

# THE GLOBAL HUES®

Vol 2 | Special Issue | December 2022

WORLD MEETS MEDIA



## COMPANY OF THE YEAR 2022

SPOTLIGHT



**Globus Infocom  
Limited**

Kirandeep Dham  
CEO

SPOTLIGHT



**Skyislimit  
Technologies**

Dr. Manodh Mohan  
Founder & CEO

SPOTLIGHT



**Plasil Natural  
Fertilizers**

Srikanth Reddy  
CEO





INKING STORIES THAT  
MATTER TODAY AND EVEN  
MORE TOMORROW

welcome

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For Hundreds Of Students



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Into Beautiful Dolls



**KRISHNA KUMAR**  
Shaping The World In  
A Better Way With MinD

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## BRINGING NEW STORIES



Meet  
**DR GANESH RAKH**  
The Man Behind Saving  
The Lives of 2430 Girls



**INDIA RECYCLES**  
Spreading The Joy Of  
Shopping In Poorer  
Community



The Story Of  
Neetu Singh Whose  
**SABKI PATHSHALA**  
Is A Ray Of Hope For Many





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## Publisher's Note



*"Great things in a company are never done by one person. There's always a strong team behind it."*

Himanshu Tyagi

It is not easy for any company to survive in the competitive business world but the relentless pursuit of innovative minds helps them wave the flag in the entire business community with their unswerving persistence to outshine the competition. The road to success is not easy, only those companies that have the zeal and firm determination to beat the uncertainty and challenges get a taste of it.

Setting up a company and simply bearing the fruits of success after a certain period of time sounds fascinating to hear but we all know it's not a point A to point B journey. You juggle between different balls, try different permutations & combinations, and experience many lows and highs to reach the zenith of success.

Our 'Company Of The Year' Edition is a shoutout to all such companies who are positively impacting the lives of many across the country. Because of their emphasis on uniqueness and delivering quality products & services, these companies are worth this recognition. Read the stories of different companies from diverse industries and explore how, despite facing a myriad of challenges, these companies are experiencing progressive growth.

*Hope you love reading this edition!*

The Global Hues  
[Editorial@theglobalhues.com](mailto:Editorial@theglobalhues.com)

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“

*Our cost-effective, comprehensive & advanced Education Technology solutions enable bridging the gap between the rural & urban education scenario.*

”

**Kirandeep Dham**  
CEO,  
Globus Infocom Limited

# Globus Infocom Limited

TRANSFORMING EDUCATION WITH  
SMART LEARNING SOLUTIONS

E

ducation is the most powerful weapon that can be used to change the world for the better. But this change is possible only if quality education is accessible to one and all. With the mission to provide quality education to every child, Globus Infocom is transforming the educational landscape with its cost-effective, comprehensive and advanced technological solutions. The edtech services of the company act as **a single touch-point suite** of customisable solutions ranging from Digital Classroom Solutions to Command & Control Centers, all under one roof.

Globus Infocom Limited is a trusted Make In India brand that offers customised educational solutions as per the learner's and educators' needs. With efficient and quality services, the company gains the trust of **more than 30,000 customers and 300+ partners** in Pan India.





Kirandeep Dham With Her Husband Ashish Dham, The Director Of Globus Infocom Limited

#### MEET THE LEADING LADY

Kirandeep Dham, the CEO of Globus Infocom, is driving the growth of the company to infinite heights. Kirandeep completed her graduation in B.Sc Hons. from Hindu College, University of Delhi and a master's in Business Administration (Marketing & HR). Being an educational professional, Kirandeep brings her deep insight into the field of education on practical grounds. These insights help the company in tackling the ground-level challenges faced by learners and educators.

Kirandeep Co-Founded Globus Infocom with her husband, Ashish Dham in 2001 and has been leading the organisation since then. Kirandeep is spearheading Globus Infocom to find routing the go-to-market strategies that position the company as a leading Make in India edtech brand. She is currently leading a team of 270+ highly qualified professionals across multiple departments including Marketing & Communication, Human Resources, Service & Support, Training, and IT & Admin.

*Kirandeep iterates, "Believing in the power of Technology, we have tapped into its potential to build better futures, meaningful businesses and enrich experiences for organisations."*

For her excellent leadership skills, Kirandeep bagged many awards such as:

- Woman Leadership Award-Excellence in Education Technology at the 6th Future Women Leader Digital Summit & Awards 2021.
- "Women Achiever Award" at 2nd Global Education & Skill Conclave.
- Education & Edtech Woman Entrepreneur of The Year by Business World at Women Entrepreneur Awards 2022.
- Leaders of Tomorrow Award at Uttar Pradesh Leadership Awards 2022 at World HRD Congress.

#### THE GENESIS OF GLOBUS INFOCOM

The stellar journey of Globus Infocom started in 2001 with the passion to bring revolutionary change in the education sector. Kirandeep and Ashish Co-Founded Globus Infocom with only a small investment, projectors and display screens. To understand the needs of the learners and educators, both the Founders did rigorous market research and gradually started offering the most comprehensive and user-friendly solutions to the customers. "The journey

*has been quite challenging with a lot of learning. We have witnessed success and failures but enjoyed each moment and just worked with a lot of self-belief and passion and transferred the same to our team," mentions the CEO of Globus Infocom.*

Tackling each challenge efficiently, Globus Infocom is standing tall as an industry leader for the past 21 years in the educational technology sector. Globus Infocom is known for its comprehensive and wide solution & product basket for the varied requirements of the customers.

*Taking pride in the quality of the services, Kirandeep asserts, "We are continuously aiming to become one of the most trusted & reliable Indian brands providing turnkey projects for meaningful and impactful education technology solutions."*

#### THE SERVICE PORTFOLIO

With the zeal to build a scalable, cost-effective and compelling ed-tech platform, Globus Infocom is providing a plethora of offerings such as **Digital Language Lab (English, Hindi, Sanskrit, French, Spanish and Konkani)** which enables the children to enhance their communication and linguistic skills. Also,

the company's Digital Board Solution (Interactive Display & DTD Cabinet) with K-12 content, transforms a traditional classroom into a digital environment and enhances traditional pedagogical methods by integrating them with technology.

The Virtual Classroom solution of Globus Infocom helps teachers to teach in a hybrid mode, generating reports and monitoring learning outcomes with its multiple advanced features. The digital solutions of the company enable students to learn under the guidance of teachers and also in a self-paced environment.

In addition to this, Globus Infocom offers a wide range of Smart Security & Surveillance Solutions, Professional Displays, Indoor & Outdoor LED Walls, Video Conferencing Solutions to connect & communicate from anywhere and Institutional Furniture Solutions to add comfort to the daily routine of learners and educators.

Globus Infocom is the only technology leader in India that offers a single touch-point suite of customisable solutions ranging from Digital Classroom Solutions to Command & Control Centers, all under one roof.

*"Our exhaustive range of products enables us to transform organisations and deliver great outcomes, serving as a single provider for their diverse technological requirements," says Kirandeep.*

The reliable digital solutions of Globus Infocom are making a notable difference in teaching and learning pedagogy. The company keeps on adding new verticals into its service baskets such as Collaborative Conferencing, Security & Surveillance and Institutional Furniture.

#### THE ESTEEMED CLIENTELE

Globus Infocom maintains the trust and confidence of customers and partners with its transparent and quality services. The company ensures client satisfaction by conducting training and engaging with them regularly. "We have been fortunate enough that we have bagged a trust of 30,000+ clientele and that too with 100% satisfaction," mentions the CEO proudly.

The reputed clientele of Globus Infocom includes Kendriya Vidyalayas Pan India, Schools under the Directorate of Elementary & Secondary Education, Haryana, AIIMS (multiple locations across India), CISF (multiple locations across India), GB Pant University Pantnagar, Uttar Pradesh Police, Punjab Police, ISRO Space application centre Gujarat, Haryana Medical Service Corporation Limited, MPUAT Rajasthan, Colleges under Directorate of Higher Education, Goa, Goa Medical College, Buniyaad Centres Haryana, Tamil Nadu Agriculture University, Oil & Natural Gas Corporation New Delhi, Intelligence Bureau, New Delhi, Chief Education Department, Bhimtal, Government Degree Colleges across Jammu & Kashmir, Kashi Vidyapeeth University Varanasi and many more.

communication with the team members by including them in core discussions, futuristic planning and taking suggestions from them.

Kirandeep believes that the highly proficient team of Globus Infocom is the reason that even after 21 years of inception, it remains in the leadership position in the industry.

#### AWARDS AND ACHIEVEMENTS

Globus Infocom has been the recipient of many awards and recognition. Some of the most prominent ones are:

- Recognised as "**Innovative Technology Solutions for Higher Education Institutes**" at World Education Summit 2020.
- "**Leading Smart class Solution Provider of the Year 2021**" by India's Top 30 Edtech Summit 2021.
- "**Uttar Pradesh Best Brand Award**" at Uttar Pradesh Brand Leadership Award 2021.
- "**Outstanding e-Learning company of the Year Award**" at the 2nd Global Education & Skill Conclave 2021.
- "**Best Classroom Tech Solution Of The Year Award**" by Entrepreneur India 2022.
- "**Great Place to Work Certified**" by Great Place to Work® Institute (India) 2022
- Awarded for "**Excellent Work To Promote Digital Learning**" in 2022

#### THE ROAD AHEAD

Globus Infocom has been at the forefront of the B2B industry for the past two decades with a strong customer base of 30,000+. Providing services for quality education, Globus Infocom intends to witness 150 per cent growth in 2022-23 and reach a turnover of Rs 1000 Cr by 2023-24. In the coming year, Globus Infocom is scaling up its manufacturing capacity in an impressive spread of 30,000 sq ft area to cater to the soaring demands of the market.

