

# THE AVIYANA TIMES

## COVID Resurge & Re-strategize Edition

An Exclusive - Quarterly HR News Magazine

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*"Health is a state of complete harmony of the body, mind and spirit".*

### Getting Started

Welcome to our e-news magazine! We hope you like the new design, new format and new ways of sharing our knowledge and news with you! Each quarter you'll get informative articles about HR Fraternity, as well as updates on programs, offers, and staff-related news for all sectors.

This quarter, you will find major contributions by reputed seniors of our Industry for Covid Resurge & Re-strategize.

Maybe you have a family member or friend who may benefit from the information in our e-magazine - please share!

We always welcome your feedback as we strive to be your integrated health team of choice!

Sincerely,

Dr. Ravindra Pratap Gupta



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## Chief Editors Message

2020 with lockdown restrictions passed away. Business and individuals though suffered mentally & financially were able to bounce back in last few months with decreased COVID cases and renewed hope of vaccination. With second wave of COVID making a comeback in India and globally fears have started rising of lockdowns and curbs, but off late the governments have realised that complete lockdown is not the solution and a localised containment strategy with measures as mask and social distancing are the only way along with massive vaccination.

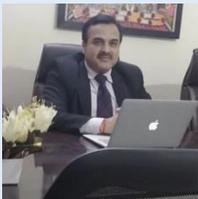
India has also shown the world that with second biggest populous country in the world being less developed on healthcare infrastructure rose to the occasion and not only controlled COVID surge in India but gave vaccination research and manufacturing a priority and supplied the world lifesaving vaccines as gift diplomacy and exports.

The fight for COVID is far from over as with second wave people need to take precautions and vaccinations seriously. We can't afford lockdowns anymore or loss of near and dear ones"

This special "COVID Resurge & Re-strategise Edition" has articles that are relevant to the theme with information enriching in content and knowledge. I am hopeful my HR Friends and business owners would appreciate the ongoing efforts and keep our motivation high to bring the successive editions of this newsletter, now relabelled as news magazine. For any suggestions I can be reached on [connect@aviyanaventures.com](mailto:connect@aviyanaventures.com).

Thanks & Regards

**Dr Ravindra Pratap Gupta**



**Chief Editor**  
**Chairman & Managing Director**



Clinical Psychologist & Management Author  
Industry Representative, Start-up Specialist, Business Advisor, Sr. Consultant, Board Member, Visiting Prof & Mentor

**Alumni of IIM-Ahmedabad, Chief Mentor eCell IIT Bombay, IIT Kharagpur, VJTI Mumbai & Distinguished fellow from Institute of Directors-London-UK.**

President-IATAC-Indian Association of Talent Acquisition Consultants

## Executive Director's Message

Let's thank the almighty, family, Medical Fraternity, Essential service Providers and governments in these tough times.

The task of women as homemaker or as working women was tough yet they have played their roles significantly and ensured those men at home with WFH by employers and those in manufacturing were not starved. The marvellous management lesson taught by women in tough times helped cope emotionally and financially - Hope men folks will agree.

Yes there were job losses, death of near and dear ones for some, financial and emotional stress for many yet the hope of victory over COVID with precautions and vaccinations has been a positive aspect. Let's not become complacent with not following COVID guidelines of Mask & Social Distancing as the second surge is an indication of our lack lustre attitude towards the disease that it is bouncing back and causing worries of lockdowns with business and livelihood loss.

Through "COVID Resurge & Re-strategise Edition" focuses on how we can deal in this new normal phase with understanding realities, unlocking human potential with compassion, care and futuristic view.

I assure you with first edition of new financial year that your views and suggestions along with your contributions are important for us. Let's make this news magazine with your coordination and collaboration the best read and followed in the industry. You can reach out to me at [ed.aviyana@gmail.com](mailto:ed.aviyana@gmail.com).

Thanks & Regards

**Ms. Kamini Gupta**



**Executive Director**

## **Assistant Editors Team**

Aviyana Times is being assisted by five assistant editors for various sections in Aviyana Times as



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**News**



**Ms. Sharvari Shende**  
**News**



**Ms. Minolette Lemos**  
**Views**



**Ms. N Roshini S**  
**Views**

## Feature Article -1

### *COVID-19 Returns – Start-ups Re-Strategize or Perish*



This article is contributed by Dr Ramamritham Gopal having an overwhelming experience of over 4 decades with 27 years of Corporate experience in India and European Countries and over 25 years in academics and has authored several books and research papers in management. He is presently associated with Dr. Dy Patil Group as Director. Guide to PhD Students with more than 50 PhD students to his credit. Besides receiving various awards at national and international arena he was coveted with prestigious Star of Asia Awards in 2014. His articles and suggestions are viewed seriously by industry and academia.

**Dr. Ramamritham Gopal** Atmanirbhar Bharat is going to be a big changer and make India second biggest economy in the world by 2050. Hence what framework needs to be brought in this article throws insights in to the same.

The year 2020 has been an amazing year—a year of anguish, a year of trepidation, a year of fear, etc. It was also a year when individuals realized on the personal front the value of life, the value of friendship, value of relatives and more importantly the value of importance of a family.

On the macroeconomic front it was not so good a year. A year of recession, a year where personal incomes fell, unemployment increased and in many cases many of us lost jobs.

The study conducted by the author in April 2020 and published in the Aviyana Times and other leading publications indicated that till the end of 2021, the following:

#### **9 Sectors would show a PROMISING GROWTH (3 to 4% p.a.)**

Food and Beverage, Pharmaceuticals, Infrastructure, Consumer Goods, Banking and Financial Sector, Insurance, Supply Chain and Logistics, Apparel and Footwear, Power Sector

#### **9 Sectors would show a MODERATE GROWTH (0 to 2%)**

Consumer Goods, Gems and Jewelry, Retail Trade, Aviation, IT Sector, Chemicals and Petrochemicals, Metals and Mining, Telecom, Agriculture

## 5 Sectors would show a NEGATIVE GROWTH

Tourism, Hospitality, Automobile, MSME Sector, Building and Construction (Reality), Core Manufacturing.

The study also indicated that almost 50 to 60% of the migrant labors would be returning to work at the city only after Diwali i.e. after November 2020.

The study also indicated that the GDP could drop to a level of near zero in 2020 and thereafter could rise in 2021.

The data released by the government indicated that the above is nearly true.

On May12, 2020, the Government announced the Atmanirbhar Bharat Abhiyan policy. Now Atmanirbhar means SELF DEPENDANT and Abhiyan means MISSION. Under this plan the Government announced a package of Rs. 20 Lakh Crore or US\$ 266 Billion (10% of the GDP) for the revival of the Indian Economy in response to the various challenges faced by the Indian Economy e.g., in areas of Supply Chain and Logistics, Infrastructure, Consumer Goods sector, the MSME sector etc. The package was aimed at the various sectors of the Indian Economy and in particular to the MSME sector, Small entrepreneurs, Agriculture sector, etc. Additionally, the RBI has also announced a package of Rs. 4.24 lakh Crores through certain fiscal policies. It must be noted that MSMEs contribute to around 20% of the GDP. A sizeable chunk of the package was in the form of loans to the various sectors.

Additionally, the Government of India took care of another major sector - the roadside vendors by giving them a loan of Rs. 10000.

In August / September 2020, the government announced a further support of nearly Rs. 1.5 Trillion taking the tally to almost 15% of the GDP.

For the first time, the MSMEs and start-ups problems with respect to funding, GST etc. were taken care to a certain extent. For 3 years, the start-ups were given an Income Tax holiday provided these start-ups are registered with the government body - DPIIT. Special start-ups funding schemes was provided by some banks notably the State Bank of India etc. Furthermore, several schemes were initiated by the government to help start-ups especially with respect to working capital, technology up gradation etc.

Essentially the objective of the government was to improve the supply side of the consumption. This is in sharp contrast to the policy followed by certain developed countries to give cash incentives / cash deposits to all individuals and thereby boost the demand/ consumption. The Government of India believes that Indians in general have a tendency to save rather than spend and this amount would be deposited in the bank and thus not creates a demand push in the market place.

From August / September 2020, the economy was opened in phases.

In January 2021, the first dose of vaccination was administered to select sections of the population e.g. health care workers, senior citizens etc.

The effect of this has been a V shaped recovery by the Indian Economy. The GDP contracted to -27% in the first quarter of 2020-2021 and then contracted to - 7% in the second quarter and it is expected that the GDP for the year would be around zero or thereabouts

There are various definitions available for defining start-ups. Some define start-ups in terms of investment, products manufactured etc. etc. Some define start-ups as mini or midi Unicorns etc. The author would like to define start-ups as young entrepreneurs who have the ability to take risk and have taken risk to form ventures.

Young India can become entrepreneurs either in the area of  
Products - innovations, import substitution etc.  
Process -- Innovations / Digital Technology etc or  
Training - Conduct Training Programs to improve productivity

India imports around US\$70”0 worth of goods (2019), mostly in the area of high technology items like nuclear parts, electric power machinery, plastics, organic chemicals etc. Almost around US\$ 2.5”0 worth of intermediately pharmaceutical products is imported from China alone. The discussions indicated that many of these products can be locally manufactured; however pricing is a major issue.

In the area of products, several public sector organizations have published a list of products which are simple and are of the nature of import substitution.

Similarly, in the digital space, there are large numbers of products that Young India can manufacture especially in the areas of AI, Data Analytics, Fintech, Edtech etc. The work from home has opened up new vistas like gaming, short videos, educational tools etc.

Many of the large organizations need PROCESS improvements in order to reduce costs and be competitive not only in the domestic market segment but also in the global markets. Sectors which lend themselves are in the areas of Supply Chain Logistics, Business Process Reorganization, Strategy formulation etc.

Training is another area where there is a big demand, especially in the area of soft skills, “Be happy”, stress busters etc. etc.

According to one estimate, there are nearly 46200 start-ups registered with the government bodies and almost 90% fail within the first five years, essentially because of a battalion of challenges. They are akin to a one - man army who is involved with practical all aspects of the business. Thus, they are involved in product design, R & D, Media, Legal aspects, procurement, packaging, servicing, manufacturing etc. etc. and above all the most important aspect MONEY i.e. FINANCING.

A study done by me in Aug 2020 indicated that for success a minimum of 5 critical skills are required, viz.

1. Communication
2. Time Management of goals objectives milestones etc.,
3. Strategic and Marketing Management thinking and implementation,
4. Resilience - Handling Rejections / Stress / Burnouts etc. and finally
5. Management of Finance

Of these 5 critical skills, in my opinion, Resilience - the skill of handling rejections / stress / or Burnouts and Management of finance are extremely important and extremely important is an understatement.

Additionally, if the entrepreneur is in the digital space, then it is all the more problematic in getting finance. The banks require some amount of collateral for giving finance and entrepreneurs in the digital space have no mortgage able assets. A table and chair and a laptop / desktop are not mortgage able assets. Most of the banks are worried that these loans could become NPAs.

The year 2021 has seen resurgence in the Covid 19 pandemic. New cases have dramatically increased. Maharashtra, Karnataka, Gujarat are some of the states where it has increased drastically. New variants of the covid virus seem to be multiplying at a fast rate. Social distancing and Masking appear to be nearly forgotten in India. Globally also the scenario seems to be deteriorating. Health experts are suggesting a third wave. Partial and in some cases full lockdown are being imposed by the various state governments.

Post Covid resurgence, a dipstick survey conducted by the author, telephonically amongst the various MSMEs and small entrepreneurs revealed that funding remained the biggest challenge, followed by uncertainties with respect to growth and then followed by worries about survival. A very small percentage also complained about bureaucratic inefficiencies.

Given the above circumstances, the issue is what strategies these young startups or young entrepreneurs should adopt to succeed. It must be remembered that DISRUPTION is the key.

A detailed discussion with the experts and some start-ups revealed a 15 point strategic plan. Review action plans and make changes where ever necessary. Reduce costs to essentials only. Shift all costs to variable costs suggested several experts.

Seek support for survival for the next 6 months to one year. Perhaps borrow from friends or near ones. The pandemic is likely to last for at least one year more.

Up skilling is another area which is very much the need of the hour.

Change the business model and enter into areas where there is an opportunity. Typically for e.g., areas like Food Aggregator, EdTech, Fintech, E commerce, gaming, digital platforms like AI, data analytics, E-grocery etc. Cyber security is another very

interesting area and is very much in demand. Some start-ups have abandoned their business and started survival businesses like roadside vending of clothes, food products Etc. Some have even started operating from home producing Tiffin and other food products to our ever-busy office people who now work from home. Reliable sources indicate that around 40% of the Indian start-ups have changed their operations from the original planned operation.

Marketing in the new era needs to be strengthened- perhaps new product innovations, new pricing strategies which involves cost + very small profits. One needs to evolve a strategy to take care of demand and supply challenges.

Communication is the key - use digital platforms like social media.

Winning trust of your customers is very important in times of severe challenges.

AGILE management is the key to success.

Rework your business plan

Try to get funds for long term survival. The government of India has started a start-up fund comprising of nearly Rs. 1000 Cr.

Work from Home is the new order

USE PUSH STRATEGY wherever possible,

Perhaps one can take the help of the incubation centres to help out in these difficult times. It may not be out of place to mention that the D. Y Patil deemed to be University School of Management has one such VIRTUAL INCUBATION CENTRE where HANDHOLDING of the start-ups is given top priority.

Think if it is possible to sell your business to large organizations and get out of the current business.

Most importantly never lose hope - Resilience is the key to success

The experts point out that even if a few of these strategies get implemented perhaps the challenges of the young start-ups may get mitigated to a certain extent.

In conclusion, in the new era, start-ups must RESTRATEGISE themselves else they would perish. Resilience, new business plan, funding, communication and agile management are a Must.



## Feature Article - 2

### *Impact of COVID on industry growth and the way forward*

This article is contributed by Dr Vijay Joshi having an overwhelming experience of over 2 decades with 10 years of corporate experience in India and over 10 years in academics and has authored several research papers in management. He is presently associated with Dr Ambedkar Institute of Management Studies and Research as Professor. He is MBA from YCMOU and PhD from Nagpur University. His career has spanned in Pharmaceutical and Education Sector. He considered as authority on various domains as international Business, Export - Import Documentation, Marketing Research, Logistics & Supply Chain Management, and Business Environment & Strategic Management.



**Dr. Vijay D Joshi**

With Covid-19 all over the country, government, industry and society or people are finding new ways to tackle the situation and return to the 'new normal'. The government making suitable policies to revive the economy such as 'Make in India', "Atmanirbhar Bharat" and so on. Industries are responding to this by unique, new and innovative ways of manufacturing goods and delivering services. Further, it also includes skill mapping, enhancement of skills towards generating employment. The community or society is also contributing here by using masks, washing hands, and following social distancing rules.

In this article, the author would like to present an overview of some of the sectors that have shown growth in the economy during the Covid period. The author would like to suggest authorities come out with their measures or their model for the growth of these sectors.

#### **The Indian economy is poised to grow soon**

Size of the economy: Centre for Economics and Business Research (CEBR), in their World Economic League Table 2021, predicted that the Indian economy would be the fifth-largest economy by 2025 in dollar terms. Furthermore, it is said that it will become the third-largest economy by 2030 in dollar terms and will maintain that position till 2035 (CEBR, 2020) [1].

#### **The Indian economy is slowly recovering in 2020-21**

According to the RBI data, for the first two quarters of 2020-2021, it had been observed that various sectors of the economy are showing a recovery stage in the second quarter of 2020-21 (RBI, 2020) [2]. This is as shown below.

Sector	Growth Rate in % (2020-21)	
	April to June (Q1)	July to Sept. (Q2)
Construction	-50.3%	-8.6%
Trade, hotel, transport, communication	-47.0%	-15.6%
Manufacturing	-39.3%	0.6%
Mining and Quarrying	-23.3%	-9.1%
Public admin, defence, other services	-10.3%	-12.2%
Electricity	-7.0%	4.4%
Financial services, Real estate	-5.3%	-8.1%
Agriculture, forestry, fishing	3.4%	3.4%

Source: Reserve Bank of India (RBI, 2020) [2]

It is observed that except agriculture which grew at 3.4%, in both the quarters, all other sectors are showing recovery in Q2 2020-21 (July to Sept.).

Sectors showing growth in this disruptive period (Checklist, 2020) [3], (Kamath, 2020) [4]

When the Reserve Bank of India (RBI) has prepared a list of twenty six sectors for restructuring of loans for the banks, it found that these twenty six industry sectors have been affected by Covid-19 at different levels viz. pre-Covid, post-Covid, pre and post Covid and no impact. Some of the sectors listed in this report (with no impact pre and post-Covid are as listed below:

- Agriculture and allied Products
- Food Processing
- Pharmaceuticals
- Rubber / Plastic
- Fertilizers
- Sugar
- Information Technology (IT)
- Fast Moving Consumer Goods (FMCG)

It may be observed that India boasts diversity in agricultural produce, fruits and vegetables and related farm produce that is consumed in the domestic market. Presenting or offering this farm produce innovatively (in the domestic market) through agro-based enterprises or agro-based MSMEs will be advantageous for both the farmers and rural entrepreneurs. This will create more business opportunities.

**Formulation of policies to benefit the Sector and the State**

It is required that that various state governments should make efforts to support and promote these sectors. This may be done by formulating suitable policy that caters to their needs. In this context, it is good to have a look at ODOP (One District One Product) approach. This approach was recently adopted by Agriculture Ministry, Government of India (Agriculture, 2021) [5] and Uttar Pradesh State Government in different contexts (Uttar Pradesh, 2020) [6]. The former has used it to identify different fruits and vegetables across the country and accordingly map the industry activities benefiting them while the other has utilized this to identify specific product for each district in the state and accordingly support and facilitate (product) manufacturing activity locally.

The Agriculture Ministry wants to facilitate food processing industry across India by mapping districts by product varieties under 'One District One Product' approach. It has prepared a list of 135 district-specific products for about 728 districts across the country, in different product categories. These categories are marine products, agricultural, poultry, horticultural, animal, or milk products (Agriculture, 2021) [5]. Further, these district-wise identified products will be supported under the PM Formalization of Micro food processing Enterprises (PM-FME) (Agriculture, 2021) [5].

Uttar Pradesh state Government wants to support and help the state's unique products and find them new markets. In turn, this will provide a boost local manufacturing activity as it supports to artisans and MSMEs involved in the making those products. Launched in January 2018, all the districts (75) of Uttar Pradesh have been assigned a product that has a significant competitive advantage in (local) manufacturing (Uttar Pradesh, 2020) [6].

**Suggested measures**

As stated earlier, it is required that that various state governments should make efforts to support and promote local manufacturing activity / industry sectors. In this context, following measures are suggested:

Identifying (local) manufacturing activity (in each district) that may possess a competitive advantage.

For the identified sectors, formulate policies to support such activity at local level to generate employment and prevent migration of the workforce.

At the community level (in the context of inclusive growth), this may include training, skill enhancement, preservation and development of art, craft and traditional skills.

Making efforts to reduce disparities in districts (in the state) by making them self-sufficient by ensuring financial support (as needed). This may allow districts to promote the state's performance contributing to gross district domestic product (GDDP) in terms of revenue.

Supporting the district-wise identified products under suitable government schemes (such as PM-FME).

Promoting the products by having E-Commerce portal or ODOP Commerce Portal that enables online trade of local products.

To summarize, it may be said that authorities must formulate and implement policies that will make the 'manufacturing sector' more 'Atmanirbhar'. This in turn will result in inclusive growth. As people find a better working environment and social facilities in their native state, they will not think about relocation. This will help in becoming states more independent as well as more responsible towards meeting social and development-related outcomes. In turn, as each state of India becomes 'Atmanirbhar' in meeting their needs, it creates a positive scenario for the economy, the industry as well as society.

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## Feature Article -3

### **Book Review- 'Define Your Orbit'**

Author Mr Manish Panchal- an eminent corporate person with 27 years of experience with organisations of repute as Tata Group, Johnson & Johnson, Aesculap, B. Braun, Pharmalink-Invida Singapore. He has been a Board Member & Strategist in with Govt, PSU's and Pvt Organisations, besides being a versatile writer of the best-selling book "Define your Orbit"-The book has broken all records of sales in India and Internationally was written in view of millennial but very well relates to all age groups and is considered as one of the best self-development mater for its originality and focused approach to self-development. Presently Head of Business Development at DuPont Sustainable Solutions& Board Member at IL&FS AMC. His vast experience spans Industry Domain Expertise: Pharmaceutical, Medical Devices, Healthcare, and Chemicals & Petrochemicals Industry.

His Functional Expertise areas area Strategy & Innovation, Operational Excellence, Business Development, Sales & Mktg, P&L Management.



#### **Mr Manish Panchal - Author " Define Your Orbit"**

Naina, Krisha, Kairav, and Aparajita, all in their teens and twenties, meet the dynamic Koyel, Miten, and Binay at the mentoring sessions conducted by the author. Each with their own existential angst, conflicts, choices, and aspirations, the young people find themselves irresistibly woven together. They are, after all, looking for the same meaning in their lives.

In Define Your Orbit, author Manish Panchal draws you into the real situations and stories of these young people as he equips you with the tools and techniques to map your aspirations and help you define your own orbit. The most compelling part of the book is how to move in higher orbits of the seven dimensions of life fulfilment, whether educational, careerist, personal, spiritual, social, health, or material wealth.

This book is a must-read if you are seeking to:

#Know Thyself - express your unique identity

#Why Me - understand why things are happening the way they are

#New Me - become what you want to be

'DEFINE YOUR ORBIT' book was released on 3rd January 2020 at Crossword Book Stores, Kemps Corner, and Mumbai.

'DEFINE YOUR ORBIT' book is authored by AIM AAI Alumni Manish Panchal MM2003 batch. It was released by Chief Guest Dr Ganesh Natarajan - Chairman 5F World, SVP India and

NASSCOM Foundation, along with other dignitaries, Ms. Devita Saraf - Chairman & CEO VU Technologies, Ms. Vinati Saraf - MD & CEO Vinati Organics and Mr. Amrut Deshmukh - Founder of Booklet (App).



This book features a ‘Unique Model of Hierarchy of Aspiration’ to Guide individuals to Achieve Life Long Success.

Author Manish Panchal has pledged his royalty for Girl Child Education through Anand Manindra’s foundation Nanhi Kali. Every 100 books sales will enable funding for one girl child education for one full year. So go all out and buy / gift DEFINE YOUR ORBIT. It is available on Amazon, Flipkart, and Crossword online and in book stores.

About Book:

Author Mr. Manish Panchal is an alumnus of Asian Institute of Management. He is an established business leader and management thinker; he was Senior Practice Head at TATA Strategic Management Group.

The book DEFINE YOUR ORBIT provides an interesting perspective of life transformation with real characters, real stories that readers would be able to relate easily.

This book is not meant to be one time read; rather it is giving fresh perspective to several situations we face in day to day life. Be it, how to set your life goal, map your personal aspirations, manage conflict with your near and dear ones, and overcome low self-esteem & issues of self-doubt, anxiety, depression.

As per author, new definition of Success is not related to Name, Fame or Wealth one acquire, but it is “Whatever you plan to do, and you do it and whatever you plan not to do and you don’t do it is success.”

“It is easier to wake-up someone who is sleeping but difficult to wake-up someone who is pretending to sleep - Friends this book is a wake-up call for all” - DEFINE YOUR ORBIT

Author- Manish Panchal

Author Manish Panchal suggest: Take a look at yourself and tell; Do you find yourself confronting increasing competition and peer pressures? Do you feel that everyone around you is aspiring to be one up? Do all your social media contacts constantly bombard cyber space with stories and pictures that show they are having a blast - always? And do you feel that though you have hundreds of likes and followers on Insta, FB, and other social media, none of them are real friends with whom you can share your inner secrets. Chill you are not alone! Read and follow DEFINE YOUR ORBIT (DYO) and get to understand how to capitalise relevant opportunities and understand how to resolve personal issues that like stress, depression and social acceptance.

Dr. Ganesh Natarajan, Chairman 5F World added: “I would strongly urge industry to adopt this model and instil it in their young employees as a part of their learning and development agenda. It would also be useful for academic institutions to introduce some training and reflection on these orbits at an early stage of their academic process. It will truly enable worthy citizens of the country and the world to emerge.”

Mr. Adille Sumariwala, Olympian and Arjuna Awardee, President, Athlete Federation of India: “I am truly impressed by the way the concept of ‘Organized Spirit’ is explained in ‘comparison with Sportsman Spirit’. I recommend all to read this book and adopt certain practices.

Mr. Shankar Sharma, Vice Chairman First Global: “DEFINE YOUR ORBIT is a must-read, a life manual for all who want to be successful by choice. As a seasoned entrepreneur, I strongly recommend and believe this powerful work should get global traction and recognition.

Mrs. Malini Shankar, IAS, Member, Board of Director - IL&FS: “DEFINE YOUR ORBIT makes an insightful read, and offers a ‘go-to’ source for reinforcing one’s dreams and aspirations. A timely guidance to millennial, the book could equally be a fruitful guide for non-millennial too.!

## Amazon Reviews



[Prasad](#)

[5.0 out of 5 stars Awesome book](#)

Reviewed in India on 31 March 2020

Awesome book for young generation



[Dr Ravindra Pratap Gupta](#)

[5.0 out of 5 stars Excellent book which shows how your can be focussed](#)

Reviewed in India on 21 November 2020

I read many books on positive thinking, leadership, purpose and focus. But really liked the book Define Your Orbit. The way book has been written in live style by meeting discussing and evaluating the concepts of understanding life principles and focussed approach is really interesting. The book was written keeping millennial in mind but can assure as you read you will connect with yourself as Manish represents a generation of people in our age in other words it is for all age groups.

Some of concepts discussed have really been written with such simplicity and present day examples that readers can relate to them.

Worth investing in this book

GO AHEAD WITHOUT SECOND THOUGHT - ATLEAST NOT CUT, COPY, PASTE UNLIKE FEW BOOKS WE SEE AND CAN MAKE OUT, BUT HAS ORIGINALITY OF CONCEPTS & IDEAS.

I rarely write a review unless I feel worth-this book deserved so written.



[Ashwini D.](#)

#### [4.0 out of 5 stars Map your growth in all areas of life!](#)

Reviewed in India on 2 March 2020

Define Your Orbit is suitable for anyone who wants a focused approach to growth. I highly recommend it. I particularly liked the concept of Hierarchy of Aspirations where I was able to map my level of expertise in my career. It then became much easier to identify the milestones for further growth. The conversational style makes it easy to relate to and to internalise and apply the concepts.



[MonishaDcosta](#)

#### [5.0 out of 5 stars Defining who you are!](#)

Reviewed in India on 22 March 2020

'If you can't go outside, go inside', said a wise one once. This time of self -isolation can beyond a doubt get to someone with a fast paced life. However, that's quantity. What about quality? Taking this 'time-in' to look within, add an element of quality in all I do and particularly to define to my orbit with Manish Panchal's, 'Define Your Orbit'. This one's not just a read, but a step-by-step guideline on looking within and taking steps accordingly.



[Hardeep J.](#)

[5.0 out of 5 stars The Most comprehensive success journal written in an interesting story format - Must Read](#)

Reviewed in India on 29 February 2020

The book is full of fresh concepts that one can use in his/her day to day life and be successful. I recommend this book to avid readers and to Millennial. Good books are to be read again and again to make those concepts sink in. I am starting my second time read now....

One person found this helpful



[Rupal](#)

[5.0 out of 5 stars Interesting Read !](#)

Reviewed in India on 2 March 2020

A perfect read for all the age group :) Small stories & examples along with quotes make it more interesting. I would say a good friend who can suggest u / show path to u for lil big transformation from one phase of life to another. Enjoyed a lot..

One person found this helpful



[Miten Shah](#)

[5.0 out of 5 stars Perfect Success Book for Millennials !!](#)

Reviewed in India on 1 January 2020

One of the Best Success Books written in my knowledge!! Perfect read for Millennial and those who wish to achieve big in life!!

2 people found this helpful

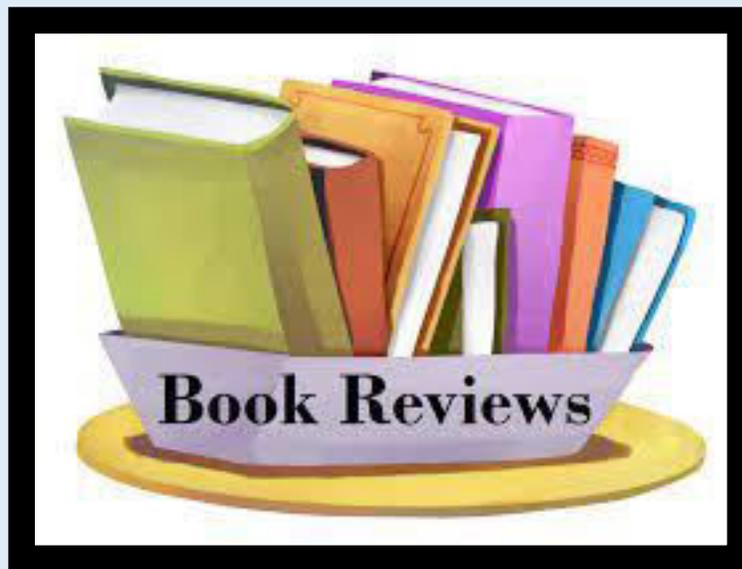


[Saurabh Mishra](#)

[5.0 out of 5 stars Through this book, the most important is to know yourself](#)

Reviewed in India on 31 March 2020

The best part of this book is that it helps you analyzing yourself and your potential which in turn help you to design your own growth path. This book practically describes the various concepts with the help of live characters which had proved themselves in this world.



## Feature Article -4

***Business means Risk How to overcome? - Your questions are answered by Global Leadership expert Dr Jayanta Chakravorty.***

This article is contributed by Dr. Jayanta Chakravorty - Chief mentor & Founder of Asentrek Global. Executive Coach-Marshall Goldsmith Stake Holder Centred Coaching. One of the Most sought after Speaker | Educator | Business Consultants | Thought Leader. A Global Growth acceleration expert, He designed acceleration system for SME | Mentored & Coached Entrepreneur, CEO, CXO, Manager, SME.



Passionate in creating Visible, Positive difference-He was privileged to share his idea with 2 President of India | Frequent speaker in various Forum, Business House & Global platforms He is Advisor to FASII.

India Economic Trade Organization, Market Next Venture Charter Member of TiE. Member of Entrepreneur Development Committee, Bengal chamber of Commerce, Contributing Editor, Business India & Corporate Tycoon Magazine. He is renowned authority, Educator & Key note Speaker| on Exponential Business Mastery| Business Leadership| Mind Mastery |Peak Performance Strategy. Worked with brands like Tata, SREI, ARCON & As mentor & Coach with many SME & Start Ups.

### **Dr. Jayanta Chakravorty**

What is meant by leadership in Business? What qualities you require for leadership success? So many questions keep us bogged down.

Your questions are answered by Global Leadership expert Dr Jayanta Chakravorty.

**Q “Leadership” is a highly used word. Still we have much confusion. Given the present scenario what it exactly means & what is the relevance?**

A Leadership was, is & always will remain the most critical factor on anything you want to do in your life or business.

Leadership gives hope, point’s direction & creates focus.

World famous psychologist Martin Seligman of University of Pennsylvania interacted with 350000 candidates to find traits of successful leaders.

He found they are highly optimistic.

Another study with 3300 leaders that all leaders have very clear vision -they know where they are heading.

All leaders are highly result driven.

**Q Start-up & entrepreneurship are now the buzz word. GenY are interested but scared about risk. What is the solution?**

A. It is extremely needed we must have more & more successful business venture. India is poised to become global power. We have brilliant brains. We need more job producers than job seeker. Ancient India was holding almost 30% of Global GDP.

Since time immemorial Indian businessman taken huge risk facing rough sea, bandits, bad weather & sailed foreign countries with different languages to promote business & culture.

So far risk is concern they have they huge risk without any backing from government. Now is a very highly favourable scenario. You get whole lot of support both from government & global community.

Now a day's jobs are not secured as your skill is not secured. You need to be multitasking. Technically speaking there is no security on earth only opportunity we have plenty. It is proved in many studies we encage & limit ourselves only due to "fear", fear of failure, fear of reputation, fear of loss. Business may fail but you should not. Take a proper feedback, create a good marketing plan, and check your sustaining strength-technology has given global access why not leveraged it? Increase your confidence by learning new skill. Many great stories every day created by new leaders - you can be there also.

**Q we all want success in both personal & Professional life. But when setback comes it hits badly. How to face setback?**

A. I completely agree that setback makes us emotionally vulnerable, we try to cope with it & sometimes it is overwhelming. We feel every road is blocked.

We have a beautiful way to combat. Practice mental toughness daily. Have you seen how marines & commandos- For them nothing is impossible? Why because of mental & physical toughness as they endure high risk& casualties anything may happen.

Have you watched sports stars how they practice? How they prepare for mental & physical conditioning to put the best shot!

These are the reasons so that they bounce back easily. Many world class leaders practice mental tuning-many popularly call it golden hour- Meditation is now worldwide popular. As it is proved scientifically meditation creates neuro-plasticity in brain which gives more brain flexibility & expansion& help you to focus.

**Q What are the qualities required to get success?**

A. The education & degree we get seldom matches contemporary demand. For success, primary condition believes in your strength, enhance & expand your capacity daily. Learn new things. Remove self-doubt.

Expect positive outcome. Famous Pareto principle of 80:20 teaches what every 100% you put 80% may not yield any result. But 20% can change everything in your life.

## Feature Article - 5

### The CEO Moment - Leadership in the Post-Pandemic World

This article is contributed by Dr. Pawan Verma is the author of the book, Age of the Imperfect Leader, published by Rupa Publications, New Delhi. He has also published earlier, a crime thriller, NO CLOSURE NO FORGIVENESS.

Pawan has written for some of the leading Indian dailies and periodicals, such as, The Times of India, Hindustan Times, Indian Express, Economic Times, The Pioneer, IRDA Journal, BFSI Vision, and Insurance Times.

Having been a senior management professional, Pawan's leadership vision stems from his rich experience in guiding start-ups, serving on boards and leading business initiatives in large organizations, such as, LIC of India, Reliance Group of Industries, Reliance ADA Group and Star Union Dai-ichi Life Insurance.

As a Professional Speaker & Management Consultant, Pawan has been associated with a number of Speaker Bureaus and Research Forums. He speaks and consults on Leadership & Management, Innovation & Creativity and has addressed top level conferences both in India and abroad.

Pawan has an MBA and a Doctoral degree in Management - Honoris Causa - from Azteca University, Mexico. He is a Fellow of the Insurance Institute of India and a Certified Corporate Director from the Institute of Directors, New Delhi. He is also a recipient of the REX Karmaveer Chakra Award and the REX Karmaveer Global Fellowship by iCONGO - international Confederation of NGOs - in collaboration with the UN.

Pawan writes a blog [www.pricksandpunches.blogspot.in](http://www.pricksandpunches.blogspot.in). His complete profile can be accessed through his website [www.pawanverma.in](http://www.pawanverma.in).

He can be contacted on [office.pawanverma@gmail.com](mailto:office.pawanverma@gmail.com).



**Dr. Pawan Verma** Soon after Susan Aeron took over as the CEO of the global tech company, she developed a good rapport with her employees in the Head Quarters. Based in California, the company had a global presence with small groups of employees located in major cities of the world, such as London, Paris, Mumbai, Manila and Singapore. When the pandemic struck, she immediately centralized the operations and formed a core group in the HQ to monitor it, while sending others to work from home. Very soon, the remote groups started losing visibility. Their responsibilities were reduced and important assignments eluded them. The absence of a level-playing field was eroding trust in the management and remote groups were getting demotivated and disengaged. Quite clearly, in her rush to address the crisis, Aeron had lost the CEO-moment and respond appropriately to the challenges thrown by the pandemic.

### Leadership Moment

The COVID-19 crisis has opened up a massive crisis for organizational leadership. Suddenly, there is an abrupt dislocation of employees with an unprecedented disruption in operating models, supply chain management and customer engagements. This can be a leadership moment for the CEOs. They can utilize this moment to unravel the great potential hidden within the crisis and reinvent and rejuvenate their organizations by

reimagining the post-pandemic world. They can achieve this by effecting couple of strategic shifts in their approach.

### **Reimagining the Workplaces**

The pandemic has heralded a great reset and anyone hoping to go back to the completely in-person offices would certainly invite disappointment. Likewise, those hoping to do away with physical offices and switch over to remote working completely, must remember Marissa Mayer, CEO of Yahoo! She realized the importance of social interactions and personal bonding and social interactions when in 2013 she said, “We need to be one Yahoo!, and that starts with physically being together,” having the “interactions and experiences that are only possible” face-to-face, such as “hallway and cafeteria discussions, meeting new people, and impromptu team meetings.”

### **Flexible & Hybrid Workplace Models**

Organizational leaders today need to visualize and plan for hybrid workplace models. These models will have varying combinations of remote and on-site working, where, on a given day, some employees operate from the office while others work from home (WFH) or any remote location. These will be required to be flexible models wherein pre-defined percentage of employees, say 10% or 20%, operate from the premises while the rest work from home. Alternatively, by rotation, employees could be asked to operate from office for a day or two in a week and work from home for the rest of the time. The ultimate design has to aim at attracting talent, optimising cost, boosting productivity and improving employee engagement.

### **Choosing the Model**

Leaders have to be careful while deciding upon the choice of their hybrid model. They have to take into account issues such as, the nature of their industry, the customer-interface and the cost of real estate. They also have to factor in which part of their operations they could allocate for remote or on-site working and to what extent. Equally importantly, they have to keep in mind its impact on the employee-experience and organizational culture. Both the on-site and remote models create their own unique cultures. The former promotes greater social cohesion and personal bonding. Working remotely, employees start missing the in-person meetings, sudden team lunches and coffee-moments together. Likewise, WFH offers greater flexibility and convenience. However, this could easily generate a sense of isolation and anxiety among employees and cause productivity losses arising out of impersonal interactions among colleagues. The new hybrid workplace model has to promote a synthesis of work-cultures, where the Two are positioned as complementing each other and creating a level-playing field for all employees.

