



GLOBAL C-SUITE COMMUNITY PLATFORM

TOP 7 PRINCIPLES OF AGILE LEADERSHIP IN UNCERTAIN TIMES

Balancing Speed and Strategy in Fast-Changing Markets

TOP 35 INSPIRING ENTREPRENEURIAL JOURNEYS TURNING CHALLENGES INTO GROWTH OPPORTUNITIES

Innovation Born from Struggle
Lessons from the Trenches

STORY: USSUOF'S EARLY VISION FROM STARTUP TO SOFTWARE POWERHOUSE

Tech That Solves, Not Just Sells
How a problem-solving mindset created a product empire

July 2025 Edition
Access E-Magazine

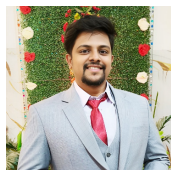


BLOCKCHAIN VISIONARY LEADER

USSUOF M KHAN

Founder & CEO of CoFindinLeads

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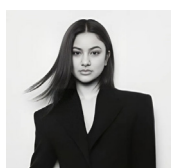
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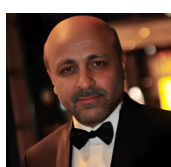
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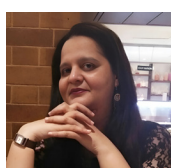
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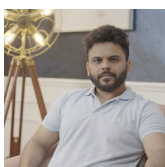
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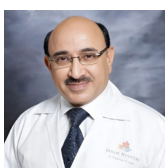
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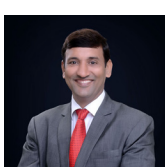
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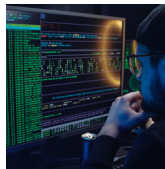
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Your Bridge to future success!



Disrupt the status quo. Rewrite the traditional rules of doing business! TheCconnects magazine at your desk, helps you navigate the funding, operational, and compliance challenges in the ever-evolving business ecosystems. Modern-day businesses aren't monolithic and go beyond the brand name and customer base they serve. 'TheCconnects – Your Bridge to Future Success' is your guide to the ever-evolving and dynamic world of entrepreneurship, business, and startups – both national and global.

Whether you are a seasoned CEO of a multinational corporation, a CFO navigating through complex financial landscapes, an entrepreneur looking forward to building the next big thing in the startup sphere, or a business student aspiring to be among the C-suite, TheCconnects is designed with you in mind. In no time, TheCconnects will be your essential companion, whether walking into a board room or getting stuck at your drawing board. The inaugural edition emphasises Startup Funding, Building a Team, the Impact of Early-stage Startups on the Global Economy, and more.

TheCconnects is more than ink – Redefining business media!

The way you read a business magazine changes with TheCconnects. We don't just provide news; we equip you with actionable insights and expert commentary helping

you to understand their implications in your ventures. We celebrate the thought of wanting to be an entrepreneur.

TheCconnects helps entrepreneurs realise their dreams by offering them:

- Trending business news
- Latest trends
- Inspiring stories,
- Exclusive interviews with industry titans and Visionary leaders

For businesses spread across sectors, they get:

- Access to modern business trends
- exclusive coverage of multiple sectors in every edition
- Commentary on evolving operational strategies and their implications in modern-day businesses
- Sector-wise insights provide vital information for staying ahead of the curve

Business titans and veterans always have a trick up their sleeve in running a business. The wisdom gained over decades and navigation through highs and lows are vital business lessons never found in books. TheCconnects brings valuable lessons from the best in the businesses, their slipups, operational challenges, and everything associated with a day-to-day business to chalking the company's path 20 years into the future.



Likewise, every enterprise allows us to explore different facets of the business landscape. Few help us to understand what it takes to turn a drawing-room startup into a unicorn, while others help us understand what can bring multi-billion-dollar MNCs to mere papers. Every story, every quote, every success, and every collapse are life lessons to budding entrepreneurs, existing MNCs, and everyone dreaming big.

Unlock potential and fuel collaborations!

Local communities drive societies and global economies. So do business communities, albeit a bit differently. TheCconnect magazine is built on a vibrant community of:

- Business leaders
- CEOs and CFOs
- Seasoned Entrepreneurs
- Upcoming entrepreneurs
- Business consultants
- Academia

TheCconnect understands that fostering networking among individuals and enterprises unlocks immense potential and fuels collaborations, thus nurturing a fertile community. These business communities have the power to transform and dictate the business landscape. Through online, offline, business networking events, and exclusive events, TheCconnects shall continue to foster networking and collaborations.

A business resource like no other!

While our fertile community sets us apart, it is just one of the many reasons to choose us. Unlike other business magazines that give you insights into a particular

industry and sector, TheCconnect calls for a change in this perception. As compelling as it sounds, TheCconnect brings more than you ask for to your desk:

- Actionable Visions – Something you can implement in your business
- Sherpa for startups – Helping startups ascent peaks, especially in difficult terrain
- Business Dojo – Articles that help you master the art of professional excellence
- Stats Decrypted – Data forms that are easy to understand and correlate
- Tech Telescope – Brings you the trending startups onto your desk
- Global Diaries – Exclusive section bringing about global businesses and startups

Where can you find us?

We are everywhere! Our monthly editions are in leading lounges of top business houses, luxury hotels, Business Centers, Libraries, B-Schools, and other exclusive bookstores. You can find TheCconnect wherever critical business decisions are made. Our website brings you more exclusive content outside our magazine, and our social media handles keep brimming with exciting updates on the latest happenings in the business world. Don't hesitate to drop us a message even if it is about patting our back!



Empowering Tomorrow's Enterprises: The Vision and Journey of Ussuof M. Khan, Founder & CEO of CoFindinLeads



Ussuof M Khan

Founder & CEO of CoFindinLeads

From Humble Beginnings to "The Blockchain Guys"

Founded in 2016, CoFindinLeads began as a small team of three passionate software developers in Bangalore, India. Ussuof M. Khan, an Software engineer by training, recognized early on that businesses were hungry for customized digital solutions that could solve complex challenges and create new revenue streams. By 2018, the company had already delivered its first blockchain-based supply chain solution to a national retailer, reducing reconciliation errors by 30% and processing transactions 50% faster than legacy systems.

Over the last nine years, CoFindinLeads has grown from a startup to a 120 person strong organization, earning the affectionate nickname "The Blockchain Guys" due to:

1. Delivering 25+ smart contract projects by 2019
2. Achieving ISO 27001 certification in 2020
3. Supporting 40+ enterprises across finance, healthcare, and logistics by 2022

This rapid growth underscores a core belief of Ussuof and his leadership team: **technology should serve people, not the other way around.**

Mission: Transforming Ideas into Impactful Software

At the heart of CoFindinLeads is a mission to **empower**

entrepreneurs and leaders with digital tools that drive measurable results. The company focuses on:

- **Scalability:** Designing architectures that handle user growth of 1,000% or more
- **Security:** Building solutions that meet or exceed industry compliance standards, GDPR, HIPAA, and IEC 62443
- **User Experience:** Applying data driven UI/UX practices to achieve 85+ Net Promoter Scores (NPS)

“Innovation is not just about building technology; it’s about building trust in technology.”

- Ussuof M Khan

Core Values in Action

- **Collaboration:** 80% of projects leverage agile sprints with daily stand ups
- **Innovation:** Allocating 10% of annual revenue to R&D in AI and XR technologies
- **Integrity:** Maintaining a 98% client retention rate over five years

A Deep Dive into Flagship Services

CoFindinLeads offers a comprehensive suite of over a dozen services. Below is an overview of key offerings and their industry impact:

Blockchain Development

- **Smart Contracts & dApps:** Delivered 35 decentralized applications that handle smart contract transactions totalling over 1.2 million on Ethereum and Hyperledger networks.

- **Token Development:** Launched 12 utility and security tokens for fundraising and loyalty programs, raising over USD 15 million through ICOs and STOs.

AI & Machine Learning

- **Custom AI Models:** Developed predictive analytics models that improved forecasting accuracy by 42% for retail clients.
- **Natural Language Processing (NLP):** Created chatbots that handle 70% of first level support queries, reducing human intervention by 55%.

VR & AR Development

- **Immersive Training:** Built virtual reality simulations for industrial safety training, cutting incident rates by 28%.
- **Augmented Marketing:** Fifty augmented reality campaigns for retail brands that boosted customer engagement by an average of 60%.

Mobile & Web Development (Full Stack)

- **Cross Platform Apps:** Delivered 120+ mobile and web applications across React Native, Flutter, Angular, and Node.js, achieving 99.9% uptime.
- **Cloud Computing Services:** Architected AWS and Azure solutions that scaled to support peaks of 200,000 concurrent users.

Internet of Things (IoT) & Data Analytics

- **IoT Integrations:** Deployed over 1,000 smart sensors in manufacturing plants, enabling real time monitoring and reducing downtime by 20%.
- **Business Intelligence Dashboards:** Implemented Power BI and Tableau solutions for executive dashboards that cut reporting times from days to hours.

UI/UX Design & RPA Automation

- **User-Centered Design:** Conducted 500+ usability tests, achieving 4.7/5 in user satisfaction surveys.
- **Robotic Process Automation (RPA):** Automated repetitive finance and HR tasks, saving clients an average of 1,200 hours per month.

Proven Three Step Delivery Framework

CoFindinLeads ensures successful project execution with a streamlined approach:

Consultation & Planning

- Deep dive workshops with stakeholders
- Roadmap creation with milestones and KPIs

Development & Testing

- Agile sprints with continuous integration
- Automated and manual QA ensuring <0.5% defect rate

Deployment & Support

- Zero downtime rollout strategies
- 24/7 support desks and on site SLAs

This methodology has led to **100% on time delivery** for over 90% of projects and a **client satisfaction score** of 4.8/5.

Milestones & Impact

A snapshot of CoFindinLeads' achievements by the numbers:

- **2016:** Company founded, first project delivered in Q4
- **2018:** First blockchain pilot saves client USD 200,000 in reconciliation costs
- **2020:** Expanded to Singapore and Dubai; crossed USD 2 million in annual revenue
- **2023:** Completed 500+ projects, hired 50+ developers in AI and AR/VR
- **2025 (YTD):** Serving clients in 15 countries with 1,500+ deployments

The firm's commitment to excellence earned recognition in Forbes India's "Top 25 Tech Startups to Watch" (2022) and Gartner's "Cool Vendors in AI Services" (2024).

Shaping the Future of Customer Service

In the wake of rapid AI advancement, CoFindinLeads is pioneering the next evolution in customer engagement:

- **AI Chatbots & Voice Assistants:** Handling natural language calls with 90% first contact resolution
- **AI Call Automations:** Integrations that reduce average handle time by 40%
- **AI Driven Analytics:** Real time sentiment analysis to adapt service scripts on the fly
- **Virtual Agents:** Scaling support to 24/7 global operations without continuous human staffing

This "customer first" strategy has helped clients:

- Increase NPS scores by an average of 25 points
- Reduce support costs by up to 45%

Partnering for Growth

CoFindinLeads invites C Suite leaders and entrepreneurs to explore partnerships that:

- Drive revenue, average ROI of 3x within 12 months
- Enhance operational efficiency, cut costs by 20-30%
- Foster innovation, dedicated R&D labs and hackathons

Contact Ussuof M. Khan and the CoFindinLeads team today:

- +91 79967 67333
- support@cofindinleads.com
- www.cofindinleads.com

Avinash Chauhan: Leading Social Transformation Through Mazi Saheli Charitable Trust



Avinash Chauhan
Founder of Mazi Saheli Charitable Trust

In Mumbai, where economic disparities often dominate social landscapes, one man's commitment to social welfare has sparked a movement of hope. Avinash Chauhan, a social entrepreneur, established Mazi Saheli Charitable Trust in 2023 with a clear mission: to uplift the underprivileged and empower communities through education, healthcare, employment, and women's empowerment. His vision is driven by his personal journey and understanding of socio-economic challenges.

Early Life and Inspiration

Born on 23rd July 1992, in Bhayander, Mumbai, Avinash Chauhan hails from a modest middle-class family. His upbringing exposed him to the harsh realities of society, inspiring him to dedicate his life to social welfare. After completing his education from Blossom High School and St. Stanislaus Junior College, he pursued a B.Sc.-IT degree from the University of Mumbai. However, his deep empathy for the underprivileged fueled his passion for community development.

Avinash founded *Mazi Saheli Charitable Trust* in 2023, a non-profit organization aimed at creating sustainable development solutions for marginalized communities.

The Mission and Impact of Mazi Saheli Charitable Trust

The Trust is driven by the conviction that every individual, irrespective of their background, deserves access to education, healthcare, and sustainable livelihood

opportunities. Over the past two years, the Trust has impacted hundreds of lives by focusing on the following key areas:

1. **Education:** Empowering children through dedicated learning centers and computer labs that serve 47 students daily, fostering growth and development through personalized mentorship programs.
2. **Healthcare:** Conducting free health camps and awareness programs, reaching over 5,000 beneficiaries in rural Maharashtra.
3. **Employment and Skill Development:** Hosting 50+ skill development workshops, enhancing employability among youth.
4. **Women Empowerment:** Empowering over 5253 women's through self-help groups, financial literacy, and vocational training.

Building Collaborative Change

Avinash believes collaboration is key to achieving widespread social impact. Under his leadership, the Trust has partnered with healthcare centers, educational institutions, and community leaders to amplify its mission.

“In a country like India, where socio-economic divides exist, collective action is the only way to drive sustainable change

- Chauhan



Vision for the Future

Avinash aims to expand the Trust's reach across rural Maharashtra and beyond, impacting millions of lives. With the continued support of his mentor, Shri Sunil Desai, he plans to scale the organization's impact through larger collaborations and policy advocacy.

A Call to Action

In a recent event, Avinash concluded, *“We are working to transform lives through education and community development. Together, we can create a lasting positive impact in communities that need it most.”*

Avinash Chauhan's journey exemplifies the power of empathy, resilience, and strategic social leadership. His story inspires business leaders and changemakers to drive collective social progress, creating a more equitable and compassionate society.

Dr. Stuti Nilesh Pardhe: Pioneering Mental Health Innovation and Holistic Healing



Dr. Stuti Nilesh Pardhe
Director & Founder of Etsah Trinity INC

Mental health is more than a profession for Dr. Stuti Nilesh Pardhe; it is her life's mission. Over the past two decades, she has transformed rehabilitation by merging clinical social work, psychotherapy and holistic modalities into evidence-based solutions. As Founder and Director of Etsah Trinity INC, her interventions have reshaped lives globally and earned her international recognition.

A Journey of Innovation and Impact

Dr. Stuti's commitment to well-being began in 2002 with a BA in Theology & Pastoral Studies. In 2010, she completed an MSW in Clinical Social Work and Community Planning at Northwest Nazarene University, USA. She then deepened her expertise with certifications in medical neuroscience from Duke University and advanced neurobiology from Peking University.

In 2015, she established Etsah Trinity INC in India, introducing Neuro-CBT (Neuro-Cell) interventions—an approach that integrates neuroscience with holistic practices. By 2022, she had expanded to the U.S., launching advanced training programs for mental health professionals. Her work has since been nominated for the Forttuna Global Excellence Award 2025 and the Fluxx International Awards 2025.