*Laying out the plans of the company, Kirandeep elaborates, "We are looking forward to launching our App-based learning solutions and foraying into the B2C industry to expand our reach by introducing a consumer-oriented product line."*

*We are continuously aiming to become one of the most trusted & reliable Indian brands providing turnkey projects for meaningful and impactful education technology solutions."*



“  
Unlike other applications,  
users get acquainted  
with Salesfokuz just  
after undergoing  
a single training  
which is of  
just 15–20  
minutes.”

**Dr. Manodh  
Mohan**  
Founder & CEO,  
Skyislimit Technologies



# Skyislimit Technologies

Helping BUSINESSES AUTOMATE SALES VIA  
Top-Notch SOFTWARE AND Digital SOLUTIONS

T

Trusted by 10,000+ customers and CRM experts for having bridged all their sales and communication differences expediently, Salesfokuz by Skyislimit Technologies is gaining popularity in the B2B community. Designed with an absolute motive to simplify sales activities within a business and help speed up lead conversion, this full suite of sales productivity undeniably contributes to increasing sales revenue.



## HOW IT ALL STARTED?

In 2013, Dr. Manodh Mohan, the Founder and CEO of Skyislimit Technologies, entered into the world of entrepreneurship by starting a website development service along with his two friends. The company hired a Sales Executive to handle the sales department but tracking his sales productivity became the biggest challenge. Despite maintaining a record of all the reports, the management was unable to get track of client interactions.

To every problem, there is a solution. Dr. Manodh knew what to do next. 2019 became a breakthrough year for Dr. Manodh when after 36 months of developing and testing, Salesfokuz was introduced in the market by Skyislimit Technologies to simplify sales processes.

We often say 'Life is what happens to you while you're busy making other plans'. What developed to meet the requirement of the organisation, became a leading name in the B2B market.

*"Salesfokuz is now being used by leading financial institutions namely SBI DFHI, CSB Bank, Saraswat bank, DCB Bank, and various other leading organisations like Godrej, Manikchand Oxyrich and Asianet, to name a few," proudly mentions Dr. Manodh.*

## THE IMPRESSIVE NUMBERS

In just a few years of inception, Salesfokuz is waving its success flags in the market. The product is used by 130+ clients around the globe with 82% of them being recurring ones.

Skyislimit Technologies added a big victory to its name by securing a foreign investment of **\$2 million** as an angel investment from a **US-based visionary Mr. Suneel (Sonny) Menon and his wife Ms. Shari Menon** which is strategically being used to strengthen Research and Development (R&D), Support and Business Development, and creating more job opportunities.

Skyislimit's banking clients have witnessed an 18% increase in their cross-selling opportunities and other clients have seen a 48% increase in lead retention.



## DR. MANODH MOHAN: THE MAN WITH A VISION

Vision without action is merely a dream. One has to work relentlessly towards making it a reality. Bearing testimony to this is Dr. Manodh Mohan, who despite facing a myriad of challenges gifted a top-notch customisable sales CRM application because of his nothing is impossible attitude.

The brain behind Skyislimit Technologies and Salesfokuz, Dr. Manodh comes with over 16 years of experience and a long track record of developing innovative products and processes based on market requirements.

Dr. Manodh strongly believes in 'Learning is the key to success'. As

he puts it, "I motivate my team to be curious learners which bestows one with immense knowledge and helps scale up any domain and that too effortlessly."

## SKYISLIMIT TECHNOLOGIES: ULTIMATE CHOICE FOR SaaS SERVICES

Skyislimit Technologies is a team of highly experienced and skilled professionals who master the art of delivering comprehensive SaaS services with a vision to help organisations run more efficiently.

*"As our focus always stays on providing best-in-class solutions and services, we always bring the brightest side of technology and the updated domain knowledge together," iterates Dr. Manodh while recalling the inception days of Skyislimit.*



Dr. Manodh Mohan with Mr. Suneel (Sonny) Menon



Started with only 3 teammates, Skyislimit Technologies is now a team of 90+ professionals serving thousands of users across the globe.

## SALESFOKUZ: A REVOLUTIONARY TOOL BY SKYISLIMIT TECHNOLOGIES

Salesfokuz is a comprehensive Sales Performance Management/Sales Representative Management tool with a combination of a web dashboard and mobile app that assists businesses with the management of leads, performance analysis of sales teams, sales activities, and various other parameters that contribute to increasing their sales revenue.

*"The application empowers businesses to effectively analyse real-time data, and make strategic business decisions based on real-time analytics," adds Dr. Manodh.*

Every business belonging to different sectors faces different challenges. Understanding this diversity, Salesfokuz has been sub-categorized into 10+ sub-products which has enabled the company to serve many leading industries like BFSI, FMCG, Manufacturing, Real-Estate, Service Sector, Health care sector, Dealer management, Clinical management, Textile industry, and many more.

## STANDING OUT SINCE THE BEGINNING

As easy as it may sound, surviving in the cut-throat business world is way more challenging. With the utter dedication of the team combined with Dr. Manodh's

vigour, Salesfokuz by Skyislimit Technologies stands out from the crowd. Here's how:

- **Affordable to businesses of all sizes:** For any business be it small, medium or large, the services of Salesfokuz can be used by all.
- **Highly customizable:** Salesfokuz is made customizable since requirements and processes are different for different businesses.
- **Simple User Interface:** It's just like using any other social media platform.
- **Minimal step processing:** From lead onboarding to sales updates, every activity can be done in minimal steps.
- **Quick training:** Unlike other applications, a quick training of only 15-20 minutes is required to familiarise any user with this software.

## FOKUZ: A TRUSTED VIRTUAL TEAMMATE

Developed with the objective to help users host a secure and structured meeting with improved communication, Fokuz by Skyislimit Technologies is a secure and flexible video conferencing solution with unparalleled usability features. It enables seamless communication by connecting multiple users worldwide in real time.

It not only lets you experience high-definition video and audio quality but also enables you to enjoy best-of-breed security.

## FEATHERS IN THE CAP

Within such a short period of time, Skyislimit has bagged many awards because of its expertise in providing products of top-notch quality to users. Some of the achievements are:

- **Hind Rattan Award** awarded by 41st International Convention of Non-Resident Indians 2022
- **40 Under 40 India's Most Influential Young Leaders 2021-22** awarded by AsiaOne's Greatest Brands & Leaders 2021-22 Asia, Americas, and Africa 2021-22
- **Game Changer of Kerala** awarded by Mangalam Group in 2022
- **Times Visionary Leader** awarded by Times Ascent in 2022
- **Fastest Growing Indian Company Excellence Award** awarded by International Achievers Awards Dubai 2021
- **Outstanding Achievement Award for Business Excellence** awarded by All India Achievers Foundation in 2021
- **Indian Affairs Innovative & Dynamic Entrepreneur Of The Year 2021** awarded by 12th Annual India Leadership Conclave & Indian Affairs Business Leadership Awards 2021.
- **Indian Achievers' Award 2020** awarded by the Indian Achievers Forum
- **Top 20 Most Promising CRM Solution Providers of 2019** awarded by CIO Review
- **Best CRM Brand of 2019** awarded by Ende Samrambham - Yes 2019 Biz Conclave & Awards (2019)
- **Phoenix Award 2019** awarded by Kairali TV

## THE EXPANSION PLAN

Considering the current success ratio that Skyislimit is bringing for its clients, the company expects great monetary benefits as it moves forward.

*"Our future plan is to implement AI-based recommendations for sales and automate as many sales activities as possible using Salesfokuz so that organisations can make their 'leads to sales conversion' process easy, quick, and flawless," says Dr. Manodh while signing off.*



# PLASIL NATURAL FERTILIZERS

## SUSTAINING CROP PRODUCTIVITY WITH NATURAL PRODUCTS

P

lasil Natural Fertilizers is a natural nutrient manufacturer that specialises in analysing various earth-based minerals and their suitability in Agriculture and feed industries. With the commitment to making the world greener and soil healthier, Plasil Natural Fertilizers provides natural products that are best suited to the needs of farmers and the farm's environment. The company sources and manufactures the highest quality of natural Fertilizers that improve the quality of the soil and enhance the long-term sustainability of the soil's natural ecosystem which helps farmers reduce the usage of chemical pesticides and fertilizers significantly.

The company manufactures and supplies the **highest quality of Silicon Granules** that improve the quality of the soil and enhance the long-term sustainability of the soil's natural ecosystem.

### MEET THE LEADERS

#### ■ SRIKANTH REDDY, CO-FOUNDER & CEO

Srikanth Reddy is a second-generation Miner with extensive knowledge of natural minerals and soils. Being the

Co-Founder & CEO, Srikanth is driving the growth of Plasil Natural Fertilizers. He has years of rich experience in diverse fields including Sales of Software Solutions, Running Mining Companies and using the know-how of natural minerals and soils and incorporating the best of them from all over the world to help improve soil fertility.

#### ■ SHARMISTRA REDDY, CO-FOUNDER & CMO

The marketing brain of Plasil Natural Fertilizers is Sharmistra Reddy. Sharmistra is a financial and marketing professional who was associated with reputed organisations such as Deloitte and UBS before she started working in Plasil Natural Fertilizers. Sharmistra looks after the marketing initiatives of the company for its infinite growth.

*"Our marketing strategy is simple - Provide Results. Unless results are in place, no matter how big your marketing budgets are, you would not be able to survive," mention the Co-Founders of the company.*

### THE GENESIS

The journey of Plasil Natural Fertilizers began in 2020. Initially, the company had to face difficulties because the concept was new and the resistance to change was there in the farmers. But as it is said, *"the only way to go forward is through happy clients."* The exceptional quality of the company's product has been building the trust of the farmers with great results.

The company started with only 5 customers and today, it has been able to serve more than **30,000 farmers across 5 South Indian states**. The natural products of the company have produced super results on more than 50 crops both quantitatively and qualitatively.

Mr Rajender Holkote of Hubli, Karnataka who is using the products, mentions that he is using Plasil products for the last 3 years and is *"quite happy to see the productivity of the crops"*.

