

THE GLOBAL HUES®

Vol 2 | Special Issue | December 2022

WORLD MEETS MEDIA



**CONSULTANT
OF THE YEAR 2022**

SANJEEV KRISHAN
CHAIRPERSON

How
Nykaa
is Beating
Amazon & Flipkart in
The E-Commerce War?

Will The
**Upcoming
Recession**
Be Worse than 2008
Recession?

PwC India

Building Trust With The Right Business Strategies



INKING STORIES THAT
MATTER TODAY AND EVEN
MORE TOMORROW

welcome

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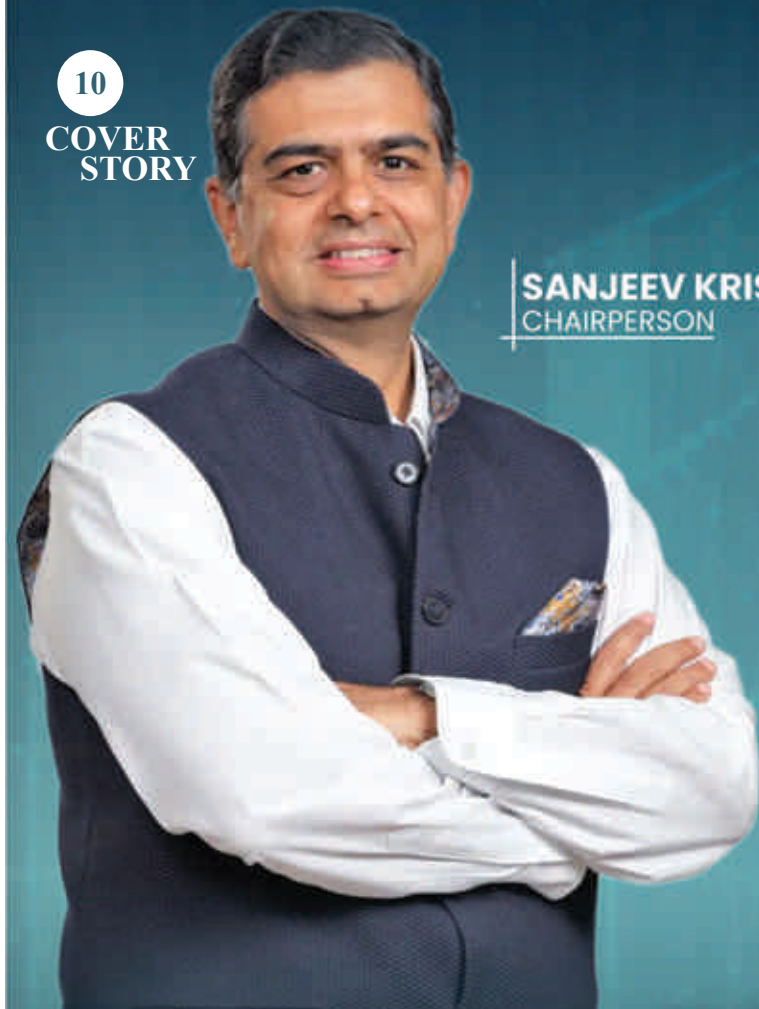
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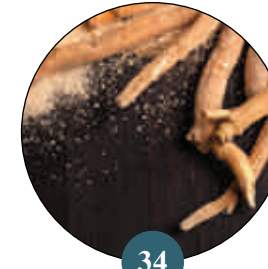


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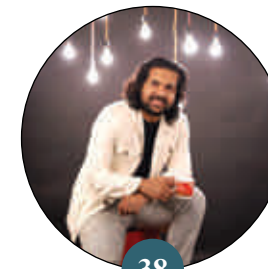
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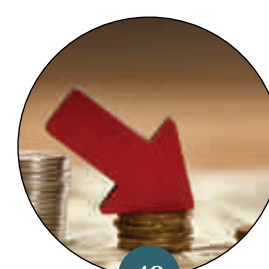
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BRINGING NEW STORIES



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Who Is Turning Trash
Into Beautiful Dolls



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Wala School Is A Home
For Hundreds Of Students



KRISHNA KUMAR
Shaping The World In
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Publisher's Note



“Expert consulting advise can play a pivotal role for any business and lead to a cascade of favourable outcomes.”

Himanshu Tyagi

Every Business at one point or another needs expert advice to identify, address and overcome the obstacles to meet the ultimate success. To help businesses thrive in the big business world, Business Consultants provide comprehensive support to them. Consultants help the company to improve the efficiency & productivity of the business, recognise new objectives and provide the right strategic advice to increase the revenue of the company.

With the relevant industry perspective and networks, Consultants bring valuable expertise and integrated insights to evolve the business for a better future. Centring the right outcomes for businesses, Consultants play the role of doctors for businesses. Diagnosing the obstacles and challenges of the business problems, they provide the best consultation to healthify the course of business.

In this magazine edition titled “Consultant Of The Year 2022”, you will find the stories of many consulting businesses ranging from civil consulting to recruitment consulting and technological solutions. You will also get to know about their journey, growth and futuristic approaches. If you keep turning the pages, you will also find the stories of people inspiring the world with their unique initiatives for the society.

We hope you like reading the edition!

The Global Hues
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Vol 2 | Special Issue | December 2022

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**SANJEEV
KRISHAN**
Chairperson,
PwC India

PwC INDIA

BUILDING TRUST WITH THE RIGHT BUSINESS STRATEGIES

T

he success of every business comes with the trust and value they create in the minds of customers. Without trust and value, no business can survive in the market. To build this trust in the customer's minds, businesses need the right strategies, people, systems and expert advice. Understanding the importance of value and trust for any business, PwC India is helping businesses to work smarter and reach their goals.



PwC India is one of the member firms of PwC (PricewaterhouseCoopers). PwC is the world's leading professional service provider that helps businesses to create the values that customers are looking for. Standing tall among the global leaders, PwC is known for delivering quality and expert services in Assurance, Tax and Advisory, Consulting and many more. With a strong network in 152 countries, PwC is a network of its member firms with a legally separate entity for each one of them.

Accelerating the growth of businesses, PwC India rises as a trusted brand in the industry and delivers sustained outcomes for today and tomorrow. In addition to this, the firm gets recognised for its deep commitment to building trust, ethical practice, code of conduct and social responsibilities.

MEET THE LEADER

The Chairperson of PwC India is Sanjeev

Krishan who has been associated with the company since 1991. He is a Certified Chartered Accountant and an Associate Member of the ICAI (Institute of Chartered Accountants Of India). Sanjeev completed his graduation in First Class Economics from the University of Delhi. Soon after completing his graduation, Sanjeev joined PwC.

Sanjeev joined the company 29 years ago as an articled trainee and with his hard work and a great learning spirit, he has risen above the ranks skillfully. After becoming the Partner in 2006, Sanjeev led the firm's Transactions, Private Equity and Deals business over the years. His strategies and expertise position PwC India at a pre-eminent position among investee companies and Private Equity clients.

Sanjeev has a rich experience in India and Overseas Deals across diverse sectors like technology, consumer and

industrial products. Sanjeev was also in a team that set up a Transaction Services practice in India. He led several global equity funds and looked after the firm's focus on various other funds. Sanjeev also served PwC Sweden for a brief time as a part of the International Exchange programme.

THE PROUD LEGACY OF PwC

Restoring trust and value in society, PwC has completed its 150 years in India. The firm endeavours to serve the nation and its people with expert and quality consulting service that contributes to the upliftment of regional and national economy. The journey of PwC can be traced back to 1872. William Adolphus Browne, a Scottish man, started a firm in 1872 in Calcutta and set his practice as a public accountant and auditor. Similar to this firm, an Englishman, Marc Meugens started a firm in 1880. Both firms aimed to establish a sense of professionalism

THE GLOBAL LEADERS OF PwC

The team of global leaders of the firm plays a crucial role in taking the company to its infinite heights. The prominent global leaders of PwC are:



ROBERT MORITZ

Chairman, PricewaterhouseCooper International Limited

Robert Moritz a.k.a Bob Moritz began his journey at PwC in 1985. Holding the position of Global Chairman, Bob focuses on building PwC to unprecedented heights. Along with being the Chairman of PwC, Bob is also a member of various boards such as Business Roundtable, the Conference Board, the International Business Community of the World Economic Forum and the Oswego College Foundation.

DANA MCILWAIN

Chief Administrative Officer And Global Operations

Associating with PwC from the last 32 years, Dana Mcilwain is responsible to ensure that PwC's network keeps growing with the right strategic planning & investments, technology enablement and strategic cost management. Dana is a member of the American Institute of Certified Public Accountants and also a Certified Public Accountant in the US.



BLAIR SHEPPARD

Global Leader, Strategy And Leadership

Blair looks after the strategic formation of PwC and leads the team of strategy, leadership and culture across all PwC networks. Blair also advises governments and corporate leaders across the world to grow. In addition to being a Global Leader, Blair has also written many books. The most important piece of his writing is "Ten Years to Midnight: Four urgent global crises and their strategic solutions" which he co-authored with his team.

DIANNA WEISS

Global General Counsel

After serving as PwC US General Counsel, Dianna now holds the position of Global General Counsel at the PwC network. She also served as outside counsel to several PwC firms across the globe. Before joining PwC, Dianna was associated with reputed companies like King & Spalding, the Securities & Exchange Commission, and Orrick, Herrington & Sutcliffe LLP.





in industries and the way they operated in India. Eventually, these two firms prospered and grew into the biggest firms in India under the name Lovelock & Lewes and Price Waterhouse.

Shortly after the independence of India, the transformation in authoritarian positions in both firms was noticed. For the first time in the history of both firms, there was an induction of the Indian Partner. In 1952, Rabindra Nath Sen became the partner of Price Waterhouse while Priyamohan Chakrabarti and Premanjan Niyogi became the first Indians to join Lovelock & Lewes as Partners in 1953.

In 1998, the business world was changing rapidly and this change of dynamics resulted in a major development for every firm. And then the international announcement of the worldwide merger of Price Waterhouse and Coopers & Lybrand was made. The merger of these firms formed **PricewaterhouseCooper** which is today popularly known as PwC. After this merger, Price Waterhouse and Lovelock & Lewes in India became a member of the PwC

worldwide network with each being a separate legal entity.

Building the trust and confidence of its clients, PwC India is working diligently to deliver value through its services. Keeping in mind the constant change in the business world, PwC introduced its new strategy - **The New Equation** in 2021.



PwC India has also collaborated with IIM Ahmedabad to set up the 'PwC ESG Research and Innovation Forum' at IIMA. This research platform will provide a space for policymakers, think tanks and academia to come together and devise a roadmap to achieve ESG goals.

SERVICES OFFERED

PwC India helps companies to maximise their growth with a global network of trusted advisors, expert professionals and quality services. Understanding the specific needs of clients, PwC assists and advises businesses to make effective strategic decisions to capture the hidden value of the business. No matter how big or small, private or public, PwC India provides exceptional service to every industry and sector. The most prominent services of PwC India include:

■ **ACCOUNTING ADVISORY**

PwC helps businesses with various complex accounting issues including acquisitions, debt & equity offerings, treasury, hedging, consolidation and many more. The highly qualified professionals of the firm provide their expertise in accounting, valuation and tax to help clients in preserving their businesses.

THE NEW EQUATION: A REFRESHED STRATEGY

Launched in 2021, The New Equation is a refreshed strategy of PwC. Aligning with the purpose of the firm, The New Equation aims toward providing the most trusted and relevant professional services to the business world.

PwC delivers world-class professional services with bold ideas and solutions that are technologically advanced and also human-led. Integrating the best talent and most innovative technologies, The New Equation helps businesses to build trust and deliver favourable outcomes.

■ **CONSULTING**

The consulting services of the firm aim to drive change in the client's business. With the mission to enhance stakeholder experience and realise the true value of the business, PwC India helps companies to think beyond boundaries.

The various consulting services of the firm include Cyber Security, Digital Services, Transformation, Forensic Services, Licensing Management and Contract Compliance, Strategy Consulting, Management Consulting, Financial Risk and Regulations (FRR) and many more to the list.

■ **DEALS**

PwC India provides unmatched support to its partners and clients in all deal situations. The intelligent and digital tools and methodologies of the firm offer the best value realisation of all mergers, acquisitions, divestment and other similar situations. The integrated process and the right strategy by the firm help businesses maximise the value of their deal.

The expert Deal Solutions of the company include Deal Strategy, Deal Insights, Transaction Services, ESG In Deals, Delivering Deal Value, Capital Market Advisory and many more.

■ **CRISIS MANAGEMENT**

Helping businesses to face crises, PwC offers its expert services in Crisis Management. The firm helps its clients to recover and respond to the long-lasting effects of any crisis. Backed up by the global network of PwC, the expert crisis specialists of the firm Prepare, Respond and Recover the companies from any unfortunate incident. The firm

also offers professional services in cyber security or financial crimes.

In addition to this, the firm provides its exceptional services in Experience Consulting, Emerging Markets Centres of Excellence, International Business Groups, FinTech, Tax Academy, Risk Assurance services like Internal Audit, Governance, Risk and Compliance, Information Technology and Project Assurance and many more.