Bridging Science and Holistic Healing

Dr. Stuti's methodology transcends traditional therapy by combining Cognitive Behavioral Therapy (CBT) with sound therapy, acupressure and nutritional psychiatry. Her mission is to create sustainable, culturally sensitive, transformative mental-wellness solutions accessible to all.

Key Innovations

1. **Neuro-CBT Interventions:** Targets root causes of mental health issues through neuroscience-based methods.
2. **Trauma-Informed Models:** Empowers clients with personalized treatment plans.
3. **Pharmaceutical Reduction Strategies:** Collaborates with psychiatrists to transition patients from drug dependence to holistic care..

Global Influence and Advocacy

Beyond clinical practice, Dr. Stuti is a sought-after keynote speaker at international conferences, a published researcher and a media-recognized advocate. Her policy contributions and participation in global mental-health initiatives have positioned her as a field thought leader.

Notable Achievements

- Forttuna Global Excellence Award 2025 nominee
- Fluxx International Awards 2025 nominee
- India Business Award 2025 recipient
- Author of *Neurology of Manifestation: Brain and Mind Interface (2024)*

A Vision for the Future

Dr. Stuti is committed to expanding Neuro-CBT interventions and holistic healing worldwide. She envisions mental health care that is accessible, stigma-free and deeply rooted in cultural sensitivity.

“Mental health care must evolve beyond symptom management. My goal is to heal at the root level, combining science with holistic practices to create lasting transformation.

— Dr. Stuti Nilesh Pardhe



Key Takeaways for Leaders

- **Integrate Evidence-Based and Holistic Approaches:** Blend traditional therapies with alternative modalities.
- **Prioritize Cultural Sensitivity:** Tailor solutions to diverse populations.
- **Advocate for Policy Change:** Engage in initiatives that drive systemic improvements.

Dr. Stuti Nilesh Pardhe's journey exemplifies how innovation, compassion and dedication can set a new standard in mental-health care, offering invaluable insights for purpose-driven leaders and entrepreneurs.

Empowering India's Research Ecosystem: The Visionary Journey of Dr. Rajesh Ramadas



Dr. Rajesh Ramadas
Director of Thirtyone Ventures

In an era where knowledge economies are shaping global competitiveness, research education stands at the forefront of innovation. Dr. Rajesh Ramadas, Director of Thirtyone Ventures, is pioneering this movement in India. With over two decades of experience in education management and international academic relations, Dr. Ramadas is redefining how aspiring scholars access global research opportunities.

A Vision Rooted in Purpose

Established in 2016, *Thirtyone Ventures* is a research-focused educational consultancy with a clear mission: to empower Indian researchers through access to world-class academic opportunities. Under Dr. Ramadas' leadership, the organization has facilitated over **200 PhD completions in just the past three years**, a number that underscores both the demand and the impact of guided research education in India.

His goal is not just numbers, it is transformation. "We aim to bridge the academic gap by helping researchers find the right university, publish in impactful journals, and present on global platforms," says Dr. Ramadas. The organization works with universities across the US, UK, and Europe to place Indian scholars in PhD and post-doctoral programs through online, distance, and hybrid models, making global education accessible beyond geographical boundaries.

Bridging Academia and Industry

Dr. Ramadas believes in synergizing academic excellence

with industry insights. His model promotes collaboration among:

- International universities and Indian institutions
- Senior researchers and young scholars
- Academic journals and corporate research divisions

These partnerships ensure that research outcomes are not confined to academic journals but also inform real-world innovation and policy-making.

A Lifetime of Advocacy and Impact

Dr. Ramadas' accolades include the *Nation Builder Award* from Rotary Club Mumbai, *Excellence in Educational Services Award*, and the prestigious Honorary Doctorate (DLitt) in Education. As a *Global Goodwill Ambassador (USA)* and Fellow of the Global Peace Program, he also extends his efforts toward humanitarian counseling, offering support to individuals dealing with anxiety, depression, and academic burnout.

His earlier career, spanning education consultancies and media business development, gave him a unique vantage point to understand both student needs and institutional systems. This blend of experience has made him an indispensable link in the chain of global educational mobility.

Advice to Aspiring Researchers

“Research yourself before researching the world. Find the good in you, eliminate weaknesses with humility, and seek guidance from seniors. Humility exalts you.”

- Dr. Rajesh Ramadas

This philosophy underpins everything Dr. Ramadas does, empowering not just scholars, but the very ecosystem that sustains knowledge creation.

As India positions itself as a global R&D hub, leaders like Dr. Rajesh Ramadas are ensuring we're not just participating in the global research landscape, we're shaping it.

From Healing Hands to Digital Mastery: Tapasya Shukla's Journey to Democratising Marketing



Tapasya Shukla
Founder & CEO of Veroma media pvt Ltd.

Tapasya Shukla's transformation, from a Bachelor of Physiotherapy graduate 2015 to the Founder & CEO of VeRoMa Media in 2025, demonstrates how empathetic communication and strategic vision can propel unconventional career pivots. After a year of practice as a physiotherapist, where she honed personalised care plans and patient rapport, Tapasya realised her true passion lay in forging partnerships and crafting narratives that resonated beyond clinical walls.

A Purposeful Pivot: Insurance to Marketing

2016–2023: Insurance Innovator

- Cultivated over 50 B2B and B2C collaborations, elevating client retention by 75% annually.
- Architected custom insurance policy packages, generating ₹10 million in incremental revenue.

2024: Leadership at CareEdge Group

- Appointed Assistant Director of Sales & Marketing.
- Orchestrated digital campaigns that boosted online engagement within 6 months.
- Rolled out targeted stakeholder outreach, lifting brand recall metrics by 40%.

Tapasya's tenure in insurance underscored two core insights: every audience craves a tailored story, and data-driven optimisation fuels sustainable growth.

Founding VeRoMa Media: A Democratised Vision

In 2024, Tapasya reimagined YouGrowW as **VeRoMa Media**, setting a singular mission:

“Every brand deserves more than just visibility; it deserves genuine trust.”

The rebrand reflected her conviction that small startups and Fortune 500 companies alike merit access to holistic, ROI-focused marketing. Within six months, VeRoMa reached profitability, secured 30+ retainer contracts, and expanded its footprint across healthcare, fintech, and consumer goods.

The “ADAPT” Framework: Agile, Data-Driven, Human-Centered

VeRoMa's proprietary methodology, acronymised as **ADAPT**, ensures campaigns are nimble, measurable, and emotionally engaging:

1. **Analytics:** Live dashboards tracking conversions, cost-per-click, and lifetime value.
2. **Design Thinking:** Story-first workshops to unearth brand narratives.
3. **Automation:** AI-powered workflows slashing campaign setup time by 60%.
4. **Platform Expertise:** Mastery of social, search, and emerging channels.
5. **Testing & Optimisation:** Continuous A/B testing of headlines, creatives, and CTAs.

By 2023, global digital ad spend soared from USD 150 billion in 2015 to over USD 600 billion, with 60% of leading brands deploying AI for personalised experiences. VeRoMa's model marries this macro trend with on-the-ground agility.

Vision 2025 and Beyond

Looking ahead, Tapasya aims to:

- **Mentor** rising marketers through fellowships and masterclasses.
- **Champion** ethical data governance in an era of tightening privacy laws.
- **Pioneer** generative AI storytelling to halve production cycles while preserving creative authenticity.

Tapasya Shukla's blend of clinical empathy, strategic rigor, and narrative flair positions VeRoMa Media to redefine 360° integrated marketing, not just in India, but on the global stage.

Soulful Transformation: Dr. Mrityika Mal's Path from Adversity to Empowerment



Dr. Mrityika Mal
Wellness Expert, Spiritual Coach,
Author & Entrepreneur

Dr. Mrityika Mal's life embodies resilience, wisdom, and the seamless fusion of ancient healing with modern methodologies. Today, as a holistic healer, author, and IT professional, she dedicates herself to her mission, "A Holistic Healer in Every Home", inspired by her decade long battle with muscular dystrophy.

A Journey from Darkness to Light (2009–2018)

- **The Accident (2009):** A devastating accident left Dr. Mal bedridden, diagnosed with muscular dystrophy. For nearly ten years, she navigated intense physical pain and emotional turmoil.
- **Self Healing Path (2010–2018):** Drawing upon yoga techniques first codified in the 2nd century BCE, she integrated Pranayama (breath control) and Ayurvedic dietary guidelines, dating back over 5,000 years, to rebuild strength.
- **First Milestone (2010):** By practicing Reiki and energy healing protocols, she regained limited mobility after five years of immobility. This period taught her that "healing begins when we choose to believe in our own capacity for transformation."

Mission and Holistic Modalities

Dr. Mal's mission focuses on empowering individuals through:

- **Personalized Energy Healing:** As a Reiki Grandmaster Teacher (certified in 2012), she designs energy interventions that enhance the body's innate repair mechanisms.
- **Counseling & Numerology:** Drawing from Vedic numerology, dating back over 3,000 years, she

provides insights into life patterns and purpose.

- **Tarot & Vaastu Shastra:** She employs Tarot archetypes (first documented in 15th century Europe) for introspection and Vaastu principles, rooted in ancient Indian architecture, to optimize home and workspace energies.
- **Holistic Healthcare Coaching:** Combining modern counseling techniques with Ayurvedic principles, she crafts plans for mental, emotional, and physical balance.

Literary Contributions & Recognition

Published Works (2018–2025):

- *Connection of Heart's Decision* (2018) explores emotional resilience through real life case studies.
- *Empower Your Mind* (2021) guides readers on mindfulness practices, mindfulness research surged by 300% in academic journals between 2015 and 2024.
- *Through the Fire* (2024) documents her personal healing, offering a roadmap for those facing chronic illness.

Awards & Honors:

- Bookard Prize (2024) for outstanding contribution to spiritual literature.
- Excellence Award in Healing Modalities (2023).
- IAA Author Award and Luminary Award from the India Authors Academy (2023).

“When my body could not move, my spirit learned to soar. True healing starts in the soul.”

- Dr. Mrityika Mal

Impact & Professional Outreach

Through workshops, seminars, and corporate retreats, Dr. Mal has reached over 5,000 individuals across India since 2016. Her approach emphasizes:

- **Emotional Blockage Release:** Using guided meditation techniques proven to reduce stress hormones by up to 25%.
- **Mindful Leadership:** Teaching C Suite executives how conscious decision making can improve organizational health and reduce burnout by 30%.

Dr. Mrityika Mal's unique blend of ancient wisdom and contemporary practice illustrates how adversity can ignite a purpose that uplifts thousands, truly aligning body, mind, and soul for holistic well being.

From Code to Community: Deepak Patil's Deep-Tech Mission for Inclusive India through Resilient Lab



Deepak Patil
Founder & CEO of Resilient Lab

In an era where technology often outpaces human needs, Deepak Patil stands out for his purpose-driven innovation. With over two decades of experience across engineering, R&D, and public sector technology leadership, Patil has built a legacy that bridges cutting-edge tech with inclusive development. From contributing to foundational e-governance frameworks in Maharashtra to mentoring deep-tech startups across India, his mission has remained clear: build resilient systems that empower people.

His venture, **Resilient Lab**, was born from this vision. It develops scalable, sustainable, and inclusive tech solutions aligned with India's *Digital India* initiative and the **Viksit Bharat 2047** roadmap. "True innovation measures its worth by the lives it uplifts and the ecosystems it strengthens," Patil emphasizes.

Under his leadership, Resilient Lab has created several impactful platforms:

- **BlockCerti360:** A blockchain and IPFS-based solution for secure, self-hosted e-attestation, enabling tamper-proof document verification via NFT-powered credentials and QR checks.
- **PropProof:** An AI + Blockchain engine for property document verification using OCR and NLP, supporting real-time validation and trust for land ownership.

- **eJalVidyut:** IoT-based rural streetlight automation achieving up to 30% energy savings and reducing manual operations.
- **JiNiS:** A GIS-MIS dashboard created for the Pune District Planning Committee, providing live monitoring of government works across talukas. It is now being scaled across Maharashtra.
- **AgriBits:** A smart farming toolkit using AI, sensors, and GIS, helping 100+ villages increase yield by 10–15% through better irrigation and soil analysis.
- **SwitchLink:** A secure, embedded automation platform for small shops and homes that allows remote control, predictive maintenance, and blockchain-level data integrity.
- **MQIQ:** A high-performance MQTT-based monitoring system supporting heterogeneous IoT networks and real-time analytics.

Beyond products, Patil's impact spans policy and mentorship. He was instrumental in the **Digital Lab** roadmap for **Maharashtra's PoCRA** project (2018–2021), contributed to **national AI** and environment missions, and advised **PayTM's Build for India initiative**. He also serves as a **Jury Member for the WebAward** and has mentored over 50 startups in deep-tech, IoT, and GovTech domains.

“Technology isn't just about efficiency, it's about empathy and purpose-driven impact.”

- Deepak Patil

Looking forward, Patil envisions scaling decentralized energy systems, applying edge-AI for agri-environmental intelligence, and building ecosystems where startups, governments, and enterprises co-create solutions for a better tomorrow.

Resilient Lab is not just a company—it's a philosophy. One that proves deep-tech, when rooted in empathy, can truly reshape society.

Legacy-archiving and Wisdom-keeping through Cinematic Storytelling



Brahmanand Siingh

Entrepreneur, producer, filmmaker and CEO of Mobius Films & Mobius Biopics Private Limited.

Meandering through various avatars, Brahmanand Siingh has carved a niche for himself as a filmmaker, author, mentor, inspirational speaker and an ace storyteller in the role of a legacy-archiver and wisdom-keeper.

Siingh has honed his storytelling expertise (which he describes as 'understanding everything deeply but telling it simply') over three decades, first as a prolific print and digital medium writer of features, reviews, short stories and poems, then as an award-winning filmmaker, and now as an entrepreneur, mentor, author, speaker and filmmaker that combines all his skills across genres!

Siingh has two National Film Awards (also known as the President's award), in addition to the UN driven awards like the Rex Karmveer Chakra and Jyoti Puraskar awards, both for spreading positivity through his works. In addition to, over 60 prominent national and International awards!

Vastly awarded and recognized for his cult films on giants like RD Burman and Jagjit Singh (available on Amazon Prime and other platforms, along with many other films by him), and for his feature film Jhalki, on human trafficking and child labor, all of which have been drawing many international awards, acclaims and accolades.

"There is something about writer-director Brahmanand S Siingh's films and characters which consume us to an extent that we are not able to disconnect with the

subject", says Bhawna Somaya, the veteran film critic. Another seasoned film journalist, Mayank Shekhar called his film **Kaagaz Ki Kashti** "an astoundingly skilled work at biographical story-telling". Veteran actor-producer Anhay Deol calls Siingh "a savant behind the lens bringing legends back to life", whereas thespian Dolly Thakur calls one of his films "perhaps the best Indian documentary that I have seen".

