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15th JULY 2024 | YEAR 3 | ISSUE 10

Entrepreneurs

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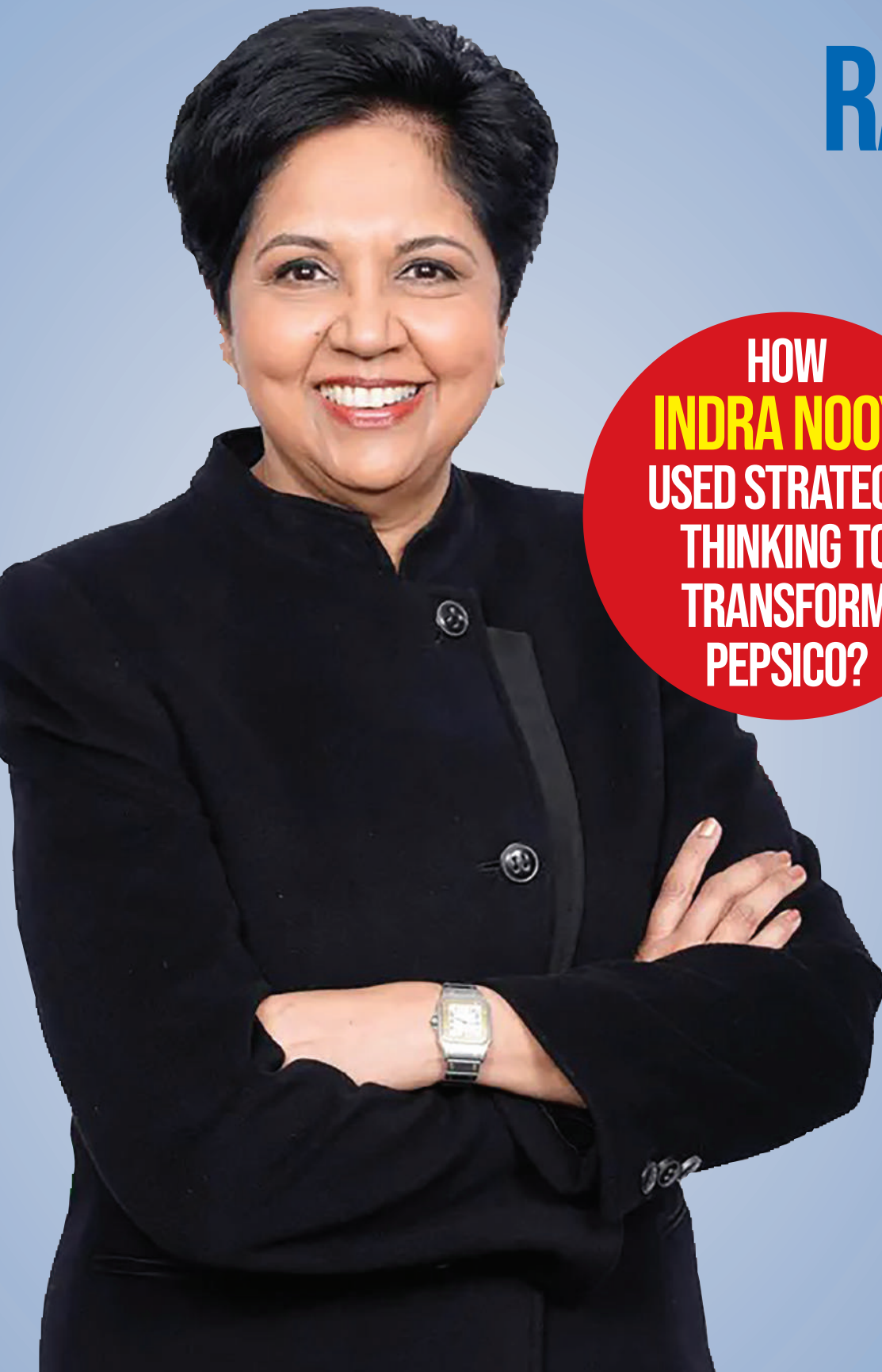
COACHING SHINES AT
THE PRESTIGIOUS
GLAD TO HONOUR
AWARDS 2024

HOW
INDRA NOOYI
USED STRATEGIC
THINKING TO
TRANSFORM
PEPSICO?

**Google
& Meta**

may soon
have to pay
for Indian
News
Content

Connecting
blue collar India
MyJobee
redefines job
search for
Migrant Workers





OurTeam

Editor

Virang Bhatt



News Editor

Rahul Mehra

Ansh Singh



News Reporters

Siddhant Sonvane

Jasmeen Chopra

Khushboo Tilwani



Data Analyst

Jayesh Shahane

Hello Entrepreneurs
Magazine and online content is
published by Primex Media
Services Private Limited
(Title Code: GUJENG16232)

Address

101-A, First Floor, Canal Walk Shoppers,
Near L.P Savani Academy, RCC Canal Road,
VIP Road, Barthana-Vesu, Surat-395007.

info@helloentrepreneurs.in

PUBLISHER: Primex Media Services Pvt. Ltd.

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HOW **INDRA NOOYI** USED STRATEGIC THINKING TO TRANSFORM PEPSICO?

Womentrepreneurs

“Listen to me,” my mother replied. “You may be the president or whatever of PepsiCo, but when you come home, you are a wife and a mother and a daughter. Nobody can take your place. “So you leave that crown in the garage.”



Ansh Singh

When Indra Nooyi became CEO of PepsiCo, people were unsure about her future at the company. Many investors thought Pepsi was too big and that its top brands were losing popularity. They were doubtful about Nooyi's plan to focus on healthier products. Nelson Peltz, a well-known activist investor,

strongly pushed to split the company into smaller parts.

Today, Nooyi, at 68, radiates confidence. Over her nine-year leadership, PepsiCo has experienced consistent revenue growth, and its stock price has been climbing after several stagnant years. Peltz eventually agreed to a truce, securing a board seat for one of his associates.

Early Career:

Indra Krishnamurthy was born on October 28, 1955, in Madras (now Chennai), India. She grew up in a close-knit family with her parents, siblings, and grandparents. Her father worked as a bank official, while her mother was a homemaker. The family was middle class, devoutly Hindu, and relatively conservative, similar to their neighbours. Nooyi maintains a strong connection with

her family; her mother has lived with her in the U.S., and is frequently mentioned in Nooyi's anecdotes. Her sister, Chandrika, is also a successful businesswoman and a Grammy-nominated musical artist.

Nooyi was an exceptional student in high school, showing interests that were uncommon for girls at the time. She excelled in Physics, Chemistry, and Mathematics, participated in a cricket team, and played guitar in an all-female rock band at Madras Christian College, from which she graduated in 1974 at the age of 18. She then attended the prestigious Indian Institute of Management Calcutta, where she earned her MBA in 1976.

Professional Journey of Indra Nooyi:

Indra Nooyi began her career at a British textile firm before moving to Johnson & Johnson in Mumbai as a product manager. There, she was responsible for introducing Stayfree menstrual pads to India, a challenging task due to the country's ban on direct advertising for such products. Nooyi successfully navigated this obstacle by marketing directly to female college students.

Seeking a more global business education, Nooyi applied to Yale School of Management after learning about it from a magazine. Despite it being unusual for a conservative South Indian Brahmin woman to study abroad independently, her parents supported her decision when she was accepted. In 1978, Nooyi arrived in Connecticut, driven by her identity as an immigrant woman, which she described as her "biggest internal driver."

To support herself while studying at Yale, Nooyi worked as a receptionist. She graduated in 1980 with a Master's degree in Public and Private Management. Afterwards,



Raj and I in the early days of our marriage. We didn't have much, but we were very happy!

she joined Boston Consulting Group as a strategy consultant, where she worked for six years. In 1981, she married fellow consultant Raj K. Nooyi, and they have two daughters.

In 1986, Nooyi moved to Motorola, working first as an internal consultant in the automotive team and later in broader corporate planning. In 1990, she transitioned to the Swiss machinery firm ABB, leading corporate strategy and integrating diverse product divisions into a cohesive plan. Her strategic thinking and communication skills earned her a reputation as a long-term visionary.

Just 14 years after graduating from Yale, she was simultaneously courted for executive roles at PepsiCo and General Electric. She chose PepsiCo, convinced by the CEO that she would have significant influence within the company.

Post-Pepsi, Nooyi's Continued Influence and Legacy:

Indra Nooyi's "Performance with a Purpose" focused a lot on keeping good employees, which included

offering paid parental leave for both men and women. Nooyi spoke about how tough it is for women executives who also take care of their families. She admitted that she relied heavily on her support system, including her mother, husband, and PepsiCo staff. She even had a system where her daughter had to call the office to get permission to play video games, making sure her homework and chores were done first.

In her book *My Life in Full* (2021), Nooyi addresses work-life balance, admitting that she often felt she fell short as a mother. On Valentine's Day 2022, she wrote a note to her husband Raj, sharing credit for her successes and highlighting the challenges of balancing work and family: "The truth is, there is no such thing as balancing work and family. It's a constant juggling act. And many times, it's the people around us — like our life partners, who make this juggling possible. It's a reminder that family isn't female. Family is family."

HOW FHERO ACCOUNTING SOLUTIONS REVOLUTIONIZES FINANCIAL SERVICE

Mr. Prashant Bothra's accounting career began when he joined Deloitte just six months after finishing high school. This early experience with financial decision-making and large clients led him to become a Chartered Accountant (CA). The demanding environment at Deloitte taught him the value of excellence.

Rahul Mehra

Inspired by the struggles of Indian business owners with their finances, Prashant founded Fhero Accounting Solutions to provide accurate and efficient accounting services. Fhero offers services like data entry, tax compliance, MIS reports, and tech-enabled bookkeeping. Their excellent customer support, soon to have a 1-minute response time, sets them apart. The Super Fhero program provides expert guidance and detailed financial reports.

Journey at Deloitte: Joining Deloitte, one of the Biggest consulting firms, just six months after my 12th Board Examinations was a dream come true. The exposure was immensely rewarding as I had the opportunity to work with some of the best minds in finance and engage with large clients. This experience solidified my decision to become a Chartered Accountant (CA) and showed me the profound impact a CA can have on a company's journey. At Deloitte, I delved into the intricacies of financial decisions, understanding their veracity and underlying principles. The long hours, demanding workplace, and the perfectionist bosses, coupled with the pressure of CA studies, were challenging but invaluable. These experiences instilled a pursuit of excellence in me that I carry forward even today. Post-Deloitte, I was recruited as the youngest Manager at Asian Paints, Mumbai, managing the Internal Audit function, which further honed my skills.



Inspiration Behind Fhero Accounting Solutions:

The inspiration to start Fhero came from observing the struggles Indian business owners face in assessing their financial statements. Many business owners are unaware of critical numbers such as last month's profitability, cost of capital, and cash flows, which are essential for decision-making. India, being a startup hub, has many businesses that fail to understand their financial health. Recognizing this challenge, I aimed to support these businesses that drive the Indian economy, leading to the birth of Fhero Accounting Solutions.

Core Services of Fhero Accounting Solutions:

At Fhero, we transform finances into an accurate and efficient powerhouse by handling the entire accounting and finance function. Our services include:

- **Data Entry and Statutory Compliances:** Managing GST, TDS, PF, ESI, and PT.
- **MIS Reports:** Providing critical information for decision-making.
- **Tech-Enabled Bookkeeping:** Leveraging advanced technology to eliminate errors, speed up processes, and reduce costs.
- **Exceptional Customer Support:** With a turnaround time of 5 minutes for queries, soon to be reduced to 1 minute, building trust and fostering strong client relationships.
- **Super Fhero Program:** Offering deep insights and expert guidance to entrepreneurs.

Overcoming Challenges and Driving Growth:

Starting Fhero involved establishing robust processes and assembling a skilled team. We conducted time studies to enhance efficiency and addressed the diversity of accounting platforms through comprehensive training programs. Handling international clients added regulatory and cultural complexities, managed through proactive communication and tailored solutions. To drive growth, we leveraged technology to streamline operations, resulting in cost savings passed on to clients through reduced pricing and quick response times. Our Super Fhero program provided entrepreneurs with actionable insights, positioning Fhero as a trusted partner. This approach has led to a 2x year-on-year growth, continually adding clients from various industries to our portfolio.



Empowering Clients with Actionable Financial Reports:

Our Super Fhero program empowers entrepreneurs with expert guidance, ensuring prompt and reliable service with a turnaround time of less than 60 seconds for queries. Managed by a team of Chartered Accountants, Fhero maintains accounts with professional rigor, setting us apart in the industry. We support client auditors during year-end audits at no extra cost and close accounts monthly, ensuring timely financial reporting. Our forthcoming tech platform will streamline client interactions, enhancing data security and user experience.