THE MOST PROMINENT ACQUISITIONS BY PwC India

With the right strategies and futuristic vision, PwC India has finalised the deal of many prominent acquisitions. Some of the key acquisitions by the firm are:

- The firm acquired audit firm Ambit RSM in 2007.
- In 2008, PwC India acquired a

Mumbai-based consulting company, ECS.

- In 2008, the firm also completed the acquisition of Dalal & Shah and added it to PwC's network of audit firms.
- In a recent deal in 2022, PwC India acquired a salesforce consulting company, Venerate Solutions Private Limited.

AWARDS AND ACHIEVEMENTS

Earning the client's trust in the outstanding services of the firm, PwC India adds many feathers to its cap. The stellar awards bagged by the firm are:

- "UiPath Innovation Partner Of The Year Award" in 2022
- "Best Consulting Organisation for Healthcare" in 2017
- "India Tax Firm Of The Year" award in 2010 by International Tax Review.





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AL SARTAJ MANAGEMENT SERVICES

Delivering Top-Notch Recruitment Solutions To Businesses



"We provide professional skilled, semi-skilled and unskilled manpower to hundreds of companies. And it has been a case of the 'Right Man for the Right Job' in more ways than one, always."

**Mr Syed Ahsan Akhtar
& Mrs Sadaf Ahsan**
Co-Founders,
Al Sartaj Management Services

Hiring the right candidate is very crucial for any business. But finding a perfect fit for the organisation can

be a tiresome and hectic process that requires a lot of time and resources of the company and it becomes difficult for the business to focus on its core competencies. To solve this problem of hiring the perfect candidate, Al Sartaj Management Services offers its **exceptional**

professional recruitment services solution to businesses. The world-class services provided by the company streamline and enhance the quality of the recruitment process for businesses.

Connecting employers with the right

employees, Al Sartaj Management Services provides integrated, comprehensive and cost-effective recruitment solutions to companies across various industries. The highly skilled and professional team of Al Sartaj ensures a smooth hiring process with 100% quality assurance.

MAN BEHIND THE BRAND

The Founder & CEO of Al Sartaj Management Services, Syed Ahsan Akhtar is a seasoned professional with hands-on experience of more than 15 years in the Human Resource industry. With his sheer hard work, perseverance and dedication, Syed brings substantial improvement in the growth and profitability of the company.

Nurturing Al Sartaj Management Services since its inception, Syed has grown the company from a small but professional agency to an MNC with widespread offices located in UAE, Qatar, Bahrain, Nepal, and Bangladesh, and soon expanding horizons into Europe and the Far East. Currently, he is focusing on the strategic direction of the company and working towards making Al Sartaj the industry leader.

"Over the years our Company has smoothly managed to fulfil the manpower requirements of business groups on one hand and constantly generating rewarding job opportunities for the Indian job seekers on the other," iterates Syed.

ON THE PATH TO SUCCESS

The journey of Al Sartaj Management Services started in 2010 with a mission to provide the best candidate, excellent processing and timely deployment of candidates to the clients. Al Sartaj Management Services is an ISO 9001:2015 certified Overseas Manpower Recruitment Company which means that one can trust the quality of the service provided. Coupled with deep industry insights and expertise in the domain, Al

Sartaj is acing the game of recruitment solutions following the standard recruitment policies.

Starting from one small office, the company is now based in New Delhi with its branch office in Mumbai. In addition to this, the company's network of associate offices is spread throughout India. *"This wide range of networks enables us to attract and recruit the best available professionals globally in all types of staff categories- Skilled, Semi-Skilled & Unskilled Workers," says Sadaf Ahsan who helps Syed in building the core of the company.*

SERVICES OFFERED BY THE COMPANY

Understanding the needs and requirements of the client, the highly professional team of Al Sartaj Management Services hires quality working professionals in no time and enhances the workforce quality of the client's business. Leveraging the extensive network of expert resources, the company finds and retains the best talent with the help of an efficient and effective recruitment strategy and delivers top-notch staffing solutions.

Al Sartaj Management Services is a one-stop solution for all kinds of recruitment needs. Right from recruitment and selection to onboarding, payrolling and training, Al Sartaj does it all. With the help of stringent quality management processes, power-packed technology systems and web tools, Al Sartaj is leading the recruitment industry with its high-quality services.

Syed says "clients' trust in our services enhances when they see that we hire people with positive attitudes, experiment before investment, rethink clients' marketing strategies and find balance in product development."

THE ESTEEMED CLIENTELE

Since its inception, Al Sartaj Management

Services focuses on the quality and efficiency of its recruitment services that help the company in earning a huge client base. The clientele of the company includes many reputed names such as Middle East Technical Service (METS) (Saudi), Regency Group Qatar, AL Muftah Qatar Construction And Oil Gas Division (Qatar), Delta Mechanical Engineering (Qatar), Al Mutawa Group Saudi Arabia, Qatar University, Descon engineering and many more.

THE PASSIONATE TEAM OF THE COMPANY

With the belief that employee recognition plays an important role in a healthy company culture, Al Sartaj Management Services fosters the environment of a positive workplace.

"Due to this positive working environment, many of our employees have been working with us since the inception, which reduces employee turnover and can help recruiters attract more qualified candidates to vacant positions," asserts the Founder of the company.

The skilled professionals of Al Sartaj Management Services come with rich experience, a unique approach and innovative solutions. The company ensures that each member of the team has an equal opportunity to participate and contribute to the success of the company.

THE WAY AHEAD

With a mission to provide robust recruitment solutions, Al Sartaj Management Services is walking on the path of becoming a preferred partner for leading Indian Businesses. Nurturing a healthy client relationship with reliable services, the company is planning to provide sustainable Job Employment and is becoming the Number One choice of consultants for their dream jobs.

GREEN BARK CONSULTING

Offering Excellence With Every Solution



"We, at Green Bark Consulting, specialize in building a Business Excellence Process for clients in the industry."

Amitabha Gangopadhyay
Founder Director,
Green Bark Consulting

Excellence is a well-curated 'Discipline' and a scientifically structured 'Process' that unveils 'Extraordinary' results and growth 'Acceleration'. Accentuating this excellence in boutique consulting, Green Bark Consulting (GBC) is a progressive brand that provides exceptional services in **Strategy, Marketing, Branding, Training, Business Excellence and Data Analytics**. Understanding the needs and requirements of clients, Green Bark Consulting has worked

extensively with Pharmaceutical/ Nutraceutical/Health Care & Health OTC Companies.

As the tagline highlights, **"Discover Hidden Excellence"**, Green Bark Consulting strongly believes that every business/brand can be revived, rebuilt and resurrected and thus aims to create precision and excellence through its strategic, creative & digital services.

THE DRIVING FORCE OF THE COMPANY

Meet Amitabha Gangopadhyay, the man behind Green Bark Consulting. Holding the position of Founder Director in the company, he is an all-around excellence

professional with more than 29 years of rich experience. He received his education in M.Sc. in Human Physiology from Presidency College in Kolkata and gained knowledge through various MDPs from reputed business schools. He gained experience while working in top MNCs and Indian giants in the Pharma industry. With his rich experience and passion for the science of business in Pharma, Amitabha leads Green Bark Consulting with an aspiration to be a 'name of confidence' in the healthcare consulting space.

THE JOURNEY

The stellar journey of Green Bark



Ms Judy Patange
Founder, Creative Director
The Bougainvillea Co.

Consulting began in 2019. Post learning and experiencing industry insights from his intense work experience at the top Management level both in the Indian and Asia Pacific context, Amitabha realised the void of excellence in business process and was convinced that a "Centre of Excellence" was the need of the hour to lay the foundation for his firm Green Bark Consulting. A Centre of Excellence would comprise end-to-end solutions viz. Strategy, Marketing, SFE, Training, Creative & Digital.

Since 2019, Green Bark Consulting along with its **strategic partner**, the boutique ad agency **The Bougainvillea Co.** founded by **Ms Judy Patange**, Creative Director, has been directing the most crucial services of Creative-Communication-Digital-Events that complement the strategic plans of Green Bark Consulting.

The company was started just a year before the pandemic hit the entire world. Taking the pandemic as a learning opportunity, the professionals of the company gained great insights during all transformations experienced by the industry. Amitabha iterates, *"Today, we are formidable with critical projects, that indicate the rising confidence in our clients and our prospects."*

WHY GREEN BARK CONSULTING?

Understanding the need of the client, Green Bark Consulting stands strong with its unique identity in the making. The highly qualified professionals of Green Bark Consulting & its strategic partner ensure that each and every service that the company provides is rich in excellence.

As often quoted by Amitabha *"Experience is of value if studied & documented for future application. Our endeavour at Green Bark is to create flavours of rich experience of business challenges & complexities, process solutions, product & process innovations & bring the science of excellence to the table."* While according to Judy Patange, Creative Director of The Bougainvillea Co., *"We aspire to reach our TG through all communication & digital platforms by effective communication, innovative tech & attractive engaging creatives."*

The key strategies that differentiate Green Bark Consulting from others are:

- Identifying client challenges/issues at the root level through deep analytical approaches and accordingly offering them the most feasible customised solution.
- Integrating the domain knowledge of Pharma/healthcare with holistic solution approaches, thereby not just solving the stated problem but ensuring achievement of excellence.

SERVICES OFFERED

Catering to the needs and requirements of the client, Green Bark Consulting offers a wide range of services that include:

- **Strategic Projects:** Portfolio analysis and re-structuring, Field Force Sizing, Facilitation to M&A, Sales and Marketing Restructuring and Transformation projects, Guidance to OTCization, New Business launches, and Resource Allocation.

- **Marketing (both guidance & end-to-end promotion/advertisement):** Business Unit, Therapy, Brands, Launch Management, and New Product identification.
- **Digital Transformation:** Conceptualisation of the digital strategy by leveraging technology to change traditional print media mindsets to digital omnichannel models thereby taking advantage of the best tech available.
- **Excellence Process (Design/Train/Implementation guidance):** SFE, Business Review and Marketing Excellence.
- **Training:** Sales Force Skills, Sales Management (all levels), Marketing (all levels), Business Excellence Team.
- **Corporate Branding & Events (Awards, Launch, Marketing/ Sales Budget Roll-out etc):** Strategy, Plan and Execution (end-to-end solutions).

ESTEEMED CLIENTELE

Green Bark Consulting thereby emerges as a trusted name in the industry. Building the trust of its clients, the company offers the best-suited strategy to its clients. The clientele of the company includes top and mid-level MNC & Indian Pharmaceuticals, Nutra-ceutical companies and a few Pharma start-up companies.

Amitabha adds, "All of these companies engage us for a spectrum of assignments like business transformation, restructuring, brand assessment, the launch of brands/therapy entry, OTC switch, brand acquisition and many more. Our intense focus and the initial rigour of analytics to understand and gain critical insight into business challenges always instil confidence in our clients' minds. We are certain to remain single-minded on the minutest details of every project that we own, and this is our key to ensuring a successful client relationship."

THE ROAD AHEAD

Aligning with the objective of "Discover Hidden excellence" - Green Bark Consulting and "The Colour of Business" - The Bougainvillea Co., the company strives to serve precision in all services; thereby looking forward to partnering with its existing clients and exploring winning integral projects for its next set of growth agenda.

PRIME JURIS, ADVOCATES AND SOLICITORS

Facilitating Reliable and Quality Legal Services



"We, at Prime Juris, have been representing our clients through quality counsel and advocacy to put their interest at the centre of our attention."

Rishabh Gupta
Partner,
Prime Juris

Expert Legal counsel and formal advice are essential to protect the rights and interests of an individual or an organisation. Everyone needs expert help when it comes to dispute resolution. Understanding the need for convenient access to formal legal advice, Prime Juris offers its expertise in **quality**

counsel and advocacy. The highly professional and expert team of Prime Juris is well-versed in all dispute resolution mechanisms.

The legal professionals of Prime Juris ensure that every legal advice by the team is viewed through the prism of accuracy, accessibility and accountability. The innovative legal solutions of the firm meet the specific requirements of clients

which reduces the risk and optimises value.

THE STELLAR JOURNEY

With the aim to provide exceptional legal advice, strategies and solutions to clients, Prime Juris was founded in 2019. The thought behind the inception of the firm is to provide quality legal services under one roof. Offering services that



Prateek Goswami
Partner,
Prime Juris

match the client's expectations, Prime Juris has come a long way.

The firm takes pride in representing its clients through quality legal advocacy and counsel by understanding their legal complexities and issues. With a team of legal experts and advisory professionals, Prime Juris stands tall among the top legal firms in the country. And today, the firm is emerging as **a trusted legal partner** in the country.

"We aim to achieve a global footprint while delivering exceptional representation, advice, strategies and solutions to our clients," says Rishabh Gupta, Partner at Prime Juris.