Today, Siingh's banner, Mobius Films's vertical **Legacy Films by Mobius** offers an opportunity to a wide range of professionals — ***artists, educationists, entrepreneurs, wealth creators and C-suite leaders to convert their legacy, life journey stories, experiences, insights, wisdom and vision into brilliantly captured film*** --- a sensitive way of articulating their purpose-driven vision with commercial success, achieving impact and branding.

“ Ideas, experiences, success etc come and go but stories stay,” adds Siingh, “good storytelling can be our biggest communication asset... Your communication succeeds in results and impact in proportion to the elements of storytelling involved in it!”

To know more about how best you may be able to capture your story / legacy / communication / positioning with Siingh's unique and very special expertise, you can reach out to him on +91 98210 72653 or mail him on brahmanands@yahoo.com and discuss how best to tell your story on film and benefit from it, where Siingh adds, "scale and budgets are not the biggest hurdles, wanting to communicate your ideas, vision and life-journey story is the key"!

Bridging the Education–Employment Divide: The Transformative Journey of Aditi Tathagat Gosalia



Aditi Tathagat Gosalia

Senior Employability Skills Coach at Eduvacancy

In India, where over 65 percent of the population is under 35, raw potential needs guidance to become promise. Aditi Tathagat Gosalia serves as a vital bridge, combining her deep understanding of academic structures and industry expectations to turn talent into tangible career success. Through empathetic mentorship, she connects employability and ambition to achievement in alignment with education.

A Quiet Revolution in Career Readiness

Over more than a decade, Aditi has designed and delivered employability programs that have empowered over 7,500 students and professionals. Beginning her journey at CMS, NIIT, MET and Podar, she gained insight into curricular strengths and industry gaps. Today, as Senior Employability Skills Coach at Eduvacancy and Academic Advisory Board Member at Finance Veda, she nurtures engagements from colleges and corporations to create lucrative -centered interventions that boost confidence, clarity and real-world readiness.

Skills Beyond the Syllabus

Aditi's modules extend well beyond interview prep. From resume and LinkedIn optimization to time management, group discussion strategies, interview mastery, career mapping and emotional intelligence, each course is rooted in practicality and empathy. Her approach has maintained an average 70 percent success rate in placement roles. She has trained individuals at TISS, Raheja, SNDT, Finance Veda, Ma Foi, ISTD, KPB Hinduja College, Uniform Junction and many more, proving that impactful education can balance purpose with practicality. "It's not about abs, it's about ability," she reminds her learners.

From Trainer to Author

In 2024, Aditi expanded her impact by publishing *Let's Walk Through*, a reflective exploration of the emotional journey in career building. Addressing themes of self-doubt, resilience and self-worth, the book earned LiFT Magazine's Editor's Pick and the Pensmith Award. More than accolades, it has become a trusted companion for those at the crossroads of identity and ambition, offering practical exercises and honest insights.

Rooted in Mentorship, Driven by Impact

Aditi's contributions have been recognized with awards such as Leader of Change (Star Education Awards), Excellence in Professional Mentorship (Global Eminence Awards), Rashtra Seva Puraskar for skilling and Influential Leader in Soft & Life Skills (Mc. Stem Eduversity) and more. Aditi attributes her progression to her mentor, Dr. Swati Lodha. She measures success not by trophies or recognitions but by moments, a student finding their voice.

Redefining Readiness, One Life at a Time

As organizations chase future-proof roles, Aditi is quietly future-proofing people, equipping them with intention, adaptability and genuine self-belief. Her journey reminds leaders everywhere that employability is more than a checklist, it's a mindset. By investing in human potential, she proves, real transformation begins.

“ I believe that true employability comes from within it's the confidence to apply your skills, the resilience to face challenges, and the courage to be yourself.

— Aditi Tathagat Gosalia



Engineering the Future: Dr. Digambar Tayade's Transformative Journey



Dr. Digambar Tayade

Retired Civil Engineer from MMRDA Mumbai

Dr. Digambar Tayade's illustrious career spans over 35 years of transformative contributions to Mumbai's urban landscape. As a retired Civil Engineer from the Mumbai Metropolitan Region Development Authority (MMRDA), Dr. Digambar Tayade played a pivotal role in projects that continue to define modern Mumbai. From the inception of the Bandra-Kurla Complex Commercial Hub to the reclamation and development of Mahim Creek, his work has left an indelible mark on the city's infrastructure.

A Legacy of Infrastructure Excellence

During his tenure, Dr. Digambar Tayade was instrumental in designing and executing critical infrastructure projects:

- **Reclamation & Development:** Spearheaded the reclamation of Mahim Creek, laying the groundwork for sustainable urban growth.
- **Urban Utilities:** Engineered comprehensive systems for storm water drainage, sewer management, roads, and tunnels.
- **Commercial Hub Development:** Contributed significantly to the planning and development of the Bandra-Kurla Complex, which today is a bustling nucleus of commerce and enterprise.

His work not only facilitated the efficient movement of people and goods but also set benchmarks in urban planning, contributing to enhanced quality of life and economic growth in the region.

Accolades and Personal Triumphs

Dr. Digambar Tayade's professional journey is matched by his impressive array of awards and personal achievements.

Alongside his engineering feats, he has earned recognition in diverse fields, exemplifying a rare blend of technical prowess and creative talent. Some highlights include:

- **Presidential Recognition:** Awarded the "Presidents Scout" accolade by Hon. President of India V. V. Giri, And Gold Medalist in Athletics. And football.
- **Artistic Achievements:** Garnered numerous singing awards, including a best karaoke singing award among 6000 participants nationwide.
- **Athletic & Artistic Honors:** Celebrated for his excellence in athletics during college, and recognized for contributions in art and film, including international awards.

Beyond the Blueprint: A Mission for Community Empowerment

Post-retirement, Dr. Digambar Tayade has embraced his passions and dedicated himself to social work and senior citizen welfare. His ongoing commitment to community service and creative pursuits demonstrates that the drive for excellence does not end with a career, it evolves into a lifelong mission. His diverse interests remind us that innovation, whether in engineering or the arts, can create lasting societal impacts.

“ Every project, every challenge, is a stepping stone towards a better tomorrow. Our work is not just about concrete and steel, it's about building dreams, fostering community, and inspiring future generations.

– Dr. Digambar Tayade ”

For entrepreneurs, business leaders, and C-Suite professionals, Dr. Digambar Tayade's journey underscores the importance of visionary leadership and the courage to explore beyond traditional boundaries. His legacy serves as a powerful reminder that a career dedicated to service and innovation can inspire transformative change across industries.

Khushbu Seth: A Versatile Entrepreneur Powering India's Creative Economy



Khushbu Seth

Entrepreneur at N K PRODUCTION HUB

In an era where the lines between art, media and business blur, Khushbu Seth stands out as a true polymath. With a career spanning over a decade, she has leveraged her multifaceted talents, creative direction, performance, content creation and event management, to build thriving ventures that inspire both audiences and aspiring entrepreneurs.

From Classical Roots to Digital Pioneering

Khushbu Seth, classical dancer turned digital entrepreneur, founded N K Production Hub (2017) and Jashne Talent Events (2019), producing web series and showcases. Host of "Chai Pe Charcha" podcast, she supports emerging talent with high production values, generating revenue and community growth, leveraging analytics to refine content and expand collaborations.

Founding N K Production Hub (2017)

Recognizing the rapid rise of digital media, YouTube viewership grew from 1 billion hours watched per day in 2012 to over 10 billion by 2018, Khushbu launched N K Production Hub in 2017. As Proprietor and Creative Director, she now oversees Web Series Production, including the popular comedy-drama Chikni Chameli, which garnered over 500,000 views in its first month.

Jashne Talent Events & 'Chai Pe Charcha' Podcast

Building on her production success, Khushbu founded

Jashne Talent Events in 2019 to showcase emerging performers. In just two years, Jashne Talent has:

- JASHNE TALENT HAVE ORGANISE EVENTS PAN INDIA IN FIELD OF TALENT, BEAUTY PAGEANTRY & FILM FESTIVAL ALREADY 4 SEASON HAVE BEEN COMPLETED.
- ALSO COLLABORATED WITH MANY NAVRATRI & BEAUTY PAGEANTRY ORGANIZER.

Simultaneously, she launched Chai Pe Charcha, a weekly YouTube podcast, to connect with business leaders, artists and change-makers over informal conversations.

- **150+ episodes** released every Friday since 2019.
- **15,000+ subscribers** and an average watch time of 12 minutes per episode.

“Creativity isn't a solo act; it's a chorus of ideas, imperfection and persistence. Every setback teaches you how to tell your story stronger.”

— Khushbu Seth



Impact, Growth & Looking Ahead

Khushbu's ventures now employ a core team of 15 full-time professionals and collaborate with over 100 freelancers annually. Her holistic approach, melding traditional performing arts with cutting-edge digital formats, has:

- Reduced entry barriers for **200+ emerging talents** since 2019.
- Generated **₹1.2 crore** in combined revenue across production and events in FY 2023.

As Khushbu Seth continues to expand her creative empire, eyeing collaborations in OTT content and international festival circuits, her journey underscores the power of passion married to entrepreneurial rigor. For today's business leaders, her story is a masterclass in building purpose-driven ventures that resonate across screens, stages and boardrooms alike.

Contact & Channels

- **YouTube:** N K PRODUCTION HUB (web series, BTS, Q&As) & PODCAST BY KHUSHBU SETH (weekly conversations every Friday)
- **Instagram:** @khushbuseth_18
- **Email:** nkproductionhouseandevents@gmail.com
- **Phone:** 08591755842
- **Studio Address:** N K STUDIO, 44, 2nd Floor, Nataal Wala Terrace, Opp. Jaka Devi Temple, Dadar West, Mumbai 400028

Dr. Mayoor Shah: Pioneering the Art of Visual Storytelling



Dr. Mayoor Shah
Creative Director at Reflections Films

A Creative Visionary with Many Facets

Dr. Mayoor Shah's journey is a rare fusion of artistic flair, innovation, and entrepreneurial acumen. As the Creative Director of Reflections Films in Mumbai, he has seamlessly merged disciplines like writing, painting, fashion design, and media production over a remarkable four-decade career. His contributions have redefined how corporate India tells its stories.

Early Achievements and Artistic Pursuits

His creative journey began early. At just 13, his short stories and fashion designs were regularly published. By 18, he held an independent art exhibition inaugurated by the legendary Nargis Dutt. At 20, he showcased over 100 hand-painted sarees, revealing his talent for textile artistry—an early indicator of his eye for aesthetics and detail.

Transforming Corporate Communication

In the mid-1980s, when video was still considered a social tool, Shah saw its potential to revolutionize corporate communication. In 1985, he established Reflections Films, aiming to bring storytelling into boardrooms. What followed was extraordinary: over 8,000 corporate films and a record-setting 360 films in a single year. Reflections Films quickly grew into a benchmark for industrial and corporate media, and later, ventured into television and feature films.

Notable Contributions and Accolades

Shah's involvement in two Marathi feature films, *Devki* and

Vithal Vithal, earned over 64 awards, including prestigious Maharashtra State Awards. His dedication and trailblazing work have earned him multiple honors:

- **Lifetime Achievement Award**
- **Honorary Doctorate**
- **Cross Media Excellence Award** for contributions across film, television, theatre, print, and literature
- **International Author Excellence Award and Best Author Award** for his book *Sthityapagya*

Innovation at the Core

Shah's work is characterized by a unique blend of creativity and technological foresight. From pioneering live-streamed surgeries for medical education to developing large-scale, immersive stage productions, he continually reimagines the potential of visual storytelling. His philosophy reflects this spirit:

“Innovation is not just about new technologies; it's about seeing opportunities where others see challenges.”

- Dr. Mayoor Shah

Building Corporate Narratives with Purpose

Dr. Shah has worked with some of India's most iconic business groups—Reliance, Tata, Aditya Birla—creating compelling narratives that go beyond communication and into brand-building. His films have helped businesses articulate their vision, culture, and social responsibility with impact and authenticity.

A Lasting Legacy

Today, Dr. Mayoor Shah is not just a filmmaker or artist—he is a mentor, speaker, and inspiration. His legacy lies in bridging art with strategy, storytelling with substance, and creativity with purpose—continually inspiring new generations to find meaning through visual media.

Revolutionizing Men's Grooming: The Visionary Journey of Bindi Thakkar and Machismo



Bindi Thakkar
Founder of Machismo

In the ever-evolving world of personal care, Bindi Thakkar stands out as a trailblazer who redefines the landscape for modern Indian men. With over 15 years of experience in marketing and corporate communications, Bindi transitioned from top-tier leadership roles in India's BFSI sector to establish Machismo—a brand dedicated to simplifying men's grooming through clean, effective, and natural solutions.

A Bold Leap into Entrepreneurship

Bindi's journey from the corporate corridors of Mumbai to the dynamic world of entrepreneurship is nothing short of inspiring. In 2020, she founded Machismo with a clear mission: to fill a long-overlooked gap in the male grooming market. Her vision was rooted in the belief that true confidence begins with self-care. With this in mind, Machismo was built on principles that emphasize:

- **Clean and Effective Formulations:** Creating products that address the unique skincare needs of Indian men.
- **Responsible Practices:** Committing to cruelty-free, paraben-free, and fragrance-free solutions.
- **Empowering Male Consumers:** Building a community that values health, confidence, and self-care over traditional, superficial grooming rituals.

Breaking Barriers and Stereotypes

As a woman leading a brand in a traditionally male-dominated industry, Bindi has not only disrupted the status

quo but also initiated a broader dialogue on leadership and inclusivity. Her approach goes beyond product innovation:

- **Leadership Through Empathy:** Combining deep consumer insights with creative problem-solving.
- **Building a Trust-Driven Brand:** Fostering a loyal community of male consumers who now associate grooming with long-term wellness.
- **Pioneering Change:** Steering the conversation from mere aesthetics to holistic skin health and personal confidence.

Impactful Milestones and Data-Driven Success

Under Bindi's leadership, Machismo has marked several impressive milestones:

- **Community Growth:** A steadily increasing base of engaged consumers who actively promote healthy grooming habits.
- **Market Transformation:** A noticeable shift in consumer behavior, where skincare is now seen as a vital aspect of personal and professional confidence.
- **Innovative Product Range:** The introduction of Clean, Simple and Effective solutions that cater specifically to the Indian male demographic, an underserved segment that once relied on generic or ill-suited products.

Reflecting on her journey, Bindi states,

“Real leadership sparks revolutions—not just product launches. At Machismo, we're not in the business of skincare & grooming alone—we're driving a movement where self-care fuels confidence, and confidence becomes culture. We're reshaping the narrative of personal care for modern men—with purpose, pride, and power.

- Bindi Thakkar



Bindi Thakkar's story is a testament to visionary leadership and the power of empathy-driven innovation. Her mission with Machismo continues to pave the way for a future where every man can confidently embrace a personalized approach to grooming and self-care.

Dr. Vikash Raj's Quest to Democratize Wealth Advice in India's Heartland



Dr. Vikash Raj

CEO of Investigen Technologies LLP

Dr. Vikash Raj stands at the vanguard of India's WealthTech revolution. With over a quarter-century of experience in financial services, he has channeled his expertise into founding Investigen.ai, a Navi Mumbai-based startup that harnesses artificial intelligence to empower advisors, especially those in underserved Tier 2 and Tier 3 cities, to deliver more effective, data-driven guidance.

