostilely, textile magnate Nusli Wadia assumed control of Britannia as its Chairman in 1993. Through Danone, Pillai had control of the Britannia stake. Wadia forced Danone to change sides and eventually owned 38% of the company, replacing Pillai as the company's leader. In the past, there have been a few hostile takeovers in India. Examples include the purchase of Raasi Cements by India Cements in 1998, the purchase of Zandu by Emami in 2008, and the purchase of Mindtree Limited by Larsen & Toubro through VG Siddhartha of Cafe Coffee Day.

HOW DO HOSTILE TAKEOVERS WORK?

An acquirer has two primary options for a successful takeover when the target company's board of directors objects: it can either target other shareholders in a proxy fight or the board of directors directly in a tender offer.

Tender offer: When an acquirer pursues the target company's other shareholders, that is referred to as a third-party tender offer. In an effort to gain the majority ownership at 51%, the acquirer offers to pay shareholders for their stocks in the target company at a premium price. These typically only impact shareholders who own a minimal portion of the total stock of the company.

Proxy battle: An acquiring company may also attempt to oust the target company's board of directors, which rejected the takeover. The shareholders elect these officials; the more shares you own, the more votes you have. If enough votes are cast for their candidates, an acquiring company can unseat the board of directors. This is typically accomplished by acquirers asking other shareholders for votes.

DEFENCES AGAINST A HOSTILE TAKEOVER

A hostile takeover can be thwarted by the target company's management by using a number of strategies. Some of them are as follows:

Poison Pill: Making it possible for current shareholders to buy new shares at a discount makes the target company's stock less appealing, which is the poison pill. As a result, the number of shares the acquiring company must purchase in order to acquire a controlling interest will rise, diluting the equity interest represented by each share. The idea behind this strategy is to force the would-be acquirer to give up on their takeover attempt by making the acquisition more challenging and expensive.

Crown jewel defence: If a hostile takeover attempt occurs, the company sells its most valuable assets and the process is called Crown jewel defence. Evidently, this deters a hostile takeover and lowers the appeal of the target company.

Amending with a supermajority: a modification to the company's charter that calls for the approval of a merger by a clear majority of the company's shares (67% to 90%).

A golden parachute: An employment agreement that mandates key management will receive exorbitant benefits if they are fired after a takeover. Again, the goal is to make the purchase prohibitively expensive.

Greenmail: When the acquirer has already purchased shares from the target company, the target company repurchases those shares at a higher price to keep them out of the acquirer's possession. As an illustration, Company A pays a premium of \$15 for the shares of Company B, and Company B, the target, then offers to buy back those shares at \$20 each. It's hoped that it can buy back enough shares to prevent Company A from acquiring a controlling stake.

Pac-Man defence: A Pac-Man defence is when the target company invests in the acquiring company's stock and tries to take over the target company themselves. If the acquirer feels it is in danger of losing control of its own business, it will give up on the takeover effort. Obviously, for this strategy to work, Company B needs to have a lot of cash in hand to purchase a sizable number of Company A shares. For a small business with limited capital resources, the Pac-Man defence is therefore typically ineffective.



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EMIAC TECHNOLOGIES PVT. LTD.

A Prodigious Entrepreneur



DIVYA GANDOTRA
Founder

Our minds are flush with millions of ideas every day, but only a few among us can shape them into a working prototype and create something fruitful out of it. Divya Gandotra is a visionary, and an enthusiastic and highly confident entrepreneur who founded a digital marketing company three years ago, EMIAC Technologies Pvt. Ltd. With its zeal for perfection and its compassion for its client base, the company is constantly climbing the ladder of success.

Catering to the diverse requirements of clients and allowing them to leverage digital potential, EMIAC Technologies Pvt. Ltd., under the guidance of an empowered woman entrepreneur, is striding towards greater success. She has nurtured the company with her dedication, hard work and undying love for work.

AN OVERVIEW

EMIAC Technologies is a one-stop-solution for all your digital marketing needs. With a host of services that include Content Development, Blog Outreach, Performance Marketing, and Business Automation services, EMIAC has made a reputation for itself as an agency that helps its clients stand out in the digital world. Presently, EMIAC is working for a number of renowned brands like Myntra, ICICI Bank, Zivame, Yes Bank, UpGrad, Dream11, Lottoland, Skybags, Bajaj Finance, Crocs and many more.

DIVYA SAYS THAT:

“Just having satisfied clients isn't good enough anymore. If you really want a booming business, you have to create raving fans. And I think I have been quite successful doing that.”

Founded on 20th January 2017, EMIAC stands for blending innovation with technology. The company provides comprehensive, customized, and competitive web solutions that cover all the essentials of content services, blog outreach, performance marketing, and Business Automation. It has established a presence in India, UK, and the US, offering top-notch web solutions to clients all across the globe. EMIAC has grown into a team of more than thirty members in its Jaipur head office in a short span of three years.

The credit to EMIAC Technologies' position in the global marketplace and as an award-winning digital agency on a global scale goes to the Founder herself, Divya Gandotra. Under Divya's leadership, EMIAC has achieved a reputation as a top-rated content development agency on the globally reckoned freelancing platform, Upwork. The company was also recognised among the Top 10 Most Promising Ad-Tech Start-Ups in India in the 2019 list of Silicon India Magazine.

AN OUTSTANDING LEADERSHIP

As the head of a successful content development and performance marketing agency, Divya conquered numerous challenges in leading the company to where it is today. In a short time since its inception, not only has her company received awards and acclamations, it has created a global strong hold in the digital industry.