### **Managing the Transition**

Organizations have struggled a lot during the COVID-19 crisis trying to adjust to the sudden disruption in their operational environment and processes. They have also demonstrated great resilience in these moments of crisis. However, during the post-pandemic reset, the operational processes have to be specifically designed to suit the WFH environment. In addition, employees have to be equipped adequately - laptops,

internet broadband, video equipment, etc.- to carry out their work satisfactorily in the remote environment. At the same time, they have to be trained adequately to participate in online meetings.

### **Collapse of the Context**

The pandemic has further reinforced the Collapse of the Context that we have been witnessing in the digital world. Now boundaries are blurred between office and home, personal time and office time, individual and official obligations, etc. This has resulted into increased working hours with reduced productivity, leading to frustrations at different levels. The isolation and anxiety caused by remote working is further adding to the institutional tensions.

CEOs have to step in to instil some sanity within the system, which was born out of a crisis situation. They have to ensure that for WFH to be effective and sustainable, necessary framework is designed and put in place. This framework has to take care of finer details, such as, defining the lunch time, closing time for official meetings, etiquettes for calling employees on holidays, taking mandatory breaks, employee engagement and motivation programs and sensitivity to family members' presence in the house during WFH. They also need to ensure that WFH doesn't remain an exclusive model and that employees do join the on-site work for a few days in a week or month.

### **Leading the Possible**

Most of the companies today are happy managing the probable - milestones that are reachable by historical analysis. They live in the 10% world. Their business plans target a 10% growth and they are happy achieving it. Their product innovations are aimed at 10% improvement in their existing products. This is sheer instrumentalism which, in a moving world, amounts to standing still.

Leaders in the postmodern world live on the edge of the chaos, fishing for new opportunities amidst the uncertainties and ambiguities of the environment. They dive into the future and try to explore the new possibilities that could transform the way we live and experience life. They think bigger and they think faster. Instead of thinking 10%, they aspire for 10X, keeping pace with the world that is changing fast. Companies like Uber, Xiaomi, Airbnb, Al Jazeera, Ola, OYO are shining examples of this. They have not only transformed the products and services on offer, in less than a decade, they have achieved market valuations that could be the envy of most of the age-old companies.

### **Human Ingenuity and Resilience**

The current pandemic has further reinforced our faith in human ingenuity and resilience. Large corporations which were operating out of well-equipped physical offices, started working online from employees' homes in a matter of a few days. Retail stores transformed themselves into online marts overnight. Shaken up to the core, humans rose up to respond to the existential challenges like never before. When the Pandemic struck India in March 2020, it had an acute shortage of critical resources to fight it - PPE kits, ventilators, masks, sanitizers, hospital beds, etc. But in no time, it started manufacturing them, so much so that it has now become an exporter of these utilities. We also saw innovative usage of resources, like railway coaches converted into

isolation centres to make up for lack of hospital beds. Around the globe, at least a dozen vaccines got developed by scientists in less than a year. In normal circumstances, most of these feats would have taken years of process change and system development.

### **Calibrating the Aspirations**

These developments around the world point to the fact that the barriers to realizing an organization's potential has not much to do with technical limits. The barriers to scale, speed and innovation lie in our mindsets that refuse to see the new possibilities, in our organizational structures that inhibit communication and in the bureaucratic processes that kill creativity. In order to overcome these challenges, leaders of today need to unfreeze the organizational mindsets and unshackle the bondages holding them stand-still. The need to travel into the future, visualizes the society, reimagining their industry and think like a customer. With the insight and opportunities gained in the process, they need to come back to the present and redefine their market, products and services. Going forward, they have to sell their dreams to the other stakeholders and lead them on to the journey.

### **The Magic of the Moment**

This is a magical moment arising out of the disruptions caused by Covid-19. Both the organizations' mindsets and operating models have been unfrozen and are ready for a historic reset. During this short period, we have seen companies transforming their operating models and accomplishing things which in normal circumstances would have looked impossible. This has opened up new horizons for organizations and prompted even the bold and aggressive CEOs to reflect on their organization's potential. Clearly, they see immense possibilities of innovating in two spheres of their activities: operating model and goal-setting.

People look up to their leaders during moments of crisis. But CEOs are realizing that this time the expectations from them are different. In normal times they were expected to provide business leadership and deal with issues like people, culture, shareholder values, etc. This time, however, it is about giving people a humane touch, keeping up their morale and preparing them to face uncertainties. In the process they are expected to be more agile and open to new possibilities.

### **From Moment to Movement**

This moment has the potential to become a movement if our CEOs embrace the message inherent in the moment. For them, it is an opportunity to make their organizations more agile, humane and resilient. They have the prospect to start leading with a purpose and propel their people to think bigger, act faster and realize their unbounded potential. Mr Rajnish Kumar, former Chairman of the State Bank of India aptly puts it when he says, "This will be a true inflection point. I think that this pandemic, in terms of implications, will be as big an event as World War II. And whatever we learn through this process, it must not go to waste."



**Feature Article -6**

*“Sougandhika” - Changing World Changing Lives  
- Human Research Deserves Global Platform -  
(Author’s Own Life Experience - A Message for Today’s Youth)*



This article is contributed by industry and academic world veteran Prof.Dr.Firdos T.Shroff (Ph.D.MBA, MA. LL.B., CAIIB)  
Professor/Mentor, Motivational Global Coach,  
Universities/Management Institutions,  
Members, World Constitution and Parliament Association,  
(WCPA), USA;  
Member, UN75 Word Peace Ambassador and BEYOND 2020.  
Fellow IIBF; (ex-Union Bank of India)

**Dr Prof. Firdos T. Shroff**

Innovation is Risky, Non-innovation is fatal - Philip Kotler

Youth of our country are born intelligent. They require guidance and in today’s context teachers should act as facilitator rather than lecturer.

*“I was born intelligent but education ruined me”!! Hence, excellence is ‘Unlearning’*

**Building Youth!**

*We cannot always build the future  
For our Youth,  
But we can build our  
Youth for the future!*

Prof. Rajan of ISRO asked, “What is the largest source of renewable energy in India”.  
One child replied “Students” - We are proud of our Indian Students!

**Need for Research study in the area of overall personality development - - Value-based education:**

Stress and burnout plague the student and corporate world today. Faced with punishing deadlines, strained relationships and demanding clients, executives tend to crumble under pressure. They lose their motivation and drive to excel. The ‘*mantra*’ is to deal with the root of the problem, viz., stress. Stress is nothing but ‘*an unfulfilled desire*’. It is based on simple economic problem “How to satisfy unlimited wants with the help of limited income”. Keep your wants your means, work more than others and expect less than others.

Physical stress is taken care of by rest and sleep, but emotional stress has no cure. Inappropriate attitudes and lack of understanding of some critical topics cause stress. A cognitive change will make your life stress-free by not letting in stress.

Youth today face the challenges of life - how to come out successful. Because, as Marvin Gaye sang, 'Ain't no mountain high enough' that can keep us from getting what we want.

**Let's accept and learn from the thought -**

A man asked Lord Buddha - "I Want Peace"?

Ans: Lord Buddha Replied: Remove the "I", that is Ego  
Remove the "Want" that is Desire  
Then "Peace" will automatically be yours

Lord Buddha left his 'Palace' in search of 'Peace'

And

We all are in search of a 'Palace' at the cost of 'Peace'

**Objectives:**

**Main objectives are:**

- ❖ Achieve success without stress
- ❖ Foster harmonious relationship
- ❖ Prepare for the challenges of life
- ❖ Fulfil your innate (natural) potential

The objective of the research work is to make youth strive for excellence with ethos and values in management. They should have a positive mind set

Living is an art, a skill, a technique. You need to learn and practice it as you would a game or a musical instrument - Swami Parthasarathy

Stress management which is an evidence-based method for the management of health as well as for a progressive spiritual evolution and enlightenment towards the ultimate goal of human life with a noble outlook that we all are *SPIRITUAL BEINGS UNDERGOING A LIMITED HUMAN EXPERIENCE*.

The research work makes an honest endeavour to build a community of successful, happy and spiritually-awakened world citizens. Young individuals will be able to face the challenges of life and come out successful.

**Hypothesis :**

The hypothesis of the research work is to facilitate individual and organization to achieve excellence as also 'enhancing effectiveness at work'; 'De-stress' for success and Personal Dynamics. Youth are gullible and susceptible to negative influence of other

people. The research work also envisages comprehending the importance of polishing your attitude/mindset/positive thinking /managing time/ improving skill sets, etc., to achieve SUCCESS in today's dynamic corporate world. It also gives you an insight for implementable concepts in day to day activities. Thus, Making Relationships Work (Discord To Accord) - It is not the world that distress you but how you relate to it. The research work enables the youth to question, explore, reflect and act to get the best out of themselves in day-to-day life.

### **Insights that Empower:**

Just as laws govern the world outside, laws operate in the realm of the mind. Ignorance does not exempt you from their effects. APEX introduces you to the laws governing your inner world. With these insights, you become empowered to shape the direction of your life.

### **The research work provides techniques of self-management that -**

- ✓ Harness your potential
- ✓ Help master your mind
- ✓ Inspire you to excel
- ✓ Equip you to deal with life's challenges
- ✓ Build meaningful relationships

### **Research Methodology:**

The methodology used in the research paper is out of self-experience for over four decades. Many of the books by great personalities have been referred. Quotes from eminent personalities have been made use of at appropriate places. The quotes itself have a message in it, which are easy to understand and imbibe them in real life situations.

Learning's from spiritual Gurus, viz., Sathya Sai Baba, Swami Dr.Parthasarthy and other personalities and their thought have been included. Learnings from the holy scriptures, viz., Bhagwad Gita, Bible, Quran, Avesta, Guru Granth, have been incorporated.

### **Learning's from quote by Mahatma Gandhi :**

- 1) "IT IS NOT LITERACY OR LEARNING WHICH MAKES A MAN, BUT EDUCATION FOR REAL LIFE"
- 2) "Happiness is when what you think what you say, and what you do are in harmony"
- 3) I SHALL PASS THROUGH THIS WORLD BUT ONCE.  
SO ALL THE GOOD THINGS I CAN DO,  
AND THE KINDNESS I CAN SHOW TO MY FELLOW BEING LET ME DO IT  
NOW, LET ME NOT DIFFER OR NEGLECT IT,  
FOR I SHALL NOT PASS THIS WAY AGAIN

BEGIN your DAY with GIFT of SERENITY PRAYER!

God Give me Serenity to accept the things I cannot change.  
The Courage to change the things I can & the  
Wisdom to know the difference!!  
ALWAYS Be Happy, Be Jolly, Be Cheerful!!

## Results/findings:

Results and findings are based on my own true life experience in achieving professional excellence, which I have shared for the benefit of our youth. Youth too should follow business ethos and values in management and their principles. An ardent seeker for spiritual learning and constantly update by participating in discourses, interacting with spiritual gurus, from time to time, which is the result/outcome of my research work.

## Laying the Foundation:

We often say that the strength of a building lies in its foundation. The stronger the foundation, the stronger is the construction. And so it is with your character. To develop strong character, you need to create a base of strong values.

These values are created and moulded in our formative years. They form the base on which your future conquests lie. They are the light houses that guide your travels on the ocean of life. This is why exposure to the truths of life and living is necessary in youth. Each one is gifted with ability and brings something special and unique into the world. It is your responsibility to discover the vast potential within and use it wisely and constructively. For this, you need to understand your strengths. And earlier you are aware of them; the greater is your ability to fulfil your potential.

In context of excellence - M B A means -

M IND

B ODY

A TMAN

Develop dynamic personality with 3 qualities -

M ind - CALM

B ody - ACTIVE

I ntellect - ALERT

## EduCare :

The word “EduCare” means to bring out that which is within. Human values, namely, Sathya, Dharma, Santhi, Prem and Ahimsa (Truth, Righteousness, Peace, Love and Non-violence) are hidden in every human being.

## Ideal Education:

What is the end of education?

Character is the end of education.

What is the essence of education?

Concentration is the essence of education.

What is the aim of education?

The aim of education is not only cultivating human qualities, but attaining divinity. Education is meant for life, not for a living.

### **Ideal Teacher:**

Humility, reverence, compassion, forbearance, sacrifice and self-control are the qualities which reveal the outcome of true education.

The right teacher is one who is an embodiment of love and teaches the student to love all, to cultivate the right relationships and to develop human qualities.

### **Qualities of a Teacher:**

The Mediocre Teacher Tells.

The Good Teacher Explains.

The Superior Teacher Demonstrates.

The Great Teacher Inspires.

### **Knowledge:**

Worldly education is negative and spiritual education is positive.

What is the use of having a bulb without electric current?

Secular knowledge is like a bulb;

Spiritual knowledge, like the current.

Both are essential for the progress of man and the world at large.

### **Spiritual Education:**

Material Education leads to desires and attachments.

Spiritual Education leads to peace and detachment.

Material education develops the ego.

Spiritual Education surrenders the ego at the feet of the lord.

### **Worship:**

True education is that which helps you to transform all work into worship.

Duty is God.

You may be engaged in any activity but you can transform it into worship by regarding that work as action performed for the pleasure of God and as an offering to God.

### **Managing Pressures:**

#### **Turn Obstacles into Opportunities - NEXTGEN LEADERS:**

These days a lot of people feel as though they're being asked to do the impossible.

Because they're good at what they do, employees are expected to do more, fix problems, handle crises, and in general, cope with all variety of situations with a clear and level head.

Managers are expected to deal not only with their own pressure, but also with the pressure of the people they manage.

Pressure situations are different for everyone: what causes one person to feel pressured won't be true for someone else.

In other words, one person's stress is another's excitement.

Equally, it is not pressure itself which is the problem, but the way in which people react to that pressure. Successful Managers actually turn the obstacles they face into Opportunities!

### **Ethos meaning:**

1. The distinctive character, spirit, and attitudes of a people, culture, era, etc: the revolutionary ethos
2. Sociology. The fundamental character or spirit of a culture; the underlying sentiment that informs the beliefs, customs, or practices of a group or society; dominant assumptions of a people or period: In the Greek ethos the individual was highly valued.
3. The character or disposition of a community, group, person, etc.
4. The moral element in dramatic literature that determines a character's action rather than his or her thought or emotion.

### **Values meaning:**

1. Relative worth, merit, or importance: the value of a college education; the value of a queen in chess.
2. Monetary or material worth, as in commerce or trade: This piece of land has greatly increased in value.
3. the worth of something in terms of the amount of other things for which it can be exchanged or in terms of some medium of exchange.

### **Experience with Striving for Excellence always:**

To quote JRD Tata "One must forever strive for excellence, or even perfection, in any task, however small and never be satisfied with second best". This reminds me of my real life experience working as Assistant to Mr. Phiroze F. Gutta, Chairman & Managing Director (CMD with 'Guts'), Union Bank of India way back in 1974. For sending circulars to all branches, we used to cut stencil and then roll out number of copies. If any error occurred, correcting fluid red in colour was applied for correction purpose. The typed circular stencil was placed before Mr. Gutta. No sooner, he saw 'red ink' marks all over the stencil, he got furious and threw the stencil at me. He said, this is not the type of work CMD wants. CMD was aware that the corrections can be made with the help of 'red ink', even then he advised me to abstain from leaving any 'red ink' mark on the stencil. That advised made an impact in my life, which still is lingering around and made me what I am today, learnt a lesson of always striving for excellence for any task however small.

### **Experience with Continuous Professional Development (CPD) :**

I would like to share another experience in Union Bank of India. That is the reason I kept learning year after year which helped me in honing my skills in the areas of specialization. I was holding BA (Economics) and desired posting in Economic Intelligence Department. I was told by my superiors, good you are B.A. with Economics, however, you are not possessing Post-Graduate Degree in Economics. So I did MA

(Economics). Later, I desired posting in Personnel Department after completing my Post-Graduate Diploma in Industrial Relations and Personnel Management. Even there, was told, I had fallen short of qualifications in Law. Thereafter, I completed LL.B.. Later, I desired posting in Computer Department, I was told to obtain qualifications in computers. I did that too. Thereafter, was told I did not possess doctorate and MBA. That too I completed Ph.D. in 2003 and MBA(Banking & Finance) in 2007, but that was after availing VRS from the Bank in 2001. That enabled me learn and thereafter able to reach to the post of Director of prestigious B-School in Mumbai offering MMS/MFM/MMM courses, affiliated to University of Mumbai and approved by AICTE, New Delhi.

*- These lines were written more than four hundred years ago :*

*Fill your bowl to the brim  
And it will spill.*

*Keep sharpening your knife  
And it will blunt.*

*Do your work and step back;  
That's the only path to serenity!*

Remember Golden words of Hitler: When you are in light everything will follow you. But when you enter the dark even your own shadow will not follow you. That's Life!

I would also like to share the GUIDING PRINCIPLES OF JRD TATA which has inspired me in life:

Nothing worthwhile is ever achieved without deep thought and hard work.

No success or achievement in material terms is worthwhile unless it serves the needs or interests of the country and is achieved by fair and honest means.

JRD Tata was asked how he managed to achieve excellence and accolades as Chairman of Tata Group and his reply was:

“The very first time I flew an airplane and looked down I couldn't see anything, not the biggest of buildings nor the factories, even large hills & rivers appeared mere lines..... I've never felt too much of our achievements since then..... “

Now how big are you?

And, how big are the things that will upset you today?

**KEEP LIFE IN PERSPECTIVE!**

Qualities of a Leader by JRD Tata (July 29, 1904 - Nov.29, 1993) :

To quote “If I have any merit, it is getting along with individuals, according to their ways and characteristics.....”

At times it involves suppressing yourself. It is painful but necessary..... to be a LEADER you have got to LEAD human beings with affection.

**Conclusions:**

I would like to share my experience as a student-cum-professional for the benefit of our youth at large. Two year after passing my SSC from Boys' Town Public School, Nasik in

1972, I started my career at the young age of 19 years having joined Union Bank of India, a major nationalized bank in India, as Stenographer on 4th March 1974. After joining the bank, I was not keen on taking up any further qualifications. However, my father was very keen that I at least study up to graduation. In 1976, I was an ordinary average student and my father sought my admission in Siddharth College of Arts (Bharat Ratna Babasaheb Ambedkar People's Education Society), Fort, Mumbai, that too at the fag end of admission process. The day of admission in college was the turning point in my life and thereafter, learning became passion in my life, which no doubt helped me to remain updated as well as for overall growth of building my career as a professional. That day also changed my attitude for continuous professional development and remains as a student forever. Earn and learn became my forte. I also advice youth to follow suit.

I would like to conclude with my experience with a message and inspiring learning from the quotes to budding professionals/entrepreneurs youth that one must be versatile in his/her field, whether in business or in any profession, in order to survive and sustain in a competitive world.

- Face challenges with a smile -- Challenges are like trees seen through a running train. As you approach them, they appear to be bigger. Once you pass them they become smaller.

- One Negative Thought Or Doubt Can Burn Thousands Of Dreams....

Be Positive Always !!!) - Everything is Possible - Even Impossible says 'I M Possible'.

Remember :

Tree makes 1 Lakh Matchsticks.

But 1 Matchstick can Burn 1 Lakh Trees.

Don't be hasty in life. Have patience to bear sweet fruits - To quote - Confucius

- If you want pretty nurse, you got to be 'patient'!

Do not attempt to be rich by status, running for more money, power, positions, etc. They are all materialistic things. Instead keep your needs within your 'rich'. Disciple asked Swamiji "What is Richness?" Swami Vivekanand replied -"Richness not Earning More; Spending More or Saving More, Richness is when you Need "NO MORE" !

Do not try to criticize or put other person down. To quote Swami Vivekanand "Always fight with your strength, not with other's weakness. Because, true SUCCESS lies in your effort, not in other's defeat".

Success and Excuses don't walk together -

If you want excuse, forget about success.

If you want success, don't give excuses

Three sentences for getting SUCCESS

a) Know more than others

b) Work more than others

c) Expect LESS than others

- William Shakespeare -

(If you want to lead peaceful and blissful life, EXPECT less than others. To quote Bhagwad Gita - As I do not crave for the fruits of action, action do not contaminate me - Karm karo, phal ki chinta mat karo)

- Being a good person,  
Is like being a Goal-keeper,  
No matter how many you save,  
People still remember the one you missed.....  
(Even then do good and keep doing good)

Do not worry about troubles, they will come and go. Keep smiling always - To quote Charlie Chaplin's 3 Heart Touching Statements!  
Nothing is permanent in this world, not even our troubles. . . . !  
The most wasted day in life, the day in which, we have not laughed.  
I like walking in the rain, because nobody can see my tears.

Be like a flower, spread fragrance and peace with whoever you come in contact with. To quote :

Dr. A P J Abdul Kalam, President of India (on occasion of convocation of Sri Satya Sai Institute of Higher Learning (Deemed University) November 2006

In the Bhagavad Gita, Lord Krishna told Arjuna -

"See the flower, how generously it distributes perfume and honey. It gives to all, gives freely its essence. When its work is done, it falls away quietly. Try to be like the flower, unassuming despite all its qualities".

This characteristic is to be imbibed and followed by every youth in all areas of activities.

A student inquired Hon'ble Dr.APJ Abdul Kalam - What is secret of 'Success'?

He replied : When your 'Signature' change to 'Autograph' - How many of us have been able to achieve this? If not, please try to do so.

Remember to be simple and change your attitude:

So SIMPLE it is to LIVE

So SIMPLE it is to LOVE

So SIMPLE it is to SMILE

So SIMPLE it is to WIN

But the Fact is,

It is too DIFFICULT to be SIMPLE!

**To Quote:**

Gar Firdaus Barhuzaminast do zaminastu

Haminastu, Haminastu, Haminastu

(If you are in search of heaven - It is here, here and here alone on earth!)

- Do not go deep into the mysteries of life, as no one has solved or is going to solve - Accept life as it is - LIVE BLISSFULLY. ACCEPT the UNACCEPTED!

- Nazar ko badlo, nazarebadal jayenge,  
Soch ko badlo, sitarebadal jayenge,  
Kashtiyon ko badal ne ki jaroorat nahi, mere dost,  
Sirfdisha ko badlo, kinarebadaljayenga !

"WE CAN'T DIRECT THE WIND BUT WE CAN ADJUST THE SAILS AND CHANGE THE DIRECTION IN THE MANNER WE LIKE"

## Recommendations:

### **VALUE Message to Youth:**

Inner Engineering/Happiness - Try to imbibe the quotes in your life for fruitful living and Success without Stress.

"Don't compare yourself with anyone in this world. If you do so, you are insulting yourself" - Alen Strike -

"If you win you need not explain...

But if you lose you should not be there to explain" - Adolph Hitler -

"Believing everybody is dangerous;

Believing nobody is very dangerous" - Abraham Lincoln -

To forget is human, to forgive is divine - forgive people for their mistakes

"FORGIVENESS is the fragrance the violet released as the foot crushes it" - Mark Twain

You should always remember Award Winning POSTER.....

showing a Fish caught on Hook & the Caption Read:

"Even a fish would stay out of trouble if it would have kept its mouth shut"

Let me share the wonderful story of positive Attitude:

Somebody said to Money -

You are just a piece of paper.

Money smiled and said:

"Of course, I am a piece of paper but I have not seen a dustbin yet in my life"

AthaJamyat, YathaAfrinam - "AS I WISH, SO MAY IT BE!"

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Synopsis: The author the former president of the United States wrote this book to encourage you to give whatever you can, because everyone can give something. He shares his own experiences and those of other givers like Bill and Melinda Gates to a six year old girl McKenzie Steiner who organised to clean up the beach in her community. These remarkable stories demonstrate that gifts of time, skills, things and ideas are as important and effective as contributions of money.

2. **Inspiring Leadership - Learning from Great Leaders** -John Adair published by Viva Books Pvt.Ltd.

Synopsis: In this stimulating and rewarding book while reviewing the great leaders in history and identifying the main lessons that can be learnt from them the concept of leadership that emerges is relevant even today. A thought provoking book and also rich in example and wide-ranging in scope.

3. **Vedanta Treaties and The Fall of the Human Intellect** - Swami Parthasarathy ([www.vedantaworld.org](http://www.vedantaworld.org))
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5. **The Secret** - Rhonda Byrne - Positive Thinking - Never think Negative
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8. **In Search of a Leader** - Dr.Pritam Singh, Professor of Eminence at the Management Development Institute (MDI), Gurgaon
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17. **Dreams from my Father** -Barack Obama, President, USA
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19. **The leader who had no title** - Robin Sharma
20. **How to talk to anyone** - Lowndes
21. **What they don't teach You at Harvard Business School** - Mark H.McCormack
22. **The Last Lecture** - He died of pancreatic cancer in 2008, but wrote a book 'The last lecture' before then, one of the bestsellers in 2007. What a legacy to leave behind...
23. **An Autobiography or The story of My Experiments with Truth** - M.K.Gandhi

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## Feature Article - 7 *Fostering Employees' Social Health*

This article is contributed by industry and academic world veteran Prof. R.N. Misra, Advocate, Senior Consultant - HRM/IR/Labour Laws, Corporate Trainer & Faculty - B Schools



**Prof. R.N. Misra**

The unprecedented Covid-19 has and shock as like Tsunami. same or different reasons, so also business enterprises, either even perishing. The Covid -19 trends associated with work / well-being. In this newly configured workplace, business enterprises are worried how to continue work and how to retain talent pool, capping the attrition of the skilled staff, to maintain the production and productivity, reduce cost and generate revenue to build the organizational resilience in the face of ongoing crisis , converting it to opportunities. Most business leaders are balancing more than ever before—both at work and at home. Managers have the daunting task of tending to their people’s emotional needs just as much as their work needs, and they don’t have the right practices in place to do it properly. Best possible Human Capital Management at this juncture is not a choice, but an imperative. Precisely; the Human Capital, which is inclusive of employees and staff, have to be revitalized with new tonic of engagement levels, so as to align their line of sight with the goals of the organization. Unless they are well taken care of, who else can satisfy the customer needs? In a broader sense, employees’ social health and fostering it is the key to success, apart from their personal needs and welfare. Employees ‘health, safety and welfare, even otherwise is mandatory, and should not be ignored, rather looked into carefully and meticulously. Employees are the contributors to the national economy. This article is based on the concept of “Employees’ Social Health”.

taken the world by both surprise Everyone has been affected for the human beings and the coming to the grinding halt or pandemic has accelerated many cultures and employees’ welfare

Key Words- Collaborations, Engagements, Co dependence, Social Health, People first, Employee connects.

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Companies big and small are focusing on employee health more and more. Company culture often focuses on productivity, which influences the bottom line. However, social health is becoming the center focus on shifting workplace environments. With this new focus, employees and profits alike can thrive.

Social health is a necessity for employees. The workplace must foster a positive environment where staff members feel they have support, connections, growth, and efficient means of completing their work. Every day, health, in any form, grows in importance. Having a foundation that focuses on all levels of employee health will bring about the most effective changes.

## **What Is Employee Social Health?**

Humans are social beings, meant to interact with other people on different levels, whether it's romantic, platonic, familial, or as co-workers. To use human nature for positive change means creating an environment of social health for employees.

It's first important to break down the elements of it. What is social health? How does it help employees? How does it differ from physical and mental health?

To begin, take the last question. Social health helps balance both mental and physical health. It is the forming of meaningful connections and relationships with other people. When you have solid social health, your physical and mental states will also improve. According to a study from PLOS medicine, strong social connections can increase your chances of a longer lifespan by 50%. This kind of drastic improvement affects everyone.

Whether you're an introvert or extrovert, you need social health to thrive in your daily life. In the workplace, it's no different. Forming meaningful relationships where you work is critical. Fostering that environment for your employees is also a necessity. People perform better when they have a support system – a group of people or a setting that keeps them going and encourages them to be the best they can be. Positivity and constructive feedback can be life-changing.

## **What Does Employee Social Health Look Like?**

Social health manifests in many different ways and will change for each employee. It's the actions, behaviours, and connections between co-workers. It's also the way people compose themselves in interpersonal settings.

For instance, if a worker is passive and doesn't speak up for themselves or their ideas, they may lack positive social health. Another example is an imbalance of work, social, and personal time. At work, employees need a balance of focusing on their responsibilities as well as collaborating and engaging with their co-workers – whether it's on a break or for tasks.

Proper social health in the workplace involves trust, a balance of independence and co-dependence, communication, problem-solving, being you, and fostering an environment of respect. These aspects are a foundation for respect and prosperity.

In order to act on these factors, employees can balance their time wisely, speak their minds without fear of retaliation, engage with their co-workers, and focus on maintaining the best physical and mental health. With a dedication to these actions, everyone in the workplace will operate well and in a healthy manner. As an employer, there are certain ways that you can encourage these behaviours and actions, both in and out of the office.

## How to Foster Employee Social Health

Creating an optimal environment for employee social health may seem like a daunting task. However, you'll find that these paths build upon existing activities, dynamics, and policies in the workplace. Others introduce new ideas that are cost-effective.

### **1. Start Employee Collaborations**

Since humans are social creatures, any form of connection at work helps with social health. As an employer, you can facilitate new events and activities that bring staff members closer together. People like to collaborate on projects, host work-related events, and socialize. It's human nature to build connections – and the workplace should be no different.

Activities take many different forms at work. In the office, you can start more teamwork-based projects. Keep in mind that collaboration doesn't mean employees work on the same thing at once. It could mean that each staff member handles various stages of the project. A marketing campaign, for instance, consists of social media posts, emails, and newsletters, interpreting data and analytics, and responding to customer feedback. The entire team should communicate and work together through each step.

Other ways to bring employees together include work events or parties and team outings. However, a positive workplace environment can encourage connections outside of the office, too. If multiple employees have similar interests, they can commit to it together. For example, exercising and fitness groups often form after employees build connections at work.

With a healthy environment that encourages socializing and connecting, employees form strong bonds with each other. Ultimately, they connect better at work, creating a support system for everyone.

### **2. Encourage Breaks**

Some people think of breaks as a thing of the past – that working straight through their shift, and even eating lunch at their desk, is the best way to maintain productivity. For some, this idea will be true. However, there is a positive correlation between productivity, mental health, and taking breaks. Skipping these breaks can be detrimental to an employee's quality of work as well as their state of mind.

One way to improve social health in the workplace is to encourage breaks. Often, breaks are a way for people to unwind for 15-30 minutes. Stepping away from work every few hours or so can recharge employees and get them ready to go with a fresh pair of eyes.

Additionally, breaks give people a chance to connect with their co-workers. They can catch up on their personal lives and share stories. They can make plans for connecting outside of work, continuing that strong bond.

You can bring breaks a step further with a dedicated break room. In this area, you can provide beverages and food – coffee is often a popular choice – to keep employees fuelled. Remember that you don't have to break the bank to treat your employees. You can opt for things like vending machines or occasional catering.

### 3. Meet Employee Needs

No matter what industry your company is part of, you'll want to meet your employees' needs. The job-hunting process is long and often tiring. When individuals find a position that they're a fit for, they want to know they made the right decision. Employers can ease this transition by listening to what staff members need and accommodating them as efficiently as possible.

All companies need the right supplies and devices. The basics include tech devices and software. Computers, tablets, phones, storage, and file-sharing platforms are some of the techs most companies require. If employees don't have these, they may not be able to properly complete their work.

Additionally, workers require social support. Unfortunately, over half of all U.S. workers are unhappy in their job positions. These feelings can stem from a lack of growth potential, preparedness, support, and training. Social health ultimately suffers, too. When workers are unhappy, they're less likely to speak up or connect well with their colleagues. Their quality of work decreases and that employee may try to find a new job.

Communication both ways about various needs offer a bridge to a more socially healthy environment. Staff members will be proud of their work and connect better with co-workers when they have the support they need on all levels.

### 4. Volunteer

Many companies include a cause of some sort in their business models. Whether it's a focus on the environment, social justice, or community service, creating a space to volunteer is essential. For the company, outreach programs and connections show a dedication to giving back. It lets consumers and clients know that your business values the community that supports it. This connection is a practice of social health of its own.

For employees, volunteering creates a way to bond with acquaintances, turning those dynamics into friendships. Often, people who volunteer want to show their dedication to a beneficial cause. Take the environment, for example. If you're someone who invests time into recycling and reducing your carbon footprint, then you'll be likely to volunteer at work.

People with common interests bond easily. They find passions through work that they share with other people, which boost social health. Giving back through volunteering also creates a strong sense of responsibility and dedication.

Ultimately, volunteering builds social health on every level. Companies build trust with consumers and employees bond with each other and their cause. As a bonus, employees form company loyalty when they commit to their job on both a workplace and volunteering level.

## 5. Change Policies

Company culture consists of the patterns, behaviours, policies, and actions that influence the social aspects of the workplace. It changes how employees connect and how their social health fares at work. With a strong company culture, employees create a support system for each other. Specifically, policies have a significant bearing on workplace performance and behaviour.

Your company's policies should center on, or include sections about, people first and foremost. A "people first" approach shows a dedication to your employees that they'll reciprocate. For instance, since working from home is becoming more popular, you can include new policies about that kind of work. Some people prefer virtual work due to improved productivity or family commitments.

Remember that virtual engagement comes with different requirements that in-office work. Ultimately, adjusting for new policies means fresh and new social dynamics. You can also work on policies regarding mental health. If you provide resources like support groups or therapy, you bridge a social gap. When people have the resources they need to thrive, they can work on interpersonal relationships and build those connections, all with your company's help. If you'd like to take a progressive step forward, you could change your policies concerning schedules. For example, you can make sure employees have one or two covered breaks per day that don't take away from their work shift hours.

## 6. Communicate

Communication is one of the most important aspects of any workplace. It is a two-way street for employers and employees to give and receive feedback. If something isn't working for an employee, you'll want to proactively reach out before it turns into a bigger problem. Starting these conversations is the first step into a more socially aware and healthy environment. There are many different ways to communicate in the

workplace. You can send out monthly or quarterly surveys that ask for employee feedback. How do they evaluate their own performance? How do they feel their supervisors have helped them? What do they need to continue doing their best work? You can turn these surveys into meetings, too. Open the dialogue to broad and specific points to get the full range of feedback.

You'll often find that social health, morale, and quality of work operate together. When one fails, so do the others. Frequent communication is the best way to keep all employees happy, healthy, and efficient. With more open and honest conversations, employees trust their supervisors more as well as their peers. Social health in the workplace is then a priority. It keeps the gears moving. Healthy communication leads to socially healthy employees and a healthy company in turn.

## **The Importance of Employee Social Health**

Social health is a necessity for human beings. It's the core of the interpersonal relationships that keep you going in your work and personal lives. Think of it as an ongoing project, just like your physical and mental health. It's something that you must maintain every day.

The workplace can help you and your employees with social health. Through collaborations and breaks, it helps build dedication and loyalty within colleagues – both to each other and to the company. When the company meets employee needs, they can perform better and improve their happiness at work. Volunteering strengthens commitments and social health across the board. Finally, policies and communication allow the business to take direct action in order to encourage social health.

With social health acting as a guide for physical and mental health, the workplace can foster all three. Employees have the ability to connect, thrive, and feel better every day.

## **The First Step**

No matter what stage of workplace social health you're at, there's always room for improvement. Employees are the backbone of businesses around the world. Creating the healthiest atmosphere for them requires patience and communication. With the right commitment, social health becomes a company priority that everyone benefits from.

## **Conclusion**

Although a difficult time for all, the Covid -19 has provided unprecedented opportunities .Designing around constraints of today's challenging environment may accelerate the future of work and unlock new and innovative ways to reimaging how, where and by whom work gets done. Ultimately, this can build greater resilience and efficiency and more sustainable business model to see us through the challenging period.

## Feature Article - 8

### *Self-Discipline is essential to Rebuild and Revitalize the Humanity*

This article is contributed by industry and academic world veteran Prof. R.N. Misra, Advocate, Senior Consultant - HRM/IR/Labour Laws, Corporate Trainer & Faculty - B Schools.



**Prof. R.N. Misra**

Over period it is observed that the ‘humanity’, which comprises of empathy, compassion, tolerance, mutual respect, trust, faith, wisdom, determination, will power, commitment, high moral, motivation, ethics and values have been perishing in the society, which is a dangers trend for the survival of the mankind. If ‘humanity’ vanishes, then where the society does exists? One need to introspect whether self discipline is not imperative to revitalize the basic values of civilization? Every faith or religion is based on the fundamental principles of ‘humanity’ being the basic essence of life and essential for the survival of the mankind. Then how does one develop the ‘self-discipline’?

You hear people say things like, “I don’t have the willpower to do that,” as they watch their friend order the salad instead of the fried chicken. It’s as if they believe that some people were simply born with divine willpower while others were overlooked as self-discipline superpowers were being handed out. The truth is, self-discipline is a learned skill, not an innate characteristic.

It’s clear that many people don’t know how to increase their self-discipline, however. In the 2011 Stress in America Survey, 27% of respondents said the lack of willpower was the biggest barrier to making healthy lifestyle changes. Many of the respondents agreed that they could likely increase their willpower, but the vast majority felt like the key to improved willpower was having more time to themselves. What many of the respondents may not have recognized is that increased leisure time doesn’t automatically equate to increased self-discipline.

Instead, the only way to improve your self-discipline is through intentional and dedicated practice. As with all types of self-improvement, change is difficult and it takes time. Here are six strategies to increase your self-discipline:

**\*1. Acknowledge Your Weaknesses\*** - Whether cookies are the downfall to your diet, or you can’t resist checking your social media accounts every two minutes, acknowledge your pitfalls. Too often people either try to pretend their weaknesses don’t exist or they try to minimize the negative impact their bad habits have on their lives. For example, many smokers think, “I could quit if I wanted to,” because they don’t want to admit they’re hooked.

**\*2. Establish a Clear Plan\*** - No one wakes up one day suddenly blessed with self-discipline. Instead, you need a strategy. Whether you want to increase good habits - like exercising more often, or you want to eliminate bad habits - like watching too much TV,

you'll need to develop a plan to outline the action steps that will help you reach your goals.

**\*3. Remove the Temptations When Necessary\*** - Although we'd all like to believe we have enough willpower to resist even the most alluring enticement, it only takes one moment of weakness to convince ourselves to cave to temptation. Making it difficult to access those temptations can be pivotal to increasing self-discipline. If your weakness is Face book, turn off the internet while you're working. If you can't resist overspending when you go to the mall, leave the credit card at home and only take a small amount of cash.

