

AVIYANA

TIMES

TRANSFORMATION TO
ATMANIRBHAR BHARAT EDITION

AN EXCLUSIVE QUARTERLY
HR NEWS MAGAZINE

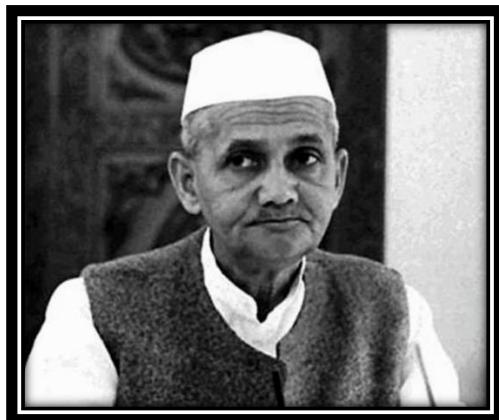
3RD
INTERNATIONAL
EDITION
OCT-DEC
2021 - 2022



PUBLISHED BY
AVIYANA HR SOLUTIONS
A DIVISION OF AVIYANA VENTURES PVT. LTD.



A Tribute to Our India's 2nd Prime Minister



The man behind the Self - Reliant India

Lal Bahadur Shastri

An iconic personality who repaired and prepared India post- independence for the Atmanirbhar Bharat we see in food & dairy products to being a nuclear power today.

Atmanirbhar Bharat, the Vision to Make India Self – Reliant with more focus on local manufacturers and service providers. But who the person to introduce the concept, Atmanirbhar Bharat?

Congress says Indira Gandhi was the first person who wanted India to become Atmanirbhar while BJP says it was Narendra Modi who initiated. However, in reality, neither Gandhi nor Modi came up with India being self-reliant. It was our 2nd Prime Minister Lal Bahadur Shastri who started to implement India being self-reliant. He must have not coined the word 'Atmanirbhar' but with his revolutionary ideas, India started to become 'Atmanirbhar'.

It all started in back 1965 when Shastri took over the prime ministership after Nehru's demise. At that time, India was engaged in a war against its neighbouring country Pakistan. It did not end here because, on the other hand, the US who was the main supplier of food to India had threatened to cut supplies of wheat if India didn't stop the war. India was facing a huge shortage of food and India was dependent on foreign exports.

At that time, Shastri, in order to overcome with food crisis appealed to his countrymen to skip food a day per week to save food grains. Such was his commitment that he started observing fast along with his family. People even cooperated with him and gave up on a one-time meal when the country was facing a shortage of food. He, not being an imposter, implemented giving up on one meal on his family first. The country used to call it a "Shastri Vrat" (Shastri's fast). Underlining the need to boost India's food production, Shastri brought agriculture to the attention of the Planning Commission. **This was the time when he came up with the famous slogan of 'Jai Jawan, Jai Kisan'. This had encouraged people to take up farming.** As a result, the food crisis ended. Shastri's slogan Jai Jawan! Jai Kisan!! reverberates even today through the length and breadth of the country. It was not merely a slogan but reflected India's aspirations.

Shastri was the one who brought awareness and started for the Green Revolution in India. He aimed at raising the rural economy and encourage it just like industries. It turned India into a food-surplus economy. Imported high yielding varieties (HYV) of seeds and new technology were adopted to produce rice and wheat in gargantuan quantities. Poverty and hunger were reduced through subsidized wheat, rice, and sugar, while farmers began enjoying higher and stable incomes. **This masterstroke proved to be a useful measure and was a pioneer in helping the then Indian Government to independently produce necessary crops in the country instead of depending on foreign exports which often misused** by the foreign nations to blackmail India to serve their political purpose and get dominated by those nations. He made India self-sufficient in food grains. If there was no Green Revolution, **India would have needed 5 times more land to produce the same amount of wheat today!**

It is not only the Green Revolution but the White revolution is also which is regarded as Shastri's biggest contribution to the Indian economy. He promoted the White Revolution by supporting the Amul milk co-operative of Anand, Gujarat, and creating the National Dairy Development Board, a national campaign to increase the production and supply of milk. India moved from being an importer of milk to an exporter. The main reason to promote White Revolution was the national campaign to increase the production and supply of milk. The nationwide movement to propel India's milk and food production brought a drastic change in the economy of the country. It was a stepping stone towards being a self-sufficient nation. It was his efforts that India is now the highest producer of milk in the world.

When India was attacked By Pakistan, Shastri not only brought back the lost glory by winning the war but rekindled the pride of forgotten people, especially, farmers. Showing real leadership, he helped India navigate through probably in the most crisis-ridden period. Apart from this, Shastri was also trying to make India self-reliant in the nuclear energy sector. In order to strengthen Indian Army, he was going to perform nuclear tests and make India a nuclear power in collaboration with nuclear scientist Homi J. Bhabha. He

If an opportunity makes you best then challenge makes you better

immersed himself in Gandhiji's initiative of boycotting foreign products and services. Promoting it among the indigenous people, he helped make this movement successful.



Truly, in his 18-month tenure as the Prime Minister, he brought an immense change in the country and his pragmatic approach even pushed our economy further. He had won everyone's heart and respect with his honesty, sincerity, and passionate dedication to serving the country that facing crisis.



Our 2nd Prime Minister Lal Bahadur Shastri

The True Architect of Atmanirbhar Bharat

Enlightened Reinventor Atmanirbhar Proclaimer Distractors



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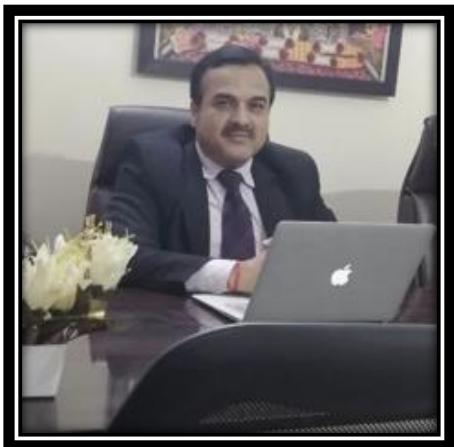
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Chief Editors Message



With 2nd wave of COVID -19 phasing out and expected fears of third wave receding for India being on verge of attaining full vaccination by December 2021, the hopes have risen high. Several countries still are getting high cases but mortality rate has reduced because of massive vaccination by developed and developing countries. The toughest phase is yet not over for industry or academia, but with the restrictions eased the normal activity in all sectors is restored.

The Indian Government with its fiscal measures has ensured the economy inspite of being in bad shape has got its momentum back and world over the international curbs are gradually lifted has aided business to reshape and re-strategize. Indian government policy of 1 district 1 product towards Atmanirbhar Bharat has gained momentum and India has become the preferred destination of FDI. The country's progress has been in areas of exports reasonably good, showing the way for India's indigenously produced products, moving towards a self-reliant nation.

The "Transformation to Atmanirbhar Bharat 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. For any suggestions I can be reached on connect@aviyanaventures.com.

Thanks & Regards

Dr Ravindra Pratap Gupta
Chief Editor
Chairman & Managing Director



Clinical Psychologist & Management Author
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President-IATAC-Indian Association of Talent Acquisition Consultants

ED Message



While accessing the darker side of the COVID Pandemic, the memories of death and devastation in May-June that have uprooted many families and it will take years for them to come with terms. On the brighter side the government's biggest program of Atmanirbhar Bharat has made us self-reliant in many sectors and the migration between states of its populations was arrested by giving opportunities by the government near to the home town of many.

The work from home made many businesses relook in its strategy for real estate and they cut their cost drastically. Many reinvented the hybrid model and many tried to have office space

working back faced resistance of staff. So, industry learned from the worst pandemic experiences.

With various government policies supporting self-reliant India dream come true, the journey of making Bharat self-reliant is observed by the world and experienced by Indians with pride gradually. Through "Transformation to Atmanirbhar Bharat Edition" an effort is made to focus on how we can deal in this new normal phase with understanding realities, unlocking human potential with compassion, care and futuristic view.

I can assure you, with the third edition of new financial year that your views and suggestions along with your contributions are important for us. Let's pledge to make this newsmagazine with your coordination and collaboration the best read and followed in the industry.

For any comments & suggestions you can reach out to me via my email: ed.aviyana@gmail.com.

Thanks & Regards

**Ms. Kamini Gupta
Executive Director**



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She fundamentally believes in building trust for the brands she handles, so that people love & adore the brands by building virtual delights and strong visual foundation.

You can have a look at her Portfolio: <http://anharamedia.in/portfolio/>

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Ms. Harmeet Saggi

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Role Of Corporates in Making Youths Employable for Effective



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.

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.

Education is the key to the socio-economic development of a country. In India the Gross Enrolment Ratio (GER) is quite low. Higher education is the driver of personal and professional lives of various individuals. The fact, nevertheless, remains that the higher education system in India has grown in a significant way to become the largest systems of its kind in the world. Also, the rise of India as one of the economic superpowers has increased the demand for quality management education which will help to bring out managers who can effectively supervise, manage and increase the growing business potential of India.

The term Higher Education in the Indian context covers the entire spectrum of education beyond the formal twelve years of education. The higher education system normally covers two levels of qualifications viz. bachelor's degree or undergraduate qualification and post graduate qualification. Many educationists are suggesting that the education system is crumbling. Schools are running half empty, faculties are not available. The spending from the central and the state funds are dismally inadequate. Reports indicate that many of the students are unemployable. One of the causes for this is the inadequacy of the educational institutions to keep pace with the dynamic changes that are taking place in the world of industry. Discussions with the faculties and the heads of the institutions also indicate that the fault appears perhaps with the students themselves who do not wish to apply themselves to education and want a



quick fix solution to everything. Some of these students would like to while away their time in the canteen or undertake some other such distractions and avoid classes. This has forced the institutions of higher learning to make rules regarding attendance e.g., 75% attendance compulsory etc.

Historically, the financial burden of education has been borne by the government—both the state and central governments. The bulk of this spending has been towards the central and state universities in the form of maintenance or development grants from the University Grants Commissions (UGC). In most of the state universities, the state government funds almost 76% of the fund requirements while the central government funds around 26% of the same. The UGC uses almost 60% of its budget to finance the operating expenses of the central universities. Most of the private institutions and the deemed to be universities are expected to finance all their expenses from their own revenue generators viz. tuition fees or funds from the promoters.

To accelerate the public expenditure, the government introduced a two percent cess for elementary education and one percent cess for higher education. However, in spite of all these measures, the gap between what is required and what is available is huge.

There are several change drivers that have a great influence on higher education system. Some of these change drivers are:

- Changing the student demographics
- New enrolment plans
- New sources of information – information blast
- Growth of 'for profit' academic institutions in higher education
- Changing nature of work place (from job security to job insecurity)
- Formation of the global village concept
- New technologies impacting the industry e.g., Artificial Intelligence, Robotics, Business Analytics etc.

Higher Education in India is governed by several stakeholders

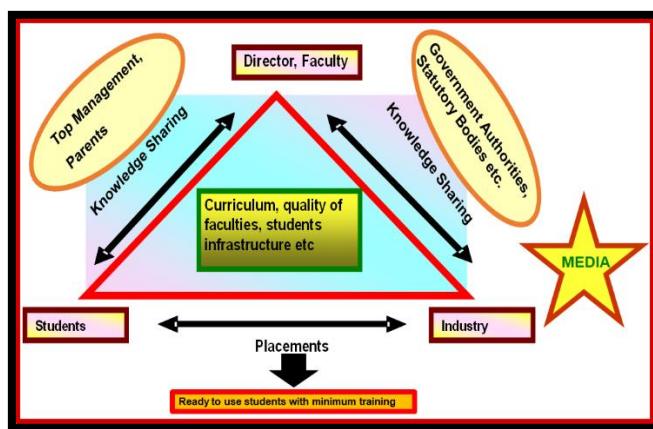


Fig. 1 The various stakeholders of Higher Education Institutes.

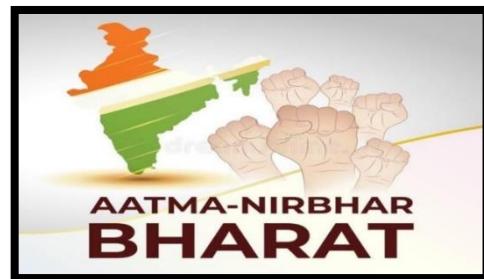
Source: Author analysis.

Discussions with several stakeholders have revealed that each of these stakeholders have contradictory expectations. These expectations along with the opportunities and challenges and finally the measurement parameters are given in Table 1. Thus for e.g.,

The Parents of the students expect not only that the students should get enough knowledge but should also develop themselves holistically. This means that the parents expect that the school should provide them with extracurricular activities, personality development classes, and help the students turn from being an introvert person to an extrovert person. Additionally, the parents expect their ward to be good at communication skills etc. etc. In a nutshell, the parents would like to ensure that their child should be made employable. The parents also expect the institutions should be the "main parent" for the child. In many cases it is found that the parents have practically abdicated their responsibility towards their child and expect the Institutions to fulfil the void created by them. They expect the Institutions to instil "character build-up" in their child.

The Top Management of the Institute in the ultimate analysis is more interested in maximising the total revenue that can be obtained from the Institute. This can be derived either by increasing the fees or the number of students. New Business Models needs to be formulated on a continuous basis considering the changing environment. These models have to take into account the number of students, fee structure, new course programs etc. However, is this possible? The fee structure in the current situation is governed by the statutory body – Shikshan Shulk. The total number of students is governed by another statutory body – All India Council for Technical Education (AICTE) or the University authorities in case of traditional undergraduate courses.

The Director or the Principal is the face of the Institution. He is responsible for the working of the Institution. He is also responsible for the compliances of the various statutory bodies, ensuring satisfaction of students and faculties, parents and society at large. Industry Institute interface is a must. However, he has all the responsibilities for ensuring the above but no authority. In many cases he does not have the power to spend a couple of rupees without obtaining prior sanction of the top management—the trustees etc. In many institutions he is akin to a tiger without any teeth or to a snake without any fangs.



The faculty are the backbone of an institution. They have the power to make or break the student or the institution. The faculty is expected to keep himself / herself abreast of the latest in his field. He/she is expected to use technology and / or other means to make teaching interesting for the student. He / she is expected to be a mentor to the student. Additionally, the faculty is expected to do institution build up activities e.g. work towards meeting the statutory requirements (maintenance of documents, carry out some sort of public relation work on behalf of the Institutions etc).

The students are the raison d'être for the institutions. They provide the revenue stream to the Institutions. In addition to demanding quality education, the students are more interested in getting appropriate placements or provisions and / or career development e.g., through higher studies etc. Additionally, many of the students are interested in

something "more than" what is available in the books or the internet. The students also feel that in addition to studies, cultural activities, sports activities, industrial visits etc. are a must. In the current era, at least in India, the students want to have "FUN LEARNING".

Sl. No.	Stakeholder	What does the stakeholder want	What are the opportunities	What are the challenges	Measurement parameters for the Higher Education Institutes
1	Parents	Good education for the child, character building, good placements and /or opportunity to become entrepreneurs or opportunity to get into higher education	A chance to provide good quality education by asking the child to join a good school	Issues of grades at the competitive exams, high fees, identifying between genuine and fly by night school operators	Additional activities like co curriculum activities, personality development, team working, examination results etc.
2	Top Management	Proper or adequate return on investment. For some management additionally respectability in society.	Opportunity to gain respectability in society. In the case of some Higher Education Institutions e.g. Humanities possibility to earn maximum return with minimum investment/expenses.	Obtaining adequate land at reasonable prices especially in urban areas. Getting approvals from various statutory bodies. Getting good quality director/Principal/faculty for the school	Increasing the number of students, new programs, building a sustainable brand etc.
3	Director/Principal	The school should grow. Adequate freedom to perform especially in faculty recruitment, new pedagogy, new programs etc.	A chance to provide good quality education, develop good character so as to make the nation proud through innovative programs, curriculum changes , interaction with industry etc. so as to ensure STUDENTS DELIGHT	Freedom to perform, information overburden from statutory authorities. Excessive administrative work with little time to plan for the future. In some cases especially in the private sector- a feeling of INSECURITY in the job. Challenges are also with respect to improving excellence, improving the pedagogy, curriculum etc.	Full admissions and collection of fees so as to meet revenue targets wherever relevant. Student and staff satisfaction through feedback mechanism, quality pedagogy, contribution to the nation, good placements wherever relevant etc.
4	Faculty	Monetary and monetary incentives. Job satisfaction	Chance to interact with young students mind and thus improve teaching skills. Chance to write and publish research papers, books etc. and finally chance to get into a higher education like PhD, Post Doctoral Reserch, D.Litt or D.Sc. Etc.	Work life balance-- critical especially for women. Identifying areas that are open to research especially in the humanities area.	Student satisfaction through feedback mechanisms, research contributions, project work etc.
5	Students	Knowledge-- something more than that is available in the books or the net, co relation with the industry and the happenings in the outside world. Good quality placements.	Chance to develop a good character, personality, capability to work in teams, develop good communication skill etc. Additionally a chance to acquire knowledge, become entrepreneurs etc.	Good quality and interesting pedagogy. Good quality faculties etc.	quality education, self development, employability etc.
6	Industry	Quality students who would start earning for the organizations from day one itself. Students should have good amount of soft and hard skills. Students should have a fairly good idea about industry.	A chance to reduce attrition rates. Given the market conditions, the students are expected to perform and increase the bottom line of the organization. Talent procurement and retention is the key for industry.	Getting students with conceptual and application knowledge, right skills including communication skills and global attitudes. Additionally retaining new recruits is another big challenge. Retention rate is only 30% as per one estimate	employable students
7	Statutory Authorities	Chance to increase the Gross Enrollment Ratio, Ensure that the students are employable and dare contributing to the national exchequer.	Possibility of meeting the basic requirements of the government viz. equity, accessibility and quality.	Chance for ensuring good quality education. Ensuring that the statutory requirements in terms of infrastrucutre, pay scales, faculty ratio etc. are met.	Measurement of deviation with respect to various parameters laid down by the authorities and ensuring that these are met. Additionally parameters like increase in GER, equity, accessibility and quality education etc.
8	Society	Creation of good and responsible citizens	Ensure that the students are aware of the various needs of the society and solutions are found and implemented.	Ensuring that the students are made aware of the societal problems etc.	Quality of students and accountability.

Table 1. Stakeholder's expectations, opportunities and challenges and measuring parameters.

Source: Author Analysis.

The industry expects the students to be 'rounded off'. They should be able to contribute to the organization from day one itself. The old concept of training is gone. The students are expected to have fundamental knowledge, application knowledge and also have a good personality. The evaluation process of the student by the corporate personnel comprises of (1) 10 to 20% weightage for fundamental knowledge (2) 30-40% weightage for application knowledge and (3) the balance 40 to 50% towards the personality of the students which includes the holistic development of the student. Additionally, industry expects students to know more than what the course teaches through some additional programs or certification programs.

This is figuratively shown in Fig. 2

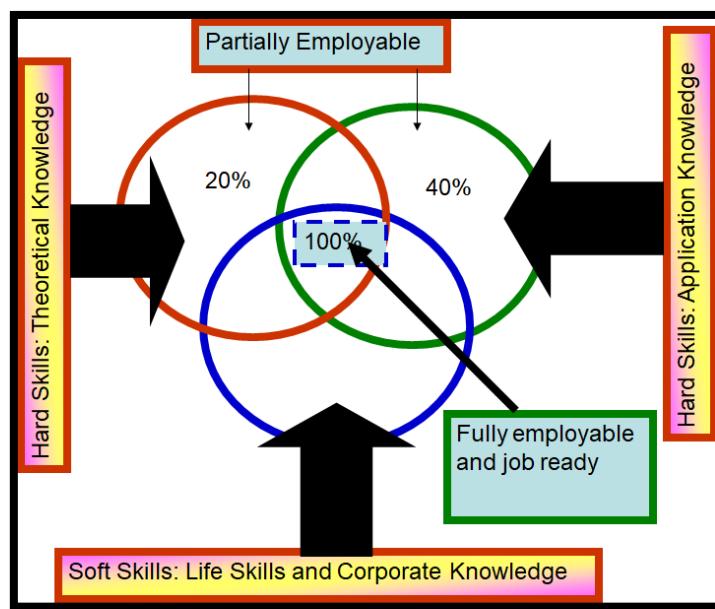


Fig. 2 What does industry expect from the student?

Source: Author analysis.

The Statutory Authorities / Government expect all institutions to ensure the three pillars / stated objectives of the education policy to be met viz. accessibility, affordability and quality education.

Society expects that students should contribute to society at large and give back in equal measure to society in different ways. Students are expected to be good and responsible citizens contributing to the wellbeing of society at large.

In view of the above contradictory demands of the various stakeholders, the issue is how can institutions balance these demands? What needs to be done? How can institutions ensure that students get a sustainable employment?

Any strategic action which would help in improving the knowledge base of the student, make him understand the applications of the various concepts that he has learnt would be a welcome step. Use of digital technology, learn at leisure or even disruptive innovations

in education could be some such steps that could be used to bring the zing back into the education field and ensure that students are able to get a sustainable employment and proceed to still higher education or become entrepreneurs. Disruptive Education could be perhaps be the key.

Disruption does not necessarily mean a radical or breakthrough process or innovations. It means doing small changes which would give big results. Disruption, in fact, would mean any process that replaces a complicated service with a simple affordable solution.

Given the above scenario, the issue is what can the corporates do to help reducing the unemployment amongst the students?

As seen above corporates expect the student to have

- Technical Knowledge or Fundamental Knowledge – provided FULLY by the Institutions
- Application Knowledge – provided PARTIALLY by the Institutions and PARTIALLY by the Corporates
- Holistic Development of the student provided PARTIALLY by the Institutions and PARTIALLY by the Corporates.

Corporates can help in reducing the unemployment amongst the students by

1. Contributing to the application knowledge by visiting the institutions as a Guest Lecturer – Visit the institution for a short period of say 3 to 4 hours or maximum a day and share the industrial knowledge or the happenings in the industry with the students.
2. Contribute to enlightenment lectures by sharing their thoughts with the students through the usage of ‘virtual classrooms’. Such sessions could be either technical sessions or non-technical sessions on areas like women empowerment, women’s health / wellness etc.
3. Help in organizing a one-day industrial visits thus, the student gets a first-hand impression of the workings of an industrial unit.
4. With the help of the corporate institutions can start innovative and niche industry-based or specific industry-based programs. For e.g. the corporates could help in developing the course syllabus, providing faculties etc. Typically, one can think of courses like a MBA in Biotech Management or a MBA in Pharmaceutical Industry Management or a MBA in International Business etc.
5. Participate in Seminars and Conference either by way of sponsorship or by providing speakers for the same.
6. Help in the holistic development of the student through counselling, lectures on ethical working, social working etc.
7. Corporates could help the institutions in funding research projects, constituting chairs etc. This is the normal process in big institutions like the central universities. It is found that many of the big philanthropist provide funds for infrastructure of the institutions.
8. Help in creating centres of Excellence or incubation centres etc.
9. Integrating skill development in Higher Education. Skill development includes the development of both hard and soft skills. These skills need to be integrated into

the course curriculum itself. Imparting vocational skills at the end of 12th std or graduation in collaboration with industry would help in reducing the number of students opting for higher education. Simultaneously institutions must enter into a partnership with industry to understand the nature and type of skills required and enter into some sort of long-term agreement. This would help in creating a 'win – win' situation for both industry and the institution.

10. Members of the corporate can become members of the Governing Body e.g., Board of Studies, Academic Council and /or Board of Management. They can be of use to the institution and to the students by providing managerial support.
11. And many more ways

For all of this to happen it is important that the corporate and the institution sign a Memorandum of Understanding (MOU) spelling out the various areas in which the cooperation can take place and the period for which this cooperation would take place and most importantly the frequency of review in the implementation of the MOU.

Prof. Dr. R. Gopal is the Director, D. Y. Patil deemed to be University School of Management and member of Board of Management, Ajeenkyा D Y Patil University. He is contactable at r.gopal@dyptail.edu.



Role Of Blockchain Technology – The New Disrupter

With Special Reference to The Education Sector Towards Atmanirbhar Bharat



industry and academia.

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

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

Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. Each block in the chain contains a number of transactions and these blocks are connected through a hash and every time a new transaction occurs on the blockchain, a record of that transaction is added to every participant's ledger. The decentralized database managed by multiple participants is known as Distributed Ledger Technology (DLT).

The World Economic Forum in 2015 forecasted that 10% of the World's GDP (~US\$ 100 trillion) will be accounted by Blockchain Technology by 2025. Gartner has estimated that the market for Blockchain Technology would be around US\$ 3 trillion by 2030. NASSCOM has estimated that there is a huge shortage of manpower. Currently it is estimated that globally around 45000 blockchain experts are available and of which around 4000 to 5000 are located in India.

The backbone technology in the functioning of cryptocurrency like Bitcoin is the blockchain technology.

The Market

Blockchain Technology could find use in record keeping, cloud storage, identity forecasting, securing the data (ascribe), Supply Chain Management, IOT, Banking, Government (online registering of land, real estate, Legal services etc.) and in Education sector. The Blockchain technology could be a disruptive technology and is widely used in cryptocurrencies like Bitcoin etc., AI and other such Industry 4.0 subjects.

As per NITI Aayog's Draft Paper, it is estimated that blockchain Technology could generate around US\$ 3 Trillion per year business value in India by 2030.

Additionally, several countries worldwide have invested several billion dollars in Blockchain Technology.

More than 90 projects are being implemented in India through the state and central government in the areas of Land Registry, Farm Insurance and Digital Certification. Some of the states that are implementing Block Chain are Rajasthan, Madhya Pradesh, Gujarat, Maharashtra, Goa, Karnataka, Kerala etc.

SEBI has authorized depositories to use blockchain technology or Distribute Ledger Technology for the record keeping of non-convertible debentures and in credit rating of the same, Block chain is widely used in the Shipping and Logistic sector and in Banks. Around 9 to 10 Banks in the Private sectors are already using Blockchain technology e.g., HDFC, ICICI, Axis Bank etc. Very recently the State Bank of India has also started using this technology.

In terms of intensity of use, Blockchain Technology is widely used at present in the following sectors:

- Financial Services ++++
- Health Sciences +++
- Automobile ++
- Oil and Gas, Chemicals +
- Food and Beverages, Education -

++++ = indicates very strong usage, + = indicates poor usage, -- = nascent / embryonic stage
Source: Discussion with industry personnel.

A few universities are using blockchain technology mainly for issuing e documents to the students. For e.g., Chitkara University in Chandigarh, India, University of Pune is also on the verge of using blockchain technology and a few private universities are also using the same.

The National Educational Policy 2020 involves setting up of an Academic Bank where students can store their degree certificates and this could be used for transferring credits from one university to another. This creation and transfer would be very much possible through the use of the Blockchain Technology. The National Educational Policy 2020 involves setting up of an Academic Bank where students can store their degree certificates and this could be used for transferring credits from one university to another. This creation and transfer would be very much possible through the use of the Blockchain Technology.

The blockchain technology helps educational institutions keep a clear digital transcript, ledger of records and payments for each student. Those certificates serve as a permanent score report, which can help participants with future educational or professional applications.

The most promising use case for blockchain in higher education is to transform the "record keeping" of degrees, certificates and diplomas.

The biggest advantage of Blockchain technology is

- Secure – Impossible for anyone to transfer transactions or ledger records
- Worldwide adaptions
- Automated Operations – fully automated
- Open-Source Technology
- Distributed Architecture
- Flexibility in Programming.

In the area of Education, the biggest application or advantage of Blockchain Technology is

- Certificate Management
- Competencies and learning objectives
- Credit Transfers
- IPR Management
- Fees etc.

Some of the important uses of Blockchain in the educational sector are

➤ **Improve record keeping**

The most promising use case for blockchain in higher education is to transform the "record keeping" of degrees, certificates and diplomas, without the need for anyone to verify them.

➤ **Increase efficiency in existing business processes**

Blockchain-based university diplomas are a great leap forward, but perhaps the ultimate use case is the creation of a virtual transcript or record of all education achievements throughout one's entire lifetime. This would reduce resume fraud, streamline student transfers between universities, reduce the cost involved in verification etc.

➤ **Attendance and participation validation**

When each learner's presence is verified and recorded anonymously through a distributed ledger, it will help reduce absenteeism and improve learner outcome. Stronger and open IP protection and rewards: As intellectual property infringement becomes more common despite laws, the only answer to ensuring clear ownership of IP rights lies in an open blockchain that allows them to be protected, and flags any attempt to use them fraudulently.

➤ **Create a new market for digital assets**

Blockchain technology can be used to receive payments from or to students through the use of cryptocurrencies.

➤ **Create a disruptive business model**

Blockchain technology could in future perhaps create new business models through which tuition fees could be reduced due to automation of the administrative tasks

Evaluate projects carefully

➤ **Resumes**

Besides degrees, a person's typical resume contains a lot of additional information that could be relevant to employers. For e.g., knowledge of foreign languages, or certain technical knowledge, cultural activities etc. which can be easily stored and verifiable.

➤ **File storage**

Storage of digital curricula, and other institutional information could take a lot of space and costs. Hard disk or cloud could result in high costs, However, using blockchain technology- based cloud storage services could be more cost effective.

➤ **Lessons and courses**

Lessons and courses can be programmed into the blockchain and executed automatically when certain conditions are met. For example, a teacher could set up tasks for students. The completion of each task could be automatically verified by the blockchain's smart contracts.

➤ **Infrastructure security**

As schools add more security cameras and sensors, they need to protect their networks from hackers. Human resources. Conducting background checks and verifying employment histories can be time-consuming, highly manual tasks for HR professionals. If employment and criminal records were stored in DLT, HR professionals could streamline the vetting process and move hiring processes forward more quickly.

What are the Economic Costs involved?

At the University of Barcelona, the economic cost has been calculated. It is estimated that

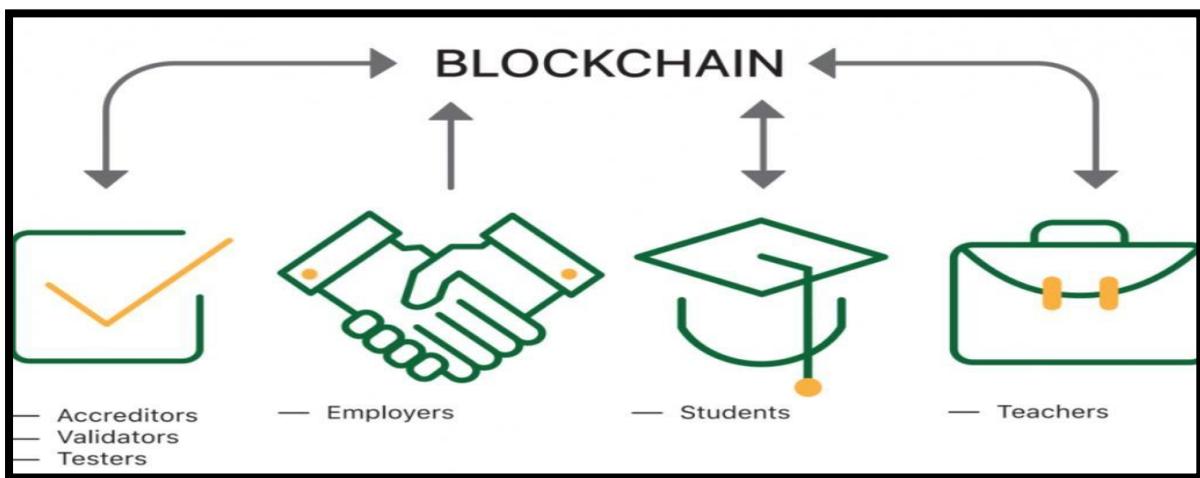
- **Cost for registered student E 0.15**
- **Cost for each record per student = E 0.25**
- **Thus for 10 records the cost will be E 2.50**
- **Thus, the total cost per student per 10 records will be E 2.65 which is less than 1% of student registration cost.**

The biggest benefit of blockchain education will be the refinement of the technology. Like many other technology segments, an increase in the number of experts in a particular technology segment often results in that technology becoming better.

In a nutshell, Blockchain Technology helps the education sector in the following ways

- No 3rd party intervention
- Reduces layers of administration work and hence cost
- Boon to students
- Probability of mistakes are reduced
- Distributed Ledgers means reduction in failure of the system
- Scalability
- Privacy is maintained etc.

How does the Blockchain technology work?



Source: Joint Research Centre (JRC), the European Commission's science and knowledge service as quoted How Blockchain Will Transform Credentialing (and Education) By Tom Vander Ark December 21, 2017

Blockchain entries are permanent, transparent, and searchable, which makes it possible for community members to view transaction histories in their entirety. Each update is a new "block" added to the end of a "chain." A protocol manages how new edits or entries are initiated, validated, recorded, and distributed. With blockchain, cryptology replaces third-party intermediaries as the keeper of trust, with all blockchain participants running complex algorithms to certify the integrity of the whole.

Challenges of Blockchain Technology in Education Sector.

The biggest challenge to the implementation of the Blockchain Technology is

- Availability of Resources – Personnel and Funds
- Mindset of educational institutions
- Process changes that need to be made
- Correlation between existing traditional information base and the new blockchain information system
- Security – Malicious attacks cannot be ruled out
- Slow speed of the Blockchain Technology system because of the size of each block
- All institutions should come together to use the Blockchain technology
- Probable legal issues etc.

Career opportunities existing in the areas of Blockchain developers, Blockchain Engineers, Blockchain Quality Engineers, Blockchain Data Scientists, etc. The minimum salary for a Blockchain expert is around Rs, 50000 per month rising up to even Rs. 10 lakhs per month depending on the expertise.

If an opportunity makes you best then challenge makes you better

Conclusion

Blockchain Technology for the education sector is still in the infancy. The majority. Today a lot of attention is given to Fintech and its applications compared to education.

Use of Blockchain technology could save the environment and end the paper-based system for certificates and its validation and thus reduce costs.

In India it is too early to think of using it. Perhaps by 2025, Indian universities would be widely using.

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Blockchain as catalyst to the Atmanirbhar Bharat Abhiyan

This Article is Contributed by Mr Chintan Ojha & Mr Biren Parikh

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Chintan Oza 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, Smart cities & 5G.

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Mr Biren Parikh is an experienced CIO (Chief Information Officer) with a demonstrated history of working in the various manufacturing industries (i.e., Building Materials, Pipe & Fitting, Auto Ancillary, etc) Skilled in SAP, Business Process Automation, SAP Implementation, CRM, RPA, IOT, IT Strategy, Service & Policy Management.

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Overview of Atmanirbhar Bharat Abhiyan

Pioneered by our beloved Prime Minister Narendra Modi, Atmanirbhar Bharat Abhiyan - the Self-Reliant India Mission aims towards cutting down import dependence by focussing on substitution while improving safety compliance and quality goods to gain global market share. The Self-Reliance neither signifies any exclusionary or isolationist strategies but involves creation of a helping hand to the whole world. The Mission focuses on the importance of promoting "local" products.

Our PM has inspired citizens to Be "Vocal" About "Local". Time has taught us that we must make 'local' the mantra of our lives. Global brands that are there today were once local too but when people there started supporting them, they became global. That is why from today, every Indian must become vocal for our local.

The Atmanirbhar Bharat Mission will be carried out in two phases: Phase 1 will look at areas such as medical textiles, electronics, plastics, and toys where local production and exports may be boosted. While Phase 2 will look at items such as pharmaceuticals, jewellery, steel, and so on. The Mission is also intended to complement the 'Make in India Initiative,' which aims to transform Indian economy.

The search for one's own identity India's self-sufficiency sows the seed for a new path of long-term growth. Building Atmanirbhar Bharat is focused on establishing India as a manufacturing and investment centre. Despite the fact that China is a worldwide powerhouse today, it has had significant environmental and economic consequences. It allows India to establish Atmanirbhar in local markets and expand its worldwide reach. The administration is working hard to create a favourable climate for India, keeping the growth agenda in mind.

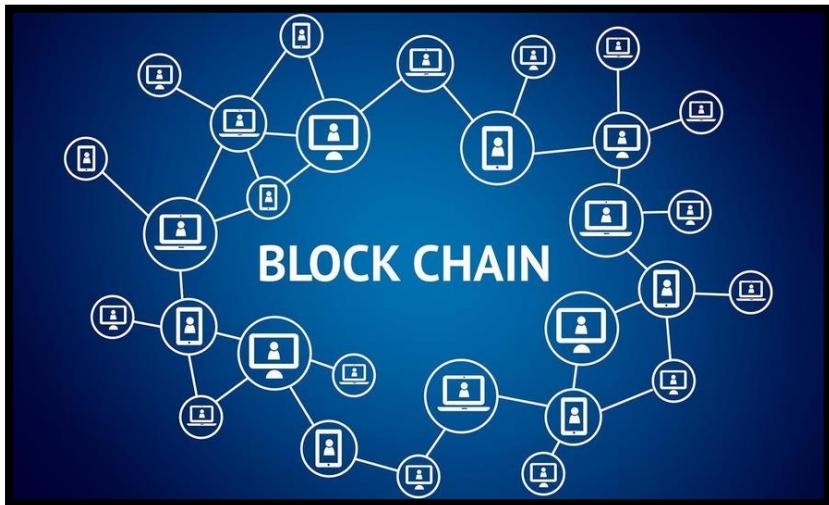
We may find connections between the visions of both great Indian leaders and the government's endeavours to build Atmanirbhar Bharat by comparing PM Modi's vision with Mahatma Gandhi's swadeshi doctrine. Atmanirbhar Bharat, a self-reliant India stands on five pillars:

1. Economy – which brings in quantum jump and not incremental change
2. Infrastructure – One that represents modern India
3. System – based on 21st century technology driven arrangements
4. Vibrant demography – is the source of largest democracy
5. Demand – whereby the strength of our demand and supply chain should be utilised to full capacity

Countries such as the United States, China, and Russia have suffered major economic and health consequences because of the worldwide epidemic. No country was prepared for a scenario like this, and in today's globalised world, each nation is dependent on one another for a range of resources such as raw materials, completed commodities, food, and other essentials. The ongoing pandemic has shown no compassion in any part of the world, and it has spared none of the world's most powerful nations, no matter how important they are. Indian innovators came up with innovative designs of personal protective equipment (PPE), which start-ups have successfully delivered, thus meeting market demand. More

such technologies are in the pipeline such as low-cost ventilators, testing kits and sanitization systems. Thus, our journey towards being a 5 trillion economy is still on track.

Overview of Blockchain



When Satoshi Nakamoto created bitcoin in year 2008, his concept was to let people directly exchange digital currency. Satoshi's concept removed the need for central banks, governments, or settlement agencies to act as guardians and enforcers of financial transactions. Bitcoin's

guarantor is the blockchain, a ledger of every transaction that is distributed across a vast network of computers or nodes. Since inception, blockchain has been growing exponentially and it is now one of the top 10 technologies to watch for in the decade as named by Gartner.

Though the world is aware of Ransomware and its menace, during mid of May 2017, we saw the biggest ever ransomware attack led by "WannaCry", which impacted 150 countries. Ransomware is a type of malicious software designed to block access to a computer system until a ransom (money) is paid. In recent attacks, especially Windows 7 users were impacted the most. The impact was visible in couple of hours impacting organisations ranging from hospitals to logistics companies to telecom operators.

In above scenario, Blockchain Technology has become one of the hottest trending emerging technologies. A blockchain is a database that maintains a continuously growing set of data records. It is distributed in nature, meaning that there is no master computer holding the entire chain. Rather, the participating nodes have a copy of the chain synced at a regular interval. Blockchain was initially developed to provide an alternative approach to payments, by using cryptographic methods to provide an alternative trust-mechanism between two transacting parties. Now it is being used as a solution for a wider variety of transactions.

Our life in this decade is destined for Blockchain, which is secure and easy to use. Following are the features of Blockchain which makes it a pivotal technology.

1. Security: An enhanced level of security, increasing the security of the system from any kind of hacking and cyber fraud.
2. Easy to use: It provides an easy mechanism to allow users to securely transfer the assets between parties and facilities easy audit of user accounts.
3. Accounting: It provides a powerful accounting and auditing feature.

4. Flexibility: Using blockchain technology doesn't mean that the system will need to be a public ledger or open system if this is undesirable.
5. Privacy: If desirable, the system may remain totally private.
6. Malleable Technology: Blockchain assets are currently unregulated, helping minimize management costs and expand the possible user base and distribution channels.

Use of Blockchain technology can be classified into following four categories.

1. Security – to secure data records
2. Smart Contracts – to store piece of code and execute based on event triggers
3. Digital Identities – provide digital crypto identities
4. Crypto – provide crypto currencies and tokens

Blockchain is an enabler to Atmanirbhar Bharat

Let us understand how Blockchain is contributing as an enabler to the Atmanirbhar Bharat Abhiyan. Various government driven initiatives in new technology stack popularly known as India Stack are using Blockchain technology. In January 2020, Niti Aayog has published Blockchain policy to guide adoption of blockchain in various government departments. Government of India has been one of the leading adaptors of Blockchain in recent times. Various central and state government agencies are conducting pilot on following use cases.

1. Land & Revenue Record Registry – Tracking land ownership and revenue.
2. Education Certificates – issuing degree certificates
3. Benefits to Farmers – disbursement and tracking of fertiliser subsidies, Crop insurance
4. GST Reconciliation – automating reconciliation of tax credits
5. Vaccine Tracking to eliminate counterfeit medicines – tracking of vaccines in the supply chain from manufacturing plant to vaccination centre
6. Banking & Financial Services – inter branch transfers, promoting use of Blockchain based micro credits via NBFC and Self-Help Groups.
7. Road Transport Department – tracking vehicle lifecycle (ownership, transfer and resale).
8. Supply Chain – tracking food from farm to fork
9. Citizen Identity Management – issuing various identities to citizens i.e. Health ID
10. Power Distribution – using energy credit wallet to facilitate use of renewable energy for Electric Vehicles
11. Organ Transplant Registry – deploying common database for effective utilisation of organs available for transplant
12. Food Rationing – Effective management of food rationing enabling one nation, one ration card
13. E-Governance – to drive digital transformation of various legacy systems in governance, data protection,
14. Cyber Security – using Blockchain along with Artificial Intelligence to strengthen national cyber security.
15. Trade Finance – Promoting use of Blockchain in import – export industry for smoother cross border trade.

16. KYC – identity validation for various use cases like, hotels, employment, hospital, education etc.
17. Centre of Excellence – to develop various pilots and in house development and maintenance of blockchain networks, building blockchain sandbox to test applications, Blockchain Training Facilities, Explore convergence of Blockchain with other disruptive technologies like AI, ML and IoT.
18. Elections – Conducting pilots for using advancement of election infrastructure
19. CBDC – Explore introduction of Central Bank Digital Currency to promote sovereign crypto currency in future.
20. Telecom – explore use of blockchain for reconciliation of revenue sharing and licensing fees.