A Computer Science graduate, Divya always refrained from sticking to a nine-to-five job, and instead focused on expanding her horizons. She decided to take a different route to success, and built up a strong client base through freelance work in her college days. After teaching English and Communication Skills at Eminence Academy, owing to her love for languages, Divya went on to venture into the world of entrepreneurship.

The entire entrepreneurial journey was never a walk in the park for Divya Gandotra. She had her fair share of struggles, but came on top of them through her fierce determination, patience and perseverance. An inspiring and influential entrepreneur today, what fueled Divya's journey was her belief that things happen for a reason.

“Everything happens for a reason. Don't worry if something didn't happen the way you wanted, after a while you will realize how everything falls into place like a well-crafted puzzle.”
- Divya Gandotra

Divya managed to find silver linings even amidst the darkest phases of her company's journey, and never gave up on anything. She believed in making things happen rather than leaving them in-between. Even when things were not in favour, she had faith in her ideas and knew how to work things out.

Divya credits her success to God, to her family, and to her business partner, who stood by her side through it all. Encouraging her on her path were people who constantly supported her and never tried to clip her wings because she was a girl. Indeed, we still have some way to go before gender equality becomes a reality, but Divya equipped herself academically and professionally and achieved her dream of establishing an innovative tech startup.

Hard core Lord Krishna believer, Divya believes she owes her success to her family as they were her strongest pillars, and the deep roots they gave her strengthened her. Her business partner, Mr. Shivam Bhateja, always ensured that Divya received the right guidance and advice to reach the pinnacle of success. He was her support system throughout the ups and downs of her journey.

SETTING ITSELF APART

Owing to its team of skilled experts, EMIAC has become an outcome-oriented premium digital marketing agency. Divya maintains that a company doesn't grow out of employees working a daily job, it grows out of a dedicated team working together to achieve the same goal. Instead of hiring employees, she focused on nurturing a team of talented professionals. She believed that neither the revenue nor the founders, but a strong and selfless team is the key asset of a company that steers it towards the journey of success. Divya always keeps her team members close to her heart for they have constantly supported and inspired her in many ways.

“Coming together is a BEGINNING, Staying together is PROGRESS, And working together is SUCCESS!! That's what the Founder believes in!”

EMIAC's approach is the major factor that distinguishes it from its competitors. Even though there exist a number of organizations that provide similar services, EMIAC stands out due to its innovative approach. The team always strived to bring innovation to the table, and for each of its clients created a solution that was crafted specifically to suit their needs. It has embraced innovation to help its clients create a niche for themselves in the digital market.

“As a full-service digital agency with exclusive capabilities across content development, blog outreach, and online branding & promotion, EMIAC works with clients to unlock value through technology, creativity, and business-minded thinking.”

Divya has worked wonders in her years as an entrepreneur and led EMIAC on its path to success. Under Divya Gandotra, EMIAC Technologies is set to spread its wings further in the future.





CEOS THAT ARE REDEFINING LEADERSHIP

Mr. Hariharasudhan- The man who built Skyappz



Eleanor Roosevelt, the former first lady of the United States once said:

“The future belongs to those who believe in the beauty of their dreams.”

Mr. HARIHARASUDHAN.M
Founder & Managing Director

Throughout the history of business, leaders are those whose actions inspire others to dream more, try more, and be more. A common belief is that you can not achieve perfection. But in the chase of perfection, you catch excellence and that is how you are perceived as a leader.

In our edition ‘The 20 Most Valuable CEOs to Watch Globally’ we bring you the story of Mr. Hariharasudhan, the founder and director of Skyappz Software India Pvt Ltd.

MEET MR. HARIHARASUDHAN: THE MAN WHO BUILT SKYAPPZ

Hariharasudhan is a 7-year IT veteran in the industry. He has been an avid speaker at a variety of major technology conferences. His domain experience covers Logistics, E-commerce, Banking, Career Portals, Matrimony, Retail, and Manufacturing. He is on the board of several organizations in the role of consultant and mentor. He holds an Engineering degree from Anna University, India. He is responsible for spearheading Skyappz Software and brings significant value to customers both in terms of technology and domain expertise.

JOURNEY WITH SKYAPPZ

Skyappz has set up a base to leap forward. It has the Idea, the technology, the infrastructure to propel its growth across the globe. Skyappz Software provides high-end enterprise IT solutions. The team has collaborated with a variety of successful start-ups and large-scale companies to create the latest IT technologies for diverse industries.

Mr. Hariharasudhan highly credits the journey with Skyappz in the last 3 years. The journey has its shares of ups and downs. There were challenges and opportunities to dive into the unknown. In every challenge, there was always a ray of hope and that silver lining continued to give strength when the terrain was tough. Looking back, these terrains made the organization stronger. The company now has a strong vision to develop an application for all categories of business and ensure that they are flexible & adopted to digital transformation by 2030.

In a conversation with the team of Innovative Zone, Mr. Hariharasudhan shares that the experience with Skyappz has turned him into a more stable and mature person.

He opines

“The bottom line is nobody is perfect. Mistakes are a part of human being, so while communicating with my colleagues, I make sure that at the end they are inspired and help the organization with positivity.”

THE PANDEMIC EFFECT

COVID 19 pandemic has been a cruel villain to the economy. Every area of the global economy has been severely impacted. However, going by the phrase “when the going gets tough, the tough gets going” holds very true to the team of Skyappz. As Skyappz software is one of the few companies in the world in Application Development & Digital Branding, it has provided an amazing Digital platform to be a market leader in terms of quality and also technologies. Mobile Application has given Skyappz a lot of recognition in the global market, especially in the USA.