From Practitioner to Pioneer

Dr. Raj's journey began after he completed a Master's in Business Finance, followed by a Ph.D. in Management Studies. Between 1998 and 2008, he cut his teeth selling investment products and rotating through roles in mutual funds, pension funds, and wealth management. By 2005, India's mutual fund assets under management (AUM) had already crossed ₹5 trillion, a market ripe for innovations in analytics and decision support.

Between 2009 and 2015, Dr. Raj shaped product strategy at Standard Chartered Asset Management and IDFC Pension Fund, where he drove an 18 percent annual AUM growth. In 2016, as Head of Analytics at Bandhan Asset Management, he introduced advanced analytics models, data-visualization dashboards, and business-intelligence platforms.

Building Investigen.ai

In 2024, convinced that generative AI could radically enhance advisor productivity, Dr. Raj launched Investigen Technologies LLP. Within months, his team rolled out two flagship platforms, FM-IQ for fund-manager insights and FundFlare for digital campaign automation, and began onboarding marquee wealth-management firms. Today, Investigen.ai's suite includes seven AI tools:

- **Scheme Shortlist & Whitelist:** Machine-learning filters that evaluate mutual funds on return, risk, manager skill and macro factors.
- **Portfolio Constructor & Rebalancer:** A goal-programming engine that optimizes client portfolios against custom constraints, boosting returns while controlling downside.

Championing AI with a Human Touch

"Investment decisions must be both data-driven and human-centered," Dr. Raj insists. From early algorithmic-trading models to today's \$15 billion in global AI finance investments, the field has matured, yet advisory tools remain under-leveraged. Investigen.ai's "human-in-the-loop" approach blends machine precision with advisor intuition, helping cut research-and-marketing workloads substantially.

Mission and Impact

Dr. Raj's mission is clear: democratize sophisticated investment advice. By offering affordable SaaS pricing, he targets advisors in smaller cities, where only 15 percent of households work with professionals. AI-powered chatbots, such as a Retirement Planning Bot, educate end clients, while automated compliance modules free advisors to deepen client relationships.

A recognized thought leader, named among India's Top 100 AI Leaders by Analytics India Magazine (2022) and recipient of IDC's "Best in Future of Intelligence" award (2023), Dr. Raj illustrates how AI can drive inclusivity. Under his stewardship, Investigen.ai is not just building tools; it's reshaping an advisory landscape so that transparent, personalized financial planning becomes the norm for millions beyond the metros.

“AI empowers advisors in India's heartland to deliver smart, accessible wealth advice with a human touch.

— Dr. Vikash Raj



Harmonized Living: Merging Smart Home Innovation with Ancient Wisdom



Revanasiddeshwar Pagadekal

Home automation– Managing partner at Exttreme Corp

Revanasiddeshwar Pagadekal and Umesh Katgi, Managing Partners at Exttreme Corp Organisation, unite complementary expertise to redefine home automation and interior design. Revanasiddeshwar combines technical acumen with deep knowledge of Vastu Shastra and astrology to infuse spaces with spiritual harmony. Together, they steer Exttreme Corp toward creating modern sanctuaries that balance innovation and well-being.

Journey and Milestones

Revanasiddeshwar brings expertise in automation, interior aesthetics, Vastu, and astrology integration; Umesh contributes over 27 years in electrical engineering and smart infrastructure. Key milestones:

- **Early Phase (1998–2015):** Umesh's projects in residential and commercial electrical work built a foundation of safety and quality.
- **Partnership Formation (circa 2015):** The collaboration began when Revanasiddeshwar saw the chance to merge spiritual design matters with smart tech.
- **Expansion (2016–2023):** Delivering flagship installations with IoT integration, energy management, and Vastu-aligned layouts.
- **Innovation Labs (2022 onward):** R&D into AI-driven automation, predictive maintenance, and adaptive interiors responding to occupants' rhythms. These steps show growth from core electrical services to personalized, data-informed living environments.

Integrating Ancient Wisdom and Modern Science

Vastu Shastra, originating around 1500 BCE in India, guides spatial geometry, orientation, and elemental balance. Astrology, with roots in early calendars of the third millennium BCE, informs environmental harmony. Exttreme Corp applies these principles by arranging device placement, optimizing airflow, and coordinating lighting schedules to support health, productivity, and balance. This approach appeals to clients seeking a unified lifestyle ecosystem beyond standalone "smart" features.

Vision and Growth Objectives

The leadership aims to onboard 50 dealer partners by December 31, 2025, expanding into major urban markets. This network will enable consistent training in Vastu-informed automation installations, ensuring quality. The broader goal is to pioneer sustainable, intelligent living spaces that:

- Reduce energy use via predictive analytics.
- Adapt interiors to individual routines and wellness metrics.
- Promote emotional balance with ambient technologies tuned to circadian rhythms.

Advice for Industry and Community

From their combined experience, Revanasiddeshwar and Umesh suggest:

- **Embrace Interdisciplinary Innovation:** Blend technology, design, and human-centered principles to meet practical and deeper needs.
- **Commit to Continuous Learning:** Follow emerging IoT, AI advancements, and evolving design philosophies to remain competitive.
- **Build Authentic Client Connections:** Learn each client's lifestyle, values, and goals to deliver tailored solutions.

“Our mission is to craft spaces where smart technology and ancient harmony coexist, true innovation honors the past as it shapes the future.”

- Revanasiddeshwar Pagadekal



By merging data-driven systems with spiritual design tenets, Exttreme Corp Organisation sets a benchmark for holistic home automation and interior design for the coming decade.

Pratik Prakash Jadhav: Championing India's Export Renaissance and Beyond



Pratik Prakash Jadhav

Serial Entrepreneur with Businesses from Advertising

Serial entrepreneur Pratik Prakash Jadhav embodies the new wave of purpose-driven business leaders. As founder of EXIM Internationals and Sab Kuch Bollywood—with a cosmetics venture on the way—his journey offers lessons in resilience, innovation, and nation-building through entrepreneurship.

A Purpose-Driven Mission

In 2022, India's trade deficit topped \$192 billion, while MSMEs contributed nearly 40 percent of exports. Pratik launched EXIM Internationals to "transform India into a leading agro-export powerhouse." What began as a childhood dream of representing India on the cricket field evolved into a commitment to put Indian products on the global map.

Building EXIM Internationals: Lessons in Resilience

- **Early Setback (2022–2023):** A ₹30 lakh fraud threatened to derail the venture. Instead of retreating, Pratik doubled down on compliance, digital verification, and risk management.
- **Strategic Pivot:** By late 2023, EXIM Internationals partnered with 25 MSMEs across Maharashtra, Punjab, and Andhra Pradesh. Using AI-driven market analytics, they identified niche export opportunities in spices, pulses, and processed foods.
- **Impact Metrics:** Within six months, partner MSMEs saw an average 15 percent increase in export revenue, demonstrating the power of data-driven decision-making.

Modernizing MSME Exports

Pratik champions a systems-thinking approach, focusing on:

1. **Automation & AI Integration:** Automated documentation workflows cut processing time by 30 percent, matching global best practices.
2. **Structured SOPs:** Consistent procedures build international credibility and ensure compliance in markets like the EU and USA.
3. **Digital Trade Platforms:** By collaborating with FIEO (Federation of Indian Export Organisations), MSMEs tap export promotion schemes, securing subsidies covering up to 5 percent of freight costs.

India's agricultural exports surpassed \$50 billion in 2024; Pratik's goal is to push that higher by empowering small producers with scalable systems.

Media and Cosmetics Ventures

Since 2024, Pratik's YouTube podcast And Instagram , Sab Kuch Bollywood, attracts over 300,000 monthly viewers on Instagram and 50,000 views on YouTube since its launch in April 2025 to discussions on film, culture, and entrepreneurship. Through honest conversations and expert interviews, it fosters community and spurs entrepreneurial ideas. He believes that wide-ranging interests sharpen business acumen. Building on this engagement, his upcoming cosmetics line will tap India's \$20+ billion beauty market by 2025, using locally sourced, cruelty-free ingredients and digital marketing strategies specifically targeting Tier 2 and Tier 3 cities.

“I may have lost 30 lakhs to international fraud, but I gained a mission: to modernize how our MSMEs compete globally.”

— Pratik Prakash Jadhav

Future Outlook

Pratik aims for EXIM Internationals to become a leading agro-exporter by 2027, helping reduce India's trade deficit and uplifting thousands of MSMEs. His advice to entrepreneurs is to begin with small steps, implement strong systems, and learn through action. By combining purpose, patience, and hands-on experience, he envisions a future where exporting products is as seamless as ordering online.

Designing the Future of Cancer Genomics: The Dr. Pravin D. Potdar Story



Dr. Pravin D. Potdar

**Former Head and Chief at Jaslok Hospital and
Research Centre, Mumbai**

"Scientific progress is not about competition, but contribution; when we commit to knowledge with purpose, transformation follows." Dr. Potdar's four-decade journey exemplifies purpose-driven research shaping healthcare innovation and offers lessons for entrepreneurs and executives in building innovation ecosystems. His story highlights how strategic foresight and perseverance can translate laboratory discoveries into real-world health outcomes.

Academic and Research Legacy

Dr. Pravin D. Potdar began with a DMLT in 1975, earned M.Sc. from Shet G.S. Medical College, Mumbai and Ph.D. in Cancer Research from Tata Memorial Centre, University of Mumbai in 1991. At Tata Memorial Centre (1981–2002), he led lung cancer research, developing in vitro models and publishing internationally. In 1995–96, he received a National Cancer Institute USA Short Term Scientist Award to work with Dr. Paul Nettesheim at NIEHS, NIH. In 1999, he attended Keystone Symposia in Taos, NM, and visited Dr. James Watson's lab at Cold Spring Harbor, NY. At MD Anderson Cancer Center (2002–2004), he pioneered targeted gene therapy for pancreatic cancer. At Jaslok Hospital (2005–2017), as Head of Molecular Medicine & Biology, he established cancer genomics and stem cell Research labs with cutting-edge technologies, trained over 1,000 students, and published 100+ papers. Since 2005, he has served on ethics committees, advisory boards, and editorial boards in India and abroad.

Key Innovations and Contributions

- Cloned three novel genes (GGT-Rel, KPL1, KPL2) vital to epithelial differentiation.
- Established over 40 molecular diagnostic assays for cancer and genetic disorders, including India's first molecular cancer diagnostics lab at Jaslok Hospital.
- Founded an internationally recognized stem cell lab, with findings published in Stem Cell Discovery and Journal of Stem Cells & Regenerative Medicine.
- Authored a 2015 review on circulating tumor cells accessed by over 25,000 scientists globally.
- Latest the Guest Editor for special issue for Discover Oncology, Springer Nature publication.

Vision for the Future

He aims to establish centres of excellence for postgraduate and doctoral training, create collaborative platforms with institutions in the USA, Italy, and Germany, promote entrepreneurship cells in academia, and advise biotech startups on regulatory and R&D strategies.

Recognitions and Global Footprint

He has received over 15 awards, including a Lifetime Achievement Award in 2023 and BMJ India Award in 2014. Affiliations include Stanford, Johns Hopkins, and Cornell. He serves on editorial Board Member of many peers reviewed journals such as Frontiers in Oncology, Discover Oncology, Springer Nature.

Leadership Insights for C-Suite Professionals

His journey underscores investing in foundational R&D for sustainable innovation, building global collaborations to stay at the cutting edge, and translating academic breakthroughs into scalable healthcare solutions. It emphasizes agility and resilience amid evolving scientific and regulatory landscapes and prioritizing data-driven decision-making. Sustainable impact requires decades of purposeful research and knowledge-sharing.

As personalized medicine and genomic diagnostics evolve, leaders like Dr. Pravin D. Potdar are not just driving but designing the future of healthcare.

“Innovation thrives where
purpose meets perseverance,
transforming lives through
knowledge and vision.”

- Dr. Pravin D. Potdar



HalfPace to Full Potential: Irfan Yunus Khatri's Journey in Democratizing Finance



Irfan Yunus Khatri

Founder & Principle Consultant at HalfPace Finance & Tax Consultants

In today's ever-evolving economic landscape, where dense financial terminology too often alienates rather than empowers, Irfan Yunus Khatri emerges as more than a tax consultant or entrepreneur: he is a true financial enabler. As Founder & Principal Consultant of HalfPace Finance & Tax Consultants, Irfan has transformed personal perseverance into professional insight, redefining leadership in finance through empathy, clarity and unwavering integrity.

From Rural Roots to Professional Resolve

Born in Vinjhan, a remote village in Gujarat's Kutch district, Irfan was the first in his community to earn a degree. That milestone underscored his conviction that one's origins need not dictate one's destiny, and set the stage for a career driven by transformation through education. Early on, at Shrivastava & Associates, Irfan delved into auditing and compliance, gaining indispensable technical prowess. Yet more importantly, he developed a deep appreciation for the anxieties of small-business owners, silent worries about cash flow, regulatory obligations and growth prospects that demand not just answers, but understanding.

HalfPace: Progress with Precision

In 2017, Irfan launched his own practice, initially branded Irfan Khatri & Associates and, in 2021, reborn as HalfPace Finance & Tax Consultants. The name encapsulates his ethos: advance steadily, with exactitude and transparency. GST Compliance & Advisory

- Investment Planning & Budgeting
- Tax Return Filing & Audits
- MSME Business Support
- Virtual CFO Services for Startups

Serving over 300 clients across India and now expanding into the UAE, HalfPace blends cutting-edge technology with a human-centered approach, ensuring every financial strategy resonates with real-world challenges and aspirations.

Steadfast Through Disruption

Irfan's leadership was put to the test during the turbulent GST rollout in 2017 and the uncertainty of the COVID-19 pandemic. Meticulously digitizing operations, he guided clients through remote training sessions and secured compliance amid shifting regulations. While many saw chaos, Irfan recognized an opportunity to deliver clarity when it was needed most.

“When people understand their money, they feel in control, not only of their business, but of their lives. That's the true value of what we do.”

- Irfan Yunus Khatri

A Broader Mission: Financial Literacy for All

Beyond client engagements, Irfan is on a mission to democratize financial knowledge. His forthcoming book will demystify tax and finance for everyday Indians, using vivid stories and relatable analogies. Concurrently, he's launching workshops in schools, colleges and MSME forums to bridge the divide between complex regulations and public understanding.

Looking Ahead

With international expansion underway and a vision to become synonymous with accessible, trustworthy financial guidance, HalfPace is more than a consultancy, it's a movement. In a world enamored with speed, Irfan's "HalfPace" philosophy reminds us that sustainable success springs from clarity, consistency and, above all, compassion.

Unified Pathways: PrahaladSingh Patel Strategy for Seamless Real Estate and Financial Services



Prahalad Singh Patel

CEO & Managing Director at Prowave Consultants

ProWaVe Consultants was officially established in December 2020 but draws on a legacy from insurance and finance since 2003 and real estate advisory from 2016. This phased evolution underpins a unified model for asset acquisition and financial security. In Q4 2024, residential sales in India's top cities hit 72,930 units, with Pune among the leading Western markets. By combining decades of financial expertise with real estate insight, ProWaVe guides clients through a growing market.