**\*4. Practice Tolerating Emotional Discomfort\*** - It's normal to want to avoid pain and discomfort, but trying to eliminate all discomfort will only reinforce to yourself that you can't handle distress. We can usually stand a lot more discomfort than we think we can. Practice allowing yourself to experience uncomfortable emotions like boredom, frustration, sadness, or loneliness and increase your tolerance to the negative emotions that you may experience as you increase your self-discipline.

**\*5. Visualize the Long-Term Rewards\*** - You'll be less likely to cave to temptation when you focus on the long-term gain. Giving in to today's temptations may make you feel happy now, but long-term happiness and contentment requires you to forgo immediate gratification. Visualize yourself meeting your goals and reaping the rewards (humanity) that you'll gain by practicing self-discipline on a daily basis.

**\*6. Recover From Mistakes Effectively\*** - Self-discipline comes easier on some days than others. If you're feeling stressed about an upcoming presentation, you may convince yourself to skip your workout. Or if you're ecstatic about your most recent business deal, you may let your good habits slide for a bit. Making mistakes is part of the process to becoming better. The way you recover from those mistakes is what's most important. The key is to acknowledge your mistakes and move on from them with even more resolve to do better next time.

It's not surprising that those who lack self-discipline are somewhat envious of those who seem to be able to exert impressive self-control. After all, self-discipline is the key to reaching your goals and creating a better life in specific and better human being in general. The good news is we all have the ability to be self-disciplined - we just have to practice it. Once we are self-disciplined, we may be able to revitalize and rebuild the humanity. 'Humanity' commences with self-professed conduct and behaviour, then spread across the society, through both practice and sharing the wisdom.

**SELF-DISCIPLINE  
IS A KEY TO MANY DOORS.**

## Feature Article - 9

### The New Role of Leadership in today's COVID times

This article is contributed by Mr. Neel Ramesh - Business Consultant, coach and corporate trainer, with special focus on MSMEs. MSME Consultant and Member of RCCI, Promotor of ABLE - Association of Business Leaders and Entrepreneurs -Navi Mumbai. Life member of Indian society for training & development

*A qualified Behavioural analyst, Psychotherapist, Organizational Competency Development facilitator, consultant, mentor, and counsellor.*

With over 25 years of corporate and manufacturing experience, Over 25 years of experience with various organizations' at Middle and Senior Management level covering Production, Supply chain management, Human Resource Management and Learning and Development.



**Mr. Neel Ramesh**

Organizations' worked with include, VIP Industries Ltd., Hero Honda Motors Ltd., Gabriel India Ltd., Kinetic Engineering Ltd., TechNova Imaging Systems (P) Ltd.

He Facilitates Workshops/Learning interventions that are engaging, informative and rewarding for businesses and individuals. He has experience in Business Psychology, HRM, with focus on Business & Employee development, Psychology of Emotional Intelligence, Change Management.

Since March 2021, navigating the Covid-19 storm, has demanded and challenged global business and tasked business leaders with strengthening their work communities during the most fractured time in modern history. Even as this is being penned, the process of vaccination though underway, raising hope for a return to normality - but perhaps the old normality is no longer acceptable. As experts have put up, the need is to have a leadership with more holistic and renaissance approach, to this unprecedented period, it presents the need and opportunity to reimagining the organisations, creating a diverse but-cohesive talent pool where employees have the autonomy to think for themselves, but the support networks and close bonds to make them feel like part of something bigger. Achieving this will require the human touch. With technology round the corner, offering the unified cloud systems and data-powered insights that translate into tangible improvements and sharper decisions, while ultimately making workplaces - whether virtual or physical - into loyal communities that survive shifting circumstances. "Technology has really helped, and will continue to help.

But beyond this Leadership needs to assume a different role and approach. There is a loud call for leadership to bring in diversification and inclusivity, facilitate engagement, support and strengthen communities.

*As it is rightly said by John Maxwell, “Everything rises and falls on Leadership”.*

The new Leadership role thus calls for ushering in greater aspects of Courage, Enthusiasm, and Creativity & Spiritualism in seeing through the organisation through the storm to sustain and perform!

Facing and dealing with the challenges thrown by the current pandemic situation making it as VUCA (volatile, uncertain, complex, and ambiguous) as ever...calls for true warrior leader.

Peter Drucker calls it the task of “abandoning yesterday and making the future”. Business leaders even as they grapple with the present realities, have to keep one foot firmly planted in the future, if they do not wish to be blown away by the continuous hailstorm of change that will characterize the new millennium.

The only survivors of this onslaught will be corporations headed by leaders endowed with the ability to see what lies ahead and to create in their organizations the necessary resilience to deal with the future.

Facing the change calls for recalibrating the dimensions to be courageous: A warrior leading by the front. It could be summarized as:

The inside out approach, leading by example, taking responsibility while leveraging permission.

The outside in approach, where your leadership shows up outside gaining influence on others. Showing courage while giving courage.

Inclusive approach, taking the team along, bigger dream, bigger team. More of listening while talking.

Community approach, as focus shifts from success to significance, adding value and service to the community.

Thus, the new leadership need to show case ...

Less for what he/she says, and more for what one can deliver.

Less by the goals set, and more by the mindsets built.

Less by what is controlled, and more by what is shaped.

Change is the biggest challenge for the leader in the new millennium. Keeping pace with the complexity and the rate of change, have become the most critical factors for the organizations today. We are in a phenomenon where business is conducted @ of speed of thought.

To cope with the change drivers, the leader will have to be a visionary, a change agent, a change leader and a knowledge manager. The most important task of the leader will be creating the organization’s vision and backing it up with the right corporate strategy. Rather than the charisma, leaders will be known for the processes they create. Integrative thinking - the ability to link internal processes and systems with the external world- will be the most desirable leadership quality. Innovation will be at premium and will need to be guided by structured creative process.

Leadership fundamentals as put forth by -Stephen R. Covey,

1. Sense of responsibility
2. Defining a mission, goal & purpose of life
3. Living by values
4. Mutual respect and trust
5. Mutual understanding
6. Creative cooperation
7. Continuous introspection

For a strong outside an equally strong inside is essential, this calls for Inner strength, bringing forth the spiritual aspect in Leadership.

Deriving the Inner strength: **STOP: REFLECT and RECONSIDER**

When a storm like this hit, there are two choices, either wait for it to pass before taking any action or deal with it regardless. Wait and watch, poses a risk of becoming a hostage of the situation, allow it to dictate one's response, and become victims.

Leadership is a stormy affair, full of challenges. Greatness is exhibited when one faces and deals intelligently with the storms. One cannot always control or predict how things unravel or grow in a given situation. But one thing is for certain, a leader is made stronger, larger and tempered when adversity strikes, if one chooses to become so...

Storms like these invariably challenges at the weak spots, as long it brings forth clarity to recognise such challenges to be seen through, thereby turning it to a business advantage by using them as an opportunity to learn, grow and strengthen. This in true sense is harnessing the tough situation.

Such situation can actually be very useful as they compel to stop, reflect on and reconsider the stand if necessary.

Invariably such challenges can stop the track of progress and bring in inner conflict into sharp focus. Careful thought and reflection can illuminate the way ahead.

Once free of doubt and inner conflict, the leader would be able to express his potential fully. Thereby perform significantly for the benefit of business, society and derive personal fulfilment as well.

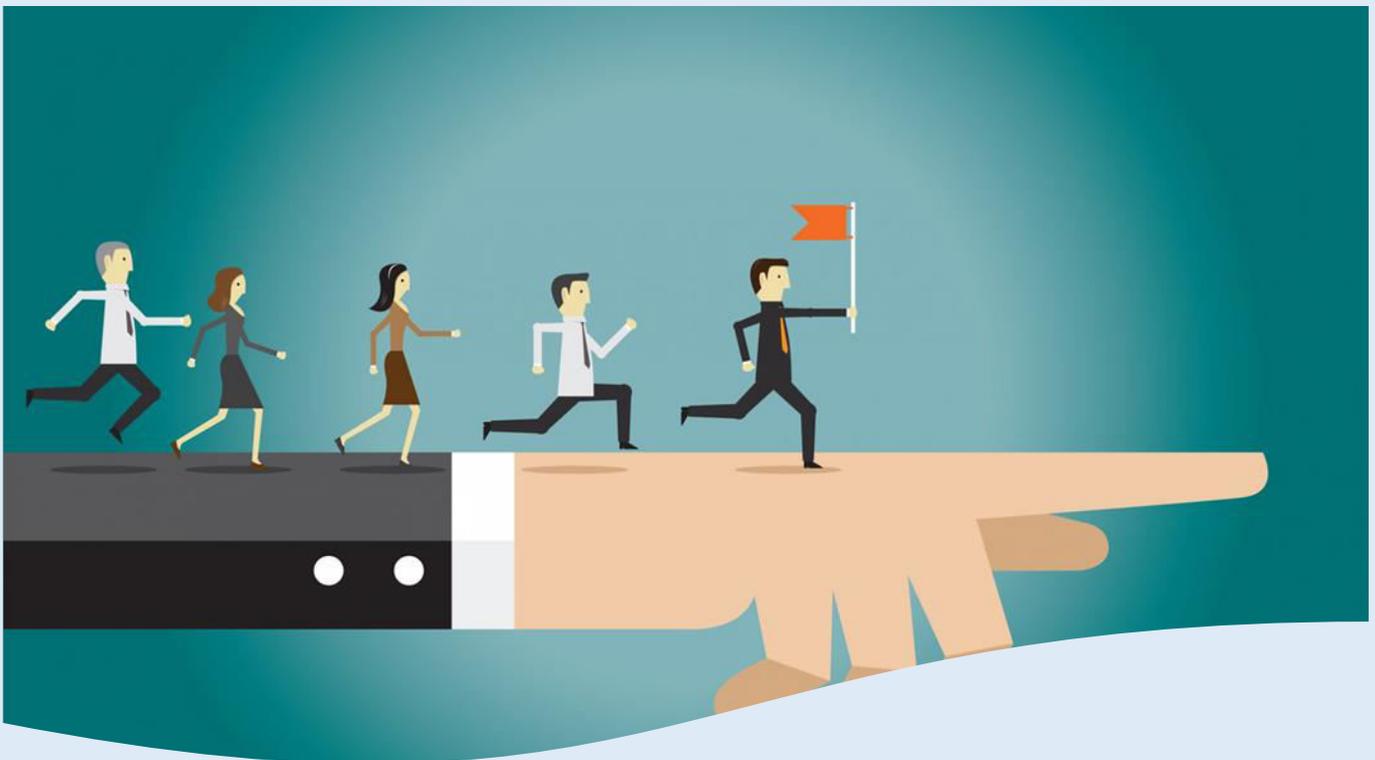
Acceptance, quietness of mind, intelligence, patience, and efficiency are all interrelated qualities that reinforce each other. These are also the reasons why some leaders who achieve a lot look calm, cheerful and exuberating. Energy and enthusiasm must be harnessed with intelligence and patience. When one's mind is calm, then knowledge is more impactful. Thus, energy is not wasted and there is clarity of thought and vision.

Thus, a calm mind enables a leader to perform intelligently, patiently and efficiently through tough situations.

Spiritually oriented leadership is considered as an effective approach to foster higher productivity, team creativity, and organisational learning capacity, so very essential to navigate through such tough times! Such leadership fosters active engagement at workplace, so that people experience meaning in life and work, which in turn promotes growth and development.

Finally, for a **“Make it Happen”** - Leader, all that challenges small or big, social, economic or personal have always proved to be powerful force that can motivate to achieve great things. Challenges and difficulties have inspired to generate new and creative responses that not only served as a beacon to others, but allow them to become larger than themselves to benefit others ...

The key is ... **“ACCEPT IT, THEN ACT”** Whatever the present situation is, accept it as if you had chosen it. Work with it, and not against it. Make it your ally, and not your enemy. This will miraculously transform your whole situation and life too.



## Feature Article - 10

### *Adversities Always Expose Mental Health*

This article is contributed by Dr. S. Neelkanthan, he is a Consultant Psychologist, Freelance Trainer, behavioural Counsellor & Life Coach. He is a Celebrity Coach helping Bollywood and Top Grade Businessmen. He comes with rich corporate experience of 34+ years in various prestigious Govt Organisations like NTPC, Officer of Indian Armed Force ICG (Govt. of India, Ministry of Defence). He also served some prestigious Private Corporate's and held key positions like Techno-Commercial Head, Profit Centre Head, National Head (HR & Admin), Head (Learning & OD), Coach & Mentor.



**Dr. S. Neelkanthan**

Many of my patients and their families expressed that Pandemic has created huge challenges and problems in their personal, family and professional life. After deep research I am convinced, and I can say with confidence that Pandemic has only exposed our pre-existing inner strength and behavioural patterns. It has not created anything new as regards mental health is concerned. In a life journey we will be required to face many more adversities and if we are not prepared, we will only end up blaming events and circumstances without any benefits.

In the last one year I have seen maximum mental health related patients in my Hospital. With the passage of time, I have realized that in many cases despite availability of abundance of facilities, the biggest challenge even the well to do are facing is maintaining sound mental health and happiness. This is where I thought of sharing my decades of experience in healing people with our readers to help them get better insights on mental wellness & happiness.

Attitude of Learning with intent to Take Corrective Actions is becoming a real big challenge for many. If we understand and decode the "Design Principles" based on which we are constantly functioning, then reasons of our struggles and difficulties can be understood and we can realistically safeguard our mental health by taking corrective actions. Remember mental health issues are not confined to any specific age or class of people.

During my ongoing research journey and deep interactions with 3473 individuals, 143 top institutions and families I got enriched with various unscripted/unknown factors about mental health. During interactions even people holding top positions and humble professionals expressed their honest confessions on their past experiences associated with success and failures. People who are presently leading a tough/miserable life and enduring sufferings had the courage to share honestly every bit of their experiences. It was a wonderful journey of insightful learning which is helping me immensely in healing people from rock bottom of their life.

*I would like to share some lessons learnt:*

### **Invest Good Times:**

Understand that when the road is smooth the quality of vehicle is never tested. The vehicle quality is tested from all angles only when enough unexpected Speed Breakers, Potholes or accidents are encountered. Adversities are speed breakers and potholes of our journey. My research with highly balanced people confirmed that those who are constantly investing on mental capacity building during peace time/good times are the ones who are least ruffled during tough times.

### **Initiate Timely Help:**

Another key factor I have seen is mental health issues are neglected the most by majority of people. People take actions only when it has crossed all the limits of bearing the trauma. This mistake alone costs the most. I strongly recommend discussing your issues with a strong well evolved professional on a regular basis to move ahead with clarity. In case of children, instead of parents trying to correct or address their issues they must seek professional help as child psychology is totally unique. This can save many traumatic experiences. Today many powerful psychological tools are available that are easy to apply and bring very quick effective results.

### **Personal & Family Life:**

The research confirms without even 1% of doubt that personal life & family life has the highest impact on one's life journey experiences and mental health. Even the most successful professionals suffer mental health issues mainly due to turbulent personal & family life. Here again having a trusted professional by your side to help you overcome every mental health issues without delay is the key.

### **Long Term Vision:**

We are evolved from animal life. Because of this, our brain too is designed to think only about current life and very little ahead. Most of the miseries are due to our incapability to think and visualise long term impact. Many of the tragedies can be avoided if we could take help when faced with challenges to create a long-term vision before taking a leap in life.

### **Controlling and Monitoring the Intake:**

With explosive and unprecedented growth in social media/news human brain is constantly bombarded with various input materials. One should be very careful in selecting what one is viewing and aligning with self -concept. Many things may be good to watch and feel but may impact mental health adversely on long term.

### **Forgiveness for Mental Housekeeping:**

Forgiveness was never so much more relevant and impacting than it is now. It is going to be even more relevant with the passage of time. One must invest time and upgrade Emotional Intelligence in mastering the art of forgiveness, so that very delicate emotional part of human brain is kept clean and healthy. Many people coming to me are suffering due to bottled up anger, resentment, sadness and guilt's. Give utmost priority

to Mental Housekeeping and invest constantly in sharpening this art. With constantly changing age, socio-economical and other situations never remain left out in learning new tools to remain up to date.

I am 24X7 helping people to redesign their life and I am convinced that anyone can redesign life at any stage from any level and lead a fulfilling life. The key is seeking timely professional help and living with never give up attitude. I am praying for happiness in everyone's life.

**Dr. S. Neelkanthan**

**Psychologist, Counsellor and Trainer**

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## Feature Article -11

### *Harnessing Inner Strength To Combat Resurge of Covid*

This article is contributed by Dr. Heena Samani - M.A., M.Ed., M.Phil., Ph.D.in Learning Disability and Language Development, Counsellor for Mental Health) - Principal of Tilak Group College, Nerul. With 20 years of service in the field of Education, Women Empowerment, Mental Well-Being & Social Service domain. She is a passionate, energetic and dynamic educator. Her life experiences has made her strong and she has strived hard for imparting quality education, understanding human psychology from various perspectives and understands individual needs in teaching - learning process. Her dedication, devotion, contribution in the field of education & mental health is incredible and is acclaimed by the educators, socialist and policy makers. Her wisdom, humility and aura of self-confidence and oratory skills make her different.

Her freelance social work in field of education, medication and justice for needy people is recognized all over. Ms. Heena believes in empowering the generation by virtues, values, ethics, community living in peace which in real terms is "Education". She believes that Love can change the world.

Let me take you all back to the last never experienced month of March!! The same month where we all were taken aghast on hearing the lockdown in wake of rising Covid cases.



**Dr. Heena Samani**

Today after a year we are experiencing the resurge of Covid and are on the verge of next lockdown. But certainly, there is a difference in a year's journey of Ups and down, struggles and challenges.

I do not find the fear that one witnessed last year (Certainly in some cases it is being too casual and

creating difficulties to others). For some it is a casual affair and have not taken things seriously, while some have efficiently faced the situation with courage, smartness and perseverance. And now in the midst of rising cases are prepared for the challenges more efficiently, and this I'm referring to something called as "Inner Strength". The inner strength allows one to face the situation with courage & motivation, and it is your inner fortitude which prepares you and makes you resilient. Before we proceed on to discuss more about inner strength in context of resurging Covid situation, it would be pertinent to understand what Inner Strength means.

"Strength does not come from physical capacity. It comes from an indomitable will" - M.K.Gandhi

In a simple language, it is our inner mental capability, the inner fortitude which allows you to face life challenges, a hard road which requires strength to face the situation.

“Inner” means something within “YOU. The WOW factor is that it allows oneself to understand your purpose, goals and endows you with the ability to thrive and face challenges that you come across. In the times of hardship and crisis, one breaks down. As rightly said by Anais Nin, “Life shrinks or expands in proportion to one’s own courage”. Inner strength is best defined as “Stable traits, an enduring source of well being, wise and effective actions, and contributions to others”. “Ability to do the right thing, the right way, without any concern about what other’s think” - [www.lifehack.org](http://www.lifehack.org) The success one gets is also part of the inner strength one has.



## Inner Strength And Facing Resurging Covid Situation-

The pandemic period reminds me of the wonder stories of great entrepreneurs who made news and were on page of popularity by unleashing their potential to the fullest. For quite a long time now we have been discussing how the pandemic came in guise of opportunities for those who wanted to make a difference and had courage to face them.

A teacher turning as an entrepreneur, a political science graduate of Delhi University who started the BOYU's kitchen, Woman from Pulwama who turned her hobby of calligraphy in business and many more awe-inspiring stories who found a way to flourish their business, hobbies and met their livelihood with dignity.

Inner Strength is your courage, perseverance, tolerance, compassion. It includes positivity, appropriateness of acts relative to time and space, mental resistance to acts that do not give a soothing feel and a strong will power to perform acts required are all of which comprise of a state of well-being and self-confidence and refers to the inner strength one has.

During Covid to fight with the disease the inner strength helps to take care of health, manage finances, and socialize with norms, remain emotionally stable.

Relating our existing inner strength to fight with Covid also is relative to the appropriateness of acts that one takes to safeguard oneself. You can harness your inner strength by -

- ✚ Demonstrating Resilience
- ✚ Have a flexible and adaptable thought process

- ✚ Keep alternate plans ready to achieve your goals
- ✚ Track your actions
- ✚ Bank upon your virtues
- ✚ Introspect and understand yourself
- ✚ Embrace all that scares you
- ✚ Assess your inner 'You' to assess your strength
- ✚ Be optimistic and face challenges

In wake of the rising cases, the proactive measures taken based on inner strength can place us in better condition and understand various challenges lying ahead with the second wave of pandemic. Our body responds positively due to the inner strength when confronted with the virus. Acknowledging the virtues of your inner strength keeps you motivated, resilient and overcome the fear posed by the resurging Covid cases. Being calm. Compassionate, self-motivated with emotional stability are the pressing needs to face Covid, which ultimately are ingredients of our inner strength. Falling prey to rumours, being casual in approach, non-acceptance of norms, rules and regulations laid down for our own safety are result of our own choices. In view of the situation, our inner strength motivates us to identify our strengths and directs our actions. It gives a feeling of peace

and confidence promoting utilitarian objective of one's own life and well-being of self and others at large.

How can you enhance your inner Strength?

Can our inner strength be improved or enhanced? Having understood what inner strength is and its need in resurged Covid situations, strengthening yourself

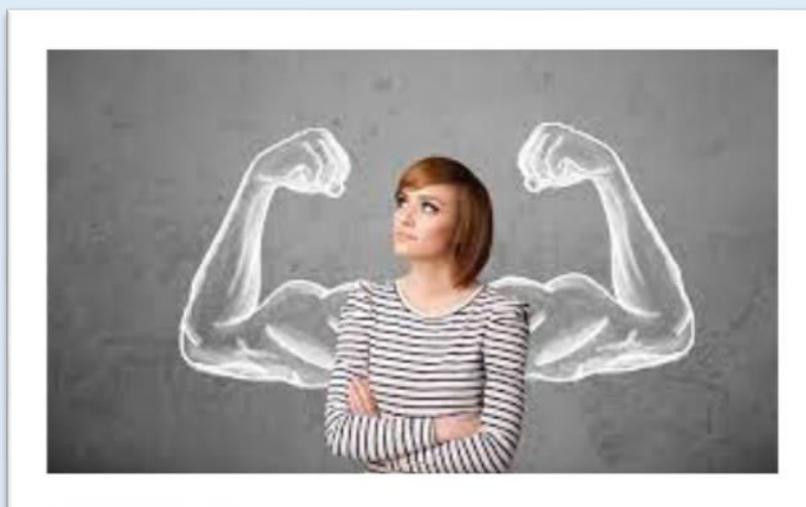
internally is of profound importance and has incredible results.

The following short and simple explanation with an exercise is an attempt to make you aware of ways to improve your inner strength with the components. The explanation carries a self- assessment rubric which will allow oneself to assess in the present condition.....further an extended explanation which can be a tip to enhance the same.

	Component	Self-Assessment (Put a tick)			What Needs to be done?
					
1.	Resilience				Build a resilient profile. Demonstrate resilience and face situations with grit and determination
2.	Mindfulness				Be mindful of your acts. If they are right or wrong, appropriate and inappropriate. Your mindfulness directs your actions.
3.	Equanimity				It is the calmness of mind. The profile that one builds to maintain in a difficult situation. In simple words it is strategy to regulate emotions
4.	SWOT Analysis				Though it has come from business Perspective, it allows to assess our personal strengths, maximize inner potential, growth and personal development. Analyze your strength and weakness, threats and opportunities. Compensate your weakness with your strength.
5.	Emotional Stability				It is a very important aspect in all areas of life. Managing stress positively, converting stress in creating opportunities is important. When you connect people around you, be

					emotionally stable and be compassionate. Let us not make stress an attitude of life
6.	Positive Psychology				Positive psychology enables to thrive based on our strengths, lead meaningful life, feel good and carry sense of happiness in whatever act you do.
7.	Neuroscience - All about your brain				Shape your brains for happiness, love, compassion, care and embrace fear and failure.

Whether during pandemic or other situations, our inner strength helps us to face the crisis at par. All my articles revolve around the most important life skill which I make a note to discuss about is 'Resilience'. Build your individual resilient profile to harness your inner strength and lead a life of happiness and gratification!! Stay Safe and Keep Others Safe!! If you are vaccinated, it does not mean you would not be infected.... It would be your inner strength which will help you to fight with the virus!!



## Feature Article - 12

### Hair Transplantation: Facts You Would Like To Know



**Dr. Dolly Gupta**

This article is contributed by Dr Dolly Gupta India's leading Dermatologist and Cosmetologist Consultant Dermatologist, Hair Transplant & Cosmetic Surgeon, Owner and Director D'CosMedics Clinic. Kolkata. MBBS; MD (Dermatology); FIDS (Cosmetic Surgery, Hair Transplant & LASER); Certified in Trichology (USA)

Hair loss or baldness has a huge impact on self-esteem of an individual. Restoring hair helps in restoring lost zeal and confidence back in your life. Hair restoration technique has evolved enormously and considered as one of the most popular procedure in aesthetic industry. The number of patients opting for it has increased tremendously in last few years. This procedure is famous worldwide, but the process varies from surgeon to surgeon and one country to another. Unfortunately, due to mushrooming of small clinics run by non-medicos, quacks and hair transplantation being done by unqualified people, instances of poor results and bad hair transplant work are also an increasing trend. Selection of right clinic and a qualified, well trained surgeon is the key for successful results.

A successful hair transplant surgery is designed to provide natural looking long-lasting results with no complications. Aviyana interviewed Dr Dolly Gupta, well known Celebrity Dermatologist,

Cosmetic and Hair Transplant Surgeon from Kolkata where she cleared some of the common queries associated with Hair Restoration Surgery.

**Q. What is Hair Transplant Surgery and its principle?**

Dr Dolly Gupta: The hair follicles at the back and sides of the head are genetically resistant to baldness. The principle of hair transplant is very simple. Hair transplantation is about relocating or transplanting the resistant hair follicles from the back to the balding areas on front of the head. They persist lifetime and grow naturally.

**Q. Does Hair Transplant work for every person?**

Dr Dolly Gupta: The treatment of hair transplantation is effective in every case provided you have selected the right surgeon who in turn has chosen the right candidate for hair transplantation. Issues like co morbidities, other medications, and smoking or lifestyle habits can affect the results. We keep these factors into consideration for best results, select cases wisely and explain everything in details during the consultation.

**Q. Is this the only permanent solution for baldness?**

Dr Dolly Gupta: Yes, hair transplant is the only permanent solution for male pattern baldness and few other hair conditions where medications do not work. The treatment is permanent as long as you choose the right surgeon who is qualified and experienced to do the procedure efficiently and smoothly. Selection of right candidate having realistic expectations is equally important. During the consultation, we evaluate in details and then suggest the best treatment plan.

**Q. What are the techniques of hair transplantation?**

Dr Dolly Gupta: There are two techniques—STRIP and FUE or Direct Hair Transplant. I follow the latest and the most advanced technique learnt from the best of the hair restoration surgeons in India, Singapore and USA. In the FUE technique, there will not be any cuts, stitches or visible scarring. There is minimal pain and post surgery recovery is very quick with very high patient's compliance and satisfaction rates. Hence most people prefer FUE technique these days.

**Q. How long the surgery takes?**

Dr Dolly Gupta: Duration of surgery depends on the area of baldness and number of follicles to be transplanted. On an average for 2500-3000 follicles, it takes 5-7 hours.

**Q. How long one has to take rest post hair transplant?**

Dr Dolly Gupta: It does not require hospital stay and the patient can resume work from the very same day.

**Q. Can the transplanted hair be shaved, oiled or dyed?**

Dr Dolly Gupta: Of course, they grow as normal hair and can be trimmed, shampooed, oiled and dyed as well. Transplanted hairs look absolutely natural and do not need any additional maintenance.

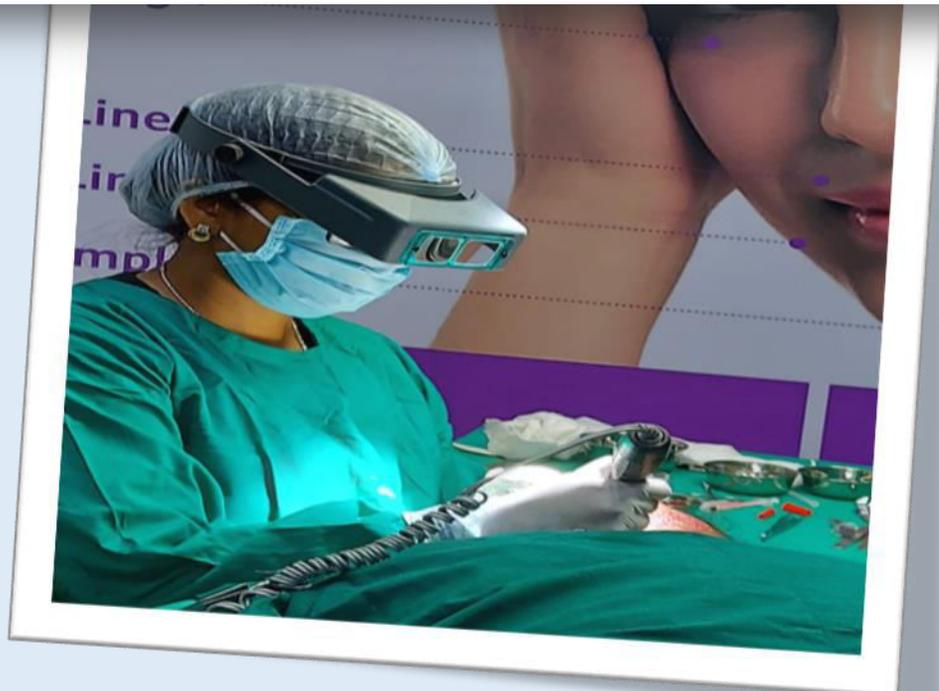
**Q. An important question, is hair transplant surgery painful?**

Dr Dolly Gupta: Pain is a relative term. Every individual has a different pain threshold and varies from person to person. FUE method is very popular for this reason as well as there are no cuts or stitches in this technique. The procedure is performed under local anaesthesia and the patient is conscious throughout the session listening to music or watching TV. We take all measures to reduce the pain to minimum. They just feel initial 2-3 pricks like ant bites and then the rest of the procedure is almost painless. Additionally, the anaesthesia prevents pain for a period of time immediately after the procedure is complete and medications are prescribed post surgery to avoid any further pain, swelling or any infection. So overall it's a simple surgery provided all necessary precautions are followed religiously and done in a good OT set up.

**Q. One last question, how expensive are hair transplant surgeries?**

Dr Dolly Gupta: Cost of surgery depends on many factors like total areas to be covered, number of follicles required, technique, experience and expertise of the doctor. Never decide your doctor just based on the cost or seeing advertisements as done by many. Results are visible and if not done correctly, there is no way you can get back your damaged follicles again. Plus unnatural hair line totally spoils the look and confidence of an individual.

We charge very reasonable and perform the most advanced technique.





**FINAL MESSAGE:**

Dr Dolly Gupta: Only a dermatologist can evaluate the exact type of baldness and the exact cause of hair loss, after detailed examinations and lab tests. We explain in details about the treatment to be followed and may combine with other latest and advanced hair related procedures like PRP, GFC or LLLT along with medications to deliver the best results. There are many products available in the market or false information or videos in social media claiming to restore hair loss. Patients often try them and approach us only after they fail to show any result. At times, it gets too late to be able to cure the problem. I would advise everyone to consult a dermatologist during the primary stages of hair loss, instead of wasting time and money on such products.

Hair transplantation is done in cases where medicines or other therapies have no role. The goal is to give a natural appearance so that no one knows that you have undergone the surgery. Selecting the right well trained hair transplant surgeon who can deliver such natural results is the key and decides the outcome as many quacks, technicians and unqualified professionals are performing such surgeries with unnatural or poor results.

Feel free to approach me for any concerns related to skin and hair issues, I will be very happy to help. I keep sharing skin and hair care related tips on my Instagram profile @drdolly\_dcosmedics, fb page and YouTube. You can follow me there for such useful tips regularly and feel free to ask any queries related to skin and hair. I am also doing ONLINE CONSULTATIONS for those who cannot come to my clinic. So you can approach if you want.

Dr Dolly Gupta

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Like our fb page <https://www.facebook.com/dcosmedics/> and follow us on Instagram [http://instagram.com/drdolly\\_dcosmedics](http://instagram.com/drdolly_dcosmedics) for regular updates on Skin and Hair Care.

## Feature Article – 13

*Evidence Based Approach For Successfully Quitting Tobacco  
Special Article On “World No Tobacco Day”*

This article is contributed by Dr Pawan Gupta India’s Cancer Surgeon - M.S., M.Ch., FAIS, FSOG

Having treated patients of all kinds for more than 18 years and being privileged to have worked at reputed Cancer Institutes of India - Gujarat Cancer and Research Institute, Tata Memorial Hospital, Dharamsilla Cancer Hospital, Nizam’s Institute of Medical Sciences, SMH-Curie Cancer Centre, Asian Cancer Centre, SCB Medical College; his unfailing compassion for the Cancer patient attempts to achieve not just annulment of disease but an excellent quality of life. Inspired the fighters of cancer during his professional work, he was

in forming the “Indian Cancer which prophesizes “Win over overcome or survive it. He an attitude, CANCER WINNERS they live in a positive spirit, filled with love. We can have creating awareness among cancer early when it is rehabilitation of the patient suffered. He believes there is cancer with surgery, drugs requires a holistic approach alternate therapy. He is the CAN WIN FOUNDATION. He is



**Dr. Pawan Gupta**

primarily instrumental “Winners’ Association”, “Cancer” rather than just believes that winning is are not immortal but feel great, full of energy more cancer winners by the society to diagnose curable and by and family who has more than just treating and radiotherapy. It and integration with National President of I associated with other

National Association - • Association of Surgeons of India.(AL-20856) • Indian Association of Surgical Oncology. (G-0020) • Active Member International Society of Surgery (ISS/SIC). (283424 IN)

• Active Member Breast Society International • President - Indian Cancer Winners’ Association • Telemedicine Society of India • Indo American Cancer Association ; Fellow Association of Surgeons of India; Fellow in Surgical Oncology, uro-oncology, Plastic and Reconstructive surgery.

Coined - "CANCER WINNERS"

Published book-"Win over Tobacco - Made Easy" and "Tambaku pe jeet - huin aasan"

Founder - I CAN WIN FOUNDATION

Specialties: Cancer Surgery, Telemedicine, Cancer Awareness, Cancer Screening, Cancer Rehabilitation

In this pandemic time, it is a very much known factor that tobacco users whether smoking or chewing are more prone for corona infection. The morbidity and prognosis is highly guarded for the tobacco users. In this pandemic lot of tobacco users really wish to quit tobacco. But for most quitting is a challenge. This article describes how one can go for quitting of any form of tobacco.

Quitting Tobacco is easy but staying quit is difficult! People quit tobacco to restart and this cycle goes on leading to frustration and loss of confidence. With increasing awareness people come to me with “Please don’t tell me why, TELL ME



HOW TO QUIT”.

Why is it So difficult to quit? Why is it people are not able to quit tobacco, in spite of so much of awareness about Tobacco. According to World Health Organisation Tobacco is a DISEASE (and not just a habit). And it is a Complex disease. Like any other disease it has to be treated. Complexity lies in the fact that there are various component of this disease that includes - social, psychological, and physical. Each of these components have to be recognized, explored and treated.

When to quit? Earlier is definitely going to can be cardiovascular, skin, dental every part besides unidentified tobacco started check yourself and [Tobacco use](#). If you reversed and you can



the better. Continuing Tobacco use harm you and it is just not cancer, it respiratory, Central nervous system, of our body is harmed by tobacco mineral and vitamin deficiency. Has affecting you - it is important you recognise any of [the 27 early signs of quit hopefully the these may be get back to normal](#). Continuing will lead to more of any of the [19 diseases](#) And if one still continues it would cause major [10 advanced disease](#) which would cause morbidity, pain and death. Remember all tobacco users will have some or the other disease, better quit now.

Components of Tobacco Disease - Is [your will power enough to quit tobacco](#). This is the dilemma. A proper assessment by Fagenstorm grading system into mild, moderate and severe grade of the tobacco addiction disease is to be done. Recognising the predominant component of the tobacco disease - social, psychological and physical for the person and treating accordingly. A tool is available to assess the will power of the person ([free APP for android - ICANCARE](#)). The treatment of this disease is done accordingly.

**Methods of Quitting** - The intervention therapy includes - Behavioural therapy and Pharmacological therapy. Both intervention are important and essential part of the treatment. The proper intervention includes individual and group counselling and treatment with medication to decrease the withdrawal symptoms. Withdrawal symptoms are the biggest deterrent of successful cessation. Now specific medicine is available which decreases the withdrawal symptoms and at the same time blocks the nicotine receptor in the brain. Studies in US and UK have shown high success rate for quitting using both the interventions through a certified expert. Sadly, in India, people feel it is a social stigma to visit a physician for seeking help to quit. They try to self-quit and relapse is inevitable. However, I would like to appeal that it is never a stigma to seek help. Rather the one seeking help is the most confident person and not only can they quit themselves but also help people surrounding them to quit!

**Who can help me quit-** Most of the person have tried quitting multiple times before they actually seek help by a professional who is trained for the purpose. Most of the doctors fail to help as tobacco addiction is a complex disease and everyone are not trained to handle this. There are two types of doctors - AAR (ask, advise and refer) or 5A (ask, advise, assess, assist and arrange). Training program - [Certificate Course](#) has been introduced for the first time in India to upgrade the skills of the doctors to be able to treat these large number of patients of tobacco addiction. Recognised ICanCaRe Tobacco Wellness centres are coming up to specifically help these patients. The quit coaches hand hold the patient through the journey and intervene as and when required in a proactive manner.

**Relapse** - The cycle of tobacco addiction includes the planning phase, active phase and maintenance phase. The whole cycle lasts for 2 years. A person may relapse at any point of time so has to be vigilant and recognise any triggers. Most common cause of relapse is social, and one trail means you have to START once again. [A Tobacco Wellness App](#) is available to keep track of the tobacco habit for the patient.

Tobacco is a complex endemic disease. It is well recognised and now diagnostic methodology, specific medicines and counselling process are available to treat this disease. The book WIN OVER TOBACCO MADE EASY authored by Dr Pawan Gupta is a comprehensive guide for those willing to quit and also for doctors. It is moral responsibility of all doctors taking training to understand the intricacies of the disease and advise the patient in an evidence based method for tobacco quit to be successfully. Max Super Speciality Hospital understands the need and ICanCaRe Tobacco Wellness centre is shortly coming up at the Vaishali unit of Max Hospital.