He is using Plasil products for wheat, Mirchi, black gram and groundnut crops.



Mr Holkote And His Son Amogh In Their Wheat Field

He says "Plasil Products have worked well in all the crops. Seed boost is a great product and I absolutely love the way seeds germinate".

### PRODUCTS OFFERED BY THE COMPANY

Building the trust of the farmers with result-oriented products, Plasil Natural Fertilizers offers a wide range of products to increase yield and sustain crop productivity. The various product range of Plasil Natural Fertilizers include:

- **Seed Boost:** It is a unique product and one of its kind titanium-based seed nutrient. The experts of Plasil Natural Fertilizers firmly believe that seed has a lot of energy and vigour within itself and there is a huge need to harness it right from the seed stage. Seed boost helps crops achieve better pest resistance, increased vigour, and better growth even with reduced chemicals.
- **Mactis:** A unique volcanic, titanium-based fertilizer which also contains essential nutrients like calcium, magnesium and sulphur.
- **Plasil:** Plasil is at the forefront of promoting Silicon as a nutrient and a much-needed element in the growth of plants. Though Silicon is the most common mineral and is abundant in soil and rocks, most of it is unavailable to plants. The company successfully provides farmers with this much-needed nutrient by using good volcanic elements.



Mr Senthil From Erode, Tamil Nadu



*"We strongly believe that farmers can only get multiplier factors in their income if they have quantitative & qualitative yield enhancements."*

### SRIKANTH REDDY

CEO,  
Plasil Natural Fertilizers

### THE RIGHT CHOICE FOR FARMERS

Having extensive knowledge of minerals backed by scientific research, Plasil Natural Fertilizers offers the right solution for farmers to produce extraordinary results. The highly professional team of the company constantly engages with the farmers regularly.

Plasil Natural Nutrient products have been found to increase Curcumin content, Gingerol content, Sugar content or Scoville point of the crops and help the farmers get a better price for their produce.

*"We push farmers into getting their yields tested upon the use of our products and a scientific base would help them negotiate better," says the CEO.*

Mr Chinna Reddy of Nizamabad, Telangana has been using the product for the past 2 years on his turmeric crop. After the company's insistence, he got the curcumin content checked and was surprised to know that there was an increase of 3 % in curcumin and he was able to get a 15 % premium for his crop.

Constantly engaging with the farmers helps the company to understand the problems and challenges faced by the farmers. Srikanth iterates, *"Pain point identification only happens upon regular interactions with farmers and by doing this, we strive to develop products which can be of great value to the farmers."*

Mr Senthil of Erode, Tamil Nadu has been using Plasil's products to increase the yield of sugarcane, paddy and turmeric crops for the last one year. He mentions, *"There is a significant difference in the productivity and health of the crop. Recently because of the cyclone, most of the sugarcane in our village fell down, but our crop is intact and in great condition."*

### THE WAY AHEAD

For Plasil Natural Fertilizers, true success means 'Happy Farmers'. Srikanth asserts, *"We aim to help more than 2 lakh farmers achieve a minimum of 30% increase in yield with 50% lower investments in the next five years."* Catering to the needs of the farmers, the company is emerging as the right choice for every farmer.



# SM EXPRESS

**SM**  
**EXPRESS**  
You Promise, We Deliver

## You Promise We Deliver



**27 Years**  
Brand & Goodwill



**5000**  
Pincodes



**10000**  
Location



**20**  
RO + BO



**1500**  
Employee



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**REMI**  
Healthcare  
Making Global Quality Accessible



**-New Arrivals-**

### KBM 80 PLUS TFT

Refrigerated Blood Bank Centrifuge

Breakthrough Performance with Advanced Features



Advanced  
Touchscreen



Remote Monitoring  
from Mobile



Auto Lid Lift  
Features

Introducing  
16 Bags  
Capacity



Protect Blood  
Through Inherent  
Cold chain Gaps



### HEMODESK

Refrigerated Working Desk for Blood Bags

Needed Active Temperature Control @ 4°C during

- Blood Bag Labelling after Component Preparation
- Blood Bag Inventory Reconciliation & Sorting
- Cross Matching Before Blood Issue

### Critical Cold Chain Compliance\*

Blood bags must be processed & stored within 6 hrs of Donation  
Blood Unit remained out of storage for >30minutes should not be restored

\* AABB / DGHS Technical Manual

For More Details Contact

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# ATTICARCH

## TRANSFORMING LIVES WITH CUSTOMISED TURNKEY INTERIOR DESIGN SOLUTIONS

A

well-thought interior design uplifts the spirit of the whole space and makes it more livable, functional and comfortable. Staying true to its tagline, **“Transforming Spaces... Transforming Lives...”**, Atticarch transforms any ordinary-looking space into a stunning and aesthetic place.

With the mission to create beautiful spaces, Atticarch offers the **best-in-class customised turnkey interior solutions**. The highly creative team of Atticarch ensures that each and every design is unique, creative and customised according to the client's needs. Atticarch maintains the highest level of quality while providing creative and innovative design solutions.

### THE MAN BEHIND ATTICARCH

The Principal Architect & Partner of Atticarch, Kamlesh Kumar Bhargava is the driving force of the company. A Professionally Qualified Architect, Kamlesh brings 20+ years of requisite experience in the architectural & Interiors field and

guides the company to offer creative and unique design solutions.

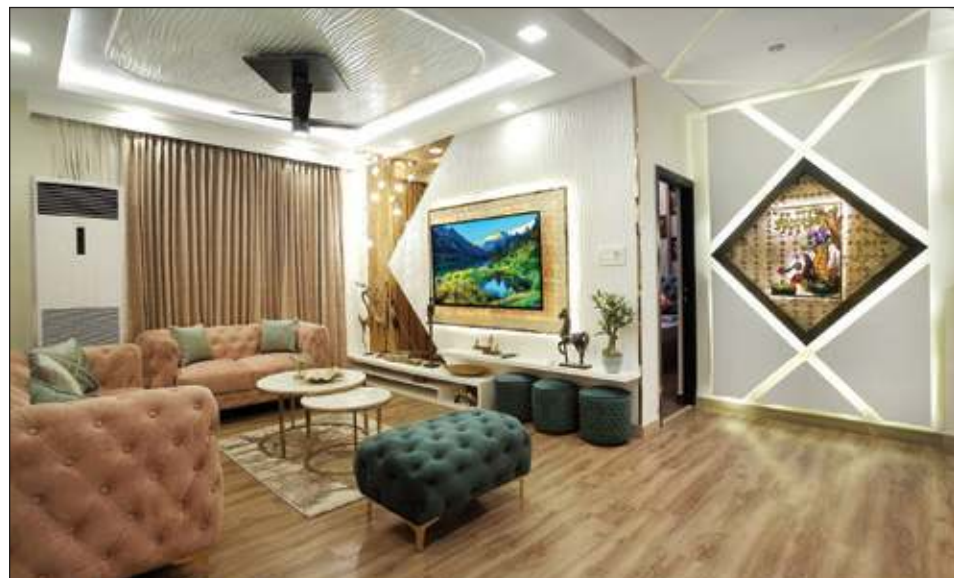
He completed his graduation in B.Arch. from the B.M.S. College of Engineering. Kamlesh acquired Practical experience during his college by working for interior designing companies after college hours. By the time he completed his degree, he already had 3.5 years of working experience. Post completing Graduation & after working for another year with a Reputed Firm, Kamlesh Decided to start his own Practice and laid the foundation of Atticarch in 2001.

*Kamlesh iterates, “We, at Atticarch, try to do complete research & technical analysis of various products in the market and only after we are satisfied with the product quality, we offer it to the clients to be used for the Projects.”*

### THE JOURNEY OF SUCCESS

Incorporated in 2001, Atticarch came a long way in providing an array of Interior designing and Architectural solutions. Starting with a small team of 3 people, Atticarch now has an expert team of 20+ professional architects and 150+ executives who are doing their very best to provide unmatched support to the clients.

Atticarch builds the trust of the client by offering top-notch customised turnkey interior design solutions. The company has a reputation for delivering projects on time with functional, creative and aesthetically pleasing interior designs. Kamlesh says proudly, *“Over the last 12-plus years, we have primarily focused on interiors and have completed 100's of projects across Bangalore.”*



*“We, at Atticarch, provide customised end-to-end solutions under one roof so that once the clients walk into our office, they don't have to visit anywhere else.”*

**KAMLESH KUMAR BHARGAVA**  
Principal Architect & Partner,  
Atticarch

### SERVICES OFFERED BY THE COMPANY

Atticarch revolutionises the interior design industry with Customized innovative concepts & designs and offers full satisfaction to its customers. It sets the highest standards of beauty and perfection and blends them with functionality to produce the best possible design which fits customers' expectations. The company offers exceptional services in different projects including:

#### ■ RESIDENTIAL PROJECTS

Offering premium quality Customized interior design solutions, Atticarch enhances the entire look of the home and adds grace with its beautiful, elegant and yet functional interior designs. Be it apartments, villas or any other residential project, Atticarch does it all with great perfection.

#### ■ COMMERCIAL PROJECTS

Every search for commercial interior designing solutions ends at Atticarch.

Translating ideas into reality, Atticarch is the perfect choice in the commercial interior designing space. The company creates effective designs that suit the flexibility, functionality and comfort of offices, retail establishments and other commercial spaces.

#### ■ RENOVATION

With professional renovation services, Atticarch provides a whole new look to the place with creativity and innovation. The highly professional team of Atticarch works round the clock to finish every renovation project in a scheduled time with the highest level of quality.

*“Till date, we are following the same principles of completing the work with utmost quality and on Time,” says Kamlesh.*

### THE ESTEEMED CLIENTELE

Since its inception, Atticarch has maintained a healthy and happy relationship with its clients. With its world-class services and innovative solutions, Atticarch has earned the trust of its clients.

Almost 40-50% of the company's clientele are either repeat clients or references from clients. Even after a decade, clients come back to Atticarch for their interior design or renovation needs.