Conclusion

As mentioned by Don Tapscott, the underlying technology of blockchains might represent a second era of the internet. For the last 40 years we've had the internet of information; now, with blockchains, we're getting the internet of value. Blockchain is THE technology, which would continue to act as a catalyst to the Atmanirbhar Bharat Abhiyan.

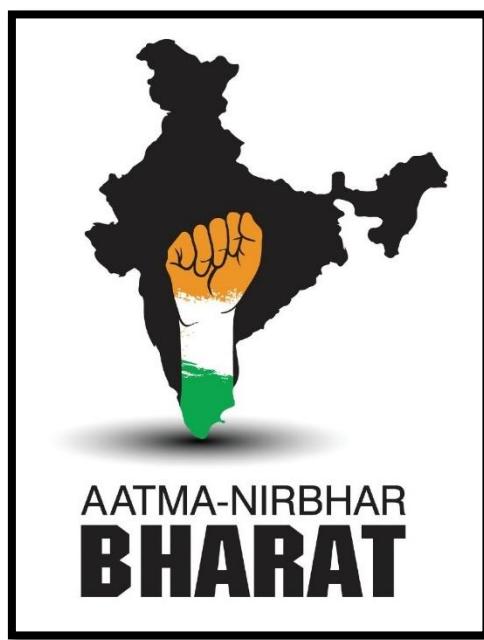
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How Managers can Transform themselves into Leaders – The Atmanirbhar Way?



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Pawan has authored a book on leadership, **Age of the Imperfect Leader**. He has also authored a crime thriller, **No Closure No Forgiveness** and published a number of e-books and short stories. His latest work of fiction, **Unbroken** is likely to be published soon. He has also written for some of the leading Indian dailies and periodicals.

As a Professional Speaker, Pawan has been a frequent speaker at various forums in India and abroad. Twice, he was the Chairman of the ETFs Asia Summits at Hong Kong. He has also addressed the Financial Services Technology Summits at Macau, Kuala Lumpur and Hong Kong and conducted a series of lectures for ICICI Bank's CEO Knowledge Forum and the top management of Indian Postal Life Insurance, SOA University, Bhubaneswar, etc. He was also the Key Note Speaker at the Centenary Celebrations of Osmania University, Hyderabad.

Pawan has an MBA and a doctoral degree in management - honoris causa - from Azteca University, Mexico. He also holds the Fellowship of the Insurance Institute of India and a Corporate Directorship Certificate from the Institute of Directors, New Delhi. He has been awarded the REX Karmaveer Global Fellowship and REX Karmaveer Chakra Award by iCONGO - International Confederation of NGOs – in association with the United Nations, for his relentless pursuit of innovative ideas and alternative actions for social transformation. His detailed profile can be accessed from his website <https://pawanverma.in>.

Ayushman Arora was a star performer in a leading Indian FMCG company. He had started his career at the age of twenty-three as an assistant product manager in the company's Food & Beverages division at Delhi. The next five years saw him getting promoted as a manager. With rewards and accolades pouring in, he had steadily built his career in the company and at the age of forty, he had been promoted as the Regional Head of the Company at Ludhiana. It was a rich profile where he had to oversee a team of 250 employees, drive sales of multiple product lines and manage related services. More importantly, the assignment carried a P&L responsibility.

Looking into Ayushman's immense potential, the company had promoted him from a managerial position to this leadership role as part of its long-term plan to build up an enterprise leadership pipeline. The complex assignment was intended to give him exposure to various other organizational disciplines such as, HR, Finance, IT, resource management and partner management. However, six months in his new role, Ayushman was struggling and it was getting reflected in the performance of his region. He was unable to appreciate the rationale behind many of the company's HR practices and had difficulty fixing up sales targets for different product lines. His finance and IT heads too had issues with his leadership style. Soon the corporate HR had to intervene to fix issues.

A Common Phenomenon

In the corporate world, Ayushman is not the solitary example of a professional, trying to find their feet in a leadership role after moving from a managerial profile. Why do managers often fail to make a mark as leaders? The reasons are obvious. We need to realize that managers are not leaders-in-waiting. They have distinct roles in an organization. Typically, the job of a leader is to create a new universe, the job of a manager is to operate this universe.

To begin with, let's have the clarity that even though leadership and management are inter-woven disciplines, both overseeing teams of people, they are not inter-changeable functions. Managers primarily deal with the three factors of time, cost and quality. Their primary objective is to constantly keep balancing these three factors because a laxity on any one count could impact the other two. On the other hand, leaders deal with people, giving them a new purpose, a new direction and inspiring them to achieve the same. In that sense, the two have very distinct roles.

In order to make a successful transition from a manager to a leader, one has to stimulate some seismic shifts in one's mindset, acquire a new focus and learn a few additional skills. It is a tricky journey. Let's see what are some of the seismic shifts needed during this transition.

1. From Specialist to Generalist

For Ayushman, moving from a product focus to oversee a larger spectrum of functions was a massive challenge. Even though, his earlier promotions had expanded his focus from Food and Beverages to Personal Care and Home Care, it had continued to be product focus on a wider canvass. At the end of the day, he remained a product specialist. On the other side, the new role required him to focus on an entirely new range of functions – sales, marketing, human resource management, finance, P&L, etc. He was at a loss to take informed decisions in unfamiliar terrains, such as designing sales promotions, organizing marketing campaigns, driving profitability. He gradually started shying away from these issues and started operating in his comfort zone. He was practically overmanaging one area - product management – and undermanaging others.

The transition from a specialist to a generalist requires that you understand the basics of all the enterprise functions. As a leader you must be familiar with the specific lingo that different business verticals use in transacting their businesses, defining their problems and resolving issues - sales pitch, brand loyalty, customer segmentation, process flow, six sigma, discounted cash flow, net worth, capital allocation, etc. At the

same time, a leader must be at home with the performance metrics employed across different disciplines. They must ask the right questions and use the appropriate metrics to evaluate the performance of their executives. In essence, they must speak the language of the function they are interacting with at a given point of time.

2. From Tactics to Strategy

As a manager, you are supposed to have an in-depth insight into your function, understand the intricacies and devise tactics to resolve them. It is exciting as the activities are concrete and outcomes are immediate and visible. However, as a leader, you would be operating on a wider canvass, which doesn't give you the time or scope of delving deep into issues and devising tactical action plans for them. Also, when you do that, you would be stepping on the feet of your functional managers, leading to conflict and confrontation. Further, you must remember that your functional heads are specialists in their areas and are likely to have a greater insight into their function than a generalist like you.

As a leader, therefore, you have to make a shift from tactics to strategy. There is a difference between tactics and strategy. Strategy is an overarching plan of actions and initiatives that you define in order to achieve a set of goals over a long period of time. Tactics, on the other hand, are the specific actions or steps you undertake to accomplish a short-term goal as a part of the strategy.

Effecting the Transition

How do you transition from a tactical to a strategic mind-set? It calls for three skills – level-shifting, pattern recognition and mental stimulation. Level-shifting is an ability to shuffle between focus and perspective, moving from one level of analysis to another. The attribute helps you determine when and where to look for intricate details and when and where to gaze at the big picture. Pattern recognition is the ability to see the causal relationship between two or more events, the frequency of their occurrences and finding patterns in them. Mental stimulation is the ability to anticipate how external operators – governments, regulators, competitors, etc. - could react to your actions. It helps you determine the best course of action among all the available options.

In today's environment of constant change and the resultant uncertainties and ambiguities, you need these mental skills. They provide you the flexibility of shifting from one level of intensity to the other. Sometime, you could delve deeper into the details of an issue that poses some serious threat to your organization. At other, they could enable you to decipher the patterns in what is happening today, relate it to your past experiences and generate strategic insights to shape up the right course of actions and strategies.

1. From Trouble-shooter to Agenda-setter

Managers are often elevated to senior positions, based upon their performance in their managerial roles. One of their critical skills is considered to be problem-solving. They are considered successful if they are able to resolve their functional problems at their own level without any upward escalation. They are appreciated, and rightly so, if they are decisive decision-makers.

Unfortunately, most of the managers continue to display these skills and often with pride, even when they don leadership roles. This leads to a situation where juniors start an upward delegation of decision-making and try to de-risk themselves from the

fall-out of bad decisions. Don't forget that as a leader, your primary function is to delegate authority to your managers to take decisions in their areas of activity. You should wear the trouble-shooter cap only when the issue demands decision-making at your level.

In your new role as a leader, you need to move into the realm of agenda-setting. This means focusing on the larger issues that are going to impact the present or the future of your organization. These could be issues like anticipating future-trends in products, markets, regulations, etc. and devising suitable strategies for the same. The role would also require you to focus on areas that are beyond the realm of any specific function and have an enterprise-wide impact, such as diversity and inclusion, creating a culture of creativity and innovation, etc.

2. From a Crusader to a Negotiator

As a manager, you are a crusader, driving some specific agenda – ensuring operational excellence within your team, ensuring departmental profitability, beating competition, etc. When you become a leader, you need to develop an external focus as well. You need to develop relationship with external constituencies, such as the government, regulator, media, investors, etc. A good amount of your time would go in negotiating with these constituencies to promote your organizational interest and ensure a fair representation of your company to the world outside.

In essence, as a leader, you need to evolve into a corporate diplomat, indulging in persuasion, negotiation, conflict-resolution, building alliances, etc. Essentially, you are trying to shape the external environment to support your strategic objectives.

3. From a Conformist to a Disruptor

Managers are expected to be conformists, operating within the frameworks of product parameters, rules and regulations. The increasing emphasis on legal and regulatory compliances today are further driving organizations into the realms of conformity. Leaders on the other hand, are expected to be disrupters. Eager to make a difference in the lives of people around them, they deliberately disrupt the eco-system and create a chaos. It is out of this chaos that a new order emerges, creating a new universe for people to breathe in.

Thus, being a leader today is to cultivate an entirely different mindset – a mindset which constantly keeps questioning the established norms and practices. New-age leaders go even a step further and keep challenging their own beliefs and assumptions. In their pursuit to create a future of their choice, they keep disrupting themselves constantly and, in the process, even cannibalizing the universe they had created themselves.

Cultivating Leadership

We are living in a world today which is more managed and less inspired. While there are thousands of business schools, churning out managers year-after-year, there is an absolute dearth of leaders. Unfortunately, our business schools don't teach the skills that make you a leader. At the same time, the management skills that you cultivate in your managerial roles, are not going to help you in your leadership journey today. You need a new mindset and a new set of attributes to lead in an environment dominated by volatilities, uncertainties, complexities and ambiguities.

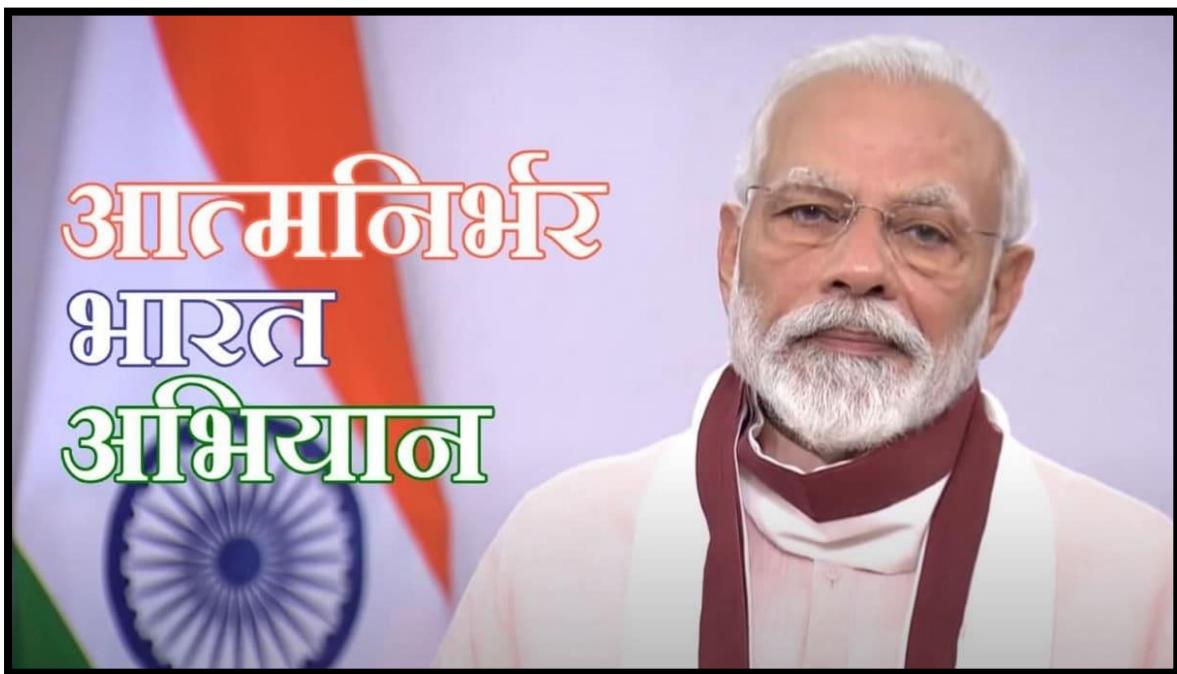
If an opportunity makes you best then challenge makes you better

However, the good part is that leadership is a skill that can be learnt and honed up. The transition from management to leadership requires a process of continuous learning. You also need to change your focus and your priorities. Do remember that as a leader, you are required to operate in a world where capital is not so important for business. Nor is it experience. What is important is ideas. Your ideas happen to be your main asset. Once you have ideas, both capital and experience would be chasing you. However, let me sound a point of caution here: for generating life-changing ideas, don't try to think out-of-the-box. Get rid of the box itself.

Dr. Pawan Verma is the author of the book,

Age of the Imperfect Leader, available on Amazon: <https://amzn.to/2zwIk8B>.

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360 Degree Transformation to Atmanirbhar Bharat



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, Business Environment & Strategic Management.

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 measures that will be required to follow relentlessly for the next five to ten years to make India into Atmanirbhar Bharat.

Vision and Mission of Atmanirbhar India (OI, 2020) [1], (HT, 2020) [2], (ET, 2020) [3], (IE, 2020) [4]

Atmanirbhar Bharat translates into 'independent India'. This is the vision put forward by the Prime Minister of India Narendra Modi. This is aimed at making India contributing significantly to the global trade and economy. This will be accomplished by seeking after arrangements that are effective, serious, and strong, and acting naturally supporting, and self-creating. Atmanirbhar Bharat doesn't signify "self-control", "getting you far from the world" or being "protectionist".

Atmanirbhar Bharat Abhiyaan upholds the Indian economy in battling against Covid-19. As stated above, this idea was presented by the Hon'ble Prime Minister to have self-sufficiency. This difficult period will be the right time to start this journey towards self-reliance Govt., 2020) [5].

Atmanirbhar Bharat is aimed at enhancing the country on multiple fronts such as economy, infrastructure, robust systems, diverse demography, and dynamic demand.

Seeking Transformation

In this context, it is required that India must transform itself into a stronger nation on multiple fronts. Some of these transformation-related aspects envisaged are:

A politically strong country [Governance]

With the commercial difference amongst the countries is growing and taking the shape of trade wars, it is necessary to have good and stable governance in the form of political leadership. Again, this has to be supported by the friend countries (as and when required). A recent example in this context is India joining the 'Quad' group having other member countries as the USA, Australia, and Japan. This coalition is aimed at reducing the adversity of activities created by its neighbouring nations (especially China).

Strengthening the Economy [Economy]

The Indian economy has its importance amongst the world economies. In the last two decades, it has shown significant progress. This is mainly due to the 'liberalization policies of 1991. During this period the GDP (gross domestic product) has increased almost 33 times. In simple words, we can say that the economy has grown from Rs. 5.86 lakh crore in 1991 to Rs. 197.5 lakh crore in 2021. The transformation in this context requires increasing the quantum of international trade and increasing the intensity of international cooperation. This can be achieved by judicious use of FTAs (Free Trade Agreements). Here, India can learn and take a leaf from Vietnam, which has signed FTAs with bigwigs like the European Union and China (Vietnam, 2021) [6]. Besides this, an increase in the exports of selected products will be advantageous to the country. In this context, interactions with industry associations are required and a suitable plan of action is required. An example in this context will be a recent press release by PHDCCI. The president of PHDCCI mentioned that the chamber has come up with a plan that enlists about 75 potential products. These are from nine sectors, including agriculture and minerals, and are targeted at different markets as export commodities. These markets are the US, Canada, Germany, France, UK, Japan, UAE, China, Mexico, and Australia. These will be focused in the next six years to achieve the goods export target of \$750 billion by 2027 (PHDCCI, 2021) [7]. Certainly, strong government intervention and support are needed to accomplish the said target.

Encouraging the growth of the domestic industry by providing the required support [Infrastructure]

The domestic manufacturing industry is the key to India becoming Atmanirbhar. The stagnating share of the manufacturing sector (as a contribution to GDP – gross domestic product) needs to be revived. This can be achieved by providing industry-friendly policies that create additional employment. Apart from technology, the availability of adequate infrastructure (such as power, water, transport, ports, airports, and so on) will play a vital role in reviving the manufacturing sector.

Protection to the domestic industry by having proper legal framework [Getting the System right]

This is about the deployment of strong regulations in the form of the establishment of a legal framework. This is aimed at protecting domestic industry from unwanted imports (dumping) from other countries. The strongly protected domestic industry will prosper and will help India to reach a step closer to becoming more 'Atmanirbhar'.

Taking the advantage of the Vibrant Demography [Demographic Structure and Demand]

India with its 130 crores population is a huge market for a diverse range of products and services. Given thought to this, specific industries can be promoted at village and district levels. Rural economy when developed further will provide a boost to the various rural markets (across the country). A kind of approach may be suggested and is ODOP – one district one product. This has been followed by Uttar Pradesh for its fifty districts. This model may be suitably replicated at various places considering the various aspects such as regional requirements, climatic conditions, industrial scenario, raw materials and manpower available, and so on.

Embracing the new technology by encouraging start-ups [Industry support and encouragement]

It may be suggested that some of the emerging technologies may be encouraged and may be seen as potential for MSMEs in achieving the reality of becoming 'Atmanirbhar Bharat'. Some of these are artificial intelligence, (AI), machine learning, blockchain, and so on (Srivastava, 2020) [8], (Rama Rao and Ranjan, 2020) [9], (Sengupta and Katragadda, 2020) [10].

Another interesting aspect to note here is the current shortage of integrated circuits (chips) affecting different types of industries. A well-coordinated effort at all levels – government, the industry is required and sadly India does not have any plans in this context for the next few years.

Given the above, it may include some modifications in rules and regulations about:

- Any sector-specific measures (as and when required, and as demanded by the prevailing situations).
- Trade and cooperation (with selective countries).
- Protection of domestic industry, trade, and business environment (Atmanirbhar).

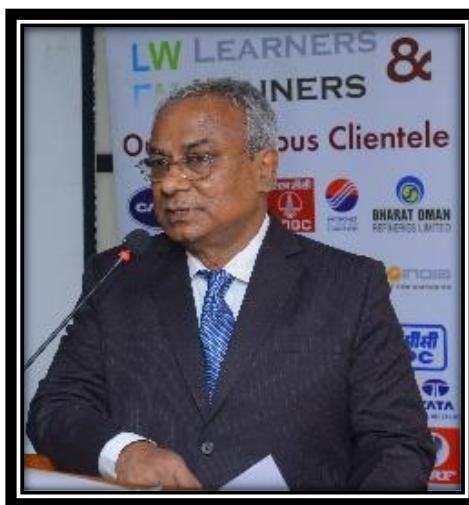
To summarize, it may be said that authorities must formulate and implement policies that will make the 'manufacturing sector' more 'Atmanirbhar'. This in turn will result in inclusive growth. As people find a better working environment and social facilities in their native state, they will not think about relocation. This will enable states to become more responsible and accountable for performing their duties. Also, they will be more independent to formulate socially beneficial and development-based meaningful campaigns and further monitor the same for their successful implementation. 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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Atmanirbhar Bharat in the realm of 'ASK trilogy'.



Mr. Indranil Ghosh is a Management Consultant and Trainer with more than 40 years of extensive & versatile industrial experience. He is a published author of many books and Technical Papers. These books have been published in various Indian and foreign languages. His book titled '**Managing the Invisible Monster**' is a soft technical book on electrical safety, in which he has explained various aspects of safety through storytelling and analogies. Another book, '**Romance with Risk is Business but Romance with Business is Sustainability**' explains the easy methods of adopting a sustainability frame work in the Business Strategy. His latest book "**Harnessing Employees' Creativity**" is about tapping creative ideas from the employees for business sustainability and business growth.

1. Understanding the concept:

Any transformation is a process to change. And any change causes turbulence. 'Atmanirbhar Bharat' or self-reliance India is no exception. This turbulence needs to be countered through Performance Improvement and focused results. Otherwise, 'Atmanirbhar Bharat' will remain only as an advertising tag line or a buzz word.

Self-reliance starts with the **Attitude** of self-belief and then followed by **Skills** and **Knowledge**. Thereby, commensuration the trilogy **ASK (Attitude-Skills-Knowledge)**, which will call for a systematic strategy with appropriate learning integration.

2. Attitude, the first word of ASK trilogy:

The first paraphernalia of attitude is willingness. Choosing 'Will' over 'Skill' is never an option but reality. It is said that will is more important than skill. When we talk about 'Skill Development', is the 'will' that shall play more crucial role? Whether we need to shift our preferences from 'Skill' to 'Will'? Is the lack of willingness responsible for the skill deficit?

Attitude is an aspect of behaviour. Though it is a matter of learning and can be developed through practice, yet it largely depends on upbringing, cultural & social background and many other factors. Training for attitudinal development (like willingness) is an altogether different ball game.

As the right skill development starts with willingness, all skill development initiatives must initiate with soft skills training, which develops the attitude.

3. Gap Analysis and Skill development:

Gap Analysis, being the first step towards Skill development, we must at first know where and why the gap exists and how can it be reduced.

In this VUCA world, where everything is volatile, uncertain, complex and ambiguous, gap generation is so natural and common phenomenon that now it is almost impossible to eliminate it fully. At the best, the gap may be reduced.

Skill Gap may be found at various operational areas and at various levels of the organizations. So as skill development activities in Indian industries is concerned, activities may be grouped as per the requirements. Skill requirement varies with the nature of business, type of industry, level & position, available technology, county's vision, long & short-term planning etc.

4. Skills and Knowledge Interrelationship:

As Dr. Deming said, "Without theory, experience has no meaning. Without theory, one has no questions to ask. Hence, without theory there is no learning. Theory is a window into the world. Theory leads to prediction. Without prediction, experience and examples teach nothing". This famous saying is truly applicable in the arena of 'Skill Development', as it shall be the right blend of theory and practice.

This means, 'Skills' and 'Knowledge' have very close relationship. An effective Skill Development needs knowledge even though well-developed knowledge may not sufficient for skill development.

5. Skills requirement in Indian industries:

Skills requirement in Indian industries may be broadly classified into various groups. To understand the common functional skill requirement as envisaged by the various industries, let's divide it into the following broad classifications:

- 1) Skills required at the entry level
- 2) Skills required for multi-tasking
- 3) Niche industry specific functional skills
- 4) Skills required for accepting higher responsibility for both vertical and horizontal growth

The skills required for getting a job is different than the skills required to perform the job. For the new entrant, un-employability is a bigger issue than unemployment. According to various surveys, more than 80 % of engineering graduates in our country are unfit for employment. The students coming out of Indian institutions are technically proficient, but sometimes need additional traits such as communication, presentation, confidence and similar soft skills. Pre-employment training sometime but not always helps.

Skill sets required by the organizations are largely market driven and hence vary from time to time. Often multi skilled employees are preferred over specialists and vice versa. Effective multi-tasking calls for multiskilling. There is always demand for the "Jacks" in the cross section of industries but the "Specialists" have their niche requirement. Skill up-

gradation can be done through various ways. "On the Job Training" is one of them but mostly unorganised.

6. Formal Education System:

In this VUCA world, the skill requirements are market driven, where as the formal education systems are curriculum driven, which is mainly based more on theoretical studies than the practice based and also not as dynamic as the requirement is. As a result, it is very difficult for the formal education system to fill up this skills gap. In fact, there exists a large gap between the knowledge gained through a formal education system and the skill developed through experience.

7. Partners for Skill Gap Reduction:

If we scan the situation properly, we may conclude saying that the skills for getting a job and to perform the first task assigned are widely different. To fill up this skill gap is often a daunting task for the industries and corporates. However, if 'On the Job Training (OJT)' becomes more systematic with adequate guidelines, focus and scientific assessments, it can enrich the process of the skill gap reduction.

One of the desired steps could be to put the fresher on job under the supervision of an experienced guy. Such OJT guide need not be a highly formally educated person but must have sufficient hands-on experience.

Naturally question arises can the persons belonging to the lowest strata of the corporate pyramid be a great teacher only because they have their ears to the ground and lots of on-hand experience? If so, your training guide, when you fresher in real sense in this complex industrial climate, need not be an educated guy so long the person has enough experience to handle emergencies and failures!

What sort of learning are we talking about? Is it Functional/Technical Skills or Managerial/Supervisory skills or both? So far functional skills are concern, like erection and rigging, almost all of us would have a unanimous agreement of affirmation. But, what about managerial and leadership skills? Many of us might have reservation.

To get an appropriate answer of this dilemma, we conducted a survey with only one framed question with two options of answers. The statement used for the survey was –

"Learning effective and high impacting managerial & leadership skills is not difficult. Even the persons belonging to the lowest strata of the corporate pyramid can be a great teacher because they have their ears to the ground."

Surprisingly, the survey result was –

- ✓ Yes, I agree with the statement : **90%**
- ✓ No, not possible : **10%**

No doubt, life is a learning experience, only if you want to learn. However, the question may arise time & again if the college/university certificate holder trainees would be comfortable to take lessons from such guys? This answer has to be 'must do' otherwise

If an opportunity makes you best then challenge makes you better

the learners will be losers. Keep moving forward. Greatness adores only the relentless learners.

8. Take Away:

You can learn skills from anybody, anytime and anywhere. Hence, we may finally conclude by saying that the bottom of the organizational pyramid is not only the great powerhouse for innovation but also a great source of learning. Let's tap this tacit knowledge upto its fullest extent.

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Transformation to Atmanirbhar Bharat – The Way Forward



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He has been recognised for his contributions in HR and has several awards to his credits which include. Best Global HR strategy recognized by Business World for Vodafone Global Services India Dream companies to work for (Ranked number 11) Times of India Ascent for Vodafone Global Services India

HR leadership awards from Business world and Economic Times and CHRO of the year from India Human Capital Summit In addition, he has been recognised as top 100 Influential HR leaders in the Asia Pacific HRM. He is a Hogan Coach with TMTC for Tata's Assessment and development centre. He is an active speaker in various professional forums like CII, NHRD, Business Today, Business world and Dun & Bradstreet.

The current pandemic situation has created a current opportunity to enable India to leverage the opportunity with the current geo political focus on reducing business dependency from China and world focus on an emergent and resurgent India.

This presents an opportunity not only to be economically sufficient in the manufacturing sector but to leverage our hidden potential in the arena of services, healthcare, hospitality, technology and education sectors.

With the GDP contribution in India shifting from a primarily agriculture driven economic to a paradigm shift to manufacturing and subsequently services sector.

While we continue to build on our strategic strengths in sectors like agriculture, manufacturing, pharmaceuticals and technology related services, the need to focus on infrastructure, healthcare, aviation, hospitality, BFSI, Defence and education would be a great opportunity to leverage.

A few key pointers to lead transformation to an Atmanirbhar Bharat.

1. Build an integrated eco system: This would include an integrated approach on public private partnership focused on creating policies, infrastructure, finances & incentives MAKE, CREATE, EDUCATE and CARE in India which a focus on agriculture, manufacturing, healthcare, pharmaceuticals, hospitality, aviation, infrastructure, BFSI, Defence and Education sectors
2. Build an efficient supply chain and infrastructure to ensure smooth flow of goods and services
3. Build skills both technical and leadership skills to drive the requisite change and growth in all sectors which include business, social, political and education sectors
4. Allow easy access to funds to turn around large business and easy funding opportunities to MSME enterprise for working capital deployment and growth
5. Focus on education sector to build sustainability in Innovation, Skill Development and leadership development. This is where public-private-education triology would create an integrated approach
6. Promote indigenous manufacture on defence productions with technology transfer agreement
7. Create India as a strong R&D hub for developed countries using a hub & spoke model.
8. Develop indigenous digital capability and analytics capability using work from anywhere model.



"Salute To Corona Warriors" – A Step Towards 'Atmanirbhar Bharat' - "World Problems - Permanent Solutions For World Peace"



This article is contributed by industry and academic world veteran Prof. Dr. Firdos T. Shroff (Ph.D. MBA, MA. LL.B., CAIIB)

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NOTE: A BRILLIANT AWE-INSPIRING THOUGHTS TO PONDER DURING COVID-19 PANDEMIC TIMES ATTRACTED RESEARCH SCHOLAR TO UNDERTAKE EXPLORATORY SYSTEMATIC INQUIRY INTO SPIRITUAL JOURNEY, INTERPRET AND COME OUT WITH INNOVATIVE THINKING FOR THE YOUTH OF LEADING TO ATMANIRBHAR BHARAT.

'WHEN ALL WERE LOOKING AT 'LOCKDOWN' AS FAILURE, THE INNOVATIVE WARRIORS along with SCHOLAR Prof. Firdos WERE LOOKING AS TO HOW TO 'UNLOCK YOUR EGO' AND SEEK OPPORTUNITIES! Thus, making use of 'Failure' as 'Launching Pad' for Success!

'NOT FAILURE BUT LOW AIM IS CRIME'

-JOIN BOUNCE BACK MOVEMENT'

BE HAPPINESS PARTNER

"LEARNING FROM COVID-19 PANDEMIC –

KEY TO 'UNLOCK YOUR EGO' FROM 'LOCKDOWN"

WEDNESDAY, 1ST JULY 2020 – (DOCTOR'S DAY)

A hoarding on a Road in Surat – Says it ALL!

"Do you know why all the Temples are closed?

Because all the GODs are in Hospital wearing white coats!"

"The only thing worth doing behind someone's back is making

DUA (Praying)

For them."

'BUDDHA VICHAR'

Learning from REAL Lord Buddha (MAHAKARUNA – COMPASSION & MAITRI – BROTHERHOOD) Book - 'The Buddha and His Dhamma' written by Samrat Bharat Ratna Dr. Babasaheb Ambedkar:

PANCH SHEEL (Marathi) & PANCH SHILANI (PALI):

- 1. Mi jeev hinse pasun alipt rahanyachi pratigya karto.**
(I undertake the training rule to abstain from destroying any forms of life)
- 2. Mi chori karanya pasun alipt rahanyachi pratigya karto.**
(I undertake the training rule to abstain from taking which is not given (stealing))
- 3. Mi kaam vasne chya ana chara pasun alipt rahanyachi pratigya karto.**
(I undertake the training rule to abstain from misbehaviour including adultery)
- 4. Mi khote bolnya pasun alipt rahanyachi pratigya karto.**
(I undertake the training rule to abstain from wrongful speech, lying)
- 5. Mi maadh, tasech mohaat padnyacha itar sarva madak vastuchya sevana paasoon alipt rahanyachi pratigya karto.**
(I undertake the training rule to abstain from taking drugs and alcohol)

Jagaat lok aarsa (mirror) pahat neste,

Jar aarsat chitra naahi,

Charitra (character) disat hote!

(Men would never ever see Mirror, if it was to display our 'Character' instead of our 'Image'!)

'Dukh se Mukti' (SUFFERING FREE LIFE):

Thoughts from REAL Lord Buddha (MAHAKARUNA – COMPASSION, TOLERANCE – RESISTANCE & MAITRI - BROTHERHOOD)

"The Buddha, a dispeller of illusions in the world"

"Buddha taught the egocentric, power-seeking world the noble ideal of self-less service."

'JANTA KI SEVA' KAR NE SE BHARAT AATMANIRBHAR BAN SAKTA HAI – JANTA KI SEVA HI ISHWAR/KHUDA/ALLAH KI SEVA HAI? BE INTO SERVICE OF MANKIND and YOU WILL SEEK YOUR BHAGWAN 'ISHWAR/KHUDA/ALLAH' IN THEM.

Margdarshan sahi ho to 'diye' ka prakash bhi 'suraj' ka kaam kar jata hai!

"Gautam Buddha left the palace in Search of Peace,

We are in Search of Palace at the cost of Peace"!

If an opportunity makes you best then challenge makes you better

"If you light a lamp for someone else it will also brighten your path"

"No One Has Ever Become Poor by Giving."

**"We can't help Everyone,
but Everyone can Help Someone!"**

**"The same boiling water that softens the potato hardens the egg.
It's about what you are made of, not the circumstances."**

Message: The Buddha in many ways has shown us to have confidence in our own action and its results, and thereby encouraged us to depend on no one but OURSELVES.!

"I cannot teach anybody anything, I can only make them think.!"

Gautama, meaning the enlightened one. The name Gautam (also transliterated as Gautama or Gauthama and a vrddhi patronymic of Gotama) is one of the ancient Indian names and is derived from the Sanskrit roots "gO" (gha)" and "tama (tam)". "Tama" means "darkness" and "gO" means inter alia 'bright light'.

Three Universal Truths:

1. Everything is impermanent and changing
2. Impermanence leads to suffering, making life imperfect
3. The self is not personal and unchanging.

Four Noble (Aryan) Truths & Eightfold Path to Enlightenment :

1. The Truth of Suffering
2. The Truth of the Cause of Suffering
3. The Truth of the End of Suffering
4. The Truth of the Path that Leads to the end of Suffering

The Eightfold Path consists of eight practices:

1. Right View
2. Right Resolve
3. Right Speech
4. Right Conduct
5. Right Livelihood
6. Right Effort
7. Right Mindfulness
8. Right Samadhi (Meditative Absorption or Union)

In the Theravada tradition:

This path is also summarized as **Sila** (morality), **Samadhi** (meditation) and **Prajna** (insight)

On Self & Self-Conquest:

- ✓ If one has self, let him practise self-conquest.
- ✓ This is the Buddha Way of Life.
- ✓ Self if the lord of self, who else could be the lord? With self well subdued, a man finds a lord such as few can find.
- ✓ A man pays in himself for the evil he has done and in himself is purified. The good and evil are purified severally, no one purifies another.
- ✓ **Though one should conquer in battle thousands and thousands of men, who so shall conquer himself, he is the greatest of warriors.**

Attachment leads to misery,

Detachment leads to eternal peace!

Pustak padhkar gyan na mila,

Mandir ja ker Bhagwan na mila,

Patthar ko isliye pujte hai log,

Koyki vishwas ke layak koi insaan na mila!

Gita padhkar Gyaan na mila,

Quran padhkar Imaan na mila,

Guru Granth padhkar Satnam na mila,

Avesta (Parsi Holy Scripture) Padhkar Suvichar na mila,

Kya milega usko aasman me khuda,

Jisko insaan me insaan na mila!

Learning from Mahatama Gandhi:

Today, the power of Gandhiji's words still inspire us to change the world by changing ourselves.:

- "The best way to find yourself is to lose yourself in the service of others"
- "Live as if you were to die tomorrow. Learn as if you were to live forever"
- "Find Purpose Means Will Follow"
- "Be the Change you wish to see in the world"
 - Pehle mai Hoshiyar tha,

Duniya Badal ne Chala tha.
Aaj mai Samajadara hu,
Khud ko badal ne chala hu

- **Learning from Story of Yudhisthir and Bhim from Mahabharat**

WHEN ONE SHOULD GIVE?

Yudhisthir aur Bhim ek zopdi me rehte the.
Ek din bhikhari darwaje pe bheek mang ne aya.
Bhim ne darwaja khola aur kaha kal aav.
Yudhisthir ne soon liya aur keh ne laga ki Bhim ne sari duniya kaabu me kar li hai.
Bhim ko pata hai ki woh kal tak zinda rahega.
Isliye kahavat hai ki kabhi bhi daan dena ho toh ABHI/AAB (NOW) dena.

Kal ki kisi ko pata nahi ki who bhikari rahega ya Bhim rahege!

Moral: SO DONATE NOW WITHOUT DELAY!

Learning from Story of RANA PRATAP & BHAMA SHAH (DAAN VEER):

(Bhama Shah was a noted general, minister and close aide of Maharana Pratap, Bhama Shah is well known for providing his wealth to Maharana Pratap, when Maharana had become financially weak. The funds provided by Bhama Shah allowed him to restore his army and much of this territory)

HOW MUCH ONE SHOULD GIVE?

Agar aap ko kaha jaye ke aap kitna daan kar sakte ho!
Aaap kahenge - 10% / 20% /30% taka of my income main daan kar sakta hu!
LEKIN -
Rana Pratap Ladai me sub kuch haar gaye aur unke paas kuch nahi bacha.
Unka leiteunant BHAMA SHAH,
Unho ne Rana Pratap ko kaha, aap ko phir se ladana hoga.
Rana Pratap kehne lage maine sub kuch dav pe laga diya hai, ab mere paas kuch bhi nahi bacha hai.
BHAMA SHAH ne kaha mai aapko mera sub kuch aap ko daan karta hu.
Aaap ko ladna hoga.
Aur Rana Pratap phir se lade (Unke ghode ka naam tha CHETAK) aur jung jeet gaye. **Isliye BHAMA SHAH ko DAAN VEER ke naam se pehchana jata hai!**

Moral: Agar aapko daan dena hai to 10%/20%/30% nahi balki Aap apene puri zindagi ki kamayi hui dhan daulat DAAN me de sakte ho.

- Learning from His Holiness Dalai Lama Words of Wisdom to Humanity – Ambassador of Peace:
 - "This is my simple religion. There is no need for temples; no need for complicated philosophy. Our own brain, our own heart is our temple; the philosophy is kindness".

"PRAYING WON'T SOLVE YOUR PROBLEMS"

MESSAGE:

""YOU' created PROBLEM!

So, it is YOUR responsibility to SOLVE this."

"DON'T BURDEN GOD WITH YOUR PROBLEMS, WORK HARD AND SOLVE THEM"!

IT IS STILL TIME TO THINK? WORSHIP 'LIVING GOD' FIRST!

WHENEVER THERE IS A NEED THERE IS A WARRIOR / LIONS!

'BE POSITIVE AND TEST NEGATIVE'!

- **"Pandemic period gave us time to become better human beings before leaving the world"**

In fact, Remembering Swami Vivekanand Thought meaning of Richness – WHEN YOU NEED NO MORE - COVID-19 is BLESSING IN DISGUISE and BOON for HUMANS TO LEARN as it is now time to check our Speed and to apply 'BRAKE' like in motor cars – MORE IS LESS! Even a person earning Rs. 1 lac per month says it is LESS, and even person earning Rs.10 lacs per month also says it is LESS – You only can judge by your own earnings. Are you all satisfied with what you have and enjoying? IT IS TIME FOR ALL OF US TO INTROSPECT FROM WITHIN and not from OUTSIDE WORLD!

Bhagwad Gita says, Earn as much as you want!

But the Question is Whether You are Enjoying the FRUITS of YOUR ACTION?

You keep earning, earning all your life and have NO TIME TO SPEND. So, what is the use of earning the wealth all your life, when you have no Time.

Remember: Only Busy Person has Time.

Other kind has No Time.

THOUGHTS TO PONDER:

AWESOME – ZARA HATKE – BAAT PATEH KI –

- ❖ **Bhagwan**
'Khoj' ne se nahi milte,
'Kho' jane se milte hai.
- ❖ Mauj Lo, Roj Lo aur na mile to **KHOJ Lo!**
- ❖ Best Graduation Degree in Life is '**B.Calm'** - TO SERVE WITH GRATITUDE
- ❖ If somebody offers you an amazing opportunity but you are not sure you can do it, say YES – then learn how to do it later! Richard Branson

DAAN DENA HAI TO ASPATAL BANANE KE LIYE DENA.

SANKAT KE SAMAY ME, DHARMIK STHAL KE DARWAJE BUND HO JATE HAI!

COVID WARRIORs HAVE PROVED THAT THEY ARE LIVING GOD & MESSIAHS OF POOR and CHAMPIONS OF CHANGE – and also Motto TO SERVE – WHEREVER THERE IS NEED, THERE IS WARRIOR/LION.

God saw me hungry, he created food.

He saw me thirsty, he created water.

He saw me in the dark, he created light.

He saw me without problems, he created **YOU (WARRIORs).**

TATHAL PASSION is to look beyond your own pain, to see the PAIN of Others.

(*KARUNA – Apne Dard se pare dekhna hai, Dusro ke dard ko dekhna hai*)

'JANTA KI SEVA' KAR NE SE BHARAT AATMANIRBHAR BAN SAKTA HAI – JANTA KI SEVA HI ISHWAR/KHUDA/ALLAH KI SEVA HAI? BE INTO SERVICE OF MANKIND and YOU WILL SEEK YOUR BHAGWAN 'ISHWAR/KHUDA/ALLAH' IN THEM.

If an opportunity makes you best then challenge makes you better

THE GIFT OF TRUTH EXCELS ALL GIFTS. BY THE MERIT OF THIS VIRTUE, MAY ALL THE SPONSORS BE WELL AND HAPPY, AND ATTAIN THE BLISS OF NIRVANA. STAYING ALIVE AFTER THE COVID-19 PANDEMIC IS THE WORLD'S GREATEST GIFT FOR ALL OF US!

Arogya Parama Labha:

Health is the most precious Gain

(Manushya ko Nirogi Rehna, Uske Liye Shreshta Labha Hai!)

"Pandemic period gave us time to become better human beings before leaving the world" – Helen Khan.

The bell rings and the little girl opens the Door.

She tells mummy 'Kachrawala aya hai'

Mummy replies: Beti 'Kachrawala' to hum hai, yeh to 'Safaiwala' aya hai!

Kisi ko kamjor mat samjoh!

5 rupiye ka pen bhi 5 karod ka cheque likh ne ke kaama aata hai!

World ka sabse lamba aur

Pyaara English Word hai

'S M I L E S'

Kyo ki

Pehle 'S' se lekar dusre 'S'

Tak Pahuch ne Me

'MILE' Lag Jata Hai...

SO, KEEP SMILES ON YOUR FACE ALWAYS!

Chehre se haseen to bahut mil jaate hai

Magar jinke...

Dil khubsoorat ho aise log sirf...

Kismet se hi mila karte hai...

Agar aapko apnaa dard mahsus hota hai toh aap ZINDA sharir hai

AUR Yadi

Aapko dusro ka Dard mabsus hota hai to aap INSAAN hai!

TRUTH - TAKE THE MIDDLE PATH

(Sachhai Chup nahi sakti Banavat ke usulo se,
Ke Khushbu aa nahi sakti Kabhi kagaz ke phoolo se...)

The best cure for the body is a "Quiet Mind" ...

And the best cure for the Mind is "Never Mind" ...!