**Make quitting tobacco a pleasure journey. Talk to the experts  
Call ICanCaRe Quit-line 011-43077695 [www.icancare.in](http://www.icancare.in)**

Dr. Pawan Gupta

Founder - ICanCaRe

Director (Head and Neck)- Max Super Speciality Hospital-Vaishali, Patparganj and Noida

Contact: 9811290152

[drpawan.oncosurgeon@gmail.com](mailto:drpawan.oncosurgeon@gmail.com)

Let's build a clean, green, healthy and lively community together!

Innovative Cancer Care and Rehabilitation Pvt Ltd

Regd. Office: FF-02, Omaxe Green Valley Plaza, Sector 42, Faridabad, Haryana - 121001

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### Feature Article - 14

#### *Understanding Heart Donation & Transplant - A New Era In Heart Transplantation With Donation After Circulatory Death(DCD)*

This article is contributed by Dr Manoj Agny- Consultant Cardiac & Transplant Surgeon, Mumbai,India. He is internationally acclaimed and one of India's leading Senior Consultant Cardiothoracic and Transplant Surgeon. Cardiovascular & thoracic surgery boards ( MCh ) - 1991 - Sir J J Hospital and Grant Medical College, Mumbai, India. After leaving India in 1995, worked at the Oregon Health Science University, Portland, USA initially as a fellow and then as a faculty member. Association with Dr. Adnan Cobanoglu and Dr. Albert Starr helped in gaining significant skills and insights in adult and pediatric cardiac surgery and cardiac transplantation.



**Dr. Manoj Agny**

For further experience in heart and lung transplantation, went to Manchester, U.K. for a couple of years. The English experience was excellent because the transplantation infrastructure also encompassed medical management in addition to surgical one. Has, arguably, have one of the largest experiences in Heart and Lung transplantation for an Indian.

The return to John Stroger Cook County Hospital and Rush Presby Med Center in Chicago, USA for the next couple of years was to gain more expertise in OPCABG, Mitral valve repairs and Robotic surgery.

Returned back to India, after spending eight years in the West ( 6 years in US & 2 years in UK) For the thirteen years in Mumbai in multiple major private hospitals have performed complex adult and paediatric cases. Have been involved in trying to set up Cardiopulmonary transplantation programmes in Bangalore and Ludhiana in the past four years.

Cardiac transplantation has evolved over the last five decades to become the best available therapy for patients with end stage heart failure (ESHF) having a high probability of death.

The biggest limiting factor that remains though is the paucity of donor hearts. Moreover in a country like India, where heart transplantation is in its infancy, awareness of organ donation and eagerness to donate is lagging significantly. A newly evolved technique of organ preservation, called Organ Care System (OCS), following Donation after Circulatory death(DCD) under controlled and modified settings may be the much-needed

solution. Maintaining the heart in a warm, optimally functioning state in a specially designed box could lead to a significant control of the critical ischemia time. This could translate into transplanting hearts, if need be, over larger distances spread over a longer period of time. Also to be able to assess the function of the organ outside the body could open up different dimensions of enhancing function of the harvested heart with better.

## Introduction

Before the concept of brain stem death was begun to be implemented, non-heart beating donors (NHBDs) were essentially the source of [organs](#) from cadaveric donors. But better results were seen with beating heart donors in brain stem death (BSD) individuals. Primarily so because organs were perfused with oxygenated blood until the point of ex plant and subsequent cooling at organ retrieval.

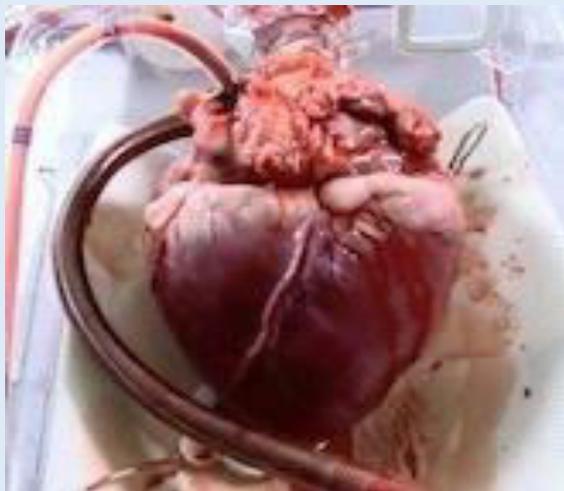
With the success of heart transplantation, the criteria for acceptance of donor hearts have been continuously expanded. Nevertheless, transplantation is limited by the shortage of suitable donor organs due to the huge disparity existing between the number of patients of ESHF and the number of cadaveric donors. Ways to increase the donor pool were sought. Like, use of marginal donors and donors beyond the normally accepted age limit. These do help in emergent situations but are sub optimal in graft functioning and long-term survival.

Ischemia times exceeding 6 hours are associated with primary graft dysfunction and acute right heart failure, both of which contribute substantially to post operative morbidity and mortality. While cold storage aims to minimize ischemia injury it does not allow resuscitation of the graft. Delivering donor organs is always a race against the clock. Organs are even today kept on ice in plastic bags enclosed in transport containers. A heart preserved by the cold storage is only viable for around six hours. These aspects gain even more importance considering the recent development of global increase in the donor age. Use of DCD donors for heart transplantation was limited by fear of warm ischemic damage. To circumvent this, a novel approach of preserving function of the retrieved donor heart after stoppage of circulation in the donor, has recently come up-the OCS.



## Warm preservation

Organ maintenance systems(OCS) that minimize the cold is chemia time and enable cardiac function to be assessed ex vivo have been developed. The OCS is a revolutionary portable, sophisticated device that allows the heart to be perfused by blood in a warm, beating state ex-vivo to optimize its function and enables its analysis and monitoring during transport. The blood is collected from the donor and is continuously circulated to the organ in a closed circuit along with a special solution. Monitoring of the heart comprises measurement of blood temperature, hematocrit, aortic pressure and flow, coronary flow and oxygen saturation. Of huge advantage is also the fact that blood has an excellent capacity for oxygen delivery is a potent antioxidant free radical scavenger, an efficient buffer and has the potential to protect endothelial function there by reducing injury.



Explanted heart cannulated and being OCS from Transmedics perfused

Some centers are now using such donation methods to expand their potential pool of organs. A few now have established or getting established programmes for heart, [kidney](#), liver and lung transplants from such donors.

## DCD Procedure

A donor after circulatory death (DCD) is a donor who has suffered devastating and irreversible brain injury and may be near death, but does not meet formal brain stem death (BSD) criteria. In these cases, the family has decided to withdraw care. When the patient's heart stops beating, the organs are then recovered in the operating room. The surgeons involved in transplantation cannot be part of the end-of-life care or in the declaration of death. This type of donation does not cause or hasten death.

**Maastricht classification**

NHBD are grouped by the Modified Maastricht classification (1):

I	Brought in dead	uncontrolled
II	Unsuccessful resuscitation	
III	Awaiting cardiac arrest	controlled
IV	Cardiac arrest after brain-stem death	
V	Unexpected cardiac arrest in a critically ill patient	

Unlike in kidneys, where delayed graft function imply means a need for dialysis, delayed graft function in hearts can be fatal, which is why only controlled donors are used for hearts. Hearts can be taken from categories III and IV. Rarely from category V. Following declaration of death after the cessation of circulation, cardiopulmonary resuscitation (CPR) is continued until the transplant team arrives. A No Action period is followed after termination of CPR to confirm that death has occurred; it usually ranges from 5 to 10minutes in length depending local protocols. It can as be as short as 75secondsat some centers.

Once full formal consent for organ donation has been obtained from relatives, and other necessary formalities such as informing the [coroner](#) are done, the donor is taken to the operating room, and the heart, liver, lungs and kidneys are retrieved based on their functional status. This is similar to a normal multi-organ retrieval, but prioritizes quick cannulation, perfusion and cooling with ice, with dissection following later.

Warm ischemic times (WIT) are closely monitored. Hearts are flushed with an organ preservation solution post the decided upon period of warm ischemia (WI). This solution is extracellular-type, low viscosity that couples the impermeant, inertosmotic carrier (by using lactobionate and mannitol) property with the strong buffering one (by using histidine). Glutathione in the solution is one of the best antioxidants available. Explanted hearts are connected to a heart circuit & performance assessed in the time up to implant. Functional (Cardiac Output, Coronary Flow), metabolic (pH, lactate, myocardial oxygen consumption), and biochemical parameters of myocardial injury (troponin, LDH) are evaluated.

Organs recovered from a donor after cardiac death are hypoxic to some extent during the time after the heart stops beating. This may make hearts from this type of donor “slow to start”. But after resuscitation, DCD heart shave similar contractile properties,

although stroke volume is reduced, comparable to BSD hearts. As noted in a porcine study, DCD hearts have a significant decrease in phosphor creatine with an increase in inorganic phosphate during this period, with a return to baseline levels after reperfusion. After transplantation, cardiac function is comparable between BSD and DCD groups. Therefore the DCD heart maintains viability and recovers function similar to that of the BSD heart and will be suitable for clinical transplantation(2).

## Clinical Trials

The OCS Heart PROCEED II FDA pivotal trial-prospective, randomized, multicenter, international trial (3)- Demonstrated in both the primary effectiveness and the safety endpoints that the OCS is as safe and effective as the current standard of cold storage in preserving standard donor hearts for transplantation despite having significantly longer total cross clamp time. Also noted was the fact that circulating lactate level of the OCS perfusion could be a useful parameter to evaluate donor hearts status ex-vivo.

## Ethical angle

There is an ethical debate as to whether physicians will declare death sooner than is currently required. Many ethicists also feel that a doctor's duty of care to the still living outweighs any duty of care to the dead. For category III donors, treatment is being withdrawn from a living person, who will then die and become a donor. It is important that the decisions that injuries are non-survivable, continued treatment is futile and that withdrawal is in the patient's best interests be made completely independently of any consideration of suitability as an organ donor. Only after such decisions have been firmly made should a patient be considered as a potential organ donor. Although such treatment can be continued until the transplant team arrives, no additional treatment should be started to improve the organs - until the point of death, the patient should be treated exactly as any other dying patient. The standard recommendation to ensure this is to require a complete separation of the treatment and organ procurement teams.

## Comment

Cardiac transplantation worldwide is in decline, in contrast to other solid organs where the number of solid organ transplants from donors after circulatory death (DCD) is increasing (4, 5). Many lessons have been learned to the past three decades in the field of heart transplantation, and results from current DCD transplants are comparable to transplants from BSD donors. At times, better. Hearts with a WIT of less than 20 minutes demonstrate excellent recovery. Detrimental effects of WI become evident beyond 20 minutes and in such situations pharmacological post-WI conditioning strategies significantly improve cardiac recovery. Utilizing such techniques in maintaining good cardiac function, DCD hearts can provide a viable source of organs for cardiac transplantation. OCS can increase

The delivery window from six to 12 hours allowing the heart to be monitored as it travels, thus guaranteeing that the organ function is optimal right up to the transplant procedure. OCS uses the donor's own warm blood and a nutrients rich solution. If a hospital has access to enough fresh blood, the OCS can theoretically keep the heart alive indefinitely! Organ Care System has the ability to potentially double up the heart transplant volume over the next 5 years. Eight countries outside of the U.S. have hospitals using the OCS, and the likelihood of FDA approval in USA is almost certain given the successful completion of their trial.

"A human organ has never been kept alive outside of a human body until this machine became a clinical reality," says Dr. Abbas Ardehali, my colleague and the head of UCLA's Heart-Lung Transplant program, who has been involved with the OCS for the last couple years. As he says, "It makes intuitive sense to a layperson to say, 'Instead of having my heart on ice, I want it to be warm. I want it to be beating'!"

It may sound like science fiction, but when you see this machine work, you begin to believe it.

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## Feature Article – 15

*Startups that get funded - Lessons learnt from evaluating 600+ early stage global ventures*

This article is contributed by About the author: Mahesh Dumbre closely works with entrepreneurs, investors, and executives around the world, helping them achieve growth potential.

He is an ex-Tata Group executive (Tata Sons Group Chairman's office, Tata Consultancy Services - CEO office and many other Tata Group Companies) who has built businesses globally (over 17 years in 8 countries (including US, China, UK and India) across 11 industries (Consumer, Retail, eCommerce, Hi tech, Telecom, Agri-tech) with 80+ million USD value addition).

He has helped more than 5000 entrepreneurs, early stage investors and executives in the process. He enjoys writing, teaching and coaching and can be reached at [Mahesh.jd@gmail.com](mailto:Mahesh.jd@gmail.com).

There are some startups (very few though) where investors struggle to get equity due to higher demand.

At the same time, there are other startups (a large number) where the founders struggle to raise funds. Either they are never able to raise funds or there is so much rejection out there.

Here are a couple of recent real-life experiences worth sharing.



**Mr. Mahesh Dumbre**

**Startup 1** - A healthcare startup in the post-pandemic world got such an overwhelming response from investors, the founder had to go back to the board requesting an increase in the size of the funding round.

Here are some of the plausible reasons for such a good investor response - innovative and a “must-have” product, excellent early revenue traction, strong founder and team, relatable product, a startup backed by a world-class institution, and a few other interesting facts.

**Startup 2** - A marketing tech startup that struggled to get investor interest after years of work and pitching.

Plausible reasons - lack of clear edge or differentiation, very strong competition, a “good to have” (and not a “must-have” solution), services play with the complex sales cycle, Inexperienced team, and few other gaps that were there.

Unfortunately, this type makes up most of the startups that do not get funded.

It is not that the investors do not want to invest or there is a lack of liquidity in the marketplace. The issue is finding those high-quality startups that will satisfy the investment criteria/thesis.

Steve Blank (<https://steveblank.com/>) explains typical VC math really well as follows.

“If a VC invests in ten early-stage startups, on average, five will fail, three will return capital, and one or two will be “winners” and make most of the money for the VC fund.

A minimum ‘respectable’ return for a VC fund is 20% per year, so a ten-year VC fund needs to return six times (6x) their investment.

This means that those two winner investments have to make a 30x return to provide the venture capital fund a 20% compound return.

That is just to generate a minimum respectable return.

Angel investors do not have limited partners, and often invest for reasons other than just for financial gain (e.g., helping pioneers succeed) and so the returns they’re looking for may be lower.”

Even savvy angel investors understand the VC math around building a good portfolio quite well.

Everyone has to pick and choose to decide which are the startups they are going to back and which ones they are not.

Having closely evaluated more than 500+ global early-stage ventures (post-seed, pre-series A and series A and B) at an angel investor network, here are some of the key factors that work in favour of so-called “investible” startups.

The business model has to be scalable in order to generate higher returns while compensating for the higher risks associated with early-stage investing.

The unit economics should be positive or at least there has to be a roadmap to make it positive over time.

While the debate between growth and scale vs profitability is still open, the path to profitability over time is important for a large number of investors. If not profitability, the ability to raise the next round of funding at a higher valuation is definitely on the minds of the investors.

Are founders clear about the exit strategy for the investors (strategic buyout or listing in public markets or staying private while creating a lot more value)? It definitely helps to know if there is clear visibility over 5 to 7 years or a little more.

10X+ return potential for early-stage VCs (seed to series A) in order to compensate for the high risk and losses from the other startups in the portfolio.

Clean cap table without too many investors or various conflicting interests between lead/institutional investor groups.

Good and clean deal terms with fair valuation and transparent legal and shareholding structure are necessary as well.

An experienced, mature, and reasonable founding team, preferably serial entrepreneurs and not the lone wolves.

A realistic business plan and financial projections (compared with other similar success stories).

Product market fit and customer traction with a sizable addressable market. Clear differentiation with the right to win. A strong moat guarding the business in the form of tech, patents, sales, and distribution control. This is very well explained by legendary investor and entrepreneur Peter Thiel in his book “Zero to one: notes on startups or how to build the future”.

And there will be other considerations subject to specific startup opportunity that is being evaluated.

While there is no one size fits all and there are no rules in the startup world (rules are meant to be broken), it definitely helps to follow the above-mentioned criteria/guidelines, in order to avoid dumb mistakes both by the founders and investors.

Inversely, early-stage ventures that struggle to get funding possibly do not satisfy one or many of the above-mentioned criteria.

While raising funds from investors at different stages of the startup journey has significant benefits, the money raised from customers (revenues) is also one of the better ways to grow your startup.



## Feature Article – 16

### *Strategy for adopting 5G in Enterprise*

This Article is Contributed by Mr Chintan Oza Advisor, Lloyds Ventures . Chintan is a Strategy & Innovation Management Leader. Through his career span of 20+ years with top two conglomerates of India namely, Tata Group & Reliance Group, he has worked on various projects / programs in Government, Defence and Private sectors. Chintan has expertise in a vast array of technologies which are disrupting today's businesses. He has worked on various technologies ranging from Wireline, CDMA, GSM, EVDO, 3G, 4G, SDWAN, Blockchain, SAP, Artificial Intelligence, Machine Learning, Data Centers, Network infrastructure & Smart Cities. These assignments have given him a vast exposure as pilot and scale up specialist for business, strategy and technology functions. His major career milestones include program managing one of the world's fastest GSM network roll out in a single geography as well as partnering with India's first Smart City Project as an ICT partner.



**Mr. Chintan Oza**

Chintan is an alumnus of Haas School of Business UC Berkeley & SJMSOM IIT Mumbai. He holds various professional certifications like PMP, ITIL, CSM, Oxford University's Blockchain certification & a certificate on Smart Cities. Chintan holds various volunteer and leadership positions with Project Management Institute (PMI), Institute of Electrical & Electronics Engineers (IEEE), Rotary International & Bombay Management Association. As a keynote speaker, adjunct faculty & member of various technical committees, Chintan is rightly engaged with various academia/universities, start-ups & technology standard bodies.

Chintan has been recognized as one of the top 50 Global Thought Leaders and Influencers for Blockchain, Smartcities & 5G.

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First generation of mobile communications network was launched four decades ago. Ever since then the need for higher data rates and lower latency has resulted into introduction of next generation of wireless communication. 5G technology has already hit Indian shores. At recently concluded Indian Mobile Congress, first 5G video call was made and various use cases were displayed. Technology strategy of the enterprise is responsibility of leadership. This article discusses strategy for adopting 5G in enterprise. 5G will bring new opportunities for people, society and business. Various aspects discussed in the article can be included in the strategy for adopting 5G in the enterprise. Having a technology strategy well in time would help align various stakeholders of the enterprise with 5G adoption and help reap maximum benefits.

A decade ago, Amazon found that every 100 millisecond of latency cost them 1% in sales. Google found an extra .5 seconds in search page generation time dropped traffic by 20%. A broker could lose \$4 million in revenues per millisecond if their electronic trading platform is 5 milliseconds behind the competition.

Since after almost a decade now, a study by Akamai in 2017 highlighted that every 100- millisecond delay in website load time can hurt conversion rates by 7% - that is a significant drop in sales - 6% - from the time when Amazon first talked about latency in seconds and milliseconds.

This indicates that things aren't getting any easier for enterprise as latency and user experience is becoming critical day by day. In 2018, Google shared the following infographic on mobile page load industry benchmarks:

<https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/>

Come 2019, an era of 5G has just begun in our country. Make in India strategy and on go in revisions in taxation have encouraged telecom OEMs to start manufacturing of 5G network electronics in India. Nokia, Ericsson, Huawei have chalked out plans to ramp up the production of radio electronics for domestic as well as international market. On the other hand, handset manufacturers like Apple, FoxConn and Samsung are making India as their biggest global manufacturing hub after China. Department of Telecommunication (DoT) is undertaking auction of 5G spectrum by end of this year or early 2020 as recently stated by the Union Telecom Minister Sh. Ravishankar Prasad. Moreover, in recently concluded Indian Mobile Congress in Oct 2019, leading telecommunications service providers have demonstrated first video calls and various 5G use cases triggering the hype of 5G in Indian market.

Worldwide impact of 5G on business and society is expected to be profound - the World Economic Forum predicts it will "be as revolutionary as electricity or the automobile, benefiting entire economies, and entire societies." In this environment, 5G has a lot to deliver - speeds up to 1.5 Gbps, near zero latency and high availability. In simple words, 5G is expected to revolutionize the network and communications industry by providing ultra-fast transmission rates that can be as much as 100 times faster than the existing 4G. 5G is capable to enable device-to-device communications for up to a million devices per square kilometre area.

On the enterprise front, everything is going digital. Digital Transformation has not only benefited enterprises' day to day operations but also the term has also entered in our day to day business conversations!!! The race and pressure to “digitally transform business” has forced enterprise leaders to adopt new technologies to develop new solutions, have visibility of SLAs from end to end, improve service delivery, increase operational efficiency, reduce opex and last but not the least, enhance customer experience to gain plus maintain competitive advantage.

Our dependency on use cases with higher data rates and lowest latency has grown multifold. 5G should not be viewed as a standalone solution addressing the technical requirements such as enhanced SLA, capacity, compute or storage. The convergence of 5G with other disruptive technologies i.e. software defined networks, Cloud, Internet of Things (IoT), Blockchain, Edge, Artificial Intelligence (and more) would require us to rethink how we make business and technology decisions.

As an enterprise leader, if you have ignored 5G (as its in early stage of rollout until recently), this is the time to start exploring 5G and get a strategy around adoption of 5G into your enterprise.



## **1. Refresh Technology Road map for your Enterprise - A new technology adoption plan**

- Chalk out technology road map for phase wise adoption and growth of ABCDEFGHI - These technologies are mainly; Artificial Intelligence, Blockchain, Cyber Security, Digital Transformation, Edge Compute, Facility Management, Governance, Hybrid Cloud and Immersive Technologies. This would open opportunities for advanced robotics, smart factories, Automated assembly lines, drones, autonomous machines, Industrial IoT, Blockchain enabled supply chain, 3D printing and remotely controlled simulations/operations enabled with virtual and augmented reality. This road map would not only portray your commitment towards technology but also help create a buy-in amongst stakeholders.

Redefine strategies for Compute, Storage and Network with a view to have a phase wise upgrade and integration of legacy systems and new networks.

Enable cross functional collaboration - It is highly recommended to have a cross functional team formed to work on Industry 4.0 initiatives.



**2. Explore new solutions and use cases - Time to co-create with OEMs, Vendors and partners**

Explore use of fixed wireless access (FWA) of 5G with Wifi 6 (IEEE 802.11ax). By end of 2020, 5G connectivity for enterprise would be available in fixed wireless form. It is recommended to have a combination of 5G upto the campus perimeter and wifi 6 within the campus. This approach would help save on cost as well as help extend the coverage to entire campus.

Industrial IoT/Machine to Machine

Communication: IIoT enables Smart supply chain management and manufacturing, processing and analysing gigabytes of sensor data in real-time. Legacy Machine to Machine (M2M) solutions relies on point to point communications using embedded hardware modules or cellular network or wired networks

while Industrial IoT solutions rely on IP based networks to interface data to middleware platform or a cloud. Combination of IIoT, M2M solutions and 5G has the potential to optimize the cost of real time analysis. 5G is pivotal enabling factor for managing insights in real time, optimize cost and enhanced efficiency.

Edge Compute: 5G transforms the performance of mobile and remote devices. Remote systems such as location tracking apps, gesture recognition, industrial automation and voice assistants will use 5G to transfer a huge amount of data.

Virtual Reality (VR), Augmented Reality (AR) & Mixed Reality (MR): Due to near zero latency, higher data rates and always availability, 5G will fuel the adoption of VR, MR and AR applications. VR/MR/AR would be used in training, maintenance, operations and planning activities i.e. an augmented reality app would give a worker the schematics and information they need to work on a part without referring to a job card or a manual. VR/MR/AR would have multiple use cases in retail, travel, gaming, education, tele medicine, manufacturing and tactile defense domains.

Streaming data and analytics: Latency plays a spoils sport in streaming data and analytics related applications. i.e. delay in movement of robotic arm due to latency may risk entire operation. Current methods of connectivity still face major challenges and impacts the customer experience. With rise of 5G, current challenges would get resolved. New use cases like face recognition, object identification, scanning of barcodes, real time remote supervision would be popular. A 5G-enabled tele-operation solution could transform the construction industry and many others, increasing site safety and reducing risk and idle time.

Artificial intelligence (AI) and natural language processing (NLP): Convergence of AI, NLP and Chat bots would fuel growth of new use cases and applications i.e. Chat bots. Chat bots would be widely used for various automation i.e. (a) fill orders over the phone or via mobile apps (b) Act as personal digital assistants that help your

employees do basic tasks such as reserving conference rooms, registering mileage, recording expenses, etc. (c) Provide automated support responses to customer inquiries, Integrate with your mobile apps, business systems, and enterprise authentication/security measures



### 3. Plan for deployment - Get existing infra ready for 5G

Majority of deployments are starting by end of 2019 and start of 2020. Hence, there is a limited opportunity window to start the action. You can design and fill up a playbook for your enterprise which would cover 5G deployment from pilot to business case to execution.

You can conduct pilot trials for wifi 6 networks in your enterprise.

- Unlike enterprise wide MPLS/SDWAN networks today, your in house, private 5G infrastructure would become an important component by 2024. Private 5G network would provide better privacy, enhanced encryption and security, cross border regulatory compliance and network performance. Private 5G deployments would boost the next wave of business transformation.

### 4. Reskilling

- Reskill existing manpower to take on new technologies on the horizon

5G ready engineers will need to broaden their technical knowledge and gain a detailed understanding of new technologies such as; LTE, 5G fundamentals, SON, C-RAN, Heterogeneous Network, Cloud Computing, Raspberry Pi, Node.js, Python, Tensorflow, Mobile Edge Computing, Cyber Security, Massive MIMO, NFV, SDN, Network Slicing, Mesh Networks, Development of GPS based applications, Industry 4.0 & advanced IoT solutions.

Analyzing the skill gap at employee level and kicking off an enterprise wide skill enhancement program covering all employees. Thus gearing up the workforce with the reskilling program would help you to reap the benefits of 5G and convergence of new technologies in your environment.

**Conclusion:**

As 5G and its applications evolve, there will be significant technology adoption in all domains of enterprise. These domains involve huge and complex workloads, making 5G a key disruptor technology. Now we are a couple of quarters away from when 5G will become mainstream network technology, but such a time isn't as far as it seems. Having a strategy on adoption of 5G in enterprise would enrich capacity, functionality and agility. It is recommended to have a customized strategy for adoption of 5G in your enterprise.

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### 3 HR tech trends that will deliver the best ROI in 2021

This article is contributed by Neha Pradhan December 10, 2020 Human Capital Management



**Ms Neha Pradhan**

2020 has ended and one thing we've learned this year is that HR tech is a huge driver of success for businesses. It is indispensable. From hiring the best people, managing them in the most efficient way possible (especially when working remote), to providing employees with opportunities to produce their best work, technology has revolutionized the human resources industry. Companies that have stayed on top of HR technology trends have realized substantial returns on their investments.

## A return on investment

When asked if their HR tech projects delivered on their expected business value, employers said:



Source: 2019 IHRIM HR Software Study



As Joe Monaghan, a principal at Mercer, said to Human Resource Executive, “As we move post COVID-19, it is likely that HR will continue to improve HR technologies to further enable online learning and career development, feedback and engagement, hiring and onboarding and many other key functions.”

So as we move into 2021, these are the three biggest HR tech trends you need to keep an eye on.

## 1. The rise of remote work technology

"As more and more companies adopt remote work options and increased flexibility for employees, HR technology must adapt to the changing workforce by becoming more accessible and convenient for these dispersed teams. On-demand, online platforms will become increasingly relevant and legacy software must adapt to these new use cases." said Tom Griffiths, CEO and Co-founder of Hone.

Remote work offers a number of benefits to employers and employees.

Employees prefer working remotely

With the advent of COVID, most people have already developed a habit of working from home and they're enjoying the flexibility offered by remote work.

Recent studies show that 42% of remote workers plan to work remotely more often than they currently do over the next 5 years. 80% of employees want to work from home at least part of the time. And most companies are getting on board as well. Google, Reuters, Microsoft, Zillow, Uber and several other companies have already announced plans to continue to offer remote work opportunities at least through 2020.

According to Mark Dixon, Chief Executive at IWG, “If you offer workers the chance to work where they need to be, and not where they are told to go, it completely transforms their view of the company, they are more productive.”

Remote working is both cost-effective and easier to manage

Recent survey data shows that more than a third of workers are ready to reduce wages by up to 5% in exchange for the opportunity to work remotely, and a quarter is ready to cut wages by 10%. 20% of workers are ready for even greater reduction in return for schedule flexibility.

And with a plethora of cloud-based HR systems, ATS systems, video conferencing softwares, and other management tools available, it's now easier than ever to manage large remote teams.

But it's not all rainbows and sunshine

However, remote working does not come without its challenges.

With Facebook and Quora hunting for a ‘Head of Remote Work’, companies are quickly realizing that they need help to make the transition to remote work and manage remote teams.

Team collaboration is also taking a hit with remote working as in a recent survey, 35% respondents said their team's ability to collaborate has taken a turn for the worse.

Talent risk has also become a huge concern for companies in these times of remote working. As Godelieve van Dooren, partner at Mercer says, “With the uncertainty

surrounding the COVID-19 crisis, some organizations may be taking stringent measures to manage their current costs, however they cannot be short-sighted in their approach. They must consider the resources needed to ensure the organization can rebound to growth post-crisis.”

#### Key takeaway

So while remote working has its benefits, measures will need to be taken by companies and their HR teams to ensure better team engagement, team collaboration and potentially seek help to make for an easier transition. Companies will have to develop the right mix of cloud computing solutions, business apps, mobile tools, unified communications, project management tools, and video conferencing software to face these challenges.

## 2. Technology solutions to improve company culture

Over the last decade, there's been a growing understanding of the importance of company culture. In fact, a Berwick Partners study found that 85% of UK workers value company culture over financial incentives. Having a culture that attracts high-talent can lead to 33% higher revenue and companies are now scrambling to improve their company culture.

The challenges presented by the pandemic have further highlighted how essential company culture is to organizational success. Here are some important considerations to keep in mind.

#### Leveraging data to improve company culture

As technology gives companies access to more and more data, it has become easier to quantify employee culture metrics such as employee retention, employee lifetime value, and employee engagement. It is now more important than ever to leverage this data to create a thriving company culture.

According to one of Forrester's recent reports, data-driven businesses are growing at an average of more than 30% annually. And with a plethora of real-time data software solutions available, companies can now easily get information faster than ever before, which can help solve problems as soon as they arise.

#### Employee retention is now more important than ever

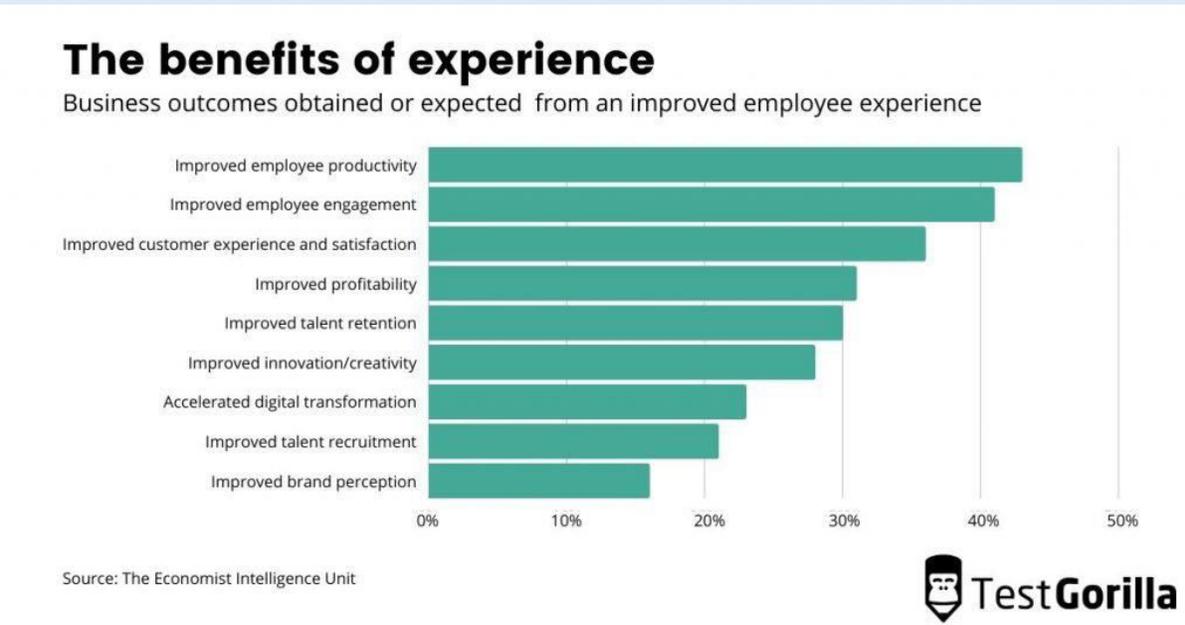
Employees are 26% more likely to leave a job if they feel there is a lack of respect between colleagues. And companies are quickly catching on to this fact.

Josh Bersin of Deloitte says the cost of losing an employee can range from tens of thousands of dollars to almost two times the employee's annual salary. So there's an urgent need to invest in tools that boost employee retention.

#### Empowering employees to increase productivity is critical

Widening the gap between employers and employees can lead to a lot of problems. A great company culture translates into empowered employees who produce better work.

As PJ Hough, Chief Product Officer of Citrix says, “When employees feel empowered by the tools they use rather than encumbered by them, they can focus, innovate and deliver value.”



However, there are dangers to hiring for culture fit

While recruiters and HR specialists prefer hiring employees that fit well in their culture, hiring for culture fit alone can cause problems.

Recruiters need to pay special attention to the skill set, qualities, and problem-solving abilities of a candidate, instead of just their personality.

Focusing too much on culture fit employees can lead to a lack of diversity in a company. Aside from the ethical problems with that, a McKinsey report showed that in the US, for every 10 percent increase in diversity amongst leadership, earnings rose 0.8 percent. Another study showed that diversity and inclusivity improves employee engagement, which in turn increases retention by 19 percent and collaboration by 57 percent.

Adding people with exactly the same values, ideas and approaches as your team can be dangerous. It's easy to create a "me-too" environment where everyone thinks and acts in the same way, not typically an environment where ideas and innovation flourish.

#### Why You Should Hire for "Culture Add" Not Culture Fit

So a company's workforce needs to be diverse to thrive, and recruiters and HR specialists need to strike the right balance between culture fit and diversity when hiring. The way to do this has been described as focusing on looking for a "culture add" instead of a culture fit.

This means that, instead of focusing on candidates that fit into your current culture, you look for candidates who will add to your culture.

## Key takeaway

Hiring for culture add can be tough. But with the rise of remote work, it's more important than ever to focus on improving your company culture however you can.

### 3. Increased focus on technology to reduce hiring discrimination

Recent events in the United States have led to a social outcry again discrimination, and Americans have begun calling companies out for hiring discrimination and lack of diversity more than ever before.

“If D&I wasn't already a top priority for HR, it is now—and it must be, in order to stay competitive. Management and HR are going to be held more accountable by increasingly vocal internal activists who demand real progress, and employers will need to transform processes like recruiting, internal mobility, compensation, and learning and development to root out bias and to create more equitable outcomes by design.”

Ben Brooks, founder of HR tech startup Pilot in an interview on Human Resource Executive

Companies working to reduce discrimination

With Wells Fargo paying up to \$8 million and Walmart paying a whopping \$20 million to settle hiring discrimination charges, companies are quickly working to reduce discrimination.

Several big companies like Target and Best Buy have pledged to increase the percentage of racially diverse and female employees in coming years. And companies are also investing in diversity training to avoid lawsuits. US companies spend approximately \$8 billion every year on diversity training and one in four hiring decision makers are optimistic that they will make progress towards achieving their diversity and inclusion goals in the next year according to a survey from Glassdoor.

Rise in HR tech tools to combat hiring bias

Artificial intelligence tools like Entelo and Textio are gaining popularity as tools at the forefront of the fight against hiring discrimination. However, employers need to be wary of untested AI, as these tools are often dependent on what you feed them as Amazon [learned](#) in its 2015 AI tool's sexist hiring debacle.

As Entelo's chief marketing officer, Mike Trigg said, "If the machine is learning from a biased recruiter, that has the potential to reinforce bias rather than remove bias from the hiring process. You run the risk that it is going to mimic the biases that individual recruiters may have."

So while these tools can help a great deal in combatting hiring discrimination, the end result depends on how recruiters analyze this data and what they do with the insights offered by these tools.

## Key takeaway

It may be impossible to fully eliminate unconscious bias, but many tools exist to help reduce the impact of hiring discrimination. Companies like Entelo, Textio, and others are offering companies new ways to increase diversity and reduce hiring bias.

### HR Trends 2021

This article is contributed by Empx Track - January 22, 2021,



This article highlights the HR trends in 2021 that will reshape the HR world and influence the way businesses operate. With the fall of 2019, many HR trends were predicted that would have reigned in 2020. But there were no predictions about the global pandemic and the disruption it would cause

to the way we work. Hence, all hopes died when the year did not go as planned. The uncertainties in 2020 brought a rapid shift in the working model.

The experts are now predicting that COVID-19 will permanently change the way people work. Helping employees stay healthy, engaged and productive will be amongst the top priorities for every HR professional.

The following concerns have been raised:

What should be the top HR strategies to ensure business continuity?

How to maintain the company culture while employees work remotely?

How to manage remote workforce while keeping them engaged?

What should be the right HR technology tools to embrace the new work approach?

What measures to be taken for employee well-being while they work from home?

Here is a list of top 8 emerging global HR trends in 2021



## Remote Working is Here to Stay

With the onset of COVID-19, work-from-home has become the ‘new normal’. The coronavirus crisis has forced employers to switch to a remote working model to keep employees safe while ensuring business continuity.

Evidence suggests that remote work has been a boon to many due to its advantages like flexible working hours, saving time and cost on commuting etc. One of the most valuable benefits to employers is the access to a broader talent pool.

A survey of just under 1,000 firms by the Institute of Directors (IoD) shows that 74% plan on maintaining the increase in home working.

If Remote Working is here to stay, then why not remain prepared to do it the right way!