From Vision to Global Leadership

Led by PrahaladSingh Patel, whose 22-year career spans Max Life, Reliance, and Bajaj Allianz, ProWaVe benefits from deep industry knowledge. His MBA and DBA from NIBM blend theory with practice. Recognized as a LinkedIn Top Voice in 2021, he has earned two Court of the Table and three Million Dollar Round Table awards, reflecting client-centric excellence. A network of over 2,500 active channel partners nationwide drives both individual and institutional growth. With India's fintech adoption at 87%, the firm leverages digital tools effectively.

Holistic Service Portfolio

Under the mottos "Build to Perfection" and "Crafting Excellence, Building Futures," ProWaVe employs ISO-certified workflows, MSME registration, and MahaRERA authorization. Offerings include:

- **Real Estate Advisory:** Residential plots, ready-to-move apartments, and strategies to revitalize stalled projects, reducing holding costs and unlocking value.
- **Legal & Compliance:** A pan-India legal network ensures thorough title searches, sale agreements, and regulatory filings, mitigating risks in a sector that saw USD 8.9 billion in institutional investment across 78 deals in 2024.
- **Insurance & Wealth Planning:** NISM- and IRDA-certified advisors design life insurance portfolios, mutual funds, and structured loan solutions aligned with clients' risk appetites and legacy objectives.
- **FinTech Integration:** A dedicated division uses CRM automation, transparent transaction portals, and data analytics to enhance engagement, reflecting a market forecast to reach USD 990 billion by 2032 at over 30% CAGR.

Efficiency for Busy Leaders

Executives and entrepreneurs benefit from ProWaVe's one-roof model: from need analysis and due diligence to deal closure and portfolio reviews. Strategic procurement and CRM solutions help corporate clients optimize operations and ROI. Streamlined processes reduce administrative friction, enabling leaders to focus on core priorities.

Mission-Driven Vision and Impact

As India's economic democratization advances, ProWaVe stands as a beacon of trust, innovation, and integrity. Its mission is to transform complex journeys into seamless experiences, securing assets and resilient financial plans.

“Our commitment is to craft not just properties but enduring legacies, where every client finds confidence in their assets and peace of mind in their financial future.”

By fusing domain expertise with a purpose-driven ethos, ProWaVe enables clients to build legacies that endure.

Dr. Subhash Kumar Sharma: The Purpose Catalyst

Empowering a New Generation of Conscious Leaders



Dr. Subhash Kumar Sharma
Founder & CEO of SKS Universe

In a world chasing performance, productivity, and prestige, Dr. Subhash Kumar Sharma is leading a quiet revolution, anchored in purpose, consciousness, and soul-driven leadership.

A best-selling author, Sea Warrior turned Shreyaspreneur™ mentor, Columbia Business School alum, and Founder of SKS Universe, Dr. Sharma isn't just shaping leaders, he's transforming lives. With over two decades of multidisciplinary leadership experience, his journey blends corporate strategy, spiritual insight, and soulful systems thinking to help others evolve from success to significance.

SKS Universe: Strategy Meets Soul

SKS Universe, his purpose-driven platform, bridges the widening gap between outer achievement and inner alignment. It equips individuals and institutions to ignite passion, align purpose, and unlock potential through a fusion of strategic tools, emotional intelligence, and timeless Indic wisdom.

At its heart lies the **Shreyaspreneur™**, a new-age leader who builds with purpose, not just profit. These are youth changemakers, entrepreneurs, and executives crafting legacies rooted in identity, integrity, and impact.

Dr. Sharma's transformation, from Naval Aviation to boardrooms and youth mentorship, reflects what he now helps others achieve: alignment with **Shreyas**, that which is good, right, and purposeful.

The Market Demands Conscious Leadership

With the coaching industry crossing \ \$7.30 billion and leadership development surpassing \ \$105 billion in 2025, the world is ripe for human-centric transformation. Yet few offer the soulful science SKS Universe brings—translating deep personal growth into organizational outcomes.

The Market Demands Conscious Leadership

Purpose:

"At SKS Universe, we ignite passion, align purpose, and unlock human potential by nurturing Shreyaspreneurs™—conscious leaders who embody inner mastery, social impact, and strategic excellence to drive meaningful success and elevate business and society."

Core Values – IGNITE:

- I – Inspiring Collaborative Innovation
- G – Guiding Generative & Authentic Leadership
- N – Nurturing Excellence
- I – Illuminating the Soul
- T – Touching and Transforming Lives
- E – Elevating Collective Consciousness

Vision 2030:

"By 2030, empower one million Shreyaspreneurs™ to lead global transformation—where innovation aligns with intention, and prosperity is driven by purpose and values, not just valuations."

Signature Strategies for Inner & Outer Excellence

SKS Universe delivers impact through four pillars:

1. Holistic Leadership Architecture
2. Science of Change, Art of Influence
3. Sector-Wise Precision
4. Scalable Personalization

Signature Philosophy:

“When passion aligns with purpose and potential, success transforms into significance...”

- Dr. Subhash Kumar Sharma



Shehaan Mune: Shaping Tomorrow's Education, Today



Shehaan Mune

Co-Founder & COO of Prepshotz Edutech Pvt. Ltd

At just 16 and in Class XII, Shehaan Mune exemplifies how youthful ambition can drive meaningful impact. As Co-Founder and Chief Operating Officer of Prepshotz Edutech Pvt. Ltd., he is on a mission to democratize high-quality learning, advancing the United Nations' Sustainable Development Goal 4 to "ensure inclusive and equitable quality education for all by 2030."

From Classroom Observer to Edutech Innovator

In 2022, India's edutech market topped \$5 billion, yet under 15 percent of K-12 students used adaptive learning tools. Spotting this gap, 13-year-old Shehaan and his elder brother began designing scalable digital solutions tailored to individual learning styles. By mid-2022, Prepshotz was incorporated and its pilot rolled out in five schools around Shimla. Within six months, student participation rose by 30 percent and academic stress fell by 20 percent.

Three Pillars of Prepshotz

Under Shehaan's strategic leadership, Prepshotz is structured around:

Engagement Enhancement

- Gamified modules immerse students in real-world AI and blockchain scenarios.
- In 2024, Prepshotz users completed lessons 40 percent faster than on traditional e-learning platforms.

Experiential Learning

- Virtual labs follow the 70/20/10 model, 70 percent hands-on, 20 percent social, 10 percent formal, boosting skill acquisition by 25 percent

Stress Reduction

- Mindfulness breaks and micro-assessments cut test-related anxiety by 15 percent in trial groups.

Cultivating Digital Leaders

Beyond Prepshotz, Shehaan founded CyberTalk Tech Club in 2022, teaching over 50 peers cybersecurity basics just as school cyber-attacks surged 25 percent from 2020 to 2022. Since early 2025, he has interned with Network Science to explore blockchain for credential verification, advised the company's CEO, and worked as a software developer at a Mumbai startup to sharpen his coding and problem-solving skills.

He has also published a research on blockchain implementation in India's pharma sector after interviewing industry veterans. Beyond this, he will soon be launching his podcast titled "CyberTalkz".

Balanced Leadership Off the Screen

Shehaan's leadership extends to Model United Nations, where he has participated in over ten conferences since 2021 and organized several Mumbai-area events with YuvaMAAN in 2024. As campus ambassador for IRMUN and YoZu, he spearheaded STEM outreach to more than 1,000 students. A keen footballer and budding tennis player, he follows WHO guidelines of 60 minutes of daily exercise to maintain his mental and physical well-being.

Looking Ahead

With fewer than 20 percent of rural schools offering digital learning, Shehaan's vision is urgent. India's online tutoring market is projected to exceed \$3 billion by 2025. Through innovative partnerships, data-driven marketing and a steadfast commitment to inclusion, Shehaan and Prepshotz are ensuring that growth uplifts learners from every background. He's not merely preparing for the future, he's actively shaping it.

“Empowering minds through technology is more than a mission; it's a movement for equity and inclusion.”

- Shehaan Mune



Transformative Cinema: Vadiraj K. N.'s Vision at Prabhu Kunj Productions



Vadiraj K. N.

Producer, Writer, Lyricist & Author

In an industry dominated by commercial outlook, Vadiraj K. N. emerges as a beacon of socially-driven filmmaking. His profile speaks of skills as producer, writer, lyricist, and author. Founder at – Prabhu Kunj Productions, he creates passionate cinema, to transform society and bring about social awareness. His films are a clarion call to filmmakers to use their platforms for creating social impact.

A Mission-Driven Approach to Cinema

Vadiraj's journey began with a bold ambition, to make films that influence society positively. His critically acclaimed Hindi short film, *Ek Sulagta Sawal*, is a striking example. Tackling the grim reality of child abuse and issue of protection of the girl child, this film received widespread recognition. In 2024 alone, it won seven major awards at the 4th Marathwada International Film Festival in Mumbai, and in March 2025, it received the prestigious Dadasaheb Phalke Janmabhoomi Puraskar for Best Short Film at the Nashik International Film Festival. Vadiraj was awarded 'India's Pride Award 2025' by Bharatiya Cineyug Academy, alongwith 18 awardees.

Facts that underline Achievements

- 7 Awards at Marathwada International Film Festival 2024
- 1 Award at Nashik International Film Festival 2025
- Forthcoming project *Veerta ki Chingari* slated for

submission to National Film Awards & IFFI, Goa

- 14 Original Songs written in Hindi and Marathi
- 9 Languages spoken fluently
- 2 Major Devotional Songs released to commemorate the Shri Ram Mandir inauguration at Ayodhya.

Blending Art with a Social Vision

Vadiraj's upcoming directorial debut *Veerta ki Chingari*, based on his original screenplay, exemplifies his patriotic spirit. Based on real-life challenges faced by Indian Army soldiers at the border, it also explores the emotional turmoil faced by their families, highlighting themes of valor, sacrifice, and national pride. This film will mark a major milestone in his cinematic journey.

Beyond the Camera: Literature, Music, and Cultural Legacy

A prolific lyricist and author, Vadiraj is working on a visually rich coffee table book series about India's sacred pilgrimage destinations, Ayodhya, Mathura and Kashi. His major devotional songs, *Chalo Ayodhya Jayenge* sung by legendary singer Sudesh Bhosle & Prabhu Ramlalla, by Kavita Raam, with music by talented Music Composer Amar Prabhakar Desai, stand as musical testaments to his cultural and spiritual prowess.

“Films are not just stories on screen, they are mirrors to society and blueprints for change. If we can move a heart to shed a tear, then we can surely move and transform a nation.

- Vadiraj K. N.

Legacy in the Making

What sets Vadiraj apart is not just his creative range, but also his focus and intent. With the unwavering support of his wife Jyoti Vadiraj, who plays a vital role as co-owner and executive producer, he is laying the foundation for a brand of filmmaking that is rich in purpose and rooted in Indian ethos. His next steps include launching a charitable trust to support the underprivileged. He is poised to record the *Shri Hanuman Chalisa* in his distinctive baritone voice. In the realm of business and creativity, Vadiraj K. N. offers a solid blueprint for purposeful entrepreneurship. For today's C-suite leaders and entrepreneurs, his journey underscores a vital truth: visionary storytelling, when fueled by empathy and clarity of purpose, can become a powerful force for vibrant social transformation.

Souvik Biswas: Crafting Culinary Excellence with Purpose



Souvik Biswas
Founder at Nine Bees & Company

In India's dynamic culinary landscape, where innovation often battles tradition, Souvik Biswas, founder of Nine Bees & Company, has carved a niche by blending authenticity with forward-thinking hospitality. Since launching in 2022, his brand has redefined dining in suburban Maharashtra, prioritizing community, creativity, and resilience. For entrepreneurs and C-Suite leaders, Souvik's journey offers a masterclass in transforming passion into a scalable, impactful business.

From Corporate Strategist to Culinary Pioneer

Souvik's roots in Kolkata shaped his appreciation for diverse flavors, but his 12-year corporate career in HR and administration laid the foundation for his entrepreneurial leap. Managing teams at top Indian firms, he developed skills in strategic planning and crisis navigation, expertise that proved critical when he invested his savings to launch Nine Bees & Co. in Lodha Palava City, Maharashtra, in February 2022. The brand's name, inspired by the collaborative spirit of bees, reflects his belief in teamwork as the cornerstone of success.

Pioneering Community-First Dining

Nine Bees & Co. has grown rapidly, serving over 10,000 customers monthly by 2024, thanks to its innovative offerings tailored to modern needs:

- **Work-from-Resto Zones:** High-speed Wi-Fi and power outlets cater to remote professionals, blending productivity with dining.
- **Affordable Gourmet:** Signature momos paired with complimentary soup make quality cuisine accessible.
- **Late-Night Delivery:** Operating until 4 AM, addressing a suburban market gap.
- **Global Fusion Menu:** From Matka Biryani to Sushi and Boba teas, the menu celebrates diversity.
- **Emotional Experiences:** Candlelight dinners and private events create memorable moments.

Accolades Reflecting Excellence

Souvik's vision has earned widespread recognition:

- Cluster of Achievers Award: Master of Flavours (2023)
- Entrepreneurs Today 40 Under 40: Rising Foodpreneur of the Year (2023)
- ANE Awards: Best Emerging Multi-Cuisine Restaurant (2024)
- Excellency Iconic Awards: Best Rising Restaurateur in Mumbai (2024)
- Featured in Zomato's *Inside The Kitchen Hustle* series, aired by July 2025

Resilience Through Adversity

In mid-2024, a co-founder dispute led to a temporary closure. Leveraging his corporate-honed crisis management, Souvik secured FSSAI, GST, and trademark compliance, regaining control and relaunching by August 2024. The setback fueled his resolve, with plans to expand into malls, airports, and metro markets by 2026, aiming for a 50% revenue increase.

Lessons for Leaders

Souvik's journey underscores that success hinges on adaptability and purpose. His ability to pivot during personal loss, his mother's passing in 2024, and professional challenges exemplifies resilience. For business leaders, his story highlights the power of community-driven innovation and integrity in building a brand that resonates.

“Hospitality isn't just about serving food; it's about curating moments that linger in the heart.”

— Souvik Biswas



Vineet Arya: Redefining Real Estate Through PropTech and Partnership



Vineet Arya

Founder at Magicgates Real Estate Advisory

With 24 years of marketing and sales experience in textiles and real estate, Vineet Arya founded Magicgates Real Estate Advisory in 2018 to marry traditional brokerage with technology-driven solutions. His mission: to transform a fragmented industry into a seamless, credible profession.

Vision & Mission

Vineet's long-term goals center on four pillars:

1. **PropTech Transformation:** Evolve Magicgates into a full-fledged PropTech company by integrating AI-powered property matching and blockchain-based transaction ledgers.
2. **Strategic Networks:** Build a robust ecosystem of channel partners and investors spanning Pan Mumbai & core marketing being Powai, Andheri, Vikhroli, Chandivali, and beyond.
3. **Team Excellence:** Build an ethical, skilled, and motivated team through ongoing training.
4. **Seamless Experience:** Deliver end-to-end buying journeys, whether ready-to-move or under-construction, with transparent pricing, digital documentation, and virtual property tours.