Mr. Hariharasudhan shares that he would agree to the fact that there has been a demand disruption due to the pandemic. But he feels that he is fortunate that Skyappz has grabbed two international projects one from the USA and the other from Singapore despite the COVID-19 Situation.

DEFINING LEADERSHIP

We asked Mr. Hariharasudhan a question that if we were a martian that had no previous knowledge of being a successful leader, how would he define it?

Mr. Hariharasudhan smiled and answered with a pause. Here it is:

“To be a successful leader first thing is you need to be knowledgeable in your field, else no one will respect you. On everyone’s path to leadership, the first and most important step is to determine what this means to begin with. Your meaning and leadership style will evolve with time. That’s all right, but somewhere you’re going to have to start!”

He further shares that fortunately he has always jumped in for all the opportunities, and tried to learn as much as possible. He regards management as his core strength and says that he is enjoying this whole process of ups and down which is making him more patient and strong!

MY MENTOR’S ROLE IN MY LIFE

Mr. Hariharasudhan always dreamed of starting his own company. He started as a Management trainee engineer in the year 2012. He always recalls the quote from Bob Proctor

“A mentor is someone who sees more talent and ability within you, than you see in yourself, and helps bring it out of you.”

On that front, Mr. Hariharasudhan opines,

“Since the beginning, my inspiration was Mr. Guruprakash, who has been my mentor since I started my career. He always showed a path and way to do a work setting his example. Having a mentor like him who possesses in-depth knowledge of the industry and is still so modest always motivates me to go ahead in life.”

NOTE FROM THE CEO:

The CEO Mr. Hariharasudhan shares four life lessons that’s the stepping stone of success for any aspiring leader. Here they are:

Never compromise on quality. People will remember the quality long after they have forgotten the price. Developing a quality product will make you look like a professional and help you build a network. Remember that your network is your net worth.

Live by your promises. Once you commit you to have to make sure it is being delivered. This is how you build goodwill. That’s your brand value.

Always thrust on constant improvement. Make yourself your biggest criticizer and give yourself every reason to deliver a good quality product. You create a value system by delivering excellence every time you are asked to.

The phrase ‘once a customer, always a customer’ will hold true for you, only if you have invested your time and energy in developing a fantastic after-sales service. The people who buy your product are emotionally attached to it. You ought to respect that and be there to resolve any issue they face at any point in time. That’s how you earn a tag of being an outstanding unit.

7 Cool Hill Stations Near Delhi You Should Visit to Beat the Heat



Delhi, “the heart of India” offers a wide array of hill stations which are perfect weekend getaways to escape the hustle and bustles of the city and the blistering heat. So, if you are living in Delhi or NCR, then you are lucky. Today, we will be showing you 7 cool hill stations near Delhi, which have beautiful views from high altitudes and is the best for a picnic feast.

#1. Lansdowne.

Burrowed among scenic oak and verdant pine forests, Lansdowne is one of the most beautiful hill stations near Delhi, famous for its scenic beauty, weather, and peaceful surroundings. Here you can do several different activities: bask in the sunshine of the Himalayas, do trekking amongst the lush forest, feast on a picnic lunch or simply gaze at the breath-taking views of the Himalayas. This hill station is well connected with motorable road, so the most convenient option would travel by road take around 6 hours via NH34.



#2. Nainital.

One of the most astounding hill Stations is known for its favourable climate all year round. Nainital is situated alongside the foothills of the outer regions of the Himalayas. For those who want a romantic getaway, then don't forget to visit Nani Lake for a slow-paced stroll alongside the serene blue waters. Nainital offers panoramic views, which can be enjoyed on top of the Naina Peak. In order to bask in the glory of snowcapped views, you can go to “Snow View” take a cable car to enjoy the views from a high altitude. Once again, we highly recommend you to travel via your car, because I'm sure you don't want to miss the picturesque views throughout the road journey. Although, a direct bus option is also available.



#3. Mussoorie.

Mussoorie is known as the queen of the hills. It has a peaceful trek with a beautiful view of Aglar valley, lead you to the picturesque cloud's end - a place where Mussoorie ends, and trust us it's a true sight to behold. Just 18 km far from Missouri, Kempty Falls is located, has been attracting tourists since forever, and why not - milky streams of water falling from above 40ft, it has a charm of its own. The highest point of Mussoorie - Lal Tibba in Landour shares the most amazing views of the whole Kedarnath & Bandarpunch mountain trails, which won't allow you to blink your eyes.



#4. Naukuchiatal.

Naukuchiatal or “lake of nine corners”, features a sprawling lake encircled by verdant mountains with a wide range of flora and fauna and is an ideal weekend getaway from Delhi. A morning stroll near the lake must be on your bucket list! You can take a scenic boat ride across the lake to try fishing or enjoy panoramic views. The best time to visit here would be March to June and Sept to Nov to admire the freshness of the lush greens. It takes around 7 hours to reach this cool hill station.



#5. Shimla.

Shimla, the former summer capital of the British, sits along the foothills of the Himalayas amidst pine woods that offer scenic views. Mall road is the highlighted the town of Shimla, walking along mall road with breeze blowing has its own charms. Since traffic isn't allowed, waking will be a pleasant and peaceful experience. Here you can do thrilling adventure activities like river rafting, Golfing, toy train ride, ice skating, and more. There are several busses in Delhi which take you to Shimla directly. It will be a 7- or 8-hours road trip. Shimla is known as the best place for a honeymoon.