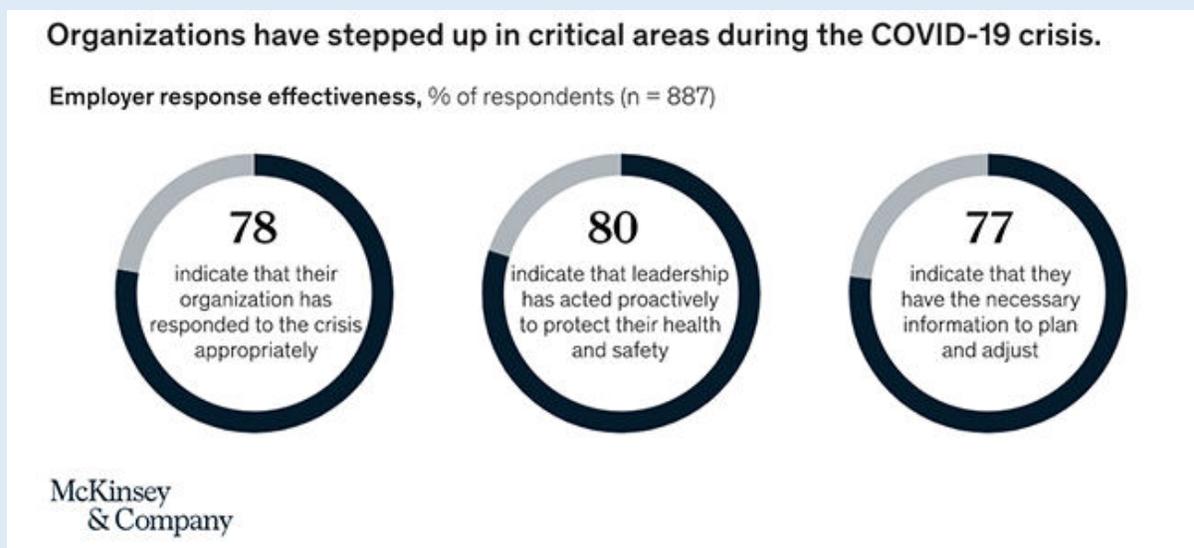
It is expected that remote work model will remain, and this trend will continue in 2021 and beyond. Though some organizations may adopt a combination of remote working and onsite work, where employees may have to go to the office only on specific days in a week.

With more and more people working remotely, companies will have to rethink their strategies on maintaining the company culture, team collaboration, technology infrastructure and work-life balance.

With remote work the focus on Performance Management will change too.

The focus will shift from calculating employee work hours to the total productivity and quality of work done. There would be a rapid increase in adoption of HR technology to create a sustainable remote work culture where teams are highly productive and engaged.

As lack of physical presence may significantly impact individual and team performance, companies will be emphasizing more on agile goal setting, continuous feedback, ongoing performance reviews and continuous employee development. Reinventing the Employee Experience



Much prior to the pandemic, employers have been paying attention to employee experience.

But COVID 19 has forced HR teams to redesign employees' journeys while measuring the virtual employee experience - right from hiring the employee to their exit. It will not just be about managing the employee experience but also looking into personal lives of employees while they work from home.

Giving feedback and mentoring employees will be part of the new improved employee experience.

An emerging HR trend 2021 would be visible towards mature employee experience (EX) strategies, such as flexible remote working policies, 360 pulse surveys, assuring employee wellbeing, learning and skill development, [self-service portals](#) and more.

### Online Training and Upskilling

A report from McKinsey stated that "almost 90% of executives reported that they were currently experiencing a skills gap, or would be soon".

Job uncertainty in 2020 has made it necessary for people to learn additional skills. Companies too are planning to upskill their workforce with the right training and knowledge needed to meet the challenging job requirements.

Employers are taking initiatives to connect with employees and provide virtual learning experience, with a focus on creating a culture of [continuous learning and growth](#). HR tools are being used in identifying skill gaps and suitable training and development programs.

The importance of providing training and development opportunities to employees:

Expand employee skill sets and enable them to take up challenging tasks

Improve employees' work efficiency and performance resulting in profitable gains

Build happy, satisfied teams that focus on customer retention and profitability

Empower employees and keep them prepared for unannounced layoffs or replacement

Reduce attrition rate, increase engagement and boost employee morale

Improve innovation in services and products of the company

Outperform competitors in the industry

### Employee Wellbeing and Mental Health

Physical health is very important, but now it's time to ensure mental well being of employees as well. And undoubtedly, HR has a unique role to play in this.

Employee well being is going to be one of the top HR trends in 2021.

Organizations are already rethinking holistic ways to recreate employee wellness programs and benefits, including physical wellness, mental health, flexible work schedules, child care, elder care, paid time off and more.

The trend to maximize employee safety will continue in 2021 with employers investing in employees' well-being initiatives.

### Cloud-based HR Systems

Since COVID-19 crisis started, companies have made huge investments in HR technology, with a focus on cloud-based HR systems that can be easily accessed anytime, from anywhere, with complete privacy of data.

With organizations working remotely, there is a need to:

- Remain connected and updated with employees
- Access employee data in real time
- Track employee schedules
- Smoothen virtual communication, collaboration and engagement
- Set agile goals, monitor employee performance and provide feedback
- Implement right performance assessment and compensation systems
- Focus on workforce planning for uncertain situations
- Implement suitable training programs for employee development
- Provide solutions that balance employee productivity and wellness
- Implement employee-self-services portals to empower employees
- Provide reports, dashboards and analytics to managers and HR for informed decision making
- Automate recruitment and onboarding seamlessly to improve candidate experience

HR technology has become more important for human resource professionals than ever before with a win-win situation for both the employer and employees. Staying up to date with the latest cloud-based HR systems for smooth running of your business is the demand of the day.

### People Analytics

The data driven method of studying people and processes will continue to reign in 2021.

A Deloitte report shows that 71% of worldwide organizations consider people analytics a high priority for their companies as it would allow them to not only provide good business insights but also deal with what has been known as a 'people problem'.

People Analytics will soon become an absolute essential for any organisation. Data-driven insights will be used for better hiring decisions, improving engagement, effective performance management and reducing employee attrition.

Research at Insight222 has found that people analytics will continue to grow, investment in analytics technology will increase and leading people analytics teams will reorganize themselves to focus on business demand and delivering value at scale.

People analytics will continue to drive value for organizations and optimize processes based on data. CEOs and the leadership will be able to measure HR effectiveness, revenue per employee, new hire attrition rate, loss of training costs and much more, and take actionable insights leading to informed decision making.

### Virtual On boarding

38% of companies have an online onboarding platform and larger companies are more likely to utilize technology solutions.

Attracting and hiring top talent has always been a priority for HR.

In 2021, the goal remains the same - attract, hire and onboard the top talent in the most efficient way. The only difference is that employers would focus more on remote recruiting and virtual onboarding with access to a wider range of talent pool.

Rise of virtual hiring will give a complete digital experience to candidates. Hence, employers need to remain prepared with modern recruiting tools to provide best candidate experience and effective onboarding or [offboard employees](#).

## **Artificial Intelligence (AI) in HR**

It is expected that adoption of AI enabled software will continue to grow in 2021.

Oracle and Future Workplace conducted a research that revealed that 50% of employees already utilize some form of AI at work, which is a huge increase from the 2018 figure at 32%.

AI has transformed our lives at home and at work and has become an essential part of the technology industry. Multiple HR practices have benefited by integration of Artificial Intelligence in HR technology, right from recruitment to engagement to employee development.

AI would continue to enable HR in:

Identifying potential causes for high employee turnover and exits

Accelerating employee training and skill development through augmented and virtual reality

Identifying high performers and suitable development needs and positions for them.

Finding most suitable keywords for advertising open job positions

Speeding up the recruitment process by spending less time searching for candidates while increasing the quality of new hires

Enhancing candidate experience and engagement

Enabling HR to track the pulse of employees by using employee engagement surveys, chatbots, etc

AI offers a platform to engage employees as co-creators of a strong, smart and advanced workplace culture. It will continue to play a vital role as a strategic partner in the organization.

## **Conclusion**

It is right to say that the Future of Work has finally arrived. 2020 saw organizations embracing new ways of working and this model will continue in 2021.

HR will continue to evolve best practices to enhance employee experience and to meet the existing business requirements.

## Priorities For HR Leaders In 2021

Source Gartner

Gartner surveyed more than 800 HR leaders across industries and regions to identify their priorities for 2021. Building critical skills and competencies tops the list, but many HR leaders will also prioritize workforce and work (re)design, leadership and employee experience – as well as navigating ongoing shifts in work trends.

### Building Critical Skills and Competencies for the Organization

Traditional ways of predicting skill needs aren't working. Employees need more skills for every job, and many of those skills are new. Many employees aren't learning the right new skills – for their personal development or the benefit of the organization.

What's needed is a dynamic approach to reskilling and redeploying talent in which all impacted stakeholders work together to sense shifting skill needs and find ways to develop skills at the time of need. Currently, only 21% of HR leaders say peers share accountability or partner with HR to determine future skill needs.

### Organizational Design and Change Management

Work design, focused for years on efficiency, has left many organizations with rigid structures, workflows, role design and networks that don't meet today's needs or flex with fast-changing conditions. Employees suffer the effects in various forms of work "friction."

Future-forward work design is what's needed to ensure employees can be responsive – that is, in sync with customer needs, in a position to anticipate changes in those needs, and adapt their approach and activities accordingly. It's up to HR leaders to adapt work design strategies to unlock responsiveness at scale across the workforce and build organizational resilience

### Current and Future Bench Strength

Only 44% of employees say they trust their organization's leaders and managers to navigate a crisis well. Confidence and trust in leadership is also undermined by the lack of diversity.

Networking is a great way to provide support for employees, but networks often lack diversity in role, skill level and experience – and have limited involvement from senior leaders. Intentionally creating growth-focused diversity networks supports underrepresented talent and yields benefits for individual employees, leadership and the organization.

### Future of Work

The COVID-19 pandemic will have a lasting impact on the future of work. The question for HR leaders is how much these trends have and will alter pre-pandemic strategic goals and plans, and what immediate action and longer-term adjustments must be made as a result.

One global manufacturer, for example, screens for relevance, impact and opportunity. Whatever the methodology, this type of exercise is critical to strategic planning and scenario planning for the HR function.

## Employee Experience

Amid the shift to remote work and hybrid workforce models, HR must preserve company culture and ensure employee experience keeps up with employees' expectations and needs.

Hybrid workforce models aren't only about selecting one location over another; they provide an opportunity for employers, managers and employees to share ownership of location decisions around a common expectation that employees can switch locations dynamically depending on what makes the most sense to drive the highest levels of productivity and engagement. To improve employee experience, organizations have to support and enable this approach throughout the employee life cycle.

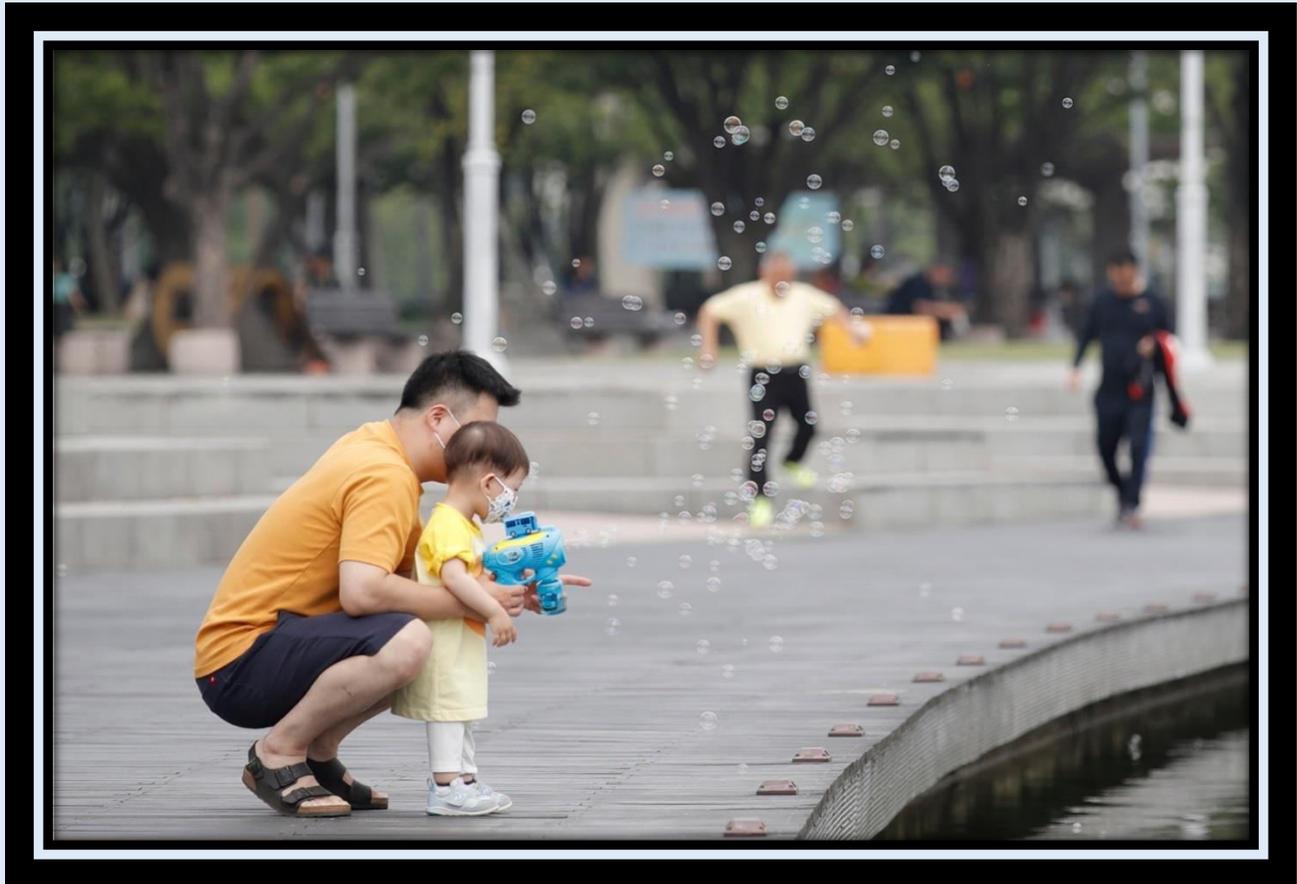
## Look ahead: Key themes emerge for 2021

- **The New World of Remote:** HR must move beyond simple questions of how remote work operates. An effective hybrid workforce model requires HR to develop and evolve critical managerial and leadership roles and responsibilities, new organization structures and virtual HR strategies.
- **Efficient Resilience:** HR leaders now realize that efficient organizations are actually fragile organizations. Rather than striving for efficiency, leading HR organizations recognize they need to build resilient organizations, leaders and employees so they are able to bounce back and thrive during disruptions.
- **Building a Diverse Leadership Bench:** Despite the attention placed on building a more diverse workforce, progress has been slow and halting. The workforce and the communities in which organizations operate expect more. The pace of progress must speed up.
- **The New EVP:** Employees' expectations of their employers have shifted. Mental health, purpose and social responsibility are now critical components of the value proposition. HR executives must navigate the new realities of the labor market to meet their talent needs and the expectation of their employers.



## 7 Easy Ways to Stay Motivated During COVID-19

This article is contributed by Scripps News



You may be working from home more often during the COVID-19 pandemic and understand that staying at home as much as possible is helping to protect you and others from the spread of the coronavirus. Still, you may have days when it is hard staying motivated working remotely or just spending so many hours of your day at home.

“Regardless of whether you are going into work or telecommuting, adhering to the stay-at-home orders can be difficult,” says Dr. Elizabeth Brackin, a psychologist at Scripps Health.

“Whether it be the feeling of loss due to closures of restaurants and gyms, or parks and beaches, or the ‘new norm’ of going to the grocery store while standing in line wearing a mask, everyone is experiencing some degree of discomfort,” Brackin explains.

“Fortunately, there are plenty of ways to stay focused and motivated and feel productive, which are all good for your mental health,” she says.

Here are seven easy tips to help you maintain a good work-life balance during the pandemic. Don’t forget to make an appointment with your doctor if you need care.



### **1. Get up, get ready, get dressed.**

Start your day with a similar routine. Have coffee/tea, brush your teeth, and spend time getting dressed for the day, whether you are working or not. Sounds simple enough, but at times like this, it can be easy to stay in pajamas and spend a large amount of time watching TV. Don’t!

### **2. Straighten and spruce up your home.**

Getting your home environment organized gives you a sense of accomplishment and motivation to do other things. Some people like to start their day by organizing their workspace.

### **3. Stay productive.**

Write a list of projects, whether they be for work or for home, such as tidying up a closet or making household repairs. Keep creating new things to do as a therapeutic outlet by spending the time on something you love and usually don’t have time to do, such as reading books or gardening.

#### 4. Acquire or improve for life after isolation.

If you've always wanted to become a better cook, start making new recipes for yourself and/or your family. Go online to get ideas, but don't forget to eat healthy and avoid gaining too much weight – the "Quarantine 15."

Check out your local community college district for online classes to keep you sharp and improve your skills.

"Don't lose focus of your goals," Brackin says. "This pandemic will pass. Force yourself to keep going forward."

#### 5. Limit the time spent on news.

It's important to stay informed and keep up with updates but limit the amount of time you spend watching TV news, especially if it is making you upset. Also do your own independent online research and follow news sources that are known to be transparent and unbiased.

#### 6. Resist the urge to feel bored.

Consider how this time allows for reflection and evaluation of what is working well in your life and what things you might want to change in your life. You may wish to incorporate more exercising into your life for example. You have many options. It can be running but it can also be something like dancing.

"Music and movement are great ways to take you to another time or place," Brackin says. "Plus, dancing is a great form of physical activity."

Practice yoga, mindfulness exercises and games. Incorporate activities that leave you feeling centered and calm not bored or struggling to stay motivated.

#### 7. Have fun and stay socially connected!

If you need more motivation, reach out to a family member or friend who does not live in your household, but is within reach via social media, videoconferencing or just a simple phone call or text.

There are many creative things people have been doing to stay socially connected during the pandemic, including virtual happy hours, where you can decompress and share stories of the day and about your experiences during these challenging times.

Online gaming and exercise classes are other options. The main thing is staying motivated and making your home a fun place to be.



## Mental Health and the Covid-19 Pandemic

Betty Pfefferbaum, M.D., J.D., and Carol S. North, M.D., M.P.E. in August 6, 2020  
N Engl J Med 2020; 383:510-512  
DOI: 10.1056/NEJMp2008017



Uncertain prognoses, looming severe shortages of resources for testing and treatment and for protecting responders and health care providers from infection, imposition of unfamiliar public health measures that infringe on personal freedoms, large and growing financial losses, and conflicting messages from authorities are among the major stressors that undoubtedly will contribute to widespread emotional distress and increased risk for psychiatric illness associated with Covid-19. Health care providers have an important role in addressing these emotional outcomes as part of the pandemic response.

Public health emergencies may affect the health, safety, and well-being of both individuals (causing, for example, insecurity, confusion, emotional isolation, and stigma) and communities (owing to economic loss, work and school closures, inadequate resources for medical response, and deficient distribution of necessities). These effects may translate into a range of emotional reactions (such as distress or

psychiatric conditions), unhealthy behaviours (such as excessive substance use), and noncompliance with public health directives (such as home confinement and vaccination) in people who contract the disease and in the general population. Extensive research in disaster mental health has established that emotional distress is ubiquitous in affected populations – a finding certain to be echoed in populations affected by the Covid-19 pandemic.

After disasters, most people are resilient and do not succumb to psychopathology. Indeed, some people find new strengths. Nevertheless, in “conventional” natural disasters, technological accidents, and intentional acts of mass destruction, a primary concern is post-traumatic stress disorder (PTSD) arising from exposure to trauma. Medical conditions from natural causes such as life-threatening viral infection do not meet the current criteria for trauma required for a diagnosis of PTSD,<sup>1</sup> but other psychopathology, such as depressive and anxiety disorders, may ensue.

Some groups may be more vulnerable than others to the psychosocial effects of pandemics. In particular, people who contract the disease, those at heightened risk for it (including the elderly, people with compromised immune function, and those living or receiving care in congregate settings), and people with pre-existing medical, psychiatric, or substance use problems are at increased risk for adverse psychosocial outcomes. Health care providers are also particularly vulnerable to emotional distress in the current pandemic, given their risk of exposure to the virus, concern about infecting and caring for their loved ones, shortages of personal protective equipment (PPE), longer work hours, and involvement in emotionally and ethically fraught resource-allocation decisions. Prevention efforts such as screening for mental health problems, psycho education, and psychosocial support should focus on these and other groups at risk for adverse psychosocial outcomes.

Beyond stresses inherent in the illness itself, mass home-confinement directives (including stay-at-home orders, quarantine, and isolation) are new to Americans and raise concern about how people will react individually and collectively. A recent review of psychological sequel in samples of quarantined people and of health care providers may be instructive; it revealed numerous emotional outcomes, including stress, depression, irritability, insomnia, fear, confusion, anger, frustration, boredom, and stigma associated with quarantine, some of which persisted after the quarantine was lifted. Specific stressors included greater duration of confinement, having inadequate supplies, difficulty securing medical care and medications, and resulting financial losses.

In the current pandemic, the home confinement of large swaths of the population for indefinite periods, differences among the stay-at-home orders issued by various jurisdictions, and conflicting messages from government and public health authorities will most likely intensify distress. A study conducted in communities affected by severe acute respiratory syndrome (SARS) in the early 2000s revealed that although

community members, affected individuals, and health care workers were motivated to comply with quarantine to reduce the risk of infecting others and to protect the community's health, emotional distress tempted some to consider violating their orders.

Opportunities to monitor psychosocial needs and deliver support during direct patient encounters in clinical practice are greatly curtailed in this crisis by large-scale home confinement. Psychosocial services, which are increasingly delivered in primary care settings, are being offered by means of telemedicine. In the context of Covid-19, psychosocial assessment and monitoring should include queries about Covid-19-related stressors (such as exposures to infected sources, infected family members, loss of loved ones, and physical distancing), secondary adversities (economic loss, for example), psychosocial effects (such as depression, anxiety, psychosomatic preoccupations, insomnia, increased substance use, and domestic violence), and indicators of vulnerability (such as pre existing physical or psychological conditions). Some patients will need referral for formal mental health evaluation and care, while others may benefit from supportive interventions designed to promote wellness and enhance coping (such as psycho education or cognitive behavioural techniques). In light of the widening economic crisis and numerous uncertainties surrounding this pandemic, suicidal ideation may emerge and necessitate immediate consultation with a mental health professional or referral for possible emergency psychiatric hospitalization.

On the milder end of the psychosocial spectrum, many of the experiences of patients, family members, and the public can be appropriately normalized by providing information about usual reactions to this kind of stress and by pointing out that people can and do manage even in the midst of dire circumstances. Health care providers can offer suggestions for stress management and coping (such as structuring activities and maintaining routines), link patients to social and mental health services, and counsel patients to seek professional mental health assistance when needed. Since media reports can be emotionally disturbing, contact with pandemic-related news should be monitored and limited. Because parents commonly underestimate their children's distress, open discussions should be encouraged to address children's reactions and concerns.

As for health care providers themselves, the novel nature of SARS-CoV-2, inadequate testing, limited treatment options, insufficient PPE and other medical supplies, extended workloads, and other emerging concerns are sources of stress and have the potential to overwhelm systems. Self-care for providers, including mental health care providers, involves being informed about the illness and risks, monitoring one's own stress reactions, and seeking appropriate assistance with personal and professional responsibilities and concerns – including professional mental health intervention if indicated. Health care systems will need to address the stress on individual providers and on general operations by monitoring reactions and performance, altering

assignments and schedules, modifying expectations, and creating mechanisms to offer psychosocial support as needed.

Given that most Covid-19 cases will be identified and treated in health care settings by workers with little to no mental health training, it is imperative that assessment and intervention for psychosocial concerns be administered in those settings. Ideally, the integration of mental health considerations into Covid-19 care will be addressed at the organizational level through state and local planning; mechanisms for identifying, referring, and treating severe psychosocial consequences; and ensuring the capacity for consulting with specialists.

Education and training regarding psychosocial issues should be provided to health system leaders, first responders, and health care professionals. The mental health and emergency management communities should work together to identify, develop, and disseminate evidence-based resources related to disaster mental health, mental health triage and referral, needs of special populations, and death notification and bereavement care. Risk-communication efforts should anticipate the complexities of emerging issues such as prevention directives, vaccine availability and acceptability, and needed evidence-based interventions relevant to pandemics and should address a range of psychosocial concerns. Mental health professionals can help craft messages to be delivered by trusted leaders.

The Covid-19 pandemic has alarming implications for individual and collective health and emotional and social functioning. In addition to providing medical care, already stretched health care providers have an important role in monitoring psychosocial needs and delivering psychosocial support to their patients, health care providers, and the public – activities that should be integrated into general pandemic health care.



### *Common foods that can actually harm your immune system*

This article is contributed by Fashion & Fitness Influencer, Enthusiast & Expert - Ms Paridhi Gupta - Owner of YouTube Channel - "Lifestyle with Paridhi"



**Ms. Paridhi Gupta**

To keep your immunity strong to fight against diseases by avoiding these foods that



can weaken your immune system.

We all want to ensure that our immune system stays strong and hence, we try to adopt a healthy lifestyle. From eating right and exercising to getting adequate sleep, we do it all to avoid getting sick. The coronavirus pandemic has not only made people

realize the importance of having a strong immunity but also has caused them to understand their body's natural defence mechanism better. Turns out, it is closely related to gut health.

You might not even realize it but there are certain foods that have low nutritional value and can hamper your immune system. Some studies suggest foods that are high in calories, sugar, saturated fats and contain excess salt can lower your immune system's ability. Hence, it is important to avoid them in order to ensure you always stay healthy.

**So, here are 7 foods that should be cut out of your diet immediately:**

### 1. Soda And Alcohol

Drinks like soda, juices, sweetened tea, energy drinks, and alcohol have been linked to a negative impact on human health. These can increase the production of the stress hormone cortisol, upset blood sugar levels, and interfere with the function of insulin which can all cause a weak immune system. In addition, such drinks are known for disrupting the circadian rhythm. Hence, they can also affect the sleep cycle which is closely connected to your immune function.



Drink in moderation by limiting intake.

### 2. Candies

A spike in blood sugar levels after the intake of candies can disrupt immune pathways and weaken your immune system. Candies, gums, and jellies are rich in sugar which can cause the immune system to increase the production of free radicals (linked with cancer, diabetes, and cardiovascular diseases) that can weaken blood cells and cause inflammation.

### 3. Potato chips

We are all addicted to fried foods but they can be horrible for your immune system because they are high in grease and fat content. Fried foods, such as potato chips, are the prime culprit behind disorders like high blood pressure, high cholesterol and a weak immunity system.

### 4. Red meat

Red meat (beef, pork, and lamb) contains high levels of saturated fat which can increase your blood cholesterol. This won't just cause your immune system to take a hit but will also prove to have an adverse effect on your heart health.

### 5. White bread

White bread, cookies, cakes, and pastries have extremely negative effects on your immune system because they are made of white flour, which tends to be high in calories and low in nutrients. These foods can also lead to inflammation, insulin resistance, and weight gain.



### 6. Ice cream

Ice cream is a sweet and refreshing treat but it is packed with fat cream and milk which makes it high in saturated fats and sugar that can cause a sudden spike in blood sugar levels. Therefore, ice cream in the long-term can affect your immune system.



### 7. Coffee

Due to being high in antioxidants and anti-inflammatory properties coffee is good for health but the acidity level in coffee contributes to an overall high acidic level in the body and too much caffeine intake leads to indigestion, bloating, and an upset stomach that can hamper your immune system.

Other than these foods, you should also avoid processed foods and processed oils, such as soybean, corn, and sunflower oil, because they can have an adverse effect on gut health and hamper the immune system.

## Special Feature - COVID 19 Guidelines for Corporate HR Fraternity

This article has been republished seeing the strategic importance - guidelines and suggestive steps shall be a great support to the industry in unlock phase

This article is contributed by - Mr Ashish Gakrey -Capgemini HR Leader, Speaker, Globally Connected, Social Media Influencer Blogger, GenZ Expert, Mentor, Coach, Techie HR. Founder - HR Shapers.



Mr. Ashish Gakrey



If you are struggling to get some input on what HR should do & HOW in today' challenging situation specially from NOW till post lockdown, [HR Shapers](https://lnkd.in/fFKbWwp) has prepared simple doc with key points related to Employee / Managers / CHRO / Leadership / CEO <https://lnkd.in/fFKbWwp> on HR Role during / in post lockdown. Kindly refer to all columns to understand the role of each teams -10 verticals of HR & supports depts Admin, IT, Finance, Mar Comm, Legal, Travel, Procurement. Hope it will help our HR friends in this critical situations.It can be understood / changed / defined as per your HR team / Org structure. Refer to various sheets as well on virtual on-boarding, virtual off-boarding, LMS Tools, EE Ideas. DONT FORGET to visit Google Drive Folder link <https://lnkd.in/fb748s6> where you will find all Covid 19 related doc (reports, business resume operations, other HR doc etc). Feel free to forward & share both links with your HR friends if needed.

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**Top Indian Startups: The Complete List till 2021 & Frequently asked Questions on Start-ups**

**By Ms Smedha Sarkar - Star-up India Specialist & Mentor**

Top Indian Startups: The Complete List till 2021 & Frequently asked Questions on Start-ups

It is a great time for startups in India. Business seems to be booming and you can learn a lot by examining how startups run in India. We have so collected a list of startups in India that are rocking!

Let's have a look at these top Indian startups who are doing it great right now

## The Top Indian Startups

### Wow! Momo

This is a food chain who are growing ever so fast in India. You will find branches in Delhi, Chennai, Kochi, and many other spots. Wow! Sell burgers, Tibetan food and just about anything you can imagine. You will never go hungry when a Wow! Branch is nearby!

Founded In: 2008

Offices In: Kolkata, West Bengal

Total Funding: \$470 Million



### Ola Cabs

You may think Uber is causing a storm right now, but Ola Cabs is taking over India as we speak. If you need a minicab in the India area, be sure to try Ola Cabs out. They are currently competing with Uber, which says it all really!

Founded In: 2010

Offices In: Bengaluru, Karnataka

Total Funding: \$3.8 Billion

## AddressHealth

This is a company who are causing a storm in the industry currently. They focus on providing healthcare in schools and clinics and have proven to very successful recently.

Founded In: 2010

Offices In: Bengaluru, Karnataka

Total Funding: \$1.5 Million

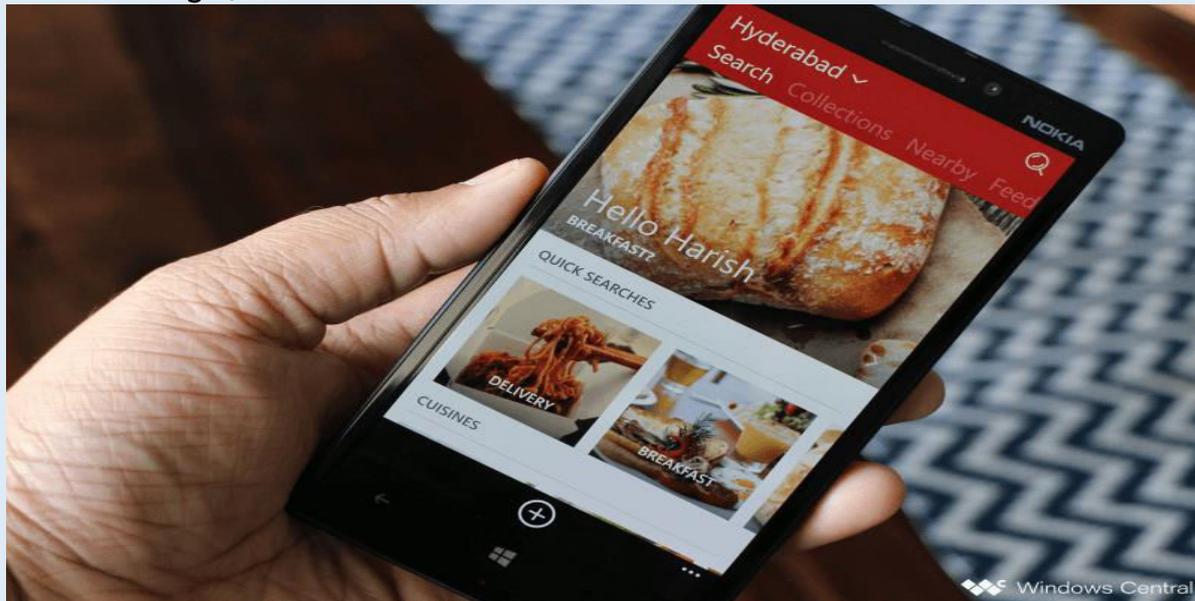
## Zomato

Zomato is one of the most well-known startups and perhaps one of the most successful food tech startups around in India that has turned into an international business.

Founded In: 2008

Offices In: Gurgaon, Haryana

Total Funding: \$755.6 Million



## One97 (Paytm)

Another very successful startup. This startup is a payment service that allows people to pay funds to each other. It is very similar to PayPal. While it's not at that level yet, it still seems to dominate all over India.

Founded In: 2010

Offices In: Noida, Utter Pradesh

Total Funding: \$4.4 Billion

## FreshToHome

This is a delivery service that focuses on meat and fish. The company was founded in March 2016, and has grown so much that its aim to expand to 20 cities throughout 2017!

Founded In: 2014

Offices In: Bengaluru, Karnataka  
Total Funding: \$152 Million



## FreshMenu

Fresh Menu is another delivery service. Food will be cooked and delivered to you within minutes. The company was founded in 2014. In 2016, they saw 3x growth when it came to orders. This company is a clear example of how to grow.

Founded In: 2014

Offices In: Bengaluru, Karnataka

Total Funding: \$24.2 Million



## Flyrobe

This company allows you to rent designer clothing. Unique, right? This startup was founded in 2015. The idea was loved so much by investors that they have raised over 7 million since then.

Founded In: 2015

Offices In: Mumbai, Maharashtra

Total Funding: \$10.7 Million

## Myra

Myra is an online pharmacy. Their selection of medicine can be delivered to your home at a rapid rate. The company deals with over 1,000 transactions daily. They are backed by big investors, and are making a lot of money at the moment.

Founded In: 2015

Offices In: Gurugram

Total Funding: \$7 Million

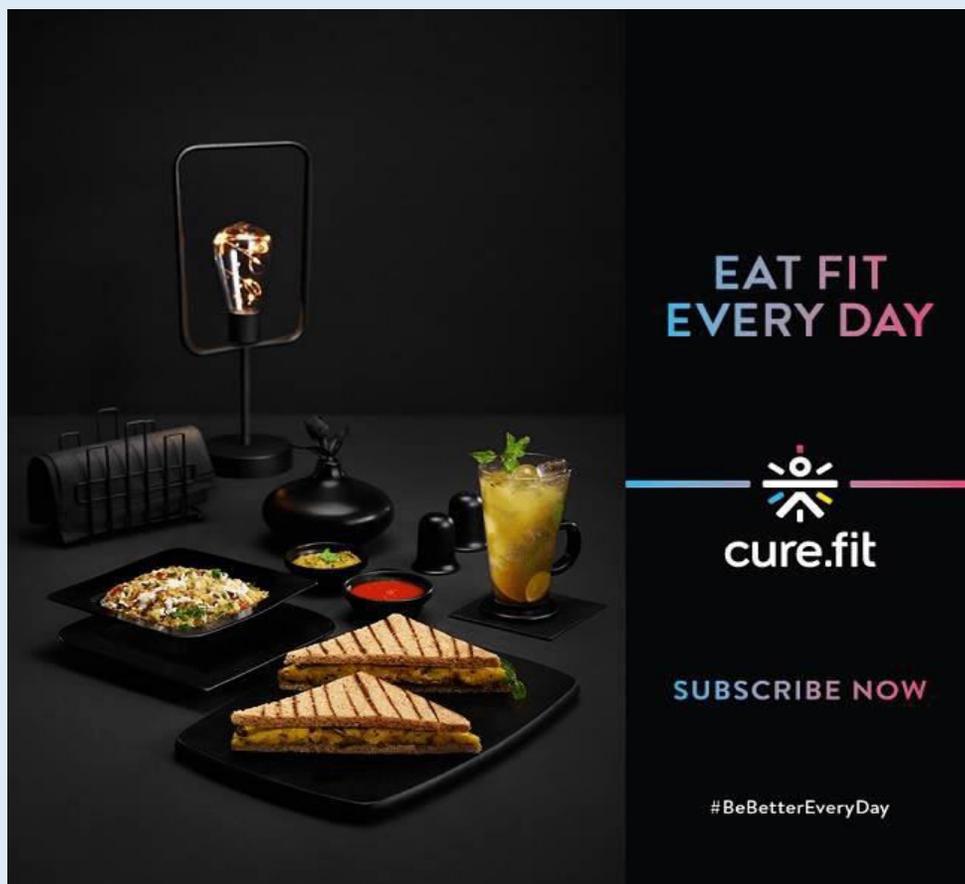
## Cure.Fit

CureFit operates a platform to a healthy power lifestyle and holistic cure across fitness, food, and mental well-being. The Company offers both digital and offline experiences across fitness, nutrition, and psychological well-being through its three products: cult.fit, eat.fit and mind.fit.

Founded In: 2016

Offices In: Bengaluru, Karnataka

Total Funding: \$174.6 Million



### **Dunzo**

This famous Indian startup connects users to the nearest delivery partner who can make purchases, pick up items from any store or restaurant in the city and bring them to you all by just utilizing their app. They also offer a bike taxi service as well.

Founded In: 2015

Offices In: Bengaluru, Delhi, Gurgaon, Pune, Chennai and Hyderabad

Total Funding: \$29.6 Million



### **Shuttl**

Shuttl is an app based transportation service for commuters. First launched in 2015 to improve India's disorganized public transportation system by allowing people to pre-book rides on affordable busses.

Founded In: 2015

Offices In: Gurgaon, Haryana

Total Funding: \$48.8 Million

### **Digit Insurance**

At Digit Insurance, is a General Insurance company on a mission to make the complicated insurance system transparent and straightforward for everyone through their platform. They have insurance for Cars, Mobiles, Travel, and Jewellery as well.