Diverse Client Base: Fhero serves clients both in India and overseas, ranging from pre-revenue startups to large growth-stage companies across various industries, including E-Commerce, Hospitality, Education, Retail, Manufacturing, and Consulting.

Success Stories and Milestones: Since our inception, Fhero has rapidly grown to serve over 100 clients across five countries, including the USA, UK, Switzerland, Canada, UAE, and Singapore. In less than two years, we've built a robust team and achieved remarkable year-on-year growth. Acquiring many clients from the USA marks a significant milestone in our expansion strategy, reflecting our commitment to delivering exceptional value and expertise to clients across diverse industries.

Advice for Aspiring Entrepreneurs

My advice to young professionals is to step out of the traditional mold and work with companies to make a real impact. Build a strong foundation in accounting basics and keep updating your knowledge to stay current with industry trends. Embrace the digital era by using technology to simplify processes and help businesses make informed decisions. Focus on learning and being adaptable. Remember, combining strong accounting skills with innovative technology can greatly enhance your impact and success in the industry. Mr. Prashant Bothra's journey from Deloitte to founding Fhero Accounting Solutions shows the importance of gaining foundational experience, embracing technology, and understanding client needs. His insights and experiences offer valuable lessons for young professionals and aspiring entrepreneurs in the accounting field.

EMPOWERING STUDENTS THROUGH ACCESSIBLE EDUCATION

AN INTERVIEW WITH THE FOUNDER OF COMPETISHUN

Siddhant Sonvane

1 What inspired you to pursue a career in education, particularly focusing on preparing students for JEE/NEET exams?

From an early age, I have been deeply passionate about education and its transformative power. My journey through the rigorous preparation for competitive exams like the JEE opened my eyes to the profound impact a good mentor can have. This experience inspired me to pursue a career where I could guide and support students in their own journeys, helping them achieve their dreams of entering

premier institutions like IITs and medical colleges.

2 What motivated you to establish Competishun, and what sets it apart from other platforms in the education sector?

The motivation to establish Competishun stemmed from a deep-seated belief that quality education should be accessible to all, regardless of financial constraints. In India, preparing for competitive exams like JEE and NEET often involves substantial financial expenditure, which many students cannot afford. Our aim with Competishun is to provide top-



notch education at a fraction of the cost, ensuring every student has the opportunity to excel. What sets Competishun apart is our commitment to accessibility and quality:

- **Student-Centric Course Design:** We design our courses to meet the specific needs of each student, allowing them to prepare according to their individual strengths and weaknesses. This personalized attention ensures that every student gains a thorough understanding of the core concepts.
- **Affordability:** We provide top-quality education at a fraction of the cost of traditional coaching institutes, making it accessible to a larger number of students.
- **Right Approach Towards Students:** We focus on building a strong foundation, fostering curiosity, and nurturing a love for learning. Our approach ensures that students not only prepare for exams but also develop a deep understanding and passion for the subjects they study.
- **Personalized Mentorship:** Our experienced faculty provides individualized guidance, supporting students academically, emotionally, and mentally.

3 How do you approach teaching Mathematics and other subjects to ensure students not only understand but also develop a passion for the subjects?

My approach to teaching Mathematics and other subjects revolves around making the concepts relatable and understandable. I use real-life examples, interactive problem-solving sessions, and encourage students to question and explore. By making the learning process enjoyable and stimulating, I aim to ignite a passion for the subject in my students, ensuring they not only understand but also appreciate the beauty of the subjects they study.

4 How has Competishun leveraged technology and innovation to enhance the learning experience for students preparing for competitive exams?

Competishun has effectively harnessed technology and innovation to create a dynamic and interactive learning environment. Key innovations include:

- Interactive Video Lectures:** High-quality, engaging video lectures that allow students to learn at their own pace, simplifying complex concepts.
- Online Doubt-Solving Sessions:** Real-time doubt-solving sessions with experienced faculty to maintain the flow of learning.
- Advanced Learning Management System (LMS):** Features like progress tracking, personalized study plans, and performance analytics help students stay organized and monitor their progress.
- Online Test Series:** Comprehensive online test series simulate the actual exam environment, improving time management skills and boosting confidence.
- Access to a Vast Repository of Resources:** Study materials, e-books, practice questions, and previous years' papers are available in one place.
- Mobile App:** Enables students to access learning materials, attend live classes, and participate in doubt-solving sessions from anywhere. These technological innovations provide a comprehensive and personalized learning experience, ensuring students are well-prepared for competitive exams.

5 What are your future plans for Competishun? Are there any new initiatives or expansions on the horizon?

Our future plans for Competishun include expanding our reach to more students across the country and globally. We are introducing more interactive and personalized learning modules, expanding our faculty team, and integrating the latest technological advancements in education. Additionally, we are planning new initiatives focused on holistic development, including programs on mental wellness and career counseling.

6 Based on your extensive experience, what advice would you give to students preparing for JEE/NEET exams?

My advice to students preparing for JEE/NEET exams is to stay focused, be consistent in their efforts, and never hesitate to seek help when needed. Understanding concepts deeply rather than rote learning is crucial. Time management and regular self-assessment are key to identifying strengths and weaknesses. Most importantly, maintain a positive attitude and keep stress levels in check by balancing studies with relaxation and hobbies.

7 How do you balance your personal life with your professional commitments, given your demanding role?

Balancing personal life with professional commitments is challenging but essential. I prioritize tasks, delegate effectively, and ensure I set aside time for family and personal interests. Regular physical exercise and meditation help me stay focused and manage stress. By maintaining a disciplined routine and staying organized, I strive to achieve a healthy balance between my personal and professional life.



FROM BIKANERVALA TO HARVARD

MISHTHI AGGARWAL'S RISE IN Specialty Coffee

Khushboo Tilwani

Mishthi Aggarwal is reshaping the world of specialty coffee, drawing from her family's culinary legacy at Bikanervala. As the founder and CEO of 93° Coffee Roasters, she's on a mission to elevate Indian specialty coffee. With a strong academic background in Economics and ongoing studies at Harvard, Mishthi blends tradition with innovation, focusing on quality, sustainability, and community. Through 93° Coffee Roasters, her goal is not just to redefine coffee culture but also to set a global standard for excellence and ethical practices.

From Heritage to Entrepreneurship:

Growing up immersed in the culinary world of the Bikanervala family, Mishthi developed a profound appreciation for quality and innovation. Inspired by her grandfather's entrepreneurial spirit, she ventured into coffee with a mission to elevate Indian-grown specialty coffee. This journey led her to found 93° Coffee Roasters, where she seeks to redefine coffee culture in India.

Education and Expertise:

Mishthi's academic journey in Economics and her ongoing Master's program at Harvard University have equipped her with a robust

understanding of market dynamics and strategic management. Complementing her academic pursuits, her Diploma in Coffee Skills from SCAE and certification as a Q grader underscore her commitment to mastering the intricacies of coffee quality and grading.

Vision and Goals:

At the heart of 93° Coffee Roasters lies Mishthi's vision to establish it as a global leader in specialty coffee. Her goals include promoting sustainability, fostering community development, and delivering unparalleled coffee experiences. She envisions a brand synonymous with ethical practices, innovation, and exceptional quality.

Mishthi emphasizes the pivotal role of collaboration in driving 93° Coffee Roasters' growth. By forging partnerships, she aims to expand market reach, innovate through shared insights, and introduce specialty coffee to diverse audiences. This collaborative spirit fuels both creativity and market expansion.

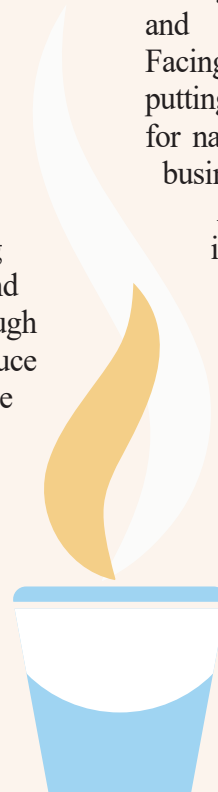
Looking ahead, Mishthi envisions 93° Coffee Roasters as a prominent player in the global

specialty coffee market. Personally, she intends to continue leading with passion and purpose, while contributing to industry growth and knowledge sharing. Her aspirations include furthering sustainability practices and enhancing customer experiences globally.

Advice to Aspiring Entrepreneurs:

For young entrepreneurs starting out in the specialty coffee industry, Mishthi suggests focusing on passion, always learning, and being resilient. She advises building a strong network, finding mentors, and making quality and sustainability top priorities. Facing challenges with flexibility and putting customers first are essential for navigating the changing world of business.

According to Mishthi, success isn't just about business accomplishments; it includes personal satisfaction, making a positive impact on communities, and creating a supportive workplace. Professionally, success means achieving business targets while sticking to core values and helping her team grow.



A portrait of Swapnil Kaushik, a woman with long dark hair, wearing a red blazer over a black top and a pearl necklace. She is smiling and looking towards the camera.

EMPOWERING PARENTHOOD

THE JOURNEY AND VISION OF MOM'S PREG-LADDER

Swapnil Kaushik's journey into childbirth education started with her own pregnancy. This experience showed her the great need for practical learning during this important phase of life. With a background as a lawyer and a strong desire to learn and teach, she founded Mom's Preg-Ladder. Her main goal was to support and empower women during their pregnancy, giving them the confidence and knowledge, they need.

Virang Bhatt

Kaushik's career transition from law to childbirth education was inspired by her own experiences. Her pregnancy underscored the importance of holistic education and support for expectant mothers, motivating her to establish a space where women can receive comprehensive education on various aspects of pregnancy and early parenthood. Mom's Preg-Ladder offers a safe, empathetic, and non-judgmental environment,

addressing concerns and providing enlightened education on pre-pregnancy, early pregnancy, prenatal yoga, breathing techniques, labor management, newborn care, breastfeeding, and post-partum fitness.

The challenging experience of Kaushik's own high-risk pregnancy during the COVID-19 pandemic further shaped her vision for Mom's Preg-Ladder. The isolation and lack of support highlighted the need for comprehensive support systems for expectant mothers. This inspired

her to create a platform dedicated to educating and preparing women physically, mentally, and emotionally for their pregnancy journey.

Mom's Preg-Ladder offers a wide range of services and educational programs designed to support parents and prospective parents at every stage. These include pre-conception and pre-pregnancy guidance, early-pregnancy support, antenatal yoga, pelvic floor exercises, pranayama breathing, guided meditation, and garbhsanskar

practices. The platform also provides labor management education, breastfeeding and lactation support, newborn care advice, post-partum fitness programs, and guidance on introducing solid foods to babies. Personalized one-to-one consultations are available to address individual needs and concerns, ensuring a tailored and supportive experience for every parent.

The integration of scientific research and evidence-based information is a cornerstone of Mom's Preg-Ladder. Kaushik ensures that the educational content is regularly updated based on the latest global studies and advancements in childbirth and parenting. This commitment guarantees that parents receive accurate, reliable, and current information, empowering them to make informed decisions for their families' well-being. The goal is to equip parents with practical skills and confidence through evidence-based information.

Kaushik has faced significant challenges in her journey as a childbirth educator and pregnancy coach, particularly in overcoming the stigma surrounding mental health during pregnancy and the postpartum period. Many parents hesitate to seek emotional support, viewing it as a sign of weakness. Additionally, ensuring that parents have access to the latest scientific research and evidence-based information has been a challenge. Despite these obstacles, Kaushik remains committed to empowering parents with knowledge and confidence for a positive pregnancy and parenthood experience.

The overarching vision for

Mom's Preg-Ladder is to make a meaningful difference in the lives of mothers and parents by providing comprehensive education and support. Kaushik aims to transform the journey of parenthood through a holistic approach that empowers expecting mothers with confidence and knowledge. Over the next five years, she envisions Mom's Preg-Ladder evolving into a global community that addresses mental health stigma and promotes seeking emotional support as a strength. The platform will continue to base its educational content on the latest scientific research, empowering parents with practical skills and confidence.

Kaushik's philosophy on pregnancy, childbirth, and early parenthood centers on empowering, educating, and supporting women during their pregnancy journey. She believes that every woman's pregnancy journey is unique and deserves personalized guidance to make informed choices. Pregnancy and childbirth should be seen as transformative experiences

where emotional well-being is as important as physical health. Creating a supportive community that encourages open conversations about mental health and seeks to eradicate stigma is essential. Additionally, she emphasizes the partner's role in providing emotional support and aiding with physical needs, making the journey memorable for both parents.