LEGAL SERVICES OFFERED BY PRIME JURIS

Prime Juris offers a cutting blend of expertise and capabilities that enables the firm to handle even complex legal cases with much efficiency. Building trust and confidence with its exceptional legal services, the firm has a strong **Pan India network with several legal professionals** from diverse fields. The firm also

has experience in representing clients all over India across different courts including the Supreme Court Of India, High Courts and District Courts.

Keeping up with the professional ethics and integrity of the imbibed values, Prime Juris is known for its quality and timely delivery of expert services. The diverse practice areas of the firm in which it provides legal services are Dispute Resolution And Arbitration, Insolvency & Bankruptcy, Consumer Protection, Intellectual Property, and many more.

"Our distinct approach is to understand each client's needs, goals and requirements along with the implication of the legal issues," says Prateek Goswami.

THE ESTEEMED CLIENTELE

Prime Juris provides a wide range of legal services to a myriad number of clients. The reputed clientele of the company includes Multi-National Companies, Corporate Houses, Startups, Public Sector Undertakings, MSME firms and many other individual clients. The

firm believes that the key to maintaining healthy relationships with clients is to maintain transparency in work and ensure that quality work is delivered to the client at all times.

Emphasising a healthy relationship with clients, Rishabh mentions, "The firm aspires to build long-term relationships with its clients through teamwork guided by integrity and principles of honesty, accountability and consistency."

THE TEAM OF LEGAL EXPERTS

Integrating specialised legal knowledge and extensive experience in the field, the expert team of Prime Juris delivers the best legal service to its clients. The hard-working team of the firm has been working diligently to cater to the specific needs of the clients and offers the legal advice that suits them the best.

The team at Prime Juris has an excellent record of guiding companies as well as individuals based on their legal needs and strives to offer a world-class experience to its clients.

AWARDS AND MILESTONES

The most prominent award that Prime Juris has received so far is the trust and confidence of clients. A favourable relief that clients get from the court/tribunal is a notable milestone for the firm. For Prime Juris, client satisfaction is everything. Every time a client is satisfied with the expert services of the company, it moves the firm one step closer to achieving its vision.

Prime Juris is getting its due recognition in the country for providing top-notch legal solutions and advice. The firm won **Top-100 Lex Falcon Award** in 2021 for impactfully contributing to the field of law. *Taking pride in the expert services, Prateek asserts, "Our quality services and achievements in a short span are an example of how outstanding things happen when the best minds work together."*

THE ROAD AHEAD

With the aim to offer trustworthy, reliable and quality legal services, Prime Juris puts the needs and requirements of its clients first. The mission of the firm is to solve every legal complexity of its clients with value-added professional assistance. Prime Juris strives to evolve into a world-class firm with professional ethics and integrity among the advocates.

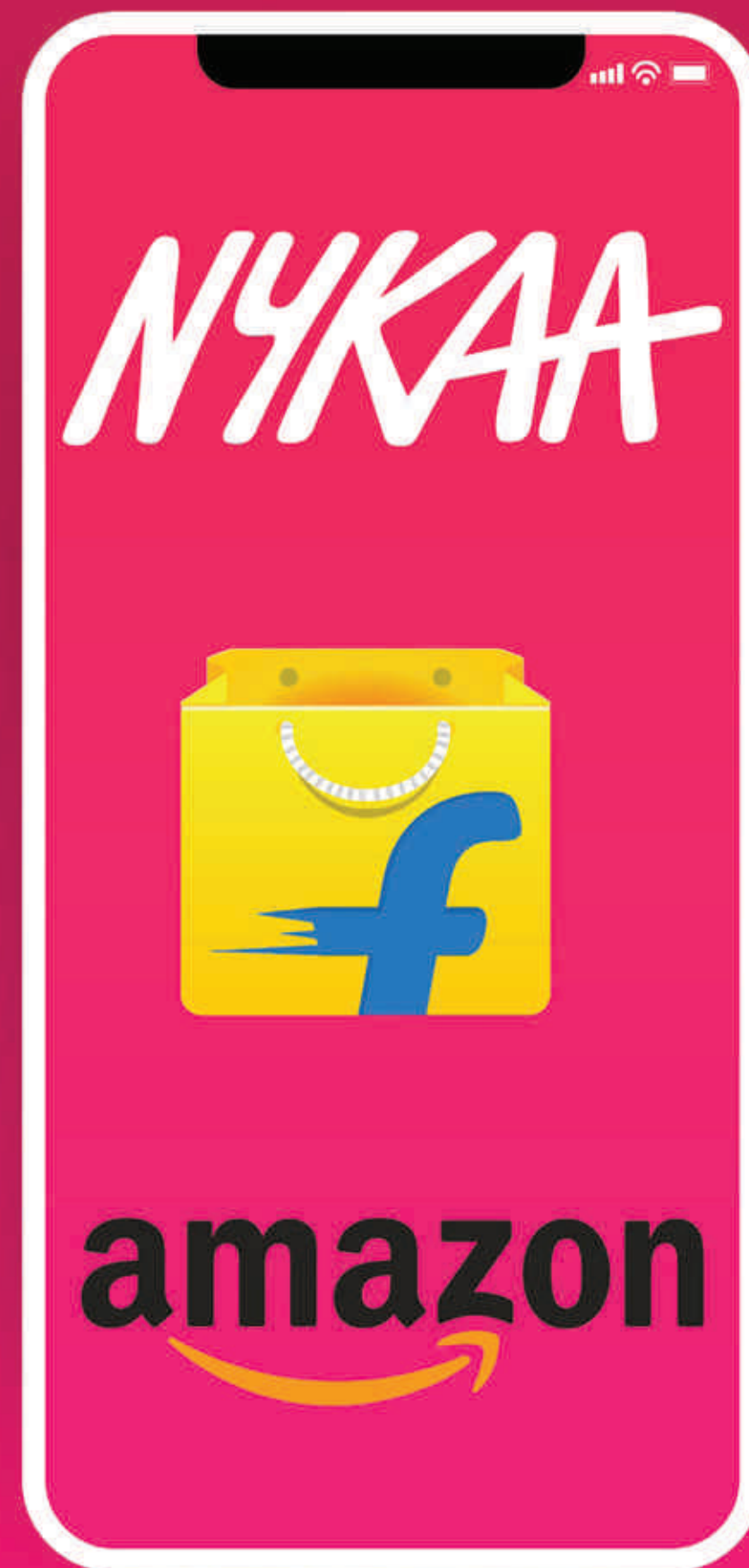
Nykaa

is Beating

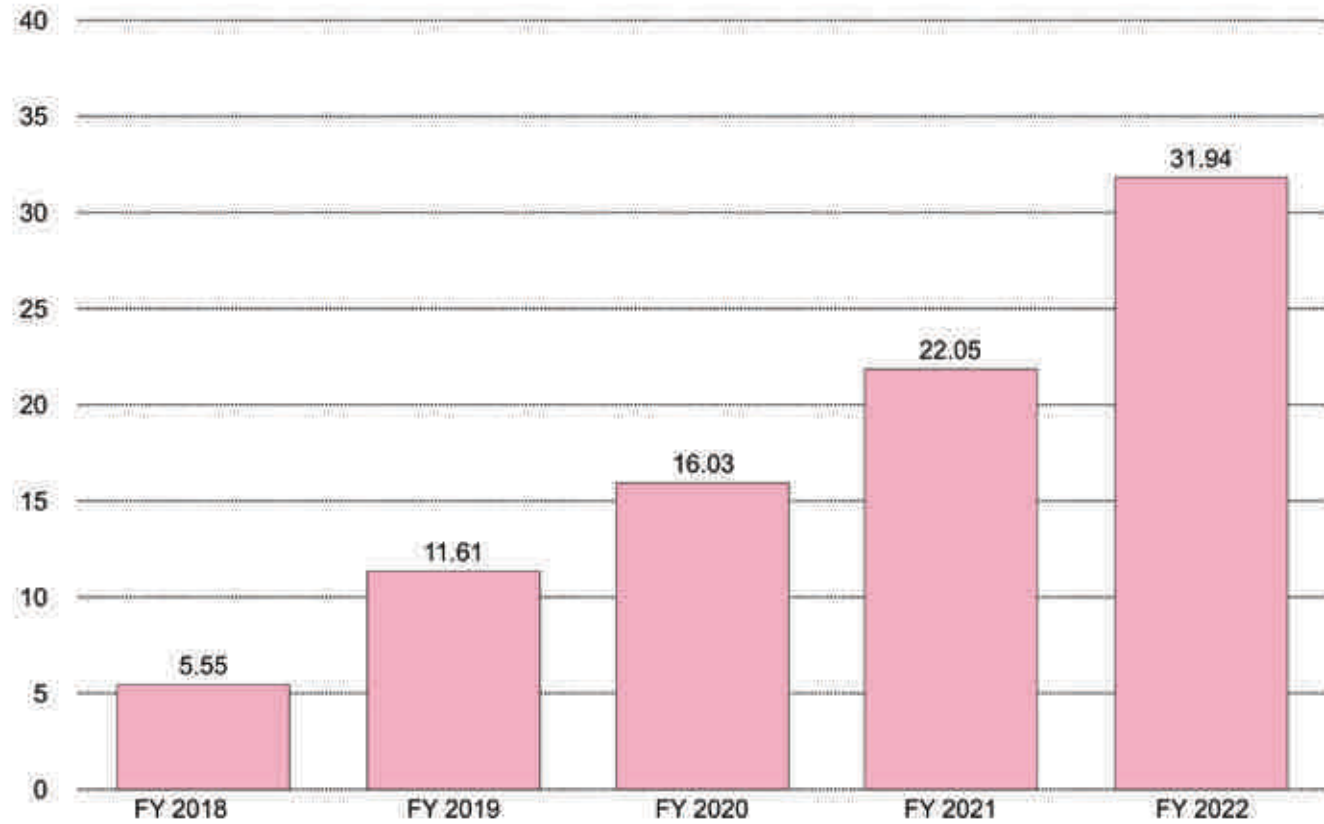
Amazon & Flipkart In The e-Commerce War

N

nykaa is a name that everyone must have heard of. It is one of those few companies that created its identity in such a short period of time. If you hear Nykaa, your brain automatically recalls its pink logo and all you can think about is makeup or fashion. But how did Nykaa do that? How was it able to create such a powerful impact on the consumer's mind that it does not need any detailed explanation, just the name or logo is enough?



Revenue Of Nykaa From FY 2018 to 2022



Source: Statista

Nykaa was founded in 2012 by a former investment banker, Falguni Nayar. In less than a decade, Nykaa emerged as a popular e-market platform for beauty and fashion products. Today, Nykaa stands tall as a leader in the online marketplace of the beauty and fashion category. It is a leading e-commerce company that defeated e-commerce giants like Amazon and Flipkart.

Backed by reputed private investors such as TVS Capital Funds, Max Ventures, Morgan Stanley Asia and many others, Nykaa clocked in a whopping revenue of ₹ 1,230 crores in the second quarter of the financial year 2022-23. But what strategies did Nykaa opt for that give the company so much brand recognition and the position of an industry leader?

There are many reasons that are accountable for the success of Nykaa.

The well-thought-out strategies and the bold decision by Falguni Nayar helped the company to beat the competition and come to the number one position in the entire e-commerce industry.

BEATING THE E-COMMERCE GIANTS WITH ITS STRATEGIES

To understand how Nykaa achieves this milestone, we have to focus on its key strategies. This article helps you dive a little deeper into the business techniques and approaches that drive the significant growth of the company.

■ GOVERNMENT POLICIES

The implementation of new rules and regulations by the Indian government allowed 100 per cent FDI in online stores that are running on a marketplace model. But these rules do not apply to the inventory-based model. A

marketplace model refers to a business model in which businesses follow a zero inventory policy and act as a mediator between the seller and the buyer. On the other hand, the inventory model means those companies that buy the products in bulk, store them in warehouses and deliver when the order gets placed by the customers.

Companies that run on a marketplace-based model like Amazon and Flipkart have to face the heat due to the disruption of FDI. Unlike Amazon and Flipkart, Nykaa runs on an inventory model which helps the company to enjoy the benefits of not having competition from foreign markets.

Companies following the marketplace model are also not allowed to sell products with their own brand name. And that is why Amazon and Flipkart do not

have their own products but since Nykaa follows an Inventory based model, it sells products under its own brand name and earns more profits.

■ PRODUCT AUTHENTICITY

Nykaa does what other companies fail to do. It entered the untapped market of Online Beauty and Fashion. The most common pain point of this industry faced by the customers was the unavailability of genuine and authentic products. Understanding these major problems, Nykaa builds the trust of the customer with authenticity check protocols and offers genuine products from top national and international brands.

If you dig a little deeper, you can find many unlicensed manufacturers selling products on Amazon and Flipkart. Due to a lack of authenticity checks, they sell fake beauty products or even expired products. But Nykaa changed these dynamics completely by sourcing products from renowned brands like Huda, Lakme and others. Direct sourcing of the products helps the company to sell genuine products without any duplicacy issues.

■ DIGITAL EXPERIENCE

Since Nykaa started as an online platform for beauty and fashion products that is why it is essential for the company to ace the game of the digital world and provide a whole new experience to the customer.