Founded In: 2016

Offices In: Bengaluru, Karnataka

Total Funding: \$45 Million

### **CoolBerg**

Coolberg, a Mumbai based startup, works with a unique idea of having a non-alcoholic beer. Coolberg makes the parties and gatherings easier for people who feel odd during such occasions with a wide range of flavors.

Founded In: 2016  
Offices In: Mumbai, Maharashtra  
Total Funding: \$3.5 Million



## Cleardekho

ClearDekho is India's largest eyewear brand that provides eyewear for all budgets. Their quality glasses come with various designs ranging from prescription, sunglasses, reading glasses and even contact lenses.

Founded In: 2016  
Offices In: Ghaziabad, Uttar Pradesh  
Total Funding: \$20 Million

## The Minimalist

One of the most successful startups Minimalist is a design and consulting agency that helps brands create their growth strategy, design, and communication as well. They are most known for their unique minimalist creative philosophy and viral impact in digital media.

Founded In: 2015  
Offices In: Mumbai, Maharashtra  
Total Funding: Not disclosed

## Razorpay

Razorpay is the only payments solution in India which allows businesses to accept process and disburse payments with its user-friendly product suite to all companies from startups to large enterprises.

Founded In: 2013

Offices In: Bengaluru, Karnataka

Total Funding: \$31.7 Million



## Nineleaps

Nineleaps helps other startups with their product development by providing web and mobile app development to accelerate product development to bring your product to market as fast as possible.

Founded In: 2014

Offices In: Bengaluru, Karnataka

Total Funding: \$4 Million

## Innov8 Coworking

This company is a coworking network that offers working spaces like that emphasis heavily community engagement of like-minded individuals to have their office spaces not feel like an ordinary office space but another place you can almost call home.

Founded In: 2015

Offices In: New Delhi, Delhi

Total Funding: \$4 Million

## Schbang

Schbang is a digital marketing agency that has worked with well-known brands such as Hot Wheels, Amazon Fashion, and Raw Pressery. They offer more services than your

average agency ranging from, Search Engine Optimization, Technology, Design, Video Production, Photography, Media Planning & Buying, Influencer Management, and PR.

Founded In: 2015

Offices In: Mumbai, Maharashtra

Total Funding: Not disclosed

### Acko General Insurance

Acko a digital insurance firm provides personalized policies based on user behavior and offer great prices, extreme convenience, and stress-free claims.

Founded In: 2017

Offices In: Mumbai, Maharashtra

Total Funding: \$107 Million

### Treebo Hotels

A newly startup company Treebo is India's top rated budget hotel chain with 400 hotels in over 70 cities that has grown fast since its launch in 2015.

Founded In: 2015

Offices In: Bengaluru, Karnataka

Total Funding: \$57 Million



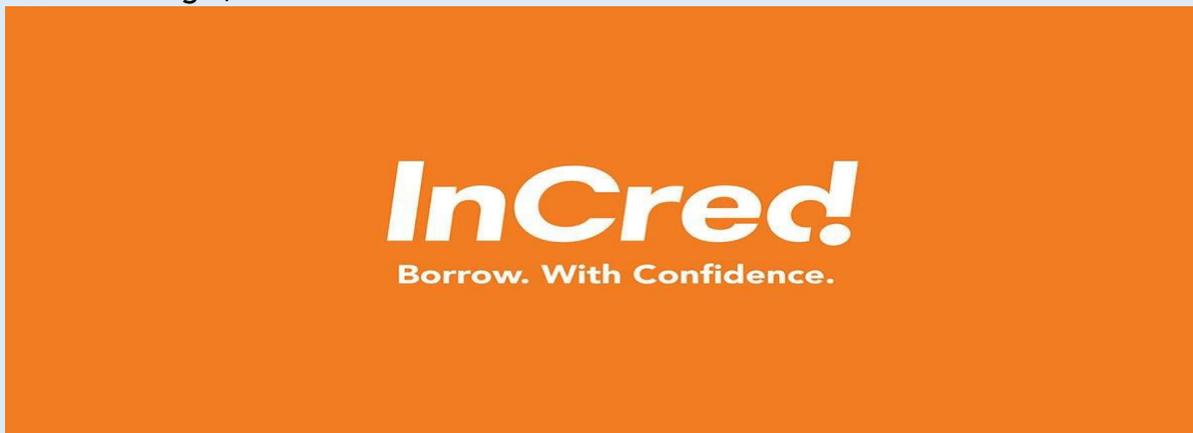
InCred

Incred is a financial service group that leverages technology and data science to make lending quick and easy. The idea behind Incred is their belief that traditional ways of lending exclude the most that need it most because of outdated, rigid, and insufficient processes.

Founded In: 2016

Offices In: Mumbai, Maharashtra

Total Funding: \$116.9 Million



## Jumbotail

Jumbotail an online grocery marketplace for businesses. This startup that started in 2015 has also offer credit for shop owners via partnerships with third-party lenders.

Founded In: 2015

Offices In: Bengaluru, Karnataka

Total Funding: \$10.5 Million

## DocTalk

Docktalk one of India's biggest startups is a CRM and patient management platform for doctors in India. Mainly, this company gifts doctors with the ability to develop better relationships with their patients in return causing a better quality of care with

Founded In: 2016

Offices in: Mumbai, Maharashtra

Funding: \$5 Million

## Smallcase

This fast-growing business in India is bringing a simplified investing approach to the growing middle class in India. In retrospect, they are very similar to other investment companies that are growing at a fast rate such as [Acrons](#) and [Stash](#).

Founded in: 2015

Offices in: Bengaluru, Karnataka

Total funding: \$8 Million



## Vedantu

Vedantu aims to democratize teaching by creating a marketplace for teachers. This top growing business in India being similar to Vipkid offers a massive range of online classes and test preparations live from the best teachers in India.

Founded In: 2011

Offices in: Bengaluru, Karnataka

Total Funding: \$21.6 Million



## Instavans

Instavans model is to transform the conventional model of shippers spending hours calling up various truck operators to find trucks with open capacity, while truckers struggle to market their availability. By offering a model that shippers an on-demand platform for shippers and truckers alike.

Founded In: 2015

Offices In: Bengaluru, Karnataka

Total Funding: \$2 Million



## Loan Frame

One of the best Indian startups Loan Frame is a financial tech company that is building the largest SME( small, medium-sized enterprises) in the lending marketplace. By merging world-class processes from leading global banks with deep Indian SME credit experience, data science and cutting edge proprietary technologies, they are laser-focused on helping small businesses grow.

Founded In: 2015

Offices In: New Delhi, Delhi

Total Funding: \$2.3 Million

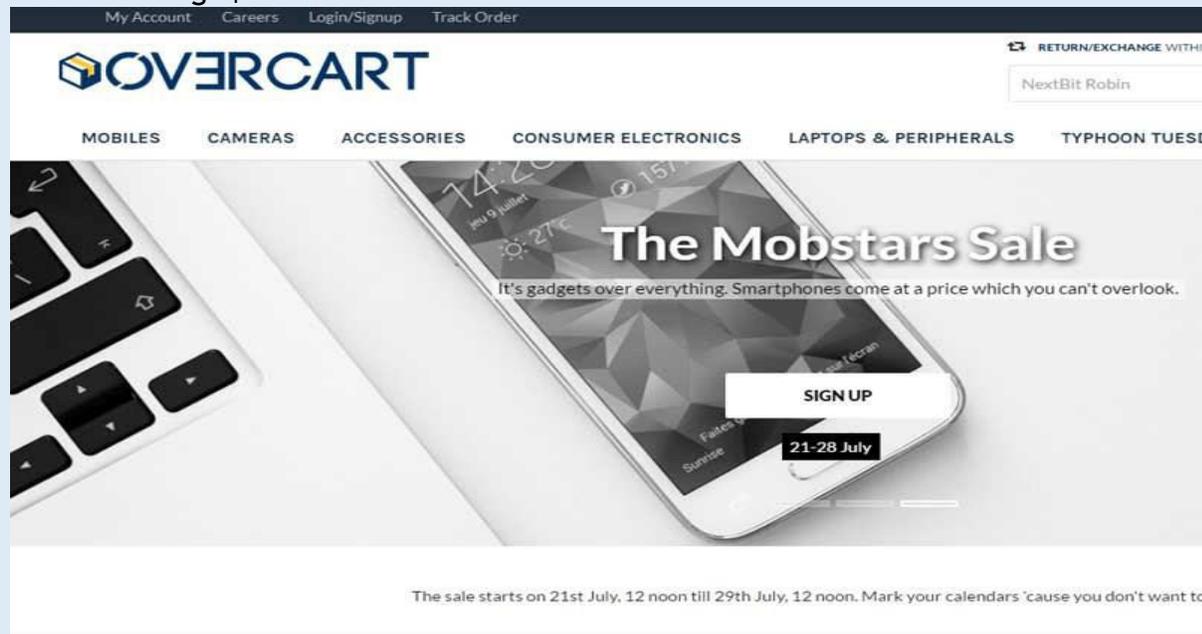
## Overcart

Overcart is India's first marketplace for over-stock, unboxed, refurbished, and pre-owned products. Just like the united states company Overstock, offers a comprehensive quality-check process, expert product knowledge, and unparalleled customer focus, this is the safest place for you India to purchase secondary products.

Founded In: 2012

Offices In: New Delhi

Total Funding: \$3 Million



## Flock

Flock is a real-time messaging and collaboration app for teams that speeds up and simplifies communication and boosts productivity. Flock provides one-on-one chat and public and private channels. It offers multi-party video and audio calling and screen sharing. It also integrates with over forty third-party apps including Google Drive, Github, Trello, Asana and many others.

Founded In: 2014

Offices In: Bengaluru, Mumbai

Total Funding: \$45 Million

### Doctor Insta

Doctors Insta's business model is to fix the current state of accessibility, reliability, and consistency in India's \$100 Billion HealthCare Market and to bring Healthcare to everyone. This amazing startup is India's 1st video medicine company where an individual can consult care-givers anytime, anywhere.

Founded In: 2015

Offices In: Gurugram

Total Funding: \$7 Million



### Cowrks

CoWrks is a premium coworking solution provider for businesses of all sizes. Built for startups, and Fortune 500s with beautiful, inspiring, and high-energy work environment that will change the way they work forever.

Founded In: 2016

Offices In: Delhi, Mumbai, Bengaluru, Chennai, and Hyderabad

Total Funding: Not disclosed



### 1Mg

1mg is an online pharmacy network and generic medicine engine. It allows users to find information about medicines prescribed by doctors and buy them as well. Users can find drugs by categories under ailments, class, companies, and brands. Its mission is to make healthcare accessible, understandable and affordable for a billion Indians.

Founded In: 2012

Offices In: Gurgaon, Haryana

Total Funding: Not disclosed



### Cars24

Cars24 makes selling a car an easy, fair and quick experience. This new startup creates an efficient and reliable way for car owners to sell their used cars at the Best Price

Founded In: 2015

Offices In: Gurgaon, Haryana

Total Funding: \$61 Million



### Dailyhunt

Dailyhunt is India's #1 news and local language content application. Their goal is to build a platform product for Indian language speakers and onboard more publishers & partners, in addition to investing in building tools and team for monetisation.

Founded In: 2009

Offices In: Bengaluru, Karnataka

Total Funding: Not disclosed



### Ebutor

Ebutor is an organized distribution network of India that helps brands distribute consumer goods to mom-and-pop retail stores. Ebutor uses technology, data sciences and its vast network of distribution centers and fulfillment centres to reach the farthest and smallest of retail stores across India.

Founded In: 2015

Offices In: Hyderabad, Telangana

Total Funding: Not disclosed

### Meesho

Meesho is India's Largest Reseller Platform, poised to be the next big e-commerce distribution channel, where homepreneurs sell on WhatsApp, Facebook. and Instagram.

Founded In: 2015

Offices In: Bengaluru, Karnataka

Total Funding: \$65.2 Million



The advertisement features a woman in a yellow and red striped top looking at her smartphone. The phone screen displays a WhatsApp chat from 'Sneha Fashion E-Store'. The chat shows a grid of four clothing items with prices (₹1,000, ₹1,000, ₹1,000, ₹1,000). A message from the store says 'This would look very nice on you. Want to buy?' with a timestamp of 4:05 PM. The woman replies 'Yes. Price please?' at 4:08 PM. The store replies '500' at 4:08 PM. The woman replies 'I like the blue kurti. Confirm the order.' at 4:32 PM. The store replies 'Okay' at 4:33 PM. The Meesho logo is in the top right corner of the image.

**Earn by selling on  
WhatsApp and Facebook**

Earn ₹20,000+ • From Home • Zero Investment

### **MilkBasket**

MilkBasket is India's first subscription-based micro-delivery service fulfilling daily grocery and household needs of customers every morning.

Founded In: 2015

Offices In: Gurgaon, Haryana

Total Funding: \$19.4 Million

### **PharmEasy**

This successful Indian startup is one of the largest pharmacy aggregators in India. We help patients connect with local pharmacy stores and diagnostic centers in order to fulfill their extensive medical needs.

Founded In: 2015

Offices In: Mumbai, Maharashtra

Total Funding: Not disclosed

### **Policybazaar**

Policybazaar is India's largest and leading insurance aggregator website. They specialized in making a comparative analysis of the insurance products of various insurance policies based on price, quality and key benefits.

Founded In: 2008

Offices In: Gurgaon, Haryana

Total Funding: Not disclosed

### **Revv**

Revv is an Indian car-rental startup that offers multiple options to meet all your self-drive needs from round Trips, one-way outstation, one-way local, monthly car subscription.

Founded In: 2015

Offices In: Gurgaon, Haryana

Total Funding: \$23.3 Million



### **Sharechat**

ShareChat is the fastest growing social network in India. With ShareChat you can share videos, jokes, GIFs, audio songs and funny images from India in Indian languages like Hindi, Telugu, Marathi, and Malayalam.

Founded In: 2015

Offices In: Gurgaon, Haryana

Total Funding: \$122.8 Million

### **Nykaa**

Nykaa is a premier online beauty and wellness destination. It offers beauty and wellness products for men and women at the best prices. Their products are 100 percent genuine and authentic, sourced directly from the brands.

Founded In: 2012

Offices In: Mumbai, Maharashtra

Total Funding: \$107.9 Million

## Toppr

Toppr is India's top startups in 2018 leading after-school learning app on a mission to make learning personalized. Toppr helps students prepare for various school, board, and competitive exams. They study student behavior and create adaptive learning paths with infinite combinations.

Founded In: 2013

Offices In: Mumbai, Maharashtra

Total Funding: \$65.1 Million



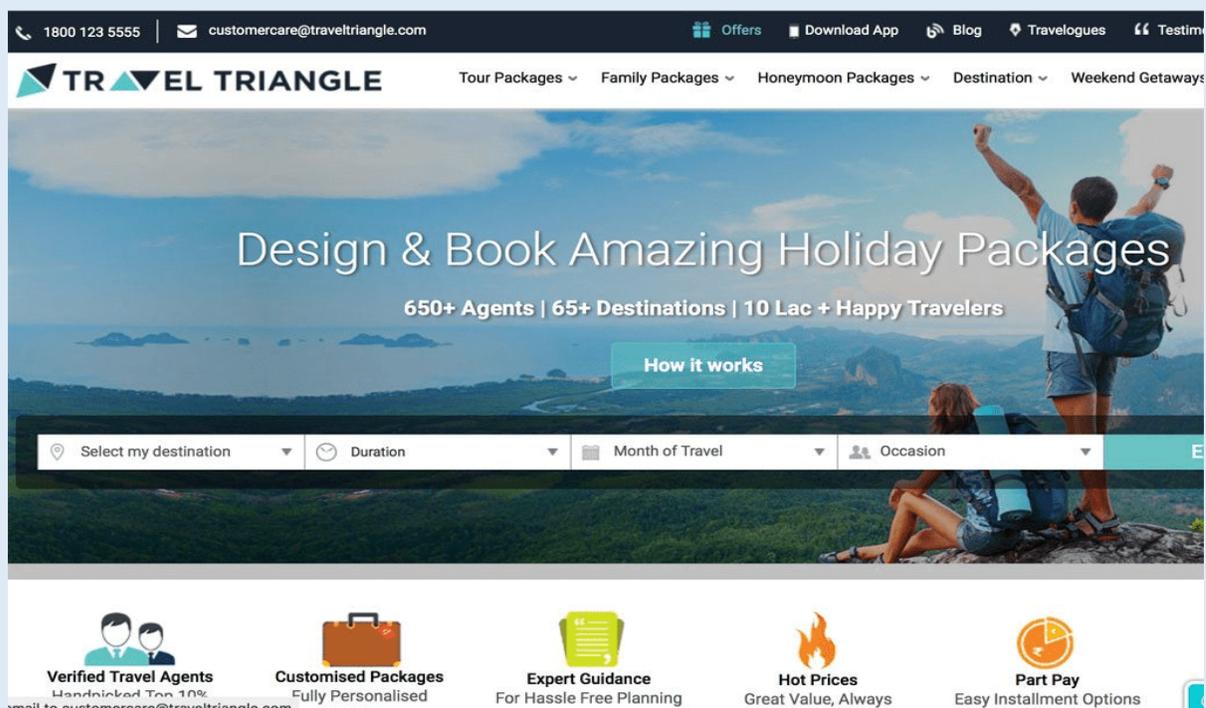
## TravelTriangle

TravelTriangle is an exciting new way of buying trips online in India. One of the best-growing companies in India, TravelTriangle promote local travel agents and get you the best flights from them. They have created a marketplace where travellers can interact with local travel agents. That same marketplace also empowers local travel agents to come online and compete with big fishes..

Founded In: 2011

Offices In: Mumbai, Maharashtra

Total Funding: \$34.9 Million



## Urban Ladder

Urban Ladder is a Bangalore-based online furniture company. This hot Indian startup furniture company aims to provide a curated destination for home solutions, to help the Urban Indian build well-furnished, beautiful homes.

Founded In: 2012

Offices In: Bengaluru, Karnataka

Total Funding: \$112.8 Million

## Aisle

This dating app puts the target on romance over flings. They connect people who are willing to date with other eligible people who are willing to get into a meaningful relationship.

Founded In: 2014

Offices In: Bengaluru, Karnataka

Total Funding: \$300K

## &Me

This Indian startup is a women's food and nutrition company based out of Bangalore. It is carefully blending ancient Ayurveda with modern science to make products that match the active lifestyle of this generation's women.

Founded In: 2017

Offices In: Bengaluru, Karnataka

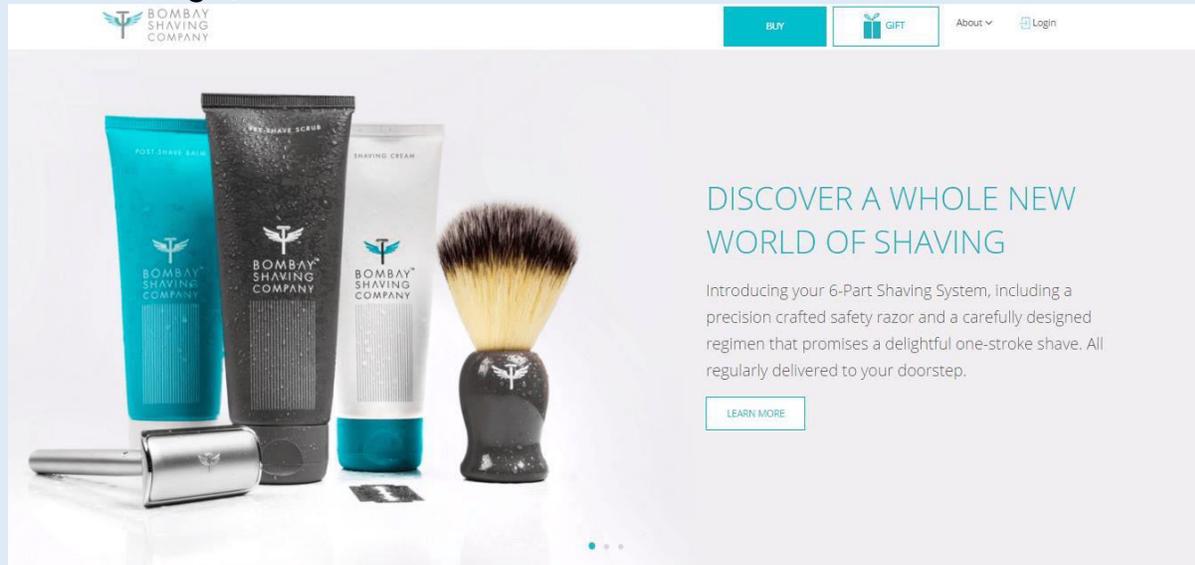
Total Funding: Not disclosed



## Bombay Shaving Company

Bombay Shaving Company provides a guide to men's grooming and lifestyle. They give inspiring grooming tips and ideas that make everyday life better.

Founded In: 2015  
Offices In: New Delhi, Delhi  
Total Funding: \$3.2 Million



## POPxo

POPxo is a digital media startup for women that deals with everything from fashion, beauty, lifestyle, work, etc. POPxo provides text and video content in an accessible manner. This successful Indian startup focuses on reaching a highly targeted audience - the millions of young urban women in India who are growing in confidence, in independence, and spending power. They monetize by working across formats with brands who want to reach this important and influential consumer base.

Founded In: 2013  
Offices In: New Delhi, Delhi  
Total Funding: \$12.4 Million

## Zestmoney

ZestMoney is the fastest way for all kinds of people to pay using digital EMI (equated monthly installment), without the need for a credit card or a credit score. This major startup in India believes that being able to pay in EMI should be available to everyone and not only those who hold a credit card or have a credit score.

Founded In: 2015  
Offices In: Bengaluru, Karnataka  
Total Funding: \$41.9 Million

## Xpressbees

Xpressbees is an e-commerce logistics specialist company that provides reliable and fast logistics solutions to its partners. This technology startup in India has extensive network reach, secure technology platform and last mile management system makes them one of the most trusted e-commerce logistics solutions provider in India.

Founded In: 2015  
Offices In: Pune, Maharashtra  
Total Funding: \$157.6 Million

## How Indian startup culture differs from the U.S

With the emerging business opportunities in India, the biggest startups in the world are no longer just in America. India has now become a leading global startup hub just like its American counterpart.

Rising numbers of new companies in India, venture capitalists, and entrepreneurs are turbocharging the development of the top tech startup scene.

Just how many startups are in India you may ask?

The number of startups has grown from 7,000 in 2008 to 50,000 according to the latest report by KPMG on the startup ecosystem in India.

Startups in both USA and India carry the same structure and principles. Where they differ the most is in funding.

## Funding

Investors typically want to see that a venture capitalist or angel investor has already put down a reasonable sum of money before they ever give any funding to Indian startups and their founders. So to get the right amount of money for a new startup in India you must have to already the right amount of backing.

Your new company must be seen as one of the popular startups in India with a good track record. For upcoming startups, the pressure to succeed is massive in comparison to American startups because failure is looked down upon severely. Given some famously failed startups in India such as Babyberry, reputation for a new startup is crucial to get even further funding.

Where the even more significant difference lies is on how much you get for each round. In America, you'll get somewhere between a million dollars per round. In India its a meager \$250K in comparison, with \$250k to \$500k rounds being considered as high.

It's easy to get going in India, but it in the later stages where funding becomes more problematic leading companies with no choice but to get international venture investors.

That's the difference between having one of the top-funded startups in India and being a complete failure of a startup.

## Frequently Asked Questions

Where are startups located in India?

More than half of Indian startups are based in Delhi and Bengaluru. Based on the startups we listed in this article, almost 41% are based in Bengaluru or Bangalore. Around 20% are based in Mumbai, 15% are based in Gurgaon, 15% are based in New Delhi and 9% are based in other cities such as Gurugram, Kolkata, Hyderabad, and Pune.

## **What is the best startup in India?**

One97 (Paytm) is the best-funded startup in India with \$4.4 Billion raised. It is a mobile commerce and digital goods platform that provides transport tickets, bill payments, hotel bookings, and more. Its headquarters are in New Delhi and it has more than 4,500 employees.

## **What are the Indian unicorns?**

There are 100 unicorns in India, according to Credit Suisse. The list includes Paytm, Byju's, OYO Rooms, Ola Cabs, PhonePe, Dream11, Swiggy, Udaan, Cars24, Lenskart, Zomato, Zerodha, and Policy Bazaar among many others.

## **How many startups are there in India?**

India had about 50,000 startups in 2018; around 9,000 of these are technology-led startups. 3,061 startups were born in India in 2020.

## **Why are there so many startups in India?**

Big enterprises are realizing the potential of startups and are investing or partnering with them.

Indian government understands the value of disruptive innovators across the value chain. More than 26 states have startup policies.

Cheaper internet and higher mobile adoption opened a way to serve millions of new customers.

First-generation entrepreneurs inspired new ones to start their businesses.

## **What is the success rate of startups in India?**

The success rate of startups can vary from country to country, but overall only 1 out of 10 startups succeed. This number originated from the Startup Genome Project, but in some of their more recent reports, they even say only 1 in 12 entrepreneurs succeed.

## **Who is the youngest CEO in India?**

Shravan and Sanjay Kumaran, siblings aged 18 and 16 respectively are the youngest entrepreneurs of India. They founded GoDimensions, which develops simple technological solutions for the digital world.

## **What startups can I start in India?**

Here's a quick 3-step process to identify great ideas for your startup company in India.

Look for problems: The key to getting ideas is to look for every small or big problem in your daily life.

Find a problem that messes with your mind: Look for those that interest you more. If you love to do craftwork, look for a problem that consists of decorative items.

Find an innovative solution: Look for an out-of-the-box solution. Do your research about current solutions to that problem and create a better one.

## Why do startups fail in India?

Marketing Problems (56%): The biggest problem by far is the lack of product-market fit.

Team Problems (18%): One of them would be a lack of domain knowledge.

Financial Problems (16%): No budget and lack of funds.

Tech Problems (6%): The biggest mistake is over-investment in technology.

Operations Problems (2%)

Legal Problems (2%)

If you want to dig deeper, we covered this on our Startup Mistakes blog post.

## Conclusion

There are endless money-making opportunities in today's world. Startups can have a high success rate in India, but why so? Education seems to be a reason for this. There is a great education system in India, and people are clearly very knowledgeable when it comes to business.

What can you learn from India? Well, you can learn that Indians are not scared to try new things. Even the startup names are quite disrupting! (We should also write a new naming guide taking into account the top Indian startups!). Some of the top Indian startups are quite out of the ordinary. If you want to create the most profitable business in India, you need to think outside of the box. Indian startups have an edge on their competition for this very reason. Their startup ideas are unique, which always attracts customers and brings forth profit.

The internet is a big place, and if you need startup ideas in India, you will find tons of information on what you can do. You need to find a gap in the market and again, do not be afraid to do something that you have not seen before. That is what leads to success, a brand new idea. You will not gain much success from the belief that everybody has.

The top Indian startups are a result of persistence. Despite naysayers, the best business owners went for what they believed in every time. You may wonder how this is possible. It can be done by having complete faith in your ability and believe that your idea will go far. You need to trust the people around you and have confidence that they will take your business in the right direction.

India is a beautiful country with some great attractions. There are lots to see, and lots of opportunities to network with others. You will never have an excuse to miss out on new opportunities. There are some fantastic places to work, and you can sit in the office with an amazing view. So what are you waiting for? Do you have a plan? Go out there and make it a reality. The time to make a change is now! Do not wait any longer.



## Corporate News for HR

Source Economic times - starting with latest new on top



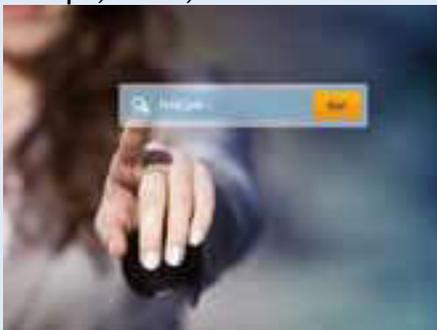
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07 Apr, 2021, 12.43 PM IST



[Consulting firms unaffected by Covid, on a hiring spree](#)

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[More women go big on gig during Covid pandemic, better jobs now available](#)

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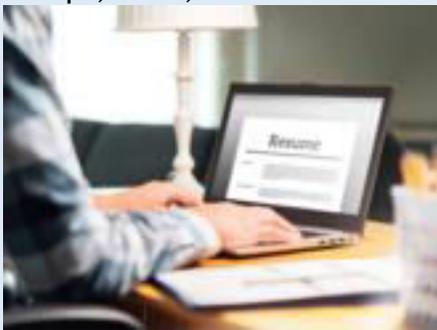
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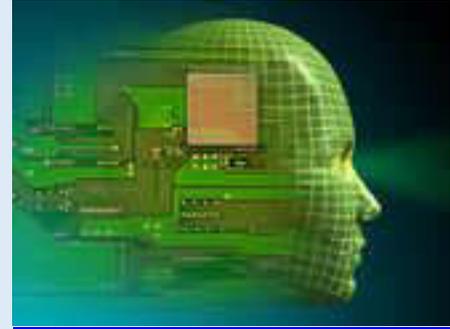
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[January has seen a 50% spike in jobs over December, according to a survey](#)

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[3 in 4 Indian professionals will actively look for a new job in 2021: LinkedIn Job Seeker research](#)

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[India's gig economy workers to get social security for the first time](#)

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[Big 4 IT companies may hire 91,000 freshers for 2021-22](#)

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[A Budget poser: Will I be able to keep my job in 2021?](#)  
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[Driven by digital, companies go on hiring spree; job offers touch pre-Covid levels](#)

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Special Thanks - to friends from Economic times& Mint in shortlisting relevant news for HR Fraternity & Top Management for updating HR News & trends

## Economic News & Views For HR -In Talks With Bhavna Udernani On The Employment Scenario In Post-Pandemic India

This article is contributed by Ms. Bhavna Udernani - Founder & Managing Director, Adhaan Solution Pvt. Ltd.



**Ms. Bhavna Udernani**

After a painfully slow year, the Indian economy has finally started stabilizing and regaining its momentum, and along with it all Indian citizens are renewing their future aspirations. Woman entrepreneur, Bhavna Udernani, Founder and Managing Director of Adhaan Solution Pvt. Ltd - dedicated to empowering businesses with integrated and tailor-made staffing solutions for the past 15 years; talks about what 2021 has on the plate for the Indian youth and the post-pandemic growth in employment opportunities in the country.

### (Excerpts from the interview)

2020 has been historically the worst year recorded in centuries. Can you share with us your views about the crawling economy?

Chaos, misinformation, confusion, can only begin to start describing the year that went by. Physical distancing ensured through a suspension of rail and inter-state bus services, closure of public places, cessation of all non-essential activity, and street-level micro-monitoring. All this wasn't easy, either for the authorities or for the common man. In fact it was miserable and terrible indeed. 2020 was one of the most dramatic and traumatic year in centuries, changing everything from life to style - our work patterns, and

even how we perceive things has undergone a major change.

Talking about the economy, we are all in this together. Yes, businesses have received a massive blow, but eventually every organisation finds a way to tide over the setbacks, survive and sustain itself in the market.

When it comes to Human Resources, the foremost thing that comes to a layman's mind are the cuts. Are job-cuts and pay-cuts here to stay?

No, not at all. These job-cuts and pay-cuts are ephemeral. These cuts were just temporary solutions for organizations to survive and sustain since none of us knew exactly how to react to business challenges or how prolonged the pandemic would be!

However, the market works on demand and supply and as long as there is a need for people, there is going to be a demand. It may be limited initially, but in a labour-centric country like ours, it is not subsiding anytime soon. On the other hand there is always a ready supply of resources. Eventually, businesses will find a way to go back to normal and start running in a manner they have always been working.

According to you, what does staffing in the new normal look like?

Realistically speaking, there will definitely be a change in the staffing structure in the coming years. Since organizations now know that the work which was earlier done by 10 people can be managed with 8 people, we will see a dip of about 20 % in staffing needs. Digitalization may also cut some jobs. Companies may cut management level jobs to reduce their weightage and burden. Surplus manpower which organizations always entertained in their kitty for contingencies might not be possible.

As far as the ground-level or blue-jobs are considered, there won't be many cut-downs. In fact, the market is going to grow to bring things back to the normal pace. But the catch here is, there might be more temporary and

seasonal hirings or say FTE (Full-Time Employment) model hirings.

This will not only reduce the costs of the companies but will also increase the productivity of the employees in turn making them more responsible.

According to you, how long will the virtual and remote style of working continue for? Which sectors will take more time to adapt?

Virtual is great for IT, where work is mostly on computer systems and monitoring can be done remotely. However, for a lot of industries remote working may not be the most favourable option. For example, in Sales or Services, where culture and interpersonal connections play an important role, a face to face meeting is much more effective. Maintaining brick and mortar is a huge cost. If it would have been feasible for any industry, such big investments of setting up offices across the globe would have not been made in the first place.

Are organizations besides eCommerce or IT ready for such a huge digital transformation?

Digital transformation today is a necessity for every industry and organization. Today it's a pandemic, tomorrow it may be another disaster. However, digitalization is not just working from home. It is much more than that. It is the streamlining of all business processes in accordance with digitalization, keeping productivity in mind.

Your take on Gig Economy?

The COVID-19 outbreak has nudged many corporates into adopting the concept of the gig economy. It has become talk of the employment industry. There will be many who will be taking on the heads side of the coin. But today, let's talk about the tails. The challenges are numerous.

The foremost thing about gigs is one needs to be very tech-savvy as well as digitally strong. Especially when it comes to efficiency, one cannot completely rely on productivity here. The productivity parameters and indexes are still ambiguous. Many times in the lure of cutting costs, companies end-up paying higher.

There is no concept of security of employment or additional benefits. Independent workers do not seem to be eligible for any social benefits such as insurance, medical benefits, employees' provident fund, bonus, or gratuity.

Cutting the long story short, it is a bubble. Flexibility is cool. But discipline and commitment work wonders in bringing in big numbers.

The numbers in the gig economy are mere gigs, with the benefits being short-term. Often workers may spend years in the economy and still not cultivate a relevant skillset.

Blue-collar workers are facing a tough time in their hometowns. While urban

cities see a shortage. How can this gap be filled?

We see blue-collar workers have already started migrating to urban lands from their native places, since it becomes difficult to manage livelihood. Sooner or later the gap will be filled. This has started happening in a few places already.

How bountiful will be the support of the government to form a proper strategy?

All the measures that the present BJP government of India is taking to get the immigrants back to work, are truly commendable. Also, it is great to note that the labour codes now majorly favour the employees.

However, there is a lot to be done yet. Starting big government projects that were on hold or were in the pipeline, on an immediate basis may work wonders to support blue-collar workers.

Do you see the opportunity in the current adversity? Any suggestions from your side for organizations to cope with the losses.

"Take the best out of every situation you get into" has always been the Mantra at Adhaan Solution. That's easier said than done. To organizations I would say:

Cut costs, don't overdo them.

Don't focus on immediate gains. Be patient and think long-term.

Diversify and discover new channels to fetch revenues.

## Masks in Fashion

This article is contributed by Vijayshree Srikant an astute Corporate Fashion Columnist and a blogger on dressing trends for Corporate Indian women & men, She believes though from the professional management fraternity has great love for fashion and attire. “Looking good or to make one look good she claims is the right of both men & woman”. She practices it and is always on lookout for innovation, attire and fashion to add value to the pretty men & women.



**Ms. Vijayshree Srikant**

Masks are an intrinsic indicator of the potential rise in Air pollution in many parts of the world. And now, with the advent of the novel coronavirus pandemic; masks have become a must - have, most sought after clothing item in each and every household across the world. The ever-mounting demand of this indispensable item has placed an enormous pressure on medical stores and suppliers.

Now, many patrons have stepped in and have taken the wise decision of stitching and distributing masks to those in needs; owing to a deficit in the supply of N95 masks. Renowned and prominent fashion designers like Ritu Kumar, Masaba Gupta have joined the bandwagon of benefactors and have strived to incorporate valuable, yet quirky and fashionable conception of designing non-surgical, three layered reusable masks. This new idea has brought a variable shift in the perception and production of an essential wear. Fresh from the designers' labels, the masks appeared attractive and had a captivating vibe. They were made from coloured or printed fabrics and brought about a paradigm shift to the unvarying, traditional method of production of masks that were in demand earlier. So, naturally; this modernistic concept has been a welcome change for consumers and now; more and more people can be seen flocking to purchase designer masks that are available in a wide variety of enthralling designs which are comfortable to wear, as well as are packaged at an assorted price range.

Designer masks have gained an immense popularity in a short span of time. They have progressed from an essential wear into a fetish now. Despite facing a nationwide lockdown; several families went ahead to culminate marriage for their prospective children. Hence, one could witness; a lot of marriages taking place across the country.

New norms have to be carefully adhered to during the wedding rituals and other festivities in the pandemic period. The brides and grooms decided to choose colour coordinating masks or designer masks with their outfits for the wedding festivities.

Brides could opt for 'Couture masks' to provide a balance to their overall look; whilst, adding an exquisite and modish touch.

Mask is a fundamental constituent as well as a definitive feature of the "New Normal" for all of us. Moreover, it is an indication of civic responsibility. While 'couture' masks have already created a fashion statement; fashion houses have experimented with specialized fabrics to bring about, 'Casual Masks', that would successfully break the monotony of solid colour plain masks.

Hence, more and more people are inclined to procure designer masks as this serves to be an individual's creative form of 'self-expression'. Now, if you are someone; who is not a fan of this contemporary idea; then you can very well stick to solid colour plain masks. The pandemic has seen numerous businesses undergoing heavy losses or are on the verge of shutting down. As such, many enthusiasts have taken the opportunity to commence their own business from scratch; by cautiously following all the health ministry' guidelines on 'How to stitch a cotton face mask'. Some people are also trying to revive their existing business by stitching masks.

To encapsulate it into a nutshell, the mask acts as a protective shield and is here to stay; be it in the form of designer masks or face masks and should be well accepted, just as any other clothing item that would act as a precautionary measure for the well being of people, so that they are at ease.