For new or expecting mothers, Kaushik advises reading and studying about pregnancy, childbirth, and newborn care to empower them to make informed decisions. She encourages prioritizing self-care through relaxation, healthy eating, and exercise, and openly sharing information with partners and doctors to foster understanding and support. By staying informed and connected, mothers can navigate their journey with confidence and health. Mom's Preg-Ladder tackles the stigmas around mental health during pregnancy and after childbirth by offering a safe, caring, and non-judgmental space for parents. The platform provides thorough education and support, encouraging parents to view seeking emotional help as a strength. Kaushik aims to build a community that values openness, support, and understanding, ultimately removing the stigma and ensuring that parents feel supported and informed throughout their journey. Family members are encouraged to attend sessions to create a better understanding and support system for the pregnant woman.

Through Mom's Preg-Ladder, Swapnil Kaushik aims to empower every woman with the knowledge and confidence needed for a positive pregnancy and parenthood experience, ensuring their journey is beautiful and memorable.





Mr. Prashant Vashishtha, with 25 years of diverse professional experience, leads Sokudo Electric with a mission to establish e-mobility as the best alternative to traditional fuel-driven vehicles. He aims to facilitate India's transition to electric vehicles by providing high-quality electric two-wheelers and supporting the Make in India initiative, thereby enhancing the manufacturing capabilities of the Indian EV ecosystem.

HOW **SOKUDO ELECTRIC** IS TRANSFORMING INDIA'S TRANSPORTATION LANDSCAPE?

Rahul Mehra

Under his leadership, Sokudo Electric focuses on creating sustainable, efficient, and reliable mobility solutions. Their electric scooters, like the Acute 2.2, are designed with advanced materials and cutting-edge technology. The company's investment in R&D and a motor and controller plant in Greater Noida underscores its commitment to producing defect-free, affordable models.

Vision for Sokudo India:

Mr. Prashant Vashishtha's mission for Sokudo Electric is to make e-mobility the best option compared to traditional fuel-driven vehicles by providing high-quality electric two-wheelers. His vision includes helping India switch to electric vehicles and supporting the Make in India initiative by using local manufacturers and suppliers for components. This strategy aims to improve the

manufacturing capabilities of the electric vehicle ecosystem in India.

Leveraging Diverse Experience:

With 25 years of professional experience spanning various fields and domains, Mr. Vashishtha has gained insights into business, technology, and consumer behavior. His journey through different roles has equipped him with a deep understanding of the Indian market and its consumers. These experiences have driven him to focus on product innovation and pricing strategies to meet evolving market demands. His commitment to sustainability is rooted in his involvement with corporate and sustainability initiatives, emphasizing the importance of environmental conservation for India's economic interests.

Transforming Daily Commutes:

Sokudo Electric focuses on designing, developing, and manufacturing high-quality electric scooters that provide sustainable, efficient, and reliable mobility solutions. Models like the Acute 2.2 are crafted with advanced materials for durability and equipped with the latest charging technology and smart connectivity. To continue transforming daily commutes, Sokudo is investing in R&D and building a motor and controller plant in Greater Noida to achieve zero quality defects and offer efficient models at affordable prices.

Encouraging Sustainable Lifestyles:

Sokudo India aims to promote sustainable lifestyles by designing eco-friendly vehicles with advanced technology, making electric scooters accessible to a broader consumer segment. The blend of smart, efficient, and affordable scooters encourages consumers to adopt eco-friendly transportation. The company's focus on R&D and in-house manufacturing aims to deliver defect-free products that align with modern riders' requirements and support national sustainability goals.

Balancing Corporate Objectives and Philanthropy: Mr. Vashishtha believes in aligning business objectives with social responsibility. He dedicates time to community upliftment, working with leaders to spread awareness about environmental conservation and supporting social causes. Sokudo's business goals are designed to provide economic and environmental benefits, thereby improving the quality of life for all stakeholders, especially customers.

Short-term and Long-term Goals: Sokudo's immediate goal is to achieve a sales target of 10,000 units in FY24-25 and launch new ICAT and FAME-II-certified models. Long-term goals include expanding market presence domestically and internationally, proving that Made in India products can compete with premium international brands. The company plans to innovate its scooter line, form meaningful partnerships, and expand its dealership network.

Staying Ahead in the EV Industry: Sokudo's strength lies in offering diverse product lines at competitive prices, integrating advanced technologies, and staying ahead of market trends. A dedicated team tracks emerging market trends and consumer behavior, enabling Sokudo to refine its offerings through focused R&D activities. This proactive approach helps the company cater to evolving consumer demands and maintain a competitive edge.

Differentiating Factors: Sokudo's electric two-wheelers, such as Acute, Acute 2.2, Select 2.2, Rapid 2.2, and Plus, stand out for their premium performance and cost-effective pricing. The company's commitment to using advanced materials, focusing on product innovation, and providing attentive customer support sets it apart from competitors. Additionally, Sokudo offers a range of certified riding accessories, positioning itself as a comprehensive riding solution provider. While currently focused on expanding domestic distribution channels and dealership networks, Sokudo has long-term plans for international expansion. Strengthening domestic presence and improving product offerings will equip the company to connect with global consumers and prove the superior quality of Made in India electric two-wheelers and accessories.

Advice for Aspiring Entrepreneurs: The potential of the EV segment to safeguard the environment and position India as a global manufacturing hub drives Mr. Vashishtha. He fosters a culture of collaboration, innovation, and ownership within his team, encouraging members to work for the greater good and convert challenges into opportunities. This positive approach has helped Sokudo navigate challenges and achieve operational success. Mr. Vashishtha advises aspiring entrepreneurs to create a unique market identity, face challenges head-on, and build sustainable products. He emphasizes collaborating with local businesses to strengthen market presence and support the domestic ecosystem, contributing to national economic growth.

Sources of Inspiration: Mr. Vashishtha draws inspiration from various individuals who have played key roles in his life, including his parents, siblings, teachers, friends, team members, and business partners. Their contributions, along with the challenges and opportunities he has encountered, have shaped his journey. The passion and innovation demonstrated by his team members continue to motivate him daily.

India's luxury goods market is today focused on both consumer centricity and innovation and is one of the fastest growing among Asian countries. According to Deloitte's 2023 'Global Powers of Luxury Goods' report, India made significant contributions to the world's luxury industry, which surged to US\$347 billion in 2022.



A NEW ERA OF LUXURY



HOW INDIA'S TECH-SAVVY CONSUMERS ARE REDEFINING HIGH-END MARKETS

By Sushil Motwani,
Founder Ayetexcel Pvt. Ltd. and
official India Representative of Formovie

Futuristic luxury is the new buzzword across industries. It is not only changing consumer behaviour but also prompting brands to add aesthetic value, tech-

driven innovation, and a plethora of features to their products. Building a close relationship with consumers via an exemplary after-sales service and personalised communication across the product's lifecycle is also imperative for luxury brands.

India's luxury goods market is today focused on both consumer

centricity and innovation and is one of the fastest growing among Asian countries. According to Deloitte's 2023 'Global Powers of Luxury Goods' report, India made significant contributions to the world's luxury industry, which surged to US\$347 billion in 2022.

Economic growth, rising income levels and an aspirational outlook, especially among the youth, are also propelling the interest in luxury products. This is now being reflected in the popularity of high-end products traditionally labelled as 'luxurious.' Manufacturers are also launching products in the 'accessible luxury' or 'mass luxury' categories, especially in consumer electronics.

a comfortable, convenient and connected experience to support their changing lifestyles. Moving away from traditional devices, they have started embracing smart, technologically advanced versions, which are designed to assist with multiple tasks simultaneously.

For instance, the pandemic lockdown changed how people consume entertainment and led to strong growth in the home entertainment sector. Market insights from data-gathering platforms like Statista predict that revenue in India's home entertainment market is projected to reach a market volume of US\$ 0.7 billion by 2028, with an annual growth rate of 3.70 per cent.

More users are seeking cinema-like quality at home and optimal gaming setups, prompting them to move away from traditional television sets and computers. This has also led to increased interest in options like Ultra-Short Throw (UST) projectors, which were earlier classified as luxury items or were restricted to limited sectors like education and corporate presentations.

This change in consumer approach is also due to a shift in lifestyles. For example, as the concept of smart homes evolves, devices like UST projectors are naturally emerging as popular choices. In compact residences, a projector is not considered to be a luxury but a sleeker, space-saving and advanced alternative

to televisions. Considering the growing demand for more intuitive and integrated devices, projector manufacturers are also developing products that integrate various entertainment needs of customers. These devices will allow users to browse, search and stream content directly without the need for external devices or complicated setups.

Another trend observed among Indian consumers is their brand loyalty to accessible luxury brands, prioritising the overall value they get from a product rather than just focusing on its price. India's urban areas are also witnessing rapid changes, driven by a young, energetic and technologically proficient population. Therefore, tailoring products to the needs of this vibrant demographic is essential. They seek more than just basic functionality in their tech products, desire sophistication, high performance, and attractive design, which indicates a demand for higher-quality and more aesthetically pleasing products.

The growth in the luxury goods market is also due to the effective use of advanced technology, especially tools like Generative AI (GenAI), which have helped to personalise customer experiences and provide real-time support. This has made it easier for companies to meet individual customer needs, analyse trends and improve their overall service, which in turn drives market growth.

Economic growth, rising income levels and an aspirational outlook, especially among the youth, are also propelling the interest in luxury products. This is now being reflected in the popularity of high-end products traditionally labelled as 'luxurious.' Manufacturers are also launching products in the 'accessible luxury' or 'mass luxury' categories, especially in consumer electronics.

The COVID-19 pandemic has changed how consumers approach electronic goods as well. With a major shift towards digital consumption after the pandemic, they prioritise equipment that offers

HEALING JOURNEYS WITH MPOWERU WELLNESS



Jasmeen Chopra

Harsiddhi Pancholi's path from studying science to starting MpowerU Wellness began when her family faced health challenges. She found new ways to help through The Emotion Code and The Body Code, which helped her feel better. Now, MpowerU Wellness offers ways for people to feel better too.

MpowerU Wellness helps with body and mind using special techniques. Sessions can be done online, and lots of people like it

so much, they tell their friends. Harsiddhi wants to help even more people in the future.

The Birth of MpowerU Wellness:

Harsiddhi Pancholi's journey into the world of wellness began with a childhood fascination with the human body, eventually leading her to a career in biotechnology and clinical trials. However, it was personal health challenges, including her daughter's struggle with eczema and her own battle with postnatal depression and high blood pressure, that ignited

her quest for alternative healing solutions. Faced with the limitations and side effects of conventional medicine, Harsiddhi embarked on a journey of self-discovery and healing, which laid the foundation for MpowerU Wellness.

Overcoming Challenges through Mindset Shifts:

The challenges of postnatal depression, weight gain, and high blood pressure were formidable, but Harsiddhi's determination to reclaim her well-being propelled her forward. Through



The challenges of postnatal depression, weight gain, and high blood pressure were formidable, but Harsiddhi's determination to reclaim her well-being propelled her forward. Through a combination of mindset shifts, nutrition, and embracing alternative healing modalities like The Emotion Code and The Body Code, she embarked on a path of holistic healing.

a combination of mindset shifts, nutrition, and embracing alternative healing modalities like The Emotion Code and The Body Code, she embarked on a path of holistic healing. By addressing the underlying emotional and energetic imbalances, she not only restored her own health but also found a newfound sense of purpose in empowering others on their healing journeys.

The Power of Alternative Approaches: MpowerU Wellness stands out due to its all-encompassing approach

to healing, addressing emotional, physical, and spiritual aspects. Inspired by the straightforward techniques of The Emotion Code and The Body Code, Harsiddhi became a certified practitioner, using these methods to help clients experience significant changes in their lives. Through intuitive guidance and energy clearing, she helps people and organizations remove obstacles, regain balance, and reach their full potential for happiness and health.

The success stories from

MpowerU Wellness show how effective this approach is. Clients have seen major improvements in their emotional well-being, relationships, physical health, and careers. One moving testimonial describes a client's journey from feeling lost and disconnected to finding inner peace and self-empowerment, eventually becoming a practitioner herself—a clear example of the healing impact.

A Vision for the Future:

Looking ahead, Harsiddhi envisions MpowerU Wellness making a meaningful impact on millions of lives, extending its reach to corporate wellness programs, educational institutions, and healthcare settings. By democratizing access to holistic healing through innovative delivery methods and partnerships, she aims to create a world where individuals can reclaim their health, happiness, and potential for greatness.



HOW **AASHISH KHANDELWAL'S** HDD IS CHANGING THE WORLD OF INTERIORS AND ARCHITECTURE

Siddhant Sonvane

Hanumant Design and Developers (HDD), a leading firm in luxury interiors and architecture, founded with a passion for innovation, HDD has set new standards through 100+ successful projects. By focusing on creativity and advanced technologies, HDD continues to influence design trends and redefine the industry landscape.

Educational Foundation and Career Influence: Established in 2008, Hanumant Design and Developers (HDD) has become a leader in luxury interiors and architectural solutions. Founded by a visionary leader, whose education in Interior Design from INIFD Jaipur provided a strong base, HDD excels in creating inspiring spaces. This diploma not only taught essential skills but also instilled a profound grasp of design principles and innovation, influencing HDD's approach to design.