"After guiding over 500 clients to their dream homes, I know that trust and technology are the cornerstones of every successful transaction."

PropTech Trends & Market Dynamics

- In 2015, PropTech investment stood at \$2 billion globally; by 2022, it surged past \$20 billion, reflecting a 10x growth in seven years.

- India's real estate market, valued at \$1.2 trillion in 2023, is projected to grow at 9 percent CAGR through 2027.
- Over 60 percent of urban homebuyers now expect online property search and end-to-end digital closure.

By embedding data analytics and virtual reality tours, Magicgates aims to capture this digital-first audience.

Building a Culture of Excellence

Magicgates recruits talent through multi-stage assessments and peer coaching. Key initiatives include:

- **Knowledge Hubs:** Weekly "Market Pulse" sessions to decode regulatory updates and investment hotspots.
- **Ethics Charter:** A binding code of conduct ensuring client interests always come first.
- **Mentorship Circles:** Senior brokers guide new hires through live deal simulations.

This structured approach has reduced onboarding time by 40 percent and increased client satisfaction scores by 25 percent over two years.

Seamless Buying Experience

Clients benefit from:

- **Unified Platform:** Single dashboard for property listings, document tracking, payment schedules, and legal advisory.
- **AI Chatbots:** Instant query resolution, reducing service waits by 50 percent.
- **Financing Connect:** Tie-ups with major banks for pre-approved home loans within 48 hours.

Inspiring Tomorrow's Professionals

As Vineet often advises,

“Let's raise the bar of service and make real estate a profession worthy of respect and professionalism.”

By leveraging technology, strategic partnerships, and a people-first culture, Magicgates is not just selling properties, it's charting the future of real estate in India, one transparent transaction at a time.

Aarti Arya: Crafting a Legacy of Design and Resilience



Aarti Arya

Fashion Designer & Founder at Aarti Design Studio

In the bustling heart of Powai, Mumbai, Aarti Arya's Aarti's Design Studio stands as a testament to passion, perseverance, and creativity. Founded in December 2018 at Lake Primrose Mall, the studio has grown into a beacon for bespoke fashion, captivating entrepreneurs and business leaders alike with its unique offerings. As the Owner and Designer, Aarti's journey is a compelling narrative of grit and vision, making her a standout figure in the fashion industry and a recipient of the Independent Fashion Entrepreneur of the Year award.

From Vision to Victory

Aarti's design journey began during her college years, fueled by an unyielding passion for creativity. After completing her Diploma in Design in 2001, she organized her first exhibition, crafting 100 unique pieces from scratch. Remarkably, 99 pieces sold, affirming her talent and igniting her entrepreneurial spirit. For years, she honed her craft through freelancing and home-based exhibitions, laying the foundation for her dream venture.

The launch of Aarti's Design Studio in 2018 was a bold leap, supported by her family, particularly her father, who instilled unwavering confidence in her ability to balance family and business. However, just two months after opening, the COVID-19 pandemic struck in February 2020, forcing a 20-day closure. Despite mounting expenses like rent and salaries, Aarti's resilience shone through. With no external funding, she steered the studio to stability, proving that passion-driven businesses can weather even the toughest storms.

The Pillars of Success

Aarti attributes her achievements to three core principles:

1. **Authenticity in Design:** Every piece at Aarti's Design Studio is handcrafted, reflecting individuality and cultural richness, appealing to clients who value exclusivity.
2. **Family as Strength:** Her husband and children provide unwavering support, enabling her to pursue her passion without compromise.
3. **Financial Independence:** Since day one, Aarti has run her business without borrowing, a feat that underscores her strategic acumen and discipline.

Impact and Inspiration

In just six years, Aarti's Design Studio has served over 1,500 clients, with 70% returning for custom designs, a testament to its quality and customer loyalty. The studio's revenue grew by 25% annually post-COVID, reflecting Aarti's ability to adapt and innovate. Her story resonates with C-Suite professionals and entrepreneurs, illustrating how passion, when paired with perseverance, can yield extraordinary results.

“Design is not just my work; it's my joy. Every piece I create carries a story, and every challenge I face fuels my resolve to keep crafting dreams.

– Aarti Arya



Aarti's journey offers a powerful lesson for business leaders: success is not just about numbers but about staying true to one's vision, no matter the odds.

Bridging Innovation and Integrity in Clinical Research: The Transformative Journey of Dr. Vijaykumar Gawali



Dr. Vijaykumar Gawali
Co-Founder of ClinverseEdge

In a healthcare ecosystem often constrained by limited research exposure and operational challenges, Dr. Vijaykumar Gawali emerges as a rare and visionary force. With more than two decades of immersive experience in clinical research, hospital administration, and medical education, he has not only witnessed but helped shape the evolution of clinical trials and research education in India.

A Mission Rooted in Purpose

Dr. Gawali's career began at a time when India's clinical research landscape was nascent. Since 2005, he has contributed to this transformation through roles at premier institutions like Jaslok Hospital, Kokilaben Dhirubhai Ambani Hospital, and currently, Bhaktivedanta Hospital and Research Institute. From pioneering India's first full-time, in-house **15-month PG course in Clinical Research** in 2009 to **supervising over 100 international drug trials**, his leadership is both academic and action-oriented.

He co-founded **ClinverseEdge**, a specialised Clinical Research Education and Consultancy Platform, with the bold vision to democratize specialized medical research training across India and beyond. "ClinverseEdge aligns its curriculum with globally recognised standards and international regulations, including ICH-GCP, CFR Title 21, NDCT Rules, ICMR Guidelines, the Declaration of Helsinki, EMA, and Clinical Trial Regulation (EU No 536/2014). This ensures that its trainees are not only industry-ready but also globally competent and compliant with the highest

ethical and scientific standards in clinical research."

Impact Beyond Borders

Dr. Gawali's research contributions have crossed national boundaries, with presentations at global forums across **Malaysia, Italy, Hongkong, Singapore, Switzerland, Dubai, Thailand, Austria** and more. His **40+ high-impact publications** and invitation by the **Ministry of Science and Technology, Govt. of India**, underscore his thought leadership in this critical space.

Champion of Ethical and Quality Standards

As a certified **NABH Assessor** for Clinical Trials and Ethics Committees under the **Quality Council of India**, he has audited over **50 hospitals** nationwide. This involvement reflects his steadfast commitment to **ethical research governance**, especially at a time when the global clinical trials industry, valued at **USD 52 billion in 2020**, faces increasing scrutiny over transparency and integrity.

Key Takeaways from His Vision

- **Clinical research is not just a career, it's a calling with societal impact.**
- **Practical, hands-on education** is crucial to producing capable and ethical researchers.
- Ethical grounding must accompany technological advancement in clinical research.
- Collaboration between academia, industry, and regulators is the future of healthcare innovation.

“Education that doesn't reach the grassroots is merely information. True learning empowers, uplifts, and innovates.

- Dr. Vijaykumar Gawali



Final Thoughts

As India positions itself as a global hub for clinical trials, leaders like Dr. Gawali are ensuring that this growth is underpinned by quality, inclusivity, and integrity. For entrepreneurs and C-Suite professionals in healthcare and beyond, his journey offers a blueprint, *not just for success, but for significance.*

Dr. Anil Kumar Singh: Shaping the Future of Sales Leadership in a Technologically Unforgiving World



Dr. Anil Kumar Singh
Senior Director of Sales at NTT DATA

In an era where digital transformation has become both a mandate and a marathon, **Dr. Anil Kumar Singh**, Senior Director of Sales at **NTT DATA**, stands out as a strategic force bridging technology with business impact. A visionary with an entrepreneurial mindset, Dr. Singh exemplifies the kind of modern leadership that organizations crave, agile, data-driven, and relentlessly future-focused.

The Digital Dilemma: Fear of Obsolescence

Today's enterprises face an existential paradox. While technology promises speed, scalability, and innovation, it also introduces fear, the fear of being outpaced. From generative AI to edge computing, disruption is constant and unforgiving. As Dr. Singh eloquently states:

"In this digital era, relevance is a moving target, and the only way to hit it is to keep evolving."

This is more than philosophy, it's a principle that shapes how he leads, mentors, and executes.

The Making of a Techno-Commercial Strategist

Dr. Singh's approach is deeply rooted in balance. He fuses deep technological acumen with sharp commercial instinct, an edge honed through decades of leadership in complex, dynamic markets. At NTT DATA, a global IT giant serving 80+ countries, he empowers high-performing teams and drives cross-functional alignment to deliver real business results.

His commitment to **continuous learning** is not rhetorical. He invests **over 80 hours a month** to sharpen his techno-commercial edge, an inspiring practice in a world where many stop learning once they start leading.

Strategic Vision: Beyond Sales Targets

Dr. Singh believes modern sales leadership is about more than quarterly numbers. His model is structured around:

- **Customer-Centric Innovation** – Understanding pain points and delivering outcomes that matter.
- **Data-Driven Strategy** – Using analytics to optimize decision-making.
- **Tech-Led Transformation** – Leveraging AI, automation, and cloud to reimagine business models.
- **Mentorship and Ownership** – Building accountable teams that grow with purpose.

Embracing the Generative AI Era

According to Dr. Singh, generative AI isn't just a buzzword, it's a seismic shift. He challenges industry leaders to go beyond adoption and actively rethink operations, experiences, and decision-making frameworks using AI. His message to the C-suite is clear:

“Let's use technology not only to drive outcomes, but to create a smarter, more agile, and future-ready world.”

- **Dr. Anil Kumar Singh**

A Call to the C-Suite

For business leaders, Dr. Singh's journey offers a blueprint: Stay curious, invest in learning, and embrace technology not as a disruptor, but as a catalyst for sustainable advantage. Because in the high-velocity world of digital business, standing still is the fastest way to fall behind.

Kalsekar M. Hussain: Driving the Future of Digital Marketing with Vision, Value, and Innovation



Kalsekar M. Hussain
Founder & CEO of 366DigitX

In the constantly shifting terrain of digital marketing, very few stand out as architects of both business value and human connection. Kalsekar M. Hussain, Founder & CEO of 366DigitX, is one of those rare visionaries who has consistently turned complexity into clarity, and strategy into success, for over two decades.

With a career spanning 20+ years, Kalsekar has evolved with every digital transformation wave, from the early rise of SEO and banner ads to today's AI-driven personalization and immersive Web3 experiences. Armed with a BMS, PGDBA, and MBA in Marketing, and certification in social media marketing, he built 366DigitX as a full-service digital agency that does more than just generate clicks, it drives growth, impact, and meaning.

The Evolution of a Digital Strategist

Kalsekar's journey from corporate boardrooms to entrepreneurship has been marked by a deep understanding of market shifts and consumer psychology. His core expertise lies in:

- Identifying high-potential business opportunities
- Mapping complex client requirements into actionable strategies
- Negotiating multi-stakeholder contracts with finesse
- Creating impactful brand narratives across digital touchpoints

Under his leadership, 366DigitX has served clients across sectors, blending data, creativity, and technology to

achieve performance and loyalty.

Digital Marketing: Then, Now, and Next

The digital marketing industry has grown from a \$10 billion global market in the early 2000s to over \$600 billion in 2024, and the next phase is being shaped by:

- **AI & Automation:** Real-time targeting and predictive analytics
- **Hyper-personalization:** Users now demand 1:1 engagement, not just relevance
- **AR/VR & Web3:** Creating immersive and decentralized brand experiences
- **Sustainable, ethical branding:** Consumers support purpose-driven brands more than ever

Kalsekar believes the future belongs to agile brands and agencies that can deliver authenticity, emotional resonance, and tech-enabled experiences.

“Digital marketing isn't just about reaching people, it's about reaching hearts. Technology evolves, but trust and connection remain timeless.”

- Kalsekar M. Hussain



Vision Beyond Metrics

At the heart of 366DigitX is a commitment to **building brands that matter**, through storytelling, innovation, and relentless execution. Kalsekar envisions the company scaling across geographies while serving as a **thought partner** to brands that want to lead with meaning.

A Call to the Industry

For entrepreneurs and digital leaders navigating the future, Kalsekar's message is clear:

“Stay adaptive. Stay creative. And never stop learning, because innovation is a journey, not a destination.”

In a digital world without borders, his work continues to inspire businesses to not just perform, but to *transform*.

HRA Groups: Empowering Career Journeys with Strategic Vision



Hemanth Pulavarthi
Founder & CEO of HRA GROUPS IT Services

Hemanth Pulavarthi (CEO) began in talent acquisition in the early 2020s, observing frequent misalignments between candidate goals and employer needs. Rajesh Kumar Chintada (Vice President) brought over a decade of HR operations expertise, and Praveen Tirunagari (Director) contributed technology-driven recruitment insights. Leveraging collective learnings from more than a decade in the field, they founded HRA Groups IT Services to bridge career-transition gaps through a human-centric, tech-enabled approach.

Company Overview & Mission

Mission Statement: "Match professionals with roles aligned to their skills, aspirations, and compensation targets, fostering sustainable career growth."

Core Offerings:

- Personalized job-matching services
- Skill-development programs and workshops
- Strategic career-planning consultations
- Industry insights and employer networking events
- HRA Groups emphasizes holistic engagement: beyond resume submissions, candidates receive tailored feedback on skill gaps, interview readiness, and longer-term trajectory planning.

Industry Context & Data

The global staffing and recruitment market was valued at USD 757.56 billion in 2023 and is projected to exceed USD 2 trillion by 2031, reflecting a CAGR of 13.1% from 2023 to 2031. Automation and AI-driven recruitment underpin much of this expansion, as companies seek agility in talent acquisition and professionals demand bespoke career paths. In this evolving landscape, HRA Groups balances technology with personalized coaching, a differentiator critical for lasting impact.

Achievements & Milestones

- **Early Traction:** Within three years of inception, HRA Groups facilitated hundreds of placements across IT, finance, and healthcare.
- **Platform Innovation (2022):** Launched a proprietary matching algorithm, enhancing placement accuracy by an estimated 30% over traditional methods.
- **Strategic Partnerships:** Collaborated with 50+ mid-to-large enterprises for exclusive hiring drives, expanding candidate pipelines and employer reach.

Challenges Overcome

- **Market Volatility (2020–2021):** During economic slowdowns and hiring freezes, pivoted to fully virtual engagement models, maintaining continuous candidate support.
- **Skill Shortages:** Addressed talent gaps in emerging fields by developing targeted upskilling workshops, thereby reducing time-to-placement through equipping candidates with in-demand competencies.

Vision Ahead

- Roll out AI-driven career analytics for predictive path recommendations by 2026.
- Expand regionally to cover professionals in multiple Indian metros by 2027.

Advice to the Community / Industry

Align your next move with a 5–10-year vision, not just immediate gains. Build relationships continuously, not only when seeking a role.

Hemanth Pulavarthi, CEO says,

“When we match the right talent with the right opportunity, we’re not just filling roles, we’re shaping careers.”