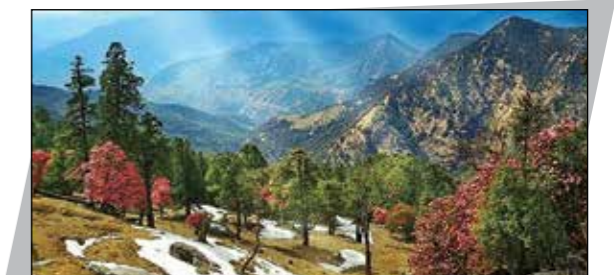
#6. Chakrata.

Chakrata is a beautiful small hill station that offers a fascinating holiday experience for nature lovers and adventurers. Away from the urban chaos, tiger waterfall is situated amidst a hilly terrain and must-see. You can enjoy a rejuvenating bath in the waterfall or do trekking amidst the pine jungles. Just 24.6 km away from Chakrata, a village Koti Kansar is situated famous for a honeymoon couple, a picturesque location encircled by dense forest. The journeys take around 8 hours, via NH44, from Delhi.



#7. Kausani.

A paradise of earth, Kausani is a perfect place for those who want a relaxing vacation away from the noisy and polluted city lifestyle. This is a place surrounded by lush greenery and charming attraction. It is definitely worth visiting. You can trek through world-renown trials like Adi Kailash trek, Base Kausani trek passes through oak and woods. Kathmandu is the nearest station to Kausani. However, it has a smooth road, So you can reach Kausani through your own vehicles via NH9.





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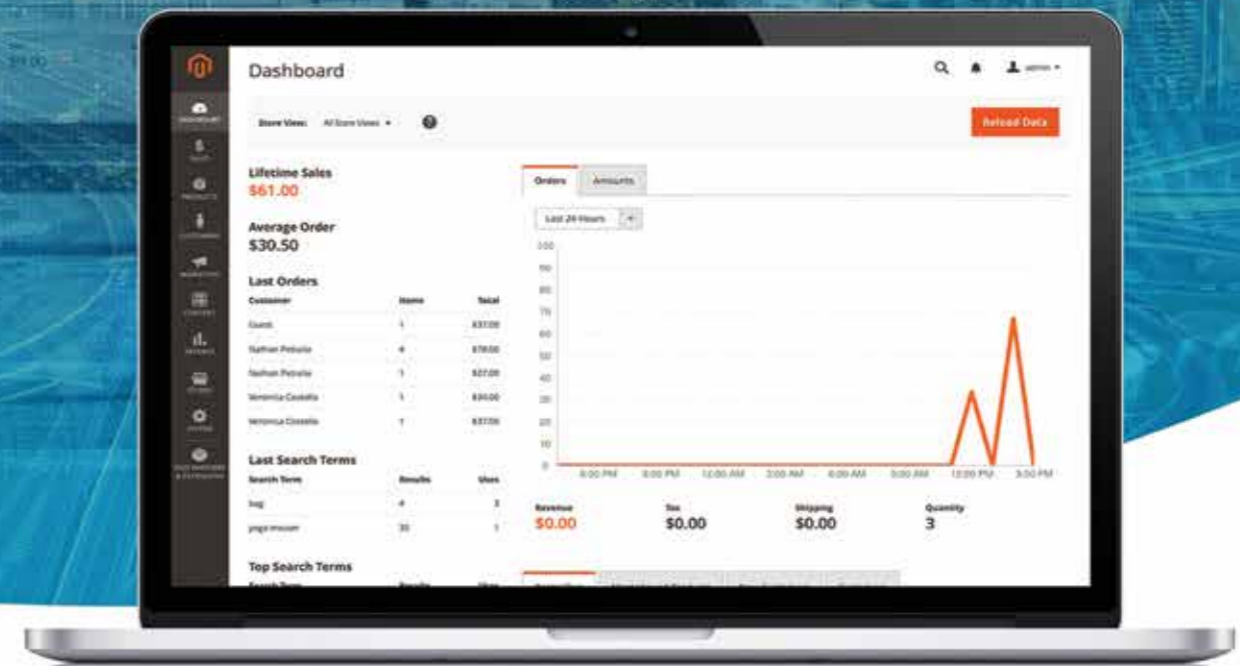
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Nextazy Solutions Pvt. Ltd.

REVAMPING RURAL INDIA WITH TECH-FLOWS



Undeniably, India is blooming with a myriad of opportunities with technical advancements such as Blockchain, Cryptocurrencies, Artificial Intelligence, and Internet of Things (IoT). These revolutionary technologies are transforming almost every industry at the global level and opening up spaces for budding entrepreneurs to grow in leaps and bounds. No doubt, sooner or later, Blockchain technology and IoT will be creating tremendous impact in the entrepreneurial space while Crypto and AI will play a crucial role in determining the growth of our country, economy, and populace! But, the tech-space is not just limited to this as we are about to witness some exemplary tech transformations in the next five or ten years, such as robot assistants, advanced space research, deep-sea research, extended reality, genetic engineering advancements, and many more.

In the direction to make India- a technology-rich country, Nextazy Solutions Pvt. Ltd. envisions filling people with the necessary information in advance to enlighten them with upcoming golden opportunities. Even way before Blockchain, AI, and Crypto grabbed many eyes, the Company has been working with these technologies for the past 5 years. With diverse knowledge and powerful resources, they are all set to make a difference for the nation.

COMPANY OVERVIEW

Incepted in December 2018, Nextazy Solutions has emerged out as an excellent software development company, implying the motto 'Your Dream. Our Passion.' It takes immense pride to pioneer the understandings of tech-trends among the rural populace (especially the youth). With the exclusive mission to boost their "Studentpreneur" program, the Company allows students to acknowledge their unrevealed talents and get ahead on the path of becoming future leaders.