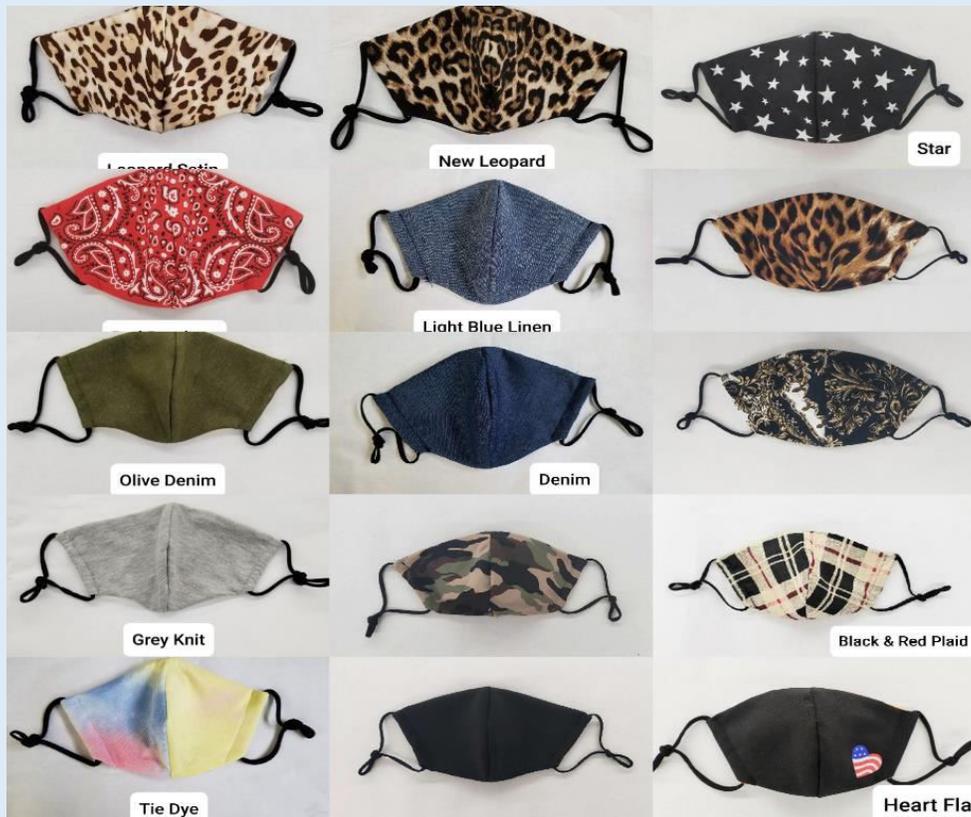


DESIGNER MASKS



CASUAL MASKS





HR Awards 2020 -21

Click the links for details to enlighten and apply where meeting criteria's

NATIONAL AWARDS FOR  
**BEST - IN - CLASS** Learning  
& Development (Seven Edition)

## NATIONAL AWARDS FOR **BEST - IN - CLASS** Learning & Development (10<sup>th</sup> Edition)

8<sup>th</sup> July, 2021 | Taj Lands End, Mumbai



The National Awards for **BEST-IN-CLASS LEARNING & DEVELOPMENT** - 10<sup>th</sup> Edition are scheduled on 8<sup>th</sup> July, 2021 at Taj Lands End, Mumbai. The objective of the awards is to identify and honour Individuals, Teams and Organizations from the Corporate, Education; Public & Private Service Sector, who/that have leveraged learning and development in order to significantly advance workforce productivity and performance.

**OBJECTIVES**

**“WHY BEST-IN-CLASS LEARNING & DEVELOPMENT AWARDS...?”**

- Advance recognition of the impact that learning and development have on organizational success.
- Distinguish and acknowledge the impact that talented learning professionals have in cultivating and strengthening organizational capability.
- Recognize the effectiveness, benefits and impact that learning technologies have in the modern learning organization.

**ORGANIZATIONAL AWARD CATEGORIES**

- Award for Innovation in Learning
- Award for Excellence in content developed.
- Award for Excellence in Customer Service
- Award for Excellence in Outsourcing
- Best use of Social Media for Learning
- Outstanding Contribution to the Cause of Learning
- Best Talent
  - Best Learning Partnership
  - Best Learning Team
- Best New Initiative
  - Best eLearning Adopter
  - Best Deployment of an Learning-Management system
- Best Learning Program
  - Best Behavioural Change
  - Best Compliance
  - Best Environmental
  - Best Induction
  - Best Mentoring
  - Best Occupational Health & Safety
  - Best Organisational & Staff Development
  - Best Special Skills Training
- Green Training Award
  - Learning with the Environment in Mind
- Best in Class Technologies
  - Best Assessment Tool
  - Best Rapid E-learning Tool
  - Best Authoring Tool
  - Best Presentation Tool
  - Best Virtual Classroom
  - Best Webinar Solution
  - Best Simulation Solution
- Best Services
  - Best Training Provider
  - Best Training Venue
- Best Practices
  - Best E-learning Implementation on a Budget
  - Best Learning Innovation Technology
  - Best Online Learning Solution
  - Best Online Tutorial Training Program
  - Best Coaching / Mentor Training Program
  - Best Compliance Training Program
  - Best Distance Learning Program
  - Best Frontline Management Training Program
  - Best Leadership Training Program
  - Best use of Game Based Learning Technology
  - Best use of Mobile Learning Technology
  - Best use of Video in a Training Program
  - Best Safety Training Program
  - Best Sales Training Program

**INDIVIDUAL AWARD CATEGORIES**

- Chief Learning Officer of the Year
- Outstanding Contribution to Global Learning
- Learning Leaders of tomorrow Award
- Best Talent
  - Best Learning Leader
  - Best Learning Leader Blog
  - Best Training Manager
  - Young Learning Leader (Age Below 35 Years).
  - Best Instructional Designer
  - Best IT Trainer

**CRITERIA**

- **ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.
- **INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

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Strategic Partners



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## NATIONAL AWARD FOR EXCELLENCE IN TRAINING & DEVELOPMENT



8<sup>th</sup> July, 2021 | Taj Lands End, Mumbai

### ■ INTRODUCTION :

The National Award for Excellence in Training and Development is organized by the Human Resources Development Management Committee of the World HRD Congress. It is the only award that gives public recognition of achievements in training and development to individuals as well as companies, whether large or small and whatever the nature of their businesses or services.

### ■ INDIVIDUAL AWARD CATEGORIES :

- Distinguished Trainer Awards
- Outstanding New Trainer Awards
- Training Leader of the year
- Hall of Fame Award
- Trainer of the Year
- Content Developer of the year
- Young Training Leader
- Chief Training Officer of the Year
- Chief Development Officer of the Year

### ■ ORGANIZATIONAL AWARD CATEGORIES :

- Best Development Program in Public Sector for Top Management
- Best Development Program in Public Sector for Middle Management
- Best Development Program in Public Sector for Workers
- Best Training Program run by an NGO for Internal Communication and Development
- Best Private/Commercial Public Programme
- Best Training Partnership with External Vendors
- Best Coaching Programme
- Best Mentoring Programme
- Best Change Management Initiative or Program
- Best Sales Development Programme
- Best Leadership Development Programme for Top Management
- Best Leadership Development Programme for Middle Management
- Best Leadership Development Programme for Workers
- Best Customer Services Programme
- Best Contact Centre Programme
- Best Apprenticeship Programme
- Best Operational Management Programme
- Best Organisational Development (OD) Programme
- Award for Independent Training Consultancy Organisation
- Training Provider of the Year
- Best Use of Technology for Training
- Training Company of the Year
- Excellence in Training & Development Award. An Overall Award for Best Results Based Training
- Best Practice in Learning Transfer for Improving Business Bottom Line
- Award for the Most Innovative Use of Training & Development as an HR Initiative for OD
- Innovation in Learning Services
- Award for Learning Technologies Solution
- Excellence in Content Development Award
- Excellence in the Production of Learning Content
- Best Education Training Campaigns & Programs
- Best Custom Built Content
- Best Training Initiative for:
  - Banking Sector
  - Insurance Sector
  - Infrastructure Sector
  - Consulting Sector
  - Automobile
  - Pharmaceutical
  - Hospitality
  - Manufacturing
  - BPO
  - PSU
  - FMCG
  - Retail
  - Healthcare
  - Financial Services
  - IT & Software
  - Logistics
  - Telecommunication / Mobile
  - NGO / Associations

### ■ OBJECTIVES OF THE AWARD

- To give due recognition to HRD professionals and trainers for their achievements.
- To help improve the quality of training and development generally by giving examples of good training and development and by sharing experiences.
- To continue to improve the extent to which training and development meets business needs, establishes
- Direction and contributes to the success of the business/organization through improving the performance of employees.

### ■ BENEFITS TO COMPANIES

- The Award will strengthen the reputation of the company within the field of training and development
- And in the business community at large.
- The winners will be allowed to use the award logo on their stationery, promotional literature and in advertising.
- The Award will provide an excellent opportunity for publicity by the winners.
- The Award could be used as an aid to recruitment or employer branding.

### ■ BENEFITS TO HRD PROFESSIONALS & TRAINERS

- The Award offers HRD professionals and trainers the opportunity to have their efforts better recognized by their organizations, peer professionals and the community.
- The Award will provide additional motivation to HRD and training professionals to extend their efforts.
- The Award will help senior management better understand the value HRD professionals and trainers can bring to improve corporate results of the business/organization.

### ■ CRITERIA

- **Organizational Category:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.
- **Individual Category:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

### ■ FOR MORE DETAILS CONTACT

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### ■ NOTE

- Participation Companies are required to settle the participation fee before the entry deadline to make it eligible for it to go through the Jury Round as a part of the process itself.
- The Entry Fee is Non - Refundable. Entries once sent cannot be withdrawn under any circumstances.
- The organisers reserve a right to alter or change the program or its content and title without assigning any reason whatsoever.
- (The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)



29<sup>th</sup>  
Edition

# Global HR Excellence Awards

**TIMES ascent**  
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**WORLD HRD CONGRESS**  
29<sup>th</sup> Edition

**Global HR Excellence Awards**  
29<sup>th</sup> Edition

6th April, 2021 | Taj Lands End, Mumbai



The GLOBAL HR EXCELLENCE AWARD is scheduled on 6th April, 2021 | Taj Lands Ends, Mumbai. The aim of the Awards is to recognize the Best of Best, organized for a professional cause. The objective at core is benchmarking talent & HR practices.

### AWARD CATEGORIES :

#### ORGANIZATIONAL CATEGORIES :

- Outstanding Contribution to the Cause of Education
- Organizations with Best Employee Relations Practices
- Award for Institution Building
- HR Outsourcing Stars Award
- Award for Innovation in Recruitment
- Award for Innovation in Retention Strategy
- Award for Talent Management
- Award for Managing Health at Work
- Best Service provider in HR
- Best HR Organization to work for
- Diversity Impact Award
- Award for Use of Media & other Recruitment Methods
- Award for Career fairs, Campus Recruitment
- Award for Leading HR Practices in Quality Work-Life
- Award for HR Practices in Corporate Social Responsibility
- BPO Organization of the Year
- Award for Operational Excellence & Quality in BPO Industry
- Best Corporate Social Responsibility Practices
- Best Workplace Practices
- Best use of CSR Practices
- Award for Development & Welfare of Women & Children
- Developing Sustainable Strategies
- Carbon Footprint Accounting
- Diversity & Human Resource
- Community Development
- Poverty Alleviation

- Best Corporate Strategy in Line with Business
- Award for Excellence in HR Analytics
- Award for Excellence in Learning & Development
- Transitioning to Virtual Workplace – The HR Lens

#### INDIVIDUAL CATEGORIES

- Exemplary Leader Award
- CEO of the Year
- HR Professional of the Year
- HR Leadership Award
- Life time Achievement Award
- CEO with HR Orientation
- Young HR Professional of the Year (Age below 35 Years)
- Contribution to the Field of Training & Development
- Women at Work Leadership Award
- Leaders of tomorrow Award
- CSR Leadership Award
- Social Entrepreneurship
- The Outstanding Volunteer
- Social Innovator
- Outstanding Contribution to HR
- CHRO of the Year
- Best Global HR Research
- HR Research of the Year
- Women Super Achiever Award
- Best Corporate Strategy Officer Award

### CRITERIA :

**ORGANIZATIONAL CATEGORY :** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

**INDIVIDUAL CATEGORY :** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding) All Entry fees needs to be paid in advance to make it eligible for it to go through the Jury Round & as a part of the process itself.)

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**KNOWLEDGE  
MANAGEMENT  
AWARDS**

6th April, 2021 | Taj Lands End, Mumbai



### INTRODUCTION

Knowledge Management is one of the hottest topics today in both the industry world and information research world. In our daily life, we deal with huge amount of data and information. Data and information is not knowledge until we know how to dig the value out of it. This is the reason we need knowledge management. Unfortunately, there's no universal definition of knowledge management, just as there's no agreement as to what constitutes knowledge in the first place.

### A W A R D C A T E G O R I E S

#### ORGANIZATIONAL

- Knowledge Management Leadership Award
- Value Creation through Knowledge Management
- Best Implementation of Knowledge Management
- Use of Best Training Methods for Knowledge Management
- Best Knowledge Sharing Initiatives
- Best use of Internal Knowledge Management in the Originations
- Outstanding Knowledge management Project awards
- Best Business Intelligence or Knowledge Management Solution
- Best knowledge management strategy
- Best Knowledge management framework
- Best Knowledge management process
- Best Knowledge management technology
- Best Knowledge management software (KM software)
- Best Practice in knowledge Management Tool
- Best Journal/Magazine for Knowledge Management

#### INDIVIDUAL

- CEO of the Year
- Life Time Achievement Award
- Visionary Leader Award
- Hall of Fame Award
- Young Achiever Award
- Women Super Achiever Award
- Innovative Leader Award
- Best Chief Knowledge Officer
- Best Knowledge Manager
- Best Knowledge Management Champion
- Best Knowledge Management Navigators
- Best Knowledge Management Synthesizers / Best Knowledge Management Stewards
- Best Knowledge Management Editor
- Best Knowledge Management Analyst
- Best Knowledge Management Systems Engineer
- Best Knowledge Management Research

### CRITERIA

Organizational Category: Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

Individual Category: Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

#### CO-ORDINATION OFFICE:

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**Mob :** +91-9821622111 **E-mail :** secretariat@worldhrdcongress.com **Website :** www.worldeducationcongress.com



<https://www.shrmiac.org/awards.html>

India HR Summit & Awards  
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<http://www.peoplefirstltd.org/hrexcellenceawards/>



<https://www.hrexcellenceawards.com/>



## Motivation Tips

Create your Own Preamble  
(Revised with new pointers added)

This article is contributed by Dr. Ravindra Pratap Gupta-CMD, Aviyana Group. The thought process goes as such that as we are born, we live in this world along with spending good & bad times we go from here one day. Some achieve greatness and impact the society and nation along with they themselves setting standards that impact all connected with them

Think why the two individual differ in achievements.

The probable answer is the clarity of goals and objectives with mission and vision statements along with set of guiding principles.

When country has a constitution and has a preamble why can't an individual have the same for him with guiding principles that can help him achieve his mission and vision in life.

Here is a small attempt exemplified below. Do create your own preamble taking clues and live the life on those principles to contribute for self, near and dear ones, society & nation.



## My Preamble

POSITIVE - Think positive in all circumstances

HOPEFULL - That best is yet to come and will surely come

BECOME ENTHUSIASTIC - By Think Enthusiasm, Act Out Enthusiasm, Talk Enthusiasm & Preach Enthusiasm

BELIEF & TRUST - In self & god

HAPPY - In all circumstances with accepting gods wishes

BE THANKFUL TO GOD - For giving all that is presently and in future  
FAITH - In my own capabilities  
CONFIDENCE - In thoughts & action  
LISTEN TO CONSCIENCE - Doing right or wrong  
THINK BEFORE - Before taking a decision think the long-term consequences  
LOVE, RESPECT & GRATITUDE - For all people connected  
TREAT PEOPLE CONNECTED NICELY - Under all circumstances  
PRACTICE GENTLENESS & FRIENDLINESS - That are stronger than fury & force  
IMBIBE EMPATHY - With a constant listening and learning people  
BE SENSITIVE - With our words and actions, think how the other person may feel before we say or do something  
APPOLOGISE - For the mistakes committed with heart to improve  
FORIVE & FORGET - The ills or bad episodes and move on  
NO ANGER - Not to lose temperament or be angry preserving mental peace & mental control  
NOT TO SHOUT - Keep pitch in control  
KEEP COOL - Not react spontaneously  
NO WORRY - To avoid unnecessary worry  
FEARLESS - Not to fear any situation as god is with me  
NOT TO BE ANXIOUS - Avoid anxiety  
UNDERSTANDING - Be understanding with taking time  
NO BACKBITTING - To not bite back any one  
TRUSTING PEOPLE - Who are associated with you  
NO ENVY - For any one success or riches  
NO HATRED - For any one in life  
EAT LESS, SPEAK LESS - To be more balanced  
WORK MORE SMARTLY - To be more productive  
CLEAR EXPECTATIONS - From the start  
SEEK TO UNDERSTAND & THEN BE UNDERSTOOD - With consideration & courage  
ALWAYS LOOK FOR WIN-WIN - Formula for both sides  
PERCEIVE PEOPLE - See good & bad, choose to focus on good & neglect the bad.  
INVESTIGATE THE TRUTH - Knowing ugly side also not to harm anyone  
MAINTAIN RELATIONS - Not to spoil relations for payment  
SPEND RATIONALLY - Only what is needed or required  
HELP POOR & NEEDY - Ensure if can help any poor and needy  
BE PUNCTUAL - Respect other & self for being on time or keeping delay informed  
COMMITMENT - Staying true to the commitment made  
BE TRUTHFUL - In most situations unless it is for general or social good  
TURN SETBACKS TO COMEBACKS - With Plus Factor of Positivity & Creative Efforts  
COMMITTED TO  
Conserve Electricity & Water & not waste Food  
Not to have ego  
Connect with near & dear ones regularly as possible  
Take care of family needs as much as possible

Let the other person do more talking

My life should be Meaningful, Happy and Satisfying for Self, Family, Team, Clients, Friends, Supporters, Society & Nation.

Persistence will make me disciplined human being, I shall never lose hope, confidence, with the ability to do all I need to do to lead a fulfilled life.

I believe in having a positive frame of mind can help overcome extremely bad situations.

As a leader I must always remain calm and should not take decisions under stress.

I strongly believe in giving the best in whatever we do and having faith in oneself.

Adopting a leadership style which develops the people to the level they need not have leaders to guide them.

Employees are one of the most important drivers of growth.

My Mantra for employee is - delight focus on 5P's.

- People
- Pride
- Passion
- Processes
- Performance

Success for any organization is its people

What differentiates most successful people from less successful people is the experience with which they convert time in to experience.

TMRR - Target, Measure, Review & Reflect is the catalyst for converting time in to experience with the presence of learning model and the will to improve. Having a target for the activity, measuring the actual performance and then reviewing the performance why it was the way it was - that is the learning model that I need to employ in each and every activity to catalyse and convert my time and activity in to experience & Reflect How it could be done better? - the algorithm called TMRR - the most effective learning model at work. TMR should enhance learning with increased productivity

To focus Circle of influence on things that I can control and do better with my strengths and thus increase my circle of influence and reduce my circle of concern.

The Circle of concern I will less focus unless unavoidable then partnering or coaching or mentoring and if required to do self.

Will use rock and sand principle. Rocks as priorities first and sand the less ones later.

For motivating and inspiring everyone, it's my duty to lead by example. True leader never gives commands to his team but lead by doing things what he wants others to do.

To the important Plus Factor add enthusiasm, intellectual competency, as well as sound spiritual thinking and you have got an unbeatable combination. You have the makings of somebody special.

Will focus on Pristine Honesty what feel should be right then going by Majority honesty.

Neither would be optimist nor pessimist but possibilist.

Health News (Click the news tagline to open in browser for details)

National



[Coronavirus: Is the second COVID wave more dangerous for kids? Signs and symptoms to know](#)

7 Apr 2021, 21:46 IST



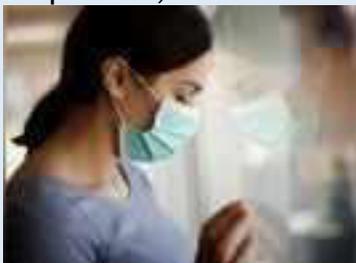
[Newer symptoms of COVID infection identified](#)

7 Apr 2021, 21:42 IST



[Older adults share their COVID vaccine experience](#)

5 Apr 2021, 21:01 IST



[Coronavirus: One-third COVID survivors report neurological, mental health disorders, as per study](#)

14 hrs ago



[Coronavirus second wave: High viral load, new symptoms, here is how the second wave looks different from the first](#)

7 Apr 2021, 21:44 IST



[Coronavirus vaccine: How long does COVID-19 vaccine immunity last? Here's what research has found](#)

7 Apr 2021, 10:32 IST



[One COVID-19 patient can infect 400 other people: Maha health official](#)

5 Apr 2021, 20:00 IST



[Coronavirus vaccine: Do you need an antibody test after getting vaccinated?](#)

5 Apr 2021, 16:11 IST



[Coronavirus: What is the possibility of reinfection in COVID-19 patients? Here's what ICMR study has found](#)  
5 Apr 2021, 11:00 IST



[COVID Vaccination: "Doctor, can I get vaccinated? I have frozen shoulder"](#)  
3 Apr 2021, 19:56 IS



[Coronavirus: What's the difference between the new and old COVID strain?](#)  
2 Apr 2021, 11:00 IST



[Coronavirus: Why does COVID-19 cause shortness of breath?](#)  
1 Apr 2021, 11:00 IST



[COVID vs. Allergies: Here's how you can differentiate between the two](#)

30 Mar 2021, 14:00 IST



[Coronavirus: Can face masks prevent the spread of COVID-19 in schools? Here's what research has found](#)

22 Mar 2021, 16:00 IST



[Coronavirus: 4 conditions that cause maximum COVID hospitalizations, according to studies](#)

31 Mar 2021, 11:00 IST



[Coronavirus reinfection: Senior citizens more likely to get reinfected, according to a new study](#)

31 Mar 2021, 14:27 IST



[Coronavirus: How dangerous is the double coronavirus mutation?](#)

30 Mar 2021, 16:15 IST



[Coronasomnia: What is it and everything you need to know](#)

26 Mar 2021, 16:00 IST



[My COVID vaccine experience: I had slight joint pain and loss of appetite, which went away on its own](#)

25 Mar 2021, 18:24 IST



[My COVID vaccine experience: "I had chills and felt feverish after the second dose of Moderna"](#)

24 Mar 2021, 18:00 IST



[Coronavirus symptoms: Can COVID cause hearing problems? 3 possible signs to look for](#)

23 Mar 2021, 16:08 IST



[Coronavirus vaccine: 5 things you can safely do after getting the COVID-19 vaccine](#)

22 Mar 2021, 18:03 IST



[Coronavirus vaccine: Who are most likely to experience post-vaccination side effects? Here's what studies have found](#)

24 Mar 2021, 10:48 IST



[Coronavirus vaccine: The medicines you can and cannot take along with your COVID vaccine shot, according to doctors](#)

23 Mar 2021, 11:27 IST



[Coronavirus Vaccine: Second dose of COVID vaccine can have more intense side effects, says CDC](#)

23 Mar 2021, 14:00 IST



[Coronavirus: Can COVID-19 give you a distorted smell? Here's what long haulers want you to know](#)

20 Mar 2021, 11:00 IST

## International

[Can a COVID-19 Vaccine Improve Symptoms for People with Long COVID?](#)

[I'm Vaccinated. My Kids Aren't. What's Safe for Us to Do?](#)

[COVID-19 Updates: 1 in 4 U.S. Adults Are Fully Vaccinated](#)

[Allergies or COVID-19 Vaccine Side Effect? How to Tell the Difference](#)

[You Can Lighten Up on Sanitizing Surfaces for COVID-19: Here's Why](#)

[What to Expect from a COVID-19 Vaccine If You Have a Chronic Condition](#)

[CDC Says Travel Is Low Risk If You're Fully Vaccinated](#)

[How Vaccine Hesitancy Could Prolong the Pandemic](#)

[COVID-19 Transmission After Vaccination: What We Know](#)

[Here's Exactly Where We Are with Vaccines and Treatments for COVID-19](#)

[Why Experts Think You'll Need a COVID-19 Booster Shot in the Future](#)

[Vaccine Passports: What They Are and Why You May Need One Soon](#)

[How Long Does Immunity from COVID-19 Vaccination Last?](#)

[Your COVID-19 Vaccine Is Still Working Even If You Don't Have Side Effects](#)

[Rare 'Breakthrough' Cases of COVID-19 Are Occurring in Vaccinated People](#)

[Yes, Lockdowns Do Help Slow the Spread of COVID-19](#)



## Case Studies in HR

Paid Version

[https://store.hbr.org/search.php?search\\_query=HRM&section=product](https://store.hbr.org/search.php?search_query=HRM&section=product)

<https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20Management%20Vol%20I.htm>

Open Source

<https://www.shrm.org/certification/for-organizations/academic-alignment/faculty-resources/Pages/Case-Studies.aspx>

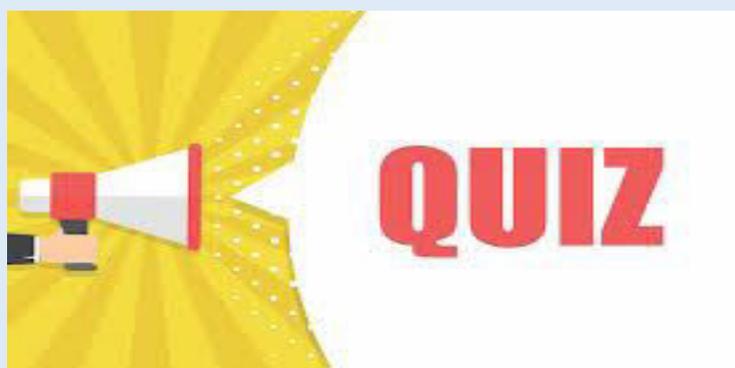


HR Quiz

<https://www.shrm.org/resourcesandtools/pages/test-your-hr-knowledge.aspx>

<https://www.gkindiaonline.com/group/General-Knowledge/Human-Resource-Management>

<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-human-resource-management-hrm-set-4/>



### Employers' Opinion

These are purely the opinion of Industry Leaders. Certain names has been kept blank of request of opinion givers

With cases on resurge and again lockdowns looming the economic distress already faced by individuals and organisations, now that patience is eroding and most people will resist further lockdowns.

Mr. \_\_\_\_\_  
President  
Leading Industries Association

WFH is finally backed again with second wave; we do not know when the Pandemic will end. Government needs to vaccinate the youth on priority if it wants the nation to bounce back.

Ms. \_\_\_\_\_  
HR Head  
Leading Appliances Company

With testing rates reduced, yet COVID fear is in people's mind. The fear is of inconvenience and self-isolation due to quarantine rules that is affecting mental health as when someone gets cough, cold or fever.

Dr. \_\_\_\_\_  
CMD  
Leading Health Institute



### Employee's Opinion

These are purely the opinion of Employees representing companies in India. Certain names has been kept blank of request of opinion givers

Though we got increments unexpected last year seeing the business turmoil, we fear with second wave will the companies be generous enough not to cut cost with reduced or freeze pay.

Mr. \_\_\_\_\_  
Middle Management Employee  
leading HR Company, Navi Mumbai

I had been given an option of office or WFM. After evaluating the situation felt WFH can never match Work From Office as WFH from past many months had been facing zoom fatigue.

Mr. \_\_\_\_\_  
Technical Lead  
IT Industry, Bangalore

I am serving hospital since COVID started, from past many months ensured no patient lies unattended. I have less visited home to prevent spread of disease accidently but at the outset feel happy to see patients recovering and going home. Thanks to vaccine on priority for health and frontline workers and aged population, hope government opens vaccine for all to arrest this pandemic.

Mr. \_\_\_\_\_  
Operations Manager  
Leading Tertiary Care Hospital





### E-Mail Box/ Suggestions

We would request readers to mail their suggestions on [aviyanatimes@gmail.com](mailto:aviyanatimes@gmail.com), [connect@aviyanaventures.com](mailto:connect@aviyanaventures.com).

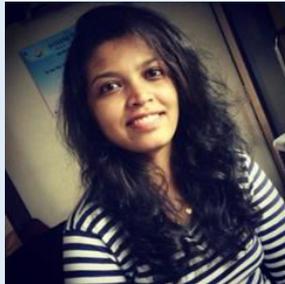
Our endeavour would be to carefully examine each suggestion and implement as possible to make the viewer experience interesting in times ahead through our other issue of Aviyana Times. Soon all editions will be downloadable from our weblink [www.aviyanatimes.com](http://www.aviyanatimes.com)



## Wishes, Blessings, Congrats & Support to Senior Team



**Mrs. Priyanka Patil**  
Sr Manager - HR.  
Completes 5 Years &  
Blessed with an Angel  
On 2nd Jan 2021



**Mrs. Ashwini Vanmore**  
Assistant Manager - HR  
Completes 4 Years &  
Blessed with an Angel  
On 15 June 2020



**Mrs. Mrunali Patil**  
Assistant Manager - HR  
Completes 4 Years &  
Blessed with an Angel  
On 15 Aug 2020

Hats-off to their spirit - resume the work post motherhood in full swing



### Special Thanks to All Aviyana Team

Special Thanks to All Aviyana Team for working full swing since 18 March 2020 (day lockdown was imposed) till date and making us preferred brand of employers in tough times with flawless service.

### New Joiner in HO



**Ms. Shweta Shedge**  
HR Executive

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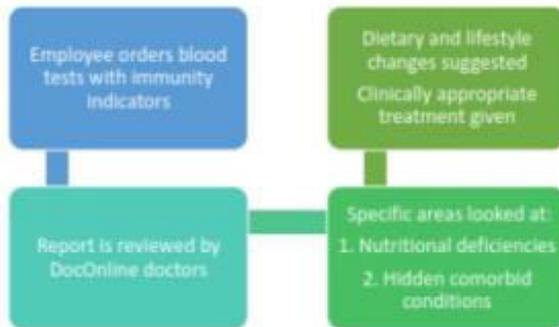
A Comprehensive Solution & Services for Corporate to Protection & Prevention in COVID-19

### Employee Risk Assessment

**One time assessment by DocOnline doctor**

- if an employee has COVID 19 related symptoms
- If an employee has any other factors which might prohibit from coming to office

\* Also RT-PCR tests available for COVID 19 virus is advised only as mandated by ICMR rules.



### Employee Immunity Assessment

- It has been proven in studies that people with low immunity have a worse outcome if they get infected by COVID-19.
- We need to give the employee a fighting chance against the virus.

**Blood test includes**

- Complete blood count , • Liver Function Test, • Kidney Function Test, • Diabetes Screening, • Cholesterol Test, • Vitamin D, • Vitamin B12, • Thyroid Function Test, • Iron Studies

### Medical Room at workplace

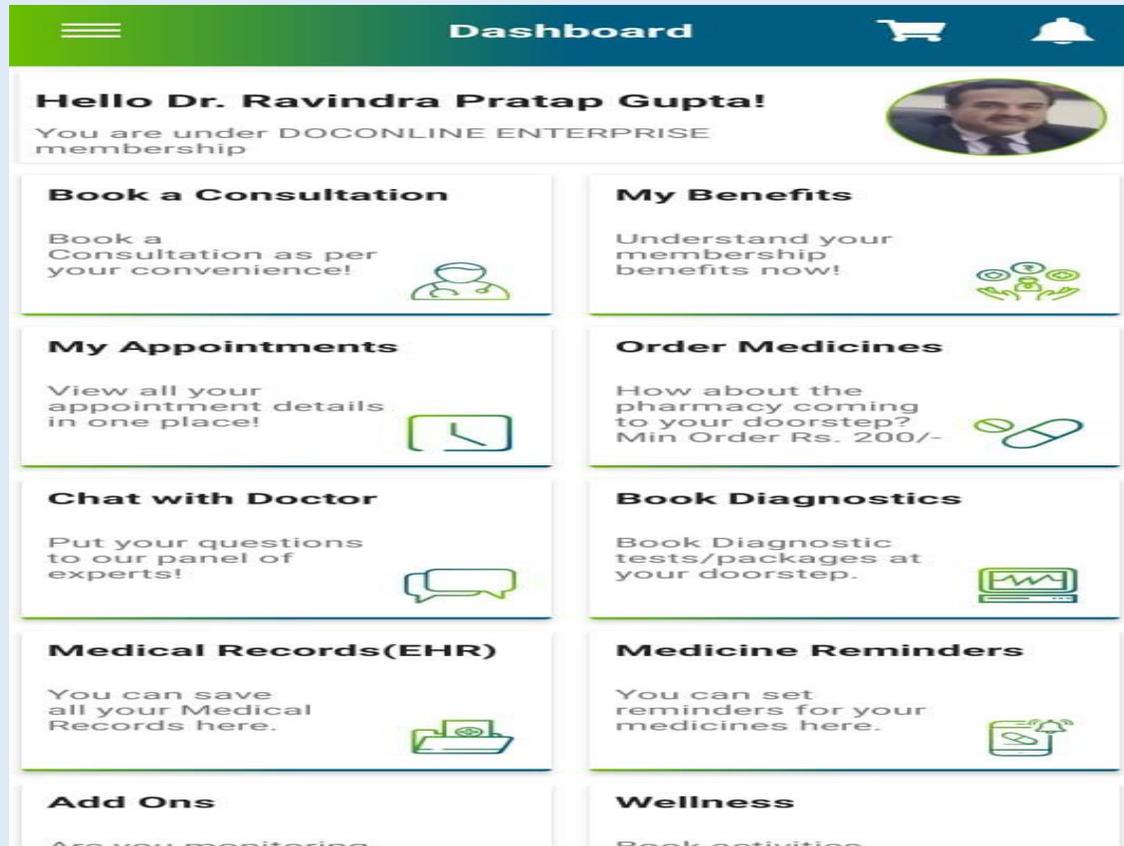
- To address health issue of employees at the workplace.
- Manned by a Paramedic staff POC devices to capture vital signs of the employee.
- Daily health risk assessment by the paramedic.
- Can be used as an isolation room in case someone at the organization develops COVID related symptoms at work.
- Health kiosk will connect the employee with a DocOnline doctor for consultation.



**Corporate Medical Insurance:**

We can help you with best quote so please contact us with employee name & DOB. (As per MHA revised guidelines on 15 April 2020 Medical insurance has been mandatory for all employees.)

DOCONLINE - [www.doconline.com](http://www.doconline.com)



### Unlimited Tele-consult Annual Package

UNBELIEVABLE BUT TRUE - WHAT BEST GIFT CAN YOU GIVE TO YOUR EMPLOYEES AND THEIR FAMILIES IN NEW YEAR 2021 IN PANDEMIC TIMES?

Aviyana Healthcare Pvt. Ltd. India's leading healthcare major in joint Collaboration with Global leader in Tele-Medicine DocOnline AG Sweden launches India's most affordable telemedicine package

**-AFFORDABLE GUARANTEE**

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U can also WhatsApp your name, no of licenses required and email ID for quote and demo schedule on 9004857376, [www.aviyanahealthcare.com](http://www.aviyanahealthcare.com)



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## HAND SANITIZER



- 5 liter packing
- 4 pcs per carton
- 80% alcohol, 1.5% glycerin.
- + hydrogen peroxide
- US FDA & WHO Formula
- Kills 99.9% germs

QTY LITERS	PER LITER	PER 5 LITERS	GST 18%	TOTAL 5 LITERS
5	190	950	171	1121
20	180	900	162	1062
60	170	850	153	1003
120	160	800	144	944
480	150	750	135	885

## PROTECTIVE FACE MASK



- 3 Ply mask
- Waterproof
- Does not burn
- Stitched elastic loop
- Triple Layer protection
- Non Woven
- Spun bound filter
- Disposable

QTY	PER PIECE	TOTAL	GST 12%	TOTAL
100	8	800	96	896
200	7.5	1500	180	1680
500	7	3500	420	3920
1000	5	5000	600	5600
5000	4.5	22500	2700	25200
10000	4	40000	4800	44800

## FACE SHIELD



QTY	PER PIECE	TOTAL	GST 18%	TOTAL
5	80	400	72	472
10	60	600	108	708
20	55	1100	198	1298
50	50	2750	495	3245
100	45	4500	810	5310

- 400 micron thick
- Polycarbonate
- Very tough
- Padding for comfort
- Elastic Band easy fit
- Reusable
- Anti Fog
- Unisex design
- Easy to sanitize (washable)
- Product prepared to fit over spectacles and face mask
- Easy to wear and comfortable
- Lightweight plastic with clear view
- Covers: Eye, Mouth & Face
- Universal face protective visor for eye & head protection



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www.aviyanahealthcare.com | 9004857376

## Covid19 Supplies

- 1) PPE (Personal Protective Equipment) Kits :  
PPE kit ( with tape), PPE kit (without tape), protection kit
- 2) Mask : 3ply mask, N95 Masks
- 3) Gloves / Goggles / Face shield : Nitril Gloves, Goggles, Face Shield
- 4) Hand Sanitizer: 100ml, 500ml , 5000ml
- 5) Automatic Sanitizer Dispenser
- 6) Infrared Thermometer

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Email: [aviyanahealthcare@gmail.com](mailto:aviyanahealthcare@gmail.com) ,  
Contact No : 9004857376

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ENTERPRISES



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US CDC  
(Centre for Disease Control & Prevention)  
Claims that shoes could be highly effective carriers of pathogen's



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+ Delivery Charges

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To know more  
Email Id: [aviyanahealthcare@gmail.com](mailto:aviyanahealthcare@gmail.com) / Contact No.9004 857 376



### Welcome your Guest



**FOOTWEAR SANITIZATION STATION**




Sanitize Footwears effectively Before entering your premise

Do not allow germs/bacteria's/viruses get ride in your premises



### FOOTWEAR SANITIZATION STATION



**FOOTWEAR SANITIZATION STATION**



Designed for effectively deliver sanitizer to the bottoms of footwear

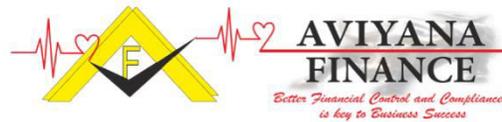


### Let Visitors Sanitize their Footwear effectively Before entering in your premise



**FOOTWEAR SANITIZATION STATION**



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M.H.A Revised Guideline, 15/04/2020

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- 2 Get best quotes based on number of employees**
- 3 Make online payment.**  
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Contact No/WhatsApp No: 9004857376

Weblink:

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For Motor Insurance Policies click  
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<https://www.renewbuy.com/cse/EI00132440>

MHA Guideline for mandating Employee Insurance for all

Dear All company owners and HR's the industry is opening with easing lockdown but you would be missing the most important MHA guideline that mandates medical insurance for all employees irrespective of size of the corporate.