Inspiration Behind HDD: The inspiration to establish HDD stemmed from a passion for innovation and the desire to set new benchmarks in design and construction. HDD was envisioned as a firm that blends creativity with functionality, emphasizing principles of Inspiration, Imagination, and Innovation. Since its inception, HDD has successfully completed over 100 projects across residential, commercial, and hospitality sectors. Each project has been a testament to HDD's commitment to excellence, delivering high-quality, design-sensitive, and space-efficient solutions that exceed client expectations.

Core Services: HDD offers a comprehensive range of services, focusing on luxury interiors and architectural work. Their portfolio

The inspiration to establish HDD stemmed from a passion for innovation and the desire to set new benchmarks in design and construction. HDD was envisioned as a firm that blends creativity with functionality, emphasizing principles of Inspiration, Imagination, and Innovation.

includes bespoke residential spaces, innovative commercial projects, and inviting hospitality environments, all designed to enhance quality of life and reflect contemporary design trends.

Overcoming

Establishing HDD posed challenges such as building a client base and navigating a competitive market. These were overcome through perseverance, a dedication to quality, and continuous integration of innovative design and construction technologies.

Challenges:

HDD has evolved significantly, leveraging cutting-edge construction technologies to enhance efficiency and quality. From sustainable materials to advanced project management software, HDD ensures that every project benefits from the latest advancements in the field.

Maintaining long-term client relationships is central to HDD's ethos. By prioritizing clear communication, understanding client needs, and delivering on promises, HDD fosters trust and transparency, ensuring client satisfaction throughout the project lifecycle.

HDD aims to elevate architectural and interior design standards by pushing boundaries in design and construction quality. Active participation in industry forums, collaboration with industry leaders, and continuous research help HDD

stay ahead of emerging trends and technologies.

Supporting Economic Development:

HDD contributes to economic development by promoting best practices, local sourcing, and skill development within the construction sector. By advocating for industry-wide improvements, HDD aims to create a more resilient and prosperous built environment.

Looking ahead, HDD plans to expand its project portfolio, diversify its offerings, and explore sustainable growth opportunities. By investing in its team, adopting innovative technologies, and maintaining a commitment to excellence, HDD aims to solidify its position as a leader in luxury interiors and architectural solutions.

Advice for Aspiring Designers:

For those aiming to become interior designers and architects, HDD stresses the importance of always learning, focusing on clients' needs, and being innovative. To succeed in the competitive design field, it's crucial to build a good network and embrace technology and sustainability.

HDD is looking forward to new projects that use sustainable methods and feature creative design solutions. These efforts show HDD's dedication to making beautiful, enduring spaces that meet clients' changing needs while caring for the environment.

HOW TO MEASURE SEO SUCCESS

TOOLS & METRICS USED FOR IT



By Nitin Tyagi
Head of Digital Marketing,
Media Maniacs Group

In today's digital world, search engine optimization (SEO) is a key part of online marketing strategies. Since most online experiences start with a search engine, making sure your website ranks high in search results is crucial for attracting and keeping visitors. However, just using SEO techniques is not enough; it's also important to measure their success to understand what works and what doesn't. Effective measurement allows businesses to improve their strategies, use resources efficiently, and ultimately achieve better results. We are using these tools and techniques for many clients, and we are seeing excellent outcomes. Here are the essential tools and metrics to gauge SEO success:

Google Analytics

Google Analytics is a fundamental tool for tracking organic traffic, providing insights into the number of visitors arriving at your site through search engines. By analysing this data, you can determine how well your SEO efforts are driving traffic to your site. Additionally, Google Analytics allows you to monitor bounce rates and conversion rates, giving you a deeper understanding of user engagement and how well your site is driving desired actions. We regularly use these tools for our clients, achieving impressive results.

Keyword Rankings

Monitoring keyword rankings is vital for understanding your position in search results. Tools like Ahrefs, SEMrush, and Moz are excellent for tracking keyword performance. By analysing keyword rankings, you can identify which keywords are driving traffic and adjust your strategy accordingly to improve your search engine visibility.

Backlink Quality and Quantity

Backlinks are a significant factor in SEO health. Tools such as Ahrefs, Moz, and SEMrush provide insights into the quality and quantity of backlinks pointing to your site. High-quality backlinks from reputable sources can significantly boost your site's authority and improve its ranking in search results. Regularly monitoring your backlink profile helps ensure you are building a strong and reputable link network.

Google Search Console

Google Search Console is an invaluable tool for understanding how your site appears in search results. It provides insights into click-through rates (CTR), showing how compelling your search results are to users. By analysing CTR, you can determine if your meta descriptions and titles are effectively attracting clicks. Google Search Console also offers data on site performance and any issues that might be affecting your search visibility.

Google PageSpeed Insights

Site speed is a critical factor for both user experience and search rankings. Google PageSpeed Insights analyses your site's load times and provides recommendations for improving speed. Ensuring your site loads quickly can enhance user satisfaction and positively impact your search engine rankings.

High Internet Penetration

India's growing internet user base makes email marketing a viable channel for reaching a wide audience. With more people accessing the internet, the potential reach of email marketing campaigns has expanded, making it an effective way to connect with consumers.

Is Email Marketing Still a Thing in India? Here's What We Need to Know

Email marketing remains a powerful tool in India, driven by high internet penetration and significant ROI. With the vast majority of Indians now online, businesses have a unique opportunity to reach a wide and diverse audience through targeted email campaigns. The affordability and effectiveness of email marketing make it a preferred choice for companies aiming to maximise their return on investment. The ability to personalise content and integrate email with other digital marketing channels ensures that this medium remains relevant and highly effective. We have been implementing these strategies for our clients, achieving great success in lead generation and e-commerce sales. Here's what makes email marketing still pertinent in the Indian market

Significant ROI

Email marketing offers a substantial return on investment (ROI). Businesses can reach a large number of customers at a relatively low cost. The ability to track open rates, click-through rates, and conversions allows marketers to measure the effectiveness of their campaigns and optimise them for better results.

Personalization

One of the key strengths of email marketing is the ability to personalise content. Personalised emails can increase engagement by delivering relevant content to the right audience. By leveraging data such as past purchase behaviour and user preferences, businesses can tailor their messages to meet the specific needs of their customers.

Integration with Marketing Channels

Email marketing integrates seamlessly with other marketing channels, enhancing the overall effectiveness of your marketing strategy. It can be used to complement social media campaigns, drive traffic to your website, and promote special offers or events.

Reaching a Mobile Audience

With the increasing use of smartphones, email marketing has become more effective in reaching a mobile audience. Optimising emails for mobile devices ensures that your message is accessible and engaging, regardless of the device used to view it.

Data-Driven Strategies

Email marketing allows businesses to leverage data-driven strategies to retain customers. By analysing metrics such as open rates, click-through rates, and conversions, businesses can gain insights into customer behaviour and preferences. This data can be used to refine email campaigns and improve their effectiveness over time.

In conclusion, measuring SEO success and utilising email marketing effectively are crucial components of a successful digital marketing strategy. By leveraging the right tools and metrics, businesses can enhance their online presence and drive meaningful results.

FROM CODE TO CREAMS

PRANAUTHI SANGISETTI'S JOURNEY FROM ENGINEERING TO SKINCARE

Jasmeen Chopra

Pranauthi Sangiseti is the founder of Dab to Fab Skincare, she moved from a career in computer science engineering and real estate to start her own skincare brand. Inspired by her own skincare struggles and after years of research, she created Dab to Fab to offer effective solutions for different skin types and problems. Her journey is a testament to turning personal passion into a successful business.



The Spark of Passion:

Pranauthi's fascination with skincare began in her childhood, a passion she nurtured even while pursuing a degree in computer science engineering. "While pursuing computer science engineering, I didn't realize I could turn my passion for skincare into a career," she recalls. The conventional choice of engineering did not deter her from eventually recognizing her true calling. Her dedication to skincare eventually led her to leave her engineering and real estate career behind and embark on a new journey.

The turning point for Pranauthi came from her personal struggle with existing skincare products. Despite trying numerous brands and products, she found that none adequately addressed her skin concerns. This personal frustration fueled her determination to create her own skincare solutions. "My obsession with skincare led me to try and experiment with countless brands... This drove me to find a solution for myself and others facing similar skin issues," she explains. Thus, Dab to Fab was born out of a need for effective, personalized skincare solutions.

Before launching Dab to Fab, Pranauthi committed two years to rigorous research. This period was dedicated to understanding skincare physiology, ingredients, and product formulation. "I wanted to ensure that our formulations were effective and gentle to use," she states. Her comprehensive research allowed her to develop products tailored to individual needs, ensuring efficacy and a pleasant user experience.

Unique Selling Proposition:

Dab to Fab's unique selling proposition (USP) lies in its focus on alleviating skin sensitivity. Each product is meticulously formulated

to address specific skin concerns, providing targeted solutions for different skin types. "Our approach is holistic, ensuring that every product not only solves a pain point but also enhances overall skin health," Pranauthi emphasizes.

The journey of developing and launching Dab to Fab was not without its challenges. Sourcing new and effective ingredients suitable for Indian skin tones and achieving the right product texture and feel were significant hurdles. Pranauthi overcame these challenges through extensive testing and refining of formulations, ensuring each product met high standards of quality and effectiveness.



The Formulation Process:

The process of formulating a new product at Dab to Fab involves several key steps:

- 1 Conceptualizing an innovative idea that stands out in the market.
- 2 Identifying and combining unique ingredients to achieve the desired texture, feel, and efficacy.
- 3 Extensive testing to ensure the product meets all safety and effectiveness criteria.
- 4 Refining the formulation based on feedback and additional research.
- 5 Preparing for launch, ensuring the product aligns with brand values and addresses the target audience's needs.

Embracing Innovation:

Innovation is at the core of Dab to Fab. While trends in the skincare industry come and go, Pranauthi focuses on understanding and addressing what the skin truly needs. This involves continuous research, staying updated with scientific advancements, and listening to customers. "By prioritizing skin health and efficacy over fleeting trends, we ensure that our products remain relevant and effective," she notes.

Future Prospects:

Dab to Fab has exciting new products in the pipeline, reflecting the brand's commitment to innovation and effective skincare solutions. While Pranauthi remains tight-lipped about the specifics, her enthusiasm for the upcoming launches is palpable.

Balancing the demands of running a skincare brand with personal life is a challenge Pranauthi navigates with determination. "There are always ups and downs, but I strive to balance as best as possible," she shares. By prioritizing and managing her time effectively, she finds a rhythm that works.



RAJA RANI COACHING SHINES AT THE PRESTIGIOUS GLAD TO HONOUR AWARDS 2024

Event Highlights

Event Name: Glad to Honour Awards 2024

Date: July 6, 2024

Location: Kratos Club, Surat

Award: "Global Impact in Skill Coaching"

Awardees: Mohit Kalubhai Gadhiya and Priya Gadhiya,
founders of Raja Rani Couture and Coaching Centre.

The Glad to Honour Awards 2024 took place on July 6th at the Kratos Club in Surat, celebrating outstanding achievements in fields like fashion, entertainment, content creation, and influencing. Among the notable winners were Mohit Kalubhai Gadhiya and Priya Gadhiya, the founders of Raja Rani Couture and Coaching Centre. They received the "Global Impact in Skill Coaching" award, recognizing their significant contributions to the fashion industry and vocational training.

Ansh Singh

The Journey of Raja Rani Coaching Couple: The story of Mohit and Priya Gadhiya stands out as incredibly inspirational in the vibrant world of Indian fashion. Their journey to success as entrepreneurs can be attributed to their unwavering perseverance and unwavering hunger for excellence.

Their journey began in 2014 when Mohit's sister-in-law invited him to join her in the rental clothing business. At that time, Mohit had just finished school and was helping his sister-in-law run a boutique. However, he knew very little about clothing, so she suggested he learn more about the industry. Mohit enrolled in a tailoring institute, where he was the only male student among 70 female classmates. It was there that he met Priya, a fellow student, and their shared love for design and clothing brought them together.

After completing their education at the International Institute of Fashion Design in Surat, they saw a gap in the tailoring industry. In 2021, they founded Raja Rani Couture and Coaching Centre. Their goal was not only to teach technical skills but also to encourage creativity and innovation, helping people from all backgrounds pursue their passion for fashion.

Vocational Training: Raja Rani Couture and Coaching Centre has

quickly become a source of inspiration for aspiring designers and tailors all over India. They offer a variety of courses, including a four-month program that costs Rs. 37,500 and a popular trial blouse class for Rs. 4,000. Their hybrid approach, with both offline centers in Surat and online training, has expanded their reach, impacting lives far and wide. With a strong social media presence, boasting 2.2 million followers on Instagram, 4,56,000 on YouTube and they have built a large community of fashion enthusiasts.