Nykaa focuses on building the trust of customers so that they can buy beauty products online. Solving the bottlenecks of trust and confidence, Nykaa started spreading awareness among the customers digitally. Nykaa

built its own online community under the name "Nykaa Network" which currently has more than a million subscribers. Through this network, the company shares many beauty hacks & tips, product reviews, launches and much more information related to the fashion and beauty industry.

■ MARKETING GAME

Along with winning the digital world, Nykaa aces the game of social media marketing. With a strong social media presence, Nykaa has more than 5 million followers on Instagram. The company knows how to attract the attention of customers. Nykaa collaborates with one of the most popular influencers to promote its products.

Along with influencer marketing, Nykaa also collaborates with the country's top actresses for mainstream commercials. Big names in the Bollywood industry like Katrina Kaif, Alia Bhatt and Janhvi Kapoor are associated with Nykaa. Recently, Katrina Kaif collaborated with Nykaa while launching her own beauty brand 'Kay'.

■ OFFLINE AND ONLINE STORES

Nykaa did not limit its presence to only online platforms, it stepped fiercely into the offline market as well. From Event Marketing to launching offline stores, Nykaa marked its solid presence in the

physical world also. When it comes to events, Nykaa does it all, right from college-level events to country-wide Femina Miss India.

The launch of offline stores helps Nykaa to reach out to those customers also who still rely on offline stores. The customer experiences the authenticity of the product in the offline store. It is a very smart strategy used by the company to build the trust of the customer. If the customer has great product experience in offline mode then he/she will not hesitate to buy the product online also.

WRAPPING UP

Understanding the needs of the beauty and fashion market, Nykaa played strategically which makes the company one of the most popular beauty brands in the country. Currently, Amazon sells the highest number of products in this category but Nykaa shines bright with the highest value per order with an average cost of ₹ 1,500 in which 50% of the orders are under ₹ 1,000 and 20% of the orders are over ₹ 5,000.

With brilliant strategic moves, Nykaa becomes a profitable unicorn. Where other unicorn startups are struggling to survive, Nykaa is earning profits and leading India's online beauty and fashion market.



SAMARA CONSULTANTS AND DEVELOPERS

The Friendly Professionals Providing Quality Consultation



"We endeavour to build 'SAMARA' on a rich legacy of transparency, integrity and professionalism."

Saharudin T
Managing Partner & CEO,
Samara Consultants and
Developers

All projects related to construction and infrastructure require professional supervision and quality control to ensure the optimal

end result. To maintain the quality of infrastructure and engineering Services, Samara Consultants and Developers provides world-class services in the field of Construction, Contracts and Management. Samara stands tall among the **top 10 consultants in India** by delivering

quality professional services and enduring healthy business relationships with clients.

Samara is accredited as an **MSME unit of NSIC with ISO 9001-2015** and has been empanelled by the Ministry of

Road Transport and Highways, National Highway Authority of India, and Nationalised and scheduled banks for structural valuation. With the tagline of '**The Friendly Professionals**', the company is built on the dreams of a devoted team of competent professionals with strong mindsets and dedication.

MEET THE MAN BEHIND THE BRAND

The driving force behind the company's success is Saharudin T, the CEO & Managing Partner of Samara. With his good managerial skills and vast experience in liasoning for various public and private Oil Corporations, Saharudin led the company on the path of becoming the industry leader. He is also associated as the consultant of various Tele Communication Companies for trenching and pipe laying along National Highways and Public roads.

"Adaptability is our core strategy that enables us to explore the new market opportunities that are in line with the company's vision," mentions Saharudin T.

THE JOURNEY

Incepted in 2013, Samara is a trusted name in the industry for delivering quality professional services in construction and engineering. The highly skilled team of Samara work holistically to offer the best in class expertise to meet the ambition of each project. The prime focus on customer satisfaction enables the company to establish itself as the most trusted company with round-the-clock availability of services. This is the prominent reason that people trust Samara with their consultancy needs for new ventures even in the current competitive atmosphere.

"So far, we have completed about 3000 plus Access permission projects across India, 70 ongoing projects in various sectors, about 400 retail outlets have been energised under our team and efficiently completed approximately 200 km road projects across the state, says Saharudin."

SERVICES OFFERED BY SAMARA

Samara is a registered vendor to different public and private sector

undertakings including Hindustan Petroleum Corporation Limited, Bharat Petroleum Corporation Limited, Indian Oil Corporation Limited, Reliance BP Mobility Limited, Royal Dutch Shell, Mangalore Refinery and Petrochemicals Limited and Nayara Energy limited for accessing permission from Highways. The company also extends A to Z consultancy services for Internationally recognized retail outlets like Reliance BP Mobility Limited and Royal Dutch Shell across Kerala.

Maintaining the trust of the customers, Samara offers the best services in Surveying, Material testing, Preparation of Detailed Project Reports, Feasibility Analysis, Developing design layouts for Retail Outlets and OFC/Gas Pipelines, third-party inspection, Quantity Estimation, Structural valuation and undertaking shifting of utilities (includes electric and pipelines, telephone cables) to appropriate locations along the highway.

Taking pride in the services of Samara, Saharudin iterates, "We do have collaborated with many companies like Lulu Group International, Kia motors and Prestige Group for obtaining Access Permission from National Highways."

THE STELLAR PROJECTS OF THE COMPANY

Samara successfully handled the structural valuation work for the project of National Highway 66 for which the company has received an **appreciation award from the National Highway Authority of India** for the efficient completion of the work within the stipulated time. It was a 3-year project that a highly dedicated team of 150 engineers of Samara completed in only 5 months.

In addition to this, the company also completed the structural valuation works in Thrissur, Ernakulam, Kozhikode, Kasaragod and Kollam districts as part of the widening project of National Highway 66 (Old NH 17) within the contract period.

Currently, Samara is dealing with the planning and execution for Kochi Salem Pipeline Private Limited in National Highway 966A, AG & P (Edappally- Aroor

and Aroor-Thuravoor stretch). *"We are also conducting an Optical Fibre Cable survey and obtaining necessary clearances from National Highway Authority, the Public work department and the Local Self Government Department for our leading cellular providers like Reliance, Airtel, Aircel, Vodafone and Idea and utility shifting works for semi-government sectors like Kerala state electrical board and Kerala water authority," says the CEO of the company.*

THE DEVOTED TEAM

Samara's skilled and professional team is its biggest asset and legacy. With the firm belief in 'Soldiers win skirmishes: Armies win wars', the company enhances the value of great teamwork among the employees by appreciating the minor achievement of the team. The various sessions including brainstorming, group collaboration and cultivating commitment towards the company makes them feel accepted and valued.

Providing expert advice 24x7, the team of Samara maintains effective communication with the clients which paves the way for the company to establish itself as a leading consulting team so far. Saharudin adds, *"The team affinity we maintain is the fuel that makes our company attain magnificent results."*

THE ROAD AHEAD

The evolution of Samara from a five men army to 250 plus efficient battalion is a progressive graph which makes the company's strategies, services and teamwork more effective which have strongly contributed to the magnificent growth. The diversification of the company into multiple businesses under different platforms is to maintain a strong strategic focus to produce solid financial turnovers which can ensure maximum utilisation of the existing resources and capabilities. *Saharudin mentions, "The next five years from now, we see ourselves as a huge business entity by expanding and delegating the company to several regional offices across the country."*

TALENTWEAVERS

A Perfect Choice to Find the Right Tech and Product Talent for your Company



"At TalentWeavers, our success is a result of the mix of our own talent, company culture, and technical sophistication."

Marlene Rohini Sequeira

Founder and Director, TalentWeavers

Ask any business-person or entrepreneur and they will tell you that skilled employees are the most important component of an

organisation. It is employees who drive the success of any business with their innovative skills and strategies. Catering to the needs of finding the right talent for the organisation, TalentWeavers provides **customised and unmatched talent placement** solutions. High-tech

companies across the world trust TalentWeavers for its **high-quality, fast and reliable recruitment solutions**.

The highly skilled team of TalentWeavers identify and attract the right candidate for the job and help bring on-board

Senior Leaders who culturally fit the needs of the organisation and avoid hiring just anyone. With the right mix of talent, passion and innovation, TalentWeavers is standing proudly among India's top recruitment consulting companies.

TalentWeavers is a dream of Marlene Rohini Sequeira. The company's name is a metaphor for a firm that partners with innovative tech organisations and helps them to hire people who weave the fabric of that organisation.

THE LEADING LADY

Marlene Rohini Sequeira is the brain behind TalentWeavers who defines the vision and the roadmap of the company. With an extensive experience of 15 years in the Recruitment, Talent Management and Organisational Development domain, Marlene drives the growth of TalentWeavers. In her career journey, Marlene was associated with many reputed organisations and one of the biggest unicorn startups, Flipkart. Working at startups inspired her to start something of her own. And that's when leveraging her strengths and experiences as an HR professional, Marlene laid the foundation of TalentWeavers in 2017.

With the immense support and cheer-leading of her brother, Mark Sequeira, Marlene built TalentWeavers. Being the Founder and Director of the company, Marlene ensures the healthy culture of the company and inspires the professional team of TalentWeavers to provide every possible support to the clients.

"My belief system is that we, at TalentWeavers, must match the best talent to the most rewarding careers – and partner with the organisations as they create and evolve," mentions Marlene, the Founder of the company.

THE GENESIS

In 2017, India was witnessing the birth of many startups that changed the entire

dynamics of the market with their innovative and unique ideas. Inspired by the bold and visionary ideas of these entrepreneurs, Marlene decided to plunge into the world of entrepreneurship. And that's how the idea of TalentWeavers was born.

TalentWeavers was started with a couple of employees, a few spreadsheets, and a massive amount of determination. Currently, the company has a team of highly qualified and experienced professionals who are passionate about their work. In addition to this, the company has also built its own talent management technology platform and expanded into tier 2 city, Mangalore, to tap the tremendous talent pool available there.

Marlene iterates proudly, "We're one of the organisations which is part of the incubation hub run by the Government of Karnataka at the Centre for Entrepreneurship, Opportunities and Learning (CEOL). The support and encouragement we're receiving from them are exemplary."

SERVICES OFFERED BY TalentWeavers

Integrating exceptional expertise and its own talent management technology platform, the team of TalentWeavers pick the best candidate according to the needs and requirements of the clients. TalentWeavers hires employees who are skilled and also culturally fit for the organisation. The talent management technology platform of the company ensures that a candidate is a perfect fit for the client's organisation. *Marlene adds further, "We use technology to improve candidate management and evaluation, thus reducing the cost of hiring, and reducing the time to hire."*

TalentWeavers works with the mission to upscale the business of its clients by offering the best Human Resource consulting services. Today, TalentWeavers is a preferred choice in the recruitment industry. The company's

strength lies in its talented and professional team who is moving the company closer to becoming an industry leader.

"Our employees have a significant learning curve to understand the technical nuances of roles, the constantly morphing market situation, and the candidate psychology," says the Founder & Director.

THE ESTEEMED CLIENTELE

Building the trust and confidence of the clients, TalentWeavers has a wide client base across the globe. The prominent clientele of the company includes some of the most exciting tech organisations based in India, Asia and the US. The company offers its services in different domains such as Commerce, Fintech, Food, Logistics, AI/ML and many more.

The company caters to the recruitment needs of every business, be it early-stage startups, maturing organisations which are in their growth phase or those businesses that are expanding their verticals. TalentWeavers has the perfect recruitment solutions for all.

THE ROAD TO SUCCESS

The outstanding recruitment solutions of TalentWeavers integrated with technological expertise and unmatched support helps the company to stand out from the crowd. The company is planning to expand its wings in the next 5 years. The growth plans of the company are:

- To grow deeper into the talent acquisition industry by working with a larger set of organisations with a more diverse demand for talent.
- The company accelerates its Career Counselling services by partnering with Educational Institutions to improve the talent pipeline flowing into entry-level organisations.
- TalentWeavers aspires to productise its technology platform.

FREE DIGITAL MARKETING CONSULTATION & AUDIT FOR STARTUP



DIGITAL MARKETING SERVICES

- > Search Engine Optimization
- > Digital Marketing
- > Social Media Marketing
- > Content Marketing
- > Website Development
- > Cooperate Digital Marketing Training
- > Graphics Design
- > Branding And Strategy
- > Leads Generation
- > Performance Marketing
- > Marketing Consultation



300+ Clients



Expert Team



Data Driven
Approach



Mumbai & Gujarat



Most Promising Digital Marketing
Company In India



Email: info@360ddm.in

www.360ddm.in

EMERGING CORPORATE LAW PRACTICE OF THE YEAR

“

We strive to ensure mid and small-sized companies strengthen compliances, documentation and governance and work towards minimizing involvement in litigation.

In the last 2 years, AMA has ventured into advisory on clean-tech, IP and fintech practices.

ROLE IN AIDING SMEs

As a lawyer with about 17 years of experience, Anant observed that in India decent sized companies be it public or private, whether family run or managed by close aides, having turnovers to the tune of about INR 500 to 750 crores, the spotlight is always on expansion and growth of the business. AMA is cognizant of the bandwidth challenges faced by these companies and has been advising them on and handling corporate and legal issues ranging across spectrums be it restructuring, distress management, shareholder & board issues, compliance checks, protection of rights, financial recoveries etc in an end-to-end manner and providing holistic solutions.