To keep in touch with their clients, the team of Atticarch continuously interacts with its clients through mails on various occasions and also provides a **free service week** during the anniversary month of Atticarch i.e., July/August.

### THE ROAD AHEAD

For the last two decades, Atticarch established itself as one of the Top most leading interior service providers in Bangalore. Laying out the growth plan of the company, Kamlesh mentions, *“We are also exploring means of having a centralised Material Delivery centre where 80-90% of Interior related materials will be available over the counter.”* The company is exploring other avenues of developing its own modular infrastructure so that it can support more clients in future.



# INDUSTRIAL INSPECTION SERVICES

## OFFERING QUALITY AND RELIABLE NDT SERVICES



arving out a leadership position in the NDE industry, Industrial Inspection Services Pvt. Ltd provides high-quality and best-in-class NDT services to various industries. Incepted in 1991, Industrial Inspection Services is among a few NDT service providers that have a presence in raw material inspection, fabrication and in-service inspection in various sectors like petroleum, petrochemical, cement, fertiliser, nuclear Defence and many others. It is an ISO 9001:2015 certified company as well as Crisil rating MSE-2 continuously since last 6 years indicating exceptional quality services, financial strength and operating performance.

Industrial Inspection Services is well-known for its consultancy providing NDE L-III services for American Society of Mechanical Engineers (ASME) approval which is mostly opted for by pressure vessel manufacturers involved in exports, over the last 20 years. The highly skilled team of the company also

has the expertise to design and calibrate electrical modular furnaces that are capable of heating 100 tons of structure up to 1000°C.

### THE VISIONARY LEADER

With over 38 years of rich experience, Rajesh Nagardas Gandhi is a visionary leader and the Director of Industrial Inspection Services. Bringing his expertise and skills to the company, Rajesh guides the team of Industrial Inspection Services to provide exceptional services and customer satisfaction. Starting his career journey with radiography inspection in 1983, Rajesh is capable of providing various NDT services like Ultrasonic Testing, Magnetic Particle Testing, Penetrant Testing, Radiography Testing, Visual Testing, and Eddy Current Testing. Rajesh has a unique blend of experience in various NDT services in different industries including fertiliser, petroleum, nuclear and defence. With a clear vision of future growth in the NDE industry, Rajesh guides the highly professional team of the organisation to learn and grow better.

*Rajesh iterates, "The highly experienced team of Industrial Inspection Services has gained knowledge and exposure to various industries right from the raw material stage to the fabrication industry & end user."*

### SERVICES OFFERED

Industrial Inspection Services offers a diverse range of exceptional heat treatment services including pre-heating,

post-heating, stress relieving (SR), intermediate SR, normalising, solution annealing, water quenching, tempering, step cooling and drying of refractory material. The prominent services of Industrial Inspection Services are:

- Providing NDE services like PT, MT, UT, VT, and RTFI. The company provides NDT services in conventional as well as sunrise sectors like PAUT & TOFD.
- Inspection services for quality control and quality evaluation.
- NDE L-III consultancy services.
- In situ Heat treatment by various methods including Electrical Resistance Heating, Oil Firing, Gas Firing, Furnace and Design, calibration & operation of Modular Furnaces.

*"We are designing, fabricating, calibrating and running electrical furnaces of our own for jobs in India and abroad," mentions Rajesh, Director of IISPL.*

### EXEMPLARY PROJECTS BY THE COMPANY

Being the **largest PT & MPT service provider** in India, Industrial Inspection Services participated in more than 50 ASME Stamps as NDE-III for various clients. It is one of the largest and highly skilled team that provides Ultrasonic Services in Offshore Platforms, Casting, Welding and Raw Material. The company successfully carried out ISR -LSR China by internal oil firing & the furnace in challenging condition -20°C.



In addition to this, the company carried out local stress relieving of the largest C/S joint in India by Electrical Resistance Heating. Industrial Inspection Services performed local stress relieving of the thickest job for Malaika Reactor, Malaysia. Currently, the company is carrying out LSR of pressure vessels with low voltage (80V).

### THE ESTEEMED CLIENTELE

Industrial Inspection Services builds the trust of its customers with high-quality and timely delivery of the services. Keeping itself updated with the latest technology, the skilled team of the company ensures that all the hardware and software are routinely updated. Emphasising technological updation, Rajesh says, *"The heat treatment process has been upgraded to 100% programmable controllers that require minimal human intervention."*

Catering to complex material, safety requirements and updated technology, Industrial Inspection Services is a reliable and preferable choice for clients. Catering to various industries, the company maintains its healthy client relationship with reputed firms including L&T, L&T Boiler, L&T Hydrocarbons, ACC, Ambuja Cement, GNFC, Dalmia Cement, BHEL and many more to the list.

### THE CROWNING ACHIEVEMENTS

Industrial Inspection Services has added many feathers of achievements to its caps. The most prominent ones are:

- Outstanding Entrepreneur 2013 given by the National Association of Non-destructive Service Organizations (NANSO)
- Right Choice Award 2020 for the most trusted NDT & Heat treatment service provider of the year

*"We, at Industrial Inspection Services, believe in maintaining the highest quality standards with timely delivery of services."*

### RAJESH NAGARDAS GANDHI

Director,  
Industrial Inspection Services  
Pvt. Ltd

- Top 10 Non-Destructive Testing Services providers by Silicon India 2019 and 2021
- Company of the year by Silicon India 2021
- Top 10 Non-Destructive Testing Services providers by Industry outlook 2020 and 2021
- The company has been featured in one of the most prestigious financial magazines Fortune India, electronic edition on 24th December 2020

### THE PATH AHEAD

Gearing up to walk on the growth path, Industrial Inspection Services Pvt. Ltd continuously invests in new equipment & manpower which will further strengthen its position as a market leader. In the next five years, Industrial Inspection Services aspires to scale up its leadership position & expand its horizon beyond India.



# ROHAN CONSULTANCY

ON A MISSION TO MAKE THE WORLD A MORE KNOWLEDGEABLE PLACE

D

atabases are the backbone of the business. For every company, it is essential to organise and maintain its intellectual assets in such a manner that they can easily be used. It helps decision-makers of firms in creating strategies and growth plans. But to maintain such extensive intellectual assets, businesses need the help of expert partners. Filling the void of that partner, a Bengaluru-based firm, Rohan Consultancy helps companies efficiently in managing their **knowledge resources, be it technical literature, Patents or Reports.** With its distinctive approach, Rohan Consultancy is etching its expertise in its niche market and rising as an industry leader.

With the mission of "Making Users use their Databases Effectively", Rohan Consultancy meets the needs of the clients by providing them with the content they require from its various partners across the globe. The company

provides end-to-end solutions for their document management and knowledge management through various resources.

Rohan Consultancy incorporated in 2007, stands tall in the publishing industry with over 30 years of rich experience. Following the company's motto of "Never Say No To A Customer", each and every member of the company provides unmatched support to the customers.

## MEET THE MAN BEHIND ROHAN CONSULTANCY

Every business needs a visionary leader to guide its path, Ajay Mehrotra is that visionary leader of Rohan Consultancy. Being the Founder of the company, Ajay consistently explores new market opportunities that contribute to the success of the company. With years of rich expertise and knowledge, he guides the highly professional team of Rohan Consultancy and takes the company to the next level.

Rohan Consultancy is a dream of Ajay Mehrotra, set up with the ultimate mission of spreading the power of knowledge across the world. With his 'Never Give Up' attitude, Ajay Mehrotra is moving forward by overcoming every hurdle that comes his way and also encouraging his team to move forward no matter what.

*"Our objective at Rohan Consultancy is to spread knowledge across different verticals*

*to increase the research output in India," mentions Ajay.*

## SERVICES PROVIDED BY THE COMPANY

Rohan Consultancy provides Databases on Literature and IP management to corporate houses and academic Institutions so that they can strategically align their core operations for their organisational growth. The highly-qualified and professional team of Rohan Consultancy guides its clients in **asset protection, valuation and overall management.** In addition to this, the various services of the company include:

- Technical Databases
- Document management systems
- Training programs on the effective use of databases
- Online Anti-Counterfeiting Services

Rohan Consultancy has been working with many renowned publishers around the world and provides their clients with the benefits of technical literature, Patents and copyright compliance. The company not only offers the service but takes one more step forward to satisfy the needs of the clients. The professional team of the organisation educates the customers on compliance and assists them to get their organisation compliant in getting copyright-cleared articles. Rohan Consultancy is a trusted partner



*"We, at Rohan Consultancy, provide the customers what they want and not what we want them to get."*

**AJAY MEHROTRA**  
Founder,  
Rohan Consultancy

for many reputed companies when it comes to **Document Management Systems.** Helping clients in avoiding the clutter and hassle of paperwork, Rohan Consultancy provides Document Management Systems to organise, store and recover all the documents in one place.

The company always believes in providing only those services that customers want and not imposing any products on them. Rohan Consultancy understands the needs and requirements of the clients and then offers the solution that suits them the best.

Just selling the product to the customers is not enough, the after-service is also important to maintain the long-term

relationship with the clients. Keeping this thing in mind, Rohan Consultancy also provides after-service support to its clients to ensure that customers get what they require and get the best return on their investment. The post-selling services that the company offers help it to build the trust and confidence of the client.

## THE ESTEEMED CLIENTELE

Offering reliable and efficient services to the corporate world, Rohan Consultancy is a leading name in the industry. The company has a reputation for providing quality and timely delivery of services. The company represents reputed global companies like IEEE (India's Leading Academic Electronic Publisher), IP.Com (Leading Patent Database) and Copyright

Clearance Center (Copyright Cleared Articles Provider).

Apart from this, the esteemed clientele of the company includes major multinational companies and Public Sector Undertakings.