Praveen
Director



Rajesh
Vice President

Innovating Humanity: Anvesh Perada's Global Odyssey in Technology, Empathy and Unity



Anvesh Perada (Anvesh Roy)

Accomplished Author, Engineer, Independent
Researcher, Motivational Influencer

Electrifying Beginnings: Passion Ignited

Every transformative journey begins with a spark, and for Anvesh Perada, that spark manifests as an insatiable curiosity and unwavering passion for lifelong learning. His early academic achievements lay the foundation for a remarkable career. He earned a B.Tech in Electrical and Electronics Engineering, an M.Tech in Power Systems and Automation, dual MBA degrees in Human Resources and Operations, an MSc in Psychology, and an MA in Journalism. Each milestone became a stepping stone that broadened his expertise and influence in the global community. His personal mantra, "Don't ride the wave; create the tide," inspires others to ignite their inner fire, defy conventional limits, and pursue excellence with bold determination.

Vision Beyond Borders

Anvesh believes that true progress transcends geographical and cultural boundaries. By fusing advanced technology with a steadfast commitment to social justice, he connects pioneering innovators in the USA with emerging communities across Asia, Africa, and Europe. In doing so, he demonstrates that a collaborative spirit and diverse perspectives spark transformative change. His vision calls for unity and cooperation, affirming that global challenges are best met when hearts and minds unite toward common goals.

Innovation in Action

A determined trailblazer, Anvesh continually pushes beyond traditional constraints. His expansive initiatives, including elevating employee engagement, advancing electric vehicle technology, and pioneering quantum computing research, have produced patents and influential publications. By transforming visionary ideas into practical, life-enhancing solutions, he shows that creativity paired with perseverance drives progress. His achievements inspire leaders worldwide to explore new territories and imagine fresh possibilities.

Leading Through Empathy and Service

Beyond technical accomplishments, Anvesh is deeply devoted to uplifting others. His work in humanitarian efforts and human rights advocacy illustrates that true leadership is measured by positive impact. Whether feeding stray animals, supporting rescue missions, or organizing food drives, his compassionate endeavors underscore the value of genuine service. As a cricket captain, he exemplifies leadership, discipline, and resilience both on and off the field.

Awakening the Soul for Global Unity

At the heart of Anvesh's journey lies a steadfast commitment to meditation, mindfulness, and introspection. These practices ground him, fuel his creative spirit, and enrich his leadership style. His global odyssey reminds us that every dream, act of kindness, and innovation holds the power to spark lasting change and shape a future defined by unity, courage, and progress. May his journey ignite our collective drive to innovate boldly, serve selflessly, and unite diverse voices for a just and prosperous society.

Embracing both innovation and compassion, Anvesh's odyssey continues to inspire emerging global visionaries by illuminating pathways toward sustainable progress while actively driving collective growth for future generations with limitless promise.

“To shape a world that thrives, we must lead with vision, build with innovation, serve with empathy, and unite across borders—because the future demands not just brilliance, but compassion that connects us all.

— Anvesh Perada (Anvesh Roy)



Empowering Business Growth Through Data and Strategic Insight



Dr. Subodh Sakpal

Global CCI specialist at Cargill India Pvt Ltd
Commercial Excellence- Cargill Foods

Dr. Subodh Sakpal brings over 14 years of experience at the intersection of customer insights, research, brand management, and commercial excellence. A Global CCI specialist and academic, he champions the idea that “data is only as powerful as the questions it helps us answer.” His journey, from consulting to his current role at Cargill India, demonstrates how data-driven strategies can drive measurable business outcomes.

Career Milestones

- **Early Career (2010–2015):** After earning his MBA in Marketing from the University of Mumbai, Dr. Sakpal worked with Adwallz, Akzonobel, and Nielsen (now NIQ). He developed expertise in both qualitative and quantitative research, supporting FMCG and media clients with planning, budget optimization, execution monitoring, and quality control.
- **Growth Phase (2016–2020):** At Nielsen, he led high-impact projects across Europe and the Middle East, managing teams and launching 18 new products across seven categories. His work significantly boosted FMCG market share, particularly in Saudi Arabia and the UAE.
- **Leadership & Academia (2021–2022):** At Nepa, he specialized in Brand Health Tracking, U&A segmentation, and listing studies. Concurrently, he led operations, research, and marketing departments at a top B-school, mentoring over 150 students and publishing in international journals.

- **Current Role at Cargill (2022–Present):** As Global CCMI Specialist, Dr. Sakpal designs strategic plans using Voice of Customer (VoC) insights to optimize go-to-market strategies. He collaborates with cross-functional teams while leveraging advanced analytics tools. He also earned a PhD in Management Studies from the University of Mumbai.

Core Competencies

- Experience in all facets of Business Management, Category Management, Go-to-Market, Customer & Consumer Insights, Market Research, Marketing, Voice-of-the-customer, Brand Management, Strategic Business Planning, Budgeting and Business growth.
- All aspect of Research – **Qualitative and Quantitative** with forte in Brand Health Tracking (BHT), Concept-Products test, Usage & Attitude Segmentation, Pack testing, Forecasting, market sizing, market analysis, mapping, consumer trend and competitive analysis.
- **VoC and Customer Insight:** Designing and deploying VoC initiatives that, according to industry benchmarks, can help grow business with customers-consumers.
- **Commercial Excellence:** Voice-of-the-customer/ consumer, Go to Market (GTM) frameworks and category management.
- **Advanced Analytics:** Business Intelligence (BI), Qualtrics, predictive modelling and data visualization (Power BI).
- **Quality and Process Improvement:** Six Sigma Black Belt methodologies, reducing process defects by 30% on average.

Academic Leadership and Mentorship

Between 2016– 2021, Dr. Sakpal published multiple research papers in reputed journal of international stature and mentored over 150 students. His academic mission: ensuring that insights and research translates into real world impact. He even worked as Ass. Professor at top B-schools imparting knowledge on Marketing, Branding, Sales, Insights, Research and Operations.

Vision and Impact

Dr. Sakpal's mission is to embed insights into everyday decision-making, grow with customers, and expand markets through real-time feedback and actionable intelligence. His unique blend of analytical acumen, operational leadership, and academic mentorship positions him as a catalyst for sustainable growth.

Jude Samson: Defying Age, Redefining Aspirations – A Late Bloomer’s Renaissance



Jude Samson

“A Vision, a Dreamer”..... while at the wheels

In a world often obsessed with youth and fast-paced achievement, Jude Samson stands as a compelling testament to the power of lifelong curiosity and courage. At 66, after retiring from his role as a driver at the prestigious Max Mueller Bhavan in Pune, Jude is embracing a bold new chapter, not as a retiree stepping back from the world, but as a storyteller and aspiring model stepping into the spotlight. His journey is not merely about reinvention; it's about reawakening long-held dreams with purpose and poise.

A Journey Rooted in Real Life

Jude's professional life spanned decades behind the wheel, navigating the cultural and academic corridors of Max Mueller Bhavan, a German cultural institute with deep ties to Indo-German collaboration. But even as he drove through daily routines, Jude was quietly gathering impressions, absorbing the stories of people, places, and life's quiet poetry. It is this reservoir of lived experience that fuels his current ventures.

"I've driven people to their destinations for over 30 years," Jude reflects, "but only after retiring did I realize I had my own journey to begin."

Storytelling: Life Observed, Life Expressed

What makes Jude's storytelling unique isn't just his age, it's his perspective. In a time where storytelling is evolving rapidly with digital platforms and content creators, Jude offers an old-world depth rooted in tangible experience. He

aims to share narratives that highlight overlooked beauty in ordinary life, stories that resonate across generations.

- His themes include intergenerational relationships, resilience through life's quieter struggles, and the richness of human emotion.
- He is currently working on short story collections drawn from personal encounters and real-life inspiration.

Modeling Beyond Stereotypes

The global modeling industry, valued at over \$11 billion as of 2023, often celebrates youth and uniform beauty standards. Jude is part of a small but growing movement of mature models breaking these molds. His entry into modeling is not just personal, it's cultural commentary.

Key Achievements and Milestones

- His modeling pursuits focus on campaigns that celebrate age positivity, diversity, and individuality.
- He has already participated in community-level fashion projects and is open to editorial features and commercial assignments.

Lessons for the C-Suite

For entrepreneurs and leaders, Jude's journey is a profound reminder: innovation isn't always technological, it's personal. Reinvention doesn't demand resources; it demands resolve.

Key Takeaways:

1. **Lifelong Learning Matters** – Never discount the skills and dreams lying dormant within.
2. **Narratives Drive Impact** – Stories with heart can move people, industries, and ideas.
3. **Age Diversity is an Asset** – Experience and maturity offer a unique market and voice.

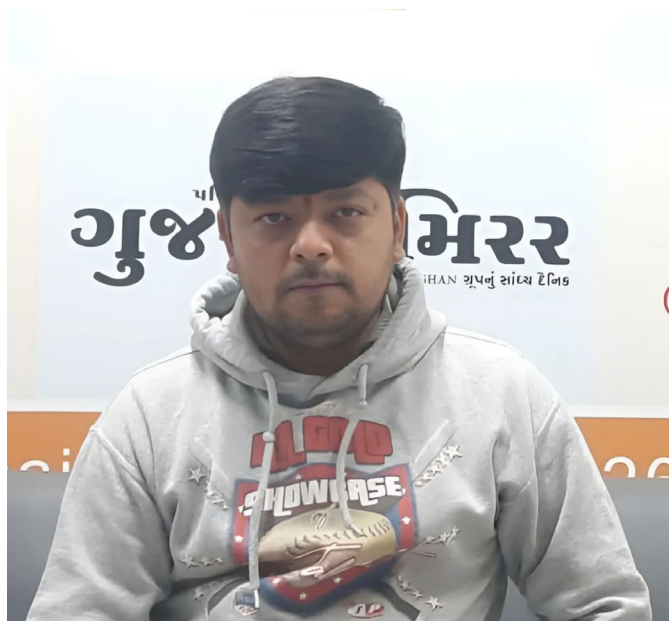
“ I may have retired from driving, but I’ve just taken the wheel of my own dreams.

– Jude Samson



Jude Samson is not just rewriting his story, he's reimagining what the second act of life can look like. For the modern leader, his journey offers a powerful metaphor: it's never too late to pivot, dream big, and lead with authenticity.

The Pursuit of Truth: Rahul Gandhi's Journey in Journalism



Rahul Rameshbhai Gandhi

Managing Director at Diya news agency and Gandhi news agency

In the bustling media landscape of Mumbai, Rahul Rameshbhai Gandhi stands out as a dedicated journalist and entrepreneur, leading Diya Publicity and Gandhi News Agency. With over 12 years of experience, his journey reflects a steadfast commitment to delivering accurate, timely, and impactful news, shaping public discourse in an era where trust in media is paramount.

A Foundation Built on Integrity

Rahul's career began in 2013, driven by a passion for uncovering truth and fostering transparency. As the Managing Director of Diya Publicity, he has built a reputation for providing reliable information to diverse audiences. His role as a city agent for Jamnagar Lokvaat Dainik newspaper further amplifies his reach, connecting local stories to broader narratives. Rahul's agencies have grown to serve over 50 clients across sectors, from small businesses to corporate giants, delivering tailored publicity solutions that emphasize authenticity.

His affiliations with the Human Rights Council and the Crime Surveillance and Intelligence Council underscore his commitment to social justice. These roles have enabled him to advocate for accountability, with his agencies covering over 200 human rights-related stories since 2018, amplifying marginalized voices and exposing systemic issues.

Mission to Inform and Empower

Rahul's vision is clear: to inform the public with precise,

relevant, and timely information. He believes a well-informed society is the bedrock of progress. His agencies prioritize building a diverse portfolio, covering politics, crime, and social issues, while cultivating a robust network of sources—over 300 **trusted contacts across India, ensuring credible reporting.**

Key Achievements:

1. Published over 1,500 articles since 2013, with a focus on investigative journalism.
2. Expanded Diya Publicity's digital reach, achieving 10,000+ monthly engagements on social platforms by 2024.
3. Trained 20+ aspiring journalists through mentorship programs, fostering the next generation of storytellers.

Navigating Challenges in Modern Journalism

The media industry faces unprecedented challenges, from digital disruption to declining trust. Rahul counters these by embracing technology, using data analytics to track reader engagement, and ensuring ethical reporting. His agencies have adopted AI tools to streamline content distribution, increasing efficiency by 30% since 2022. Yet, he remains vigilant about maintaining editorial integrity, avoiding sensationalism in an era of clickbait.

A Call to Action

Rahul's message resonates with business leaders: "A free press is the cornerstone of a healthy democracy. It's our responsibility to protect it and ensure it serves the public good." His journey inspires entrepreneurs to prioritize purpose over profit, building enterprises that empower communities and uphold truth.

“Truth drives progress.
A free, ethical press
empowers communities,
holds power accountable,
and strengthens society.”

– **Rahul Rameshbhai Gandhi**



Navigating Complexity: Birju Patel's Vision for Land-Linked Lending Risk



Birju Patel

Co-Founder, Director & COO at Proplegit Global Private Limited

India's real estate ecosystem has long been hampered by opaque transactions and disputed titles. For BFSI entrepreneurs and C-suite leaders, these translate into hidden risks and stalled credit cycles. Birju Patel, Co-founder, Director, and COO of Proplegit Global Private Limited, aims to transform this through technology-driven vigilance.

From Personal Alarm to Public Safeguard

With over 23 years of experience, 14 in government service, Birju understands bureaucratic challenges and common struggles. His journey began when an NRI friend discovered an attempt to fraudulently sell ancestral land with seemingly valid documents. This "visibility gap" in property records spurred action.

Partnering with Dharmesh Patel of ESMSYS, Birju launched Jaher Notice in 2018, enabling real-time tracking of public land transactions for NRIs, brokers, and owners. Soon, they noted that banks and NBFCs extended large land-backed loans without ongoing monitoring, risking healthy assets turning into NPAs.

Birth of a Sectoral Watchdog: Proplegit (2019)

In 2019, Birju and team introduced Proplegit, a B2B legal-tech intelligence suite for India's BFSI sector. Beyond automation, Proplegit offers institutional risk foresight, aligning with India's goal of a resilient credit ecosystem and its growth toward the world's third-largest economy.

Proplegit is also India's first startup dedicated to post-disbursement monitoring of loan-backed properties,

designed specifically for the BFSI sector. As India tightens its stance on financial fraud, Proplegit plays a critical role in helping banks and NBFCs comply with internal fraud risk management policies, not just as a support tool, but as a core pillar of their risk mitigation strategy.