Litigation entails incurring costs & losing time which AMA believes will be significantly prejudicial to a growing business; hence AMA's approach is to consciously avoid adversarial litigation unless it is inevitable. AMA has always kept the bigger picture in sight and strived to ensure that ADR mechanisms especially mediation and supervised negotiations are relied upon in case of internal disputes, i.e., between business counterparts, partners & stakeholders etcetera and turning to litigation only as a last resort. Catering to the client's requirements by keeping their interests, brand image, enterprise value & peace of mind in the forefront is another trait of AMA.

PANDEMIC - A PIVOTING PERIOD!

The major learning curve for Anant and his team was during the pandemic when they learnt the art of survival, coordinating and working with members using new technology and embracing the remote working mechanism with all its lessons of patience, perseverance and persistence. The global black swan event taught the members of the firm to try and keep their morale's high and always look for the silver lining.

AMA'S VISION OF GROOMING YOUNG LEGAL EAGLES

Anant's areas of responsibilities include leading strategy discussions with clients, advising them on complex legal issues and representing their interests in courts of law and tribunals, in addition to guiding the team on various litigations they handle.

Anant is a huge believer of teamwork and is hopeful that his core team of budding lawyers will take the baton forward in the coming years. While the team is young and the median age has been around 27, each member is entrenched into the practice with a few years of experience under their belts and strives to run and handle their own clients, briefs and files which according to Anant is a key contributing factor to the growth of AMA.



ANANT MERATHIA
Managing Partner,
Anant Merathia & Associates

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Catering to the client's requirements by keeping their interests, brand image, enterprise value & peace of mind in the forefront is a key trait of AMA.

Anant Merathia & Associates (AMA) is a young boutique law firm established in 2017. Drawing on his unique experience of having exposure to the legal practice in Singapore and in India for more than a decade, Anant embarked on the establishment of his firm, AMA, which initially started with just 3 members and now consists of 11 dedicated members, including 9 lawyers. Moreover, the firm services clients across borders through its ASEAN Plus partner law firms.

AMA focuses on corporate advisory, contractual disputes, corporate insolvency & commercial disputes before the NCLT, NCLAT & High Courts. Apart from this, the firm is actively engaged in commercial arbitrations & mediations, cases before the RERA, REAT, DRT, DRAT & NGT. The firm celebrates diversity as it boasts of clientele from the steel, building & real estate, logistics, energy, coal, food industry, artificial intelligence, technology, sports, finance sectors, and the Big Four firms amongst others.

AMA has advised multiple distressed companies and successfully restructured and resuscitated some of them from the clutches of corporate death and veered them towards stability.

ASHWAGANDHA

AN AYURVEDIC REJUVENATOR

For centuries, people have relied on herbs and natural remedies to cure their health-care needs. In modern times also, people prefer Ayurvedic herbs as remedies because they are more accessible, have long-lasting effects and are safe to use. Today, we are going to talk about one of the most powerful and effective herbs, Ashwagandha which is best known for relieving stress and anxiety. But the benefits of Ashwagandha are not only limited to this, it has a plethora of other benefits as well.



WHAT IS ASHWAGANDHA?

Ashwagandha is an adaptogenic herb which is used in traditional Ayurvedic medicines. It has been an extensively researched herb that is being used for over 2500 years. Belonging to the nightshade plant family, it is also known as *Indian Ginseng* or *Winter Cherry*. In Ayurveda, Ashwagandha is considered Rasayana which means it rejuvenates the person both physically and mentally.

It is believed that every part of the Ashwagandha plant is useful in one manner or the other. Its roots and leaves are the most beneficial parts of the plant and are used in many Ayurvedic medicines. There are many ways to use its roots but the most common way is to make the powder of the roots and take it as an immunity supplement.

Now that we know what Ashwagandha is, let's talk about its benefits and how to use it to maximise its efficiency.

BENEFITS OF ASHWAGANDHA

Research shows that Ashwagandha is beneficial in treating many conditions with much efficacy including Arthritis, Insomnia, Diabetes, Nervous Breakdown and many others. Let's take a look at the healing properties of Ashwagandha and its benefits:

■ BOOST IMMUNITY

Rich in amino acids, peptides, lipids and bases of nucleic acids, Ashwagandha is recognised for its ability to boost immunity. It is investigated as an immunomodulatory agent and is very effective in fighting infection and making the immune system stronger. The immune-stimulatory activities of Ashwagandha effectively span both adaptive and innate immunity.

■ RELIEVES STRESS AND ANXIETY

The calming properties of Ashwagandha help in reducing stress and anxiety. Many studies found that Ashwagandha has an incredible effect on cortisol levels. Cortisol is a stress hormone and its high levels cause stress and anxiety in a person, Ashwagandha reduces these stress hormones and significantly helps those who are suffering from stress, anxiety and depression.

■ INCREASES MUSCLE STRENGTH

For years Ashwagandha is used for increasing muscle strength. It is scientifically proven that people who take Ashwagandha as a supplement have greater muscle size, strength and mass. The consumption of Ashwagandha reduces muscle soreness, inflammation and pain. Along with these benefits, Ashwagandha is a classic treatment for relieving fatigue and boosting energy.

■ HEART HEALTH

Ashwagandha is an outstanding herb that keeps your heart healthy and happy. It increases the VO2 max levels in the body which means your body can take the maximum amount of oxygen even during exerting physical activity. The root extract of Ashwagandha may enhance a person's cardiorespiratory endurance and lead to better heart health. Improving cardiac health, Ashwagandha is a panacea for all heart diseases. It helps in lowering blood pressure, easing chest pain, lowering high cholesterol levels and preventing any major heart diseases.

■ BALANCE BLOOD SUGAR LEVELS

Ashwagandha battles High levels of blood sugar quite effectively. It regulates the body's insulin levels and is also helpful in lowering blood glucose levels and triglycerides. Some studies show that Ashwagandha is also prescribed as a medication for type 2 diabetic patients. Improving the overall metabolism of the body, Ashwagandha regulates insulin sensitivity and inflammatory markers in humans.

THINGS TO KEEP IN MIND BEFORE TAKING ASHWAGANDHA

Ashwagandha is undoubtedly beneficial in many ways for the body. It is also considered safe for most people. However, it still has some side effects such as vomiting, diarrhoea and upset stomach. It is always advisable for the following people to take a consultation with a doctor before starting the consumption of Ashwagandha:

- People who are on prescribed medications or suffering from any disease should consult with their doctor first before taking any kind of Ashwagandha supplement.
- Women who are pregnant, breastfeeding or having thyroid should avoid taking Ashwagandha.
- Those people who have undergone any kind of surgery or have allergies to nightshade plants should also avoid taking Ashwagandha.
- It might be possible that you experience some side effects like vomiting or an upset stomach. This means that your body cannot take the high dosage and you need to reduce the quantity of your Ashwagandha dosage.

FINAL WORDS

A revered herb, Ashwagandha is one of the very important parts of the Indian Ayurvedic system. For years people are using it to treat various diseases. It is one of the best stress relievers. For ages, Ashwagandha is curing people naturally and making Ayurvedic medicine more effective.



Z2 PLUS

The Ultimate Choice Of Both Employers And Job Seekers



"At Z2 Plus Manpower and Security Agency, we explore all modern and traditional strategies of recruitment just to get the right manpower for your company."

Shiv Bahadur Singh

Director,
Z2 Plus

With a mission to bring employers and job seekers together, Z2 Plus Manpower and Security Agency has risen to the forefront in India. Since its inception in 2011, Z2 Plus is offering various services to help organisations manage different Human Resource functions in a professional manner.

Headquartered in Kolkata, Z2 Plus is dedicated to meeting the needs and

expectations of both employers and candidates. From Training & Development, Placement Services, Manpower Recruitment, Career Consultancy, Mass Hiring, and Staffing Solutions to Human Resource Consultancy, Z2 Plus does it all.

THE LEADERS BEHIND THE COMPANY'S SUCCESS

■ YASHWANT SINGH, MANAGING DIRECTOR

Yashwant Singh is an eminent socialite. Having completed his M.Com from Kolkata University, Yashwant comes with a strong knowledge of business analysis, project management and planning. His

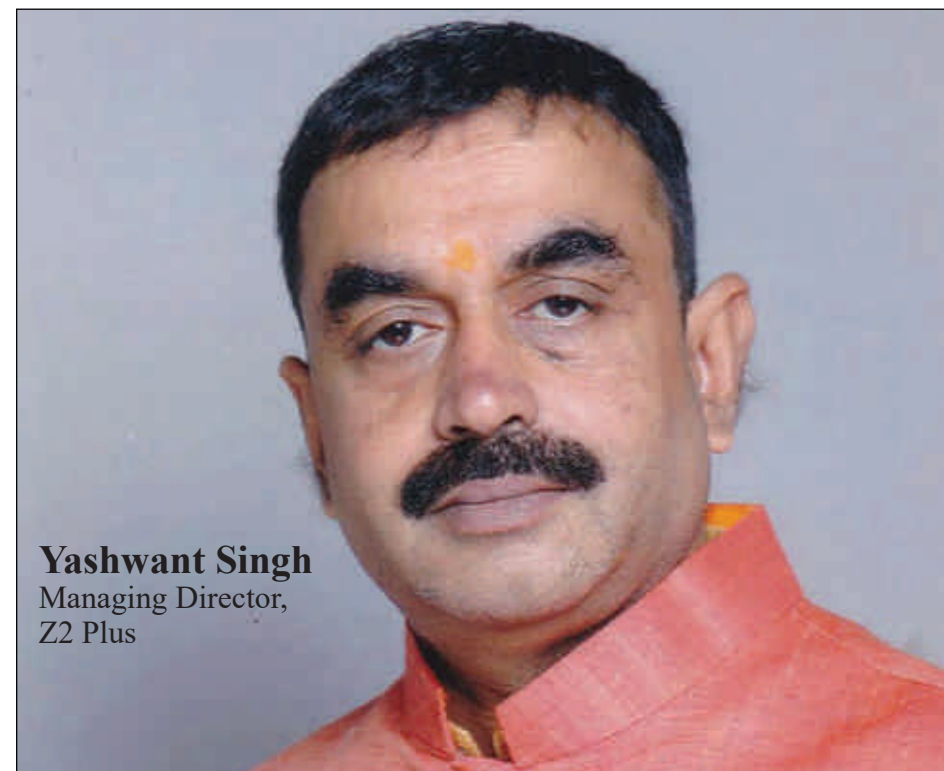
absolute vision of creating a platform for both employers (finding the right people) and employees (seeking jobs) led to the inception of Z2 Plus a decade ago.

■ SHIV BAHADUR SINGH, DIRECTOR

Shiv also hails from a commerce background. After completing his B.Com from Kolkata University, he immersed himself in incepting and expanding Z2 Plus. His business acumen has helped the company increase its revenue multi-fold and witness exponential heights.

SPECIALISATION AREAS OF Z2 PLUS

Z2 Plus specialises in helping different companies recruit talent in different areas such as:



Yashwant Singh
Managing Director,
Z2 Plus

- Stenographers, Office Assistants, Data Entry Operators, Clerks, Accountants, Marketing Officers
- Medical Officers, Pharmacists, and Nurse Lab Technicians for Rural Areas
- Program Coordinators, Marketing Managers
- Office staff for Finance Sector, Engineering Sector, Healthcare Sector, and many other sectors
- Car Services with Drivers, Security Guards, Body Guards, Bouncers

"We take pride in offering top-level staff for ambulance & medical services, vehicle management services, CSR implementation, NGO Management, Health Camps & Clinics, and more areas," mentions Yashwant.

WHY Z2 PLUS IS THE PERFECT CHOICE?

Z2 Plus has been making its mark in the recruitment industry for over a decade now and has become a trusted consultancy in the business industry.

- **Placement At The Right Place:** Unlike other placement agents, Z2 Plus places candidates as per their interests and qualifications.
- **Training and Development Services:** Different training and development programmes, monitored by a team of proficient HR

Professionals, train the selected candidates and help them acquire job-specific skills.

- **Career Consulting:** The qualified and skilled team of HR professionals at Z2 Plus guide people about the right career options for them. Once they get the clarity, they choose to pursue the right interests thereby ensuring complete job satisfaction.
- **HR Consultancy:** Understanding the need for effective policies, Z2 Plus provides effective suggestions and result-oriented strategies for improving Human Resource Management.
- **Manpower Recruiting:** The company provides 100% professional assistance to companies, right from candidate line-up, interview, selection/rejection intimation to salary negotiation.

INDUSTRIES & CLIENTS SERVED BY Z2 PLUS

Z2 Plus has expertise in supplying various types of manpower to different sectors like Construction, Engineering, Oil & Gas, Manufacturing, Information Technology, Hospitality, Mining, Agriculture, Tour & Travel, Automobile, FMCG, Sales & Marketing, Retail, Healthcare Industries, and many more.