COVID WARRIORS are our Diamond Leaders:

Why I said Diamond Leaders? Guess why? They are truly first & last diamond in the hearts. They understand diamond better than all of us. But as Professor in Motivation, I can vouch that they truly possess **Diamond WITHIN** – They possess the 4-C's qualities in a diamond – *CARAT, CUT, COLOUR and CLARITY!*

Maine pucha Warriors se, aap jharne ki tarah kyo rahete ho, jab aap khud samunder ho!

Bahut khubsoorat jawab mila – hum chote jharne ki tarah mitha rehna jyaada pasand karte hai – hum samunder banke, hamara paani khara nahi karna chahate hai!

The only Difference between a Rich person and a Poor person is how they use their TIME!
– Robert Kiyosaki

Once you start working on something, don't be afraid of failure and don't abandon it. '*People who work sincerely are the happiest.*'

LEARNINGS FROM PEARLS OF WISDOM:

- **DO CHARITY WITH DIGNITY - BE HAPPINESS PARTNER - SERVICE BEFORE SELF:**
 - **Learning from Overseas:** In restaurant after having meals, in order to do charity, they paste slip of amount paid on the Board at the restaurant – Those in need can utilize it in a dignified manner.
 - **Learning from Self:** If I see a child selling Balloons, I buy the balloon and give it to any kid seen around me at that time. Making Two hearts HAPPY.

- Learning from His Holiness Dalai Lama – Ambassador of Peace:
 - "This is my simple religion. There is no need for temples; no need for complicated philosophy. Our own brain, our own heart is our temple; the philosophy is kindness".
 - "When you Talk, you are only repeating what you already Know.
 - But if you Listen, you may learn something New".

Learning from Paying Homage to our dear Late Dr. A P J Abdul Kalam, President of India:

BHARAT lost its RATNA

A Student asked question to Hon'ble APJ Sir?

What is Success?

APJ Sir Replied: When your signature turns to autograph.

Hamare generation ko sikha do, ki car me anewala aadmi symbol of success nahi hota, aur paidal chalene wala aadmi Garib nahi hai!!

Mayus mat hona zindagi se kabhi bhi,

Kisi bhi waqt tera naam ban sakta hai,

Agar DIL me ho AAG aur HAUSALE ho BULUND,

Toh AKHBAR (newspaper) bechne wala bachha bhi KALAM ban sakta hai!

AUR

Waiter ki service Dene wala bhi – Firdos Shroff Corporate Director Ban Sakta Hai!

- **Learning from 'ZERO' is the ULTIMATE ACHIEVEMENT – Actress Shraddha Kapoor:**
 - Shraddha Kapoor, who has been speaking about spirituality and the '**Power of Shunya**' (**Zero**)' through her social media posts, gave yet another insight into her understanding of the concept.
 - The *Baaghi* actress shared a video of herself on Instagram, where she can be seen speaking about the concept and how it matters to her. Wearing a T-shirt that had '**power of shunya**' written over it, she said, "Shunya or zero to me is the ultimate number and the ultimate achievement." She added,
 - "Attaining a state of zero is returning to our original state where we are full of positivity, purity and goodness – zero worries, zero stress, just a feeling of calm. **Zero** is everything I want to be, that's the power of **shunya**."
- In her earlier post, where Shraddha first discussed the concept to her social media account, she wrote:
 - "Focussing on health and wellness has been an intrinsic part of my life. It helps me find balance, peace of mind and a state of **shunya**." Sharing a picture of her doing a variation of a Swiss ball exercise, she added,

"The state of **Shunya** is returning to our original state where we are full of positivity, purity and goodness."

- The actress has been sharing posts related to mental and physical fitness and has been talking about spirituality through her posts.

- **Learning from Actor Arun Dhawan shares a thought-provoking note about the pandemic on social media post:**
 - "We didn't Fight for Business Class Tickets or the Keys to a House by the Beach. When all this is over, Remember, that we Fought for AIR."
 - Many Bollywood actors have been using their Instagram handle to amplify people's medical needs during the pandemic.
 - Varun Dhawan, who is one of them, also shared a thought-provoking note. He said,
 - "If we all survive this, as I hope we shall, remember that when it came down to it, we didn't fight for land or weapons or house or jewellery. We didn't fight for concert tickets or fancy designations or religious or politics. We didn't fight for shares in a company or a seat at the table. We didn't fight for business class tickets or the keys to house by the beach. When all this is over, remember that we fought for AIR."
 - Among those who commented on Varun's post was his **Street Dancer 3D** co-star, Aparshakti Khurana, who said, "Very well said **paaji**. This breaks my heart each day a million times."

- **Learning from Actress Helen Khan – Bombay Times (BT) – Friday, 31.07.2020 – "Pandemic period gave us time to become better human beings before leaving the world :**
 - Yesteryear diva Helen made a mark in Bollywood with her brilliant dance moves in songs like *Aa Jaane Jaan*, *Piya Tu Ab Toh Aaja* and *Mungda*, among others. While she actively worked in movies in the 50s, 60s, 70s and early 80s, she was later seen in cameo appearances in films like *Khamoshi: The Musical* (1996), *Mohabbatein* (2000), *Humko Deewane Kar Gaye* (2006) and *Heroine* (2012).
 - She quotes "**Our time was different. I remember. Waheedaji, Madhubalaji and I, we were very strict and punctual.** The scenario has changed now. I don't think I would have survived in the film industry in these times. I have done my bit and I am happy now".
 - Talking about the ongoing pandemic, she added that the current situation gave her ample time to go down the memory lane. She said, "**It gave us time to become better human beings before leaving the world.** Whenever I look back, I always have a smile. 'Is this you, Helen Khan?' I always ask myself".

- **Learning from Video Megastar Amitabh Bachhan – (Amitabh, Abhishek, Aishwarya, Aranaya admitted in Nanavati Hospital) – COVID-19 Pandemic case – Sunday, 12th July 2020:**

- Amitabh refers to one note placed at the door of Temple in Surat, which read as –
 - "Bhagwan Ka Darwaje Bund Hai - Kyoki Bhagwan (GOD - such as, Doctors, Nurses, Wardboys, Ayas) Bhagwan (Desh ki Janta) ko bachane aur Seva karne ke liye gaye hue hai !

Moral: When we say Bhagwan - GOD (Generator, Operator & Destroyer) it MEANS ALL HUMAN BEINGS – THEY ARE LIVING GOD. IF YOU WANT TO WORSHIP – WORSHIP HUMAN BEINGS WHO HAVE COME TO THE RESCUE IN CASE OF NEED WHEN THE DOORS OF BHAGWAN WERE SHUT DOWN?

IT IS TIME TO THINK? NEXT THEM WHEN YOU GO TO TEMPLE – THINK TWICE - WHAT ARE WE ACHIEVING BY GOING TO TEMPLES? INSTEAD THINK OF LIVING GODS!

'JANTA KI SEVA' KAR NE SE BHARAT AATMANIRBHAR BAN SAKTA HAI – JANTA KI SEVA HI BHAWAN KI SEVA HAI? BE INTO SERVICE OF MANKIND and YOU WILL SEEK YOUR BHAGWAN 'GOD' IN THEM.

- **Learning from Yuvraj Singh – Legend Cricketer - FIGHT AGAINST CANCER (FIGHT BACK – BOUNCE BACK)**

When he went to Doctor for Check-up and he was diagnosed CANCER.

Doctor said: Sorry dear, you have only 3 to 6 months left!

Yuvi said: Doctor - Please Relax.

Thereafter, YUVI FOUGHT BACK CANCER and formed in his name YUVI - 'U WE CAN FOUNDATION' to Fight Against Cancer patients. He proudly says he has cured so many cancer children through his 'YUVI - YOU and WE TOGETHER CAN' FOUNDATION. God has given him opportunity to Serve and Give Back to the Society.

Moral: GIVING BACK TO SOCIETY – BOUNCE BACK

Akele nahi aap - aise kai log hai Celebrities/ CEOs/ COVID Fighters aur AAM Hindustani jinho ne musibato ka saamna kiya aur Bounce Back kiya aur phir palat ke jawab diya – FIGHT BACK – BOUNCE BACK – DURING the YEAR 2020 - BE POSITIVE & TEST NEGATIVE!

- **Learning from Movie 'JAI HO': Salman Khan and Tabbu – SALUTE TO CARONA WARRIORs:**

- Jab aap kisi ki madad karte ho aur woh **THANK YOU** kehta hai – Toh Usse kaho **THANK YOU** mat kaho, us ke badle 3 aadmi ki madad karo aur usse kaho woh aur 3 aadmi ki madad kare! **THE CHAIN OF SERVICE MUST GO ON FOREVER!**
 - When you think you are not happy with your life, always think that someone is happy simply because of you exist!
 - Your taste in people will change as you learn to love yourself.

- **Learning from Sharukh Khan during CORONA TIMES (Mumbai Mirror):**
 - When you make the biggest film in the history of Bollywood, 'Ra. One', and get so much flak (criticism), it drains you... haunts you for years... I AM ACTUALLY '**HAPPY DOING NOTHING!**'
 - **Message for Youth: Be Happy and contented with what you have!**
- **Learning from T. V. Advt. Eat Chocolate 'CADBURY 5 STAR':**
 - Enjoy the Chocolate – DO NOTHING! Still make other people SAVE LIFE & MAKE THEM HAPPY!
 - A old lady sitting on a bench request the person next to her having '5 Star' chocolate to pick up her stick. He did nothing and was enjoying the Chocolate. The old lady got up to pick up the stick and no sooner she got up, the balcony of the building collapsed and the lady was saved. She thanked – Thank you beta Kuch na Karne ke liye - for Doing Nothing.
 - **Message for Youth: Enjoy and Help Others DOING NOTHING!**
- **Learning from India's Shuttler Star Ms. Saina Nehwal serves 'perfect' love MANTRA - Mid-Day – Thursday, 23rd July 2020:**

India badminton star Saina Nehwal dished out the perfect love advice for her 1.4 million Instagram followers. She posted the picture with hubby Parupalli Kashyap and wrote:

"You don't love someone because they're perfect, you love them in spite of the fact that they're not".

The post received 45,811 'likes.

To quote:

Saina got married to fellow shuttler Kashyap at Hyderabad in December 2018. In an Instagram post last year, Saina has said why she kept her relationship with Kashyap, under wraps for long.

"I'm from Haryana and he is from Hyderabad, and inter-community marriage are still quite rare in our country, which is why we had to hide our relationship for the longest time. It's sad that societal barriers like community, religion, gender and age still become a reason for people to give up on their relationships," said Saina.

- Learning from Value of Human Motivation & Determined Efforts - Very Motivational Thought at this hour – Sir Ratan Tata:
 - Experts are predicting huge down fall of Economy due to the Corona.
 - I do not know much about these experts.
 - But I know for sure that they do not know anything about the value of human motivation and determined efforts.

- If experts were to be believed, after the total destruction in 2nd World War Japan had NO future. BUT the same Japan in just 3 decades or so, made US cry at the market place.
- If the experts were to be believed, Israel should have been wiped out from the world map by the Arabs, but the fact is different.
- As per the rules of Aerodynamics, *The Bumble Bee can NOT fly*. But it flies, because it does NOT know the rules of Aerodynamics.
- If the experts were to be believed, we should have been nowhere in 1983 *Cricket World Cup*.
- If the experts were to be believed *Wilma Rudolf*, the first American lady to win 4 Olympic Gold in Athletics, should not have been in a position to walk without braces, no question of running.
- If the experts were to be believed *Arunima Sinha* can hardly lead a normal life. But she climbed the Mount Everest.

The Corona crisis is no different. I do not have any doubt that, we will defeat the Corona hands down and The Indian Economy will bounce back in a great manner.

- **Learning Leadership Traits 'The CEO, sans Ego?' - Mid-Day, Sunday, 12th July, 2020 pg.16-17:**
 - **Learning Leadership Traits from Sundar Pichai, Google – The CEO Now's time to lock your ego, CEOs** – The global economic crisis demands that leaders be like Sundar Pichai. And no, we don't mean visionaries.
 - In a dog-eat-dog corporate world, low ego and high emotional intelligence are both downplayed as too-sensitive, emotional and unimportant soft skills that don't take you far. But leadership needn't always be about inflated self-worth, large salaries and constant praise from subordinates – it has equally to do with selflessness and gratitude.
 - Ask Sunder Pichai. Insiders at Google Inc are often quoted saying that its founder Larry Page picked him as the CEO not because he was smartest or the most visionary, but because at one-point, other leaders just couldn't agree with each other unless Pichai was there to mediate. Apply Inc's founder Steve Jobs too had selected Tim Cook as his successor because of his ability to mediate discussions among senior executives in the company.
 - Business leaders should demonstrate a sense of calm during an impending storm, achieving incredible transformations.
 - **Learning Leadership Traits from Padma Bhushan S. Ramadorai**, while a CEO at the Tata Consultancy Services, faced intense competition and severe criticism from media for being a slow mover. "But he was preparing the company for a new era, post the IPO. He put the company before himself and, by being a patient listener but a determined persuader, he achieved remarkable changes in the company.
 - **Learning Leadership Traits from R.D. Aga - MD, Thermax**: Another example of leader, from the early 1990s, when R.D. Aga was changing the company name from Wanson to Thermax – he was so committed to the task, he was willing to sit and re-write the entire body copy of the six-ad campaign and politely offer it to the agency for consideration. "That was not how an MD of a large engineering company

was supposed to behave. But what I find intriguing is how he, in his own signature egoless style, demonstrated a great sense of commitment yet with a touch of humility."

- **A good, egoless leader** will always check in on team members and work partners, allowing them to take the time they might need for personal work or issues, communicating support, being flexible with deadlines and accepting suggestions for adapting projects.
- It is similar to hitting the gym-the more you exercise, the greater the chance of you achieving your health goals. **Demonstrating empathy every day also makes your style of leadership a model for others.**
- **Tips to be Low on Ego and high on EQ:**
 - **BE AN ENABLER:** Don't be afraid to enable the success of others and help break constraints for others.
 - **SELF-AWARENESS:** Recognise your own limitations, control the negative ones.
 - **SELF-MOTIVATION:** Take the high road. Drive towards your key goals, ignore pettiness.
 - **EARN TRUST AND RESPECT:** Be respectful towards everyone across designations. Focus more on kindness than rightness.
 - **Leadership** does not mean always being in control, directing others, or showcasing consistent success.
 - **Humility** is a valuable trait for leaders to imbibe and practice.
 - **An inflated ego does not get you far.** On the contrary, it might demotivate your team, prevent honest exchanges, and limit your own vision.
 - Allow your team members to express themselves, have the ability to listen (including to critics), focus on bringing out the best in your team, **and don't be afraid to innovate, even if it means setbacks and failures- learn from these, and do things better next time.**
 - Such leaders are not only successful, but they often successfully create a legacy.
 - In a crisis situation, when a CEO walks into a boardroom, whatever he says is treated as the gospel. Instead, a humble, selfless leader will listen to everyone in the room and then give his decision. This also gives him or her the opportunity to add or edit what s/he wants to say, based on new information, and not say something that could create havoc in the company.
- **Learning from 'Money Can't Buy Air' during COVID-19 – Wealthy man Antonio Vieira Monteiro, Chairman of Spain's Largest Bank died suffocating looking for something FREE, which is AIR (video lecture):**
 - The second person to die of COVID-19 in Spain was Antonio Vieira Monteiro, the Chairman of Spain's largest bank. He died alone, in hospital at the age of 73. But what was most notable, were some words from his daughter's statement. Listen carefully to this:
 - "We are a wealthy family, but my father passed away alone, suffocating looking for something free, which is air. The money stayed at home."

- Yes, the money stays at home. The bottom line is, that for which you struggle throughout your life, that costs you so much time, energy and trouble in a word: MONEY, really won't be able to help you, when you need help the most. Similarly, what gives life meaning which is free like air, and without which life is really meaningless, namely, SELF-REALIZATION, may pass you by, unless you give it quality time and attention.
 - Remember, when you pass away and your Soul makes another incarnation for which you have not prepared, the money stays at home.
- **Learning from Failures: late Actor Sushant Singh Rajput – GONE TOO SOON – (1986-2020) - Mid-Day, pg.12 – Monday, 15th June 2020:**
 - Hon'ble A.P.J Abdul Kalam, former President of India – Learn from Failure Stories rather than Success Stories!
 - Unfortunate demise of Actor Sushant Singh Rajput at age of 34 years on Sunday, 14th June 2020 – The bright Spark on Silver Screen (Kai Po Che (2013); PK (2014); Detective Byomkesh Bakshy (2015); Kedarnath (2018); MS Dhoni: The Untold Story (2016); Sonchiriya (2019) and Chhichhore (2019);
 - He was known to be curious fun-loving: Manoj Bajpayee
 - Sushant had a million dreams: Anand Gandhi
 - He was Patna-born - rank holder across India's top engineering entrance exams. He was self-admittedly an introvert, painfully shy; seeming socially awkward. This may seem ironic about a person who picks up acting, the most public profession there is.
 - Also, there is this bizarre drug called fame that comes with an actor's success. In ways that it is so unique to the profession, that it is impossible to tell how the psyche might respond to public love and adulation, tending towards obsession, that surrounds every move you make, every step you take. Somebody's watching you. Don't know, does it get lonelier then?

Learning: Name, Fame Leads to Disaster.

- By all accounts, Actor Sushant Singh Rajput suffered from **clinical depression**.
- The Hindi television news reporter covering his death on screen says, "The police are going to investigate depression ka kaaran (reasons)". Exactly, Depression has no kaaran (reasons). That's the lesson he taught us and left. Surely, there must have been some trigger. But observe his life from the outside. Most of India would give their right hand for it. Yet, no one I know could **sense the darkness that lay within**.
- **Learning from Movie:**
 - In the first scene of his last release, Chhichhore, the young boy in the film jumps off a building to kill himself. Rajput plays the father. The entire film is about him explaining to the son the Futility of SUICIDE. And the various chances that life has on offer. Nine months later, Rajput hangs himself to death in his own Bandra apartment. This can't be the end of that. The world is already in the middle of pandemic. For too long we have been characters in a zombie script.

Moral: All that glitters is not Gold!

Teach your children '**How Money Works**' instead of teaching them to '**Work for Money!** **Money is not the goal; real value comes from education!**'

Message for Youth: Never Give Up – Koshish Karne walo ki kabhi haar nahi hoti! Keep trying till you SUCCEED!

- **Learning from Ms. Varsha Dongre (Deaf & Dumb) of Indore winning MISS INDIA title 2021 during pandemic:**
 - **The most challenging part is that she cannot hear or speak!! In fact, her mother is also deaf and dumb!!**
 - She lost her father at a young age and grew up in dire poverty. She is glad she won this title because she wants other CHILDREN who are differently abled like her, to never LOSE HOPE!!
- **Learning from Failures: India's Asian Games Silver Medallist Sprinter Dutee Chand - Car up for Sale - Mid-Day, Sunday, 12th July 2020 - pg.36:**
 - **Hon'ble A.P.J Abdul Kalam, former President of India – Learn from Failure Stories rather than Success Stories!**
 - INDIA sprinter Dutee Chand has put her BMW on sale to meet her training expenses for next year's Tokyo Olympics amid the COVID-19 pandemic.
 - Dutee posted pictures of the BMW 3-series model, which she purchased in 2018 for Rs.30 lakh, to seek prospective buyers, only to delete the post later. "No sponsor is willing to spend on me due to this pandemic.
 - **I am in need of money** and so have decided to sell it (car) off to meet my training and diet expenses as I am preparing for the Tokyo Olympic," the 2018 Asian Games silver medallist was quoted as saying by the India Today.
 - When asked if she received the luxury car as a gift or she purchased it. Dutee said: "I bought it after I received a cash reward of Rs.3 crore from Orissa CM Naveen Patnaik for my achievement in Asian Games.
 - With that money, **I built my house and purchased the BMW car.** Since I have two other cars, **and (there is) not enough space for three cars at my residence,** I want to sell one."
 - **Message for Youth: 'MORE IS LESS!'** - Start Saving from TODAY. Make it a Habit to Save at least 30 percent of your income for any unforeseen circumstances or like COVID-19 pandemic at present.
- **Learning from Film star Jackie Shroff – Movie Rangeela (1995) completing 25 years - September 2020:**
 - **Ram Gopal Varma, Director remarked: "Jackie agar tu padha likha actor hota toh picture flop ho jati."**

Moral: You need not be educated to become Film Star.

- **Learning From Fishermen:**
 - **"When Fishermen Cannot Go to Sea, They Repair their Nets."**

Are You Repairing YOURSELF DURING LOCKDOWN??

Moral:

One Should keep himself/herself Busy during COVID pandemic.

- **Learning from Osho:**

"Agar aap ke man me kisi bimari ka thoda sa bhi dar hai, to aapka dimag aap ke sharir me us bimari ka lakshan utpan kar dega!

Kyoki hamara dimag itna shaktishali hai ki, vah kisi bimari ka ilaaz bhi kar sakta hai, aur bimari paida bhi kar sakta hai!"

- **Learning 'English Language' which is the Only Language where you –**

- 'Drive in Parkways' and 'Park in Driveways.'
- It is Also the only Language where you 'Recite in a Play' and 'Play in a Recital.'
- Your Fingers have 'Fingertips' but your Toes don't have 'Toetips.'
- Yet, you can 'Tiptoe' but not 'Tipfinger.'
- The word 'QUEUE' is just a 'Q' followed by four silent letters.
- 'Jail and Prison' are Synonyms. But 'Jailer and Prisoner' are Antonyms.
- When you transport something by 'Car', it's called a 'Shipment'. But when you transport something by 'Ship', it's called 'Cargo'.

- **Learning from 'DUSSEERA':**

DASHA HARA is a Sanskrit word which means removal of TEN BAD QUALITIES WITHIN YOU (RAVAN) (25th October 2020):

1. Ahankara (Ego);
2. Amanavta (Cruelty);
3. Anyaaya (Injustice);
4. Vasana (Lust);
5. Krodha (Anger);
6. Lobha (Greed);
7. Mada (Pride);
8. Matsara (Jealousy);
9. Moha (Attachment);
10. Swartha (Selfishness)

Hence also known as 'VIJAYDASHAMI' signifying 'VIJAYA' over these Ten Bad Qualities! HAPPY DUSSEHARA!!

Message: THINGS THAT SHOULD NEVER ENTER YOUR HEAD - KILL THEM BEFORE THEY DESTROY YOU!

LAST BUT NOT THE LEAST - TO CONCLUDE:

- **Learning from Book 'DIE EMPTY' by Todd Henry:**

The most beautiful book to read is "Die Empty" by Todd Henry.

The author was inspired and got this idea of writing this book while attending a business meeting.

When the Director asked the audience: "Where is the richest land in the world?"

One of the audiences answered: "Oil-rich Gulf States."

Another added: "Diamond Mines in Africa."

Then the Director said: "No it is the cemetery. Yes, it is the richest land in the world, because millions of people have departed/died and they carried many valuable ideas that did not come to light nor benefit others. It is all in the cemetery where they are buried."

Inspired by this answer, Todd Henry wrote his book, "Die Empty".

The most beautiful of what he said in his book is: "Do not go to your grave and carry inside you the best that you have. Always choose to die empty."

The TRUE meaning of this expression, is to die empty of all the goodness that is within you. Deliver it to the world, before you leave.

If you have an idea perform it.

If you have knowledge give it out.

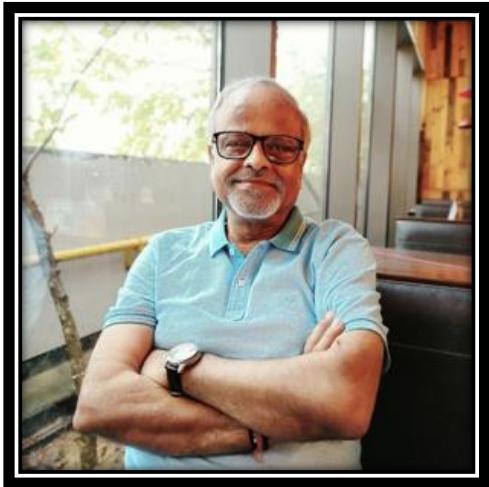
If you have a goal achieve it.

Love, share and distribute, do not keep it inside.

Let us begin to GIVE. Remove and spread every atom of goodness inside us. BEGIN THE RACE - LET US DIE EMPTY.



Transformation with a capital 'T'



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.

Imagine. You lead a large basic-resources business. For the past decade, the global commodities super cycle has fuelled volume growth and higher prices, shaped your company's processes and culture and defined its outlook. Most of the top team cannot remember a time when the business priorities were different. Then one day it dawns on you that the party is over.

Or imagine again. You run a retail bank with a solid strategy, a strong brand, a well-positioned branch network, and a loyal customer base. But a growing and fast-moving ecosystem of fintech players—microloan sites, peer-to-peer lenders, algorithm-based financial advisers—is starting to nibble at your franchise. The board feels anxious about what no longer seems to be a marginal threat. It worries that management has grown complacent.

In industry after industry, scenarios that once appeared improbable are becoming all too real, prompting boards and CEOs of flagging (or perhaps merely drifting) businesses to embrace **the T-word: transformation.**

Transformation is perhaps the most overused term in business. Often, companies apply it loosely—too loosely—to any form of change, however minor or routine. There are organizational transformations (otherwise known as org redesigns), when businesses redraw organizational roles and accountabilities. Strategic transformations imply a change in the business model. The term transformation is also increasingly used for a digital reinvention: companies fundamentally reworking the way they're wired and, in particular, how they go to market.

What we're focused on here—and what businesses like the previously mentioned bank and basic-resource companies need—is something different: a transformation with a capital *T*, which we define as an intense, organization-wide program to enhance performance (an earnings improvement of 25 per cent or more, for example) and to boost organizational health. When such transformations succeed, they radically improve the important business drivers, such as top line growth, capital productivity, cost efficiency, operational effectiveness, customer satisfaction, and sales excellence. Because such transformations instil the importance of internal alignment around a common vision and strategy, increase the capacity for renewal, and develop superior execution skills, they enable companies to go on improving their results in sustainable ways year after year. These sorts of transformations may well involve exploiting new digital opportunities or accompany a strategic rethink. But in essence, they are largely about delivering the full potential of what's already there.

The reported failure rate of large-scale change programs has hovered around 70 per cent over many years. In 2010, conscious of the special challenges and disappointed expectations of many businesses embarking on transformations, McKinsey set up a group to focus exclusively on this sort of effort. In six years, our Recovery & Transformation Services (RTS) unit has worked with more than 100 companies, covering almost every geography and industry around the world. These cases—both the successes and the efforts that fell short—helped us distil a set of empirical insights about improving the odds of success. Combined with the right strategic choices, a transformation can turn a mediocre (or good) business into a world-class one.

Why transformations fail?

Transformations as we define them take up a surprisingly large share of a leadership's and an organization's time and attention. They require enormous energy to realize the necessary degree of change. Herein lie the seeds of disappointment. Our most fundamental lesson from the past half-dozen years is that average companies rarely have the combination of skills, mind-sets, and on-going commitment needed to pull off a large-scale transformation.

It's true that across the economy as a whole, "creative destruction" has been a constant, since at least 1942, when Joseph Schumpeter coined the term. But for individual organizations and their leaders, disruption is episodic and sufficiently infrequent that most CEOs and top-management teams are more accomplished at running businesses in stable environments than in changing ones. Odds are that their training and practical experience predominantly take place in times when extensive, deep-rooted, and rapid changes aren't necessary. For many organizations, this relatively placid experience leads to a "steady state" of stable structures, regular budgeting, incremental targets, quarterly reviews, and modest reward systems. All that makes leaders poorly prepared for the much faster-paced, more bruising work of a transformation. Intensive exposure to such efforts has taught us that many executives struggle to change gears and can be reluctant to lead rather than delegate when they face external disruption, successive quarters of flagging performance, or just an opportunity to up a company's game.

Executives embarking on a transformation can resemble career commercial air pilots thrust into the cockpit of a fighter jet. They are still flying a plane, but they have been trained to prioritize safety, stability, and efficiency and therefore lack the tools and pattern-recognition experience to respond appropriately to the demands of combat. Yet because they are still behind the controls, they do not recognize the different threats and requirements the new situation presents. One manufacturing executive whose company learned that lesson the hard way told us, "I just put my head down and worked harder. But while this had got us out of tight spots in the past, extra effort, on its own, was not enough this time."

Tilting the odds toward success

The most important starting point of a transformation, and the best predictor of success, is a CEO who recognizes that only a new approach will dramatically improve the company's performance. No matter how powerful the aspirations, conviction, and sheer determination of the CEO, though, our experience suggests that companies must also get five other

important dimensions right if they are to overcome organizational inertia, shed deeply ingrained steady-state habits, and create a new long-term upward momentum. They must identify the company's full potential; set a new pace through a transformation office (TO) that is empowered to make decisions; reinforce the executive team with a chief transformation officer (CTO); change employee and managerial mind-sets that are holding the organization back; and embed a new culture of execution throughout the business to sustain the transformation. The last is in some ways the most difficult task of all.

Stretch for the full potential

Targets in most corporations emerge from negotiations. Leaders and line managers go back and forth: the former invariably push for more, while the latter point out all the reasons why the proposed targets are unachievable. Inevitably, the same dynamic applies during transformation efforts, and this leads to compromises and incremental changes rather than radical improvements. When managers at one company in a highly competitive, asset-intense industry were shown strong external evidence that they could add £250 million in revenue above what they themselves had identified, for example, they immediately talked down the proposed targets. For them, targets meant accountability—and, when missed, adverse consequences for their own compensation. Their default reaction was "let's under promise and over deliver."

To counter this natural tendency, CEOs should demand a clear analysis of the company's full value-creation potential: specific revenue and cost goals backed up by well-grounded facts. We have found it helpful for the CEO and top team to assume the mind-set, independence, and tool kit of an activist investor or private-equity acquirer. To do so, they must step outside the self-imposed constraints and define what's truly achievable. The message: it's time to take a single self-confident leap rather than a series of incremental steps that don't lead very far. In our experience, targets that are two to three times a company's initial estimates of its potential are routinely achievable—not the exception.

Change the cadence

Experience has taught us that it's essential to create a hub to oversee the transformation and to drive a cadence markedly different from the normal day-to-day one. We call this hub the transformation office.

What makes a TO work? One company with a program to boost EBITDA by more than \$1 billion set up an unusual but highly effective TO. For a start, it was located in a circular room that had no chairs—only standing room. Around the wall was what came to be known, throughout the business, as "the snake": a weekly tracker that marked progress toward the goal. By the end of the process, the snake had eaten its own tail as the company materially exceeded its financial target.

Each Tuesday, at the weekly TO meeting, work-stream leaders and their teams reviewed progress on the tasks they had committed themselves (the previous week) to complete and made measurable commitments for the next week in front of their peers. They used only handwritten whiteboard notes—no PowerPoint presentations—and had just 15 minutes apiece to make their points. Owners of individual initiatives within each work stream reviewed their specific initiatives on a rotating basis, so third- or fourth-level

managers met the top leaders, further increasing ownership and accountability. Even the divisional CEO made a point of attending these TO meetings each time he visited the business, an experience that in hindsight convinced him that the TO process was more crucial than anything else to shifting the company's culture.

For senior leaders, distraction is the constant enemy. Most prefer talking about new customers, M&A opportunities, or fresh strategic choices—hence the temptation at the top to delegate responsibility to a steering committee or an old-style program-management office charged with providing periodic updates. When top management's attention is diverted elsewhere, line managers will emulate that behaviour when they choose their own priorities.

Given these distractions, many initiatives move too slowly. Parkinson's law states that work expands to fill the time available, and business managers aren't immune: given a month to complete a project requiring a week's worth of effort, they will generally start working on it a week before the deadline. In successful transformations, a week means a week, and the transformation office constantly asks, "how can you move more swiftly?" and "what do you need to make things happen?" This faster clock speed is one of the most defining characteristics of successful transformations.

Collaborating with senior leaders across the entire business, the TO must have the grit, discipline, energy, and focus to drive forward perhaps five to eight major work streams. All of them are further divided into perhaps hundreds (even the low thousands) of separate initiatives, each with a specific owner and a detailed, fully cost bottom-up plan. Above all, the TO must constantly push for decisions so that the organization is conscious of any foot dragging when progress stalls.

Bring on the CTO

Managing a complex enterprise-wide transformation is a full-time executive-level job. It should be filled by someone with the clear authority to push the organization to its full potential, as well as the skills, experience, and even personality of a seasoned fighter pilot, to use our earlier analogy.

The chief transformation officer's job is to question, push, praise, prod, cajole, and otherwise irritate an organization that needs to think and act differently. One CEO introduced a new CTO to his top team by saying, "Bill's job is to make you and me feel uncomfortable. If we aren't feeling uncomfortable, then he's not doing his job." Of course, the CTO shouldn't take the place of the CEO, who (on the contrary) must be front and center, continually reinforcing the idea that this is *my* transformation.

Many leaders of traditional program-management offices are strong on processes but unable or unwilling to push the CEO and top team. The right CTO can sometimes come from within the organization. But one of the biggest mistakes we see companies making in the early stages is to choose the CTO only from an internal slate of candidates. The CTO must be dynamic, respected, unafraid of confrontation, and willing to challenge corporate orthodoxies. These qualities are harder to find among people concerned about protecting their legacy, pursuing their next role, or tiptoeing around long-simmering internal political tensions.

What does a CTO actually do? Consider what happened at one company mounting a billion-dollar productivity program. The new CTO became exasperated as executives focused on individual technical problems rather than the worsening cost and schedule slippage. Although he lacked any background in the program's technical aspects, he called out the facts, warning the members of the operations team that they would lose their jobs—and the whole project would close—unless things got back on track within the next 30 days. The conversation then shifted, resources were reallocated, and the operations team planned and executed a new approach. Within two weeks, the project was indeed back on track. Without the CTO's independent perspective and candour, none of that would have happened.

Remove barriers, create incentives

Many companies perform under their full potential not because of structural disadvantages but rather through a combination of poor leadership, a deficient culture and capabilities, and misaligned incentives. In good or even average times, when businesses can get away with trundling along, these barriers may be manageable. But the transformation will reach full potential only if they are addressed early and explicitly. Common problematic mind-sets we encounter include prioritizing the "tribe" (local unit) over the "nation" (the business as a whole), being too proud to ask for help, and blaming the external world "because it is not under our control."

One public utility we know was paralyzed because its employees were passively "waiting to be told" rather than taking the initiative. Given its history, they had unconsciously decided that there was no advantage in taking action, because if they did and made a mistake, the results would make the front pages of newspapers. A bureaucratic culture had hidden the underlying cause of paralysis. To make progress, the company had to counter this very real and well-founded fear.

McKinsey's influence model, one proven tool for helping to change such mind-sets, emphasizes telling a compelling change story, role modelling by the senior team, building reinforcement mechanisms, and providing employees with the skills to change. While all four of these interventions are important in a transformation, companies must address the change story and reinforcement mechanisms (particularly incentives) at the outset.

An engaging change story. Most companies underestimate the importance of communicating the "why" of a transformation; too often, they assume that a letter from the CEO and a corporate slide pack will secure organizational engagement. But it's not enough to say "we aren't making our budget plan" or "we must be more competitive." Engagement with employees and managers needs to have a context, a vision, and a call to action that will resonate with each person individually. This kind of personalization is what motivates a workforce.

At one agribusiness, for example, someone not known for speaking out stood up at the launch of its transformation program and talked about growing up on a family farm, suffering the consequences of worsening market conditions, and observing his father's struggle as he had to postpone retirement. The son's vision was to transform the company's performance out of a sense of obligation to those who had come before him

and a desire to be a strong partner to farmers. The other workers rallied round his story much more than the financially based argument from the CEO.

Incentives. Incentives are especially important in changing behaviour. In our experience, traditional incentive plans, with multiple variables and weightings—say, six to ten objectives with average weights of 10 to 15 per cent each—are too complicated. In a transformation, the incentive plan should have no more than three objectives, with an outsized pay out for outsized performance; the period of transformation, after all, is likely to be one of the most difficult and demanding of any professional career. The usual excuses (such as “our incentive program is already set” or “our people don’t need special incentives to give their best”) should not deter leaders from revisiting this critical reinforcement tool.

Nonmonetary incentives are also vital. One CEO made a point, each week, of writing a short handwritten note to a different employee involved in the transformation effort. This cost nothing but had an almost magical effect on morale. In another company, an employee went far beyond normal expectations to deliver a particularly challenging initiative. The CEO heard about this and gathered a group, including the employee’s wife and two children, for a surprise party. Within 24 hours, the story of this celebration had spread throughout the company.

No going back

Transformations typically degrade rather than visibly fail. Leaders and their employees summon up a huge initial effort; corporate results improve, sometimes dramatically; and those involved pat themselves on the back and declare victory. Then, slowly but surely, the company slips back into its old ways. How many times have frontline managers told us things like “we have undergone three transformations in the last eight years, and each time we were back where we started 18 months later”?

The true test of a transformation, therefore, is what happens when the TO is disbanded and life reverts to a more normal rhythm. What’s critical is that leaders try to bottle the lessons of the transformation as it moves along and to ingrain, within the organization, a repeatable process to deliver better and better results long after it formally ends. This often means, for example, applying the TO meetings’ cadence and robust style to financial reviews, annual budget cycles, even daily performance meetings—the basic routines of the business. It’s no good starting this effort near the end of the program. Embedding the processes and working approaches of the transformation into everyday activities should start much earlier to ensure that the momentum of performance continues to accelerate after the transformation is over.

Companies that create this sort of momentum stand out—so much that we’ve come to view the interlocking processes, skills, and attitudes needed to achieve it as a distinct source of power, one we call an “execution engine.” Organizations with an effective execution engine conspicuously continue to challenge everything, using an independent perspective. They act like investors—all employees treat company money as if it were their own. They ensure that accountability remains in the line, not in a central team or external advisers. Their focus on execution remains relentless even as results improve, and they are always seeking new ways to motivate their employees to keep striving for more. By

contrast, companies doomed to fail tend to revert to high-level targets assigned to the line, with a minimal focus on execution or on tapping the energy and ideas of employees. They often lose the talented people responsible for the initial achievements to head-hunters or other internal jobs before the processes are ingrained. To avoid this, leaders must take care to retain the enthusiasm, commitment, and focus of these key employees until the execution engine is fully embedded.



Consider the experience of one company that had realized a \$4 billion (40 per cent) bottom-line improvement over several years. The impetus to “go back to the well” for a new round of improvements, far from being a top-leadership initiative, came out of a series of conversations at performance-review meetings where line leaders had become energized about new opportunities previously considered out of reach. The result was an additional billion dollars of savings over the next year.

Nothing about our approach to transformations is especially novel or complex. It is *not* a formula reserved for the most able people and companies, but we know from experience that it works only for the most willing. Our key insight is that to achieve a transformational improvement, companies need to raise their ambitions, develop different skills, challenge existing mind-sets, and commit fully to execution. Doing all this can produce extraordinary and sustainable results.

Ushering in a future ready Leadership through Technological Metamorphosis



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There is no destiny beyond and above ourselves; we are ourselves the architects of our future. —Swami Chinmayananda

Every crisis is an opportunity in disguise, and the Atmanirbhar Bharat campaign couldn't have come at a better time for the Indian industry. The current pandemic accelerated the trend and transformed the way most people work day to day, leveraging these foundational aspects of technology to dramatically change how we approach jobs and careers, perhaps forever. The business landscape has evolved with new market realities, disruptive technologies, work-from-home as the 'new normal', and managing teams virtually. The role of leadership, specially of the Chief Human Resources Officer (CHRO) has become intrinsically complex. The new-age leadership needs to be agile in thinking and strategic in their approach towards building innovative work practices resulting in a long-lasting shared workforce resilience.

Acquiring the right talent is important for Indian Industry growth under Atmanirbhar Bharat and new initiatives need to be devised to recognize and employ the best minds of the country. Recruitment and induction of specialized talent from new age programs like Digital, Data Science & Analytics, Quality, R&D, Sustainability, Forensics etc

There is a digital tsunami at workplaces which transformed the entire employment lifecycle in organisations from selection, screening, onboarding, performance management, learning et al. overnight.

Indeed, for those with the skills to work remotely, the crisis has turbocharged an unparalleled shift toward more flexible work.

Over the past decades, rapid digital transformation has enabled organizations to completely reimagine the way they work and manage talent. From reliable video conferencing platforms, to digital collaboration software, to ubiquitous cloud-based connectivity, and a data-centric approach to strategic decision-making powered by the synergy between artificial and human intelligence.

Technology is the new religion to go by for Atmanirbhar or self-reliant India.

Technology has the potential to be a great enabler, providing humans with the tools to remain emotionally and socially connected even while in physical isolation and the crisis has been the critical catalyst for change. At the onset of this crisis, talent literally left the building, and we're now beginning to realize that in many places, it is unlikely to come back. In what will surely count as one of the strongest demonstrations for the extraordinary human capacity for adaptability.

Elucidated below are some key trends in this direction of ushering in the new trend and opportunities for future talent.

Enhancing Human connections through Technology:

Technology is rapidly becoming more human. We aren't simply collaborating; we are running businesses, visiting family, attending weddings, and educating our children through technology, making the virtual world more humane, forging deep digital connections that are founded on true human connectedness.

The obvious trend so far has been that, humans working *with*, and enhanced by Artificial Intelligence -AI, produce better results than humans without AI, or AI without humans. Although the current pandemic crisis accelerated the use of technology, which enabled the decoupling of work from a place, this shift was already occurring as a large proportion of organizations — large, medium, and small — made necessary investments in online collaboration tools like Zoom, Teams, etc ..growing the market for collaboration software substantially.

The key to success is how leaders make the best of the hybrid workplace and thrive in the new normal.

Building Culture Outside the Four walls:

The question posed last year was "How do you possibly build culture when you don't sit together"? The response to this was that "culture doesn't exist within walls it exists within people ", so the need is to build culture through people, wherever they sit. The pandemic has proven that we can and must build culture from living rooms and home offices across the country. Fundamentally, culture is "how we do things around here," and it's the sum

of default behaviours, preferences, values, and decisions that make each organization a unique habitat, regardless of whether people frequent an office or not.

Leaders need to realise and focus on building culture anywhere by refraining from micromanaging, getting over the politics of presentism, and learning to measure what each employee *actually* produces and contributes to the organization with as much objectivity and data as possible. Above all, by nurturing trust and fairness in relationships with employees, leaders can upgrade the company culture even in a virtual-only world.

Work -Life Flexibility:

It is observed that the second concern after health for employee's post-crisis is maintaining flexibility. Most employees want to work remotely a few days a week; they want a hybrid workplace between work and home that allows for better balance. But the office *does* still have a role in human connection. Many organisations are taking this as an opportunity to redesign how office space works. Some are investing in new hubs where people come together to collaborate and socialize. Gen Z employees are most positive about coming back into the office (on their terms), and they, especially, look to the workplace as a source of socialization as much as a place to network and learn. Gen X and Boomers, who are leading many companies today, enjoy the separation that the physical workplace brings in their efforts to keep work and home a bit more separate.