## THE ROAD AHEAD

Rohan Consultancy is working diligently to make the world a more knowledgeable place. The company is creating a customer-centric environment that aims for the growth of every company that collaborates with Rohan Consultancy. The company is now looking forward to expanding its business vertical across the country. With the passion-driven vision of spreading knowledge, Rohan Consultancy is walking on the path to becoming an industry leader in the future.



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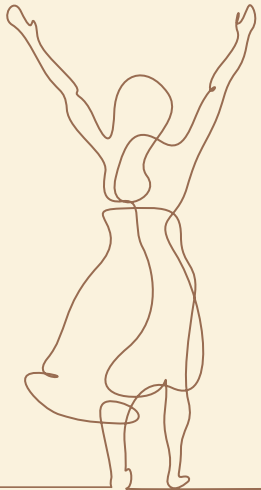


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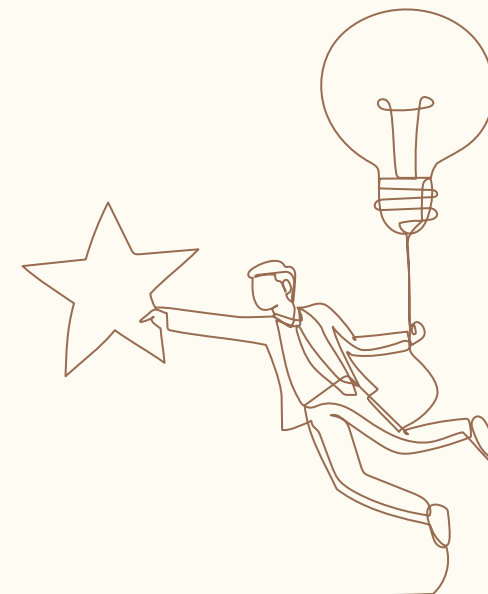
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HUMAN BRAIN AND ENLIVEN  
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# TONILAND

MAKING FAMILY TIME MORE  
FUN AND EXCITING

F

amily time is something that we all adore. The happy and smiling faces of kids can cheer anyone's mood instantly. To spend quality and fun time with family, play zones are one of the most entertaining and amusing options. But unfortunately, in Tier 2 or Tier 3 cities, these options are very limited. To fill that void of entertainment, Prerna and Abhishek Saraf introduced the first TONILAND Play Zone in 2016 and today it is a chain of Family Entertainment Centres (FEC) in indoor shopping malls.

TONILAND revolutionises how kids and families spend a fun and productive time in safe, secure and conveniently accessed locations. TONILAND always **prioritises the Happy faces of children** over anything else and that's why the energetic team of TONILAND provides excellent customer service and support.

## MEET THE PARTNERS

The genius brains behind TONILAND are Prerna Saraf and Abhishek Saraf. Being

the Founding Partner of the company, Prerna Saraf lays the strategic roadmap of TONILAND and drives its growth in multiple cities. Through TONILAND, Abhishek follows his passion in the Family Entertainment industry. He is the backbone of the company and handles strategic conceptualising, budgeting and design & development of each store at TONILAND.

Prerna Saraf is an Economics Honors Graduate from St. Stephen College in Delhi. Bringing her expertise in the finance and marketing area, she manages the sales & marketing strategies of the company. She also manages the day-to-day operations of TONILAND effectively. Both partners strive to take the group to the zenith of success without compromising safety, quality, innovation and hygiene.

*"TONILAND seeks to excel in everything. From the ideation stage to the operational stage, the vendors that we select, the interior designers and properties we select, we need perfection and uniqueness in each domain," mentions Prerna Saraf.*

## THE INCEPTION OF TONILAND

TONILAND was conceived after Abhishek faced difficulties finding an FEC brand for one of the shopping malls that he was leasing in Howrah, West Bengal. That's when the Founder duo realised that there are only a few entertainment

centres in Tier 2 & Tier 3 cities. To bridge this gap in the entertainment industry, they established TONILAND in 2016. The couple named the store, TONILAND after their daughter, Rhea who they fondly call Toni.

TONILAND started with its first toy store and indoor play zone at Forum Rangoli Mall, Howrah in 2016 and since then it has become a happy place for families to spend quality time. Building the trust of customers with the safe and hygienic playing zones, TONILAND currently has **6 operational stores** in different cities including Kolkata, Bhubaneswar, Rourkela, Siliguri and many others.

*Abhishek adds, "Unlike other organisations, we lay our emphasis on underrepresented areas and cities where the bigger brands do not want to go. We have been filling that void in the market."*

## THE PLAYING ZONES OF TONILAND

The creatively designed playing zone of TONILAND maintains the highest standards of safety with well-equipped playgrounds for kids and families. Taking family entertainment to a different level, TONILAND operates with two different formats:

### ■ TONILAND PLAY ZONE

TONILAND offers an interactive play zone environment that helps toddlers



learn, evolve and grow while playing. With the latest trends in indoor soft play, the games at TONILAND helps children develop physically and intellectually. The various fun activities at Play Zone include Ball Pools, Zip Line, Miniature Video Games, Role Play Tables, Sand Pit, Fishing Pond and many more.

### ■ TONILAND ARCADE

Understanding the importance of family time, TONILAND Arcade offers a wider range of activities and games that the whole family can enjoy together. The arcade games of TONILAND not only just sharpen the mind and motor skills but also provide the opportunity to win amazing prizes on redemption of tickets won in these games. Some of the exciting features of the Arcade are Redemption Games, Virtual Reality

Experience, Racing Simulator, Bowling Alley, Party Area & Cafe and many more.

In addition to this, TONILAND specialises in organising birthday parties with customised packages that include food and decor, allowing the family to relax and celebrate without any hassle or worry.

## AWARDS AND ACHIEVEMENTS

Making Family Entertainment more fun and exciting, TONILAND is known for its happy and colourful ambience. The reliable, hygienic and exciting services of the company bagged much noteworthy recognition in the industry. Some of the most prominent are:

■ TONILAND has joined IAAPI (Indian Association of Amusement Park and

*"At TONILAND, we provide affordable and fun family time in a clean, beautifully curated and safe environment."*

**ABHISHEK SARAF AND  
PRERNA SARAF**  
Partners, TONILAND

Industries) this year (2022) to live true to its catchphrases; "We make people smile" and "Our Happy Place!"

■ TONILAND has been recognized as one of the 10 most promising retailers in the "TOYS AND GAMES" category in 2022 by Siliconindia magazine

## THE ROAD AHEAD

TONILAND is working diligently to help families in spending quality time and having fun together. Maintaining the smiles of children, TONILAND is looking forward to further expanding its stores in tier 2 & tier 3 cities to spread even more happiness. Building a perfectly happy place for families, TONILAND envisions becoming an industry leader across India.



# QUOTES FOR THE

# GOAL CHASERS

“

*I think good ideas are usually better done quickly than slowly.*

**Steve Ballmer**



“

*If you just work on stuff that you like and you're passionate about, you don't have to have a master plan with how things will play out*

**Mark Zuckerberg**



“

*None can destroy iron, but its own rust can. Likewise none can destroy a person, but its own mindset can!*

**Ratan Tata**



“

*Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.*

**Henry Ford**



“

*If you are calm about your aspiration and ambitions, then you become confident of achieving what you set out to do.*

**Shiv Nadar**



“

*If you embrace that the things you can do are limitless, you can put a ding in the universe. You can change the world.*

**Tim Cook**



“

*The biggest hurdle in life is rejection. Any business you start, be ready for it. When 100 doors are slammed in your face, go to door number 11 enthusiastically, with a smile on your face.*

**John Paul DeJoria**



“

*Challenges are gifts that force us to search for a new center of gravity. Don't fight them. Just find a new way to stand.*

**Oprah Winfrey**



“

*No matter how smart you are, if you don't know how to work with people, your dream will just be dreams.*

**Jack Ma**



“

*Because the people who are crazy enough to think they can change the world are the ones who do.*

**Steve Jobs**







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- FedRamp Implementation
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- SAMA Cyber Security and IT Governance implementation
- Cloud Security Services

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Brand	Category	Name	Designation
ApMoSys	IT Services	Bibhu Prasad Padhi	Founder
Atticarch	Interior Design & Architecture	Kamlesh Kumar Bhargava	Principal Architect & Partner
Fiinnovation	CSR Consulting	Dr. Soumitro Chakraborty	CEO
Globus Infocom Limited	Ed-Tech	Kirandeep Dham	CEO
Industrial Inspection Services	Non-Destructive Testing	Rajesh Nagardas Gandhi	Director
Plasil Natural Fertilizers	Natural Fertilizers	Srikanth Reddy	CEO
Rohan Consultancy	Knowledge Management	Ajay Mehrotra	Founder
Shankar Electricals	Electrical Services	Rajesh Shetty	MD
Skyislimit Technologies	SaaS Services	Dr. Manodh Mohan	Founder & CEO
TONILAND	Family Entertainment Centres	Abhishek Saraf And Prerna Saraf	Partners

All the names have been arranged in an alphabetical order, and it is not a ranking



# 7 WEIRDEST AND CRAZIEST PHONES EVER MADE

**W**e often look at the design and appearance of a mobile phone before planning to buy it. Mobile manufacturing companies often try to deliver innovative and unique phone designs to customers but sometimes the dice get rolled in the wrong direction when what comes out is a weird-looking and awkward design. Let's take a look at some of the weirdest and craziest phone designs ever made:

## NOKIA N-GAGE

Although Nokia ventured into the dedicated gaming phone via Nokia N-Gage, it became an instant failure because of the buttons used in it. They were neither well-suited for gaming nor had a proper design to be used as a phone. Released in the Q4 of 2003, Nokia N-Gage featured a 2.1-inch display with a resolution of 176 x 208 (130 ppi). Other than gaming, the mobile also had an mp3 player.



## NOKIA 7380

A part of Nokia's stylish L'Amour Collection, the Nokia 7380 also added itself to the list of weirdest-looking phones when it was released in 2005. It's the successor to the Nokia 7280 "lipstick" phone. It featured a very small and reflective screen that doubled as a mirror, a sensory navigation key, and a 2-megapixel camera.