Look Annexure II, Point 5

Avoid troubles as doing business in India is not so easy, small negligence can prove heavy.

Do Provide the details for best insurance quote

Company Name:

Type of Business:

No of Employees:

Employee Name:

Employee Date of Birth:

Contact

Ms. Ashwini Thorat

National Key Accounts Coordinator

For-RenewBuy Insurance Brokers

Cell No: +91, 8779102007, 8779101817

Email @ office.aviyana@gmail.com



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Development, ISO Certifications, Insurance.

**For proposal / MOU Contact:**

Email: [connect@aviyanaventures.com](mailto:connect@aviyanaventures.com), [aviyanaventures@gmail.com](mailto:aviyanaventures@gmail.com)  
Contact No/WhatsApp No: 9324190698, 8779102007  
Weblink: [www.aviyanahrsolutions.com](http://www.aviyanahrsolutions.com),  
[linkedin.com/in/ravindrpratapgupta](https://linkedin.com/in/ravindrpratapgupta)

**HEAD OFFICE-WEST:** Aviyana House, 609-Parth  
Solitaire Commercial Complex, Plot No-2, Sector-9E,  
Kalamboli, Roadpali, Near D-Mart, Opposite Dominos  
& Above ICICI Bank, Navi Mumbai-  
410218, Maharashtra

**REGIONAL OFFICE-NORTH:** Aviyana House, 301-A,  
Mansingh Palace, Turab Nagar Crossing, Ambedkar Road,  
Ghaziabad-NCR-201001, Uttar Pradesh.

**REGIONAL OFFICE-SOUTH:** Aviyana House, ARS  
Arcade - 707 Akashvani Road, 4th phase, Yelahanka  
New Town, Bengaluru - 64, Karnataka

**Our presence INDIA:** Mumbai, Pune, Delhi, Calcutta,  
Bangalore

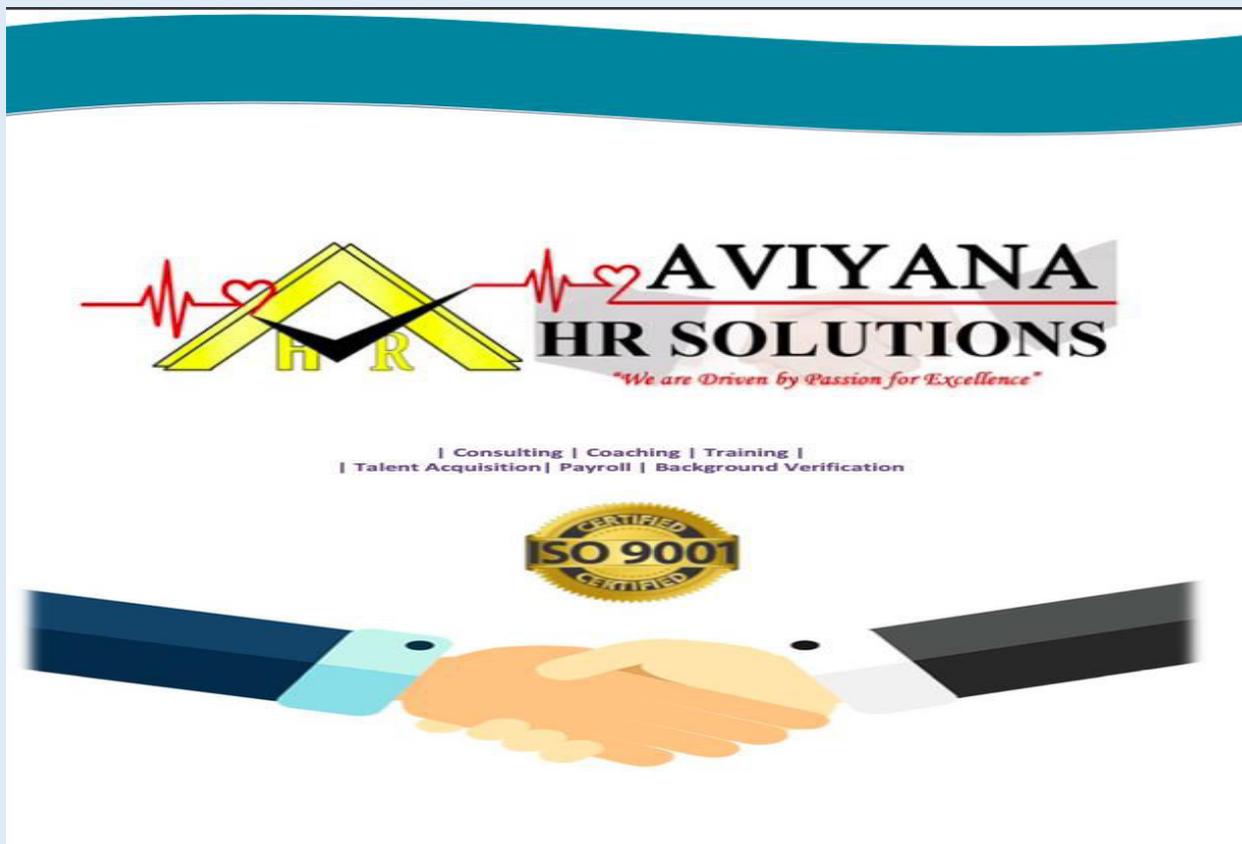
**Overseas:** Dubai, Thailand, Nepal

## Aviyana Academy

### Learning & Development

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Fact that all organisations need Learning & development as an ongoing process. Find the value add trainings brochure by Aviyana HR Solutions & Edumaan Training services LLP. Mail us your interest on [connect@aviyanaventures.com](mailto:connect@aviyanaventures.com) or call us on 9004857376.



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## **Aviyana Academy**

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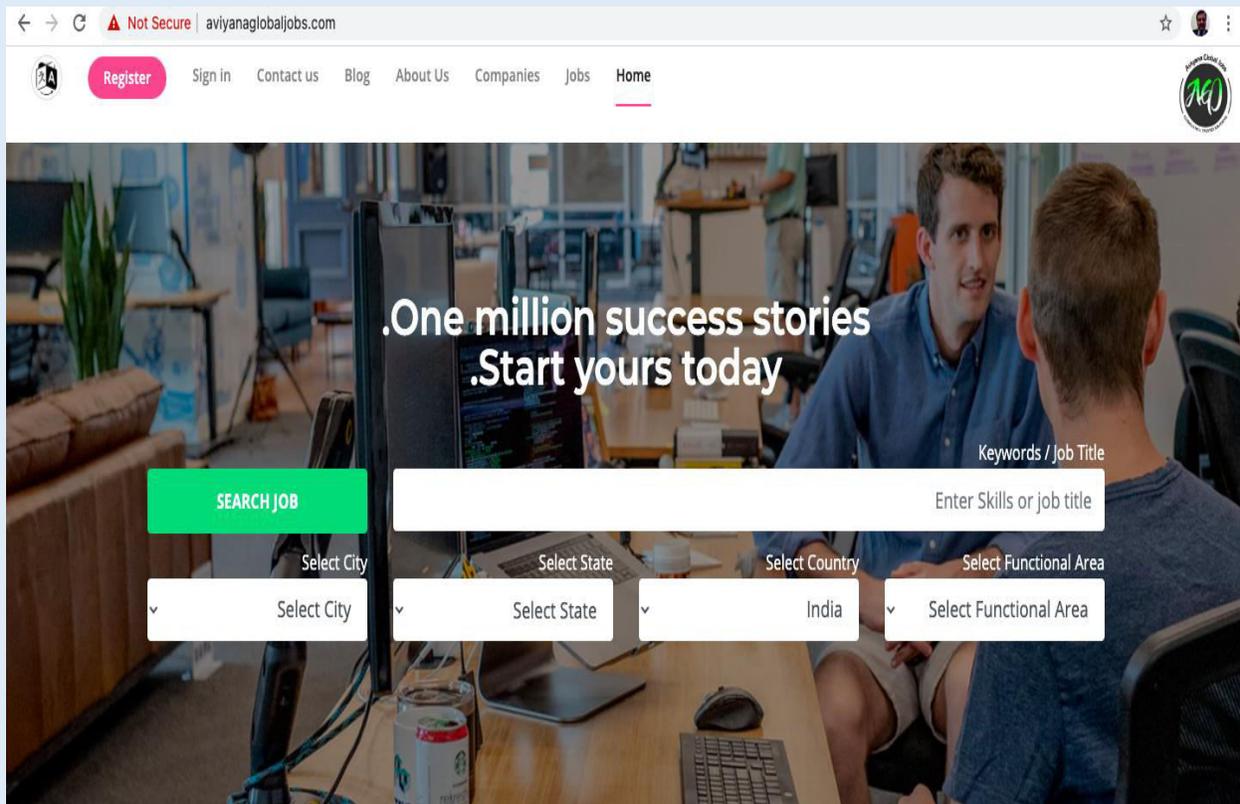


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## [www.aviyanaglobaljobs.com](http://www.aviyanaglobaljobs.com)

Aviyana Global Jobs is a recruitment portal of Aviyana Ventures Pvt. Ltd. The company was incorporated in India 2015 and is diversified in various verticals. Aviyana Global Jobs aims to provide a platform for Employers, Job Seekers, Recruitment Agencies and Prospective Interns to share their requirements on a global platform and get them fulfilled in the best possible way. The company wishes to keep the job portal as easy as possible to navigate and all joining the portal find it a value add in their addition and search of the requirements.



## Featured Companies

While researching various job portals the team felt to keep the portal as simple as possible yet meeting the global standards. Since this portal aiming at International Market as world being globalized will find a great opportunity to tap the potential of the World Market.

## MedBrand-India's First Mktg & Branding Co. in Healthcare

Healthcare marketing & branding is a big concern as not many media agencies specialize in healthcare and each healthcare set-up is unique in a way servicing a particular specialization or catchment area.

Dr with years of experience we have successfully set-up MedBrand the vertical of RPG Ventures in 2014 (now renamed as Aviyana Healthcare Pvt. Ltd.) to get you the best healthcare marketing & branding planning and implementation at your doorsteps with cost efficiency matching results.

<p><b>medBRAND</b></p> <p>brochures, pamphlets, banners, hoardings, newspaper ads, etc.</p> <ul style="list-style-type: none"> <li>Planning &amp; creative development of videos of the brand aspects for positioning</li> </ul> <p><b>PR SUPPORT</b></p> <p>A proper PR can affect the brand image in long run by creating favorable image for the brand.</p> <p><b>For ensuring the same we provide the following services:</b></p> <ul style="list-style-type: none"> <li>Assist in organizing Promotional Activities as Camps, Dr Meets, CMEs, etc.</li> <li>Ensuring participation in Regional, National &amp; International Healthcare Conferences</li> <li>Website Development and up-gradation</li> <li>Medical Blogs</li> <li>Android application development support for business</li> <li>Ensuring Articles in Newspapers</li> <li>Membership advisory for Healthcare Bodies with ensuring the nomination or renewal as per clients request</li> <li>Portfolio Development &amp; Nomination for prestigious Local, Regional and National Awards</li> </ul> <p><b>CORPORATE, INSURANCE &amp; TPA AFFILIATIONS</b></p> <p>Healthcare Practice much depends on corporate, Insurance &amp; TPA affiliations and support.</p> <p><b>For ensuring the same we provide the following services:</b></p> <ul style="list-style-type: none"> <li>Corporate &amp; TPA tie-ups</li> <li>Insurance Company Tie-ups</li> </ul> <p><b>QUALITY ACCREDITATIONS &amp; LICENSING</b></p> <p>Quality in Healthcare Delivery is gaining importance and certain individual patients and in particular Corporates ensure that healthcare service is quality certified.</p> <p><b>For ensuring the same we provide the following services:</b></p> <ul style="list-style-type: none"> <li>Licensing Process for Healthcare Delivery</li> <li>ISO Certification process &amp; renewal (EUROCERT &amp; ANSI)</li> <li>NABH &amp; NABL Certification process support</li> </ul> <p><b>MEDICAL TOURISM</b></p> <p>International Patients in Healthcare offer opportunities to explore the brands potential as such patients look both for quality and trusts. Hospitals are trying to get the international patients by having the robust website, timely enquiry respond system with quotations and personal connect from hospital PRD with patients.</p> <p><b>For ensuring the same we provide the following services:</b></p> <ul style="list-style-type: none"> <li>Website updgradation as per international standards</li> <li>Training of manpower for connect with international patients</li> <li>Quotation process set-up</li> <li>International Patient Hospitality options assistance</li> <li>Participation support in Medical Tourism conferences nationally &amp; internationally</li> <li>Tie-up with international patient assistance agents and medical tourism companies</li> </ul> <p><b>medBRAND</b> An ISO 9001:2015 &amp; ISO 27001:2013 certified</p> <p>Porto Software, 608, Ptd No. 2, Sector 16, Near D Mart, Azadpur, New Market 422108, Malabar Hills</p> <p>982 0427 824 / 7103   E: <a href="mailto:info@medbrand.com">info@medbrand.com</a>   W: <a href="http://www.rpgventures.com">www.rpgventures.com</a></p>	<p><b>medBRAND</b> BRANDING HEALTHCARE</p>  <p><b>We provide Support for</b> Sales &amp; Marketing, Branding, PR, Corporate, Insurance &amp; TPA Affiliations, Quality Accreditations &amp; Licensing, Manpower Solutions Medical Tourism for Specialist &amp; Super-specialist Doctors, Clinics, Nursing Homes, Hospitals, Pathology Labs &amp; Diagnostic Centres, etc.</p> <p><b>A DIVISION OF</b> <b>RPG</b> VENTURES</p>	<p><b>medBRAND</b></p> <p><b>OUR TEAM</b></p> <p><b>DR RAVINDRA PRATAP GUPTA</b></p>  <p><b>A versatile healthcare professional with over 20 years of proven track record in Healthcare Sector.</b></p> <p>Have been associated with some of the leading healthcare brands Pharmaceutical: Sanofi-Aventis Pharma, Novartis-Wander Labs, Micro Labs Wellness: Big Bazaar-Wellness (Future Group-Health and Beauty Business) Hospital: SevenHills Group of Hospitals, Panacea Group of Hospitals In Healthcare have served various departments as Sales, marketing, Branding, PR &amp; HR (Recruitment and Training), Medical Tourism Development etc.</p> <p>Presently in to healthcare consulting for various healthcare brands nationally and internationally and a visiting faculty to reputed Healthcare and General Management Institutes.</p> <p>Has been awarded as Consultant of the Year Award for 2013-2014 by Indian Economic Development and Research association in March 2014.</p> <p>Pledges to ensure that innovation and speed for healthcare brands associated to give them a competitive edge.</p> <p><b>SALIL SABNIS</b></p>  <p><b>A Healthcare Professional with verifiable success year after year with more than 17 years of experience in Pharmaceuticals, Bio-technology &amp; Life sciences Company's of repute.</b></p> <p>Have been associated with some of the leading healthcare brands Pharmaceutical: Eli-Lilly and GSK.</p> <p>He is set to add his extensive expertise with quality services to MedBrand Clients in healthcare sector.</p> <p>Services in integrated marketing, strategy (marketing, brand management, brand development), integrated marketing communication-advertising, digital marketing, ATL/BTL activities, marketing research, product distribution for pharmaceuticals, biotechnology, life sciences, healthcare / hospitals / clinic-chairs.</p> <p>His key strength has been organizing new launches with recruitment and training of teams.</p> <p>Presently a consultant to some of the leading Pharmaceutical companies.</p> <p>Pledges to ensure the commitment and quality work for all healthcare brands associated.</p>	<p><b>medBRAND</b></p> <p><b>JAYPRAKASH M NAIR</b></p>  <p><b>Branding professional with over 12 years of experience in Healthcare Sector.</b></p> <p>Have done branding planning for various healthcare brands Pharmaceutical: Aikem, Abbott, Alambic, Aristo, Aventis, Bicon, Dr. Reddy's, FDC, Glaxo, Glenmark, Indoco, JohnsonJohnson, Lupin, Merck, Micro Labs, Nicholas Piramal, Novartis, Panacea, Pfizer, Ranbaxy, Roche, Sun Pharma, Unichem, USV, Wockhardt, Zytus, etc.</p> <p>Have artistically designed the best branding materials for brands associated with his creativity and skill.</p> <p>Pledges to ensure the brands get attention for all branding tasks undertaken by him after understanding the clients requirement.</p> <p><b>KIS BAKSHI</b></p>  <p><b>An HR Professional with over 25 years of experience. Have been associated with recruitment, training and development.</b></p> <p>Have been associated with some of the leading healthcare brands as Pharmaceutical: Ranbaxy, Pfizer, Glaxo, Novartis, Sun Pharma, etc. Hospital: Fortis Group, MGM Group, SevenHills Group of Hospitals etc.</p> <p>His core strength has been understanding client's HR requirement and fulfilling it within stipulated time period.</p> <p>Pledges to assist in assuring quality manpower both medico and non medico as per requirement.</p> <p><b>OUR SERVICES</b></p> <p><b>SALES &amp; MARKETING SUPPORT</b></p> <p>Healthcare Sales and Marketing requires a different tact and people whether promoting a Dr, Hospital or event as CMEs, a proper strategy with implementation needs to be put in place.</p> <p><b>For ensuring the same we provide the following services:</b></p> <ul style="list-style-type: none"> <li>Strategic Planning for Sales &amp; Marketing with targets and costing</li> <li>Recruitment &amp; training of manpower</li> <li>Monitoring of results (as per clients wish, incase client wishes to do it himself, we just recruit and train)</li> <li>Social Media (Digital Media)</li> <li>SMS/Email Marketing</li> <li>Loyalty Card concept development and marketing</li> </ul> <p><b>BRANDING SUPPORT</b></p> <p>Brand Positioning plays important part for making the brand a big success. Small but planned steps can ensure success.</p> <p><b>For ensuring the same we provide the following services:</b></p> <ul style="list-style-type: none"> <li>Logo designing (Corporate identity)</li> <li>Stationeries (visiting cards, letter heads, receipts, etc.)</li> <li>Planning, creative development, designing and printing</li> </ul>
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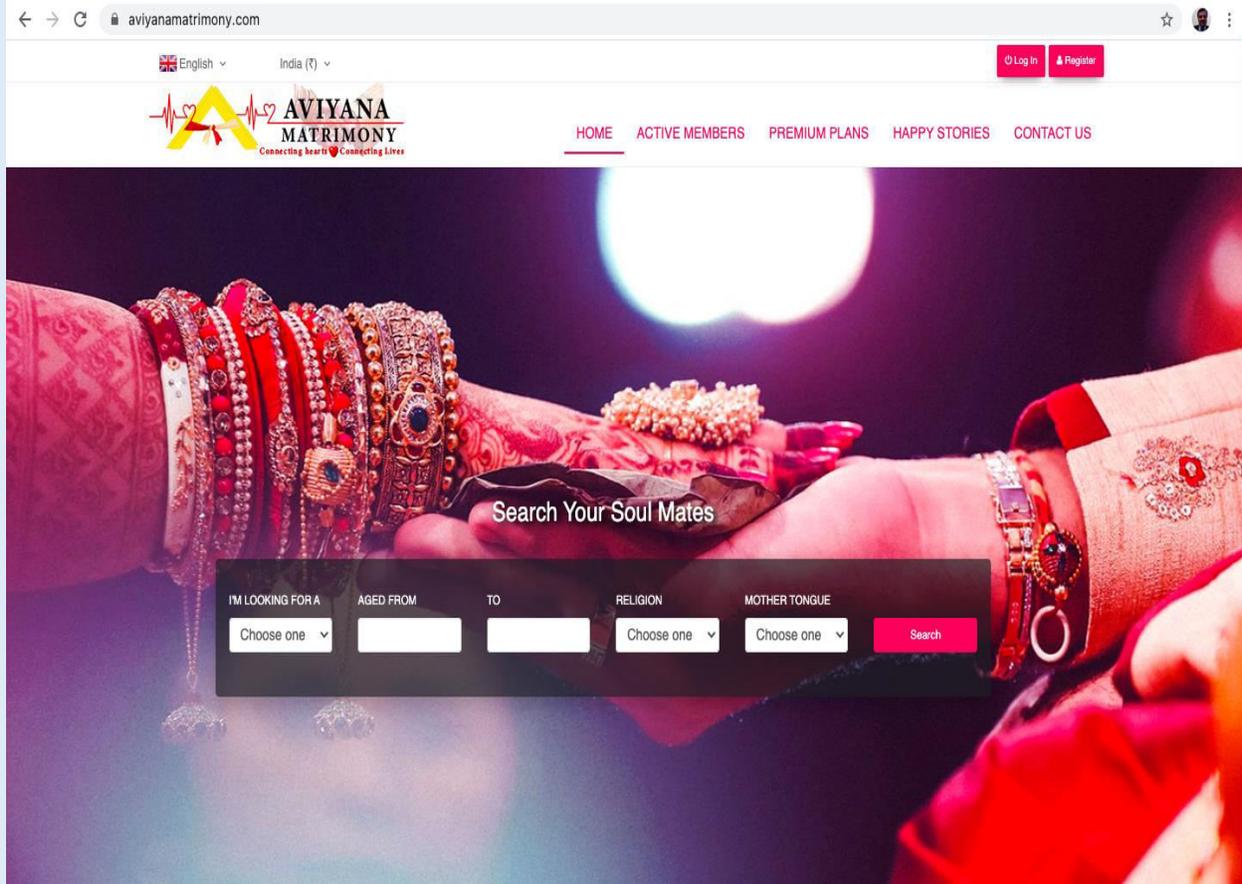
Our marketing & branding services are for healthcare setups as

- Specialty Clinics
- Super-specialist Visiting Consultants
- Pathology Services
- Diagnostic Services
- Wellness Centre's
- Nursing Homes
- Tertiary Care Hospitals
- Alternative Medicine Specialized Centre's

Contact for customised quote Ms Mahima Handa: 9825294584 or Dr Ravindra Pratap Gupta: +919324190698, mail on [aviyanahealthcare@gmail.com](mailto:aviyanahealthcare@gmail.com)

## Aviyana Matrimony

Marriages may be made in heaven, but weddings have to happen first. Click the link to register [www.aviyanamatrimony.com](http://www.aviyanamatrimony.com)





Being an employer is a tough choice and taking care of employees whether it is their health while giving them COVID Precautions/Care/Insurance or timely or delayed salaries when business was in bad shape is a gesture many employees would never forget and felt as Corporate Being Caring.

What more can be added to this care? We at Aviyana brainstormed.

Aviyana Healthcare Pvt. Ltd. being a global conglomerate headquartered in Navi Mumbai has embarked upon to add value to your already existing employee care & benefits that you are providing by giving a value add health gift

#### **Immunity Booster & Consultation Annual Package Corporate Care Immunity Booster Gift Pack**

The kit comes with a monthly dose of immunity increasing medicines a must in pandemic times that can be taken with proper prescription by corporate employee with unlimited consulting - online tele-medicine annual subscription of DocOnline. The subscription per corporate employee has another advantage offer i.e. includes his 3 family members and dependent parents for unlimited tele-consults in a year, so that health is not a concern for him and his family in difficult Pandemic Times.

<https://drive.google.com/file/d/1zqQ7S4VzvlDJImp1cQuLqcFjWZ1a7wV7/view?usp=sharing>



## **Aviyana National HR Awards**

**24<sup>th</sup> April 2021**

At India Habitat Centre, Near  
Air Force Bal Bharati School,  
Lodhi Road  
Lodhi Estate, New Delhi

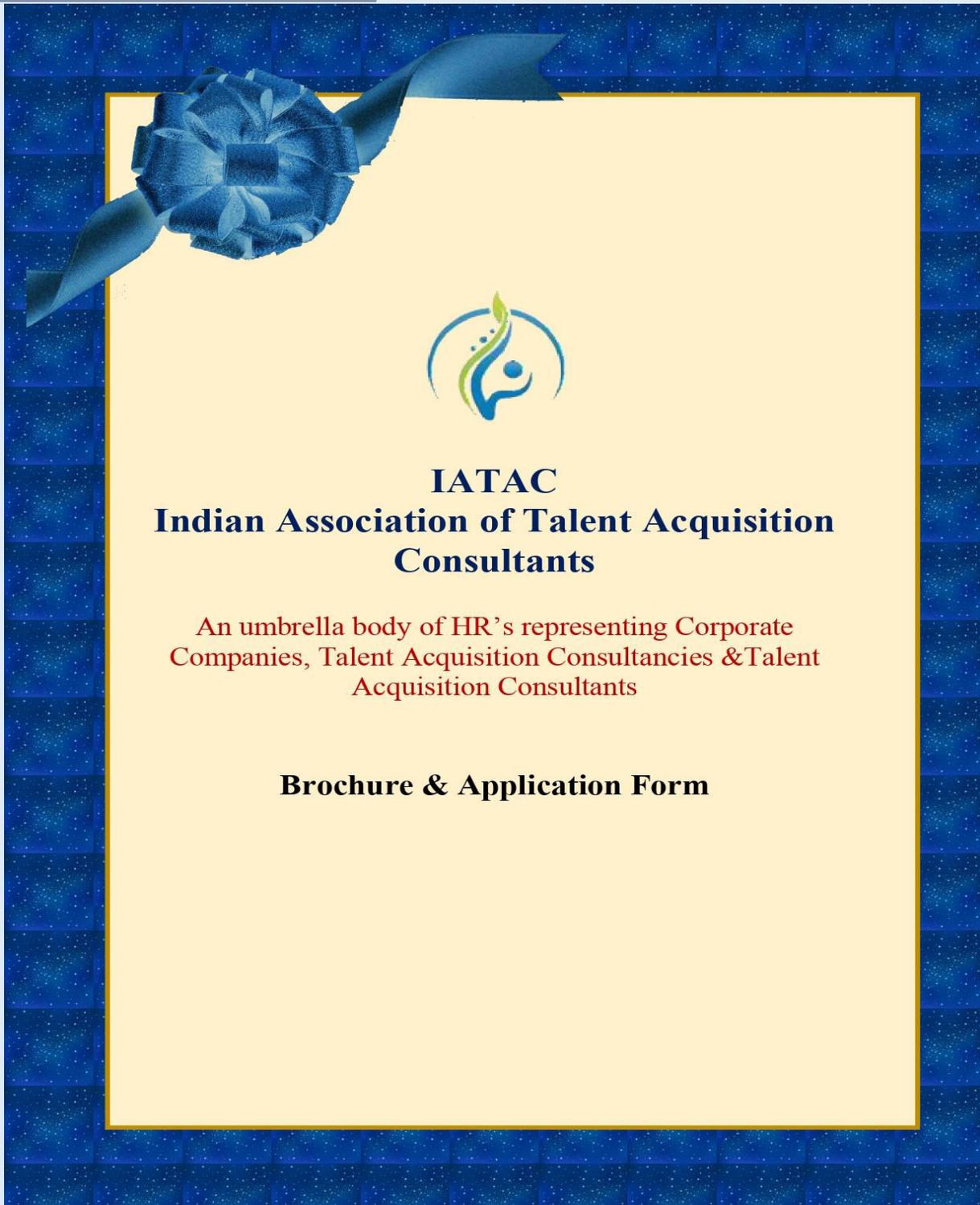
## **Aviyana International HR Awards**

**14<sup>th</sup> May 2021**

At Holiday Inn, Silom Road,  
Bangkok, Thailand

**2020**





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**WHAT WE DO?**

- Certification of Incorporation
- ANSI Membership
- Accreditations Certificates
- Accreditations and Registrations
- Authorization from NABL Laboratory
- Inspection
- Compliance Auditing
- Training

**DOCUMENTS REQUIRED FOR CERTIFICATION**

- Legal Proof of company like - Firm Registration / Memorandum / Partnership
- TIN No./Service Tax No.
- Any registration/affiliation
- Copy of purchase bills
- Copy of sales bill
- Copies of staff baodata
- Copy electricity bill
- List of employees
- Bank statement of any
- Quality policy
- List of supplier
- Organization chart
- Sign on Proposal for ISO Certification
- Stamp and Sign on all the pages as detailed above

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T: 9820487834 / 9820487835 | E: rpgventures@gmail.com | W: www.rpgventures.com

HAVE YOU DONE THE ISO CERTIFICATION?

**ABOUT ISO**

International Organization for Standardization (ISO) is the world's largest developer and publisher of International Standards. ISO is a network of the national standards institute of 162 countries, one member per country, with a Central Secretariat in Geneva, Switzerland, that co-ordinates the system. ISO is non-governmental organization that forms a bridge between the public and private sectors. A standard is a document that provides requirements, specifications, guidelines, or characteristics that can be used consistently to ensure that materials, products, processes and services are fit for their purpose. There are over 19 500 International Standards issued by ISO or their members.

**ABOUT US**

RPG Ventures is a sister concern for Accredium Conformity Assessment Services Pvt. Ltd. (ACAS-CERT), New Delhi. RPG Ventures is one of the leading and fast growing certification bodies across the globe with focus on customer satisfaction through value-added services. Our aim is to promote, encourage awareness and help Micro, Small and Medium Enterprises to continuously improve quality within industry, commerce and the public domain. Accredium Certification is licensed by GACB(Europe) and membership of ANSI to ensure the continuance of its integrity and maintain its credibility with its clients. We have clients in all states of India & abroad and its registered office in Navi Mumbai, Maharashtra.

**WHY ISO?**

ISO International Standards ensure that products and services are safe, reliable and of good quality. For business, they are strategic tools that reduce costs by minimizing waste and errors, and increasing productivity. They help companies to access new markets, level the playing field for developing countries and facilitate free and fair global trade. On the one hand, many of its member institute are part of the government structure of their countries, or are mandated by their government. On the other hand, other have their roots, uniquely in the private sector having been set up by the national partnership of the industry associates.

**ASSESSMENTS & CERTIFICATIONS**

**GENERAL STANDARDS:**

- ISO 9001 - QMS (Quality Management System)
- ISO 14001 - Environmental Management System
- OHSAS 18001 - Occupational Health & Safety
- ISO 26000 - Social responsibility
- ISO 27001 - Information Security Management System
- ISO 28000 - Supply Chain Security Management
- ISO 20000-1:2011 - Information Service Management System
- ISO 22000:2005 - Food Safety Management System
- ISO 10002 - Complaint Management System
- ISO 50001:2011 - Energy management systems
- ISO 30000:2009 - Ships & marine technology/Ship recycling management systems
- ISO/TS 29001:2010 - QMS for oil, gas & petrochemical industries
- ISO 27001:2005 - Information security management systems
- ISO 20000-1:2011 - Information technology - Service management
- ISO 22301:2012 - Societal security - Business Continuity Management Systems
- ISO 13485:2003 - Medical devices - Quality management systems

**INDUSTRY STANDARDS:**

- ISO/TS 16949 - Automotive
- ISO 22000, HACCP, GMP/Who GMP Compliance - Food Safety
- ISO 13485 - Medical Devices / Pharma
- C-TPAT IT - ISO 20000 - Logistics & Transportation
- Regulatory - FCC, GOST - R, GS, CCC, ROHS, REACH, GOTS, HAR Mark, OEKO-TEX
- Other - KOSHER, BRC, HALAL, SEDEX

**BENEFITS OF IMPLEMENTING THIRD PARTY CERTIFICATIONS**

ISO International Standards ensure that products and services are safe, reliable and of good quality. For business, they are strategic tools that reduce costs by minimizing waste and errors, and increasing productivity. They help companies to access new markets, level the playing field for developing countries and facilitate free and fair global trade. It also helps to:

- Increases efficiency
- Increases revenue & profitability
- Provides an international recognition
- Brings in factual approach to decision making
- Improves supplier relationships
- Ensures adequate documentary evidences for system compliance
- Ensures process and performance consistency
- Increases customer satisfaction
- Improves process & productivity

**Be Part!**



**Share Connect Grow**  
**Association of Business Leaders & Entrepreneurs**  
Entrepreneurial development wing of **RCCI**

**A Vibrant Platform for**  
**Entrepreneurs | Business Leaders | MSMEs | StartUps**  
Connects, Ideas, Solutions, Emerging trends,  
Growth & Breakthroughs



## **Association of Business Leaders & Entrepreneurs**

An autonomous body set up with the purpose of providing a vibrant platform for promoting and championing the interests of medium and small-scale entrepreneurs and business leaders mainly in the area of business development and growth, human resource - processes and management, capability building and cognate matters. ABLE endeavours to relentlessly champion the cause of the entrepreneurs keeping pace with the changing business scenario and provide need-based services to the entrepreneur fraternity.



- **Platform for Networking**
- **Resource Support**
- **Business Assistance**
- **Opportunity to attend seminars & Networking Events**
- **Enhancing Entrepreneurial Skills**
- **One-to-One Business Coaching**

**How We Operate**

**Entrepreneurial Connect Meets**

- Monthly event for Entrepreneurs, Start-Ups, Prospective Entrepreneurs from various segments of Businesses with special thrust on MSMEs.
- The Participants get to Share about their Business & Connect with their Business prospects.
- Knowledge Based Sessions on Business Insights, Entrepreneurial Essentials, Sharing Business Success Journey are other key features of the Meet
- ABL support platform to Entrepreneurs seeking Professional Help. (Financial, setup support, Business process, sales & Marketing, Business scaling, etc.)

**One-On-One & Small Group interventions**

- Regular One-to-One/small Group Sessions for the Enrolled Members with focus on their specific needs and challenges.
- ABL Professional Experts facilitate need based interventions enabling & Empowering the Entrepreneurs to get back on track and progress in their business Journey.

**Need Based professional Business Coaching is Offered**

**Associate with ABL as a Member & become part of this Vibrant Entrepreneurial Community**

**"WHAT OUR MEMBERS HAVE TO SAY"**

"This Platform helped get Connected to People from different Sector/Business, their aspirations & ideas to develop. As a Banker, each Connection is worth and i can step into by financing their Business."

**S.Chitra** - Branch Manager (City Union Bank LTD.)

**Purvi Dedhia** - Director (Synergetic Ventures Pvt Ltd.)

"A well thought, Concise 3 hour session, covering in-depth topic about Startup financing & Entrepreneur journey of now well established Architect. The choice of place, overall management was good."

"Its good that ABL is providing this platform for all the aspiring Entrepreneurs to come together, learn together, & achieve together."

**Paridhi Sharma** - Sr. Manager (Oriental Bank of Commerce)

*Few of our Associate Members*



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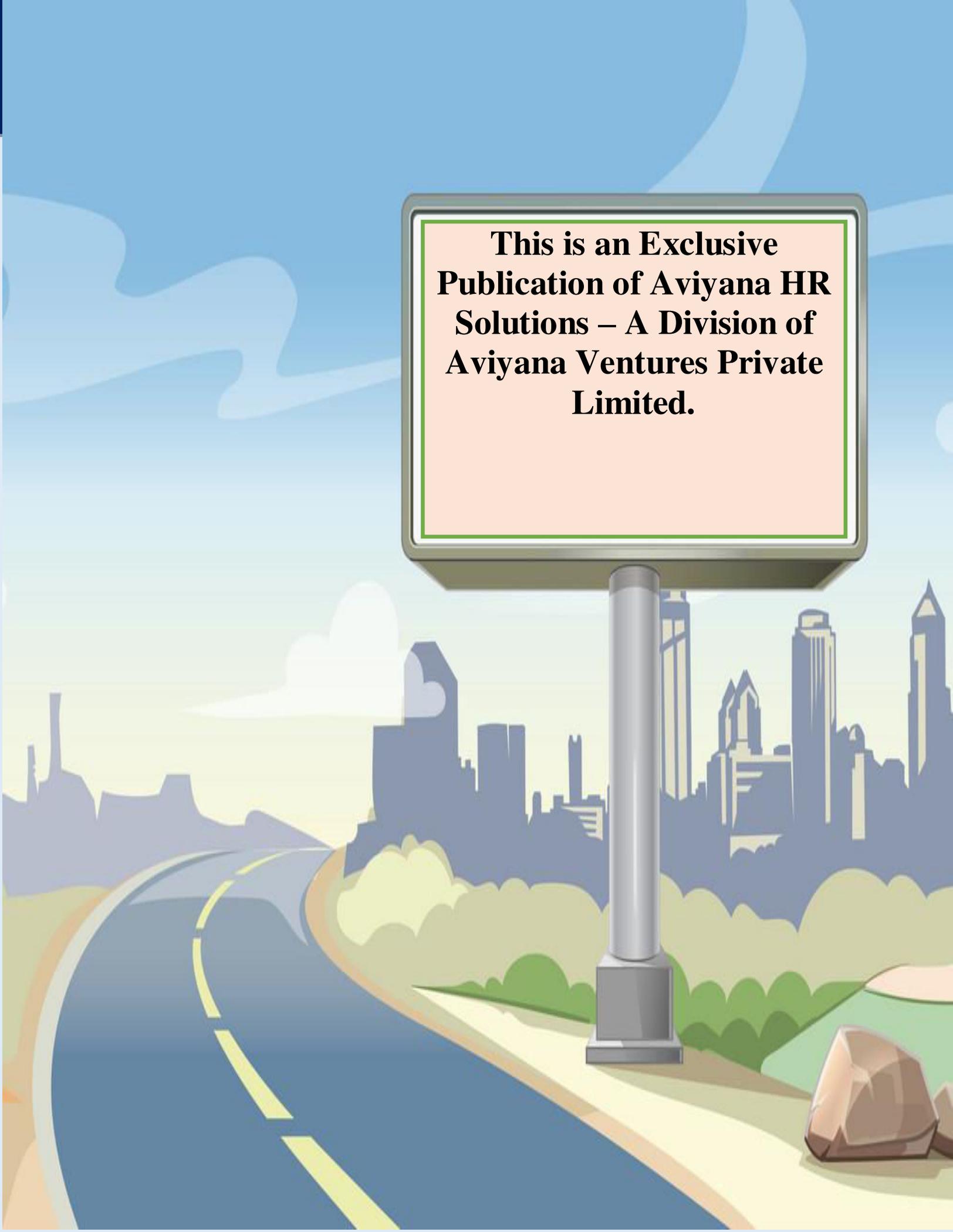
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