Recently, they ventured into rental clothing services, adding another dimension to their business to meet the changing needs of their clients. Despite facing societal stereotypes and financial challenges, Mohit and Priya's unwavering determination turned their vision into reality.

Future Plans and Financial Achievements: Looking ahead, the couple plans to launch new courses in boutique management, fashion photography, and illusions. Their dedication to quality and innovation has driven significant growth, with revenues of Rs. 78 lakhs in the fiscal year 2022-2023, surging to Rs. 2 crores in 2023-2024. They project sales of Rs. 6 crores for the upcoming year, with over 70,000 students and a projected profit of 44%.

Impact and Recognition: Beyond their professional achievements,

Mohit and Priya's journey shows the incredible impact of passion and perseverance. Seeing the financial obstacles that prevent some students from reaching their goals, they started a free coaching program for underprivileged individuals. This initiative has helped many students from low-income backgrounds gain valuable skills and find better job opportunities.

Deal with the Sharks: Their inspiring story caught the attention of Shark Tank India, where they pitched for INR 1.3 crores for 5% equity at a valuation of INR 26 crores. Despite the initial offers not meeting their expectations, their participation showcased their business model and potential for growth.

The Glad to Honour Awards 2024 celebrated their achievements, recognizing them with the "Global Impact in Skill Coaching" award. This accolade highlights their significant contributions to the fashion industry and vocational training, reinforcing their status as trailblazers in their field.

The story of Mohit and Priya Gadhiya serves as an inspiration to aspiring entrepreneurs, reminding us that with courage, resilience, and unwavering determination, any dream is within reach. Their journey continues to weave a legacy into the fabric of India's fashion industry, changing the dynamics of learning by focusing on skill acquisition rather than mere bookish knowledge.

**PROACT LUXURY REAL ESTATE
REDEFINES DUBAI'S MARKET WITH
INTEGRITY & INNOVATION**

Jasmeen Chopra

Founded on a foundation of journalistic insight and client-focused communication, Proact Luxury Real Estate stands out in Dubai's competitive market. Led by a vision of personalized service and sustainable growth aligned with Dubai's 2040 plan, founder Ojha aims to redefine luxury real estate through integrity, transparency, and innovative solutions. Proact distinguishes itself with tailored client experiences and a commitment to Environmental, Social, and Governance (ESG) principles, setting a benchmark in the sector.

Founding Proact Luxury Real Estate:

Reflecting on his journey, Ojha shared that Proact Luxury Real Estate was born from his passion for meaningful conversations and understanding client aspirations. His extensive background in journalism and global communications equipped him with the skills to listen actively and appreciate the nuances of client requirements. This approach, rooted in building lifelong relationships rather than mere transactions, sets Proact apart in Dubai's competitive real estate landscape.

Vision for the Future:

Looking ahead, Ojha envisions Proact Luxury Real Estate as a beacon of excellence in Dubai's evolving real estate sector. Over the next five years, he plans to enhance service offerings, focusing on personalized interactions and tailored solutions for clients. His

goal is to align Proact with Dubai's ambitious 2040 vision, contributing to the city's sustainable growth and positioning the firm as a trusted partner in luxury real estate.

Dubai's real estate market is experiencing a transformative phase, marked by the convergence of luxury and technology. Ojha highlighted the rising popularity of smart homes, catering to tech-savvy consumers seeking integrated living solutions. Moreover, developments under Dubai's 2040 Urban Master Plan are set to enhance the city's green credentials, attracting investors interested in sustainable living options and urban planning innovations.

Challenges and Solutions:

Addressing challenges in the market, Ojha emphasized the importance of integrity and transparency. In an environment where not all brokers adhere to high standards, Proact stands out for its commitment to honesty and realistic expectations. By prioritizing client trust and providing comprehensive property insights, Ojha ensures that Proact maintains a sterling reputation and contributes positively to Dubai's global image.

Proact Luxury Real Estate distinguishes itself through personalized investment strategies, robust after-sales support, and exclusive market access. Ojha emphasized the firm's focus on understanding each client's unique goals, delivering exceptional service beyond the transaction, and providing

insider access to off-market luxury properties. This approach not only meets but exceeds client expectations, cementing Proact's reputation as a leader in luxury real estate advisory.

Commitment to ESG:

Beyond business success, Ojha prioritizes Environmental, Social, and Governance (ESG) initiatives at Proact. The firm integrates sustainability into its operations by supporting social causes and offsetting its carbon footprint through tree planting initiatives in Dubai. This commitment underscores Proact's dedication to creating positive social impact and environmental stewardship in the communities it serves.

Advice for Aspiring Entrepreneurs:

For aspiring entrepreneurs looking to break into the luxury real estate market, focusing on a few key principles can pave the way for success. Firstly, integrity should be at the forefront of all business dealings, ensuring trust and reliability with clients and partners alike. Deep market knowledge is essential; understanding trends, pricing dynamics, and local nuances can provide a competitive edge. Building a robust network within the industry fosters opportunities for collaboration and growth. In a volatile market, resilience is crucial; being adaptable to changes and maintaining a client-centric approach can sustain long-term success. By embodying these principles, aspiring entrepreneurs can navigate challenges effectively and establish themselves as trusted players in the luxury real estate sector.



CONNECTING BLUE COLLAR INDIA

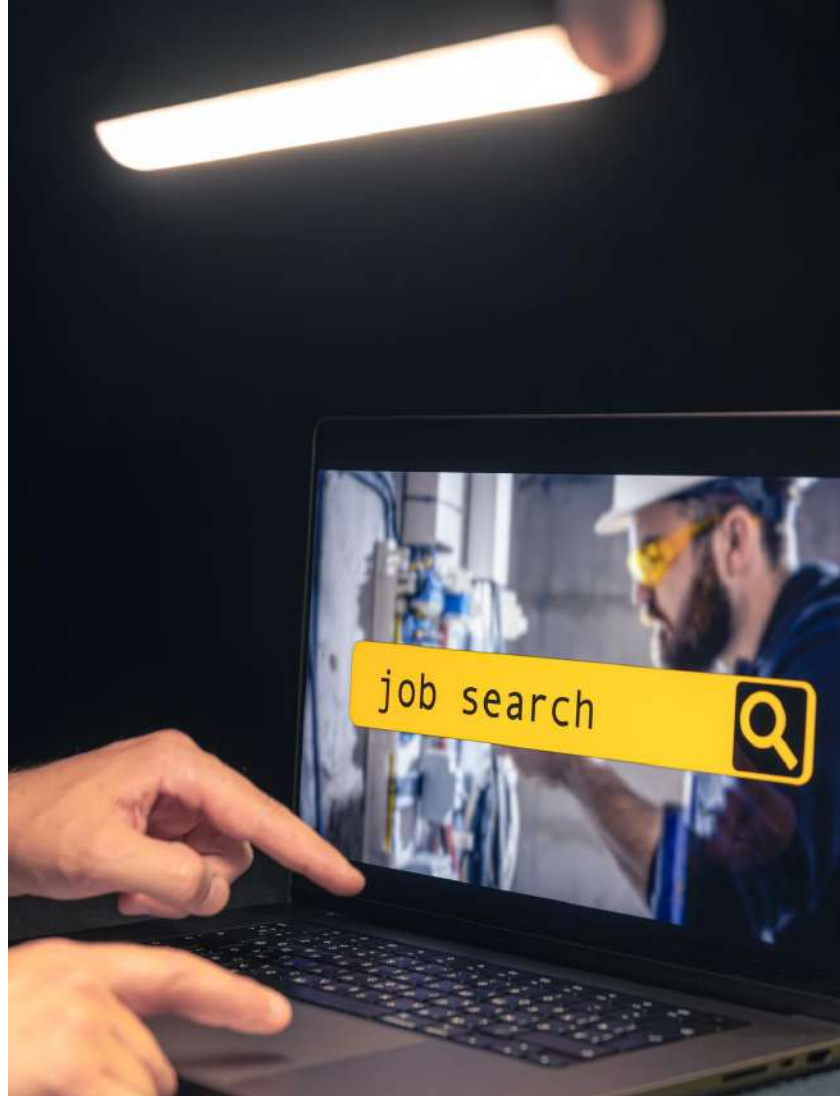
MYJOBEE

REDEFINES JOB SEARCH FOR MIGRANT WORKERS

Startup Stories

Ansh Singh

In April 2023, with the COVID-19 pandemic ongoing, MyJobee was launched to tackle issues in the blue-collar job market. Seeing the struggles of migrant workers and the high demand for these jobs, the platform aimed to create a solution that connects employers and job seekers more effectively, making it simpler and fairer for everyone involved.



Inspiration and Inception:

The inspiration behind MyJobee stemmed from the hardships faced by migrant workers forced to return to their villages due to the pandemic. Recognizing the need for a reliable platform to reconnect them with employers upon their return to cities, MyJobee was created. The goal was clear: to provide a dedicated platform that not only matches job seekers with suitable employment opportunities but also ensures their trust and safety in the recruitment process.



Journey and Expansion:

Since its inception, MyJobee has focused on developing a user-friendly mobile app tailored to the needs of blue-collar workers. Beginning with a successful launch in Gurugram, the platform swiftly expanded across the National Capital Region (NCR) of India. The growth strategy includes diverse outreach efforts such as tele-calling, field sales campaigns, digital media strategies, and localized advertising efforts. These initiatives aim to connect with both employers and job seekers across various sectors including hospitality, retail, logistics, and more.

Addressing Market Gaps:

MyJobee aims to revolutionize the blue-collar job market by addressing several critical gaps:

1. **Trust and Transparency:** Many blue-collar workers are unfamiliar with online job applications and are often wary of scams. MyJobee ensures trust by providing genuine job listings, no fees for job seekers, and direct contact options for assistance.
2. **Multilingual Accessibility:** Language barriers often hinder access to job opportunities. MyJobee supports multiple

SIMPLIFYING RECRUITMENT PROCESSES

MyJobee simplifies the job search and recruitment process for both employers and job seekers:

- **For Job Seekers:** The platform offers direct access to job listings based on location, role, and skills, with straightforward application processes that do not require resumes. This ensures job seekers can easily find and apply for relevant opportunities.
- **For Employers:** MyJobee serves as an intuitive recruiting platform where employers can manage job listings, candidates, and hiring processes efficiently. The platform enables direct interaction between employers and potential hires, ensuring a streamlined recruitment experience.

languages, allowing job seekers to apply in their preferred language and employers to post jobs in local languages, enhancing inclusivity.

3. **Innovative Pricing Models:** Traditional recruitment methods can be costly and inefficient for small businesses and household employers. MyJobee offers affordable pricing models that cater to diverse recruitment needs, making hiring efficient and cost-effective.

Key Features and Differentiators:

MyJobee stands out with its exclusive focus on the blue-collar workforce, multilingual capabilities, active job listings, and specialized

features for staffing agencies. These features ensure that the platform is tailored to meet the unique needs of both job seekers and recruiters, offering a comprehensive solution to the challenges in the blue-collar job market.

Future Directions:

Looking ahead, MyJobee plans to introduce enhanced features for job seekers, expand geographically within India, and explore international markets. The platform is committed to leveraging the latest technologies, including data analytics and mobile platforms, to continuously enhance user experience and optimize recruitment processes.



HOW CROSSBEATS IS SHAPING THE FUTURE OF SMART TECH FOR INDIAN YOUTH

By Archit Aggarwal,
Co-Founder, Crossbeats



Crossbeats prime focus is on innovation and understanding the unique needs of our targeted market. Our diverse product range which includes speakers, earbuds, lapel mics, and dashcams, is designed to enhance the everyday experiences of young Indians in several key ways:

Innovation and Quality: We integrate the latest technology into all our products, for instance our Arc Buds earphones are India's first-ever OWS with Spatial Audio and Head Tracking and offer advanced features like noise cancellation and superior sound quality, while our other audio products provide robust and immersive audio experiences. This focus on incorporating cutting-edge technology in all our products ensures that our users can access high-performance devices that can keep up with their dynamic lifestyles.

Understanding Youth Needs: Our R&D and later the product development is driven by a deep understanding of the preferences and behaviors of Indian youth. For example, our recent launch of Clip M01 lapel mics caters to the growing number of content creators and influencers needing reliable, high-quality audio solutions. Similarly, our dashcams provide security along with the joy of recording the journey for young drivers navigating busy urban environments.

Lifestyle Integration: We always strive to

make sure that all our products be it speakers, earbuds, dashcam or mic fit seamlessly into the lifestyle of our targeted group. Whether it is through the long battery life of our earbuds and mic or the sleek design of our speakers or the ease of installation or use of our dashcams, we ensure that our products not only enhance but also simplify their daily routines.