It's critical for leaders to realize that while employees may still want to occasionally come to the office, few want to come in every day. For jobs that must be in-person, it's going to be important to flex the hours to minimize the commute, flex the shift to allow parents to be part-time teachers, and flex the days to enable the workforce to work in a way that supports life.

As companies work to improve diversity, equity, and inclusion, technology provides the level playing field most groups want. It is a wonderful silver lining that technology and the global health crisis have sanitized a lot of the toxic politics and nepotism that corrupt the meritocratic ideal of talent-centric organizations. It is a lot harder to "pretend to work" when nobody sees you or cares about where you are.

Unleashing Talent across geographical boundaries:

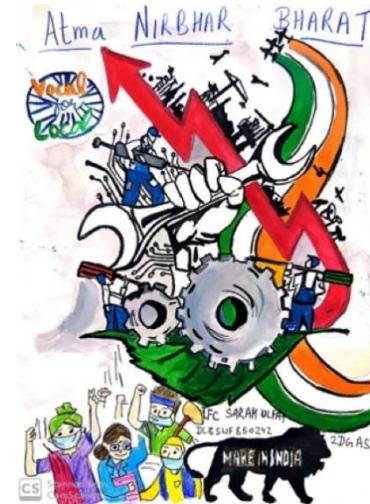
Today getting talent is not confined to borders. While recruiting the most obvious question is "Will you relocate?" On most talent plans around the world, it's the biggest career-limiting question, as it's restricted career advancement and company growth for decades. However, the current and future will see an empowerment of skilled talent calling the shots on separating where they choose to live and where they contribute to work. Software developers experienced the earliest shift — the work followed the talent. Then, with record low unemployment in many areas of the world last year, we saw this openness to location expand into other sectors, such as banking and consumer goods.

Technology has now untethered talent from location. Talented individuals with in-demand skills in any sector now realize they can live where they choose and work where they are qualified. And employers now realize they can source "best of" talent from anywhere in the world as long as connect digitally/remote. The idea that employees have to physically

move to get a job is gone, along with the costs of relocation. It's actually quite simple, talented employees want to be free — free from geographic borders, free from physical location expectations, and free from government restrictions." If technology and cultural organizational changes enable people to do their work from wherever they want, they will set talent free even with current immigration laws and restrictions, countering the recent political trend to slow down globalisation in favour of nationalist policies.

Workplace and workforce have now been separated, while work, home, and school have been brought together. Technology is moving humanity away from the office and back into homes across our nation every day. We are building culture outside of buildings, with work that supports life on a more even playing field, with talent that can come from anywhere. As we look to the future, it's time to unleash this new way of working for the long-term, with a focus on well-being, equality, and productivity that can work for both employers and employees long after this crisis ends. It's time to embrace the truly global talent pool that is available to drive growth, regardless of where those people call home.

In short, the global talent pool has arrived, and talent is the new global currency... if businesses have the culture, confidence, and technology to tap into it.



Employers are being reminded of the need to be more flexible, agile, and fluid.

Culture will always be important for the basics, like integrity and teamwork, but the weaknesses of strong cultures in a rapidly changing world need thoughtful organisation structures. Organisation structures are morphing from cylinders to hour glasses (broad at the top and bottom, but thin in the middle) as an interim stop on their way back to pyramids, but they need to target becoming Eiffel towers (very thin vertical structure with a broad base).

The role of a business leader is to understand the strategic implications of digital transformation, lead the way forward and implement the vision for the future of the businesses and their contribution to the communities it supports through its activities."

"Future success is directly proportional to one's ability to understand, adopt and integrate new technology into one's work."

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'Atmanirbharta' – A Quality of Life and Contribution to Transform India!



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educators, socialist and policy makers. Her wisdom, humility and aura of self-confidence and oratory skills makes 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.

This morning the mind was numb with the news of giant countries like China, Germany and UK having energy crisis. The thought grappled of what would happen with us if such a situation prevails in a country with a huge population? The very thought was fearful but the only answer to this thought was being 'ATMANIRBHAR'.

Thinking Beyond Atmanirbhara Bharat – This part of discourse certainly will make us ponder why 'Atmanirbharta' should be quality of life and why it is something beyond making 'Atmanirbhara Bharat'. Is Atmanirbharta only contribution to nation? Or is it also a process of building self? This article reflects the mindset and mentality of an individual and gives a perspective of why it is beyond the country's abhiyan...Let us understand that 'Atmanirbhara Bharat' is not only a campaign to make India resilient and self-reliant, but it is the journey to make oneself 'Self-resilient' and 'Self-reliant'. India today is on the verge of becoming superpower, though it is grappled with some difficult situations due to the pandemic and the strategic positions with other countries.

Every drop adds to the ocean, and every individual's becoming 'Atmanirbhara' will contribute to transform India towards achieving goal of 'Atmanirbhara Bharat' which is the Make-In-India abhiyan initiated by Hon. Prime Minister Shri. Narendra Modi.

This piece of discourse certainly would be worthy if every individual understands the value of being self-reliant and independent. It is a feeling that one should cherish. And it would not be exaggerated if we say that being 'ATMANIRBHAR' is patriotism and should be quality of one's life.

No wonders that this thought was paved from the days when M. Gandhi pressed for the 'Swadeshi' movement and boycott foreign goods. This had sparked the flame of making India self-reliant, but in the modernization and westernization process has succumbed to the lucrative markets which ruled our minds and choices. Time is the best teacher, and hard times teach us the best lessons of life. It would be noteworthy to mention that during such difficult times like pandemic we came up with so many things that made us self-reliant in certain areas. The Vaccines, drugs, Ventilators all that came with self-manufacturing saved thousands of lives and also proudly were at the help of others. Other sectors like defence, nuclear energy, health and many other sectors we have made our identity by manufacturing products in our Indian markets. This simply did not add to the economy of the country or make a name in the global map, but made us self-reliant to an extent.

There are riveting stories where the start-ups were boosted and the potential to manufacture was recognized.

Another perspective that needs discussion here is that only economic instability or boosting economy is not at the root of initiating this abhiyan (though it is of profound importance to make a place) to transform India to Atmanirbhar Bharat. It begins with a very simple thought of doing things by self, for self and not depending largely on others.

I wonder at the thought of how attracted we are towards Chinese products, even having known about its quality, harmfulness or durability. The markets are thronged with items like Pen, pencil, toys, mobiles and everything that has ruled, dominated and mesmerized the Indian markets and Indian minds. China is just one such country to mention, but there are so many other countries where we are in a way contributing to their economy....just because we are not self-reliant or do not have the will to do so. Today there is a dire need to bridge the gap between the demand and supply where the need has arisen in multiples.

The Make-In-India initiative recognizes the need to be independent in various sectors and the proactive measures to be taken where the country has to succumb to the needs of the people and export things at extensively large quantity, further changing the strategic pretexts of the nations. It is obvious that it puts the country on the weaker side. Innovations and manufacturing in the fields of health, energy, defence, agriculture and other export goods is required to change the statistics of the country at the global forum.

Remember, such innovations and manufacturing is done by people like you and me...than what is different? Every home, every individual's contribution towards the nation adds to the vast growth and makes the position superior.

How Can One Become Atmanirbhar?

Empowering the young minds during the schooling years by making them independent in every act they do, or decision they take, promoting free thinking and boosting their creative with healthy environment is pertinent. It is not only about the schooling; even at home; making the child independent is of utmost importance. The parameters to develop the child holistically include changed perceptions, assessments and moreover giving them an environment where they can thrive and survive! And one of the prime aim of education

to develop child holistically in itself is nurturing independence, making atmanirbhar to face the challenges of real world.

To make oneself atmanirbhar and make it an integral quality of life, it begins with the overall view towards one's life. Atmanirbharta is not an attitude, but a feeling of dignity and self-respect, for sustainability and an ability to thrive in any given situation. Dependency in its simplest form is the worst forms of self-infliction, open to slavery, dominance, ruling of minds by others and moreover succumbing to someone who does not deserve!!

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- Recognize Potential
 - Take Proactive Measures
 - Skill And Upskill to Upgrade
 - Think Strategically
 - Apply Learning To Real Time
 - Ideat And Innovate
 - Take Risk and analyze
 - Understand Market & Needs
 - Nurture Entrepreneur Skills
 - Be Resilient And Accept Failures to Retry and Thrive

To be atmanirbhar, one must recognize -

All these parameters in a nutshell are based on circumstances and how you manage. Though, one thing remains absolute, and that is the WILL to make yourself ATMANIRBHAR.

Atmanirbharta – Country and Individual

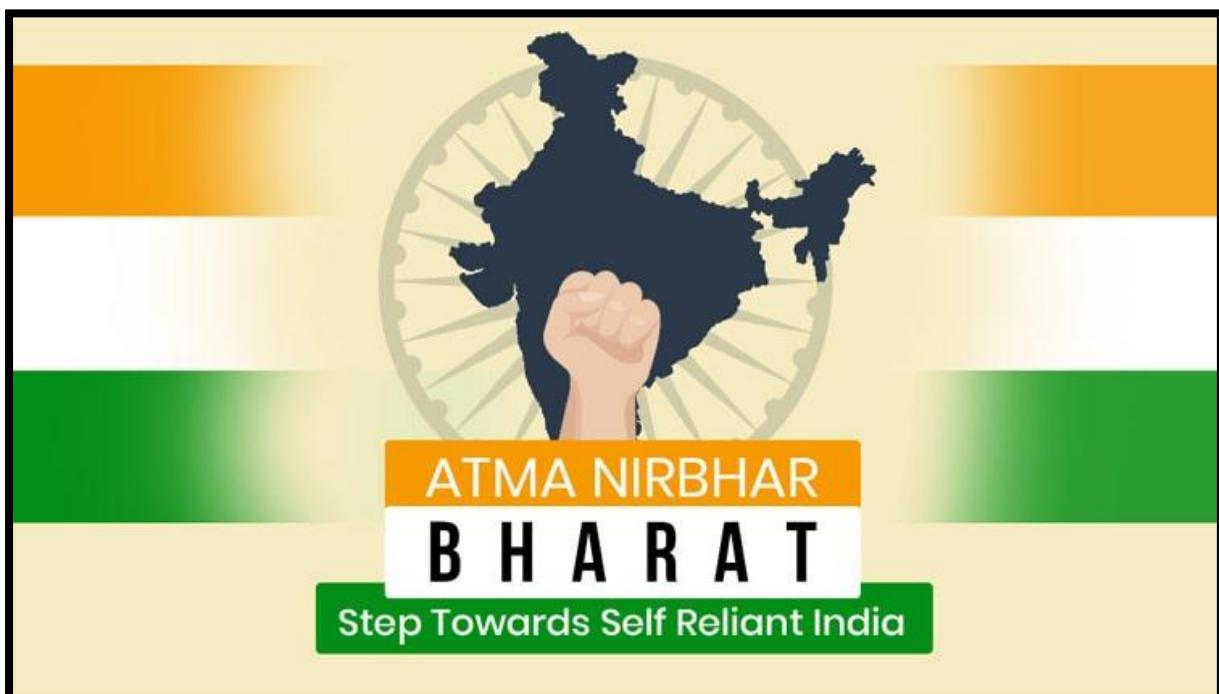
Atmanirbhar Bharat abhiyan aims to make India self-reliant, make sustainable growth and compete the global countries by its own identity. Assuming that we are on point of consensus how individual can contribute to make the country atmanirbhar, the symbiotic interdependency of every individual and the country will make the country independent in the global market. The country further can work on different strategies for import and

If an opportunity makes you best then challenge makes you better

export (which otherwise today due to dependency in certain sectors is at the back foot). The Make-In-India abhiyan in itself is a proud abhiyan that gives scope for ideation and innovations in local markets, recognizes talent by extending the entrepreneurship, boosts the economy and further glorifying the country places it on the global map. You can demand a say when you possess something. Every individual has to recognize and explore the resources and facilities extended by the Government. The skill India is one such movement to skill the individuals for the specific skills one requires in the area to explore and manufacture.

Let us remember that only boycotting the foreign goods will not serve the purpose, but the ability to produce such quality and innovative goods with a lucrative market in the global arena with a demand certainly will boost the economy and along with one self-make the country self-reliant.

It is a sublime thought of being patriotic from this perspective and contributing to make the dream come true of 'Atmanirbhar Bharat' in its truest sense!!



How to make Tobacco Addiction Free Corporates? “Pledge towards Healthy Atmanirbhar Bharat”

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

Director, Cancer Surgeon - MAX Healthcare, Vaishali.

Founder – IcanCaRe.

Convenor - Tobacco Courses under Gujarat University.

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 primarily instrumental in forming the "Indian Cancer Winners' Association", which prophesizes "Win over Cancer" rather than just overcome or survive it. He believes that winning is an attitude, CANCER WINNERS are not immortal but they live in a positive spirit, feel great, full of energy filled with love. We can have more cancer winners by creating awareness among the society to diagnose cancer early when it is curable and by rehabilitation of the patient and family who has suffered. He believes there is more than just treating cancer with surgery, drugs and radiotherapy. It requires a holistic approach and integration with alternate therapy. He is the National President of I CAN WIN FOUNDATION. He is 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.

If an opportunity makes you best then challenge makes you better

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.

Seeing the tobacco menace and health hazards we designed and effectively run the two programs for corporates

- **Wellness at your Workplace on just a Call!**
- **Be A Tobacco Marshal and Save The Youth**

Find the methodology we follow that will give you an ideation of the approach we follow. We are sure the details will motivate corporate decision makers, tobacco addiction affected employees as well the volunteers to be part of this noble cause.

Wellness at your Workplace on just a Call!

Comprehensive Wellness, Care, Medication and Rehabilitation



Expert's Consultation

Group / Individual Sessions with healthcare specialist



Health Assessment

Measure health index & assess physical well being



Wellness Activities

Continuous follow-up, motivation & support



24x7 Assistance

Full assistance anytime, anywhere via mobile app

SAVE A LOT FOR YOUR BUSINESS

If an opportunity makes you best then challenge makes you better

- Reduce health costs by 40%
- Save atleast ₹ 7,000 per employee per month
- Reduce maintenance, cleanliness cost by atleast 30%
- Reduce risk of hazards within premises
- Save atleast ₹ 8,000 - ₹ 10,000 for every child of tobacco user
- Reduce health insurance costs

CORPORATE WELLNESS PROGRAM - "SAVE the Youth"



Sensitize

- Corporate Talk on Cancer - " Be Careful not Fearful "
- Sensitization Talk on Tobacco - " Be Smart Do Not Start "
- Talk on Women Health - Common Health Mistakes
- Sensitization Talk on Health & Hygiene - Wellness Program
- Awareness on Mental Wellness & Stress Management



Assist

- Complete Health Assessment of Employees
- Provide evidence-based tobacco cessation
- Distribute resources for facilitating tobacco quitting
- User Friendly Mobile App for Education, Record Maintenance & Counselling
- Wellness Activities - Yoga, Meditation, Zumba, Nutrition & Diet



V olunteer

- Create, train & empower volunteers to keep the workplace tobacco free
- Build & equip a task force to deal with in case of medical emergencies
- Orientation & Specialist Course in Tobacco Cessation - Accreditation from Gujarat University
- Create, train & empower volunteers for wellness activities



E nforce

- Devise policies with strategic planning for a tobacco free workplace
- Assist in COTPA rules and implementation
- Analyse statistical & health parameters of employees and suggest required intervention
- Setup Tobacco Wellness Center in the office premises

You are just 1 step away from being

"The Most Healthy Place to Work"

IMPROVE YOUR EMPLOYEE PRODUCTIVITY

- 26% lesser absenteeism, lesser sick days
- Employees who take 4 ten minutes break, work 1 month lesser
- There's enhanced concentration and lesser anxiety
- Lesser distraction and stress
- Employee is happier and healthier

EDUCATE YOUR EMPLOYEES

- Cancer, tobacco and its related diseases
- Signs and Symptoms for early detection
- Impact of tobacco use
- Tobacco Misconceptions
- Factors of tobacco addiction
- Why it's difficult to quit tobacco
- How to seek professional assistance
- Leading a healthy lifestyle

Be A Tobacco Marshal and Save The Youth

BE EMPOWERED as a SAVIOUR OF THE SOCIETY AGAINST THE MOST DREADED Tobacco DISEASE IN THE WORLD which KILLS CRORES OF PEOPLE, MUTILATES MANY, WIDOWING MANY, AND ORPHANING A LARGE NUMBER OF YOUTHS.

Marshal are influencers in Society to:

- SAVE youth initiation
- Encourage cessation
- Increase negative attitudes toward tobacco use
- Induct more people to support the cause
- Increase support for policy change



Being a Tobacco MARSHAL is a prestige and a recognition of personal social responsibility.

ICanCaRe would train and equip you to bring a much-needed change to society.

Register: <http://www.icancare.in/academy/marshal>

Two days training program (2 hours per day)

Training dates: Can be fixed with corporate timelines

Cost - 1450/-



Make quitting tobacco a pleasure journey. Talk to the experts

Call ICanCaRe Quit-line 011-43077695 www.icancare.in

Visit Tobacco Wellness centre at Max Hospital Vaishali

To make Atmanirbhar Heart in Tough Times “Care of the heart.... even when it’s falling apart”



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.

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.

“Care of the heart, even when it’s falling apart” is an apt slogan for Heart Failure & Transplant teams at tertiary care hospitals when they set off in the huge undertaking of trying to help seriously ill patients with end stage heart failure (ESHF).

In this endeavour, multiple options can be offered by the hospital to patients with very advanced heart disease refractory to medicines, catheter interventions or surgery. When

there are no therapeutic modalities that can be done in the catheter lab, surgical operating rooms or in electrophysiologic setups.

Heart failure is a huge burden on the healthcare front globally and more so in India, given the issues of an ever-increasing incidence of diabetes and coronary artery disease, late referrals and poor access to optimal advanced health care measures.

Dr Manoj Agny, Heart Transplant Surgeon, Mumbai, has setup three heart transplant programs in India after returning back from USA & UK where in addition to adult and paediatric Cardiac surgeries, he was involved in 160 heart and lung transplants over six years. Elaborating on this initiative, Dr Agny says, "Under one roof an all-inclusive comprehensive heart failure medical and surgical service can be available to very sick cardiac patients. It will identify heart failure patients at various points of its natural history curve and aid them with appropriate management protocols. These can range from multiple newer drug regimens to complex catheter interventions to ventricular assist devices to heart transplantation. And importantly, focus would be driven towards good long-term care of all patients after these treatment modalities".

He further said, "To aid in this objective, the hospital has to add to its existing heart care equipment armamentarium, high end devices like the cardiopulmonary exercise testing machine, ECMO facilities and the nitric oxide delivery system".



ECMO Machine

Cardiopulmonary Exercise Testing Machine



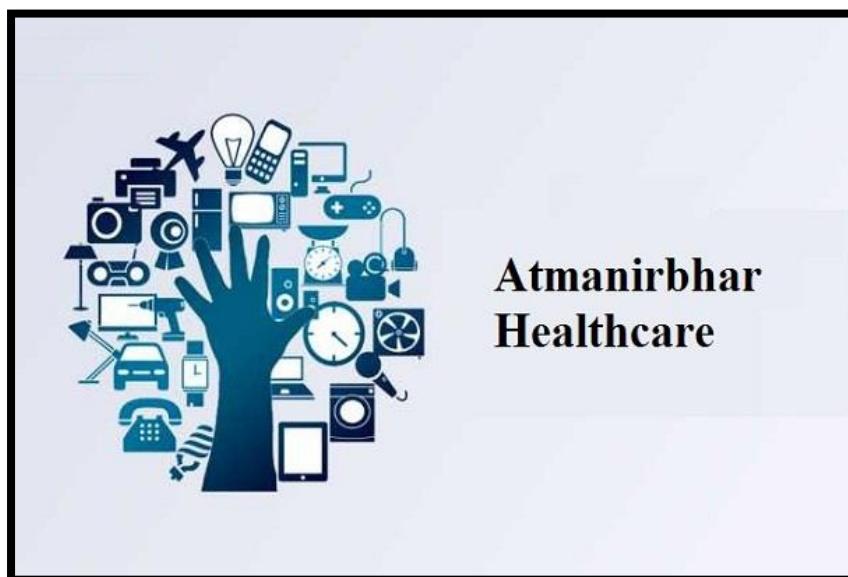
Nitric Oxide

A heart transplant and heart failure team would involve transplant surgeons, heart failure cardiologists, immunologist, anaesthesiologists, intensivists, microbiologist, pathologist, psychiatrist, transplant coordinator and transplant nurses need to be formed.

Protocols covering all aspects of the heart failure and transplant process should firmly in place to ensure a smooth seamless running of the program. These protocols need to have management guidelines from the time a ESHF patient is referred for evaluation to twenty years after transplant.



A dedicated Heart Failure Clinic has to be started in parallel at hospital wherein services rendered would typically involve consultation with a heart failure cardiologist, haematology, immunologic and neurologic tests can be done as appropriate in addition to objective workup with 6MWT and CPX to identify where on the natural history curve does a particular heart failure patient reside.



There are fewer altruistic pursuits than organ donation. Increasing awareness of this, facilitating it and optimizing the whole process is an integral part of this undertaking.

Heart transplantation enables patients faced with extremely sick heart ailments not only recovering from them but also living a very good quality of

life. A truly gratifying experience for all involved in this amazing experience of changing a heart to change a life.

Future-Proofing the Digital Talent - Upskilling and Reskilling



This article is contributed by Mahesh Dambre 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.

When I joined TCS back in 2003, we were a 25,000 strong Company. Today TCS has close to 5,00,000 associates and the numbers are only going up significantly every year.

Even when TCS became a 10 billion USD revenue company back in 2011-12, TCS MD that time and now Tata Group Chairman N Chandrasekharan (Chandra) used to tell us that we only a small fraction of a trillion USD industry and there is so much headroom to grow.

It is heartening to see that the IT industry employs more than 4.5 million people in India and there is a significant gap where demand is way higher than the supply of talent.

The information technology industry from India, currently generating almost 200 billion USD in revenue and is projected to be 250 billion USD industry by 2025.



It was kind of a Deja Vu for me when last week I got to listen to an interactive discussion involving Debjani Ghosh, President NASSCOM, Former MD of Intel South Asia, and Business Today India's most powerful women 2020.

The National Association of Software and Service Companies (NASSCOM) is an Indian non-governmental trade association and advocacy group focused mainly on information technology and the business process outsourcing industry.

This session was organized by Carnegie Mellon University, Alumni Association Mumbai and they are doing excellent work of sharing ideas, expertise, trends in collaboration with industry captains.

Here are some very useful and relevant insights from that session that can be important and relevant for many of us. [Here is the YouTube link to this insightful conversation.](#)

NASSCOM and Covid Resilience

- **IT Industry Resilience:** The IT industry has always faced challenges and doubters - when Debjani was leading Intel India / South Asia, they were constantly told that either PCs are dead, Moore's law doesn't apply, etc. However, it has always come out stronger and is now a \$200 Billion industry in India.
- **Power of Flexibility, Collaboration, and Problem Solving:** As the first wave of Covid struck, Debjani and NASSCOM had to create the infrastructure to move 4M people to remote work - from working overnight with the Govt of India to change rules, to creating the infrastructure - around 98% of the workforce was moved remotely.
- **People and Empathy at the Center of Tech:** During the second wave, the focus was on employee wellness - and 'Resilience with Empathy'. Adding empathy to the CEO's priority was a big change, and that has led to a fundamental shift in corporate culture and attitude.

Upskilling and Reskilling India

- **Cost to Customer Focus:** With the rapid global digitization, the world and MNCs are looking for India to become the 'Talent Nation' - gone are the days when work was outsourced to India for cost-saving; it is now being outsourced to India as a high-quality talent source.
- **'Attitude, not Aptitude' & Eye-Opening Stats:** Only 10% of engineering graduates are in India employable. Not because of aptitude, but because of attitude. Only 12% of India is digitally trained. For e.g. in the cloud space, demand is exceeding supply (24% supply to 38% demand). We need 3.9 billion training sessions to match the demand requirements (main focus areas are Artificial Intelligence, Machine Learning, Data Science, Internet of Things, etc). Today, you are only as good as your skillset - age and experience don't matter as much.
- **STEM to STEAM:** 'Soft Skills' are arguably the most important skill set that Indians and the Indian education system are missing - they should be renamed as 'Critical Skills'. Hence, we need to move from a STEM focus to a STEAM focus (Science, Technology, Engineering, Arts, Maths). We need a holistic education system that focuses on problem-solving, creative thinking, critical thinking, and continuous learning.
- **NASSCOM's Role:** NASSCOM has instituted an open platform 'Future Skills Prime' Training Program where training is available to those interested - both in hard and soft skills. As of today, there are 4,00,000 registrants and 25,000 have already

completed their training and certifications (35% of those are women). NASSCOM also partners with corporates to assist in training and reskilling.

- **NEP and Role of Government:** The National Education Policy of 2021 has the potential to be transformational and disruptive in the revamp of our education system - the key is its implementation. We have a golden opportunity to deploy this. However, Debjani's strong recommendation is that we should not be relying on the government for everything, it is high time for us as private citizens and corporations to take charge. Today, anyone can learn anything with just a laptop and internet connection. It is the willingness to learn that counts.

Women in Tech and Alternate Talent Pools

- **Women Dropping from the Workforce:** It is alarming that women are continuously dropping from the workforce - <10% of urban women are formally in the workforce. Overall, 34% of tech jobs are held by women while 48% of tech graduates are women. Corporations and individual family units need to be cognizant of this trend and reverse it as soon as possible. This could add 2M more women to the workforce. Companies such as HCL are doing a great job of solving this problem: by providing generous maternity leave, day-care flexibility, etc.
- **Work from Home and Work FOR Home:** One of the most surprising outcomes from the pandemic is that women actually want to get back to the office, while most men don't. This is because, at home, women have to do both the housework as well as their professional work - we as a society have to change this mentality and dated gender-specific roles.
- **Utilizing Latent Assets:** In addition to bringing skilled women back into the workforce, we have a golden opportunity to train even unskilled women into the workforce. Applying outcome-based models where training and placement assistance is provided will be critical in utilizing our latent assets. The same applies to raw talent in Tier 2 and 3 cities - if we can collaborate and develop scalable solutions to train raw talent, we could potentially have dedicated individual villages focused on AI, ML, Robotics, etc.
- **Learnings from Israel:** Innovation is in the DNA of Israel - every mother raises children to win the Nobel Prize. However, in India, a lot of focus is on other angles such as marriage, seeking jobs / higher percentages on exams, etc. We need to inculcate ambition, innovation, and drive at a grassroots and childhood level to groom the leaders of the future.

Legacy IT Companies and New Startups:

- **War for Talent:** With the recent funding boom for startups, there is a talent attraction, attrition, and retention war between legacy IT companies and startups. For example, Infosys has a 14% attrition rate and Accenture has 18,600 vacancies as of today. This is happening both due to lack of supply, additional demand, and an increase in the quality of talent.
- **No Legacy Anymore:** Today, technology has truly democratized our world because legacy does not count for much - it is all about what can be done now and in the future. Hence, older companies will have to innovate and up their game to attract the best talent. The same applies to startups.

- **Investment in Educational Institutions:** Just like universities in the US, Indian companies and startups have figured out that they have to invest in developing and educating raw talent to feed their talent pipeline down the road. While older companies such as TCS have done this, newly funded startups will also have to emulate it. Sridhar Vembu (of Zoho Corp) is an excellent example of a grassroots entrepreneur who is upskilling his village and employing them at his company.
- **Policy Wishlist:** As India moves forward in leading the 4th Industrial Revolution (which is AI and Digitization), we need to ensure a strong state-backed policy infrastructure: data governance and privacy laws, disruptive telecom reforms, labour policies, cybersecurity laws, etc.

Insights on "Future-proofing the digital talent - upskilling and reskilling India". This is from an interactive discussion involving Debjani Ghosh, President NASSCOM, Former MD of Intel South Asia, and Business Today India's most powerful women 2020. Thanks to Carnegie Mellon Alumni Association Mumbai, Aashay Doshi, Rekha Koita, and others for organizing these excellent discussions on a regular basis. IT and BPM Industry employs close to 4.5 million people in India and has created tremendous value not only for India but for the whole world. It has undergone many transitions over last 40+ years, coming out stronger after every major challenge, projected to generate 350 billion USD in revenue by 2025. There are so many possibilities in the future and it is important to reflect, review and plan better for an even brighter future.



5 Emerging HR Technology Trends to Watch in 2021



This article is contributed by Mr Dharshan Chandran. Mr Dharshan is a product marketer who has helped take early-stage enterprise SaaS products to market in various industries. His current focus is on the HR and Learning technology space and how evolving technology is helping enterprises digitize their workspace and drive employee learning and engagement.

Remote work. Employee burnout. Re-adjusting to life with the world pandemic.

COVID-19 has left human resources (HR) managers' plates full as they helped employees navigate the new normal. Now, a year after our workplaces changed forever, we're trying to decide the right way to re-introduce in-office work, and new business trends are emerging. Among them are remote workforce management and hybrid workplace models that are giving organizations the benefits of working from home and in-office, and the importance of leveraging HR technology to keep that distributed workforce connected.



5 Key HR Technology Trends to Watch in 2021

- HR Virtual Assistants & Chatbots
- Employee Self-Service Software
- Internal Talent Marketplaces
- AI-Based Recruiting
- AR/VR Applications Are Making Learning and Development More Engaging

For HR leaders, the question becomes, how do we support people in this new paradigm? The answer, somewhat counterintuitively, involves a lot of automation. Save time by investing in technology and leveraging these HR technology trends to increase employee engagement, collaboration, and productivity.

HR Virtual Assistants & Chatbots

Human Capital Management (HCM) virtual assistants are computer-generated AI applications with a working knowledge of HR processes. Think of them as Amazon Alexa for HR managers. But they don't just take simple commands and play Dinnertime Chill playlists—they handle HCM-related tasks, like releasing payouts, and analyse related employee data.

While VAs have been around for several years for personal and eCommerce use, they're starting to permeate the workplace. A 2018 study by Spiceworks found that 40% of businesses with 500+ employees plan to implement VAs.

Don't be surprised if 2021 becomes the year when HR embraces virtual assistants full force. HR professionals in the post-pandemic workplace are busier than ever; they also need to be more creative and innovative to keep up with accelerated digital transformation. As Fast Company puts it, "The role of HR now includes acting as a diplomat, nurse, regulatory expert, HIPAA watchdog, and tech liaison."

HCM VAs integrate with HR software to automate HR functions (e.g. employee performance management) so your team can spend more time supporting your employees. HCM VAs also automatically track and record data by administering and collecting forms and surveys from your employees so you can keep an eye on HR initiatives. With time, the tech can be taught not only to answer questions but also to make decisions on the employee's behalf.

To see if a virtual assistant could be right for your team, multiple companies, like Leena AI and Bambee, offer demos and trials.

Employee Self-Service Software

Employee Self-Service, or ESS, is online software that allows an employee to complete tasks like checking pay statements, changing their direct deposit information, or updating benefits online, without the intervention of an HR professional.

HR departments that spend time on routine requests instead of working on higher-level initiatives are turning to ESS to free up their teams. It's also beneficial from the employee standpoint—instead of having to contact HR and wait to hear back from them, ESS empowers employees to conveniently handle their own issues.

ESS is especially convenient in a hybrid workplace, where employees may be in different time zones than HR, or may never meet face-to-face. But to implement ESS effectively, you need to train your employees how to use it. You're not increasing efficiency if it takes your employees twice as long to complete HR processes.

Instead of burdening your HR team to teach new software—the exact issue you're trying to solve—use a digital adoption platform (or DAP) to integrate directly with your new

ESS. DAPs create flows, interactive in-app guidance that walk your employees through important processes.

Some ESS tools even offer chatbots, analytics on usage data, and payroll summaries for the employees and leadership.

Internal Talent Marketplaces

Internal talent marketplaces are like in-company job boards. But they do more than list open positions. They give employees a place to list their skills and areas of growth and match them to new opportunities within the organization. It's, first and foremost, a retention tool that allows a company to use their staffs' unique skillsets while offering new and different challenges for employees.

The pandemic left us in a labour shortage. Internal talent marketplaces keep employees with in-demand skills from burning out and looking for a new job. Simultaneously, they keep critical roles filled without the cost of hiring externally and training new hires from scratch.

Internal marketplaces also give employees opportunities for internal mobility and constant professional growth. The spirit of the workplace is trending toward an "opportunity marketplace" to keep employees interested and engaged, not only listing full-time positions, but short-term roles, gigs, and even volunteer opportunities.

If you're looking to implement an internal talent marketplace, Deloitte suggests taking an "iterative approach": that is, start small, and change things up often based on employee feedback. If employees aren't looking to make a permanent job change but are feeling burned out, posting short-term projects may resonate better. If your company prizes philanthropy as a core value, offering volunteer opportunities is a great way to live that out. As it's a tool primarily for employee satisfaction and retention, let your team tell you what they need.

AI-Based Recruiting

Fifty-six percent of recruiters say hiring will increase in 2021, but 66% of recruiting teams will not grow—or will shrink. That means your HR team is tasked with hiring more people than normal, with less help than normal. Artificial intelligence (AI) can help even the playing field to protect against overwork.

LinkedIn research found that one of the recruiters' top complaints is that there simply aren't enough hours in the days to manually evaluate all the applications they receive. AI-based recruiting software significantly reduces manual recruitment responsibilities, like filtering out the 42% of resumes that are automatically unqualified for the role. Eliminating these rote tasks from an HR team's to-do list frees them up to focus on higher-value tasks like conducting interviews.

AI can also be programmed to look for specific skills or phrases in a resume, or even to reduce unconscious bias. Humans are naturally biased, but ethically-made HR tech isn't—it looks at facts and qualifications and screens candidates based on those factors. Because it reduces the chance of hiring an unqualified candidate, one study says

using AI recruiting can lead to a 35% turnover decrease, 20% performance increase, and 4% revenue increase per employee.

AR/VR Applications are Making Learning and Development More Engaging

In a business environment, Augmented Reality (AR) and Virtual Reality (VR) applications can be used for training by simulating experiences that are valuable learning tools but would be difficult or impossible to replicate in real life. AR takes in the world a user sees and overlays graphics on top of it to enhance and change the surroundings (think Pokémon Go) while VR is fully immersive—it simulates a completely new environment around the user, almost like being dropped directly into a video game.

According to HBR, replicating real-life situations can be especially helpful in developing soft skills. For example, you could use the technology to have HR staff practice firing an avatar instead of a real person. It's a slightly lower-pressure way of honing an uncomfortable skill, while being more realistic than having a conversation with yourself in the mirror.

Another application could be teaching customer service reps how to react to an irate client, or going through safety drills for dangerous situations, or disaster management as an HR team. AR/VR gives you the opportunity to "take" your remote team to these situations, without ever leaving your offices.

VR could even be used in a hybrid-work environment to "immerse" a new employee in their workplace before they ever set foot in an office. For example, Amazon could train a group of their fulfilment workers how to navigate their new warehouse before it's even built. That way, employees can show up on the warehouse's opening day already familiar with the layout.

Conclusion: Emerging HR Technology Trends Can Help Your Workplace Thrive when Paired with a Digital Adoption Platform (DAP)

HR technology has blown up in our newly digital world like never before, and when used properly, the tools can accelerate your workplace's growth and productivity and improve the employee experience. But there is a learning curve involved in working with new technology.



It's Time to Focus on Remote Workforce Management

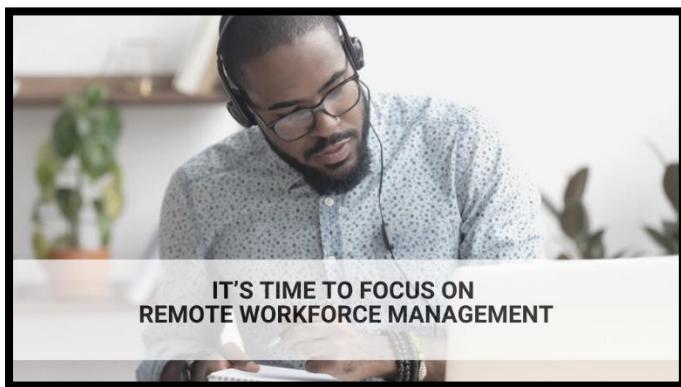


This article is contributed by Mr Dharshan Chandran. Mr Dharshan is a product marketer who has helped take early-stage enterprise SaaS products to market in various industries. His current focus is on the HR and Learning technology space and how evolving technology is helping enterprises digitize their workspace and drive employee learning and engagement.

COVID-19 has reshaped the way enterprises manage their workforce. People are consciously practicing social distancing and moving into virtual workspaces, so the business can continue functioning without disruption.

While all of us hope that the Coronavirus pandemic passes us quickly, it's important to acknowledge that remote working is here to stay. Within the sub-set of non-self-employed, remote work had already grown by 159% between 2005 and 2017.

What is Remote Workforce Management?



Remote workforce management is the practice of effectively leading and managing remote employees and temporary manpower in the most efficient ways possible. The key to managing remote workers is none other than open communication and employee engagement, monitoring your teams' productivity, and avoiding loss of efficiency.

All these factors can be achieved with the right tools and knowledge, and a bit of ingenuity and remote workforce management will be a breeze.

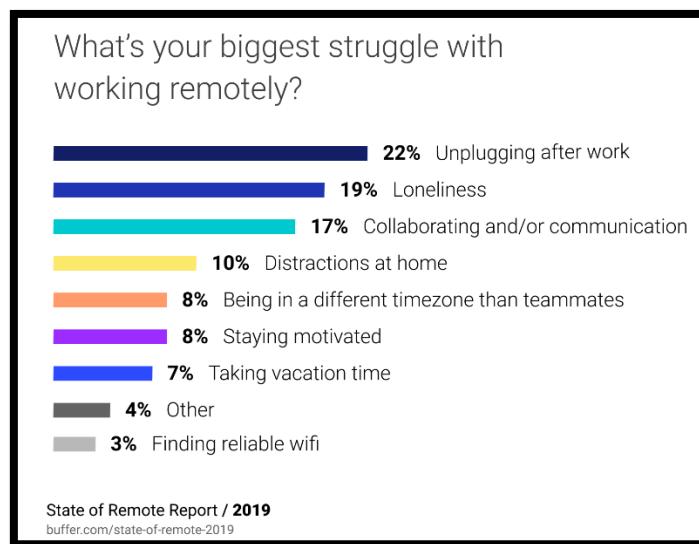
TIP: Consider harnessing powerful DAP tools (such as Whatfix) to convey reasons for the change and train users on how to leverage the enterprise software remotely and optimally.

Challenges for Managing a Remote Workforce

To understand what steps, you need to take to ensure 'work as usual', in light of the sudden change in work patterns, it would be pertinent to first identify issues faced by remote employees that act as a real productivity sap.

Some of the more common workforce management challenges are:

1. Inability to download files, communicate or collaborate – owing to lack of access to the right video conferencing tools, high-speed internet, instant messaging, or role-specific software
2. The negative blurring of home and work boundaries (according to researchers from Cardiff University and UCL Institute of Education). This happens because employees feel like they need to prove themselves more when they are working from home, when they are not under the watchful eyes of their managers. For example, taking calls during dinner or while feeding your young one, perhaps responding to emails quite late at night or in between your personal tasks, or in general, working much longer hours daily to present yourself as productive could severely affect work-life balance even though you are at the comfort of your home.
3. Struggle to navigate new collaboration and productivity-enhancing enterprise workforce management software.
4. Feeling of being disconnected from the rest of the team – leading to loneliness and low morale. This is especially true considering body language cues (and sometimes even tone) are missed out; during phone calls, texts, IMs, and emails; which make for 93% of personal communication effectiveness (as seen in the pie chart below on elements of personal communication).
5. Too many distractions within the home environment: For example; Fido (your employee's dog) might need to be taken for a walk or the worker might run out of eggs and will need to pick some up.
6. Loss of traditional training methods and in-person development, leading to challenges with remote employee training.



Source: Buffer Survey

Note: Most of these challenges of managing a remote workforce are caused due to 'human issues' ranging from lack of accountability to poor software end-user training and alienation of the remote team members.

How to Overcome the Challenges of Managing a Remote Workforce?

With the right attitude and technology tools, your organization can fully embrace this paradigm shift towards remote work. Telecommuting done right can even improve productivity, according to a Stanford study.

Here are some of the ways to remotely manage your workforce:

1. Provide Secure and Reliable Access to Critical Tools

Productivity tools, line of business applications, communications/collaboration tools, company laptops, and mobile devices need to be made available to your remote workforce.

But, since the COVID-19 situation didn't really leave companies time to plan, many employees may not have been assigned corporate laptops or mobiles to facilitate remote work.

Such situations warrant that workers conduct business on their personal devices. To ensure that the enterprise applications are not extracting any personally identifiable information ("PII") from your employee's personal device, it's important to provide clear standard operating procedures and conduct rigorous remote testing.

Being ISO27001, SOC2 and GDPR compliant, you may run the top Digital Adoption Platform, Whatfix (on remote employees' devices) without any fear of compromising their private data.

Such a solution can help users navigate through enterprise applications and provide immediate support within the application, avoiding the chances of Shadow IT and a risk to your organization's data.

2. Training and Support in the Flow of Work

To be able to "Work from Home", employees need to have strong knowledge of how to use the software applications essential to their role. It's no longer viable for sales reps to hop over to the next cubicle and ask a colleague how to create a new lead or sales report on the company CRM.

And writing to the tech support team (that is likely to be understaffed in the current health climate) with similar 'how-to' queries, wouldn't be very productive either – owing to long TAT.

Since you wouldn't want the employees' work to stagnate until the query is answered via traditional training methods, consider opting for tools (such as Whatfix) that promote 'learning in the flow of work'.

Arguably, it is the most productive way of managing remote workforce training and improving employee onboarding. Apart from DAPs, companies can use mentors, social learning, and LEX to train remote employees on the technology.

The biggest benefit of harnessing Whatfix is that its microlearning format is perfect to counter the many distractions employees face within their home environment. Additionally, this scalable solution can exponentially reduce the cost of creating unique training content (for the 300+ applications that employees use), for users across geographies.

PlanetHS, LLC is an Athletics Management Software company that successfully onboarded new users by using Whatfix's guided flows and microlearning plans. It also auto-generated training content and offered Self-Service Help, thus eliminating 190K support tickets in just 12 months.

3. Keep Communication Lines Open

Employees are likely to be struggling to orientate themselves to this 'new normal' of work from home. So, it's important for senior leaders to explain why remote work will benefit them and how the organization will employ various technologies and strategic workarounds to ensure that the change is smooth. This kind of messaging can be pushed out in the form of emails, newsletters, videos, and virtual meetings.

Also, an HBR article talks of research conducted on 1100 employees, where remote workers were the ones that felt most left out. Furthermore, in the current emergency situation, a feeling of despondency may set in amongst employees who are forced into physical isolation.