## MOTOROLA V70

Motorola V70 had a swivelling circular monochrome panel with a neon backlight pad. It was launched around 20 years back for about \$400 with facilities such as GPRS support, a WAP browser, a vibrating mode and voice dialling too. But the weird design of the phone didn't last long.



## NOKIA N93

A part of Nokia's multimedia Nseries, the Nokia N93 was introduced in July 2006. The phone had a memory of 50 MB, a rear camera of 3.2 megapixels, a 2.4-inch 262k colour QVGA display, and the ability to capture footage at 30 frames per second. Unfortunately, it also fell into the category of the weirdest cell phones ever made.



## SAMSUNG MATRIX

Samsung introduced the SPH-N270 Samsung Matrix in 2003 and was made to resemble the phone used in The Matrix Reloaded. Matrix's design crew worked closely with Samsung to develop a phone whose features and release date would coincide with the movie. The phone had no MP3 player, no web browser, and nobody could even play a video on it.



## SAMSUNG JUKE

Samsung Juke was a compact and easy-to-use cell phone that doubled as a dedicated music player. When closed, it was used for music playback and when swivelled open, it became a cell phone. This phone was a genuine attempt to satisfy the needs of music lovers but it terribly failed in design.



## HAIER P7 PEN PHONE

It's a Pen, It's a Phone, It's both. Haier P7 had a tiny and slim screen with the capability of displaying only 64 x 128 pixels, a 0.3-megapixel camera and a quirky design. It also had the capacity to last for six days on a single charge. The phone is by far one of the most peculiar phones ever made in terms of design.







# DECRYPTING TECH COMPANIES LAYOFFS

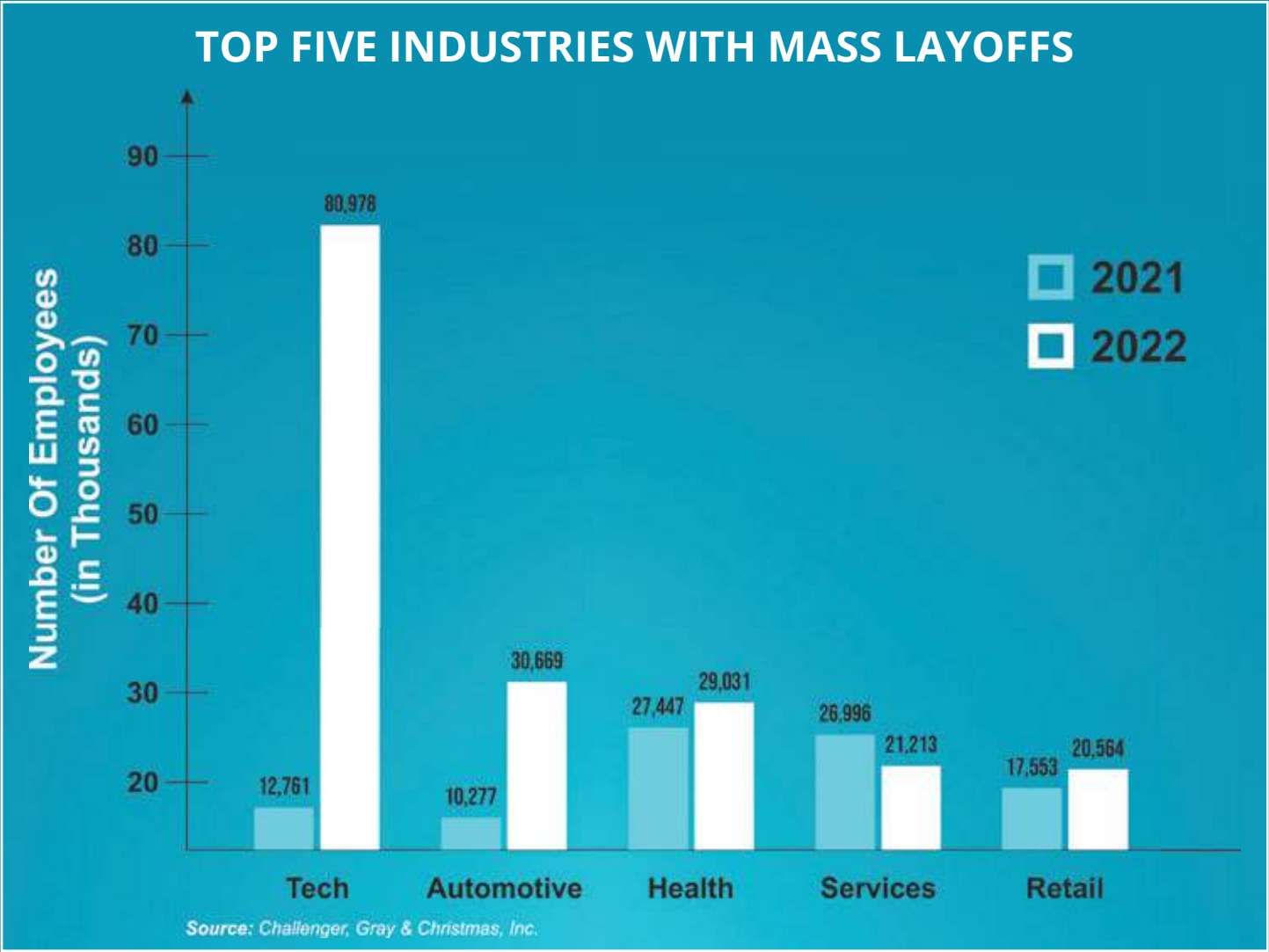
## WORST IS YET TO COME?

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It is indeed a winter season for the job market. The mass layoffs are raising many concerns regarding employment and the business world. Tech companies are fueling the fire of layoffs to a greater extent. Amid reports of mass layoffs across several companies including Byju's and Twitter, Facebook's parent company Meta also makes it to the news headlines by laying off more than 11000 employees worldwide.

Witnessing such big numbers of layoffs in the tech industry might be an indication of a tech bubble bursting or companies preparing for the upcoming recession. The overvaluation of tech companies in the last few years might be the reason why the industry experienced a sudden boom. But as the world is moving closer to the pit of recession, it is becoming more difficult for companies to raise funds. Therefore, to save operational costs, companies are opting for the grim path of layoffs.





**TECH LAYOFFS SURPASSING THE GREAT RECESSION LEVELS**

Higher interest rates by central banks, slow consumer spending, and strong dollars overseas are hinting towards a possible recession. Now that companies have to keep their ships sailing, they are freezing hiring and cutting jobs.

According to recent surveys by Challenger, Gray & Christmas, it is found out that the layoffs in 2022 are far worse than it was during the Great Recession of 2008-2009. During the Recession of 2008, a total of 65,000 employees were laid off and approximately the same number of people lost their jobs in 2009 also. But this time, in 2022 alone, about 965 tech companies laid off more than 1,50,000 employees.

**LAYOFFS IN BIG TECH COMPANIES**

■ **BYJU'S**  
Edtech unicorn Byju's has planned to lay off 5 per cent of its 50,000 employees i.e. 2500 employees across different departments in the next six months. The platform plans to optimise the company's spending cost and operational costs across departments including content, media, technology, and product.

While apologising to employees, CEO Byju Raveendran in the email wrote, "I am truly sorry to those who will have to leave BYJU'S. You are not just a name to me. You are not a number. You are not just five per cent of my company. You are five per cent of me."

■ **TWITTER**  
As soon as the reign came under the richest billionaire Elon Musk, Twitter

saw an instant layoff of top executives Parag Agrawal (CEO), Ned Segal (CFO) and Vijaya Gadde (Legal affairs and policy chief). On November 4, Elon Musk slashed half of its 7,500 employees. Approximately 3700 employees were fired.

■ **NETFLIX**  
One of the very popular streaming services, Netflix which experienced 16 million new sign-ups during the lockdown, saw a tough time in 2022. Netflix has seen two rounds of layoffs, the first in May and the second in June. The company has laid off around 500 employees.

■ **SHOPIFY**  
In July 2022, Shopify CEO Tobias Lütke announced that Shopify would lay off

10% of its workforce, roughly 1,000 workers. To accommodate increased eCommerce shopping trends, the company hired many employees which later became the major reason behind the mass layoff. "Ultimately, placing this bet was my call to make and I got this wrong," Lutke said. "Now, we have to adjust. As a consequence, we have to say goodbye to some of you today and I'm deeply sorry for that."

■ **META**  
The CEO of the company Mark Zuckerberg said, "I want to take accountability for these decisions and for how we got here. I know this is tough for everyone, and I'm especially sorry for those impacted."

A report released in September 2022



mentioned that Meta would intend to reduce costs by at least 10 per cent in the coming months, which can only happen through mass layoffs of employees. During the pandemic era, Meta went on a hiring binge when businesses went online. From 2020 to 2021, 27000+ employees were hired.

*"Today I'm sharing some of the most difficult changes we've made in Meta's history. I've decided to reduce the size of our team by about 13% and let more than 11,000 of our talented employees go," Mark Zuckerberg said in a blog post.*

Many other companies like Microsoft, Apple, Snapchat, Intel etc have also laid off employees.

■ **WRAPPING UP**  
The world is already struggling with the

impending doom of recession and above that, the rising pressure of layoffs. Jeffrey Pfeffer, a professor at Stanford Graduate School of Business claims that layoffs in the tech industry are the result of "Social contagion" and companies are mindlessly following what others are doing.

Now the question here arises is whether laying off the employees is the only solution to survive the difficult times of the company. Will laying off the employees and salary cuts actually reduce the operational costs of the company? Even if the answer is yes, is it ethically feasible? After all, employees are the ones who make the business. With so many layoffs and job cuts, one thing is for sure, the upcoming time of recession is not going to be easy for the world.