Company's mission and vision:

Our prime focus is to democratize cutting-edge technology by delivering high-quality, smart tech products that can enhance the everyday experiences of our users be it music lovers, content creators, travelers, etc. We look forward to understanding and anticipating the ever-evolving needs of youngsters in order to provide innovative solutions that seamlessly integrate into their dynamic lifestyles. Our commitment as a brand extends merely beyond products as our focus is on encouraging a community that values continuous innovation.

Crossbeats aim is to lead force in the smart tech industry, driving the adoption of advanced technology



among the youth of the nation. Our goal is to empower today's generation of tech-savvy individuals. Through continuous R&D and understanding of tech innovation, along with leveraging consumer experience, we envision a future where our brand becomes an integral part of the everyday lives of millions for their tech needs, to enhance their experiences and help them achieve their full potential.

Importance of smart tech in modern urban living, Smart tech enhances convenience, efficiency and connectivity. As we have witnessed how smart tech simplifies daily routines of individuals by providing seamless control over various aspects of life.

Additionally, in today's fast-

paced urban environment, staying connected is essential, therefore, smart devices such as earbuds and smartwatches ensure that individuals can communicate effectively, access information instantly and stay connected with their both social and professional networks. Not only this, smart tech also better the use of resources which can lead to more efficient living. For example, Clip M01 Lapel Mic is a one-stop product for Studio Quality Recording that helps content creators achieve the most realistic, professional-grade audio clarity and fidelity. Smart security systems, including dash cameras, ensure the safety of drivers on the go. These tech devices offer high-quality audio and visual experiences.

Furthermore, during the pandemic, the rise of remote work gave space to the boom of podcasts, audio books, etc., smart tech tools like wireless earbuds and video conferencing systems have become essential for productivity as they enable seamless communication and collaboration.

HOW CROSSBEATS PRODUCTS IS TRANSFORMING DAILY ROUTINES?

Our very recent launch of India's first-ever OWS Arc Buds with Spatial Audio and Head Tracking offers an immersive 360-degree sound experience and ensures dynamic audio adjustments based on head movements. Arc Buds's Situational Awareness enhances safety by allowing users to remain aware of their surroundings. Thanks to its massive 100+ Hours of Battery Backup that provides extended usage without frequent recharges and AI ENC calling for crystal clear voice calls ensures impeccable call quality with noise cancellation. Additionally, the Clip

M01 Lapel Mic is a one-stop product for Studio Quality Recording that helps content creators achieve the most realistic, professional-grade audio clarity and fidelity. Its ProVocal™ Quad Microphones incorporate four microphones for superior vocal capture and noise isolation. With its 360° Omnidirectional recording, the mic captures audio from all angles, ensuring comprehensive sound pickup. Uninterrupted Recording with 40+ Hours of battery backup ensures long-lasting performance for extended sessions. Further, RoadEye Neo has a 360° rotatable camera

that helps users with an adjustable view to capture both the front and rear of the vehicle. It has technical specifications that capture details in 2MP full HD with a 1920*1080p resolution at 25fps. Seemingly, the combination of a camera and advanced IR sensors ensures better low-light imaging capabilities. The dashcam also has a built-in supercapacitor with temperature resistance ensuring performance under any weather condition. All these products have the ability to transform the daily routines of their users.



Startup news

GOOGLE AND META MAY SOON HAVE TO PAY FOR INDIAN NEWS CONTENT

Ansh Singh

The Indian government is considering a proposed bargaining code for news publishers, which could compel companies like Google and Meta to negotiate deals with Indian news publishers. This mirrors similar regulations in countries such as Australia and various EU nations but comes with its own set of complexities unique to India.

For over two decades, internet giants have leveraged the reliable,

fact-checked content of news publishers to boost engagement on their platforms, generating billions in advertising revenue. Before Google's inception in 1998, news publishers captured nearly half of global advertising revenue. Today, their share has dwindled to less than 8%. This decline has left the global news media industry struggling for a sustainable business model, and publishers insist that Big Tech firms like Google and Meta, having contributed to this problem, should help resolve it.

News publishers have long demanded fair compensation for their content, through license fees, royalties, or revenue sharing. Internationally, this demand has led countries like Australia, Canada, the UK, France, and Spain to introduce regulations forcing tech giants to negotiate better commercial deals with news publishers. Now, India seems poised to follow this trend.

Increasing Pressure:

Recently, the Ministry of Information and Broadcasting (MoIB) was reported to be considering legislation

to establish India's version of a news publishers' bargaining code. If enacted, this law would require tech giants to fairly compensate publishers for their content. Since the National Democratic Alliance coalition retained power, the MoIB has held a series of consultations on this matter, prompted by presentations from news publisher associations to the Prime Minister's Office. The Digital News Publishers Association (DNPA)—which includes major media companies like Bennett Coleman (publisher of Times of India), The Hindu, and Network 18—has been lobbying intensively, meeting with key government officials. DNPA representatives claim that top government leaders have assured them of forthcoming regulatory action.

A Long Time Coming:

The pressure on Big Tech companies to negotiate has been building for some time. In December 2022, the parliamentary standing committee on finance, led by Jayant Sinha, acknowledged the imbalance between Big Tech and news publishers in a report. The committee, which examined digital markets and anti-competitive practices by Big Tech, met with stakeholders including DNPA. The report, titled "Anti-competitive practices by Big Tech companies," states that regulatory provisions are needed to ensure news publishers can establish fair and transparent contracts with systemically important digital intermediaries (SIDIs) like Google and Meta. Concurrently, the Competition Commission of India (CCI) is conducting investigations into complaints from three news publisher associations—DNPA, The India Newspaper Society, and News Broadcasters and Digital Association—alleging Google's abuse of dominance under Section 4 of

the CCI Act, 2002. The investigations have been consolidated, and a report will be submitted upon completion. The CCI will then seek representations from all parties involved before issuing a ruling. However, while the CCI can identify violations, it cannot dictate the nature of commercial agreements between Google and news publishers—that falls under the MoIB's jurisdiction.



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No Proven Models:

Critics argue that the bargaining code benefits only the largest news publishers. In Australia, Meta and Google paid around \$150 million annually to approximately 30 news publishers in the two years following the implementation of their bargaining code. Although Facebook withdrew from this arrangement in February, Google continues to have agreements with 70 Australian media companies. However, these deals are confidential, which could be problematic in India, where there are over 14,000 registered newspapers, many of which are too

small to have leverage over tech giants. Creating a bargaining code that does not disadvantage regional and smaller media organizations is complex. Additionally, determining the right metric for compensation is challenging. European countries have adopted the copyright route, with Google signing deals with 450 news publishers in France alone, paying millions in compensation. Despite this, the French antitrust watchdog fined Google €250 million for not meeting all its commitments.

In India, Google launched agreements with 30 publishers in 2021 under the Google News Showcase and initiated the Google News Initiative, earmarking \$300 million to provide tools and training to media organizations. However, news publishers argue that the compensation is insufficient and unilateral, as Google can terminate these contracts.

A Broad Approach Needed:

Gowree Gokhale, a Mumbai-based TMT lawyer, suggests that India should encourage tech giants to negotiate better deals with news publishers. She recommends a regulatory model similar to TRAI, where the government floats consultation papers and invites public comments.

Any new regulation should also consider the evolving landscape of generative AI. Companies like OpenAI, Microsoft, Google, and Adobe are already signing deals with large news publishers in the US, UK, and EU to co-create products and content, paying license fees for access. US and UK media groups are discussing annual payments of \$5-20 million from AI companies for content access. Similarly, India must ensure that new regulations encompass AI companies to maintain fairness and forward-looking policies.

FROM SHOLAPUR TO SILICON VALLEY SANGEETA BAVI'S RISE IN TECH INDUSTRY

Sangeeta's tech career began with Wipro, where she worked in computer science engineering and collaborated closely with Nokia. Her work on significant projects, including the USB and Bluetooth core stack, and her stint in Finland, provided her with invaluable experience.



Ansh Singh

Early Influences and Education:

Born and raised in Sholapur, a small town in Maharashtra, Sangeeta Bavi's life was shaped by a blend of conservative and progressive influences. Her father, though conservative, maintained an open-minded outlook, while her mother embraced a more liberal perspective. This dynamic, coupled with her grandmother's advice on the

importance of financial independence, set a strong foundation for Sangeeta's future. Despite coming from a family of doctors, Bavi chose to chart her own path by pursuing engineering. She joined REC Warangal (now NIT), majoring in computer engineering, a decision that marked the beginning of a distinguished 24-year career in the tech industry.

Career Beginnings and Transition to Product Management:

Sangeeta's tech career began with

Wipro, where she worked in computer science engineering and collaborated closely with Nokia. Her work on significant projects, including the USB and Bluetooth core stack, and her stint in Finland, provided her with invaluable experience. A pivotal moment came when a tech leader suggested she might excel in product management. Embracing this advice, Sangeeta transitioned to Nokia full-time, where she led the product management team in Bangalore.

Her notable contributions included integrating fingerprint sensors with mobile devices for the UIDAI project, demonstrating her capability in managing projects from inception to success.

Achievements at Microsoft:

Sangeeta's decade-long tenure at Microsoft was marked by notable achievements. She began her journey in consumer and product marketing before establishing the ISV-GTM program for India, focusing on the commercial sector. Her efforts in scaling the Azure business reflected her ability to translate consumer insights into commercial success. Transitioning into the role of chief of staff, Sangeeta leveraged her diverse background in engineering, product management, marketing, and category management to gain a comprehensive understanding of various business aspects, including sales, policy, and government relations.

Contributions to the Startup

Ecosystem:

A significant highlight of Sangeeta's career at Microsoft was her role in creating the playbook for launching startup businesses in India. This initiative, which garnered support from leadership including Satya Nadella, became a global model for Microsoft. The playbook emphasized the importance of internal advocacy and building external connections within the startup ecosystem. Currently, Sangeeta oversees the digital natives business unit, managing early-stage ventures and those on the path to IPOs. Her responsibilities include handling the P&L for India and South Asia, and supporting over 100 unicorns in India, underscoring her impact on the startup ecosystem.

Advocacy for Women in Tech Leadership: Addressing the gender disparity in tech leadership, Sangeeta Bavi advocates for the



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importance of role models and supportive organizational structures. At Microsoft India, women hold a majority of leadership positions, thanks to the company's commitment to diversity and inclusion. Sangeeta emphasizes the need for organizations to be intentional in supporting women, including those who have taken career breaks for personal reasons. She also highlights the significance of mentorship and a supportive network in overcoming self-doubt, which is crucial for building confidence and achieving success in the tech industry.

Legacy and Inspiration:

Sangeeta Bavi's journey through the tech industry exemplifies perseverance, adaptability, and the power of supportive networks. Her career trajectory offers a source of inspiration for aspiring women leaders in tech, showcasing how challenges can be overcome through determination and the right support.

THE ROLE OF QUALITY ENGINEERING IN FINTECH TO ENSURE SOFTWARE RELIABILITY



By Mr. Vipin Vindal,
CEO, Quarks Technosoft

The fintech (financial technology) industry is based on innovation and always pushes the limits of what we can do with our money. Across fintech, mobile banking apps have changed our lives while online investment platforms have become a common thing to us.

PERFORMANCE BUILDS TRUST

Reliability and performance are both important for building user trust. It is a known fact that what frustrates a customer the most is a slow-running app. Performance engineering is a basic element of QE that focuses on optimising application speed, scalability, and overall user experience.

By employing load testing and performance monitoring, QE engineers can efficiently determine bottlenecks and make sure the app runs smoothly under various user loads. This boosts user satisfaction and reinforces the trustworthiness of

the fintech platform.

To sum up, quality engineering plays a critical role in the victory of the fintech industry. By accepting a proactive approach and optimising execution, QE engineers act as the guardians of user trust. They clear the way for a more secure and dependable financial future. As fintech proceeds to revolutionise the way we oversee cash, a solid centre on QE will remain the foundation of cultivating a flourishing budgetary environment.

In this digitalisation age where trust by a user depends on the reliability and security of financial applications, quality engineering (QE) has been an unacknowledged protector that ensures software works perfectly well without compromising on sensitive financial information.

The stakes are high in fintech. As per a report shared by IBM in 2022, the global cost of data breaches reached \$4.35M and this report stresses the potential financial implications of security vulnerabilities. In any case, if a single failure occurs in any fintech company, it can result in financial misfortunes and destroy client beliefs. Both of these things can result in a churn rate. At this point, QE comes to play an important role in building robust and reliable fintech software programs.

Shifting Left: A Proactive Approach:

The QA process differs from traditional methods by its shift-left nature. The entire software development life cycle (SDLC)

Fintech applications handle a user's most sensitive financial information, making security paramount. In this domain, QE engineers perform testing for security using penetration tests that go beyond normal functional testing.

includes quality considerations. This change in approach implies incorporating QE practices in design, development and deployment.