Since the company's establishment, Z2 Plus has had the opportunity to serve many eminent clients like Vodafone,

ICICI Bank, Hindustan Unilever, Indian Chamber of Commerce, Aditya Birla Group, Hindalco, Maruti Motor Ltd, and more.

In the Health sector, the company has served The Hans Foundation, Wockhardt Foundation, Indiabulls Foundation, Emami Foundation Corporate & Occupational Health Experts, Vedanta hospital, Tata Trusts, Tata Medical Centre, and AIG Hospitals to name a few.

COMPANY'S RECOGNITIONS

- Registered with Ministry of MSME Govt of India
- ISO 9001: 2015 Certified Company
- Registered with Employees Provident Fund Organisation (EPFO), Ministry of Labour & Employment, Govt of India
- Incorporated under Companies Act 1956, Ministry of Corporate Affairs, Govt of India
- Registered with Employees State Insurance Corporation Ministry of Labour & Employment, Govt of India
- CIBIL Certified Rank 2 Company
- Registered under Goods and Services Tax

THE VISION AHEAD

Z2 Plus envisions becoming the ultimate choice and destination for both employers and employees. Along with that, it aims to get itself listed in both the stock exchanges of India and also in NASDAQ. Z2 Plus's consistent commitment towards the recruitment and placement industry is listing it among the leading Placement consultants in the world.

Z2 Plus places itself differently from other market players by:

- Focusing on quality manpower services and never compromising on quality parameters under any circumstances.
- Following a unique business model that includes preliminary screening, background checking, and preliminary interviewing of the candidates before sending them to employers for short-listing.

"As a Recruitment Agency, we ensure creating value for our clients by searching the best talents for them. We make sure that the candidates sent via us are best-suited and fit into the culture of the organisation," mention the Directors.

ZEST INDIA

Offering Innovative Corporate Training With High Tech LMS



"For more than a decade, we, at ZEST India, have been working tirelessly to help organisations develop a workforce they can be proud of."

Souvik Biswas

CEO,
Zest Learning And Consulting

Employee loyalty has become more elusive than ever. But one thing that helps the company to attract and retain top talent is Learning

& Development. Once considered a back-office activity, employee training and development have become more of a strategic function in many organisations. Learning & Development not only helps employees but companies also with a more skilled, productive and

innovative workforce. That's where Zest Learning And Consulting comes into play. The company offers **world-class corporate training** to prepare **talented industry professionals and leaders** for tomorrow.

ZEST India was inceptioned in 2013 with the aim to inculcate communication and soft skills in working professionals. The core idea behind the company is to develop a skilled and efficient workforce that proves to be an asset for businesses. ZEST India has successfully trained more than 70 thousand employees and blossomed them into star performers for their organisations.

MAN BEHIND THE BRAND

An excellent corporate training facilitator, Souvik Biswas started his journey as a corporate trainer in 2008. His modules and training worked like magic for companies. His clients were very satisfied with the techniques and methods of effective management, right decision-making, and adequate resource management techniques that helped them regain their confidence. Realising that more companies have big dreams but they need proper corporate guidance, Souvik Biswas laid the foundation of his own brand ZEST India in 2013.

The **CEO of ZEST India, Souvik Biswas** ensures that the corporate training modules of the company go beyond the traditional methods and techniques and help clients in building skilled manpower. He brings 15+ years of rich experience and expertise to the company and keeps the highly skilled team of ZEST India motivated.

"We know how it works, what challenges the L&D team faces at the corporate and the LMS is designed to address those more effectively," mentions Souvik.

ZICO: AN UNBEATABLE LMS

To measure employee learning trends effortlessly, ZEST India introduced its In-House Learning Management System (LMS), ZICO. The LMS helps employers to evaluate every employee based on skill set, learning capabilities and on-the-job performance. This system also fast-tracks the career growth of employees.

ZICO can be easily integrated with associated management software and Human Resource Information Systems (HRIS). Here are the key features of ZICO:

- It records each learner's information so the training content will be relevant to their role, skills and function.
- ZICO also keeps learners engaged by sending notifications about training deadlines and course completion rates. It will also alert trainers on a user's course completion status.
- The company's LMS is 100% mobile-friendly. Learners can access training content anytime, anywhere.
- ZICO also comes with a powerful video conferencing feature. This can help learners keep in touch with each other through web conferences.

SERVICES OFFERED BY THE COMPANY

ZEST India firmly believes that it is employees who create the goodwill and the legacy of any organisation. When it comes to spearheading innovations, brainstorming strategies, and building the reputation of the organisation to the next level, it all comes down to having the right workforce. ZEST India provides best-in-class corporate training to build the right workforce. The exceptional services of the company include:

■ SOFT SKILL TRAINING

Be it basic communication skills or the art of giving seamless presentations, ZEST India does it all efficiently. The company also offers services in team-building, the skill of cooperation and collaboration with others, and managing conflicts tactfully.

■ SALES TRAINING

The sales training offered by the company helps the sales professionals in mastering the art of delivering sales pitches, brushing up their product

knowledge and handling client queries & objections adroitly. Till date, ZEST India has bloomed the careers of many sales professionals.

■ RETAIL & HOSPITAL MANAGEMENT TRAINING

The entire business of the Retail & Hospital Industry relies on efficient, helpful and friendly staff. ZEST India helps these businesses to create their dream team by imbining several skills including making visitors feel welcome, answering queries promptly, dealing with angry/dissatisfied clients and patients with tact and converting casual visitors into satisfied customers.

■ CUSTOMER DELIGHT TRAINING

Any business is successful only when its customers are satisfied and happy. ZEST India trains its staff to give visitors a seamless and happy customer experience. Customer delight training helps brands to build a company's reputation through positive reviews and word-of-mouth (WOM).

AWARDS AND MILESTONES

Offering top-notch corporate training services, ZEST India adds many feathers to its cap. The most noteworthy achievements are:

- ZEST India was awarded "Most Promising Company For 2022-23" by the Indian Achievers Awards
- The company was named among the 50 Best startups by Silicon India
- Souvik Biswas was awarded as "Most Dynamic Director"

THE ROAD AHEAD

Along with the training and LMS, ZEST India is also planning to implement AI in corporate training in the next 5 years. *Souvik iterates, "We will be building up a learning eco-system for every organisation where knowledge, skill and attitude will be the only mantra for success."*

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Support



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Brand	Category	Name	Designation
Al Sartaj Management Services	Overseas Recruitment Consulting	Syed Ahsan Akhtar & Sadaf Ahsan	Co-Founders
Canam	Education Consulting	Anuraj Sandhu	Co-Founder & CEO
Green Bark Consulting	Strategy Consulting	Amitabha Gangopadhyay	Founder Director
Prime Juris, Advocates And Solicitors	Legal Consulting	Rishabh Gupta & Prateek Goswami	Partners
Samara Consultants and Developers	Civil Consulting	Saharudin T	Managing Partner & CEO
TalentWeavers	Placement Consulting	Marlene Rohini Sequeira	Founder & Director
Webkul	IT Consulting	Vinay Yadav & Vipin Sahu	Co-Founders
Winnny Immigration	Immigration Consulting	Pranay Shah	Director & CEO
Z2 Plus	HR Consulting	Shiv Bahadur Singh and Yashwant Singh	Directors
ZEST India	Learning and Development Consulting	Souvik Biswas	CEO

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

Bill Gates

Wants You To Read These Books

"Whether I'm at the office, at home, or on the road, I always have a stack of books I'm looking forward to reading."



All those who know Bill Gates very closely know how much he loves to read books. Microsoft's Co-Founder is so much into books that he reads around 50 books a year, which on average means reading one book per week.

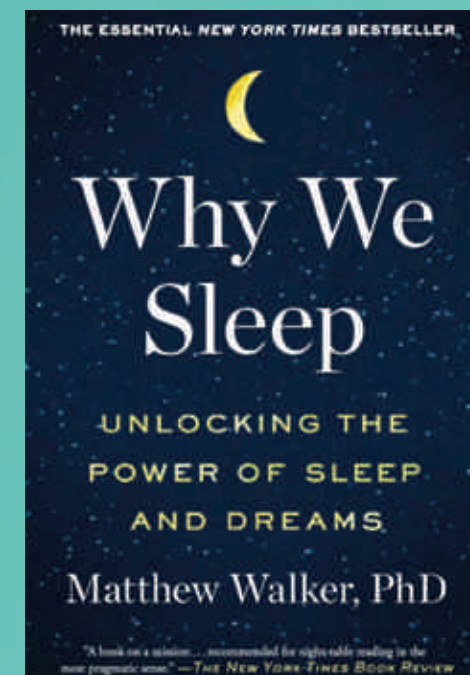
Gates carries a big canvas tote bag full of books whenever he goes on a vacation. And if he is in the middle of an interesting reading, he would not hesitate to stay up late to finish reading it.

Reading can inspire innovation and creativity and yield great benefits. Let's take a look at some books which Bill Gates recommends all of us to read:

WHY WE SLEEP BY MATTHEW WALKER

RATED: 4.4/5

Sleep makes us smarter, healthier, safer, and more productive. And this book by Dr Matthew Walker substantiates the same. The book provides insights into the importance of sleep and how it affects a human's physical and cognitive performance. Besides that, the book also suggests how can one improve their own sleep habits. The major diseases in the world like obesity, cancer, Alzheimer's, and diabetes are linked to sleep deficiency. This book puts the lime-light on all such cases and provides



actionable steps towards getting a night of sound sleep.

THE MOST POWERFUL IDEA IN THE WORLD BY WILLIAM ROSEN

RATINGS: 3.9/5

This book by William Rosen weaves together the clever characters, historical context, and incremental innovations behind the steam engine responsible for the industrial revolution. William also tries to answer the question: What made 18th-century Britain such fertile soil for the inventors? He also traces the history of the steam engine right from its early days to the days when it drove the wheels of mills and also to the times when it became used as a transporter for people and freight by rail and sea.

THE WORLD UNTIL YESTERDAY BY JARED DIAMOND

RATINGS: 3.8/5

Jared has written this book based on his 50 years of field experience in New Guinea and neighbouring islands. The book provides a firsthand picture of the human past as it had been for millions of years and puts emphasis on the differences between the past and the present. He hasn't romanticised traditional societies but instead talks about many shocking practices. The book also puts light on universal human problems like elder care, child rearing, risk, and dispute resolution which have much to teach us.

THE MAGIC OF REALITY BY RICHARD DAWKINS

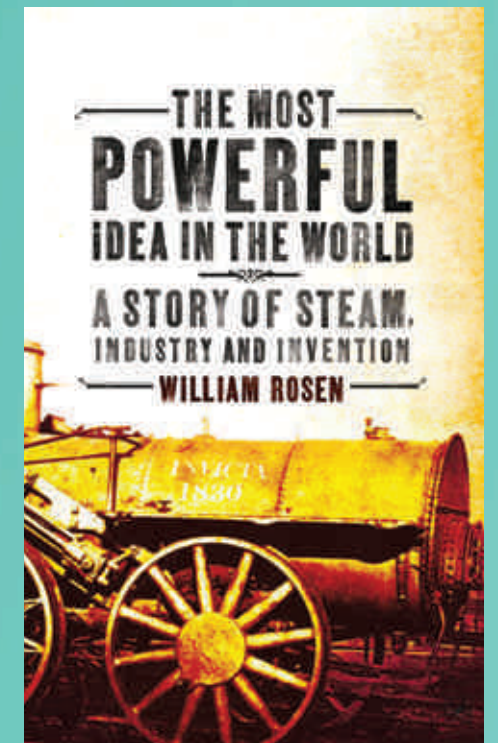
RATINGS: 4/5

Why are there so many different kinds of plants and animals? What causes tsunamis? How old is our universe? Who was the first man? Who was the first woman? This book by Richard is a read packed with dazzling illustrations, experiments, and jaw-dropping facts. This is a must-read for all those who love to read about Science as this book makes you think like a scientist.

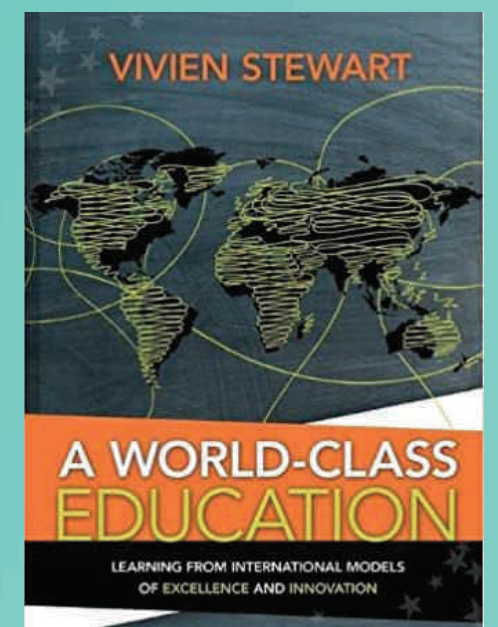
A WORLD CLASS EDUCATION BY VIVIEN STEWART

RATINGS: 4.5/5

Written by an international education expert, this book is designed to promote



conversation about how to educate students in an innovation-based rapidly changing world. In the 20th century, the US was the world leader in education. Now many other countries are also catching up. Stewart writes learning goes both ways. Other countries have learnt a lot from the US and now it's time for American educators to open their eyes to other countries' practices which are future-focused and create a truly top-notch education system for the generations to come.