You may offer them a release from this sort of stress by:

- Creating a separate channel in collaborative tools, such as Slack and internal forums, where users can chat with co-workers about topics such as sports, family, or TV shows. Such casual conversations are also sure to build intra and inter-team comradery.
- Encouraging one-on-one (manager-reportee) check-ins daily and all team meetings once a week, via video calls. According to a Forbes article, 87% of telecommuters feel more connected to their organization thanks to video conferencing tools.

Finally, set and communicate realizable work goals/expectations. This way, aware of their goals, employees don't need to keep burning the midnight oil, just because their home and workspace are the same.

4. Invest in a Good DAP to Remotely Manage Software Training

From the moment you decide to switch to a remote work situation, collaboration and productivity-enhancing tools are guaranteed to become the lifeblood of your workforce. This is why it's important that you use a DAP to ensure that the users are aware of the latest software updates and existing features.

For example, if you need workers to use Slack more efficiently, Whatfix's walkthroughs, smart tips, and self-help widgets can help by offering bite-sized training, in the flow of work. It eliminates user confusion related to the instant messaging platform's workflow, by offering targeted and contextual content (in multiple formats) that encourages remote workers to seek solutions while using the tool.

If an opportunity makes you best then challenge makes you better

Also, Whatfix collects and contextualizes all your enterprise knowledge (knowledge bases, web-based content, or inside documents) and surfaces them in-app so that remote users may find the right solution to their tech-led problem.

5. Establish a Positive Environment Conducive to Remote Work

Not everyone is programmed to be comfortable working remotely. To break this inertia to change, it's important to create a culture of open participation, inclusion, and agility. This will enable remote workers to embrace working in a distributed team.

Such a work environment could be fostered through online soft skill development sessions or even group activities (such as online icebreaker games to welcome new joiners). According to a report by Freelancers Union, 78% of freelancers consider soft skills training to be as useful as technical skills for their career. This statistic could also apply to remote employees.



Also, be sure to prioritize the mental and physical health of the distributed team. Specially to offset the symptoms of cabin fever, prescribe engagement activities such as home fitness or meditation sessions.

8 Tips for Remote Team Management in 2021

You need to master remote team management, including tools to help your team members overcome the challenges of distributed work. Each section will provide details and best practices for adjusting to remote work:

1. Approach Change with Empathy

As you start to focus on remote workforce management, you have to consider what your employees are going through and how you can help them transition. They may need more flexibility than before, particularly when it comes to set work hours. They are dealing with a different work environment than they are used to, with many new challenges. Some remote workers may have kids at home, or they may be caring for sick family members.

It's also more difficult for your remote employees to seek help if they are having trouble learning new technology or if they want to continue their professional development. One of the ways you can help struggling employees is to implement a digital adoption platform.

With guided walk-throughs and self-help features, a DAP will help your remote employees learn new technology quickly and adjust to working remotely.

A vital part of managing remote workers is approaching the switch with compassion and empathy. Remember that your team is figuring out how to work remotely just like you are, and they look to you for guidance and support.

2. Develop a Remote Work Policy

Unclear expectations are a frustrating but avoidable side effect of transitioning to a remote environment. Developing a remote work policy is a significant part of understanding and building a solid digital workplace strategy. It will help your remote employees understand what is expected of them as they learn how to work remotely.

Use your remote policy to clarify your company's rules regarding working from home, including:

- What positions are eligible
- What process is to be used for requesting to work from home
- How productivity will be measured (e.g., amount of time spent on a project, or numbers of customer meetings)
- What times of day employees are expected to be available

Not only will a solid, documented remote work policy help your current remote employees, but it will also help future employees who want to work remotely. Having expectations and policies laid out clearly prevents confusion and the appearance of favouritism if only some positions are eligible for working from home.

3. Implement Tools to Aid Remote Team Management

Remote working may be new to you and your team members, but it has been on the rise since 2005. That means a variety of tools have come out to help with managing remote employees by fostering effective communication and collaboration.

Implementing remote work tools can help your team continue to work productively and collaborate on projects even though they aren't in the same physical location through a fully digital workplace model. For example, Microsoft Teams offers a secure workspace for sharing files and creating team-specific chatrooms. Taskade allows for real-time joint collaboration on files and has features for creating meeting agendas and task lists.

Communication tools are a great way to combat the isolation that can accompany remote work. You can use platforms like Zoom and Google Meet for video calls, and Slack for instant messaging and written communication.

You can also make your company's "work from home" initiative a success with remote training via a digital adoption platform. Using a DAP for remote training and guidance makes it easier for remote employees to learn to use these new tools and quickly make the move to productive remote work.

4. Recognize the Top Challenges for Remote Employees

Even with the best tools and policies in place, employees are going to face challenges as they learn how to work remotely. The key to effective and compassionate remote team management is recognizing these challenges and providing solutions and suggestions to make the transition smoother.

We've already mentioned a few common challenges, such as learning new technology, being uncertain of expectations, and adjusting to work in a different environment. It's also not uncommon for employees to feel isolated. Managers should check in with their team regularly to see how they're adjusting.

HR is as vital to the transition as team managers are. HR managers should follow up with IT managers to make sure the IT team is coping with the sudden increase in demand from newly remote workers. HR also needs to make sure employees have the equipment and resources they need to successfully work from home.

5. Make Communication a Priority

For managing remote employees, there's no such thing as overcommunicating. Your team members can't stop by your office to ask for clarification, so be sure to clearly spell out any and all expectations.

This includes how employees are expected to communicate with you and each other (such as Slack vs. email vs. video calls), and even things as seemingly small as whether employees are expected to have video on during calls. If you're not sure if it needs to be spelled out, do it anyway.

Early on in the process, ask questions about what they expect from the transition. This will help you address unclear expectations before they ever become an issue. Make sure everyone is on the same page by touching base with your team all together once a week or bimonthly, and meet with employees during one-on-ones at least monthly.

Communication extends beyond work-related topics. Set aside a specific time in your team and one-on-one meetings to ask about feelings and find out how people are adjusting.

Video calls are a key component of remote team communication. People are more likely to open up if it feels like an in-person, spontaneous conversation than if communication is solely through premeditated written means. Video also allows you to see facial expressions and hear tones of voice, which can be strong clues to how your employee is really doing.

6. Encourage Employee Engagement

Part of managing remote employees is to keep employees engaged and to make sure they still feel and act like a team while learning how to work remotely.

You can build a sense of community by organizing team-building activities. For example, content marketing company Animalz (a completely distributed company) organized a company-wide virtual talent show.

If an opportunity makes you best then challenge makes you better

You can also encourage employee engagement by setting up ways for your employees to communicate socially with one another. Slack allows you to set up multiple topic-based channels, which you could organize by interest. You might have a channel for talking about food, and another for discussing movies. Or schedule regular “watercooler chats” using tools like Donut to randomly pair employees every other week.

Team-building activities keep employees engaged with other team members and help them feel connected, as they would if they saw each other in an office every day.

7. Learn from Experienced Remote Managers

Figuring out remote management is an ongoing process. Some of your best resources are managers who are seasoned at managing remote teams. They have already experienced the transition and can offer insights into best practices and pieces of advice that were helpful for them or that they wish they had been given.

For example, Josh Ho, founder and CEO of Referral Rock, says, “Remote work required putting processes in place much earlier” so employees don’t waste time hunting for resources or constantly messaging you or other employees about where to find things.

Employees can no longer have the quick “how do you do this” conversation, as they could in an office environment. Set up processes to make resources and information accessible.

8. Show Your Team You’re Learning Together

As you help your team learn how to work remotely, you are learning about managing remote teams at the same time. If you find that certain tools or habits help you adjust more easily, share them with your team, and show them that you are there for them as a resource as well as a manager.

Encourage them to communicate with you, whether it’s asking for advice, sharing concerns, or simply clarifying expectations. This will help keep them—and you—from feeling isolated, and it will help all of you continue to function as a team.



Improve Employee Training with a Design-Thinking Framework



This article is contributed by Mr Dharshan Chandran. Mr Dharshan is a product marketer who has helped take early-stage enterprise SaaS products to market in various industries. His current focus is on the HR and Learning technology space and how evolving technology is helping enterprises digitize their workspace and drive employee learning and engagement.

Technology has changed the landscape of professional learning and development. Learning management systems (LMS) and digital adoption_platforms (DAPs) empower employees to access course materials when, where, and how they want. For CLOs, that means rethinking traditional employee training programs to ensure course completion and learner engagement.

Instead of forcing employees to learn via an established training regimen, start with the employees, and work backward. According to LinkedIn, 94% of employees view effective training as a reason to stay at a company, and the best way to know what will be effective is to ask. Talk to your team, review user statistics from previous professional development programs, and use that information to create courses based on people's needs and preferences.

Design thinking, a user-focused problem-solving framework, offers a simple, five-step method for CLOs to create effective and engaging employee training programs.



1. Talk to Employees About Past Training Experiences

The first stage of the design-thinking framework is to *empathize*. In traditional training methods, the presentations or materials are created based on the content that needs to be taught. But with design-thinking, you start by finding out as much as you can about the learner and their concerns.

For employee training, that means talking to your employees. Find out what they like and dislike about current training methods, and ask them what is (or isn't) working. Send out surveys, and hold roundtables to encourage discussion. This data-collecting stage is crucial for finding a solution that will improve your training processes.

Don't make assumptions about what you think your employees need or what you think worked well in the past. At this step, focus on finding out what employees think about current professional development processes.



In addition to getting direct input from employees, review information from the results of previous training programs. Consider the completion and engagement rates of different types of training. After these sessions, how often did managers have to follow up with employees? For example, say you taught employees to use a new piece of technology. After they finished training, how many support tickets did they file regarding that tech, and what were the employee end-user adoption rates?

Studies and multi-company surveys are also good resources. The results won't be specific to your organization, but they will give you an idea of what is working well at other companies. LinkedIn surveyed thousands of employees, managers, and learning and development (L&D) professionals for the 2020 Workplace Learning Report. They found that 57% of L&D professionals were focusing more on e-learning. This kind of insight can help guide you as you begin to define your problem and brainstorm solutions.

2. Write People-Centric Problem Statements

Use the data you collected in Step 1 to create one or more people-centric problem statements, detailing the issues with your current professional development programs.

Let's say your interviews and surveys show that employees prefer independent learning. Your completion and engagement rates from previous trainings are lowest in large group sessions. A relevant problem statement based on this data should start with the user/learners: Employees need a way to independently complete training programs at their own pace.

Don't focus the problem statements on business-performance metrics. If you see from the data that employee end-user adoption of new technology is a problem, you would not create a statement saying, "We need to increase end-user adoption by 30%." Instead, you might say, "Employees need to be trained on new tech more

effectively so they increase everyday use.” Keeping your problem statements user-centric will help ensure that the solutions are genuinely addressing employee concerns.

3. Hold Brainstorming Sessions with Managers

The next step in the design-thinking process is ideation. Tackle your problem statements one by one, voicing any possible solutions as you go. That way, you can more easily keep track of which ideas go with which statements. For this step, bring in your managers and team leaders. They know your employees and likely have first-hand experience with both sides of the training process. Getting their input adds a perspective that you simply can’t produce on your own.

Include managers in the brainstorming process.
They can add valuable insight into what training
solutions will work best for their team.



Encourage your managers to engage in a freewheeling discussion. There are no bad solutions at this stage—you want to hear as many ideas as possible from different points of view. Use different ideation techniques to encourage creative problem-solving. As CLO, add to the discussion with your knowledge available eLearning tools and techniques.

4. Test Solutions with Small Teams

Now that you have so many ideas to work with, it’s time to narrow them down. In design thinking, Step 4 is called the prototype stage. It’s where you start to implement changes and make adjustments to your training programs based on the data, problems, and solutions you’ve come up with so far.

First, choose your preferred solution for each problem statement. This will be the solution that best addresses employee concerns while still fulfilling company requirements, such as budget, location, or number of users. Just as in the ideation stage, it’s useful to get input from team leaders as to what they think will be the most effective.

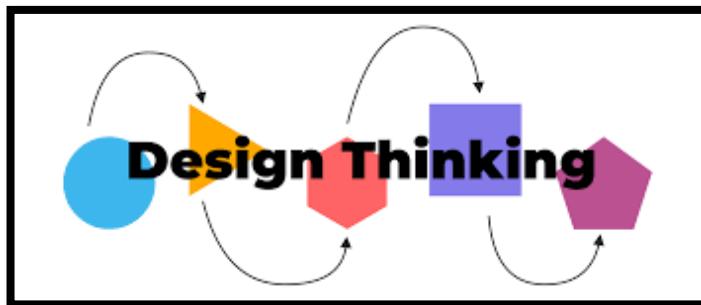
The solution may involve the development and creation of new educational materials. If you find that the best way to solve your problem is to adopt an LMS, your team will need to design courses and content. Similarly, if you determine that a DAP is the best

way to encourage self-paced learning of new tech, you will need to create walkthroughs and self-help materials to populate the platform.

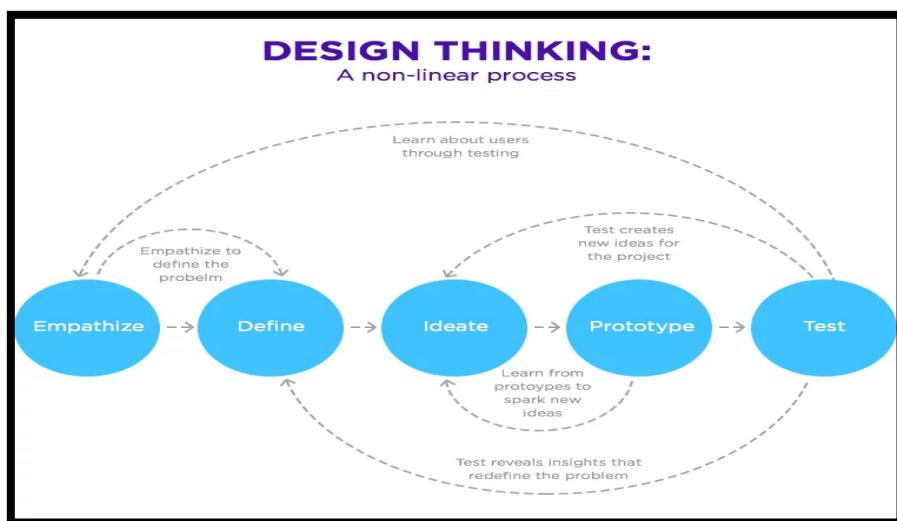
Next, test the solution with a small group. The team involved in developing new materials and processes might try it out themselves, or you could select a small group of other employees or managers to test it. After each test, collect feedback from participants to see if you need to make any adjustments.

5. Expand Your Test Group

After testing within the team, start implementing the training solution more widely. If you already have training sessions scheduled, replace or update the current training program with your new solution. If not, talk to your managers, and see what professional development their employees need that would work as a broader testing ground.



Observe the implementation of the new process or technology from start to finish. In this step, you'll collect much of the same kind of data you gathered in Step 1, but this time it will come from your updated training process. Check course completion rates. Look at end-user adoption rates and the numbers and types of employee support tickets following the training. Compare these findings to what you observed in the first step. Ask for employee feedback to see what is and isn't working. The design-thinking framework isn't strictly linear. Depending on what happens during the testing in Steps 4 and 5, you may need to go back to brainstorming and come up with new solutions.



If an opportunity makes you best then challenge makes you better

Throughout the process, you'll revisit the data and make sure that any solutions address the problems you uncovered based on employee input. But if you keep testing and making adjustments, you'll find the training processes and techniques that work best for your team.

Supplement Design-Thinking with Employee Feedback

The central emphasis of the design-thinking framework is on the user—or the learner/employee, in the case of professional development. The best way to keep your training solution employee-centric is to collect feedback at every step. Find out what is and isn't working in your current training programs, and have employees and managers submit ideas for how to improve the learning process.

Once you've implemented a solution, keep asking for feedback so you can adjust your courses as needed to maximize learner engagement and completion rates. If you use a DAP, for example, you can send surveys in-app to see where employees are having trouble. You could also have managers meet with employees one-on-one or in small groups to discuss what they think of the new training.



6 Simple Ways to Motivate Yourself in Difficult Times



This article is contributed by Lisa, she is a designer by profession and a writer by choice. Career, Motivation and Self Improvement are her favorite topics. She helps people gain their self-confidence and guide them towards self-improvement through her articles at Successstory.com

Do you struggle to motivate yourself?

As we progress in leaps and bounds, ushering the latest technology into the comfort of our home, we are giving into impulsiveness with every passing day.

We are ushering competition, **stress and anxiety into our lives**. Amidst bigger dreams and even bigger goals, falling short of contentment at times, can be natural.

Or life could pose with some complex threats such as emotional conflicts and financial insufficiency which could be extremely stressful to combat.

For some people while a sound emotional support helps to a large extent, however for the ones who are generally not very expressive, difficult times can seriously pose a threat to your physical and mental well-being.



6 Ways to Motivate Yourself in Difficult Times

In such difficult times, digging deep for inspiration is important. It is also essential to remain self-motivated and nurture yourself during this period. Passion and purpose always go hand in hand and success and happiness follow.

During difficult times.

1. Know that 'This too shall pass'

As the above adage goes, every material condition, positive or negative, is temporary.

Therefore, first and foremost know that difficult times are just a phase which will eventually disappear. Every individual on this earth dwells with their respective share of difficulties. The more we experience, the more we grow.

If an opportunity makes you best then challenge makes you better

Hold yourself together and try to remain with perseverance during tough times. You cannot choose or control your circumstances, but you can **choose your attitude** towards your circumstances. Realize that you have come a long way. Learn from your mistakes and move on.

2. Create A Purpose

All of us have our individual purposes to pursue. Invest in larger and deeper goals of life. De-clutter and start simple and eventually, work your way towards them one by one.

Be true to yourself and evaluate your current state of being. Analyse how much work you can do in the present circumstances and begin small. If you are facing financial strains, consider changing career options or enrolling for a learning course which will give you that breakthrough.

Develop a mantra in life. Write it down and look at it every morning you wake up and ensure that you swear by it for the rest of the day.

3. Take A Break from Your Worries

Let go off your worries for once and venture out. Take a break. Spend considerable time outdoors amidst nature. Take a break at the beach or the mountains or simply go for a long drive during the weekend.

Venture with friends or just go alone. You can go camping and spend a few days away from all the materialistic pleasures.

Switch off your phone, laptop or other gadgets when you are on vacation. Open your mind and think empowering and expansive thoughts. Breathe and feel the moments.

4. Surround Yourself with People Who Care

Family and friends can be your support during hard times.

Many of our worries come from self-doubt. Keep in touch and confide into people who care for you and who want to see you succeed. Have open **conversations about your stressful times** and allow them to share advice and thoughts. Socialize with optimistic people.

If you live away from family, call them and speak to them often. Meet up friends and indulge in light conversations. Motivation is contagious and the moment you interact with individuals who are cheerful and upbeat, you will catch the vibe too.

5. Love Yourself

Hard times can take on a toll on your health. Ensure that you drink enough water and maintain healthy eating habits.

If an opportunity makes you best then challenge makes you better

Get enough sleep every day and when you do so, **detach yourself from all the gadgets and distractions**. Wake up early and begin your day. Make your mornings simple and stress free. Have a wholesome breakfast. Exercise regularly and listen to music.

Celebrate even the smallest of accomplishments. Maintain a journal to note down your thoughts, emotions and aspirations. Do not compare yourself with others. There will always be people ahead of you and some of them, much ahead. Focus on your results, instead of others'.

6. Pursue A Passion

Pursuing a creative habit would inculcate concentration and bring peace. It's the seriously the best way to motivate yourself.

It will divert you from your constant worries. Remember, that anxiety will not assist you in motivating yourself in difficult times. You need to demonstrate ultimate perseverance and perform to the best of your opportunities if you want to sail out of tough times.

You could join the local salsa classes, take piano lessons or simply learn a new language. Do something what you've always wanted to do or something you are good at. Harnessing your creative side will make you bring more peace into your soul.

Additionally, your mind will not have to rigorously function. You will find solace in your creative endeavors.

Summary

Life is of greater ease to those who possess wisdom and practice perseverance.

Be kind to yourself. When you let go of yourself, going gets even more difficult. Refuse to worry about circumstances which are beyond your control.

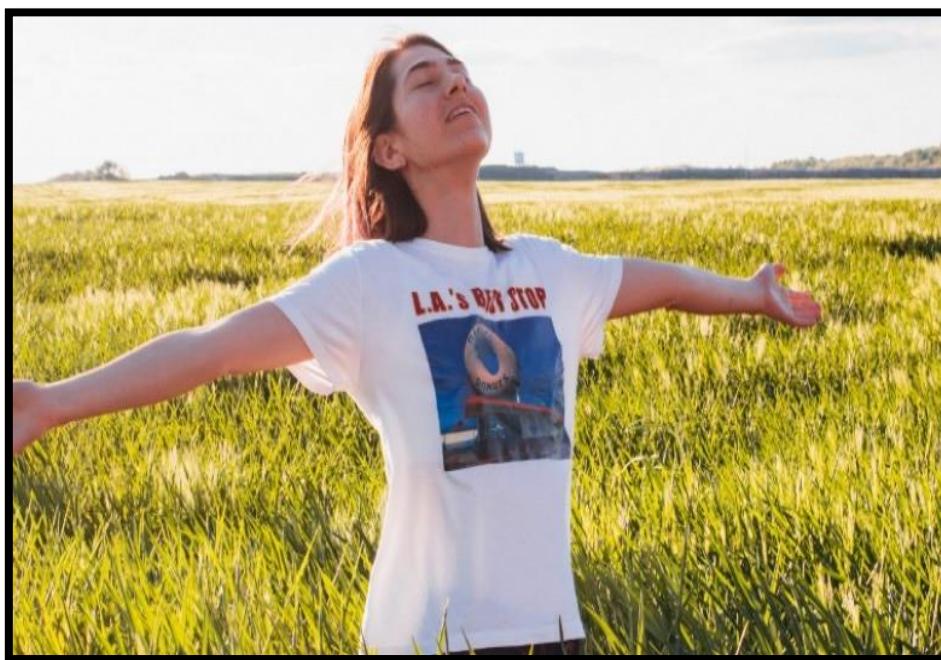
Life is not a bed of roses for anyone. Each of us share a balanced proportion of good and bad times.

Difficult times make us braver and stronger. Equip yourself so that no matter how hard times get, you are able to motivate yourself and sail through until you regain peace and harmony back in life.

Live! Love! Laugh!



How to Take Care of your Mental Health During the COVID-19 Pandemic



This article is contributed by Ms Victoria Rees, European Pharmaceutical Review.

During the COVID-19 pandemic, when many are in lockdown or self-isolating, mental health could suffer. This article suggests some ways to stay healthy over this period.

The COVID-19 pandemic is creating stress for the global population. Empty store shelves, fear about the disease and quarantine or self-isolation can negatively impact depression and anxiety. The mental health implications of this unprecedented situation will impact everyone differently, leading clinical psychologists to offer a guide on how to support and manage one's mental health and that of others during these times.

"Global concern about coronavirus means it's very important to keep the normal routine as much as possible when it comes to sleep, nutrition and exercise, particularly in people with existing mental health problems," says Daniel Mansson, clinical psychologist and co-founder of Flow Neuroscience, which compiled the guidance. "In the current situation, finding ways to maintain your normal routine is essential to reducing stress and potential depressive thoughts that may appear."

Filter news and social media

Constant news about the pandemic can feel relentless and may exacerbate existing mental health problems. Be careful about the balance of watching important news and the news that could cause you to feel depressed and disrupt your mental health. Seek trusted information, such as the National Health Service (NHS) website, at specific times to take practical steps to protect yourself and loved ones. Have breaks from social media and mute triggering keywords and accounts.

Talk openly about mental health

Some people might feel that talking about their depression and anxiety requires no additional attention during these times – people should be encouraged to talk about their feelings. Various support helplines are available, including Samaritans, as well as mental health crisis services, details of which can be found via the mental health charity Mind.

Eat an ‘anti-depression diet’

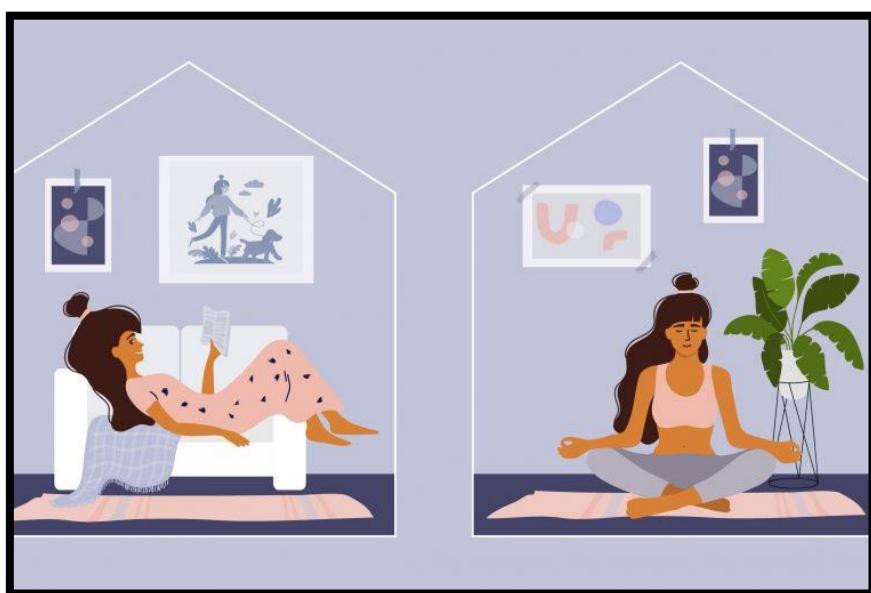
Anxiety is likely to increase during the current crisis, but a well-nourished body is better at handling stress. Traditional Mediterranean food, sometimes referred to as the ‘anti-depression diet’, for its anti-oxidant and anti-inflammatory properties, includes whole grains, vegetables (particularly green leaves), fruit, berries, nuts (including almonds), seeds and olive oil to look after your mental health.

Get therapeutic sleep

Ninety percent of depressed people struggle with sleep, which is likely to increase with fears over the coronavirus. Good quality sleep is a form of overnight therapy and increases the chance of handling strong emotions effectively. Try to wake up and go to bed at the same time every day. Achieving eight hours of sleep, taking a hot bath, setting the bedroom temperature to 18°C and having no screen time two hours before bedtime will also help.

Exercise as a depression treatment

With months of the coronavirus pandemic ahead, it is important to keep exercising. Clinical studies show that regular exercise produces chemicals, such as dopamine and serotonin, which are as effective as antidepressant medication or psychotherapy for treating milder depression. Most people will not have access to a gym during the crisis, so it is important to create a daily exercise routine at home. Experts recommend between 30-40 minutes of exercise, three to four times a week to work up a sweat. People with depression often struggle with exercise, so start small with a 10-minute walk, then add a few minutes daily.



Planting Special Medicinal Plants at Home & Stay Away from Many Diseases

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

Medicinal Plants at Home:

The second wave of Coronavirus has shaken the people of the country. People are locked in their homes to avoid this. In view of this tsunami of the corona, it has become mandatory to wear triple-layer mask, clean hands repeatedly with soap and hand sanitizer, and adopt social distancing. It is very important to keep immunity strong to avoid infection. At this time, people are consuming a variety of things to strengthen their immune systems. For every little problem related to health, one should try to adopt home remedies occasionally. Due to this, if we put some medicinal plants in our homes, then these can prove to be a panacea for many of our diseases.



Many types of plants and herbs have medicinal properties. Apart from this, they do not have any side effects like medicine. These plants can prove to be very good to maintain good health. If you rely on natural methods, there are some medicinal plants, which have amazing healing properties. These plants have been used since ancient times for their beneficial properties. Let's know what those plants are-

Tulsi

Tulsi plant is present in almost every household. Eating Tulsi leaves not only increases immunity but also provides relief in colds and coughs. Drinking Tulsi tea also keeps stomach problems away. Many times, applying ground leaves of basil on a small fat wound also heals wounds. At the same time, eating basil leaves with honey brings out phlegm from the body. Tulsi plant fills the positivity in the house.

Tea Tree

The oil extracted from the tea tree is very good for the skin. They can cure pimples, athlete's foot, small wounds, dandruff, and insect bites. However, check the allergy before applying it to the skin. Tea tree oil can also work well as a hand sanitizer. It is also pest prevention. It can act as an antiseptic for minor cuts and scrapes.

Lavender

This fragrant purple flower oil has antistress properties. It also improves cognitive ability and helps you get better sleep. This oil can also control blood pressure levels. Apart from this, it also removes stress and tension. It is said that applying it at home gives positivity.

Chamomile

It can help you in dealing with anxiety, stress, insomnia, and cancer, but it is necessary to get an allergy test done before using it. It is said that it is also very good for the heart. However, please consult a doctor before using it regularly.

Evening Primrose

The oil of this flower is good for patients with multiple sclerosis. It can also help you deal with PMS, skin conditions, menopause, diabetic neuropathy, and blood pressure.

Ginkgo biloba

It is used in homeopathy medicine. They can treat stress, swelling, anxiety, depression, and many types of eye problems. It is said that they can also control blood sugar levels and help in healing bones faster. Not only the leaves of Ginkgo biloba but everything from its branch to the root can be used.

(Disclaimer: The information given in this article is based on general information. Contact the concerned expert before implementing them.)

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

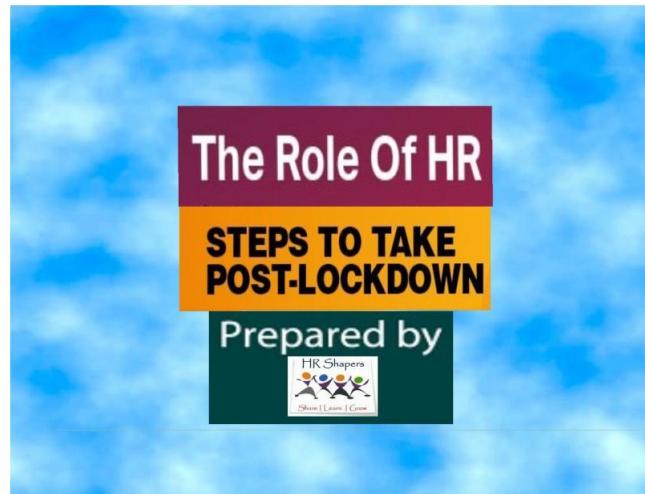


This article has been republished seeing the strategic importance – guidelines and suggestive steps shall be a great support to the industry in unlock phase

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.

If you are struggling to get some input on what HR should do & HOW in today's challenging situation specially from NOW till post lockdown, **HR Shapers** 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 team -10 verticals of HR & supports depts Admin, IT, Finance, Mar Comm, Legal, Travel, Procurement. Hope it will help our HR friends in this critical situation. 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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Atmanirbhar Bharat Abhiyan – GOI Prospective

Source Govt. of India

When India speaks of becoming self-reliant, it doesn't advocate a self-centred system. In India's self-reliance; there is a concern for the whole world's happiness, cooperation and peace. Hon'ble PM, Shri Narendra Modi.

The Prime Minister has announced a Rs. 20 lakh crore economic package under the 'Atmanirbhar Bharat Abhiyaan', to aid our country out of the Coronavirus crisis (by making us self-reliant). This section covers all the relevant Infographics, Videos, PDFs and certain Policy reform initiatives based on the announcements made by Honourable Finance Minister covering the '#Atmanirbhar Bharat Abhiyaan', in 5 tranches from 13th May till 17th May, 2020.



Atmanirbhar Bharat Abhiyaan or **Self-reliant India** campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, our PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign) and announced the Special economic and comprehensive package of INR 20 lakh crores - equivalent to 10% of India's GDP – to fight COVID-19 pandemic in India.

AatmaNirbhar Bharat Abhiyan

The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Atmanirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announces Government Reforms and Enablers across Seven Sectors under Atmanirbhar Bharat Abhiyaan.

The government took several bold reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple & Clear Laws, Capable Human Resource and Strong Financial System.

A self-reliant India with 5 pillars



Economy

Quantum jumps, not incremental changes



Infrastructure

Represents modern India



Systems

Technology-driven systems

Demography

Vibrant Demography of the largest democracy



Demand

Full utilisation of the power of demand & supply

The Atmanirbhar Bharat stimulus package announced by the government consists of the following five tranches:

Business including MSMEs



Poor, including farmers



Agriculture



New Horizons of Growth

Government Reforms and Enabler



All About Start-up India

Source Start-up India

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. The Government through this initiative aims to empower Startups to grow through innovation and design.

Overview of Startup India Action plan

In order to meet the objectives of the initiative, Government of India Action Plan that addresses all aspects of the Startup ecosystem has been announced. With this Action Plan the Government hopes to accelerate spreading of the Startup movement:

- From digital/ technology sector to a wide array of sectors including agriculture, manufacturing, social sector, healthcare, education, etc.; and
- From existing tier 1 cities to tier 2 and tier 3 cities including semi-urban and rural areas.

The Action Plan is divided across the following areas:

- Simplification and Handholding
- Funding Support and Incentives
- Industry-Academia Partnership and Incubation

Highlights of the action plan

Simplification and Handholding

- **Compliance Regime based on Self-Certification** - Startups shall be allowed to self-certify compliance (through the Startup mobile app) with 9 labour and environment laws. In case of the labour laws, no inspections will be conducted for a period of 3 years. Startups may be inspected on receipt of credible and verifiable complaint of violation, filed in writing and approved by at least one level senior to the inspecting officer. In case of environment laws, Startups which fall under the 'white category' (as defined by the Central Pollution Control Board (CPCB)) would be able to self-certify compliance and only random checks would be carried out in such cases.
- **Startup India Hub** - To create a single point of contact for the entire Startup ecosystem and enable knowledge exchange and access to funding.
- **Rolling-out of Mobile App and Portal** - To serve as the single platform for Startups for interacting with Government and Regulatory Institutions for all business needs and information exchange among various stakeholders
- **Legal Support and Fast-tracking Patent Examination at Lower Costs** - Under this scheme, the Central Government shall bear the entire fees of the facilitators for any number of patents, trademarks or designs that a Startup may file, and the Startups shall bear the cost of only the statutory fees payable. Rebate on filing of application: Startups shall be provided an 80% rebate in filing of patents vis-a-vis

other companies. The scheme is being launched initially on a pilot basis for 1 year; based on the experience gained, further steps shall be taken.

- **Relaxed Norms of Public Procurement for Startups** - In order to promote Startups, Government shall exempt Startups (in the manufacturing sector) from the criteria of "prior experience/ turnover" without any relaxation in quality standards or technical parameters. The Startups will also have to demonstrate requisite capability to execute the project as per the requirements and should have their own manufacturing facility in India.
- **Faster Exit for Startups** - Startups may be wound up within a period of 90 days from making of an application for winding up on a fast-track basis, as per the recently tabled Insolvency and Bankruptcy Bill 2015, which has provisions for voluntary closure of businesses. This process will respect the concept of limited liability.

Funding Support and Incentives

- **Providing Funding Support through a Fund of Funds with a Corpus of INR 10,000 crore** - In order to provide funding support to Startups, Government will set up a fund with an initial corpus of INR 2,500 crore and a total corpus of INR 10,000 crore over a period 4 years (i.e. INR 2,500 crore per year) . The Fund will be in the nature of Fund of Funds, which means that it will not invest directly into Startups, but shall participate in the capital of SEBI registered Venture Funds.
- **Credit Guarantee Fund for Startups** - Credit guarantee mechanism through National Credit Guarantee Trust Company (NCGTC)/ SIDBI is being envisaged with a budgetary Corpus of INR 500 crore per year for the next four years.
- **Tax Exemption on Capital Gains** - With this objective, exemption shall be given to persons who have capital gains during the year, if they have invested such capital gains in the Fund of Funds recognized by the Government. In addition, existing capital gain tax exemption for investment in newly formed manufacturing MSMEs by individuals shall be extended to all Startups.
- **Tax Exemption to Startups for 3 years** - The profits of Startup initiatives are exempted from income-tax for a period of 3 years. The exemption shall be available subject to non-distribution of dividend by the Startup.
- **Tax Exemption on Investments above Fair Market Value** - Under The Income Tax Act, 1961, where a Startup (company) receives any consideration for issue of shares which exceeds the Fair Market Value (FMV) of such shares, such excess consideration is taxable in the hands of recipient as Income from Other Sources. Investment by venture capital funds in Startups is exempted from operations of this provision. The same shall be extended to investment made by incubators in the Startups.

Industry-Academia Partnership and Incubation

- **Organizing Startup Fests for Showcasing Innovation and Providing a Collaboration Platform** - To bolster the Startup ecosystem in India, the Government is proposing to introduce Startup fests at national and international stages.
- **Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Program** - The Atal Innovation Mission will establish sector

specific incubators and 500 'Tinkering Labs' to promote entrepreneurship, provide pre-incubation training and a seed fund for high-growth startups. Three innovation awards will be given per state and union territory, along with three national awards, as well as a Grand Innovation Challenge Award for finding ultra-low-cost solutions for India.

- **Harnessing Private Sector Expertise for Incubator Setup** - To ensure professional management of Government sponsored / funded incubators, Government will create a policy and framework for setting-up of incubators across the country in public private partnership.
- **Building Innovation Centres at National Institutes** - In order to augment the incubation and R&D efforts in the country, the Government will set up/ scale up 31 centres (to provide facilities for over 1,200 new Startups) of innovation and entrepreneurship at national institutes
- **Setting up of 7 New Research Parks Modelled on the Research Park Setup at IIT Madras** - The Government shall set up 7 new Research Parks in institutes with an initial investment of INR 100 crore each. The Research Parks shall be modelled based on the Research Park setup at IIT Madras.
- **Promoting Startups in the Biotechnology Sector** - 5 new Bio-clusters, 50 new Bio-Incubators, 150 technology transfer offices and 20 Bio-Connect offices will be set up in research institutes and universities across India. BIRAC AcE Fund in partnership with National and Global Equity Funds (Bharat Fund, India Aspiration Fund amongst others) will provide financial assistance to young Biotech Startups.
- **Launching of Innovation Focused Programs for Students** - An innovation core program targeted at school kids aims to source 10 lakh innovations from five lakh schools, out of which the best 100 would be shortlisted and showcased at an Annual Festival of Innovations, to be held in Rashtrapati Bhavan. A Grand Challenge program called NIDHI (National Initiative for Developing and Harnessing Innovations) shall be instituted through Innovation and Entrepreneurship Development Centres (IEDCs) to support and award INR 10 lakhs to 20 student innovations. Uchhattar Avishkar Yojana, a joint MHRD-DST scheme has earmarked Rs. 250 crores annually to foster "very high quality" research amongst IIT students.
- **Annual Incubator Grand Challenge** - The government will identify and select ten incubators, evaluated on pre-defined Key Performance Indicators (KPIs) as having the potential to become world class, and give them Rs.10 crore each as financial assistance to ramp up their infrastructure



Startup Recognition & Tax Exemption

Source Start-up India

Startup Recognition:

Under the Startup India Action Plan, startups that meet the definition as prescribed under [G.S.R. notification 127 \(E\)](#) are eligible to apply for recognition under the program. The Startups have to provide support documents, at the time of application.

Eligibility Criteria for Startup Recognition:

- The Startup should be incorporated as a private limited company or registered as a partnership firm or a limited liability partnership
- Turnover should be less than INR 100 Crores in any of the previous financial years
- An entity shall be considered as a startup up to 10 years from the date of its incorporation
- The Startup should be working towards innovation/ improvement of existing products, services and processes and should have the potential to generate employment/ create wealth. An entity formed by splitting up or reconstruction of an existing business shall not be considered a "Startup"

For more details, please refer to the attached notification [here](#)

[Click here for submitting your application for recognition as a Startup](#)

[Click here to retrieve and continue filling your saved application](#)

[Edit Application](#)

[Click here to view entities recognised by DIPP as Startups](#)

Startup India: 80 IAC Tax exemption:

Post getting recognition a Startup may apply for Tax exemption under section 80 IAC of the Income Tax Act. Post getting clearance for Tax exemption, the Startup can avail tax holiday for 3 consecutive financial years out of its first ten years since incorporation.

Eligibility Criteria for applying to Income Tax exemption (80IAC):

- The entity should be a recognized Startup
- Only Private limited or a Limited Liability Partnership is eligible for Tax exemption under Section 80IAC
- The Startup should have been incorporated after 1st April, 2016
- Refer to the attached notification for details [here](#)

[Apply for Income Tax Exemption under Section 80IAC of the Income Tax Act](#)

[Application status](#)

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Startup India: Tax Exemption under Section 56 of the Income Tax Act (Angel Tax)

Post getting recognition a Startup may apply for Angel Tax Exemption.

Eligibility Criteria for Tax Exemption under Section 56 of the Income Tax Act:

- The entity should be a DPIIT recognized Startup
- Aggregate amount of paid-up share capital and share premium of the Startup after the proposed issue of share, if any, does not exceed INR 25 Crore.

Refer to the attached notification for details [here](#)

(The new Declaration form for Section 56 exemption will be made live shortly)

[Apply for Angel Tax Exemption for Investments above Fair Market Value under Section 56 of the Income Tax Act](#)

[Application status](#)

[Validate Certificate Number / Entity Name](#)

Disclaimer

- Department of Industrial Policy and Promotion, Ministry of Commerce and Industry has not appointed any Agency/Representative/ Franchise for DPIIT Certificate of Recognition for Startups.
- Application for Startup India Certificate of Recognition should be filed by the Startup on its own, using own details/ mobile No./ email.
- Ministry of Commerce and Industry does not charge any fee for DPIIT Certificate of Recognition for Startups.
- Any charging of fees for Recognition for Startups is illegal and will invite appropriate legal action.

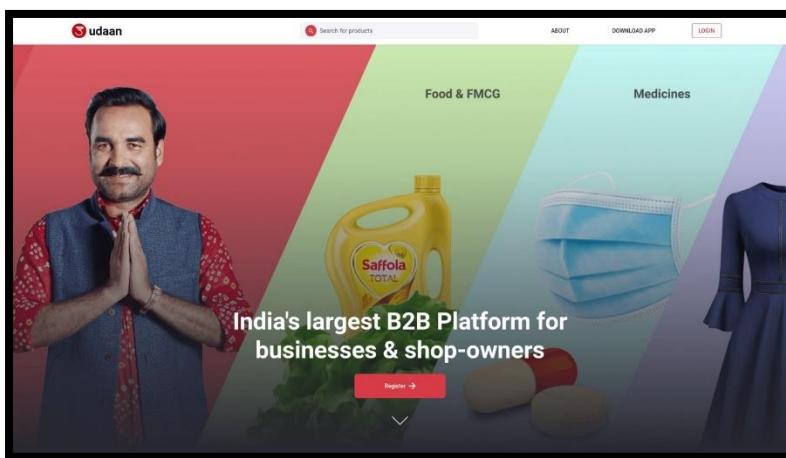


Top Indian Startups to Watch in 2021

India is known for many things, a bustling tech support sector, being one of the most populous countries on earth, and its amazing cuisine. Despite this, India has a very active and fast-growing startup ecosystem. The country is currently home to around 38,000 different Indian startups and there are also currently more than 5,000 investors that are currently active in the Asian country. The ecosystem in India is also said to be the third-largest in the world, with the country having created 38 unicorns as of January 2021. This shows that that is a lot of top Indian startups to watch in 2021.