By taking necessary actions to handle potential issues early on, bugs can be fixed at a lesser cost during later stages of the SDLC. Some reports indicate that it may cost \$1 to fix a defect during design, \$10 during the process of software development, and around \$100 during the system

testing process. This forward-looking strategy not only saves time and resources but also makes the development process more seamless.

Tailored Testing for Financial Security
Fintech applications handle a user's most sensitive financial information, making security paramount. In this domain, QE engineers perform testing for security using penetration tests that go beyond normal functional testing. This entails running penetration tests and then seeking out vulnerabilities that malicious actors might employ. Furthermore, QE also specialises in data security, whereby sensitive data is encrypted properly both at rest and in transit.

Moreover, compliance with regulations such as the PCI DSS and GDPR is vital. In order to test for compliance during the development process of these applications, QE has a key role in making sure FinTechs follow these rules.

VEDIC ASTROLOGY INSIGHTS

NURTURING KIDS' GROWTH & UNLEASHING POTENTIAL



By Mr. Anirrud Goswami,
Co-founder, AstroJudge

Being a parent is a challenging road full of responsibilities and challenges. Yet, Vedic astrology offers important insights into the practice of attentive parenting. Parents can gain comprehensive insights into their children's potential, aptitude, and





Vedic astrology, or Jyotish, has been practiced for thousands of years. It creates a complex birth chart, or Kundli, based on the positions of the moon, planets, and constellations at the time of birth. This chart shows attributes, trends, and future life characteristics, serving as a road map for the individual's journey.

Vedic astrology is based on the belief of man's oneness with the world, particularly the planets.

distinctive characteristics by examining their astrological chart. Knowing Vedic astrology also helps parents be more patient and support their children in following their own life path.

How to grasp Vedic Astrology

Vedic astrology, or Jyotish, has been practiced for thousands of years. It creates a complex birth chart, or Kundli, based on the positions of the moon, planets, and constellations at the time of birth. This chart shows attributes, trends, and future life characteristics, serving as a road map for the individual's journey. Vedic astrology is based on the belief of man's oneness with the world, particularly the planets.

Vedic Astrology: A Look at Children's Development

Vedic astrological readings can offer valuable insights into a child's personality and how it influences their daily behaviour. Parents who recognise these patterns in their children can help them develop self-awareness and assist them in making thoughtful decisions about significant life decisions.

Furthermore, these readings assist parents in identifying the gifts and abilities their child is born with, which are represented in the birth chart, and they also help to show how each child is genuinely a unique individual. Similarly, Vedic astrology offers further insights into children's development and lives in the following ways:

- It can be useful in revealing a child's skills and flaws. For instance, a strong Mars denotes great leadership abilities, whilst a weak Mercury can point to problems with communicating or directing academics.
- In-depth birth chart readings can disclose a child's fundamental interests and learning style. The eminent Jupiter may signify a child's passion for studies, but a strong Venus may signal artistic abilities. By integrating recreational and educational activities, parents can create a more engaging learning environment for their children.
- The moon's position in the birth chart affects a child's emotional disposition. A well-placed moon may suggest emotional stability, whilst a challenged moon may indicate sensitivity or mood swings. Being aware of these astrological signs enables parents to provide the emotional support and stability their child requires to thrive.

Incorporating insights and knowledge from Vedic astrology into parenting can provide a unique perspective on raising happy children. Furthermore, by recognising the cosmic impacts on their child's development, parents can identify alternative techniques to meet their child's needs.



EMERGING PARADIGMS IN MANAGEMENT EDUCATION

TRENDS FOR 2024



By Daljeet Singh,
Director - Centre for
Management Services & IT.

As the global business landscape evolves at an unprecedented pace, management education must adapt to meet the dynamic needs of the industry. In 2024, several transformative trends are reshaping how future business leaders are educated. From technological integration to a focus on

sustainability, these emerging paradigms are redefining the management education framework, ensuring that graduates are well-prepared for the complexities of modern business. In the dynamic and ever-changing realm of management education, the Management Aptitude Test (MAT) held by the All India Management Association (AIMA) stands as a standardized way for evaluating management aspirants and helping them get placed in top colleges on the basis of their scores.

Soft Skills Development and Adaptive Leadership:

In addition to technical expertise, there is an increasing emphasis on the development of soft skills such as communication, leadership, emotional intelligence, and cultural competence. Recognizing the importance of these interpersonal skills, institutions are incorporating experiential workshops, coaching sessions, and team-based projects into their curriculum. These initiatives aim to cultivate well-rounded leaders capable of managing teams effectively, communicating clearly, and navigating diverse cultural settings. In response to volatile, uncertain, complex, and ambiguous (VUCA) environments, there is a growing emphasis on adaptive leadership skills. This encompasses resilience, agility, innovation, and the capacity to lead change effectively in dynamic environments. By cultivating these skills, institutions are preparing students to thrive in uncertain and rapidly changing environments, ensuring they can lead with confidence and adaptability.

Embracing Globalization and Diversity:

The globalization of business necessitates a more global and diverse approach to management education. Institutions are promoting cross-cultural collaboration, offering international exchange programs, and integrating global perspectives into their curricula. This exposure to different cultures and business practices enriches students' understanding, equipping them with the skills needed to succeed in a multicultural environment. Preparing students for a global market is imperative for their future success in an increasingly interconnected world.

Meanwhile, let's have a look at the latest trends shaping management education in India as well as abroad.

Technology Integration in Management Education:

The integration of technology continues to be a cornerstone of modern management education. Institutions are leveraging digital tools such as online learning platforms, virtual classrooms, and interactive simulations to enhance the learning experience. These innovations provide flexibility and accessibility, catering to diverse learning styles. Blended learning approaches, which combine traditional methods with digital tools, offer a comprehensive educational experience tailored to individual needs. This technological shift not only enriches the learning environment but also prepares students for a business world increasingly driven by digital advancements.

Experiential Learning and Interdisciplinary Curriculum:

Experiential learning has become a critical component of management

education, emphasizing practical, hands-on experience. Through methodologies like case studies, simulations, internships, and consultancy projects, students can apply theoretical concepts to real-world scenarios. This approach fosters critical thinking, problem-solving, and decision-making skills, bridging the gap between theory and practice. Engaging in these immersive experiences provides students with practical insights that are invaluable in today's competitive job market, ensuring they are well-equipped to tackle real-world challenges. Moreover, management education is progressively adopting an interdisciplinary approach, integrating knowledge from fields such as psychology, sociology, data science, and sustainability. This holistic perspective equips students with a broader understanding of complex business challenges, preparing them to operate

in interdisciplinary environments. By blending insights from various disciplines, institutions foster a comprehensive and versatile skill set among students, essential for addressing the multifaceted nature of modern business problems.

Sustainability and Social Responsibility:

Sustainability and social responsibility are gaining prominence in management education. Institutions are embedding principles of sustainability, ethical decision-making, and corporate social responsibility into their curricula. This focus prepares students to lead organizations that prioritize environmental stewardship and social impact. By fostering a mindset that balances profit with purpose, management education is shaping future business leaders who are mindful of their societal and environmental responsibilities.

TOP **10 FUND RAISING COMPANIES**

1. GENERAL MOTORS \$850 M



General Motors has reaffirmed its commitment to Cruise, injecting an additional \$850 million into the autonomous vehicle startup based in San Francisco. Despite challenges, including a funding setback from SoftBank and operational suspensions, Cruise is restarting its driving programs in several cities, betting big on the future of autonomous driving and robotaxi markets.

2. ALPHASENSE \$650 M



AlphaSense, an AI-driven market intelligence platform, secured \$650 million in funding, co-led by Viking Global Investors and BDT & MSD Partners, valuing the company at \$4 billion. The New York-based startup, which specializes in AI-powered corporate and investment strategy formation, also acquired expert research startup Tegus for \$930 million.

3. SILA NANO TECHNOLOGIES \$375 M



Sila Nanotechnologies a pioneer in next-generation battery materials, raised \$375 million in a Series G round led by Sutter Hill Ventures and T. Rowe Price Associates. This funding will support the completion of its new production facility in Moses Lake, Washington, aimed at scaling up production of its Titan Silicon anode material.



6. CREATIO \$200 M

Creatio Creatio, a Boston-based startup specializing in no-code platforms for automating customer relationship management and enterprise workflows, achieved unicorn status with a \$200 million investment round led by Sapphire Ventures. The funding, aimed at expanding global operations and enhancing revenue growth, also introduces a new AI-driven generative copilot to automate marketing and sales tasks.

7. FOODSMART \$200 M

foodsmart Foodsmart, headquartered in San Francisco, raised \$200 million in funding led by TPG's The Rise Fund. Founded in 2010, Foodsmart offers a telenutrition and food benefits management platform that partners with health plans to provide affordable healthy eating options, virtual nutrition counseling, and meal planning solutions.

8. MAREA THERAPEUTICS \$190 M

marea Marea Therapeutics, a biotech company focusing on medicines for cardiometabolic diseases, launched with \$190 million in combined Series A and B financing. Incubated by Third Rock Ventures, the funding was co-led by Forbion Capital Partners, Perceptive Advisors, Sofinnova Investments, and VenBio Partners.

9. SIDECAR HEALTH \$165 M

sidecar health Sidecar Health, based in El Segundo, California, closed a \$165 million Series D round led by Koch Disruptive Technologies. The health insurance startup offers major medical coverage without networks, prior authorizations, or referrals, aiming to make healthcare more accessible and affordable through a free-market approach.

10. HUNTRESS \$150 M

HUNTRESS Maryland-based cybersecurity firm Huntress achieved unicorn status after raising \$150 million in a Series D round led by Kleiner Perkins and Meritech Capital Partners, with participation from Sapphire Ventures. Specializing in security services for small to mid-sized businesses, Huntress is experiencing rapid revenue growth and aims to surpass \$100 million in annual recurring revenue.



Formation Bio

4. FORMATION BIO \$372 M

Formation Bio, now known for its AI-enhanced drug development processes, secured \$372 million in a Series D round led by a16z. The New York startup, originally launched as TrialSpark in 2016, integrates AI and large language models to accelerate clinical trials and drug development.

**5. CDATA SOFTWARE. \$350 M**

CData Software, a Chapel Hill-based data connectivity company, quietly closed a significant \$350 million growth round led by Warburg Pincus, with participation from Accel. Founded in 2016, CData develops data products and connectivity solutions, facilitating access to live data from both cloud applications and on-premises systems.

10 TOP AI STARTUPS



1 DeepL

Year founded: 2009
Location: Cologne, Germany
Funding: \$400M (Series Unknown)

DeepL is a neural machine translation platform leveraging advanced algorithms to deliver highly accurate and fluent translations. Supporting over 30 languages, DeepL integrates neural network models, deep learning techniques, and natural language processing (NLP) to translate a variety of content, including websites, documents, and emails. Its intuitive interface and powerful API facilitate seamless communication and collaboration across languages and cultures. In May 2024, DeepL secured \$300 million in funding, bringing its valuation to \$2 billion.

2 Frame AI



Year founded: 2016
Location: New York City, New York
Funding: \$17.9M (Series B)

Frame AI offers a leading customer success platform powered by AI, designed to address various customer challenges. The platform's "Voice of the Customer engine" helps teams identify customer themes, detect retention or acquisition patterns, and convert qualitative feedback into actionable quantitative data for leadership.

3 Uizard



Year founded: 2018
Location: Copenhagen, Denmark
Funding: \$18.6M (Series A)

Uizard is an AI-driven platform that enables users to create professional designs for websites and mobile apps with minimal coding or design experience. Its machine learning algorithms convert sketches and wireframes into functional code and designs, streamlining the prototyping process. Users can create responsive, customizable designs for stakeholder review and testing.

4 Moveworks



Year founded: 2016

Location: Mountain View, CA

Funding: \$305M (Series C)

Moveworks is an AI platform designed to enhance workplace experiences by utilizing natural language understanding (NLU), conversational AI, and probabilistic machine learning. It addresses employee issues such as software access and document approvals, providing end-to-end support.

6 Synthesia



Year founded: 2017

Location: London, England

Funding: \$156.6M (Series C)

Synthesia is an AI platform that allows businesses to create and personalize video content at scale. It generates realistic videos with human-like avatars, suitable for applications such as e-learning, marketing, news, and virtual events. The platform offers extensive customization, including language support, voiceover options, and scene creation.

8 Cohere



Year founded: 2019

Location: Toronto, Canada

Funding: \$884.9M (Series D)

Cohere specializes in advanced AI and large language models for businesses, providing solutions for text generation, text embeddings, and search relevance improvement. The company's three main models are Command, Embed, and Rerank. Recently, Cohere raised \$450 million at a \$5 billion valuation.