MEET RADHIKA JA

who is turning trash
into beautiful

dolls

U

nlike other kids, Radhika's childhood was quite different. She was only 5 years old when she got a fracture in one of her legs. She had another fracture after a few months' time. The doctor prescribed her a full body x-ray and it was found that Radhika was suffering from Brittle bone disease. Radhika went through 7 surgeries, after which she was unable to walk without the help of sticks.

Radhika didn't give up and continued her studies. Unfortunately, due to long hours of sitting in school, she developed a problem in her spinal cord and had to therefore discontinue her studies.

WHEN RADHIKA FOUND HER PASSION

Homebound Radhika started to immerse herself in art and crafts. She started making wall hangings and decor. Her brother, Rajmohan suggested her to start using newspaper or upcycled material to create something unique. Hence, her journey of handcraft started.

Rajmohan's friend, Manikandan introduced Radhika to YouTube videos which helped her learn how to make African dolls. Radhika took the lessons very seriously.

"Making a handcrafted doll is my hobby as well as my business. My goal is to showcase my dolls in every shop all over India," Radhika says with a smile on her face.

What started as a hobby has now turned into a full-time business for Radhika.

"When people saw my handicrafts at home, they asked me why the faces of the dolls are black. They wanted the faces to be in some other colour. In our society, we consider fair or wheatish a better colour. But, I refused to do so since the 'black' colour has always represented the uniqueness of my product. I stood by that," says Radhika while describing the colour of her dolls.

HOBBY TURNED INTO A BUSINESS

Initially, Radhika recorded zero sales of her dolls. Only the neighbours visiting her home used to appreciate her art and bought dolls.

"When I received a lot of appreciation and was paid for my work. I understood that I can make a business out of it," shares Radhika with us.

Her brother came up with a solution and asked her to make theme-based dolls. When he uploaded the pictures on Social Media, Radhika started getting a lot of

orders which boosted her confidence to the seventh sky.

RADHIKA CONSIDERS HER BROTHER AS A PILLAR

While appreciating her brother and his contribution to the business, Radhika says, *"My brother has supported me and my business from the scratch. He is still a core part of my business and helps me in purchasing the raw materials and promoting the business online."*

Today, Radhika makes wedding-theme dolls, African dolls, Indian dolls, character idols, Krishna idols, Lord Shiva idols, and cartoon characters to list a few.

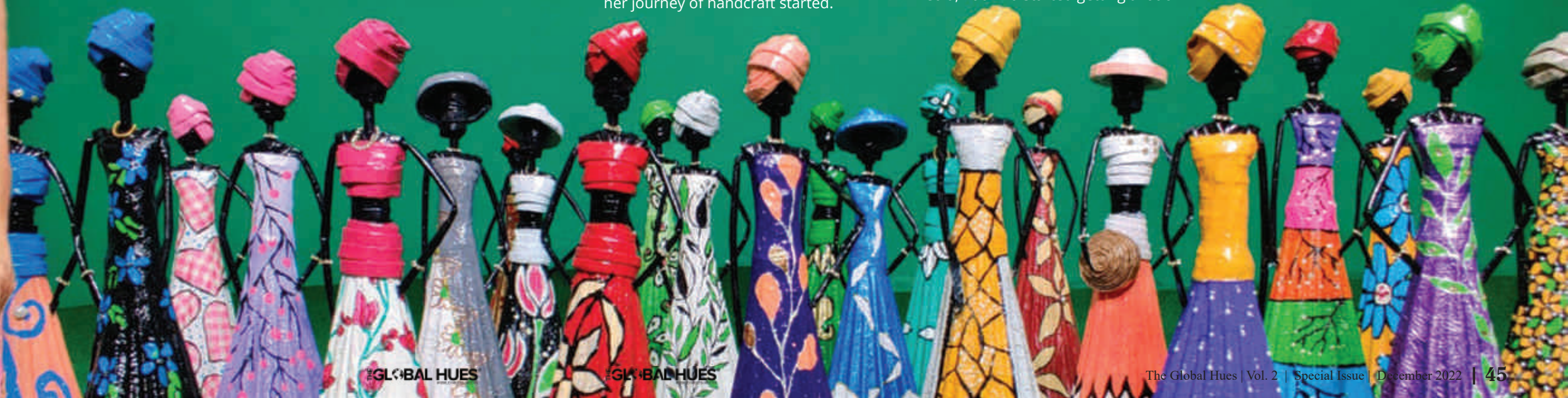
AIMING FOR THE SKY

Radhika receives orders from all across India and also from other countries like Dubai, Sri Lanka, USA among others.

Rajmohan proudly mentions that "Radhika is now planning to recruit some people to help her in the business as the bigger plan is to expand QueenBee."

The size of the dolls ranges from 12cm - 90cm (Width range: 3-10 inches, Weight range: 250 grams - 5kg, length upto 3 ft) The products are 100% handmade.

Currently, every doll end-to-end is made by Radhika only. Each doll-making takes at least 2 to 3 days and Radhika puts her heart and creativity into the making of every doll. Radhika has made around 2350 dolls so far."



Uddeshya's

GURUKULAM-KHUSHIYON WALA SCHOOL IS A HOME FOR HUNDREDS OF

Students



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Uddeshya was only 21 years old when inspired by the concept of the Art of Living, he founded Gurukulam - Khushiyaon Wala School in 2019. Other than providing quality education to the unempowered sections of society, Gurukulam tries to foster mental clarity, peace of mind, focus, emotional stability, values like sharing & caring, and a sense of belonging in the future generation of the country.

"I was the topper of my school. But when I stepped into earning something for a living, I was getting jobs in Dhaba or an ice cream factory. It made me realise how important it is to have practical skills. Even after spending 15 years in school, I was unable to get a decent job as any company nowadays hires you on the basis of skill-based knowledge and qualities like quick decision-making abilities, critical thinking, leadership etc," said Uddeshya while recounting his struggling days.

Uddeshya further said, "It made me question my capabilities. And that was the moment when I realised that there are many more Uddeshya Sachans who are struggling with the same issues."

AN OVERALL CHANGE

Uddeshya wanted to bring a change and that's when he took the plunge and decided to establish Gurukulam - Khushiyaon Wala School which is currently refining the lives of around 150 children in Kanpur. Running on the concept of integrating Practical knowledge & real-life learning, the school focuses on outcome-based programmes like robotics, gardening, artificial echnologies etc.

Gurukulam is a platform that prepares a student for the real world. Uddeshya said, "Right since children enter the school, we let them enter into the rat race of scoring good marks. This is only imaginary progress. We often ignore their emotional & mental health. At Gurukulam, my motive is to impart skill-based learning rather than exam-oriented learning."

Children are like clay, therefore should be moulded in the right shape. Gurukulam is running with the vision of creating

a skill-development campus for unempowered children integrated with the latest technologies and infrastructure such as robotics, labs, smart classes, sports, and much more. Uddeshya is quite optimistic about his approach and aims for improving the education system in the years to come.

THE BEST WAY FORWARD

"We provide such an environment to a child that he/she does not wish to go back from school. We nurture them with love & care," said Uddeshya which clearly indicates the affectionate environment of Gurukulam.

Right now, Gurukulam is expanding itself in Kanpur and wishing to spread it across the country so that an overall change can be brought to society.

HAPPINESS IS EVERYTHING

Uddeshya believes that happiness is the highest level of success. Nothing can stop you if you stay happy. You can get through any hurdle or obstacle if you face it with a positive attitude.

Never give up. There's going to be stress in life but it's your choice whether you let it affect you or not.



WILL THE

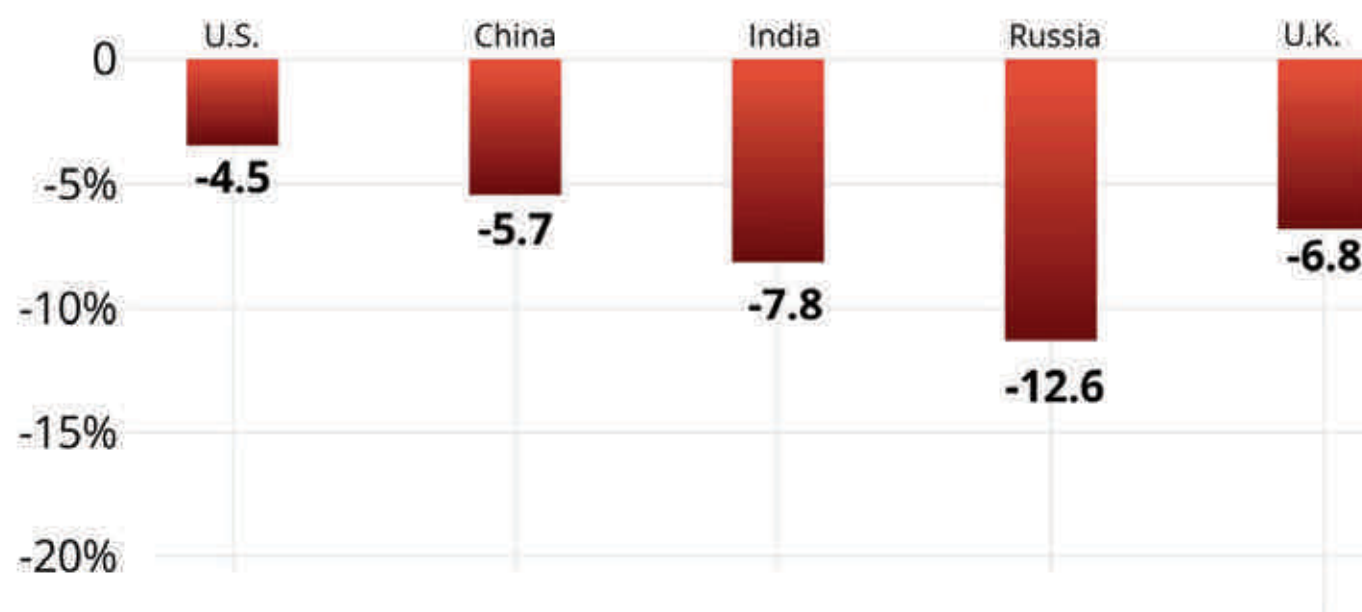
upcoming recession be worse than 2008 recession?

T

he global economy is recently facing much turmoil and is on the verge of a great economic crisis. Countries across the world are experiencing rising unemployment, inflation, and a substantial decline in output and revenue. This period of a significant decline in economic activity is termed the 'Recession'. You might have heard this term a lot in the news recently. After the year 2008, the recession is likely to hit the world again soon and this time its effects will be distressing on the GDP of every country.

Many financial institutions and experts are expecting that the recession hasn't hit the world yet and will strike the economies in full swing in 2023. The world economy has suffered a great loss in the past 2-3 years. After suffering from the deadly effect of the Covid pandemic and lockdown, countries were still struggling with their finances and got another blow in the Russia-Ukraine war. This war pushed many major economies to the edge of recession and governments were compelled to hike interest rates to curb inflation.

Projected Output loss for 2023



Source: UNCTAD secretariat calculations based on World Bank data

THE GLOBAL ECONOMY SLIPPING INTO A RECESSION

According to the reports by The World Bank, the Central Banks across the world are constantly rising interest hikes to keep inflation under control. This degree of synchronicity has not been seen in the past in the last five decades. And this trend will not subside in the next year either. Despite the tightening of global policies and interest rate increase action, countries are unable to prevent the impending doom of the recession.

The experts believe that among all the countries, the US will be hit drastically by the recession next year. Since March 2022, The US Federal Reserve has increased its interest rates by 375 basis points this year. This worrisome hike sparks many debates about the price hikes of various commodities among citizens. Because rising interest rates beyond the limits may lead to several other financial problems along with the recession.

Apart from the US, the countries that are more likely to fall into the recession include developed economies like the UK, Japan, Australia, South Korea and Canada. The effect on the countries may vary from country to country but eventually, the whole world will slip into the grave pit of recession. The situation for Europe may go from bad to worse if Russia cuts off the gas supply entirely. The global financial group, Nomura sees the euro area economies and the US contracting 1% in 2023.

HOW BADLY WILL THE RECESSION HIT INDIA?

After studying the reports by the various financial institutions, one thing is certain and that is, the Recession will hit the world in 2023 and there are no second thoughts about it. But it might not have a severe impact on the Indian economy. Although the current inflation in India consistently remains above the comfortable limit, RBI and the government assures that the government is taking adequate measures to bring down

the inflation and the whole situation of recession is under control in India. Financial experts say that the Indian economy is on a recovery path which is supported greatly by the higher industrial output and pent-up demand for services.