# Meet Dr. Ganesh Rakh

THE MAN BEHIND  
SAVING THE LIVES OF  
2430 GIRLS



hat kind of a doctor I am if I think about money over saving lives?" believes Dr Ganesh who has done the deliveries of more than 2430 girls for free to date. Dr Ganesh Rakh started a small hospital named Medicare Hospital in Pune in 2007 but he didn't know that he will be raising his voice against female foeticide and infanticide and his campaign would go such a long way.

In the national census of 2011, it came out that there were only 914 females for every 1000 males in the 0-6 years age range. The female child population in the same age group was 75.84 million in 2011.

*"Whenever a pregnant woman used to come to the hospital for delivery, all her relatives would come with the hope of a boy. The biggest challenge for me as a doctor was to tell her family that they'd had a baby girl,"* told Dr Ganesh.

He further said that *"If it was a boy, they'd celebrate by distributing sweets all around but if the baby girl was born, the mother would cry, and relatives would leave the hospital in disappointment. Some families used to even ask for discounts."*

Amazed by these incidents, Dr Ganesh, on 3rd January 2012, started a movement called **"Beti Bachao Janandolan"** and announced free birth delivery

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whenever a girl child would take birth in his hospital.

*"We decided not to charge any fee if a girl was born. Just like any family used to celebrate when a boy was born, we decided to celebrate a girl's birth at the hospital,"* shared Dr Ganesh.

## THE SUCCESS OF BETI BACHAO JANANDOLAN

Although Dr Ganesh's family and hospital staff didn't support his loss-making campaign, he didn't step back. On the first day of the campaign when he celebrated the birth of a girl child in the hospital, everyone called him crazy but Dr Ganesh knew what he was doing was for the greater good.

*"I know this movement means losing out on money but I have lived in poverty so I know how to manage with less money. I didn't pay any heed to the negative feedback when it was launched. I wanted to save lives and I did that. And will continue to do,"* said Dr Ganesh with affirmation.

In the 11 years of Beti Bachao Janandolan's journey, the movement has reached not only India but also several other countries. 4 lakhs+ private doctors from all over the world, 13 thousand social organisations and 25+ lakhs

volunteers are associated with the movement.

Besides that, many pharmacists, pathological labs, and people from diverse backgrounds like lawyers and teachers have also joined the movement and are contributing their part.

Dr Ganesh is well-supported by his wife Trupti, daughter Tanisha and son Adhiraj.

*"Ajmer Dargah, famous pilgrimages and religious sects have also participated in the movement. We are now reaching other countries like Bangladesh, Nepal, China, Turkmenistan, and many Arab countries,"* told Dr Ganesh.

## HAPPINESS ALL AROUND

When Dr Ganesh started this movement 11 years back, people joked about it but today it is receiving recognition all around the world.

Dr Ganesh has received quite a lot recognition but he gains real recognition when new parents celebrate the birth of their girl child.

Most of the families have preferred 'Ghar ka Chirag' over 'Ghar Ki Laxmi' but with the dedicated efforts of Dr Ganesh Rakh, the situation is changing. We hope that Dr Ganesh with the support of thousands of volunteers keeps bringing a sea change in people's attitudes.



# INDUSTRY 5.0

## THE NEXT REVOLUTION IN THE PICTURE

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Before we start discussing Industry 5.0, let's clear one thing in our heads - Industry 5.0 applies to every sector and every organisation one can think of. The European Union describes the new industrial revolution as providing, "a vision of industry that aims beyond efficiency and productivity as the sole goals, and reinforces the role and the contribution of industry to society."

Industry 5.0, as described by the EU, "places the well-being of the worker at the centre of the production process and uses new technologies to provide prosperity beyond jobs and growth while respecting the production limits of the planet."

Before we dig deeper into the concept of Industry 5.0, it's important to understand how did we reach the fifth industrial revolution.





### INDUSTRY 1.0

Beginning in around 1780, the first industrial revolution focused on items being produced by machines that were powered by steam and water.

### INDUSTRY 2.0

Around a century later, the second industrial revolution also known as the Technological revolution came in Germany, America, and Britain. It

involved industrial processes that used machines powered by electrical energy.

### INDUSTRY 3.0

From 1970 onwards, Industry 3.0 saw automation via the use of robotics, computers, and electronics.

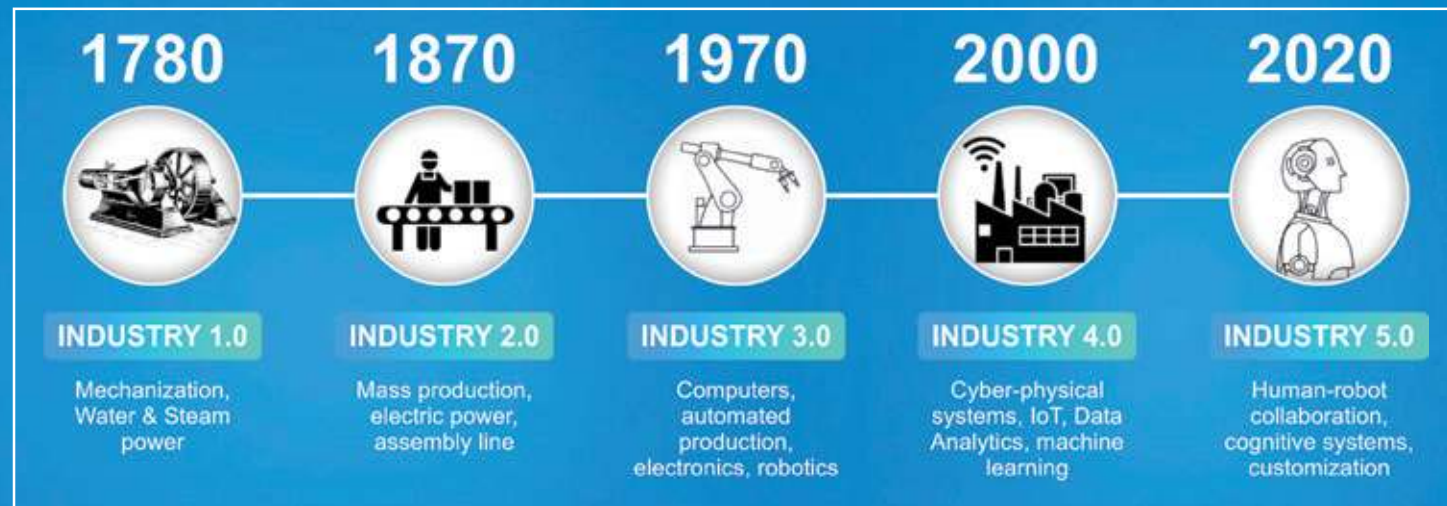
### INDUSTRY 4.0

Fourth industrial revolution focuses heavily on interconnectivity, real-time

data, machine learning, Internet of Things, artificial intelligence, automation etc.

### INDUSTRY 5.0

We are now entering into the fifth industrial revolution which unlike, Industry 4.0, focuses on man and machines working together. It is all about robots helping humans work faster through the use of advanced technologies.



DIFFERENCES BETWEEN INDUSTRY 4.0 AND INDUSTRY 5.0	
INDUSTRY 4.0	INDUSTRY 5.0
Focuses on process automation	Focuses on balancing machine-human interaction
Integration of technology is most important	Collaboration between humans and machines is most important
Use of smarter & better-connected machines	Merging cognitive computing with human intelligence
Cutting down on human labour as smarter technologies started being implemented	Focused on the interaction among humans as well as machines, hence increased use of humans
A complete virtual environment	Transition to the real environment

### ADVANTAGES OF INDUSTRY 5.0

#### HIGHER VALUE JOBS

One of the prime advantages of Industry 5.0 is the creation of higher value jobs with larger freedom for design thinking and creativity. Human workers are able to focus more on delivering bespoke products and services as manufacturing processes are handled through automation.

#### FORECAST OF PRODUCTION EFFICIENCY

Industry 5.0 technologies like smart, connected machines with customised software, machine learning and industrial automation would be able to forecast production efficiency based on the current activities.

#### INCREASED FOCUS ON SUSTAINABILITY

Industry 5.0 pushes companies towards sustainability and resilience as it promises to use resources wisely, which eventually means that businesses would become more agile and flexible while also having a positive impact on the overall society. Waste and overproduction will be reduced as the collaboration between humans and machines will lead to flexible business models.

#### OTHER ADVANTAGES

- Competitive edge in new markets
- Adapted training for evolving skills
- Improved safety and well-being
- Empowered workers remaining in control

### CHALLENGES OF INDUSTRY 5.0

Although it's difficult to trace the disadvantages of Industry 5.0, the main challenge lies in how organisations will be able to adapt to embrace this new concept.

#### DEVELOPMENT OF NEW SKILLS

Working with robots sounds fascinating but humans may need to develop completely new skills including

learning how to collaborate with a smart machine. Technical skills will also be required. This may also lead to hiring Chief Robotics Officer who would program the industrial robot.

#### ADOPTION OF NEW TECHNOLOGIES

3D printing, real-time data, collaborative robotics, customised software connecting factories, Internet of things (IoT), and Artificial Intelligence (AI) to name a few have to be adopted which we all know, always take time and effort.

#### HUGE INVESTMENTS

On the one hand, training people for new jobs and on the other hand, buying technologies, none would come cheap. Some companies may genuinely find it challenging to upgrade their production lines for industry 5.0. Small companies or companies that can't afford it would be left behind.

### OPPORTUNITY FOR INDIA

India is aspiring to become a manufacturing hub. Various initiatives such as Make in India, Skill India and Start-up India are helping in achieving this aim. The National Association of Software

and Services Companies (NASSCOM) in its recent report has mentioned that the Indian manufacturing industry has spent between \$5.5 to \$6.5 bn on Industry 4.0 solutions in 2020-21.

The Indian government has set a target of increasing the contribution of manufacturing output to 25% of GDP by 2025. The integration of Make in India with the principles of Industry 4.0 can help in achieving the desired objectives and can eventually make India the forerunner in smart manufacturing systems.