India's startups aren't strangers to attracting outside investment. Despite the complications of the COVID-19 pandemic, the country's startups managed to raise a cumulative \$10 Billion in funding during 2020, which is a marked increase from the \$6.6 Billion raised in 2018. This indicates rapid growth in the Indian startup ecosystem. Down below, you can see a list of the 21 tops Indian startups to watch in 2021.

Udaan



Udaan is an Indian startup that is currently based in Bangalore, India. The company's offering centres around creating an environment for goods manufacturers, tradespeople, and wholesalers under one roof. This means that a business can access most of the services they need, all in one place. Their

platform even comes with a live chat feature that allows the users to interact with each other in a variety of different languages. Their platform is making the B2B environment in India, easier and more convenient.

Since being founded in 2016, Udaan has attracted a lot of attention from a variety of investors. A grand total of thirteen investors have collectively pledged a massive \$1.2 Billion to the business during its five years in operation. One of these investors includes the Chinese technology company Tencent. The company has also made its own investment, putting money into the restaurant startup PetPooja at the start of 2020, making Udaan one of the most exciting startups in India.

Year Founded: 2016

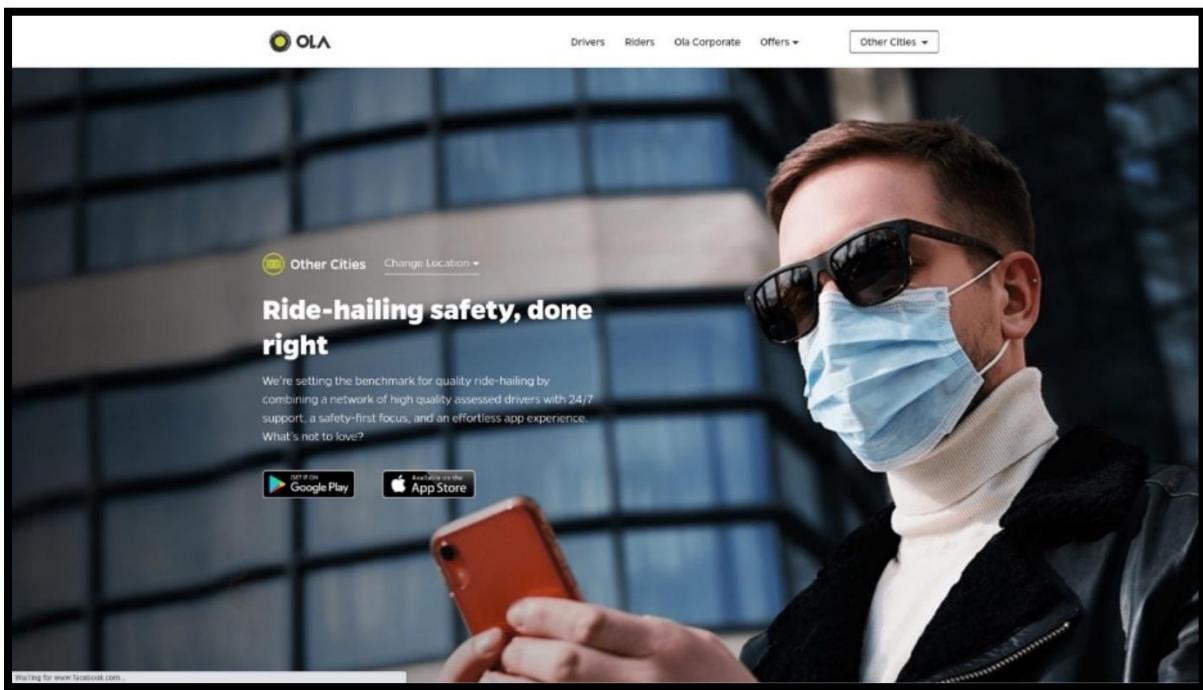
HQ: Bangalore, Karnataka, India

Size: 5001-10,000

Founder(s): Amod Malviya, Sujeet Kumar, Vaibhav Gupta

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Ola



Ola is an Indian startup that is based in Koramangala, India. You might be thinking that they're just another Uber clone, but you couldn't be further from the truth. Whilst the company does offer cab-hailing as one of its features, they also offer a way to hire bikes, busses, and much more. All of this can be done from the convenience of the company's mobile app, making getting around India and other locations much easier for customers.

Ola has been very active in attracting investment and even making its own acquisitions. The company has received a total of \$3.8 Billion in investment funding from 44 different investors through a series of different funding rounds. So far, the company has also made six acquisitions over the years, with other transport and tech startups becoming a part of the company's brand. The level of funding and current success makes Ola one of the most interesting startups in India during 2021.

Year Founded: 2010

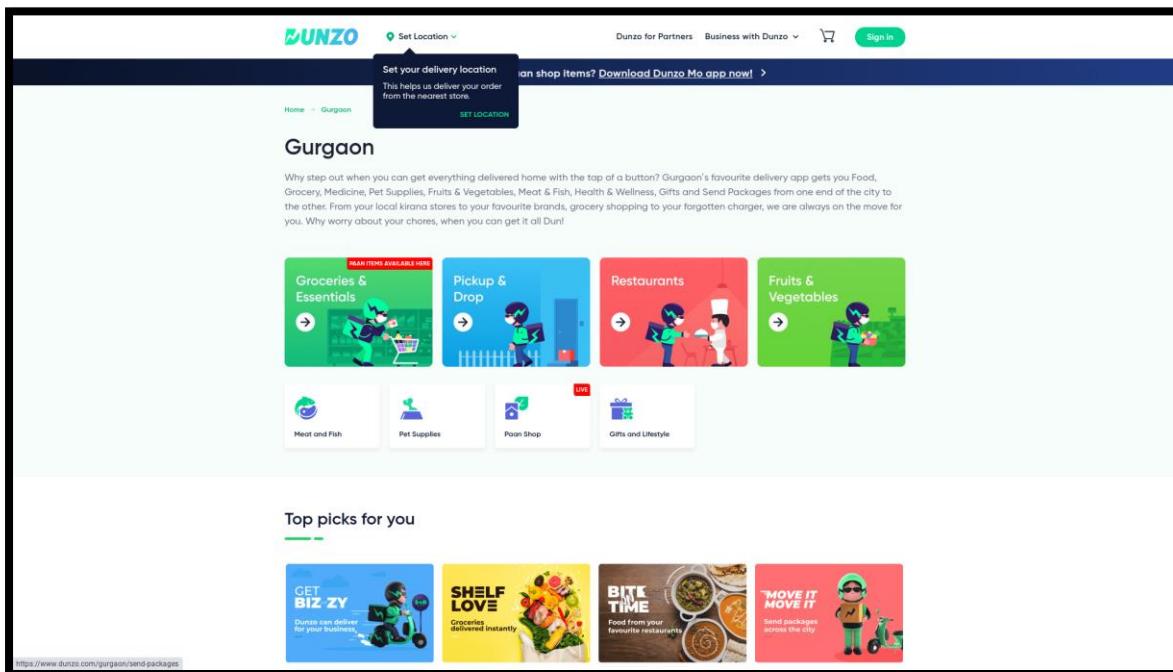
HQ: Koramangala, Karnataka, India

Size: 5001-10,000

Founder(s): Ankit Bhati, Bhavish Aggarwal

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Dunzo



Dunzo is a delivery and e-commerce startup that is currently based in Bangalore, India. The company's offering features a delivery app that aims to focus on a hyper-local level. This means that customers will be linked with local delivery providers and businesses so that they can expand their online presence. For instance, customers can get groceries, medicine, pet supplies, and much more delivered to their homes.

Dunzo has attracted a great deal of investment from a large group of well-known investors. Dunzo has managed to raise a significant \$128.4 Million from a group of 24 investors that include the likes of Google and Lightbox. With the current COVID-19 pandemic, delivery services are seeing more use than ever and this trend will surely help Dunzo grow in the near future as one of the premier India startups.

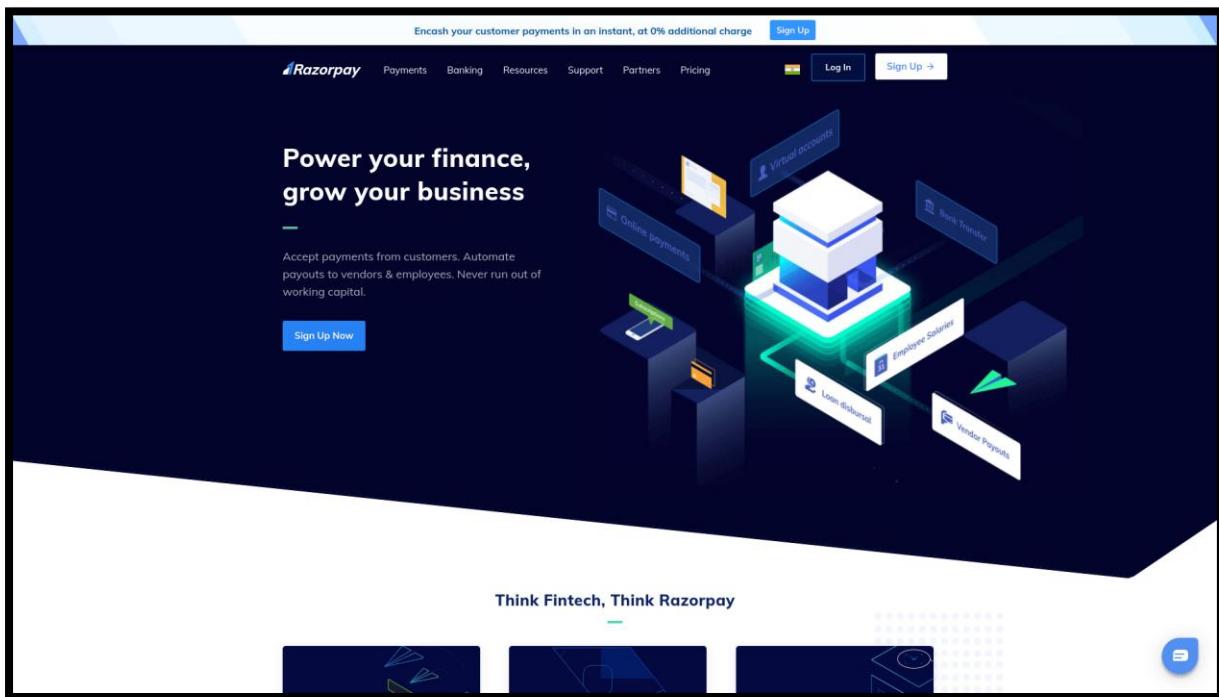
Year Founded: 2015

HQ: Bangalore, Karnataka, India

Size: 1001-5000

Founder(s): Ankur Aggarwal, Dalvir Suri, Kabeer Biswas, Mukund Jha

Razorpay



Razorpay is an Indian startup that was founded in 2014 and is currently headquartered in Bangalore, India. The company provides a platform for businesses to make and take payments through their online platform. Users will be able to make payments in a variety of different modes, including debit and credit cards, online banking, and various payment wallet platforms. This makes the process of taking payments much easier for business.

Razorpay's business model and product offering have been validated by the mammoth investment they have received. The company has received a total of \$366.6 Million from a group of 29 investors to further the growth of its startup. The company has also been active in the acquisitions market, having taken over Opfin and ThirdWatch in 2019. Razorpay has become one of the most exciting and rapidly growing examples of the success of India startups.

Year Founded: 2014

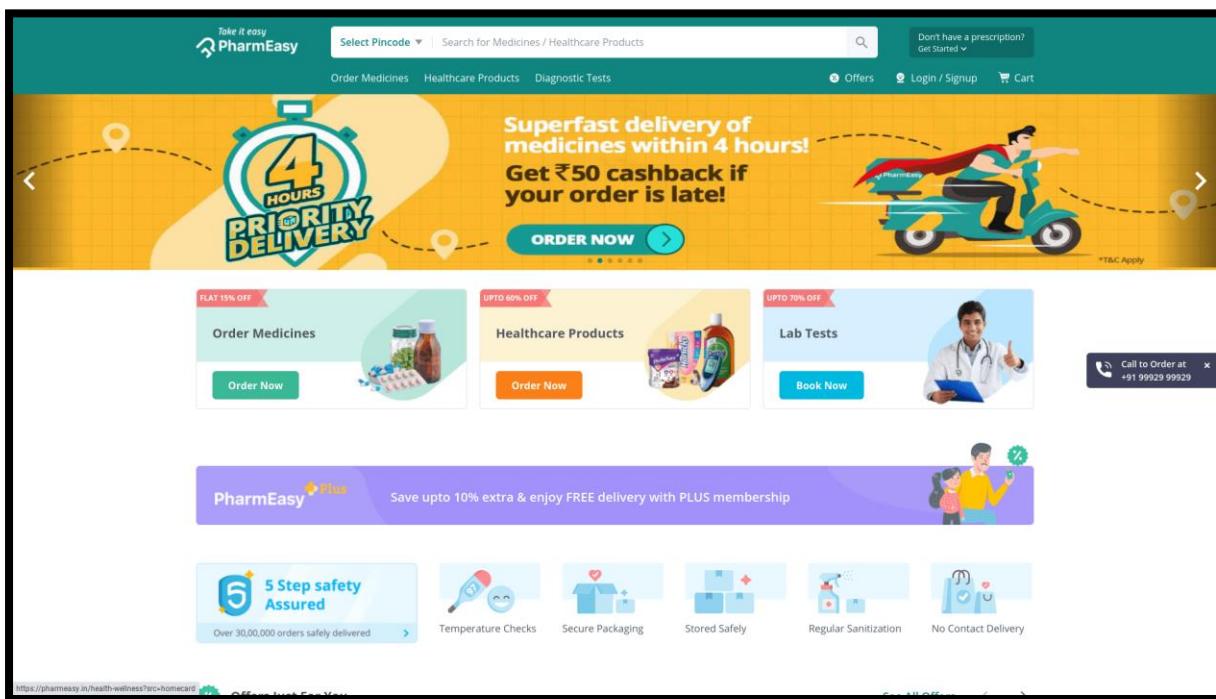
HQ: Bangalore, Karnataka, India

Size: 1001-5000

Founder(s): Harshil Mathur, Shashank Kumar

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PharmEasy



PharmEasy is a healthcare technology startup that is currently based in Mumbai, India, and was founded in 2015. The company's offering revolves around providing their customers with medicine delivery services, the collection of tests from diagnostic samples, and healthcare consultations that are carried out remotely. This is a very important offering in India currently as the COVID-19 pandemic continues to massively impact the country.

The company has seen massive success in terms of attracting outside investment. So far, the company has received \$651.5 Million in funding from a group of 25 investors. The company has also had one count of activity in the acquisitions market, completing a takeover of fellow Indian medical startup Medlife in 2020 for \$235 Million.

Year Founded: 2016

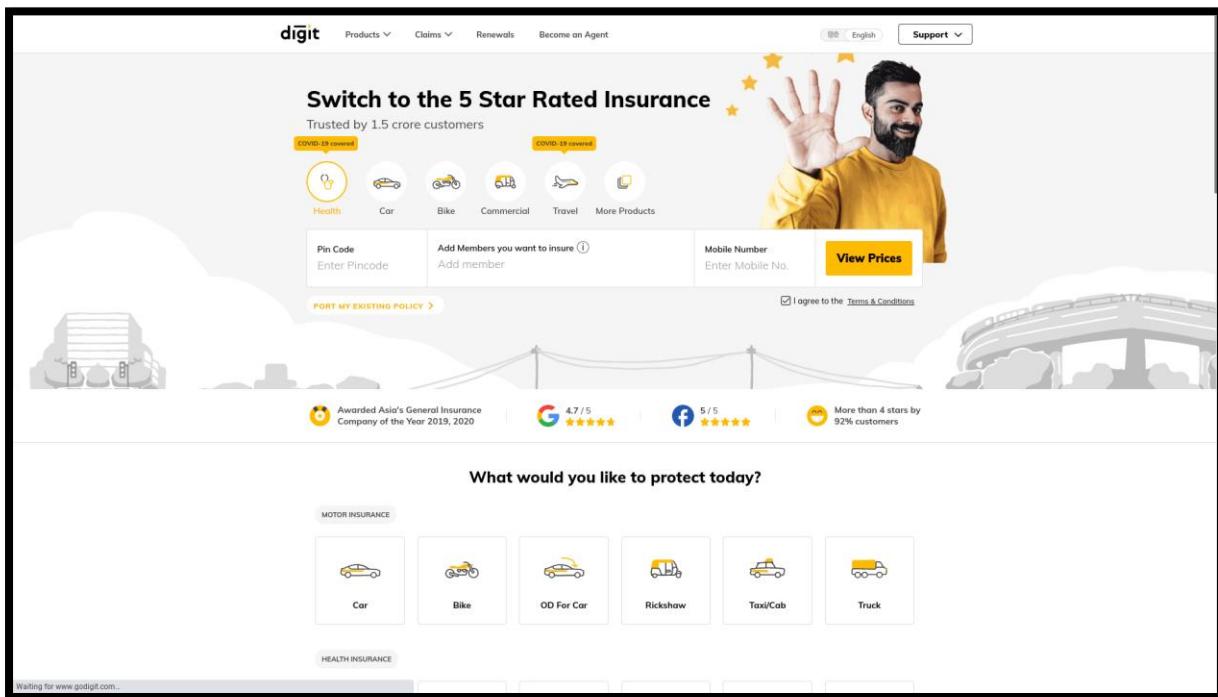
HQ: Mumbai, India

Size: 501-1000

Founder(s): Dharmil Sheth, Dhaval Shah, Mikhil Innani

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Digit Insurance



Digit Insurance is an Indian startup in the insurance sector that was founded in 2016 and is currently headquartered in Bangalore, India. The company aims to make insurance much easier for the general population by restructuring the way pricing works and changing the way people actually buy insurance products. So far, they have been achieving rave reviews, which shows that what they're doing is working.

Digit Insurance has received a large amount of funding from a small group of four investors which includes Fairfax Group. In total, Digit Insurance has raised \$244.5 Million since being founded five years ago and the company has had some activity in buying out other companies- taking over the fellow Indian insurance startup ITI Reinsurance for \$72.8 Million in 2018. Although, they haven't made any other moves since then.

Year Founded: 2016

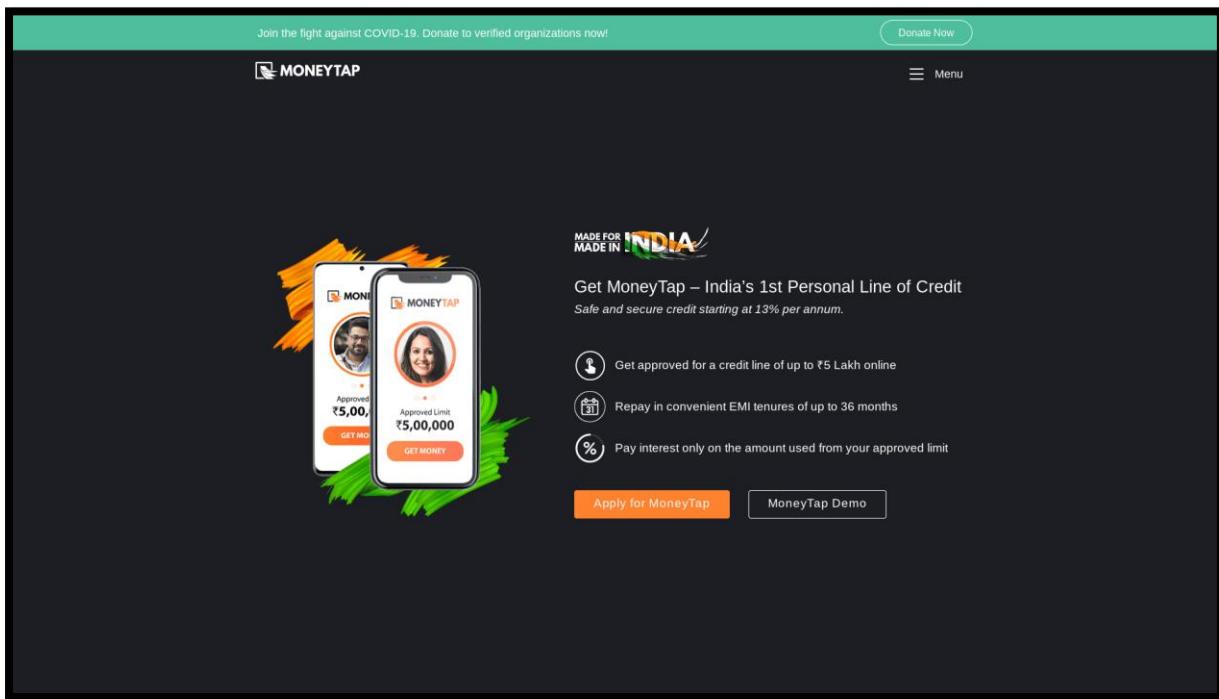
HQ: Bengaluru, Karnataka, India

Size: 1001-5000

Founder(s): Kamesh Goyal

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MoneyTap



MoneyTap is an Indian startup that is based in Bangalore, India. The company was founded in 2015 and since then has developed a solution that provides its customers with a flexible, personal credit line- all from the convenience of an app. You can have up to 36-months to pay it back in certain circumstances. This can be a really great help for people and the company does it in a way that's fair.

So far, the company has managed to get a substantial amount of startup funding, with \$40.3 Million being raised from a group of six investors. Convenience is key in the modern world and MoneyTap has that in buckets, which will see them through 2021 and the future. Providing easy credit to the financially disadvantaged makes MoneyTap a premier example of India's startups.

Year Founded: 2015

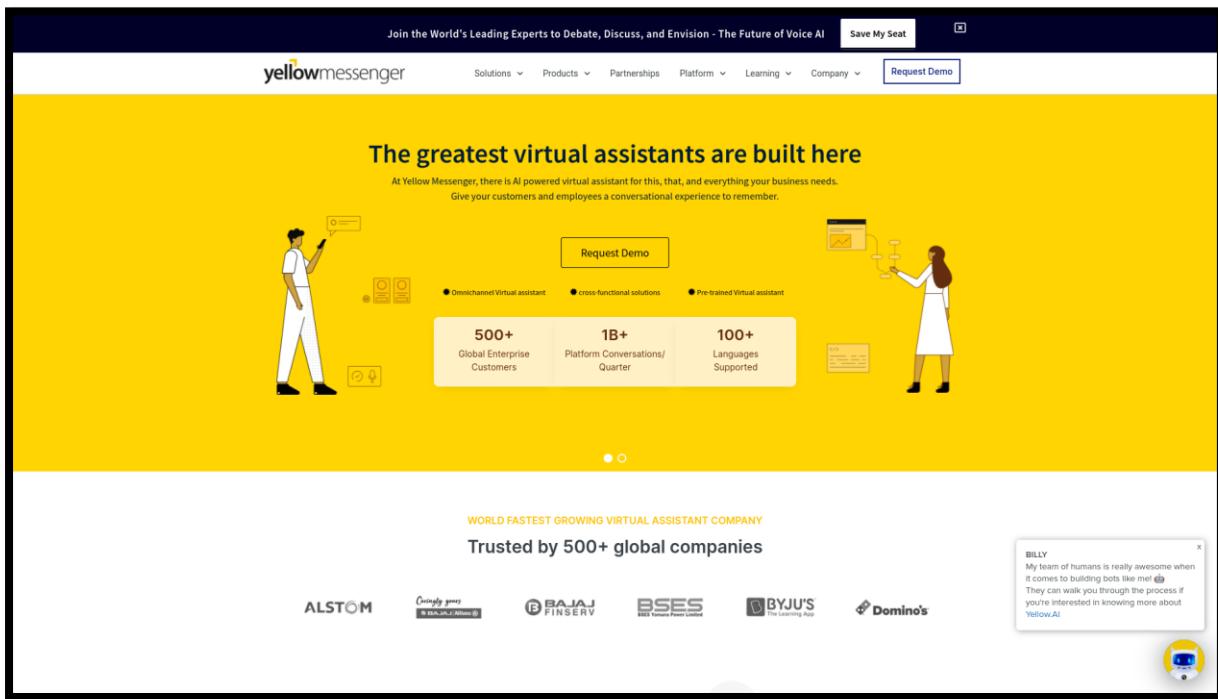
HQ: Bangalore, India

Size: 101-250

Founder(s): Anuj Kacker, Bala Parthasarathy, Kunal Varma

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Yellow Messenger



Yellow Messenger is an AI-based technology startup that is based in Bangalore, India, and was founded in 2016. The company's primary offering takes the form of providing AI-driven customer engagement solutions to be used in conjunction with instant messaging platforms that the business may use. For instance, Google, WhatsApp, and Slack. They even provide advanced solutions for Virtual Assistants.

Since being founded in 2016, Yellow Messenger has amassed a respectable sum of investment, which stands at \$24 Million. This money was raised from a group of three investors including Lightspeed Venture Partners and Microsoft Accelerator Bangalore. This investment and the reputation of the investors show their faith in the business model of Yellow Messenger.

Year Founded: 2016

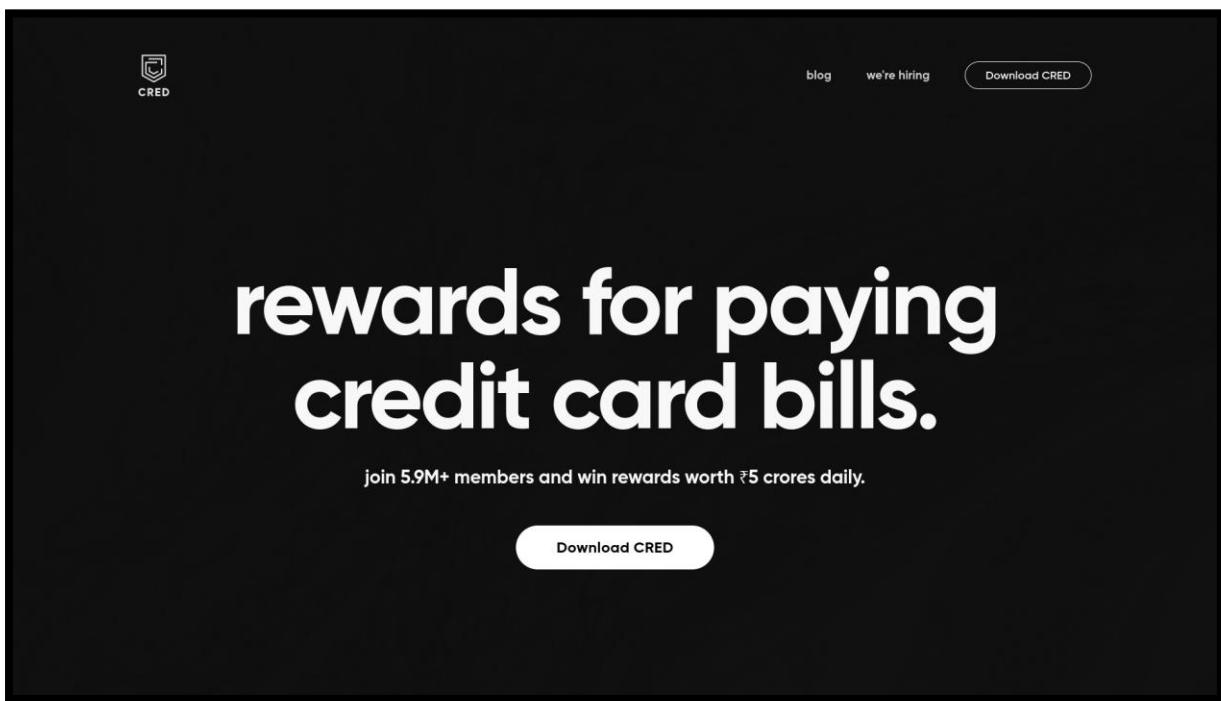
HQ: Bangalore, Karnataka, India

Size: 251-500

Founder(s): Anik Das, Jaya Kishore Reddy Gollareddy, Raghu Kumar, Rashid Khan

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CRED



CRED is an Indian startup that is based in Bangalore, India and was founded in 2018. The company seeks to incentivize credit card users to pay their credit card bills on time. This is achieved through rewards of financial value being paid for each time this happens. There is also a range of features to help people manage their credit card spending. Finally, customers will also get access to a range of credit and products from leading brands.

CRED has received a massive amount of funding in the three short years that they have been operating. In total, this funding stands at \$471.2 Million and was raised by a group of 28 different investors, which includes the American company, Insight Partners. Rewarding people for managing their finances is a good USP and these investors clearly believe that too.

Year Founded: 2018

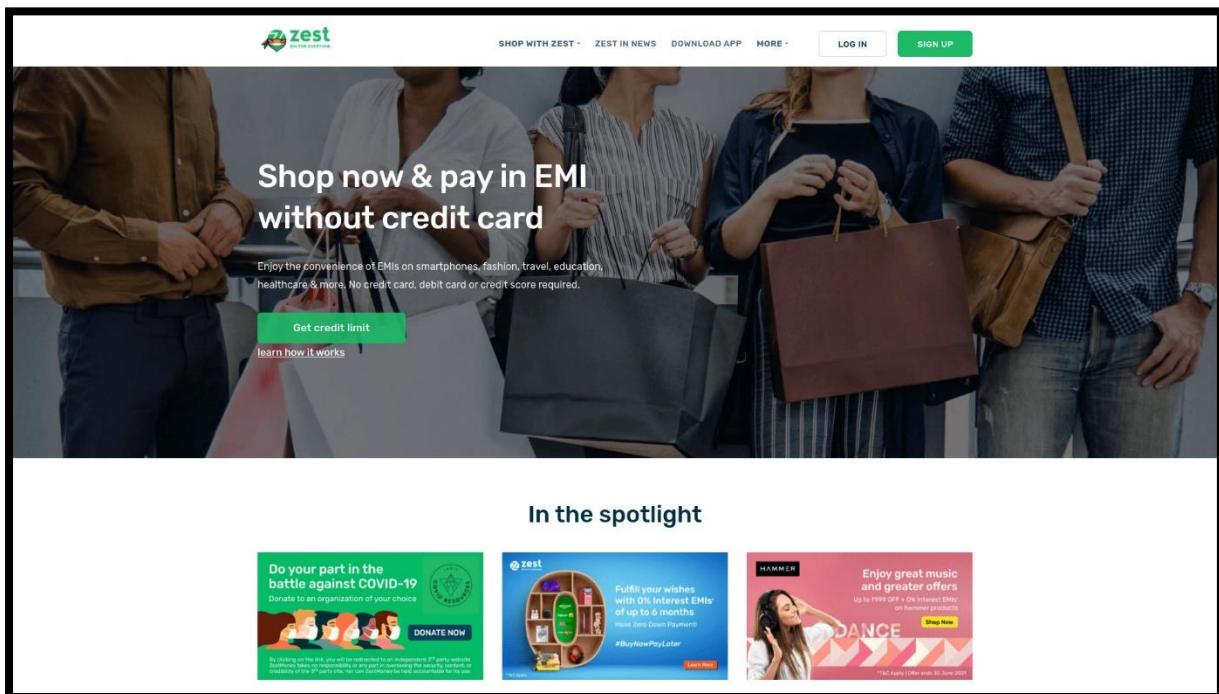
HQ: Bangalore, Karnataka, India

Size: 251-500

Founder(s): Kunal Shah

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ZestMoney



ZestMoney is a fintech startup that was founded in 2015 and is currently headquartered in Bangalore, India. The company wanted to make the process of shopping and paying in EMI much easier for those who didn't have access to a credit card, or maybe don't have a good credit score. This made the process of using EMI available for millions of people across India.

ZestMoney has already seen a notable amount of investment in the six years since it was set up. At the time of writing, the company has managed to amass an investment total of \$68.4 Million, from a group of 14 investors. Notably, some of these investors include Goldman Sachs and the cryptocurrency platform Coinbase.

Year Founded: 2015

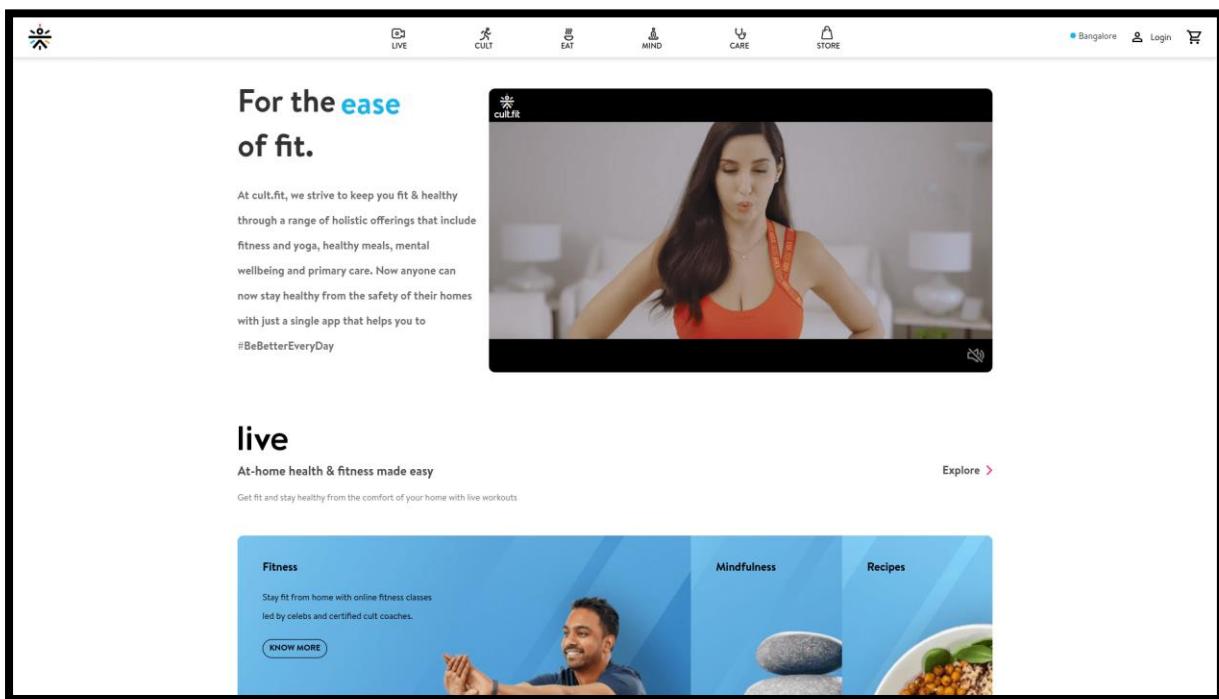
HQ: Bangalore, Karnataka, India

Size: 101-250

Founder(s): Ashish Anantharaman, Lizzie Chapman, Priya Sharma

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Cult.fit



Cult.fit is a healthcare technology startup that was founded in 2016 and is currently based in Bangalore, India. The company seeks to make fitness more fun and much easier by offering a blend of online and offline learning resources related to the topics of fitness, nutrition, and mental health wellbeing. This even includes things like yoga. As modern life becomes busier, being able to have all of these things under one roof makes things a lot easier.

Cult.fit has received a massive amount of support in terms of investment, with the company having gained \$404.6 Million from a group of 32 investors. It should be noted that one of these investors includes Unilever. The company has also been active in the investments and acquisitions market, making one investment and acquiring eight different companies. It is likely that they will continue to go to new heights in 2021.

Year Founded: 2016

HQ: Bangalore, Karnataka, India

Size: 101-250

Founder(s): Ankit Nagori, Mukesh Bansal

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Coolberg



Coolberg is a craft beer startup that was founded in 2016 and is currently headquartered in Mumbai, India. The company is based around catering to the growing market for non-alcoholic beer as more people reflect on their drinking habits. The company prides itself on its high-quality marketing and the great taste of its beers.

So far, the company has received a respectable level of outside investment, with \$3.5 Million being given to the company for further development and growth. These investors are seven in number and it looks likely that the company will continue to grow in 2021.

Year Founded: 2016

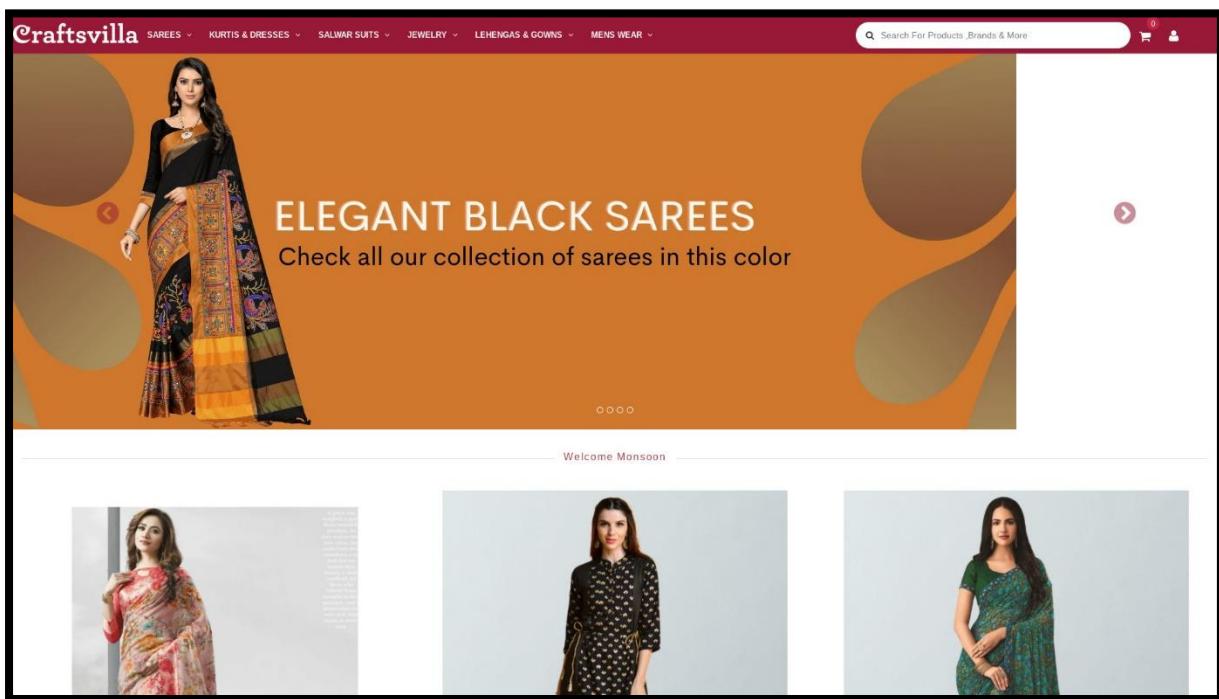
HQ: Mumbai, India

Size: 101-250

Founder(s): Pankaj Aswani, Yashika Keswani

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Craftsvilla



Craftsvilla is an e-commerce and fashion startup that was founded in 2011 and is currently based in Mumbai, India. The company is based around providing customers with authentic Indian fashion items from small businesses and individual designers. This gives smaller businesses a chance to break out into the fashion market.

So far, the company has gained a good amount of investment at \$62.7 Million that was raised from a group of five investors. One of these investors is Lightspeed Venture Partners. The company has also been very active in terms of acquisitions, having taken over three different companies since 2011. They were all other technology startups.

Year Founded: 2011

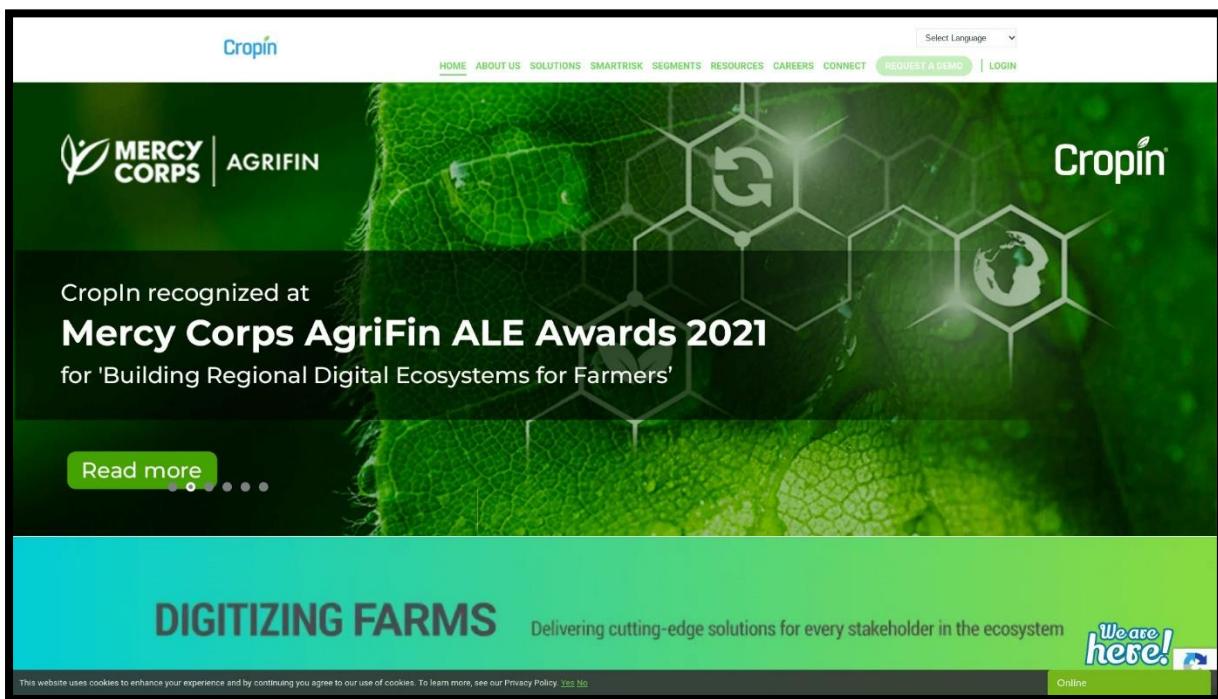
HQ: Mumbai, India

Size: 101-250

Founder(s): Bhavik Jhaveri, Manoj Gupta, Monica Gupta, Sarvajeet Chandra

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CropIn



CropIn is an agricultural technology startup that was founded in 2010 and is currently headquartered in Bangalore, India. The company has won awards for its work in making farms digital and building the digital infrastructure for farmers. Their solutions include remote sensors, AI functionality, and analytics to drive efficiency in farming. Which is currently a big issue when considering global sustainability.

CropIn has received a healthy level of investment from outside sources, with the company receiving \$32.6 Million from twelve different investors. Interestingly, one of the investors behind their business is the Bill and Melinda Gates Foundation. With their focus on bringing farming into the modern age, it is likely that the desire for CropIn's services will only increase.