As a comprehensive software development company, Nextazy specializes in rendering solutions & services related to Blockchain, Artificial Intelligence, Extended Reality, Gaming, IoT, Data Science, and Cloud Computing. With a team of adroit industry professionals, the Company ensures the clients with best-in-class products that can be customized accordingly.

Proposing the vision to empower the youth under 'Educating the World' lineage, the exceptional firm aspires to lead the way of the future of technology in the upcoming years.

HOW DID IT ALL START?

Initially, they began their journey by establishing Teekz- a web and mobile app development services and Blockchain training provider that helped rural students acknowledge the latest technologies. But later, an impetus to create a major impact on the lives of rural masses enforced the set up of their "Studentpreneur" program. "We brought in young & talented individuals from many rural areas, trained them in their specialization, and helped shape their future," states Tendulraj, the Founder.



TENDULRAJ | Founder

SINDU | Co-Founder & CEO

After four years of running the program successfully, the management decided to make a big leap by establishing Nextazy in 2018 with a small team. "We rented an apartment and started doing projects from there. We then established a small office in a coworking space in Chennai," joins Sindu, the company's CEO.

What started as a company of 4 individuals has now become a full-fledged team of 72! Scaling the ladder of success, the Company is creating a positive impact on society in leaps and bounds. Despite being a start-up, they have been receiving several projects from clients across the globe, outstretching their reach and extending their headcounts. At one point, they were hit with an idea. "In addition to recruiting people from other sources, we shall also create opportunities for people under our Studentpreneur program, and with no second thoughts, we brought in people, each being an expert in their niche," says the CEO.

A REALIZATION THAT TURNED INTO A PASSION

"I wanted to be an entrepreneur who builds entrepreneurs, and here I am fulfilling my desire," reveals Tendulraj when asked about the motivation behind this venture.

Hailing from the outskirts of Puducherry, a union territory in southern India, the Founder stumbled on numerous obstacles during his academic years. Even with technologies generating the waves of change for the last decade, rural areas were still untapped in this reference. Impassioned to keep abreast of the latest tech-trends, tools, and advancements, he used to travel 10Kms right after his college to reach the nearest internet hub! It was during attending a technology meet-up organized by a reputed tech-based company that he came to a realization that rural areas need to have appropriate internet access too. It was crucial to bridge them to the urban populace and boost their talents that were being dumped due to unfavorable circumstances. And at that moment, he became adamant about the setup of -Studentpreneur program under the trademark Teekz in Puducherry.

"Teekz hunted skilled people from rural and suburb regions. We found people abundant in various skills but lacking exposure. So, we brought them in, provided them with all their needs, trained them, and shaped them into entrepreneurs," continues the Founder.

Undoubtedly, his incessant zeal to make a difference has made him hit the crescendo of success today. And his entrepreneurial journey is commendably inspirational.

DEALING WITH THE CRISIS

Though the COVID-19 crisis plagued the whole world to extremity, Nextazy sailed through the prevailing situations effortlessly. In this direction, their foresightedness and business resiliency played an imperative role. They announced work from home way before the implementation of the nationwide lockdown. From offering a private mode of conveyance to motivating them during hard times, the Company supported the employees in the best possible manner.

"Right from April, we announced a 'Self-Care Day' for all our people, that they used to fulfill their personal needs. We also monitored all of our employees' health continuously. In May 2020, we started virtual classes and webinars to keep them updated in their niche," conveys Sindu.

THE X-FACTOR

The company takes pride in calling itself a "Flat Hierarchy." Here, the employees are never restricted from working at their will. Flexibility and transparency are the core values they believe in. This ensures the effortless and effective growth of the employees. Their particular set of business ethics formed out of their core values has paved their way to ensure an outstanding work culture at the company. The team works together, dines together, plays together, and participates together. Being in harmony with each other has majorly contributed to their significant growth as per their ideology- "Together we can make impossible things possible."

And when it comes to constructing the innovative product line, they indulge themselves in a dynamic research process. This procedure ensures the intense engagement of each individual for the development of some outstanding solutions.



Moreover, what has allowed the company to get a leading edge over its peers is the substantial knowledge and enriching experience of the employees. "We, as a team, strive to thrive. All of us spend a quarter of a day updating ourselves with either subject knowledge or general information," continues the Founder.

PROJECTING FOR EXCELLENCE IN FUTURE

As the leading light to the company, Tendulraj and Sindu have been following the principles of great people while motivating themselves and guiding others in the right direction. Under their fascinating guidance, people have adjoined the company from two different locations and contributing to his vision of tech-empowered rural populace.

The pioneer of some distinct technologies strives to become - the Technology Hub of India. In this context, Founder & CEO conveys, "We assure everyone that within few years, almost half of our population will get the opportunity to explore emerging technologies first-hand."

Making an oath to not settle down until rural India gets effortless access to exhibit their talents, the Company will ceaselessly keep motivating people towards the path of thumping success.

PARTING WORDS FROM THE FOUNDER

"Greed is the powerful motivator"

We all have read the story- 'The Goose With The Golden Eggs,' in which the old man's greed caused his own downfall. But not now, not these days. Trust me when I say - Greed keeps people dream more and achieve more and drive them towards success. The constant greediness in searching for fame, hunting for new ideas & inventions, and always being surrounded by like-minded individuals, will help you become whatever you desire!"