### CONCLUDING WORDS

While the whole world is still in the middle of the fourth revolution, the fifth revolution is already knocking at the door. Industry 4.0 transforms into Industry 5.0 when we bring customization into the picture i.e. bringing the human touch back into the process.

Moreover, Industry 5.0 will make organisations tomorrow-ready because of the adoption of sustainable models. Less waste generation and finding environmentally friendly solutions will gain prominence.





# India Recycles

## SPREADING THE JOY OF SHOPPING IN POORER COMMUNITY



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When we were kids we all used to wear our sibling's old clothes. Yes, we all have done that and it's nothing to be ashamed of. If it was okay to wear second-hand clothes at that time then why do we hesitate now? This is what India Recycles is telling us to do - reuse clothes or donate old clothes so that someone else can wear them!

Do you know approximately 92 million tonnes of fashion waste is produced every year in India? Clothes are very hard to recycle which leads to mountains of waste clothes that degrade our ecosystem. Tackling this serious problem that usually gets neglected by people, India Recycles started a campaign to promote Reuse and Recycle of products.

India Recycles encourages people to donate their pre-owned clothes, books, footwear or any other things that they don't use anymore so that they can be used by someone else who cannot afford the price of the first-hand products. The aim of the organisation is to bring awareness in every community and class of society that it is normal to use second-hand things.

The organisation India Recycles is founded by Renu Pokharna and Pranav Gupta. Taking initiative for this great cause, the organisation collects second-hand clothes, books, footwear and many other things that are donated by people and sells them in the slum area.

Renu mentions, "People of poorer communities work long hour shifts without weekly off so they don't have the time to travel to the city and buy something for themselves. And even if they want to go they have to spend money on travelling. That's why we organise sales in these areas so everyone can come and do shopping."

Ensuring that every person in the poor community can buy whatever they need, India Recycles organises sales in the markets nearby slums. The idea was to spread the joy of shopping in the poorer community and provide them with access to those things that they would never think of buying.

But you might think that if the idea is to give benefits to the poorer community then why are they selling clothes instead of just distributing them for free?

Both the Founders, Renu and Pranav are very much against the idea of distributing clothes and other products for free because the people of the poorer community may have lesser resources and wealth but they sure have dignity and choice. Therefore, to maintain the dignity of the poor people, India Recycles sells all their pre-owned items at a very minimal cost of Rs. 10, 20 and 50 depending on the quality. This way people are also free to choose according to their needs and preferences. The collected amount from the sale is used for the medical and educational assistance of underprivileged people.

### ENSURING THE QUALITY OF THE DONATED ITEMS

It is not easy to sell pre-owned donated items. It takes a lot of hard work even before taking it to the market to sell. Since these products are going to be used by someone, it is very important to check the quality of the clothes and other items. To maintain the highest quality of the products, India Recycles follows these 3 steps:

- **Sorting:** The foremost thing is to sort the items and remove those items that cannot be used by anyone.
- **Cleaning:** The second step is to separate the items based on three categories; one that is worthy of going to the sale, the second that needs washing and the third ones that need dry cleaning. And then send them for cleaning and ironing.
- **Segregating:** After the sorting and cleaning are done, the items are then segregated into various categories for male, female, child and teenager. And finally, the items are labelled for price.

India Recycles started its collection drive in 2021 and it has been a huge hit. The organisation receives donations for almost everything like clothes, bags, shoes, kitchen items, cosmetics, furniture and many other things. India Recycles encourages people to donate more so they can reach poorer communities and spread joy among them also.



# THE STORY OF NEETU SINGH WHOSE Sabki पाठशाला IS A RAY OF HOPE FOR MANY



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he main hope of a nation lies in the proper education of its youth." Neetu Singh, the Founder of Sabki Pathshala does not only preach this but practises it as well. Located in the slums near Pragati Maidan Metro Station Gate No 1, Sabki Pathshala was started by Neetu Singh to help many underprivileged children get access to education.

Neetu has had a heart-wrenching childhood. She has grown up in a Delhi slum and for a brief time, even begged for survival. Some would hand over a few coins out of generosity while some would molest and touch her on the pretext of lending help.

Neetu always knew that the only weapon which could take her out of her miserable life was education. She somehow managed to get basic education from a government school. She completed her Bachelor's in Education from Haryana. Despite not receiving support from her parents, her teachers helped her a lot.

Although it was quite challenging, Neetu didn't give up. From primary schooling to high schooling to getting her college degree, she managed to educate herself.

## WHEN NEETU GOT HER FIRST JOB

Neetu started her career as a guest lecturer in a high school for visually challenged boys. She put all her efforts and time into educating the students but Neetu's life took a setback when the high school recruited other teachers. As she was a guest lecturer, she had to go.

Neetu couldn't take it and slipped into depression. She could see her dreams shattering and her years of hard work going into vain.

## A RAY OF HOPE FOR NEETU SINGH

Kobi Yamada has put it very precisely "Someday all you will have to light your way will be a single ray of hope and that will be enough." The same happened with Neetu.

*"I was passing by my street when I saw one of my neighbouring kids begging for money. I was shocked to see the girl begging whom I knew personally. It was so disheartening for me," told Neetu while recollecting the incident which made her think about the future of the slum kids.*

At that moment Neetu realised the importance of education. If she wouldn't have got the education, she would also be found begging on the streets. That moment she decided to change the fate of these children and pull these innocent kids out of poverty through the power of education.

## THE INCEPTION OF SABKI PATHSHALA

She started a school under the shade of a tree but the journey wasn't easy. And by that, we mean changing the mindset of parents who weren't ready to send their children to study.

*"It was extremely difficult to convince parents and explain the importance of education and the impact it can make in the longer run. I somehow managed to convince the parents of 12 students and started teaching them in Sabki Pathshala. Soon, other students also joined," told Neetu.*

Another big challenge that obstructed Neetu's journey was the local goons who threatened her as more children in Sabki Pathshala would mean fewer child labourers. She tried to contact the police but met with inaction. She had to face a lot of harassment until the Delhi Commission for Women stepped in to ensure the protection of Neetu, her children and the classes.

## THE VISION AHEAD

Today, Sabki Pathshala has grown into a social, educational and community development organisation which is registered in New Delhi. Neetu Singh envisions popularising Sabki Pathshala and promoting peace, tolerance, and understanding among the masses. This can only be achieved if people understand the potential that education holds.

The trust focuses on four main areas of Child Education, Women Empowerment, Livelihood, and entrepreneurship (via developing and promoting Self Help Groups) to bring an overall change in society.

In October 2022, Sabki Pathshala Trust announced the launch of SAKHI KAUSHALAM which aims at motivating women to become entrepreneurs and build & scale their businesses.





## 5 BUDGET-FRIENDLY ECO SWAPS FOR HEALTHY EARTH

**W**e all know that plastic waste is a serious problem all over the world. We are surrounded by plastic waste that will take thousands of years to decompose. We are also well aware of how this waste is a threat to our environment and our health. But are we really doing anything to tackle this issue? No, right! Only raising a concern is not going to solve this problem, we all have to make efforts to minimise plastic waste.

The best and most easy way to bring this change is to make small changes in our day-to-day life and swap some of the products that we use with eco-friendly options. We often think that using eco-friendly or sustainable products is costly. And buying these products will exceed our budget limit.

Here in this article, we are going to tell you how you can swap some daily routine plastic products with more eco-friendly and sustainable options. And once you change these small habits you will realise how big an impact they can make on our environment. This swap will help you do your bit for the environment and live healthy, eco-friendly and sustainable life:

### BAMBOO TOOTHBRUSH

Yes, you read it right! The first thing on our list is toothbrushes. Switch your plastic toothbrush with the traditional bamboo toothbrush. The plastic that is used in standard toothbrushes is difficult to decompose in the environment. Since wooden toothbrushes are made of bamboo they don't have any toxic components like plastics. With antifungal properties, Bamboo toothbrushes are as durable as your regular ones.



### CLOTH NAPKINS

Do you also use paper towels and napkins that you throw in the dustbin after a single use? If yes, it's time to change your habit. The affordable and eco-friendly option for paper napkins is cloth napkins. You can reuse the cloth napkins/towels after using them. All you have to do is wash them properly and they are ready to use once again. This way you save a lot of money that you probably spend on buying those paper napkins. And of course, you'll also save tons of paper waste.



### MENSTRUAL CUPS

Period products like sanitary napkins and tampons are used by women every month during their menstrual cycle. But do you know that these period products are made up of rayon, cotton and plastic? And it is believed that one sanitary napkin is equal to four plastic bags. The best alternative for sanitary napkins and tampons is menstrual cups. It is made up of silicon and you can also reuse it after washing it in hot water. Apart from that, you can also use cloth pads and compostable tampons that are equally environment-friendly and do not harm your health.



### REUSABLE CLOTH BAGS

We all are guilty of carrying our groceries, vegetables and other things in plastic bags. It is one of the major reasons behind the rise of plastic waste. We use plastic bags once or a maximum of twice but not more than that. But if you use cloth bags, you can reuse them many times. It is an eco-friendly, sustainable and long-lasting option. Made up of jute and cotton, Cloth bags are strong and can carry heavy weights also.



### REUSABLE BOTTLES

If you remember, your parents always remind you to take your own water bottle while leaving the house. That advice is relevant even today. Carrying your own water bottle everywhere you go is a smart choice. Replace your plastic water bottle with a stainless steel or glass water bottle. This way you don't have to spend money buying bottled water from outside and save one piece of plastic every time.



### SUMMING UP

Our environment is deteriorating faster than we think. It is high time that we take adequate measures to save our environment and create a sustainable world for our upcoming generations. We don't have to spend thousands of dollars to save the environment, just small changes are enough to make the world a better place to live. Your small step can bring a big change to the environment. Be the change you wish to see in the world!



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