Year Founded: 2010

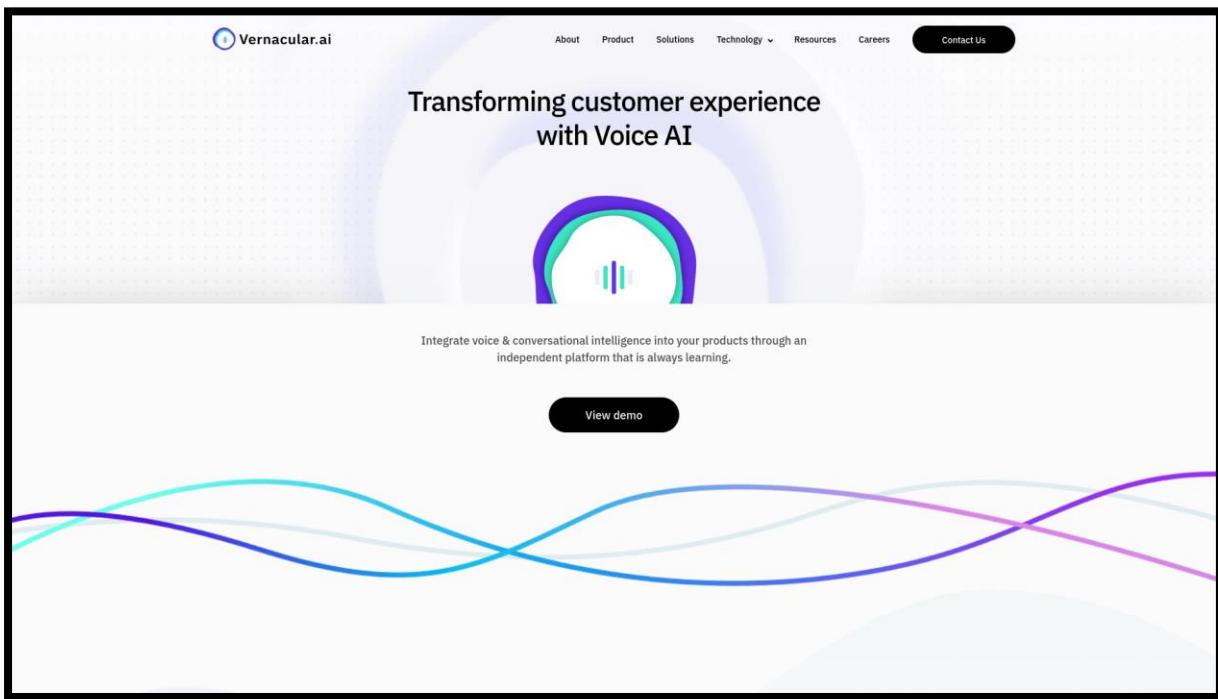
HQ: Bangalore, Karnataka, India

Size: 101-250

Founder(s): Krishna Kumar

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Vernacular.ai



Vernacular.ai is an AI-based software startup that was founded in 2016 and is currently headquartered in Bangalore, India. The company offers an automated call center solution that utilizes AI to work. Improved speech recognition capabilities among other features improve engagement with customers and the operations of your contact center.

So far, Vernacular has raised a respectable \$5.1 Million in funding from a group of seven investors. They've achieved this total through four rounds of fundraising. With this backing and the demand for call centres increasing, the company is likely to continue succeeding throughout 2021.

Year Founded: 2016

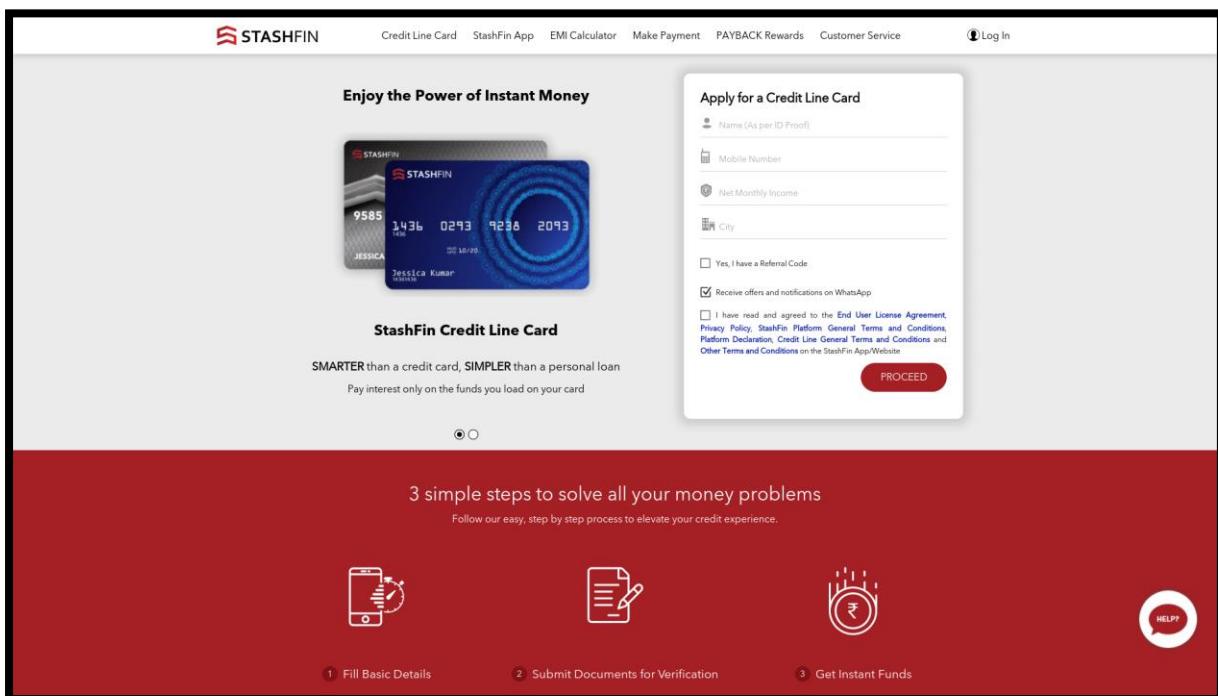
HQ: Bangalore, Karnataka, India

Size: 51-100

Founder(s): Akshay Deshraj, Manoj Sarda, Sourabh Gupta

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Stashfin



Stashfin is a fintech startup that is based in New Delhi, India, and was founded in 2016. Since then, the company has broken into the finance space with its offering of digital lending. The whole point of their business model is that you get your money quickly and easily. You can even get your line of credit converted into the form of a card- meaning you don't have to worry about day-to-day transactions.

To date, the company has received significant support in terms of startup funding- with \$75 Million being raised in five years. This funding was achieved because of a group of 14 investors, across three rounds of funding.

Year Founded: 2016

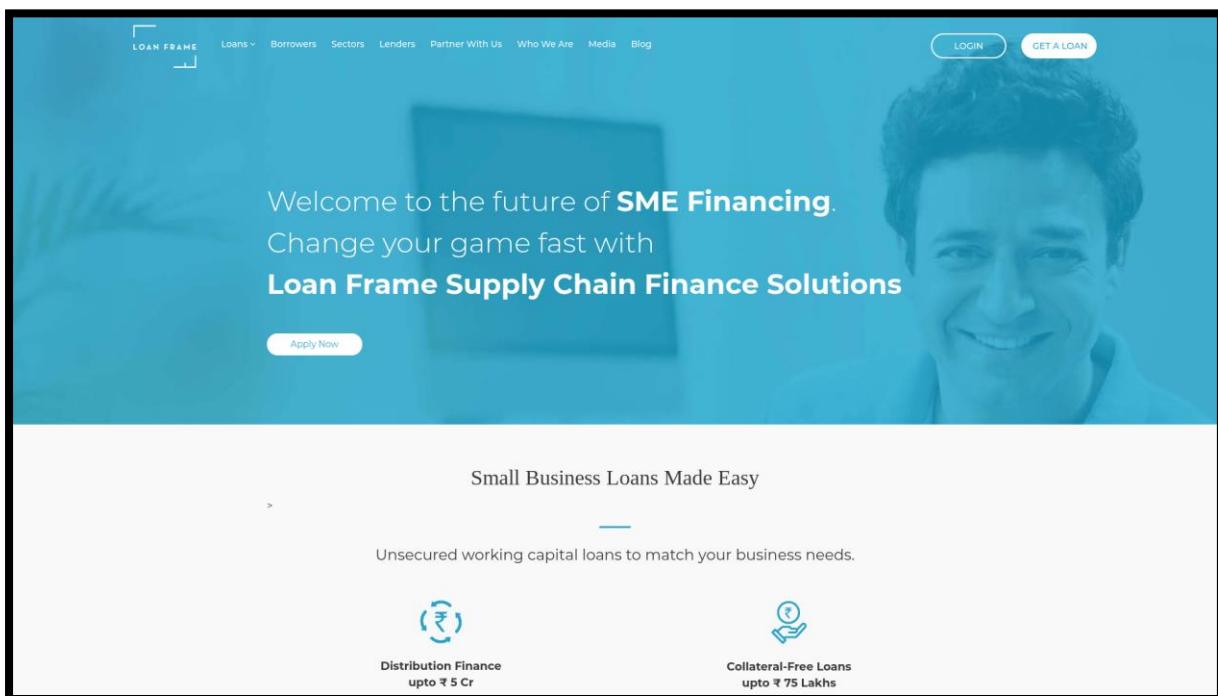
HQ: New Delhi, India

Size: 51-100

Founder(s): Tushar Aggarwal

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Loan Frame



Loan Frame is a fintech startup that is based in New Delhi, India. The company was founded in 2015 and since then has gone on to offer easy and fast loans for small businesses. They even have specialist products available for supply chain finance and inventory finance amongst others. The company has made it much easier for small businesses to operate in India, which has been key to their early success.

To date, Loan Frame has managed to raise a good sum of money to further the development of their business. So far, they've managed to raise \$12.3 Million in startup funding from a pair of investors.

Year Founded: 2015

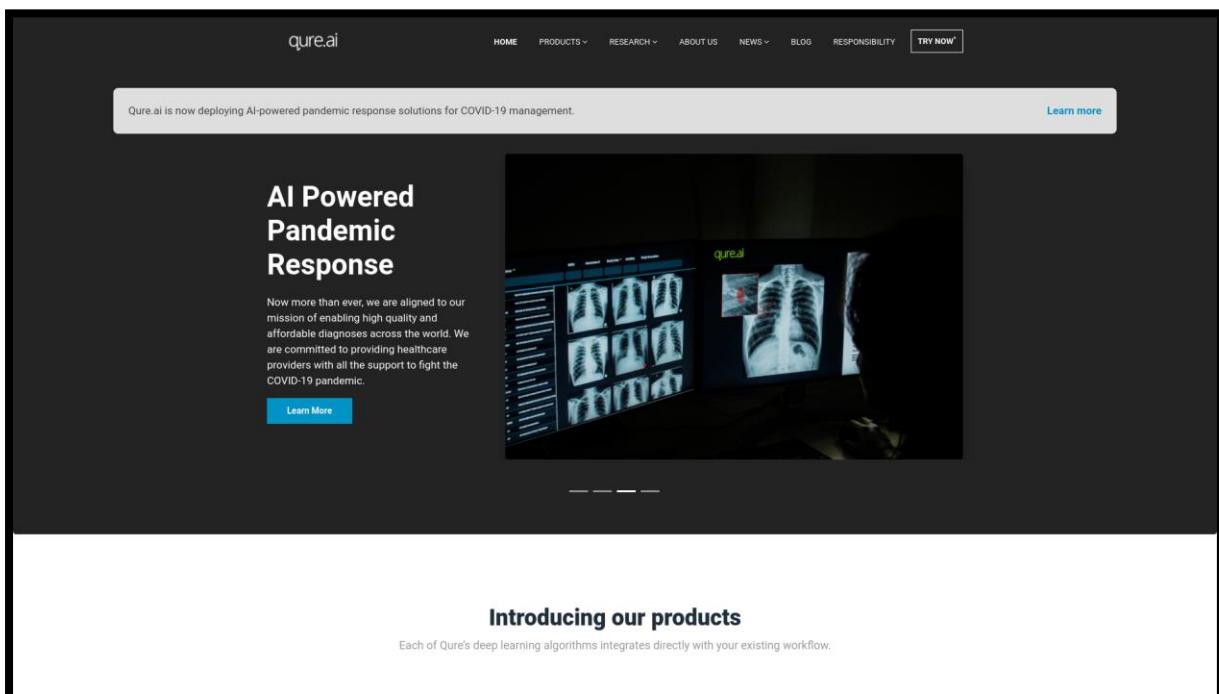
HQ: New Delhi, Delhi, India

Size: 11-50

Founder(s): Akshun Gulati, Rishi Arya, Shailesh Jacob

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Qure AI



The screenshot shows the Qure.ai website homepage. At the top, there's a navigation bar with links for HOME, PRODUCTS, RESEARCH, ABOUT US, NEWS, BLOG, RESPONSIBILITY, and a prominent 'TRY NOW' button. Below the navigation, a banner states 'Qure.ai is now deploying AI-powered pandemic response solutions for COVID-19 management.' with a 'Learn more' link. The main section features a heading 'AI Powered Pandemic Response' and a paragraph about their mission to enable high quality and affordable diagnoses. It includes a 'Learn More' button and an image of a computer monitor displaying multiple lung X-ray images with AI analysis overlaid. Below this, a large white box contains the heading 'Introducing our products' and a subtext stating 'Each of Qure's deep learning algorithms integrates directly with your existing workflow.'

Qure AI is a healthcare technology startup that utilizes artificial intelligence. The company uses these algorithms to better facilitate and conduct reviews of any medical imaging that is done for a patient. This means that doctors will have to spend less time conducting routine medical work, which leaves them with the time to personally cater to their patient's needs. This presents benefits for both the healthcare providers and the end-users.

So far, a pair of investors have shown their faith in the company's offering. To date, Qure AI has managed to raise \$16 Million in their one and only funding round. The company is also working to fight the COVID-19 pandemic, with AI-driven pandemic response suites being offered to healthcare authorities.

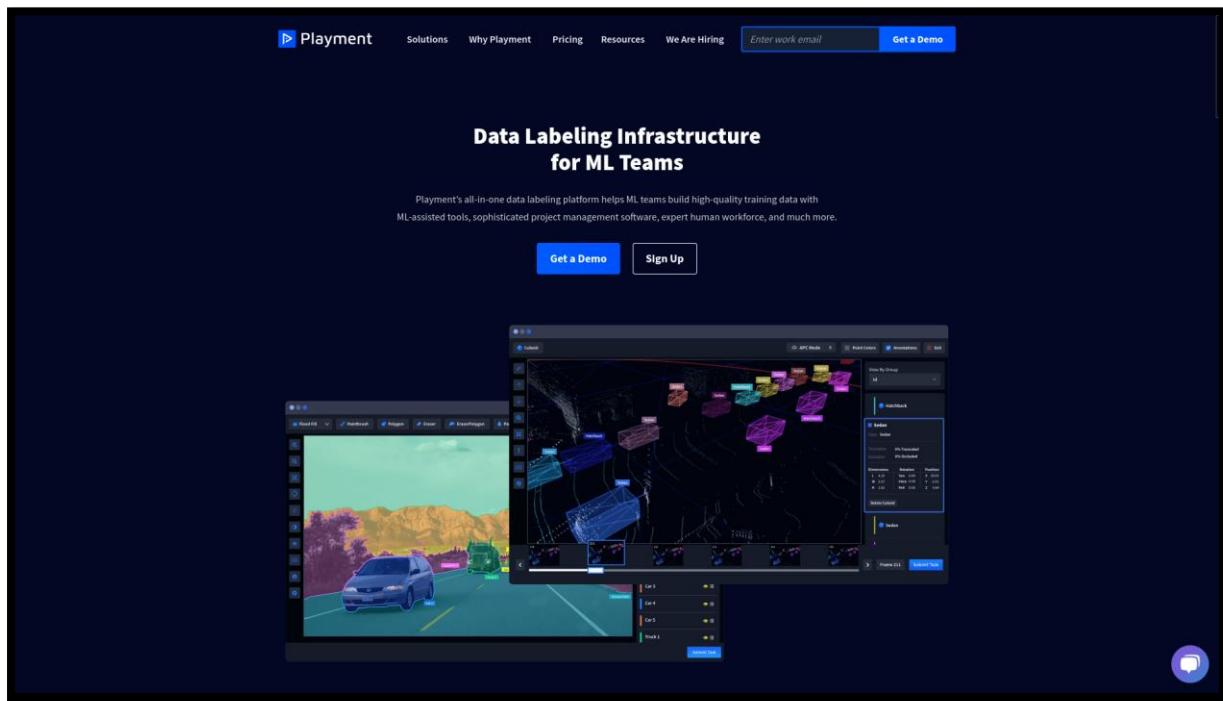
Year Founded: 2016

HQ: Mumbai, India

Size: 11-50

Founder(s): Prashant Warier

Playment



Playment is an AI-powered software startup that is based in Bangalore, India. Since the company was founded in 2015, they have built solutions for businesses in mapping, self-driving vehicles, and drone spaces. Their offering is based on their high-quality data labelling and annotating services.

So far, the company has seen backing and validation of their offering by virtue of the \$2.5 Million in startup funding that they've raised. This funding was accumulated from a group of six investors, including Google Launchpad Accelerator and Y Combinator. These are well-respected investors and they've surely seen something that they like.

Year Founded: 2015

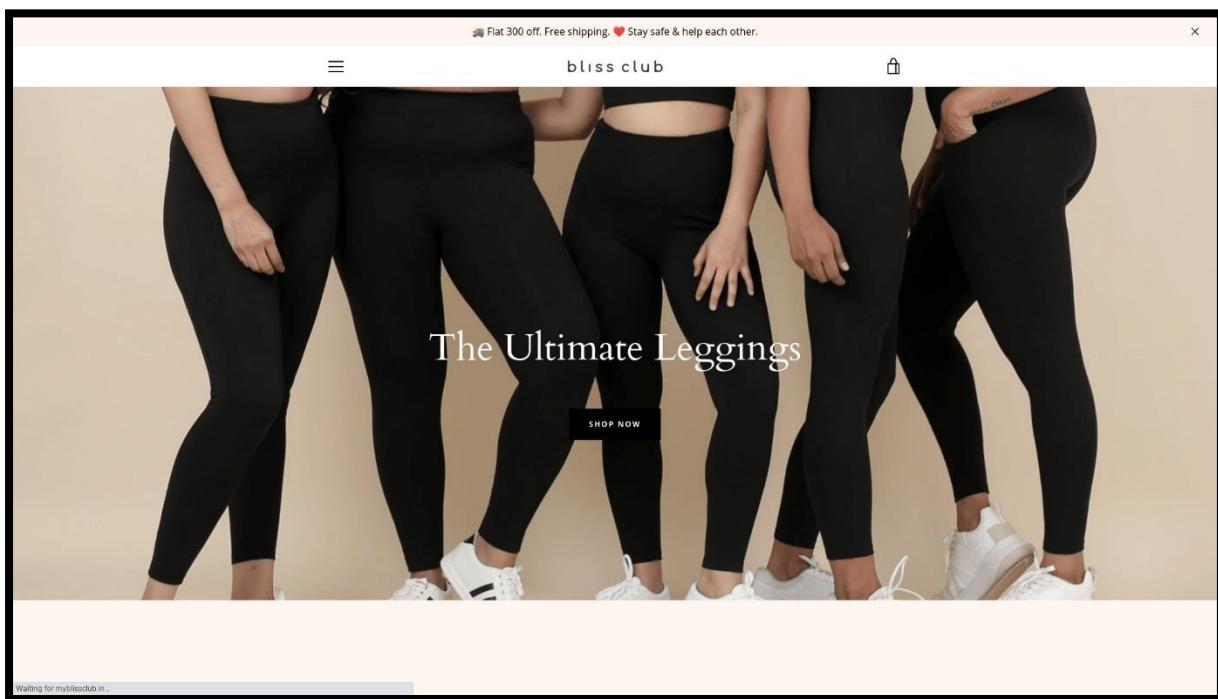
HQ: Bangalore, Karnataka, India

Size: 11-50

Founder(s): Ajinkya Malasane, Akshay Lal, Siddharth Mall

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BlissClub



Blissclub is a fashion startup that is based in Bangalore, India. The reputational and marketing standpoint for the company is that they are the local community's first women's sportswear brand. They want to make sure that women can focus on both style and practicality at the same time- rather than having to sacrifice one over the other.

So far, the company has seen some success with attracting outside investment. So far, they have managed to raise a total of \$2.3 Million from a group of seven investors. The company is expanding into a growing market in India and it is likely that they will continue to succeed in 2021 and beyond.

Year Founded: 2019

HQ: Bangalore, Karnataka, India

Size: 1-10

Founder(s): Minu Margeret

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MYBK



MYBYK is a software startup that is currently based in Ahmedabad, India. The company was founded in 2014 and operates an app that allows people to rent and share their bikes with others. The company is the first of its kind in India and it's currently riding the wave of that success. All you have to do is get the app, and then you will be able to find an MYBYK hub and pick up your new bike.

So far, the company has managed to attract investment to further its growth. A pair of investors have pledged a cumulative \$1 Million to the company's efforts during its seed funding round. Avon Cycles, one of the largest bike manufacturers in India was one of those investors.

Year Founded: 2014

HQ: Ahmedabad, Gujarat, India

Size: 1-10

Founder(s): Arjit Soni

Top 10 Most Profitable Startups in India

Startups are a great way for investors to make profits, where there is no fierce competition and the creators of an idea can realize it with the support of influential and wealthy people. New products and developments appear in the world regularly, but the most successful of them have already made a place for themselves in the business world. We decided to present to you the Top 10 Most Profitable Startups in India.

Startup India Initiative by Government Of India

Startup India is an initiative of the Government of India. The campaign was first announced by Indian Prime Minister, Narendra Modi during his speech on August 15, 2015.

The action plan of this initiative focuses on three areas:

- Simplification and Assistance.
 - Funding support and incentives.
 - Industry-Academia Partnership and incubation.

Another area related to this initiative is the removal of restrictive policies of the state government in this area such as License Raj, Land Permissions, Foreign Investment Proposals, and Environmental Clearances. It was organized by the Department of Promotion of Industry and Internal Trade (DPI&IT).

A startup is defined as a company that has its headquarters in India, opened less than 10 years ago, and has an annual turnover of fewer than Rs 100 crores (US\$14 million). Under this initiative, the government has already launched the I- MADE program to help Indian entrepreneurs start 10 lakh (1 million) mobile app start-ups and the MUDRA Bank program (Pradhan Mantri Mudra Yojana), an initiative aimed at providing micro-credit at low-interest rates to entrepreneurs from low socio-economic backgrounds. The initial capital of Rs 20,000 crores (equivalent to Rs 230 billion or US\$3.2 billion in 2019) has been allocated for this program.



10 Most Profitable Startups in India



1. Zerodha

- Head Office: Bengaluru, Karnataka, India
- Founded Year: 2010
- Founders: Nithin Kamath, Nikhil Kamath
- Valuation: \$2 Billion
- Total Funding: \$0

India's largest stockbroking platform launched in 2010 with an aim to make investing in stocks painless and easy. Zerodha has managed to single-handedly change the entire stock trading industry, and that too without even raising any external funding or marketing their product. Today, Zerodha charges just Rs 20 (or 0.03% as commission – whichever is lower) from its customers for each intraday trade

Total Profit in FY21: Rs 1000 Crore

2. Boat Lifestyle

- Head Office: New Delhi, Delhi, India
- Founded Year: 2016
- Founders: Aman Gupta, Sameer Mehta
- Valuation: \$300 Million
- Total Funding: \$116.3 Million

Indian consumer technology startup Boat began selling charging cables in 2016 and broke even in its first year as the market was flooded with Chinese smartphones. Next, the company began launching other products such as earbuds, headphones, and smartwatches, focusing on quality and affordability to appeal to value-oriented Indian consumers. This strategy only accelerated their growth.

Total Profit in FY20: Rs 48.85 Crore

3. CarTrade

- Head Office: Mumbai, Maharashtra, India
- Founded Year: 2010
- Founders: Vinay Sanghi
- Total Funding: \$307.4 Million Before IPO
- Market Cap: Rs 6,790 Crore
- Ticker Symbol: CARTRADE

Founded in 2009, CarTrade is the only profitable online marketplace for used cars. The ten-year-old startup has already filed for an IPO and is expected to go public soon. The company has significantly reduced its losses from \$20 million in FY16 to just \$2 million in FY17. The company became profitable only in FY18, which was achieved through internal restructuring, key acquisitions, and cost-cutting measures.

Car Trade is Currently Listed in Indian Stock Exchanges.

Total Profit in FY21: Rs 85 Crore

4. OfBusiness

- Head Office: Gurgaon, Haryana, India
- Founded Year: 2015
- Founders: Asish Mohapatra, Bhuvan Gupta, Ex Chandranshu Sinha, Nitin Jain, Ruchi Kalra, Srinath Ramakrishnan, Vasant Sridhar
- Valuation: \$1.5 Billion
- Total Funding: \$353.1 Million

Indian consumer technology startup Boat began selling charging cables in 2016 and broke even in its first year as the market was flooded with Chinese smartphones. Next, the company began launching other products such as earbuds, headphones, and smartwatches, focusing on quality and affordability to appeal to value-oriented Indian consumers. This strategy only accelerated their growth.

Total Profit in FY20: Rs 584 Crore

5. Lendingkart

- Head Office: Ahmedabad, Gujarat, India
- Founded Year: 2014
- Founders: Harshvardhan Lunia, Mukul Sachan
- Valuation: \$253 Million
- Total Funding: \$257.5 Million

Founded in 2014, Lendingkart has disbursed \$741 million worth of loans to more than 100,000 small businesses. This fintech startup achieved profitability for the first time in FY19

Total Profit in FY20: Rs 40 Crore

6. Aye Finance

- Head Office: Gurgaon, Haryana, India
- Founded Year: 2014
- Founders: Sanjay Sharma, Vikram Jetley
- Valuation: \$230 Million
- Total Funding: \$261.2 Million

SME lending startup Aye Finance has been profitable for the past three consecutive years, disbursing more than \$538 million worth of loans to more than 200,000 small businesses.

Total Profit in FY20: Rs 39 Crore

7. Browser Stack

- Head Office: Mumbai, Maharashtra, India
- Founded Year: 2011
- Founders: Ritesh Arora, Nakul Aggarwal
- Valuation: \$4 Billion
- Total Funding: \$250 Million

India's most valuable SaaS startup BrowserStack enables developers to test their apps remotely using their cross-browser testing platform that has more than 2,000 devices and is used by over 50,000 companies across the globe. The company has been profitable since day one and they have done this by not spending a dime on marketing and reinvesting all revenue back into the company to build better products for their customers. In FY20, BrowserStack made a profit of \$3.8 million.

Total Profit in FY20: Rs 27.82 Crore

8. Cashfree

- Head Office: Bengaluru, Karnataka, India
- Founded Year: 2015
- Founders: Akash Sinha, Reeju Datta
- Valuation: \$200 Million
- Total Funding: \$40.9 Million

Cashfree is a digital payment gateway platform that offers more than 100 payment methods to over 50,000 businesses around the world with a team of just 130 employees. Their ability to stay lean has allowed them to not only scale but also stay profitable from the beginning

Total Profit in FY20: Rs 18.98 Crore

9. Lenskart

- Head Office: Faridabad, Haryana, India
- Founded Year: 2010
- Founders: Amit Chaudhary, Peyush Bansal, Sumeet Kapahi
- Valuation: \$2.5 Billion
- Total Funding: \$774 Million

Founded in 2010 by Peyush Bansal, Lenskart provides an omnichannel platform for selling eyewear and lenses through its online platform and offline stores. The company has invested heavily in setting up new physical stores – taking the number of offline stores to over 750. This is the reason why it took the startup a decade to reach profitability.

Total Profit in FY20: Rs 17.53 Crore

10. Wakefit

- Head Office: Bengaluru, Karnataka, India
- Founded Year: 2016
- Founders: Ankit Garg, Chaitanya Ramalingegowda
- Valuation: \$400 Million
- Total Funding: Rs 250 Crore

Founded by Chaitanya Ramalingegowda and Ankit Garg in 2015, Wakefit started selling mattresses online and made a profit after just six months. Today, this D2C mattress startup sells 1,500 mattresses every day to its 500,000 customers

Total Profit in FY20: Rs 9.49 Crore

Most Promising Fintech Startups in India 2021

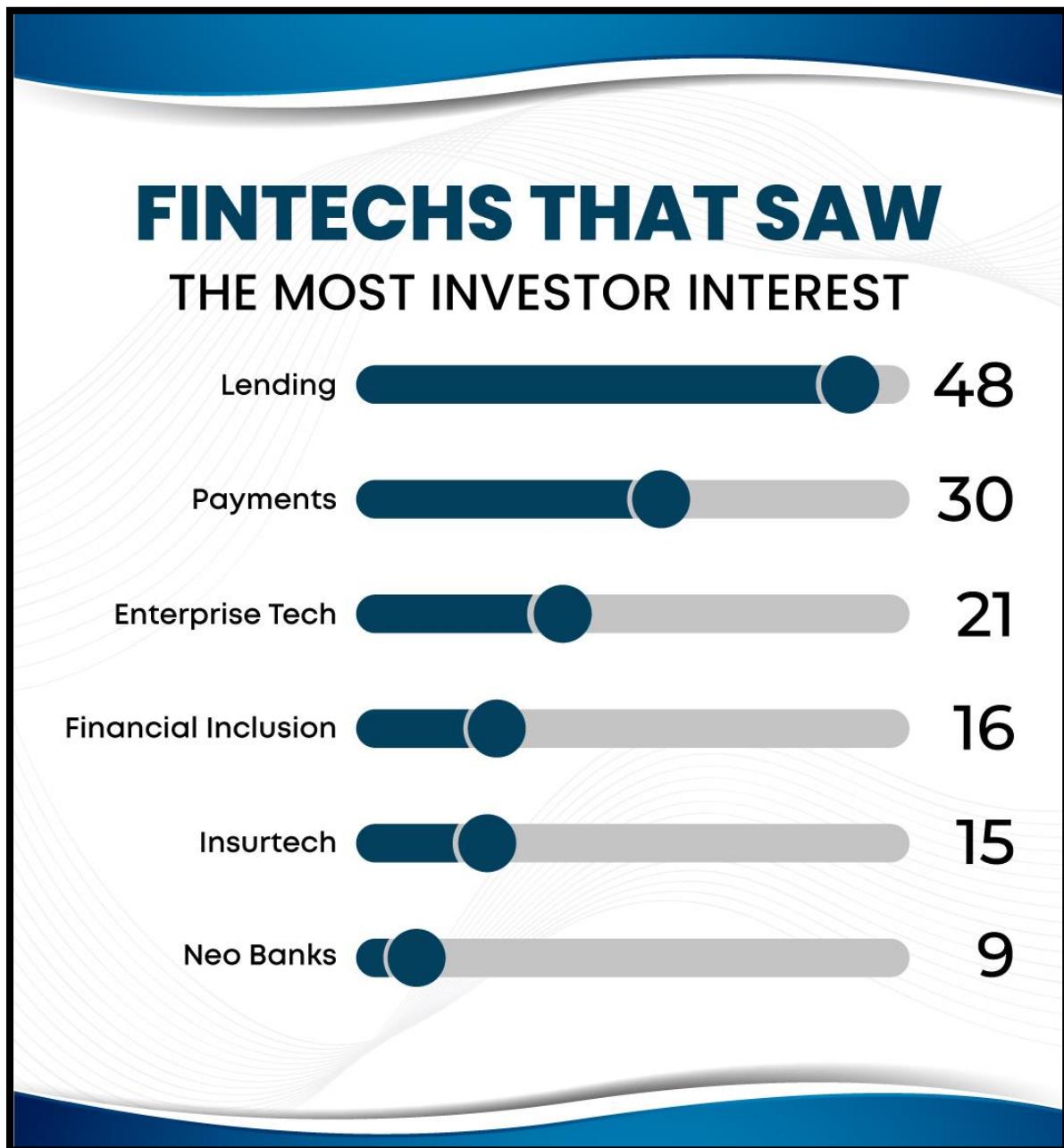
The FinTech sector in India has seen a funding boom in the last five years, with funding increasing at a CAGR of 98% in the past six years. Today, there are more than 1200 active FinTech companies in the country and their number is growing constantly.

FinTechs are continuously trying to decrease their customer acquisition cost along with enhancing their customers' experience using technology. Innovation among startups has disrupted the traditional financial services value chain, caused incumbents to scale up their operations, and created multiple options for customers.

The government of India has taken multiple initiatives to boost last-mile connectivity and include the financially underserved in the economy. Some of these include implementation of new schemes, the establishment of government-backed institutions, and encouragement of differentiated business models.

Name of Startup	Category	City	State
SILICONVEINS PRIVATE LIMITED	Financial Literacy Engagements	Mumbai	Maharashtra
NEARBY TECHNOLOGIES PRIVATE LIMITED	Financial Literacy Engagements	Mumbai	Maharashtra
GC WEB VENTURES PRIVATE LIMITED	Financial Literacy Engagements	Delhi	Delhi
KASHI CAPITAL PRIVATE LIMITED	Financial Literacy Engagements	Varanasi	Uttar Pradesh
ARYADHAN FINANCIAL SOLUTIONS PRIVATE LIMITED	Financial Literacy Engagements	Noida	Uttar Pradesh
MAHAGRAM PAYMENTS PRIVATE LIMITED	Financial Literacy Engagements	Mumbai	Maharashtra
RESILIENT INNOVATIONS PRIVATE LIMITED	Payment Wallets and P2P Lending	New Delhi	Delhi
ROI NET SOLUTION PRIVATE LIMITED	Payment Wallets and P2P Lending	Gurugram	Haryana
NAFFA INNOVATIONS PRIVATE LIMITED	Payment Wallets and P2P Lending	Bengaluru	Karnataka

UDMA TECHNOLOGIES PRIVATE LIMITED	Payment Wallets and P2P Lending	UDUPI	Karnataka
ZERONE MICROSYSTEMS PRIVATE LIMITED	Payment Wallets and P2P Lending	New Delhi	Delhi
PAYMART INDIA PRIVATE LIMITED	Payment Wallets and P2P Lending	Chandigarh	Chandigarh



Corporate News for HR

Source Economic times - starting with latest new on top

	<p><u>The Metamorphoffice: How the hybrid employee will transform the workplace</u> Oct 3, 2021</p>
<p><u>Indian job market on a strong recovery with a 60% year-on-year increase in the number of active openings</u> Oct 1, 2021</p>	
	<p><u>India Inc is hiring from places where they have no offices</u> Oct 1, 2021</p>
<p><u>India to be a global talent hub for Schneider Electric; to create hundreds of jobs</u> Sep 27, 2021</p>	



[India reports 29% surge in employment across nine sectors in June quarter: Labour ministry survey](#)

Sep 27, 2021

[Looking for a job? TCS is offering a free course to improve your employability skills.](#)
[Here are details](#)
Sep 27, 2021



[1.71 cr workers from unorganised sector registered on e-Shram portal in a month: Labour ministry](#)

Sep 26, 2021

[ESIC scheme adds 13.21 lakh new members in July 2021](#)
Sep 24, 2021



	<p><u>July witnessed surge in hiring across establishments and industries: Mospi</u> Sep 24, 2021</p>
<p><u>Electric vehicle makers prefer hiring talent straight out of college</u> Sep 23, 2021</p>	
	<p><u>Amazon India creates more than 1.1 lakh seasonal job opportunities ahead of festive season</u> Sep 23, 2021</p>
<p><u>Labour ministry to release a revamped employment survey</u> Sep 24, 2021</p>	

	<p><u>Tech cos are on a hiring surge, and it's boom time for top talent</u> Sep 22, 2021</p>
<p><u>Flipkart launches 'Flipkart Xtra', aims to create over 4,000 jobs this festive season</u> Sep 22, 2021</p>	
	<p><u>Mynter to add 11,000 seasonal jobs ahead of festivals</u> Sep 22, 2021</p>
<p><u>Freshers hiring sentiment sees gradual improvement: Report</u> Sep 21, 2021</p>	

	<p><u>India Inc likely to revert to pre-pandemic salary hikes</u> Sep 21, 2021, 06:25 AM IST</p>
<p><u>What pay raise to expect in 2022? This survey may give you an idea</u> Sep 20, 2021</p>	
	<p><u>Hiring activity witnesses marginal growth sequentially in August: Report</u> Sep 20, 2021</p>
<p><u>Average India increments at 8% in 2021; early estimates for 2022 projected at 8.6%: Deloitte's survey</u> Sep 20, 2021</p>	

	<p><u>French technology firm Atos will recruit about 15,000 people in India over the next 12 months</u> Sep 19, 2021</p>
<p><u>Women workforce skews further off pre-pandemic levels</u> Sep 18, 2021</p>	
	<p><u>Need trainers in huge numbers to impart skill to 50 crore people: Skill Development Secretary Ravi Mital</u> Sep 17, 2021</p>
<p><u>Edtech co Emeritus to hire over 1,000 people this year</u> Sep 16, 2021</p>	

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	<p><u>Snapdeal offers six months of work from home for new mothers beyond maternity leave</u> Sep 16, 2021</p>
<p><u>9 in 10 professionals believe hybrid work essential for work-life balance, shows study</u> Sep 14, 2021</p>	
	<p><u>Hiring outlook at 7-year peak, rising demand and eased curbs to push rebound</u> Sep 14, 2021</p>
<p><u>Pandemic prompting professionals to rethink their career paths, says Amazon India survey</u> Sep 12, 2021</p>	

	<p><u>Post-pandemic, India Inc aims at prioritising mental wellbeing of employees</u> Sep 12, 2021</p>
<p><u>Post-pandemic, India Inc aims at prioritising mental wellbeing of employees</u> Sep 12, 2021</p>	
	<p><u>45% of India Inc keen to hire apprentices in July-December: Report</u> Sep 9, 2021</p>
<p><u>Government plans to make social security scheme for informal workers more attractive</u> Sep 9, 2021</p>	

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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.



When HR meets Economics - How HR has evolved from a Cost Centre to a Profit Centre?

The HR department was seen mainly as an overhead that did not directly generate revenue in the past. Back then, HR professionals had to justify their budget needs to C-Suite executives. However, things have changed dramatically since then. Today, HR's budget is a given. Management has come to realize the importance of human capital management and its overall value in driving business profitability. HR is now no longer considered to be a cost centre. Infact, its role has evolved into one of a profit centres, where it now makes strategic decisions that drive company's growth and profit.

For many companies, the HR department is essentially a nuisance. No matter how much you like the people and value their services, they're ultimately thought of as people who don't really sell anything. They're sort of a necessary evil that comes hand-in-hand as an added cost to having a reasonably large staff.

It's shocking to me how many business owners I've worked with who don't see the enormous value of a properly-utilized HR department. For a normal business, at least 40-60% of your total outflows are going to the cost of employing the people who make your business successful. The people responsible for recruiting, hiring, firing, and rewarding your employees should, therefore, be some of the most important, well-integrated people in the company - right?

But in case you somehow aren't convinced yet, there are some ways you can start to view your HR department as the direct profit center that it could be. Here are four great ways to accomplish that from the very long list of things you can and should be doing with your HR people:

1. HR is your #1 source for liability management

Reducing a predictable cost is, for purposes of your income statement, the same thing as generating profits. The same way as striking a better deal with a vendor reduces your COGS in a way that directly translates to higher profits, reducing employment-related liabilities directly and reliably grows your bottom line. And in the realm of employment-related liabilities, there's a lot of money on the table: the average total cost, including defense costs, of employment-related charges such as discrimination or wage law violations will run you \$125,000, about \$35,000 will come right out of your pocket before your insurance company pays the rest and then hikes your premiums. And that's just the cash lost up front, not to mention the potentially devastating impact on your time, workforce morale, and reputation.

A well-trained HR department is your front-line defense against these enormously expensive, time-consuming PR nightmares. They should be regularly updating managers and supervisors on the best practices to hedge the implicit risk of any employment-related action that you will end up in front of the EEOC, or worse, a federal judge. If someone in your company violates a known law, regulation, or best-practices protocol and ends up costing your company \$35,000 or more, it's because you haven't properly equipped your HR department to help you cut your liability costs.

2. Smarter benefits management means less taxes and lower payroll

HR is more than a payroll processing department - despite the attitudes of some business owners I've met - but payroll is still one of its most important functions. There are plenty of creative ways to cut down that payroll number without losing your people (in fact, making yourself more attractive to top-notch talent), but few business owners invest in these opportunities because they simply don't know about them.

Favourable tax treatment for helping your employees to invest in their retirements is a great way to intelligently spend payroll dollars that otherwise are just another outflow for you. There are tons of state and federal programs that incentivize employers to provide certain alternative compensation plans for employees at all levels of the company that could actually save you money right in this moment - for example, certain deferred-investment vehicles that can be set up quickly and cheaply, often with a single phone call and one set of forms that will allow you to scoop money right into a retirement account without paying either your payroll processing costs or employer-side taxation.

Just reach out to us if you want to know more about smarter benefits programs - there are a ton of seriously underutilized options out there that employees love because it makes them feel like the company really cares about them, and employers love them because they get the same (or better) workforce for fewer net dollars out the door. Everybody wins!

3. Reduced turnover boosts your bottom line

Did you know that a whopping 10-20% cost of your entire payroll outflow is attributable to turnover? That means that a staggering 12% of the total net outflows of an average mid-sized company are being lost because people are being lost. HR's role in selecting the right people starts at home. The people who make hiring decisions at your company can hardly be expected to select people who view working at your company as a career instead of just another job if they aren't thoroughly integrated into high-level strategic decision-making. Your HR director should be at the C-level, and if you can't have everyone with hiring authority involved at all levels of corporate culture and strategy, someone who can train them should be.

People leave jobs for a lot of reasons. If you can't afford to beat another offer an employee has received, there isn't a lot you can do about that in the present moment (unless you can up your 401k match or related favourable-treatment compensation scheme as discussed above!). But what you can do is build a robust sense of corporate culture that tells your hiring personnel exactly what to look for to make sure that employees aren't coming and going because of reasons of bad cultural fit.

The phrase "corporate culture" is a much-maligned one that has become a misused synonym for "putting out balloons for an employee's birthday" for those who are the absolute worst at corporate culture. Corporate culture doesn't mean the fluffy occasional rewards you give to employees in the form of a slice of birthday cake. There is nothing wrong with building a "we work hard here" corporate culture - it's just one that starts by making sure everyone knows what the goals and long-term strategy of the company are. And the only people in your company equipped to make that culture work are your HR team.

Set an objective goal for your HR team: reduce turnover by 20% over the next year. Give them the tools to do it. Watch your bottom line grow - aggressively. This

simple formula is overlooked by almost all of the business owners I've worked with, and it's wasted money.

4. HR is the best department for tracking (and setting) goals

Goals are your business. Sales goals determine your revenue. Launch dates determine your marketing strategy. Every step from the day you sit down to write a business plan through when you take your company public and pocket a billion dollars is a goal - minor or major.