BOB SANDY'S ENVIRONMENTAL RESEARCH AND DEVELOPMENT ORGANISATION

A Passion That Turned Into An Inspiring Business Venture With Environmental Leadership

A famous quote proposed by Rachel Carson- 'In nature, nothing exists alone'- speaks a lot in a few words. Yes, mankind cannot survive all by itself by constantly exploiting nature. The time has come when we need to retrospect on the impact of activities performed by us, on the environment. Undoubtedly, humans have disrupted nature's flow in multiple ways for the sake of some selfish endeavours. Global warming, wavering climatic changes, soil erosion, air pollution, unsafe potable water, etc, are some of the major aftereffects that the world is witnessing as a result of centuries of disastrous human actions that degraded the environment.

The need of the hour is to become aware enough towards a sustainable development that can ensure harmony between humans and nature instead of performing unending exploitation. Against this backdrop, several businesses are emerging out as the torchbearers to make people know that our foremost priority should be the environment only as we are absolutely dependent on that for our survival. A number of enterprises have started their entrepreneurial journey by keeping a sustainable future in their core values and are constantly striving for a positive impact on the mindset of the society.

Innovative Zone Magazine takes immense pride to feature an emerging startup that has acknowledged the significance of sustainable growth and developed a solution that can inspire people to reduce the usage of petroleum products and invest in the favor of protecting our environment.



PASAM MARY PRIYANKA
Director

In an interaction with our magazine, the key persons of the startup highlighted different aspects of aspirations from this business journey along with its exclusive environmental leadership.

With the insightful initiative to ensure protection to the environment, Bob Sandy's Environmental Research and Development Organisation has intervened in the business world. Performing intense research in this industrial space, they are about to launch the electric vehicle charging stations all across India by 2027. The company envisions to commence a revolutionary breakthrough towards the conservation of natural resources like petroleum products. They continuously strive to support Govt's target to enforce the usage of 25% of electric vehicles running on the roads that are quite commendable.

The Directors, Pasam Mary Priyanka and Kevil Neidoerffer Kundurthi, have planned to revamp the environmental conservation drive with their innovative and exclusionary offering that will minimize the usage of the naphtha-based products in the automobile industry.

ABOUT THE KEY PERSONS

PASAM MARY PRIYANKA - DIRECTOR

Priyanka is an M. Pharma who has always been interested in the CSR activities since her childhood. She used to support a small NGO in her town Piduguralla, Andhra Pradesh. After tying the marriage knot with Nuthalapati Sandeep, she decided to become an entrepreneur to fulfil her husband's dream to start a company of his own. But the insufficient amount of venture capital was the biggest obstacle to dodge. As an enthusiast in environmental protection activities, she decided to start a venture in the respective domain that can make a difference to the world. She named her very first business venture as 'Bob Sandy' that is the pen-name of her husband. Priyanka wants her daughter, Nithya Jesslyn, to carry forward her legacy after her 18th birthday.

KEVIL NEIDOERFFER KUNDURTHI - DIRECTOR

Kundurthi is a B.Tech from Guntur, Andhra Pradesh. He has always been a keen volunteer in the social activities along with his college mates who aspired for social upliftment. After attaining jobs and getting ahead in life with their own families, he and his friends lost the touch from their key endeavours towards society. Later, he decided to join hands with P. Mary Priyanka to pursue his foremost passion for social upliftment and environmental conservation. And, this is how the organization was incepted in November 2020.

ENSURING A LEADING-EDGE

Bob Sandy is a three-month-old innovative startup that constantly strives for being substantive to the world.

Talking about their competitive edge, Directors assert, "We are not yet another profit-making organization. Instead, we are aligned towards protecting our nature and environment from the disastrous human activities. Our exclusive electrical vehicle- charging stations will allow individuals who utilize these stations, with ITR exemptions to promote more usage of such vehicles among the commonalities." Driven with this innovative idea, the company is forging ahead to lead with examples.

Starting this unique venture with zero investment, they are leaving no stone unturned to protect the environment with the donations they are receiving from different businesses that are aligned towards the empowerment of the society via their CSR activities. Soon, they will be approaching more and more corporates for raising an adequate amount of funds.

HARMONY WITH THE CHANGING MARKET TRENDS

Foreseeing the circumstances 10 years later from now is how they have planned to deal with uncertain market trends. The company has prepared a roadmap to approach the desired outcomes with preplanned strategies where in-depth research plays a pivotal role. At present, the startup is in dire need of appropriate funding and aspires firm support from the governments across the world, as their vision is aligned towards supporting the objectives of Govt of India. Their R&D team is in a continuous process to develop innovative solutions for the betterment of the environment. And with an optimistic attitude and adequate techniques, they have envisioned to emerge out a leading player in the industry.

A GLANCE AT THEIR FUTURE ENDEAVOURS

With the environment becoming prone to various threats, the company is striving to make a mark in the industry to develop unique solutions towards environmental conservation. Moreover, for aspiring entrepreneurs, both the Directors would like to convey a message,

“Whatever plans you have implemented with innovative ideas, you can become a leader in your chosen area. And you should do marketing in innovative ways that your competitors should wonder to crack your strategies and techniques.”

9 THINGS ALL SUCCESSFUL LIFESTYLE ENTREPRENEURS BELIEVE

A new start-up involves different kinds of activities restated for organizing the organization. the process includes developing the concept, researching potential ideas for success, and writing down the business plan, that's all Entrepreneurs do. However, we all aware of the business reports. According to Oxford Economics, around 90% of businesses fail within the first five years. This negative feedback may demotivate you. But don't give up on your dream. to follow the dream, we find a role model so that we can focus on our work. When we see successful people, we become curious to know about them.

Today I want to discuss 9 things all successful lifestyle entrepreneurs believe, I'm sure after know these nine things, you will change your mind set up and become a successful entrepreneur.