5 Databricks



Year founded: 2013

Location: San Francisco, California

Funding: \$4B (Series Unknown)

Databricks offers a unified analytics platform integrating AI and machine learning for large-scale data analysis, real-time analytics, and ML application development and deployment. In September 2023, the company raised \$500 million in Series I funding, reaching a \$43 billion valuation.

7 Codeium



Year founded: 2021

Location: San Jose, California

Funding: \$93M (Series B)

Codeium provides an AI-powered coding assistant with real-time code suggestions, code search, and IDE integration. Its Codeium Chat feature functions as a chatbot to write new code and answer coding-related questions. In January 2024, Codeium raised \$65 million in Series B funding at a \$500 million valuation.

9 Soundful



Year founded: 2019

Location: San Diego, California

Funding: \$4.5M (Seed)

Soundful is an AI platform that creates and customizes high-quality soundtracks for digital content like videos, podcasts, and ads. Utilizing deep learning, it analyzes the content's emotions, tone, and context to generate complementary soundtracks. Users can adjust the mood, tempo, and style to align with their brand identity and message.

10 Dialpad



Year founded: 2011

Location: San Francisco, California

Funding: \$450M (Undisclosed)

Dialpad is a customer intelligence platform offering AI tools for customer engagement,

sales intelligence, and team collaboration. It provides a central hub for business communications,

including video meetings, contact syncing, call recording, automated speech recognition, conversational chatbots, and instant call summaries. Dialpad serves over 30,000 customers, including prominent brands like WeWork and Xero.

NEWS SNIPPETS – JUNE 2024

Kamala Harris steps up, her plans for AI, Tech Regulation, and More



With President Joe Biden dropping out of the race, Vice President Kamala Harris might become the Democratic Party's new nominee. Biden has given his full support to Harris, and she has said she aims to win the nomination. It's still unclear if other Democrats will challenge her at an open convention or another selection process. If Harris is chosen, the Democrats will have a nominee with strong ties to the Bay Area, as she was born in Oakland and has a long history with the tech industry. She served as San Francisco's district attorney, then California's attorney general, before being elected to the Senate in 2016.

Gallant Sports unveils Injury-Free Multi-Sports Field at Modern School, Vasant Vihar



Gallant Sports proudly announces the inauguration of a state-of-the-art injury-free multi-sports field at Modern School in Vasant Vihar. This cutting-edge facility, unveiled by cricketing legend and Ex-Modernite Gautam Gambhir, marks a significant milestone in India's sports infrastructure. It aims to provide a safe and enjoyable environment for young athletes to train and compete. The sporting culture in India is evolving, with schools like Modern School in Vasant Vihar upgrading their sports infrastructure to meet international standards. Gallant Sports addresses the specific needs of such progressive schools, creating and building top-quality facilities for their students.

Multipl Secures \$1.5 Million in Additional Funds, Led by Blume Ventures and MIXI Global Investments

Multipl, a new-age SEBI registered fintech platform that integrates investing and spending through its innovative 'Spendvesting' concept, announced that the company has raised additional funding of \$1.5 million led by Blume Ventures and MIXI Global Investments, Inc. The capital raised will be deployed towards making platform enhancements and introduction of disruptive features thereby helping more Indians start their Spendvesting journeys.



Elon Musk postpones Tesla's Robotaxi design event to October



Tesla has reportedly postponed its “robotaxi” event to October, according to Bloomberg News. The company initially planned to unveil the design on August 8 but now needs more time to finalize the prototypes. Tesla did not immediately respond to a request for comment, and its shares dropped over 6% following the news.

Once-Valued at \$22 Billion, Byju's now faces insolvency proceedings

Byju's, once valued at \$22 billion, is now facing insolvency proceedings. An Indian tribunal court started these proceedings on Tuesday after the Board of Control for Cricket in India (BCCI) filed a petition. The court's decision has led to the appointment of an interim resolution professional to manage the company, removing its founder from his role. At its peak, Byju's was India's most valuable startup. The National Company Law Tribunal's ruling came after



BCCI's attempt to recover nearly \$19 million from Byju's, which is based in Bengaluru and had previously sponsored the Indian cricket team. The tribunal has invited creditors, employees, and vendors to file claims against Byju's, stating that the existence of a debt and a default in its payment are clearly established.

Kaspersky to exit U.S. market, lays off staff after government ban

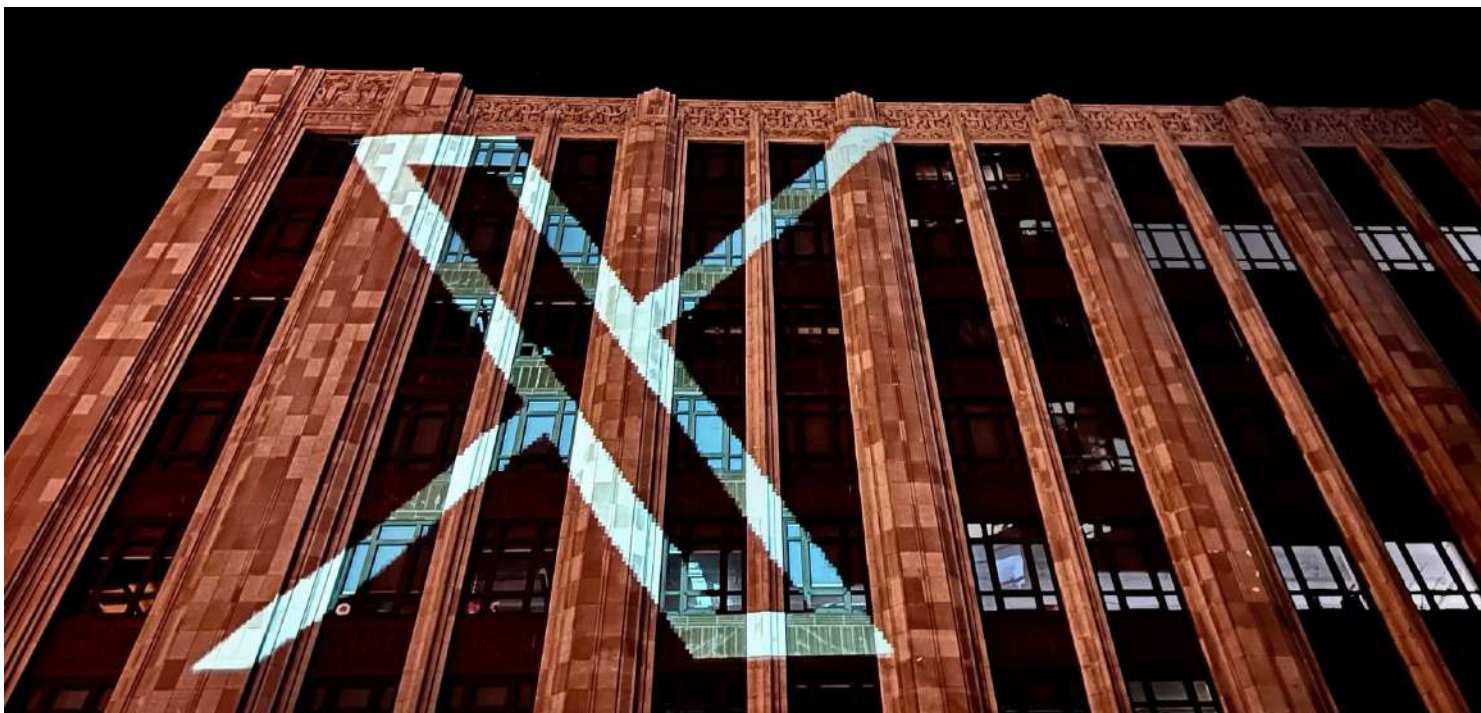
Russian cybersecurity company Kaspersky will shut down its U.S. operations and lay off several employees after the U.S. government banned the sale of its software in June, citing security risks. Kaspersky announced it will start “gradually winding down” its U.S. operations on July 20, saying its business in the U.S. is “no longer viable.” Journalist Kim Zetter first reported the news on Monday, mentioning that fewer than 50 U.S. employees will be laid off. Kaspersky had initially planned to fight the ban, claiming that it “does not engage in activities that threaten U.S. national security” and would “use all legal options to keep its operations and relationships.”



Wiz on the Verge of joining Google's parent company Alphabet for \$23 Billion deal



Google's parent company, Alphabet, is reportedly close to buying the cloud security company Wiz for around \$23 billion, which could be Alphabet's biggest purchase ever. The Wall Street Journal says that while the deal isn't final yet, it might happen soon. Wiz offers a complete cloud security service, checking data from Amazon Web Services, Microsoft Azure, Google Cloud, and other platforms for security risks. Wiz's investors include well-known firms like Andreessen Horowitz, Lightspeed Venture Partners, Thrive, Greylock, Wellington Management, Cyberstarts, Greenoaks, Howard Schultz, Index Ventures, Salesforce Ventures, and Sequoia Capital.



Elon Musk's X fails to gain new users

Since Elon Musk acquired the social media platform now known as X, the user base has seen little to no growth. According to a recent report by the Financial Times, X recorded approximately 251 million global daily active users in the second quarter of 2024. This figure represents a mere 1.6 percent increase compared to the same period the previous year. Before Musk's takeover in October 2022, the platform, then known as Twitter, experienced double-digit growth, consistently adding tens of millions of new users annually. In stark contrast, from Q2 2023 to Q2 2024, X added just over four million users.



HealthPresso appoints Manuj Sanduja as CTO

HealthPresso, a leading digital platform reshaping health content for healthcare professionals, is pleased to announce the appointment of Manuj Sanduja as Co-Founder and Chief Technology Officer (CTO). With his extensive experience and expertise, Manuj will play a pivotal role in driving innovation and digital transformation in the healthcare industry. As an accomplished professional with over 17 years of experience in client acquisition, product management, and cutting-edge IT solutions, Manuj is well-positioned to lead HealthPresso's global expansion efforts and spearhead groundbreaking advancements in healthcare content automation.

Apple forced to take down VPN Apps in Russia due to legal pressures

Apple has removed several VPN apps from its Russian App Store at the request of the country's communications watchdog, according to the VPN developers. Last week, Russian news agency Interfax reported that Apple removed 25 VPN apps after Roskomnadzor, the government body that controls the internet, demanded it. In Russia, where the internet is heavily censored, people often use VPNs to bypass restrictions and access blocked content. On Monday, two VPN services, Le VPN and Red Shield VPN, told that they received a letter from Apple about the decision to remove their apps. The letter to Red Shield VPN said, "We are writing to notify you that your application, per demand from Roskomnadzor, will be removed from the Russia App Store because it includes content that is illegal in Russia, which is not in compliance with the App Review Guidelines," according to a screenshot from the company's CEO and founder, Vladislav Zdolnikov.



THE G2H AWARDS 2024 CELEBRATES EXCELLENCE ACROSS SECTORS

The G2H Awards, organized by KP Group and co-sponsored by Ayaani Diamonds, recently recognized outstanding individuals for their impressive achievements. The event, held at the Kretos Club in Surat and supported by Iconic Gold, celebrated those who have made significant contributions in their fields.

Organized by Piyush Jaiiswal, the G2H Awards aimed to recognize and appreciate individuals whose unique achievements have set a high standard for others. The ceremony honored a diverse group of notable figures, including Encounter Specialist ACP Parveen Shahida from Jammu and Kashmir, Priya Mohit, Mahesh Savani, Nayaab Midha, Madhurima Tuli, actor Faisal Malik,

and international Sufi singer Bismil, among others.

In addition to these distinguished honorees, the event also recognized the achievements of entrepreneurs like Jenymodi Patel, Director of KP Group Mr. Hassan Patel. The ceremony featured appearances by K-pop singer and Big Boss contestant Aoora, actor Rishabh Jaiiswal, Panchayat actor Faisal Malik, actress Madhurima Tuli, and the band The Jogi Experience.

These distinguished honorees were celebrated for their outstanding efforts and contributions, serving as inspiring examples for both the nation and the world. The event highlighted the importance of recognizing individuals who have made significant impacts through their work and

personal achievements. By sharing their stories, the G2H Awards aimed to motivate the younger generation and the public to pursue excellence and contribute positively to society. The ceremony was created to shine a light on these remarkable individuals and increase awareness of their achievements and the values they stand for. "Celebrating Excellence: The Glad to Honour Awards 2024," where they recognize the brightest stars in fashion, entertainment, creators, influencers, achievers, and beyond. Moments from the G2H Awards 2024 feature a lively mix of people and talents and personalities from different areas, highlighting the wide range of achievements being celebrated.

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Get in Touch

+91 8980003479

✉ contact@magicslate.digital

🌐 www.magicslate.digital

📍 208-209, Cannal Walkk Shoppers, RCC Canal Road, Opp. L.P. Savani School, Vip Road Vesu, Surat.