Here is what different institutions and experts have to say about the situation of India in times of recession:

INDIA: A BRIGHT SPOT ON THE HORIZON

During the World Bank Annual Meeting in Washington DC, IMF Chief, Kristalina Georgieva called India a bright spot on the dark horizon. The meeting was held on October 13, 2022, to discuss the global economic situation. Kristalina said India has been the fastest-growing economy even during difficult times.

Following the pandemic-led restrictions and the various other rippling effects of geopolitical and global concerns, India still managed to record double-digit growth of 13.5 per cent in April-June

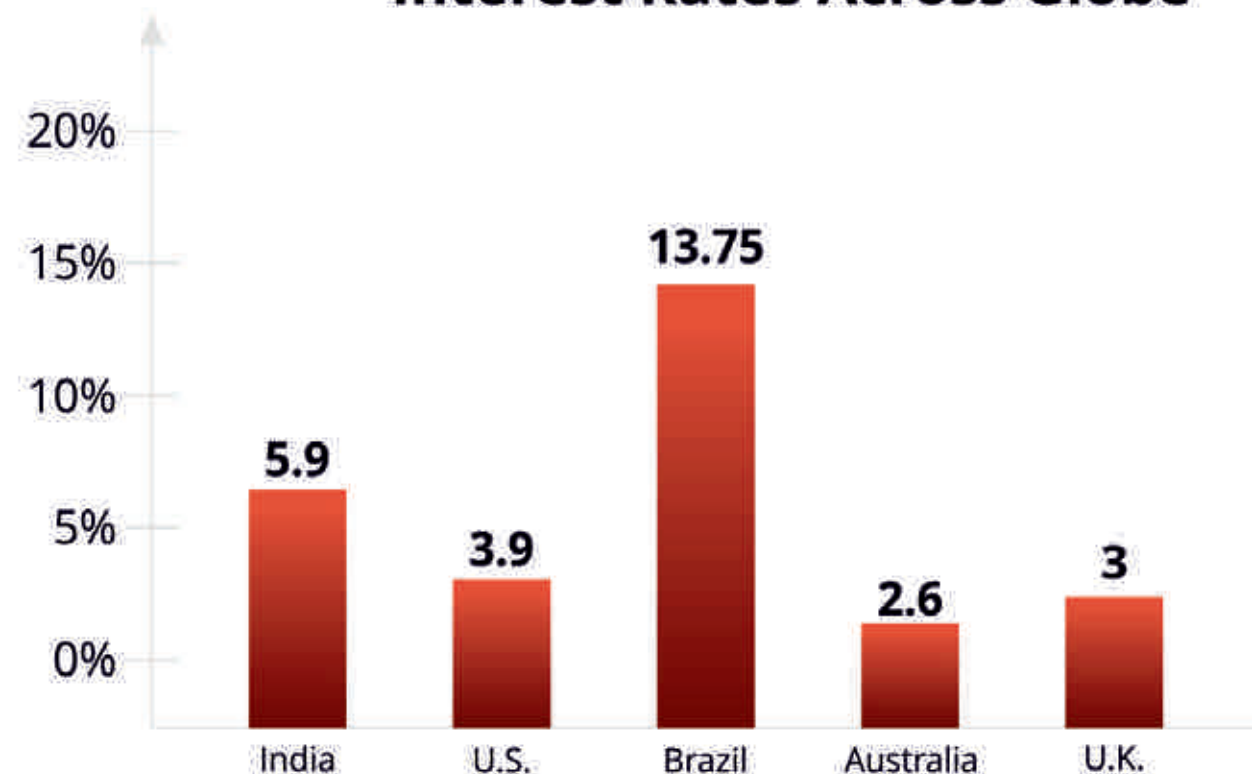
2022. She also mentioned that structural reforms and digitisation will help the country greatly in becoming one of the fastest-growing economies in the world.

INDIAN ECONOMY TO GROW BY 6-7%

The former Niti Ayog Vice-Chairman, Rajiv Kumar said India will still grow in spite of the recession. During the interview, he said, "Thankfully, there is no such prospect of recession in India, because although our growth may be negatively affected by the global conditions, we will still manage to grow at 6-7 per cent in 2023-24."

He also indicated that retail inflation in India will probably stay between 6-7% for some time and then come down. Rajiv further added that the external drivers of inflation still depend a lot on the global oil prices and the Russia-Ukraine conflict but the domestic drivers will come under control soon. However, Rajiv raised concerns that the country needs to focus on the policy concerning trade deficits. But as a whole the economic condition of India is under control, in fact, is growing.

Interest Rates Across Globe



Although India is still not entirely immune, it's just that the decline in growth will not be as worrisome as it is for other developed economies.

FINAL WORDS

A recession is an extreme economic crisis situation that does not happen frequently but when it happens it costs a lot to the countries. It takes years for the economy to overcome the devastating effects of the recession. Last time, the recession hit the world in 2008, it was

one of the worst economic crises after the 1930s depression.

If you go by what experts are saying then the upcoming recession of 2023 will be even greater than the last one. And to minimise the effects of this financial crisis, each country is doing its best to save itself from the impending doom. Now, only the future will tell what lies ahead and which country can successfully survive the upcoming financial disaster.





KRISHNA KUMAR

Shaping The World In A Better Way With MinD

There is a very famous saying by Robert M. Hensel, "When everyone else says you can't, determination says, YES YOU CAN." Krishna Kumar is making every word of this statement true by overcoming every obstacle that comes his way.

Krishna was diagnosed with the genetic disease known as 'Spinal Muscular Atrophy' and experienced a gradual impairment of muscular strength. But his disability has never stopped him from achieving his dream.

Krishna empowers people with genetic disorders via his NGO MinD (Mobility in Dystrophy). *"Like we all have devotion to something/ someone, I have mine towards MinD. There are no such things happening in my life apart from MinD!" said Krishna while describing his passion.*

HIS STORY

Krishna was born with a disease called Spinal Muscular Atrophy due to which he cannot use his hands and legs. His limbs are paralysed and he can only use his eyes voluntarily. While travelling from Guruvayur, Krishna and his family met with a terrible accident and his father and younger sister died. Krishna and his mother survived this accident but Krishna lost both his arms and legs.

After this incident, Krishna decided to do something for people with disability

and to empower them in society. Krishna does not shy away from using the word disabled people, he asserts, *"I must say it is 'disabled' and not that fancy word 'differently abled'! Yes, we at MinD have always aimed to work for increasing accessibility for the disabled and have conducted several activities across the state during times."*

BREAKING THE BARRIER WITH MinD

Krishna and his team at MinD are working diligently to create public awareness about Muscular Dystrophy and Spinal Muscular Dystrophy. The NGO encourages disabled people to continue their education and helps them to get employment opportunities through skill development.

MinD was started as a Whatsapp group only by four people who suffered from Muscular Dystrophy disorders. This group was made to share the mental, physical and financial problems of such people. These group discussions made them realise that there is a strong need to bring the attention of the government and other authorities to this cause. And that is how MinD was born.

MinD is an organisation built for the people and by the people who have MD and SMA disease. These people are standing together and fighting the society that thinks that people with

disabilities cannot do anything on their own. The aim of MinD is make an inclusive society where differently able people can also lead a normal life with dignity and respect.

Krishna inspires people on different occasions and seminars through his speeches. Recently, MinD started a campaign called *"Break the barrier"* to create awareness for the cause. *"With the help of our MLA at Chavara constituency of the Kerala State legislative, we have successfully completed a survey on public places to understand and marginalise the accessibility structures required to make our home town accessible for all fellow beings!" mentions Krishna.*

THE LIFE MUST GO ON...

Krishna always believes that no matter what challenges come your way, life must go on! Those who keep working towards their goals will eventually win. He mentions that guiding and supporting others gives happiness and satisfaction to oneself the most. It gives us more happiness than the person who is receiving it. He adds further, *"Far before years, I got myself transferred from 'me' to 'us'. There are no singular verbs used thereafter when I speak about such things!"*

Krishna Kumar is a true embodiment of anything that is possible if the person has a firm determination. He is inspiring millions of people with his firm determination, hard work and grit.

MUST-HAVE CAMPING

Essentials When You Plan
A Comfy Night Under The

★tars

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t's time for camping now! It's time to sleep under the stars and relax your mind. If we haven't convinced you enough, let's state the facts. There are many entrepreneurial skills that you can learn from camping. Shocked? Don't be, we are just stating the facts.

Starting a fire near your camp is as same as starting a business. Imagine the struggles involved in starting the fire. The way you light the fire affects how long the fire will last. Now, relate it to your business. In camping, you gather resources like wood, water, and food for basic survival. Similarly in a business, you gather resources like funding, talented professionals and much more.

So, take out time and plan your first-ever camping trip. Now, because it would be your first camping experience, you need a camping checklist when you pack for bags.

TENT AND COMFORT CHECKLIST

First and foremost comes the setting up of the campsite and for that, you'll need shelter, a sleeping pad, and a sleeping bag. Besides that, you will also need other materials to add an extra touch of comfort.

- Tent and required components
- Pillows
- Torches/lanterns
- Blankets (Try to carry some extra also)
- Sleeping pad or mat for each camper if tent camping
- Camping Chairs
- Camping Table
- Sleeping bag
- Mallet



CLOTHING CHECKLIST

Your choice of camping clothes is quite important as it can make or break your entire camping experience. You always need to check the weather forecast and pack clothes that keep you warm at night and cool during the day.

- Trousers
- Pyjamas and plenty of extra warm layers
- Socks
- Undergarments
- Waterproof jacket
- T-shirts
- Scarfs
- Walking shoes
- Sandals
- Laundry Bag
- Rain jacket



TOILETRIES AND FIRST AID

You will find bugs at any camping site. So pack your toiletries, and health and safety materials very wisely. If you're only camping for a day or two, you can skip taking a shower but that doesn't mean you can't stay clean. A body wipe and a deodorant can do wonders. Don't forget to carry:

- Biodegradable Soap
- Deodorant
- Toilet paper
- Body or face wipes
- Quick dry towel
- Anti-bacterial handwash or hand sanitiser
- Bug spray
- First aid kit (It should have adhesive bandages, gauze, tweezers, and pain relievers in a weatherproof bag)



COOKING ESSENTIALS

Cooking while camping is an experience which can't be described in words. Other than a good knife, stove and fuel, you would need:

- Water container
- Fuel – gas/charcoal depending on your cooking method
- Matches or lighter
- Coolbox & ice packs
- Kettle
- Frying Pan
- Saucepan
- Serving dishes
- Plates
- Bowls
- Cups/glasses
- Tea towel
- Sponge
- You can also carry disposables to avoid cleaning the dishes

OTHER ESSENTIALS

Apart from the essentials mentioned above, you will also need:

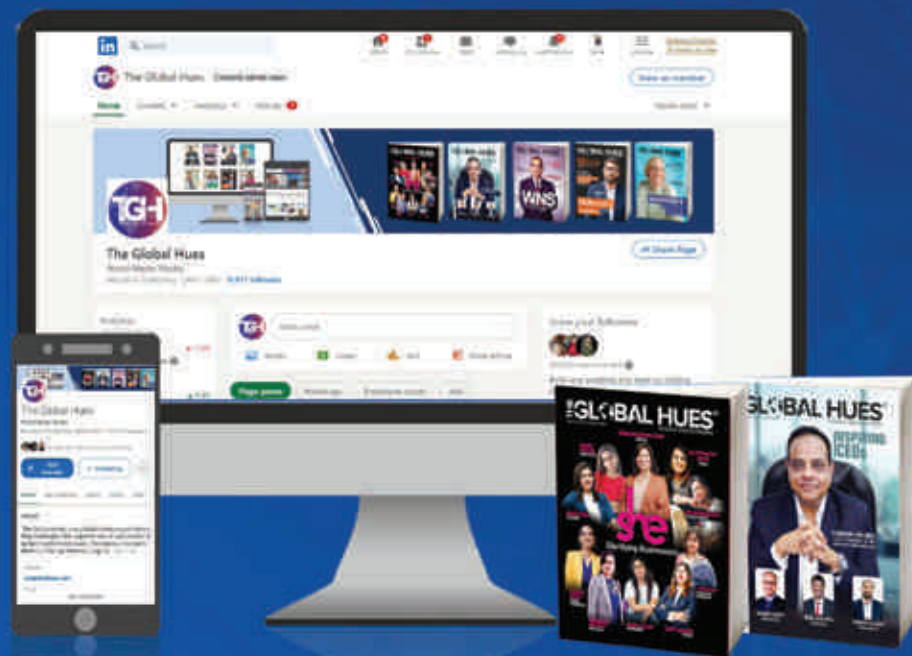
- Towel
- Brush/comb
- Soap/shower gel
- Deodorant
- Shampoo & conditioner
- Razor
- Shaving cream
- Contact lenses/glasses
- Toothbrush
- Toothpaste
- Rope
- Extra Batteries
- Bin Bags

Added Tips: You can also carry board games, a deck of cards, football, and books to witness a great camping experience. Before you leave for camping, you can carry sandwiches, hot dogs, fried rice, some fruits, dry fruits, packets of chips, soft drinks, etc which would help you enjoy your journey.



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