Value is the key to get success

Successful entrepreneurs believe in giving values. First, they try to understand market needs, then, full fill the target. They create a connection with their consumers and try to understand by listing consumer's feedback. Most big brands and businesses don't take the feedback seriously. But the truth is, taking feedback from customers and solving them as much as possible, it takes your company to the next level. A real successful entrepreneur makes a decision with the help of company members as well.

"Success is not what you have, who you are." Bo Bennet

Believing in building relationship

Successful lifestyle entrepreneurs own three strategies to build a relationship to get succeed in the business. First diversifying the network, they insist on their self to go beyond people in their current circle. They want to connect with at least one supplier, a competitor, and a customer. Next step they like to make a relationship with an unrelated organization like media and government. Second focus on the business landscape, a successful entrepreneur pays attention to bonds, a network that portrays their community, and loyalty. It helps them form a durable and powerful network to maximize business interests. Apply time, quality, and resources to key social subjects, one the most important thing you have to believe in it, it is called building a constituency of relationship with every indivual who like share beliefs, goal, and passion.

Integrity and trust

A successful entrepreneur sees as a great leader new people who want to be like them, they see as a role model, I read somewhere that honesty and integrity are two important things that will give you leadership quality in a business. Integrity means, doing the right thing. as a successful entrepreneur, you get criticized by several people and competitors. People think that honesty and integrity can't be related to leaders or businessmen. However, real businessmen or women don't care about anything at all. they know what they doing to make the better place.

A real successful entrepreneur keeps their promise, if you ask about giving promise they think very carefully, even reluctantly, However, once promise they like to go through.

Believe in the power of focus

We want everything perfect to start a business. However, a real entrepreneur thinks very differently, they think it is good to do one thing than perfect at everything. Because they know that business is not all about good at everything. They focus on one thing that they are into it, they would love to cross the limits and grow the company with a unique skill. They like to hire employees or virtual assistance so that the rest of another plan can be managed. Because they have a strong belief that there are outside of people who are better at it.

Motivation is a dead end

Now, it is most surprising that a successful entrepreneur doesn't need motivation and neither requires willpower. So, if you are think waking up in the morning and watching motivational speeches will keep you motivated all the time. it might be true, but not all the time. a successful entrepreneur generates habit and system which helps them to remove the negativity.

Failure is an ally

We have heard that learn from past mistake to create a better future. This habit has owned by every successful entrepreneur. they don't give up very easily if they get failed, they change the direction by implementing the old idea. most people lose hope after getting failure in the business. But we have to keep in mind that, if you are trying to change the system or solve the issues which have been facing people for a while, it will take time. here I would like to tell you a quote that a successful entrepreneur considers.

"Failure is simply the opportunity to begin again this time more intelligently." Henry Ford

Competition is healthy

No matter what are you doing, competitions are everywhere. Most people feel fear because their clients have been stolen by someone else, some other company has reduced the market price and many others. people thing doing a competition in the market means, butchering other businesses. However, a successful entrepreneur doesn't get scared because others doing better. They like to chase the goal according to the plan, keep adding skills, try to identify the market needs and quality and take action.

"The best way to predict the future is to create it." Peter Drucker

Treat as an asset

How do you treat your assets? I'm sure everyone treats generously. We all know that health is wealth. Having a healthy diet will make us feel energetic. A good entrepreneur treats their self as an asset. This is why they would like to take care of themselves by consuming great nutrition, doing physical activity. They like to read books to exercise their brains.

They don't point finger at their self

"Your greatest asset yourself treat it like a billion-dollar investment." Kaoru Shinmon

There is no magic

Successful entrepreneurs don't believe in the miracle or some other kind of instant. Because earlier time they have got stumble upon a great idea. they have struggled years and given the effort to handle the situation. you are not going to become an entrepreneur expecting that you will get a magic lamp one day. However, you have the ability to create magic by pouring effort and using your skills. Successful people believe that if you are wishing to carry unseen elements to become a success, your business becomes a disaster.



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Does Boss's sound make you feel uncomfortable? Or do you dream to work for yourself? In both situations, you have to think out of the box otherwise you could become unemployed. Also, in a crummy economy, where few jobs have left and people are fighting to get them. What I want to say that if you really want to secure employment or financial future, you have to start a small company. I know our society has taught us. Go to school work so hard then get a degree from college, you will get the job, and be ok. Well, it sounds like putting the question in formula and getting the result. But do you know? this old tradition is killing your creativity and your ability. if you really want to see yourself as a successful person, you need to work for yourself. You might know Tony Gaskins quote

"if you don't build your dream some will hire you to builds theirs."
Tony Gaskins

This is why I encourage you to be an entrepreneur to create jobs to keep a job. Working for someone else means you are a Robot that is made by humans to make life easier. And I am sure you don't want a life like this. As you know that when the economy gets down, people get fired from the job. It sounds so horrible, isn't it? you are the owner of your life why would you let other people ruin your life.

WHAT SHOULD I KNOW BEFORE STARTING A BUSINESS?
Are you excited to create a company? if yes, then let's talk more about the bossiness. We all know, to build a business it requires so many things such as time, energy priorities and many others. Also, you need some basic skills so that you can understand what is going on in the market. You need some research it 'means, you have to figure out what kinds of problems you can solve. Starting a business means you are filling a gap. Let's take the example of a company called uber.

"In early time, we had to wait for a taxi. People used to call taxi agencies for booking. Also, they would not give good service. after uber, our life has become easier. Because we don't need to wait for the taxi." This was a very unique idea at the time. Now you should think first, then start the company. Now I am going to talk about three things which you need when you are starting a business. On the internet, you see very few articles. Now we are going to discuss them.