Turning goals into simple, digestible workflows using project management software like Asana, Insightly, or any of the number of similar free products is the easiest way to make sure everyone understands exactly what they're doing in a given day, month, and quarter - and why. And because your HR people are already doing performance reviews, they are the ones closest to the ground in terms of getting extremely detailed reports and updates from employees as to if they're meeting their goals, and if not - why not.

I've seen at least one company with a dedicated Asana manager - someone whose job is simply to keep everyone on task with their stated objectives. In theory, a perfectly-designed project management board with a dedicated manager is all you need to run a department. Your HR people are already doing this job in another form through performance reviews - you are underutilizing them by not having them do regular checks into goals and progress. (Not to mention the potential liability savings if every firing decision can be based on the objective failure of an employee to meet consistent, realistic goals).

HR has met and interacted with everyone in your company. If you are using them at the C-level properly, they know the goals, strategy, and vision for the company. They should know what's realistic and what's not both for the company and for each individual employee. If you aren't using your HR team to set and meet goals, reward success, and punish failure, that is on you!

If you'd rather keep sending 60% of your revenue out the door on payroll costs while your HR person processes payroll every two weeks and gives out birthday cake the rest of the time, best of luck to you. If you want help building a smarter, savvier, more directly profitable HR department, give us a call. You won't regret it.

Here are three key factors that have driven this change:

1. Realising that it's all about the people:

A company needs people, no matter what the business is. Human capital is the driving profitability force behind any business. Without passionate employees working for the right job, a company is practically non-existent. HR plays an important role in keeping employees positively engaged.

Practices such as helping new employees to adapt, celebrating high achievers, and training low performers are some of the ways HR has helped improve the effectiveness of the company. By doing all of this and more, HR creates an opportunity for the company to seek out new business opportunities and grow its revenue.

2. Knowing that a well-developed employee is a profitable employee:

A business is only as strong as its employees. Hence, employee development is crucial in driving company growth and profitability. There are various positive outcomes to the different types of employee training out there. For example, training programmes in service can lead to better customer service for a company in the hospitality industry.

Another type, leadership and management workshops, can help employees to grow and move up within an organization, resulting in time and money saved from looking externally. Training in the ever-evolving IT technology equips employees with the knowledge and capability to stay on top of the industry, leading to better productivity and increased revenue.

A company that doesn't believe in training and growing its employees runs the risk of losing out in the long run. Not only does training increase morale and productivity, it also positions the organization well in the industry, which leads to profitability and attracts higher quality people in return. HR plays a vital role as direct managers of a company's human capital by keeping employees positively engaged through strategic learning programmes. A company with access to the very best talent enjoys the benefits of the direct impact on business profits and growth. This profit generation comes from the innovative management of human capital.

3. Acknowledging HR's transformation and influence in a company's bottom line:

HR transformation is coming. Organizations are heading towards a lean workforce. Essentially, this is a situation with a smaller core workforce supported by a larger remote (or virtual) workforce. Technology has created new ways for employees to work and contribute to the business' bottom line.

As technology guides us towards a re-imagined workforce, HR will be a key player in successfully managing this transformation to ensure a company's continued growth and profitability. With a technology-receptive and social-ready mindset, HR helps generate value by lowering business costs while hiring the right talent who can generate profit for the organization. Instead of being seen as a cost of doing business, HR now holds a vital seat at the management table, one that directly influences the profitability of any business

Fashion for Women – An Analysis of 10 Trending Watch Brands

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.

The right accessory can set the tone for your entire outfit. Nestled between coveted bracelets and cherished rings, the cool-girl stamina of the woman's wrist watch has never faltered. Even when the day calls for more pared-back dressing, a luxury watch can elevate even your most casual ensemble. It's an accessory with true staying power, one that will appreciate in your wardrobe with time—it's just about finding your perfect fit.



From minimalistic bracelet silhouettes to diamond-embellished bevels, there's no shortage of horological marvels out there—all of which boast luxury and functionality. There's a watch that suits everyone's personal style and practical needs, whether it's your first big purchase or you're an experienced collector looking to add another to your rotation. (Pun intended.) Of course, there's much to consider, especially with those pieces that number in the thousands or even

wield the "price upon request" sticker, but that's where we come in. Explore each timepiece's history, its unique design features, and *Editorialist's* expert-approved styling tips ahead.

1. Chanel J12 Electro Watch

There are few brands that have remained as high-class as Chanel. Its elegance begins and ends with its timeless accessories—namely, its assortment of watches. Launched in tandem with the new Chanel Electro capsule, the J12 is for those who prefer all black, but with a playful edge. Made from black ceramic steel, its neon rainbow indicators give the watch an energized boost, nodding to electronic music discovered in '90s-era nightclubs. Wear yours with structured blazer and leather trousers for workdays, and a sequin-spangled mini dress for late-night outings.



CHANEL

Chanel J12 Electro Watch - \$8,150.00

2. Dior Steel and black Mother-of-Pearl Gem Watch



For a touch of glam that doesn't sacrifice elegance, look no further than Dior's all-new Gem Dior collection. The piece's asymmetrical face and angular links will add a welcomed dose of '70s flair to your look, while the black lacquered mother-of-pearl Dauphine hands are a nod to '40s French horology. From black summer maxi dress in the daytime to body-hugging silhouettes at night, this watch will elevate any and every ensemble.

DIOR

Steel and black Mother-of-Pearl Gem Dior - \$4,900.00

3. Tiffany T Limited-edition 22 x 26 mm Rectangle Watch

We've come to know and love sweet, sweet Tiffany for its silver charm bracelets, which are still a staple to this day. But have you ever taken a peek at the jeweller's watch options? Crafted from glossy stainless steel, this sleek iteration features a rectangular silhouette with brilliant diamonds, ideal for wearing solo or with layered chain bracelets.

TIFFANY'S

Tiffany T Limited-edition 22 x 26 mm Rectangle Watch - \$3,500.00



4. Hermés Nantucket Stainless Steel Watch



In 1991, this eye-catching timepiece was sketched by Henri d'Oringy as the sister to the Cape Cod watch, making it a signature staple in its own right. Hermés designed it with a Swiss quartz movement and a silver opaline dial, both of which will enhance even the most casual of white T-shirt and denim outfit pairings.

HERMES

Nantucket Stainless Steel Watch - \$3,225.00

5. Van Cleef & Arpels Cadenas Watch

For those looking to upgrade their watch collections in a major way, end your search here. Van Cleef & Arpels' Cadenas watch was first created in 1935, and still holds the same timelessness as it did then. The piece features a golden yellow bezel and a coordinating golden clasp, which complement its chocolate-brown alligator strap and mother-of-pearl dial. Pair yours with an all-white linen set to show off its summertime-worthy shine.

VAN CLEEF & ARPELS

Cadenas Watch - \$21,300.00



6. Gucci Grip Two-Window Stainless-Steel Watch



Embrace Gucci's never-ending enthusiasm for futuristic details with this stainless-steel watch. The covered face hides all detail, save for its revealed hours and minutes, while the iconic GG logo spans across the top and along the strap. Style yours for travel with straight-leg jeans and a graphic tee for a polished take on slacker style that Gucci muses Harry Styles and Dakota Johnson would surely approve of.

GUCCI

Grip Two-Window Stainless-Steel Watch - \$180.00

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7. Fendi Fendimania Watch



A dynamic team of sapphire, diamonds and quartz movement join forces to make a seriously sleek watch that the style set is already eating up. Pair it with a corset-inspired top, your highest-rise trousers, and a gold-toned Fendi Baguette bag to give off effortlessly cool vibes this season and next.

FENDI

Fendimania Watch - \$1,550.00

8. TAG Heuer Aquaracer Quartz Ladies' Mother of Pearl Steel & 18K Yellow Gold Coating Watch

A men's-style watch on a woman's wrist is a tried-and-true way to make a sartorial statement—and this chunky TAG Heuer watch does exactly that. Its white mother-of-pearl dial and mixed-metal strap makes it ideal for everyday wear. Think: breezy shorts and a white button-down for a day of dockside lunching.

TAG HEUER

Aquaracer Quartz Ladies' Mother of Pearl Steel & 18K Yellow Gold Coating Watch - \$2,950.00



9. Rolex 2021 Unworn Datejust 41mm



Do we need to introduce Rolex? Probably not. But just in case you aren't well-versed; a Rolex is the end-all, be-all of watches and blue-chip accessories. For those looking for a true investment, opt for the 2021 Datejust iteration, complete with a round face, automatic movement and an adjustable link bracelet. Imagine it paired beside head-to-toe neutrals for your girl's night out.

ROLEX

2021 Unworn Datejust 41mm - \$17,740.00

10. Versace Greca Glass Bracelet Watch

Greek keys and the signature Medusa detail make the Greca watch a quintessential Versace piece. The scratch-resistant sapphire face and adjustable gold ionic plating add an elegant twist. Heading out on the town? Complement the high-shine hue with a stark white midi dress and tennis shoes.

VERSACE

Greca Glass Bracelet Watch - \$1,295.00



11. Bulgari Serpenti Tubogas Watch



When classic watches just don't do the show-stopping trick you're after, you have to call on the authorities. Bulgari's Serpenti Tubogas watch comes with a stainless-steel crown and a snakelike coil strap adds the pop of fierceness to any look. Pair it with a black tank top, croc-effect pants, and strappy heels for an edgy evening look.

BULGARI

Serpenti Tubogas Watch - \$8,100.00

12. Harry Winston Emerald Watch

Playing with color has become a key design code at the House of Harry Winston this year. As such, the label has expanded on its trove of Emerald watches (watches encrusted with emerald-cut diamonds, that is), offering it in a spattering of new colourways come August. Our favorite? The 18-karat white gold version, which features 103 diamonds and a blue sunray satin-brushed dial. Style yours with a cerulean gown and silver heels for the next fall wedding you're invited to.

Harry Winston

Harry Winston Emerald Watch - \$18,942



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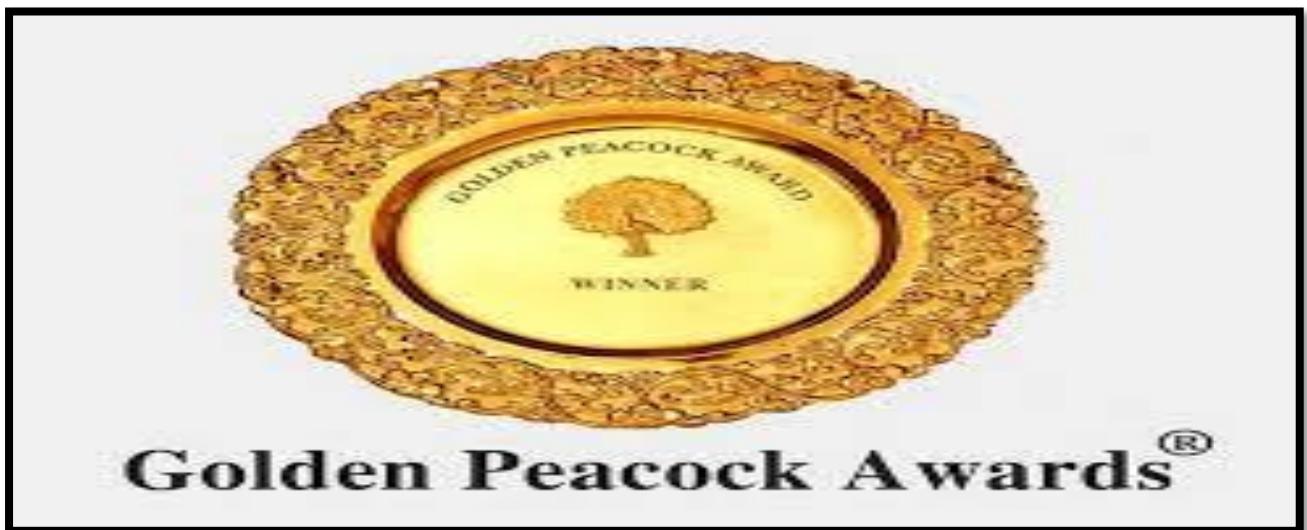


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Healing Heart Meditation - YouTube Video



By Dr. Richa Bhargava-India's leading Motivation, Spiritual Coach and Healer, Founder at by Dr Richa's Success Solutions

Healing Heart Meditation

<https://www.youtube.com/watch?v=aLugKIQkXas>

Part 2 Abdominal breathing are you doing it right?

<https://youtu.be/Wzy5m-nL5M8>

Mental Health - YouTube Video

By Dr. NS Neelakandan-Freelance Trainer, Coach, Psychologist, Counsellor & Psychotherapist Dr. Neel's Healing Center

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Mental Health- Powerful Actions Part 2. By Dr. Neel

<https://www.youtube.com/watch?v=KrPUfDiK8QM>



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 individuals 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
- **APOLOGISE** - For the mistakes committed with heart to improve
- **FORGIVE & 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 EVY** - 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
- **PERCIEVE 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.

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Health News

(Click the news tagline to open in browser for details)

National



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[Coronavirus: Is the Delta variant making it difficult for us to achieve COVID-19 herd immunity?](#)



[Coronavirus third wave: How to spot a Delta COVID infection \(and ways to stay safe\)](#)

[What's driving Delta Covid variant to spread](#)



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[Severe Covid can increase self-attacking antibodies: Study](#)

[Coronavirus vaccination: Here's why you are asked to not rub or massage the injection site after vaccination](#)



[Coronavirus: Most common COVID symptoms recorded after vaccination](#)

[Coronavirus: Classic COVID symptoms which become less common after you get your vaccine](#)



[Coronavirus vaccination: Side effects from COVID boosters similar to second dose, as per CDC](#)

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[Coronavirus: COVID vaccine side-effects that need immediate attention, as per the Centre](#)



[Coronavirus vaccines: Can mixing COVID-19 vaccines give better immunity than booster shots?](#)



[Coronavirus vaccine side-effects: Vaccine-related changes to menstrual cycle should be investigated, say experts](#)



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[Coronavirus: COVID-19 causes blood sugar levels to rise, can worsen disease](#)



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International



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[COVID trials for first multivariant coronavirus jabs begin: What it means and how they will work](#)



[Coronavirus: Pfizer working on COVID-prevention pill, know how it works](#)



[COVID vaccine Sputnik Light receives phase III trial approvals: How does Sputnik Light differ from Sputnik V?](#)



[COVID-19 in vaccinated vs. unvaccinated people: A comparative guide to who is more at risk](#)

[Experts believe the risk of COVID Twindemic is higher this year. Here is what it means](#)



[Two COVID symptoms that can last for a year as per Lancet study](#)



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[Coronavirus vaccination: Johnson & Johnson's single shot COVID vaccine approved in India; Here's how it is different from...](#)

['Every one of those deaths is unnecessary,' expert says of rising Covid-19 US death toll as tens of millions remain unvaccinated](#)

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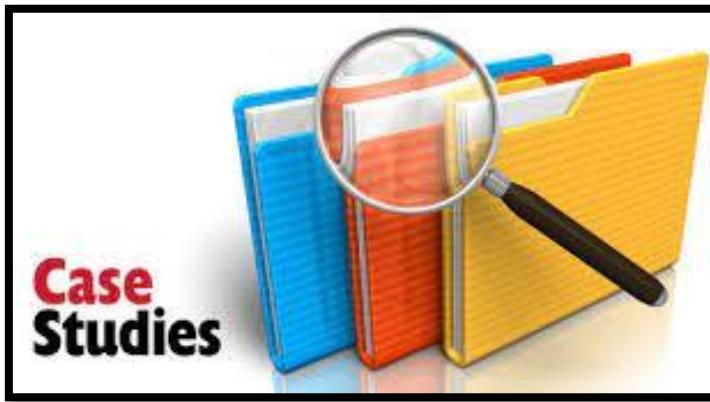
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[Singapore hits highest daily number of Covid-19 cases since the start of the pandemic](#)

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<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 & Employees' Opinion

These are purely the opinion of Industry Leaders. Certain names have been kept blank of request of opinion givers

Since vaccination is moving at fast pace, the fear of third wave is fading. Yet people should follow COVID 19 Protection & Prevention Protocols.

Mr. _____

President

Leading Industries Association

The severity of COVID has reduced in India but Delta variant around the globe still worries as India can't be isolated for long.

Ms. _____

HR Head

Leading Appliances Company

With less testing at many places can be worrisome in future with newly discovered mutant strains of COVID predicted to be affecting the vaccinated thus breaching vaccine immunity.

Dr. _____

CMD

Leading Health Institute



Employee's Opinion

These are purely the opinion of Employees representing companies in India. Certain names have been kept blank of request of opinion givers

The business has business back and a ray of hope emerges hope the COVID lockdown doesn't return again.

Mr. _____

Middle Management Employee

Leading HR Company, Navi Mumbai

My company has given a hybrid model working option. I chose work from office as was refreshing and destressing with moving out daily than confined in home on laptop affecting family privacy.

Mr. _____

Technical Lead

IT Industry, Bangalore

Thanks to earlier vaccine on priority for health and frontline workers and aged population. Now with government vaccinating the younger people against COVID who have been among the maximum victims of second wave of COVID, likely third wave impact would be reduced.

Mr. _____

Operations Manager

Leading Tertiary Care Hospital



E-Mail Box/ Suggestions



We would request readers to mail their suggestions on aviyanatimes@gmail.com, 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.

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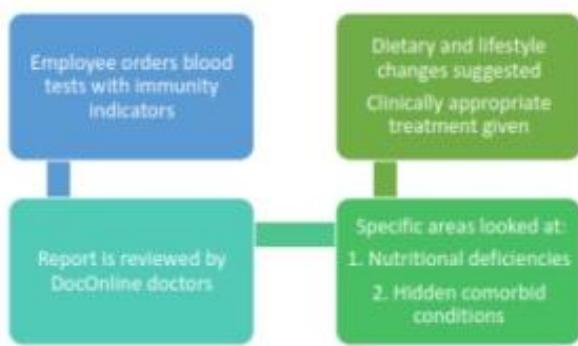
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A Compressive Solution & Services for Corporate to Protection & Prevention in COVID-19

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.

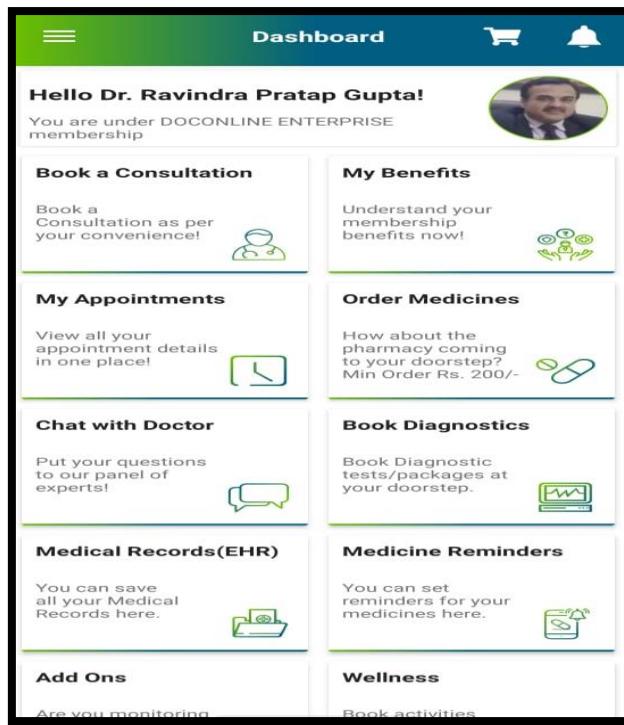


Corporate Medical Insurance:

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.)

Aviyana Healthcare Pvt. Ltd., Aviyana House Office No-609, Parth Solitaire Commercial Complex Plot No-2, Sector-9E, Near D-Mart, Opp. Dominos & above ICICI Bank Kalamboli, Navi Mumbai - 400708. Email: aviyanahealthcare@gmail.com, www.aviyanahealthcare.com contact Us: 8779101817, 8779102007

If an opportunity makes you best then challenge makes you better



[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

Get unlimited tele/video/chat consult for whole year by specialist Dr's round the clock with mobile app, web support and call centre support to schedule appointment.

Corporate person and his three blood relatives covered as a part of package consultation along with dependent senior members included.

Order medicines from app and web portal on huge discounts.

Order laboratory tests packages on discounts from reputed laboratories.

Health update sessions on important disease tailor made as per corporate wishes.

Do write to us on aviyanahealthcare@gmail.com for customised quote mentioning the number of employees.

U can also WhatsApp your name, no of licenses required and email ID for quote and demo schedule on 9004857376, www.aviyanahealthcare.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

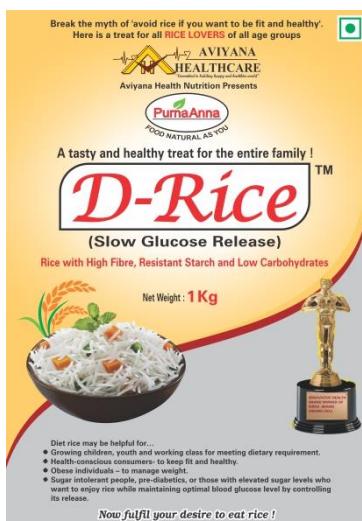
Immunity Booster & Consultation Annual Package

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/1zqQ7S4VzvIDJImp1cQuLqcFjWZ1a7wV7/view?usp=sharing>

Treat for Health-Conscious Consumers



For bulk orders contact Mr Prasad Rao: +91 8433680857



Your Cure & Care is Our Concern & Commitment

 Aviyana Multi-Speciality Health Centre
India's Biggest National Healthcare Network – Part of Reputed Aviyana Healthcare Pvt. Ltd.

We offer all treatment specialities & services under one roof – OPD, Day Care, Pathology, Diagnostics, Medicines
Specialist Doctors available - Physician, Paediatrician, Gynaecologist, Ophthalmic, Dental, Dermatologist, ENT.
Super-Specialist Doctors available - Cardiologist, Gastroenterologist, Endocrinologist, Neurologist, Nephrologist, Urologist, Oncologist, Psychiatrist, Orthopaedician, Surgeon & Physiotherapist.

Address:

Telephone: Timings: All Days (Morn) 9 am - 1 pm, (Eve) 5 pm - 9 pm, Sun Off

Aviyana Multi-Speciality Health Centre - India is having shortage of Dr's and healthcare facilities, hence quality healthcare is a dream for many who even can still afford. The healthcare services that common consumers need as OPD or day care based small procedure, find visiting the hospital as cumbersome and then fear of cost above pandemic infection spread of COVID. With understanding the concerns of common consumers, the company in 2020 launched its ambitious Aviyana Multi-speciality Health Centres in Chennai, Hyderabad, Bangalore, Manesar in joint collaboration with Singhania Group. The project has caught the attention for quality care & affordability at nearby neighbourhood. The company is focussed on building this chain of neighbourhood health centres PAN India and Globally in collaboration with local players to strengthen the last mile health infrastructure.

Idea behind the concept: The biggest hitch of patients is today to reach the tertiary care set-ups for treatment for fear of cost and travelling, though such set-ups with stringent quality norms mostly provide best in quality services compared to glorified nursing homes.

Let accept the fact that It is the family physician/GP who holds the key, but because of greed to earn more and compromising on quality i.e. their selfish approach to earn more in referrals largely they divert patients to such substandard nursing home many a times and patients end up spending more and when not cured or cases spoiled they land to a tertiary care set-up.

We wish to break this unholy nexus of the GP and would ensure quality healthcare for the needy population from best tertiary setups via OPD face to face or via digital medium though our set-ups and act as link to provide the value chain.

Each Aviyana Multi-Specialty Centre with 9 am -1 pm & 5 pm – 9 pm timelines shall have full time Pediatrician, Gynecologist, and physician along with a team of Visiting/fulltime consultants from leading hospitals on fixed schedule, on-call and via tele-consult at schedule timelines. The centers are having inhouse dispensary, Pathology collection center and day care facilities. All IPD's shall be channeled with brands affiliated that shall ensure to provide quality healthcare services. Aviyana Multi-Specialty Centre Kharghar Sector-10 near Highway break restaurant is starting on 20 October and rest 3 Centers two at Panvel (Old Panvel near Shivaji Chowk) and one at Taloja by 15th Nov. Then we shall speed up as 78 Centers are planned in Raigad and Navi Mumbai before we move to Mumbai & Central suburbs along with select districts in rest of Maharashtra. We are successfully running centers in south Singhania Group from past 1 year.

We are in process of building the biggest chain of Aviyana Multi-Specialty Centres PAN India as a value chain for quality tertiary care set-ups with focus on serving neighbourhood patients with best-in-class OPD and day care along with Diagnostic pathology & channelizing for IPD in alliances with leading healthcare / hospital brands.

Model of Aviyana Multi-Speciality Health centre

- **OPD Full time Doctors** - MD Physician, Gynaecologist, Paediatrician on company payroll with designated 4 hours morning and 4 hours evening OPD. The payroll can be combination of fixed and variable.
- Fixed OPD Charges Rs 300 for rural & semi-urban Area and Rs 500 for urban areas and metro towns.
- **OPD Visiting Consultants** - Doctors for speciality Cardiology, Endocrinology, Neurology, Oncology, Nephrology, Urology who are attached to bigger hospitals who wish to give their services on sharing 60:40 or 70:30(Doctor : Aviyana). Ophthalmic, Dental & Derma Specialities can be for select centres where area is more than 500 square feet carpet with chambers above 4.
- Fixed OPD Charges Rs 500 for rural & semi-urban Area and Rs 700 for urban areas and metro towns.
- **Day Care** - For minor procedures as same day discharge or to aid the treatment facilitation to stabilise a patient and refer to higher centres/hospital having MOU for admitting and treating the patient with Aviyana Healthcare. The sole focus of Centre would thus be OPD and select day care procedures.
- **IPD Services** - would be worked in association with quality tertiary care hospitals with a revenue sharing and operations agreement.
- **Pathology Services** - from reputed brand as metropolis/SRL/Lal Path labs/ Thyrocare as a part of quality healthcare for collection centre or a set-up as required in rental and revenue sharing model. Local labs with quality too shall be looked for association on revenue sharing model. National Brand display from outside shall be allowed on certain terms though it will be under Aviyana Healthcare Multi-Speciality Health Centre umbrella.
- **Chemist & Druggist Services** - from a national or local brand tie-up with rent and revenue sharing or where space is less the nearby chemist tie-up on revenue

sharing. The onsite sale and home delivery both shall be in practice. The MOU shall be in place for such arrangement with protocols.

- **Diagnostic Services** - from local players shall be worked in association with revenue sharing MOU and operations model in place.
- **Health App & Software** – to manage patient booking and billing provided by Aviyana Healthcare Pvt. Ltd.

Aviyana Healthcare Multi-Speciality Requirements

- **Space & usage** - 300-2000 square feet space to carve 4-10 chambers, small day care space with bed, equipment's of healthcare, reception, patient waiting area, centre owners or operations manager cabin, washroom etc.
- **Marketing & Operations Manager** - 1 Centre or operations manager shall be responsible for implementing face to face contact with medical fraternity for referral, online and print marketing strategies, facilitating with MOU local healthcare tie-ups. He will be looking in day to day operations as responsible for quality and customer support along with ensuring operational roasters of Dr's etc.
- **Healthcare Tie-ups** - Centre Manager has to ensure tie-ups with healthcare brands as Pharmacy, Pathology, Diagnostics and tertiary care hospitals so that centre earns revenue through all such sources with ensuring quality health services are given by such healthcare providers to the Aviyana Multi-Speciality Health Centre Patients to be served by them.

Aviyana Healthcare Multi-Speciality Health Care Centre - Source of Revenue

- OPD Services
- IPD Referral Charges
- Chemists/Medicines Sales
- Pathology Services
- Diagnostic Services

Our Associated Brand Partners



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Aviyana Multi Specialty Centre Navi Mumbai

For opening Aviyana Multi-Speciality Health Centre Contact

Ms Sharvari Shende

National Coordinator

8433680863

Email: connect@aviyanahealthcare.com

MedBrand-India's First Mktg & Branding Co. in Healthcare



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.

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.

PR SUPPORT

A proper PR can affect the brand image in long run by creating favourable perception in the market. We provide the following services:

- Assist in organizing Promotional Activities as Camps, Dr Meets, CME's, etc.
- Ensuring participation in Regional, National & International Healthcare Conferences
- Website Development and up-gradation
- Medical Blog
- Advertising/Marketing support for business
- Ensuring Articles in Newspapers
- Membership advisory for Healthcare Bodies with ensuring the nomination or renewal as per clients request
- Designing and printing of invitation for prestigious Local, Regional and National Awards

CORPORATE, INSURANCE & TPA AFFILIATIONS

Healthcare Practice much depends on corporate, Insurance & TPA affiliations and support.

For ensuring the same we provide the following services:

- Corporate & TPA tie-ups
- Insurance Company Tie-ups

QUALITY ACCREDITATIONS & LICENSING

Quality in Healthcare Delivery is gaining importance and certain individual patients and in particular Corporates are looking for quality certification. We provide the following services:

For ensuring the same we provide the following services:

- Licensing Process for Healthcare Delivery
- ISO Certification process & renewal (EUROCERT & ANSI)
- AACI & NABL Accreditation process support

MEDICAL TOURISM

International Patients in Healthcare offer opportunities to explore the brands potential as such patients look both for quality and trust. Hospitals are trying to get the international patients by providing them with a friendly environment and response system with quotations and medical reports. We provide hospital PRO with patients.

For ensuring the same we provide the following services:

- Identification of hospitals per international standards
- Training of manpower for connect with international patients
- Quotation process set-up
- International Patient Hospitality options assistance
- Registration support in Medical Tourism conferences nationally & internationally
- Tie-up with international patient assistance agents and medical tourism companies

OUR TEAM

DR RAVINDRA PRATAP GUPTA

A versatile healthcare professional with over 20 years of proven track record in Healthcare Sector.

JAYPRAKASH M NAIR

Branding professional with over 12 years of experience in Healthcare Sector.

KUS BAKSHI

An HR Professional with over 25 years of experience. Now associated with recruitment, training and development.

OUR SERVICES

SALES & MARKETING SUPPORT

Healthcare Sales and Marketing requires a different tact than other sectors. Be it a D. Hospital or event as CME's, a proper strategy with implementation needs to be put in place.

For ensuring the same we provide the following services:

- Strategic planning for Sales & Marketing with targets and costing
- Recruitment & training of manpower
- Monitoring of results (as per clients wish, incase client wishes to do it himself, we just recruit and train)
- New Market entry analysis
- SMS/Email Marketing
- Loyalty Card concept development and marketing

BRANDING SUPPORT

Brand Positioning is an important part for making the brand a big success. Small but planned steps can ensure success.

For ensuring the same we provide the following services:

- Logo designing (Corporate identity)
- Stationeries (visiting cards, letter heads, receipts, etc.)
- Planning, creative development, designing and printing

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



Aviyana Finance - JV Partner renewbuy.com A Division of Aviyana Ventures Pvt. Ltd

India's most successful Insurance Solutions Consultancy with National Presence

MEDICAL INSURANCE FOR ALL EMPLOYEES IS MANDATORY TO RESTART BUSINESS
M.H.A Revised Guideline, 15/04/2020

GET GROUP MEDICLAIM COVER IN 3 STEPS

- 1 Register your SME
[Download Form](#)
- 2 Get best quotes based on number of employees
- 3 Make online payment.
Your employees are covered.

OUR SERVICES

Life Insurance, Health Insurance, Motor Insurance, Fire Insurance, Property Insurance, Corporate Group Insurance.

FOR PROPOSAL / MOU CONTACT:

Email: connect@aviyanaventures.com,

aviyanaventures@gmail.com

Contact No/WhatsApp No: 9004857376

Weblink:

For Health Insurance Policies click

<https://www.renewbuy.com/health/cse/EI00132440>

For Motor Insurance Policies click

<https://www.renewbuy.com/cse/EI00132440>

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 Finance - JV partner renewbuy.com - India's leader insurance aggregator platform with all insurance policies under one roof at most competitive price.

For taking New Health Insurance Policies or renewing old policies visit the link
<https://www.renewbuy.com/health/cse/EI00132440>

For New Car & Bike policies or renewing old motor insurance policies visit the link
<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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Aviyana Certifications



Company earlier known by name of RPG Ventures

WHAT WE DO?

- Certification of Incorporation
- ANSI Membership
- Accreditations Certificates
- Accreditations and Registrations
- Accreditation from NABL Laboratory
- Inspection
- Compliance Auditing
- Training

DOCUMENTS REQUIRED FOR CERTIFICATION

- Legal Proof of company like - Firm Registration / Memorandum / Partnership
- TIN / Service Tax No./ Any registration certificate
- Copy of purchase bills
- Copy of sales bill
- Copies of staff biodata
- Copy electricity bill
- Utility bills (any)
- 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



Accredited from: GLOBAL AKKREDITIERUNGS CERTIFICATION BODIES EUROPE LTD, London
Authorised from: EUROCERT CERTIFICATIONS UK LTD, United Kingdom

For more details & queries, contact:
RPG VENTURES
Parth Solitaire, Office No. 605, 6th Floor, Plot No. 2,
Sector 9E, Near D Mart, Kalamboli, Navi Mumbai, Maharashtra 410218.
T: 9820457834 / 9820457835 | 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. It has 162 member countries, one member per country, with a Central Secretariat in Geneva, Switzerland, that co-ordinates the system. ISO is a 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. We work with various international fast growing S 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
- OHSAIS 18001 – Occupational Health & Safety
- ISO 26000 – Social responsibility
- ISO 27001 – Information Security Management System
- ISO 28000 – Supply Chain Security Management
- ISO 29000 1:2011 – Information Security Management System
- ISO 31000 – Risk 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
- 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 marketability, 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

ISO & Other Quality Certifications a must for Business

We deal in ISO and all other Quality Certifications for the industry, besides ISO audit and training do contact us.

Aviyana Certifications help and facilitate the organisations all over the India & abroad in obtaining and complying with audits and trainings for certification as ISO 9001 2000, ISO 14001, ISO 16949, GMP, OHSAS 18001, ISO 27001 Information Security Management System, CMM, HACCP, SA 8000 etc.

For CMMI3 & CMMI5 levels also connect us besides audit & training for ISO Implementation.

We have 4000+ satisfied clients across the sectors.

Our spectrum of services includes

- **ISO CERTIFICATIONS**

Aviyana Certifications is one of leading ISO certification body in Management System's Quality Certification, Product Quality Certification & Inspection Services. We are a Reputed ISO Certification Body in India for the Certification of ISO 9001

- **PRODUCT COMPLIANCE**

Aviyana Certifications is one of the leading companies in Conformity Assessment and offer full range of product compliance Certifications like CE Marking, GOST_R, ROHS, WRAP, SEDEX, C-TPAT, GMP, GLOBAL GAP, and HACCP, CE marking.

- **INSPECTIONS & TRAININGS**

Aviyana Certifications help ensure that products or services reach an organization's standard. For this reason, the ability to administer and report on quality inspections can be a very useful skill. By teaching you about various standards and proper inspection processes, Aviyana Certifications.

Contact us for best quotes of Certifications, Audit & Trainings

Aviyana Certifications

(A Division of Aviyana Ventures Pvt. Ltd.)

Head Office: Parth Solitaire, Office No 609, 6th Floor, Plot No. 2, Sector 9E. Near D Mart, Kalamboli, Navi Mumbai, Maharashtra-410218.

Cell No: 9004857376/ 8779102007

Office No's: 982045834/35, 8433680856/57/58/59/60/61/62/63/64/65

Email: connect@aviyanaventures.com

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Aviyana Academy



Learning & Development

Experientia – A joint Ventures between Aviyana HR Solutions & Edumaan Training Services LLP.

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 or call us on 9004857376.



https://www.linkedin.com/posts/ravindrapratapgupta_learning-development-activity-6751380881048387584-rrZw

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Aviyana Academy

Organisational Building & Transformation

Experientia – A joint Ventures between Aviyana HR Solutions & Edumaan Training Services LLP.

We provide the aggregation of best minds from the industry for landmark Organisational Building & Transformation. For more details and customised quote do mail us your interest on connect@aviyanaventures.com or call on 9004857376.



**Platform for Business Acceleration & Growth for
Corporates, Government & Academic ecosystem**

https://www.linkedin.com/posts/ravindrapratapgupta_organisational-building-transformation-activity-6751380761674321920-jSh6

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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.

A screenshot of the Aviyana Global Jobs website. The header includes a 'Not Secure' warning, a 'Register' button, and navigation links for Sign in, Contact us, Blog, About Us, Companies, Jobs, and Home. The main banner features a photo of two men in an office and the text 'One million success stories. Start yours today'. Below the banner are search fields for 'Keywords / Job Title' and 'Enter Skills or job title', and dropdown menus for 'Select City', 'Select State', 'Select Country' (set to India), and 'Select Functional Area'. A pink 'SEARCH JOB' button is visible. A section titled 'Featured Companies' is shown at the bottom of the page.

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.

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Aviyana Matrimony



Marriages may be made in heaven, but weddings have to happen first. Click the link to register www.aviyanamatrimony.com

Aviyana Media



India's Leading Content Creation, Marketing, Branding, PR & Image Management Agency.

Your success is our success and we're dedicated to helping you increase leads and sales and grow your business.

SERVICES

Our 360 Degree Services

- Content Creation
- Graphics Design
- Website Design
 - Static & Dynamic Website
 - Personal, E-commerce, Company Websites
- Marketing
- Offline Marketing
 - Business cards
 - T-shirts
 - Banners,
 - Billboards
 - Newspapers
 - Magazines
 - Flyers
 - Advertising in Moving Vehicles
 - Events & Conferences
- Online Marketing

For business discussion & Quote contact: Ms Silvia Dsouza

Contact No: 8433680862, Email Id: paridhi.gupta@aviyanamedia.com

Website: www.aviyanamedia.com

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Aviyana Real Estate



Aviyana Real Estate is a division of leading multi-business conglomerate Aviyana Ventures Pvt. Ltd. Having diversified interest in Human Resource Management, Healthcare, Retail, Education, Real Estate, FMCG, Advertising & Infrastructure Projects Space. Through Aviyana Real Estate we undertake Land, Residential, Commercial & Industrial Real Estate PAN India and with dedicated team of consultants either we purchase or do JV and ensure the liaisoning, documentation, development, marketing and sales.

Our Projects

Real Estate Projects – India

Maharashtra

- Aviyana Luxe City -Khandala
- Aviyana Palace City - Khalapur
- Aviyana Farms – Rasayani
- Aviyana Farms - Taloja
- Aviyana Business Park - Pune

Real Estate Projects – Global

- Aviyana Luxe City – Bangkok
- Aviyana Farms – Bangkok
- Code Name Sky Villas – Navi Mumbai



Aviyana HR Awards



National HR Awards

30th November 2021

At India Habitat Centre, Near
Air Force Bal Bharati School,
Lodhi Road
Lodhi Estate, New Delhi

International HR Awards

31st March 2022

At Holiday Inn, Silom Road,
Bangkok, Thailand

2021 - 2022

https://drive.google.com/file/d/1d4eLyiPMmXXigkJB8h1WaCF_3dl13cn4/view?usp=sharing

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IATAC Indian Association of Talent Acquisition Consultants

An umbrella body of HR's representing Corporate Companies, Talent Acquisition Consultancies & Talent Acquisition Consultants

Brochure & Application Form

<https://drive.google.com/file/d/15taCErOn7cwlfIqjRuyidXlqDqxBN5oL/view?usp=sharing>



Humanware HRMS Solution is Configurable, Comprehensive & End to End.

"One Stop Solution for all HR Needs"

Humanware is one of the largest HRMS software solution providers for all enterprises viz. **large-size, mid- size, SMEs** and **emerging businesses**. Humanware is transforming and automating every aspect of HR, right from recruitment to retirement functionalities on a single HRMS platform with HR analytics.



They Trust Us :



Humanware Technology Authorised Global Sales Partners
Aviyana Softwares, A division of Aviyana Ventures Pvt. Ltd.

Aviyana House-609, Plot No-2, Sector-9E, Kalamboli near D-Mart, Opposite Dominos, Navi Mumbai-410218, Maharashtra.

aviyanaventures@gmail.com
 +91 8779102007

HRMS Software with a difference -Contact for demo and quote on 9004857376

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
- ABLE 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.
- ABLE 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 ABLE 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 ABLE 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



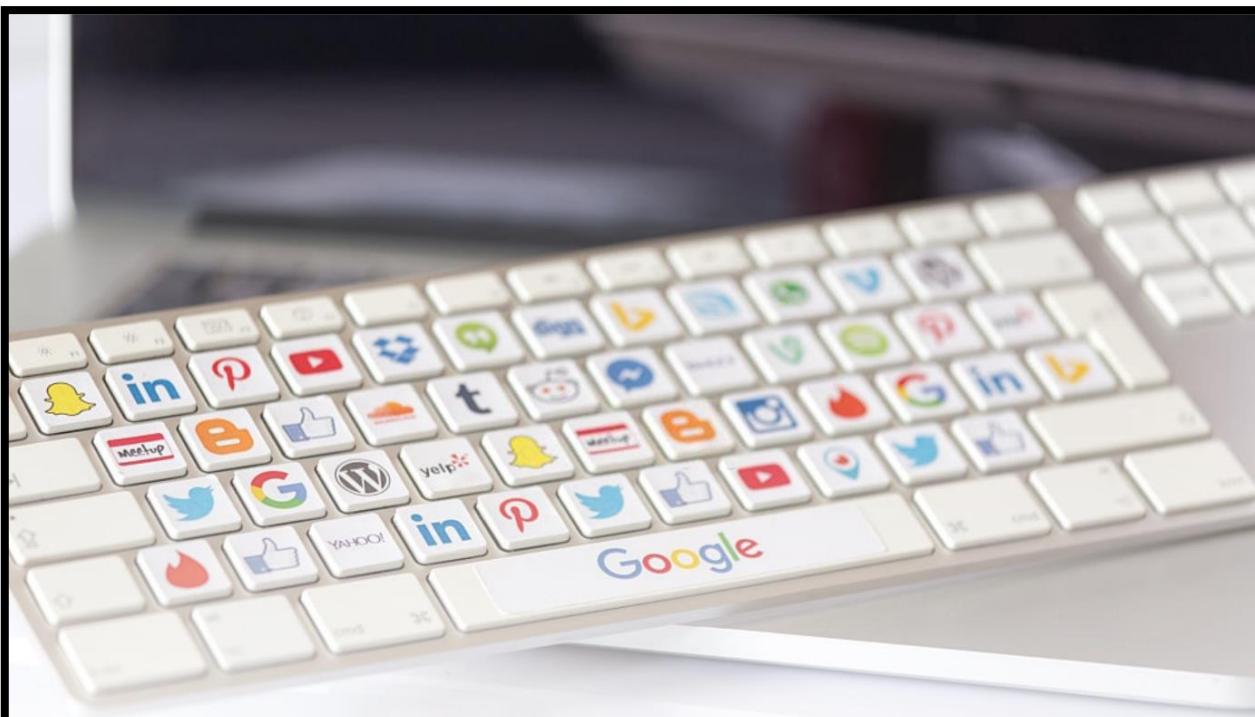
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