10 WAYS TO MAKE THE TIME, ENERGY AND PRIORITIES TO START A BUSINESS
Let's first thing to know what are the best ways to make priorities for the business. Because, we know that starting a business means, taking a giant step in the dark. Sometimes you feel scary, exciting, and confuse. However, it's our responsibility to give the business top priorities. Otherwise, our business no longer survives.

TALK IT OUT WITH TRUSTIES ALLIES
When you think that your business idea has real potential. You have the first priority to discuss the idea with associates. In this way, you can refresh the idea and clear the vision. Try to find out those people who have gone through the path. It doesn't matter he has the best achievement or big failure. Now you may little confuse about it. but think if you are talking with failure, they will tell the story about it. that means, you are not going to do the same mistake again, whathe did in the past. On the other hand, the successful business person can help you to modify your idea. Founder of "Wework" Adam Neumann, he writes a quote.

"People are the most important thing. Business model and product will follow if you have the right people."
Adam Neumann

RESEARCH THE MARKET
After developing the business core idea, you need to research what you are going to offer to the customer. Because your idea could be unique or it may not. If your idea already exists in the market. How can you deal with it? first ask yourself, what can do differently than others. As you can see there are a lot of telecom companies out there. Why all companies are surviving because they are providing different features.

The more important thing, try to figure out potential patterns during this process. For example, you are launching a company like McDonald (you can see every corner in America or other countries.) how will you arrange the retail locations. So that your customer can buy your product easily. Apple company never make the phone. Uber doesn't have a car. There are a lot of examples, I can show you. Here what I want to say, research about the company. is there any company out there that may value your idea?Which means, they can help you to build a product and all you have do is marketing or designing the products.

During the process, you will learn a lot of things which college or school never teach you. You will know how real-world work and more than that. I would like to tell you the most famous quote.

"Research is to see what everybody else has seen and to think what nobody else has taught."
Albert Szent-Gyorgyi

BUILD A PROTOTYPE AND DRAFT BUSINESS PLAN
Suppose that you have a great business planning. But how can you sure your vision feasible or not. This is why you need prototyping. Prototyping is a very vital beginning step of business planning that allows us to test out the vision feasibility. A lot of people have a different opinion about prototyping. They think that it is for an outfit that makes physical products. It is true, but here I want to add one more thing that does for your future business. it can be a useful website that can be used to collect emails from interested clients. Prototyping means, taking business vision and making it real.

Let's talk about the draft business plan, it is also an essential step for launching a new business plan. What kind of business plan you are launching? it is totally up to you; it could be informal or formal. Whatsoever, it allows us to crystallize the core components of our business.

RAISE FUNDS
It is one of the most important steps without the funds you are can't even think to do business. So now you have to consider money. To start a business, we need to arrange money. So how would you like to fund the new business plan? However, you can start a business with very little money like bootstrap. This business was developed with no or very little money. It depends upon you what is your business strategy?

You could find funding in a different way such as:

- You can take lone from Bank or go for SBA (Small Business Administration), it allows you to pay back with interest.
- Many new companies approach outside investors who like to invest money in exchange for a stake in the new enterprise's revenue.
- You can use crowdfunding like Kickstarter, in this way you can collect micro-donation to grow business.

Now, you have a question that how to make time to start the business. Because you are already working somewhere and don't want to mess up with it. well, here I am going to give four tips that will help you to start the business.



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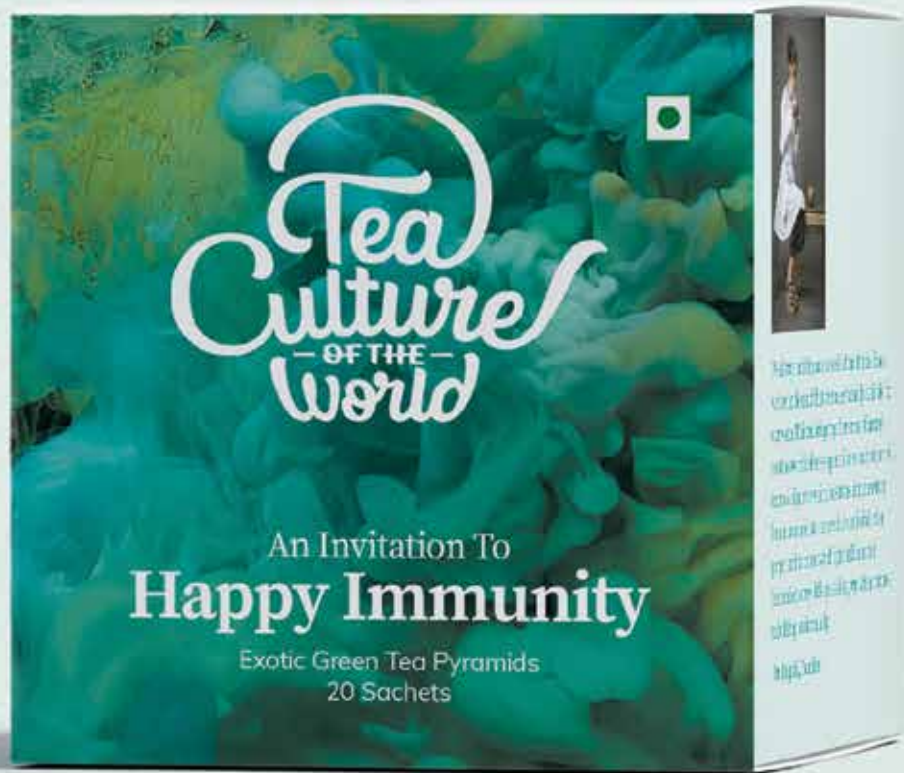
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