Key Capabilities

Real-Time Monitoring

- Pre-sanction due diligence cut from weeks to hours via automated checks
- 24x7 post-disbursement tracking of encroachments, title transfers, and legal irregularities

Early Warning Systems (EWS)

- Flags suspicious activities for preventive action before defaults

Compliance and Reporting

- RBI-aligned Red Flagged Account reporting ensures traceability and audit readiness

Proven Impact

- Operates in 21+ states
- Over 11 lakh survey records processed
- Live with top Private Banks and NBFCs; 15+ reputed clientele
- Crores saved via fraud detection and significant NPA reduction through a "prevention-first" stance

Deep Empathy, Lasting Trust

Proplegit's strength lies in Birju's blend of public-service empathy, legal insight, and technical passion. As he notes:

“Technology paired with empathy builds trust infrastructure that safeguards every stakeholder”

A Call to Embrace Digital Transformation

Legacy checks and sporadic audits are unsustainable. Continuous monitoring frees credit teams to focus on growth while Proplegit manages risk oversight. As India expands financial inclusion and infrastructure, embracing intelligent platforms will reduce cost, optimize operations, and maintain robust "GREEN" indicators.

Birju Patel's Proplegit journey, born from a distress call, now drives a silent revolution in land-linked lending.

From Vision to Victory: Runtime Solutions' Digital Revolution



Arjun Chatterjee

Founder & CEO of Runtime Solutions Pvt Ltd

A Legacy of Innovation

Founded in 2010 by Arjun Chatterjee, Runtime Solutions has grown into a leading force in digital transformation, celebrating 15 years of innovation in 2025. Headquartered in Mumbai and serving over 1,000 clients globally, we operate across fintech, e-commerce, and enterprise domains with a 150+ strong expert team. Our focus: build cutting-edge platforms, scale digital growth, and power AI-led experiences that deliver measurable business impact.

Runtime Solutions – Comprehensive Digital Solutions for the Intelligent Era

Runtime operates as a one-stop digital hypermarket, blending full-stack engineering, growth marketing, and intelligent automation.

1. Full-Stack & Enterprise Development

We build mission-critical, large-scale applications with real-time performance, high reliability, and seamless scalability. Our work spans financial transaction systems, real-time dashboards, always-on cloud platforms, ERP/CRM mobility solutions, and cross-platform apps using microservice architectures. Every deployment is fortified with DevOps automation, multi-cloud infrastructure (AWS, Azure, GCP), and enterprise-grade cybersecurity.

2. Digital Marketing & Growth Engineering

Our performance-first digital marketing services drive visibility, engagement, and conversion. We specialize in SEO, paid media (Meta, Google, LinkedIn), CRM-integrated email workflows, social strategy, and conversion funnels. Clients have achieved up to 35% growth in ROI and brand traction across sectors.

3. AI-Led Applications & Intelligent Automation

We embed intelligence across the digital stack—enhancing speed, foresight, and user engagement. Current initiatives include **Predictive analytics, Sentiment engines, Real-time BI dashboards, Workflow automation, and LLM-based tools for SEO**, recommendations, and content generation.

Our goal: AI-first delivery for smarter outcomes.

4. Cloud Infrastructure, DevOps & Cybersecurity

We deliver cloud-first, security-driven solutions that keep businesses agile, resilient, and compliant. From DevOps automation and CI/CD pipelines to scalable cloud deployment and disaster recovery, we ensure performance and uptime. Our cybersecurity practices, VAPT, secure coding, identity management, support audit readiness for SOC2, ISO 27001, and more, enabling fast, secure, and compliant digital operations.

“Innovation is not a destination; it’s a journey of constant adaptation and bold execution.

— Arjun Chatterjee, Founder & CEO

Client-Centric Philosophy: Built Around Growth, Not Just Delivery

At Runtime, we drive outcome-focused partnerships through deep ownership, agility, and ROI-centric execution.

Notable outcomes:

- 80%+ clients see measurable growth in 6–12 months
- Retail brands report 25%+ boost in footfalls and conversions
- B2B firms accelerate deal cycles and visibility
- Every engagement is powered by empathy, strategic insight, and a long-term growth mindset.

The Road Ahead: The Amazon of Digital Problem-Solving

Runtime is shaping the future as a strategic partner in full-spectrum digital transformation, engineering AI-first frameworks, growth systems, and integrated digital ecosystems that help modern businesses lead, adapt, and scale. As your one-stop platform for technology, marketing, and AI innovation, we’re committed to building smarter solutions and future-ready capabilities across industries.

We don’t just deliver technology. We deliver what’s next.

7 Mental Health Practices for Busy CEOs



The role of a CEO is unparalleled in its influence and complexity. Research from McKinsey indicates that a CEO's decisions account for 45% of a company's performance, yet only three in five newly appointed CEOs meet expectations within their first 18 months. The relentless scrutiny from boards, shareholders, and employees, combined with the isolation of the role, creates a perfect storm for mental health challenges. A 2022 study on CEO health in Sweden revealed that while CEOs often exhibit above-average mental resilience, 6% seek medical help for anxiety, and 3% for depression, significant figures for a group selected for their fortitude.

The COVID-19 pandemic exacerbated these pressures, with stock market volatility and organizational crises accelerating CEO stress and even mortality rates, as noted in a U.S. study on CEO aging. As Marina Go, a seasoned board director, aptly stated, "The mental health and well-being of CEOs is a bigger risk now than it's ever been." For high-performing executives, prioritizing mental health is not a luxury, it's a necessity to sustain leadership excellence and organizational success.

Here are seven evidence-based practices to help CEOs manage their mental health while navigating the demands of leadership.

1. Prioritize Self-Care as a Strategic Asset

CEOs often fall into the trap of neglecting their own well-being while focusing on their teams. As Marina Go compares it to an airline safety protocol, "Put on your own oxygen mask first." Self-care is not selfish, it's a strategic act that ensures you remain effective. Boards are increasingly directive, urging CEOs to take breaks to avoid burnout. For instance, some boards now mandate time off for their leaders, a shift from the "always-on" culture of a decade ago.

Action Steps:

- **Schedule downtime:** Block out non-negotiable time for rest, exercise, or hobbies. Treat these as critical appointments, just like board meetings.
- **Adopt a holistic health routine:** Programs like Johnson & Johnson's Premier Executive Leadership initiative emphasize comprehensive health evaluations, including mental and emotional assessments, to optimize performance.
- **Set boundaries:** Define clear work-life boundaries, such as turning off notifications after hours, to model healthy behavior for your team.



2. Foster Deeper, Authentic Conversations

Merete Wedell-Wedellsborg, a clinical psychologist and leadership advisor, emphasizes the power of vulnerability in leadership. CEOs who share their challenges, whether it's admitting to a tough day or discussing mental health openly, create a safe space for others to do the same. This reduces stigma and encourages employees to seek help. According to an AHA survey, 63% of employees with mental health disorders don't disclose them to employers, often due to fear of judgment.

Action Steps:

- **Engage in one-on-one check-ins:** Ask employees, "Are you really okay?" to spark meaningful dialogue.
- **Share personal stories:** Normalizing struggles by sharing your own experiences fosters trust and psychological safety.
- **Lead by example:** Publicly support mental health initiatives, such as employee assistance programs (EAPs), to signal their importance.

3. Anticipate and Manage Uncertainty

The ability to navigate uncertainty is a critical skill for modern CEOs. Frederik Anseel, a professor of organizational

psychology, highlights that emotional intelligence is key to addressing the anxieties of stakeholders like investors and boards. The volatility, uncertainty, complexity, and ambiguity (VUCA) of today's business environment require CEOs to remain calm and adaptive.

Action Steps:

- **Practice scenario planning:** Regularly assess potential risks and opportunities to build mental preparedness for unexpected challenges.
- **Develop emotional agility:** Use mindfulness or journaling to process emotions and maintain clarity during crises.
- **Seek diverse perspectives:** Consult with advisors, peers, or coaches to gain fresh insights and reduce blind spots.

4. Invest in Psychological Resilience Training

Wedell-Wedellsborg describes the "regression phase" of crises, where energy and performance dip, leaving CEOs feeling drained. Psychological resilience training can help leaders weather these lows. Techniques like cognitive behavioral therapy (CBT) or stress inoculation training can build mental fortitude, enabling CEOs to bounce back from setbacks.

Action Steps:

- **Engage a coach or therapist:** Work with a professional to develop coping strategies tailored to high-pressure environments.
- **Practice stress management techniques:** Incorporate mindfulness, meditation, or breathing exercises into your daily routine.
- **Build a support network:** Surround yourself with trusted advisors who can provide honest feedback and emotional support.

5. Give Back to Build Purpose

Contributing to the community or mentoring others can provide a sense of purpose, counteracting the isolation of the CEO role. The AHA CEO Roundtable's report, "Mental Health: A Workforce Crisis," underscores the importance of community partnerships in fostering workplace well-being. CEOs who engage in philanthropy or mentorship often report improved mental health.

Action Steps:

- **Participate in industry initiatives:** Join collaboratives like the AHA CEO Roundtable to advocate for mental

health.

- **Mentor emerging leaders:** Share your expertise to foster a sense of connection and impact.
- **Support social causes:** Align your company's mission with societal good to reinforce personal and organizational purpose.

6. Create Sanctuaries for Reflection

Wedell-Wedellsborg advises CEOs to "visit their sanctuaries", physical or mental spaces for reflection and renewal. Whether it's a quiet office, a nature retreat, or a meditation practice, these sanctuaries help CEOs recharge and gain perspective.

Action Steps:

- **Designate a personal sanctuary:** Identify a space where you can disconnect and reflect, free from distractions.
- **Schedule reflection time:** Dedicate 10-15 minutes daily to journal or meditate on your priorities and values.
- **Engage in restorative activities:** Pursue hobbies like reading, hiking, or art to reconnect with yourself.





7. Leverage Data to Monitor Well-Being

Boards are increasingly incorporating mental health metrics into CEO performance evaluations, as noted by Marina Go. Tracking your own well-being through data, such as sleep patterns, stress levels, or mood, can provide actionable insights. Wearable technology or wellness apps can help monitor these metrics discreetly.

Action Steps:

- **Use wellness tools:** Track sleep and stress with devices like Fitbit or apps like Headspace.
- **Review mental health KPIs:** Work with HR to integrate well-being metrics into organizational dashboards.
- **Seek regular feedback:** Solicit input from your board or executive coach to assess your mental and emotional state.

Conclusion

The mental health of a CEO is not just a personal matter, it's a cornerstone of organizational success. By prioritizing self-care, fostering authentic conversations, managing uncertainty, building resilience, giving back, creating sanctuaries, and leveraging data, CEOs can navigate the complexities of their role with clarity and confidence. These practices, grounded in research and real-world insights, empower leaders to not only survive but thrive in today's high-stakes environment. For the readers of TheCconnects magazine, adopting these strategies will ensure you lead with resilience, inspire your teams, and drive sustainable growth.

5 Metrics to Measure and Improve Customer Experience

Customer experience (CX) is the cornerstone of modern business success. As competition intensifies across industries, delivering seamless, personalized, and impactful customer interactions has become a strategic imperative. For C-suite leaders and entrepreneurs, the ability to measure and improve CX is critical to fostering loyalty, boosting profitability, and differentiating their brand. A 2023 Gartner study highlights that over 5,000 organizations worldwide now employ dedicated CX leaders, with nearly half reporting directly to the CEO, underscoring the strategic importance of CX to organizational success.

However, measuring something as multifaceted as customer experience requires more than intuition, it demands a structured approach grounded in data. Large organizations often track upwards of 50 CX metrics, sometimes as many as 200, each managed by different departments. This fragmentation can lead to measurement “anarchy,” where siloed data obscures the bigger picture. To address this, businesses must consolidate metrics into a unified framework that provides actionable insights.

This article delves into five essential CX metrics, Customer Satisfaction (CSAT), Net Promoter Score (NPS), Customer Effort Score (CES), Customer Churn and Retention Rate, and Customer Lifetime Value (CLV). These metrics, when used together, provide a holistic view of customer interactions, enabling businesses to identify pain points, optimize processes, and drive long-term growth. Below, we explore each metric in depth, offering practical guidance for implementation and improvement.

1. Customer Satisfaction (CSAT) Score

What It Measures: The Customer Satisfaction Score (CSAT) is one of the most widely used CX metrics, capturing how satisfied customers are with a specific product, service, or interaction. Typically measured through surveys with a numeric scale (e.g., 1–5 or 1–10), CSAT provides immediate feedback on customer sentiment.

Why It Matters: CSAT is a versatile metric that can pinpoint short-term successes or issues in customer interactions. High CSAT scores correlate with enhanced brand reputation and customer loyalty, while low scores signal areas for improvement. For example, a 2022 Forrester study found that companies with high CSAT scores saw a 10% increase in repeat purchases compared to those with average scores.

How to Measure It: Deploy surveys immediately after key touchpoints, such as post-purchase or after a customer service interaction. Questions should be clear and focused, such as, “How satisfied were you with your recent purchase?” Calculate the CSAT score by averaging the responses or determining the percentage of respondents



who select top ratings (e.g., 4 or 5 on a 5-point scale).

Best Practices:

- Keep surveys concise to maximize response rates.
- Segment CSAT data by customer demographics or journey stage to uncover specific pain points.
- Act swiftly on low scores by addressing issues in real time, such as following up with dissatisfied customers.

Improvement Strategies: Use CSAT data to refine customer service training, streamline product delivery, or enhance website usability. For instance, a retail company might discover through CSAT surveys that customers are frustrated with long checkout processes, prompting a redesign of their e-commerce platform.

2. Net Promoter Score (NPS)

What It Measures: The Net Promoter Score (NPS) gauges customer loyalty by asking one simple question: “How likely are you to recommend our product/service to a friend or colleague?” Respondents rate their likelihood on a 0–10 scale, and results are categorized into Promoters (9–10), Passives (7–8), and Detractors (0–6). NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

Why It Matters: NPS is a powerful predictor of business growth. A 2024 Bain & Company report found that companies with NPS scores above 50 achieved 20% higher revenue growth than competitors with lower scores. Promoters drive organic growth through referrals, while Detractors highlight areas of concern that could harm brand reputation.

How to Measure It: Send NPS surveys within 30 days of a purchase or interaction, and repeat quarterly to track trends. Use multiple channels (email, SMS, or in-app prompts) to ensure broad participation.

Best Practices:

- Follow up with Detractors to understand their concerns and prevent negative word-of-mouth.
- Celebrate Promoters by encouraging referrals through loyalty programs or incentives.
- Benchmark NPS against industry standards to gauge performance.

Improvement Strategies: Analyze Detractor feedback to identify recurring issues, such as product quality or slow response times. For example, a SaaS company might use NPS data to prioritize feature updates that address user frustrations, thereby converting Passives into Promoters.

3. Customer Effort Score (CES)

What It Measures: The Customer Effort Score (CES) evaluates how easy it is for customers to interact with a company, whether resolving an issue, making a purchase, or navigating a website. Typically measured on a 5- or 7-point Likert scale (e.g., “Very Easy” to “Very Difficult”), CES focuses on minimizing friction in the customer journey.

Why It Matters: A 2023 Harvard Business Review study revealed that customers who experience low-effort interactions are 94% more likely to repurchase than those who encounter high-effort processes. Reducing effort enhances satisfaction and retention, particularly in service-heavy industries like telecommunications or banking.



How to Measure It: Deploy CES surveys after specific interactions, such as customer support calls or online transactions. Ask questions like, “How easy was it to resolve your issue today?” Calculate the average score or percentage of “easy” responses.

Best Practices:

- Map customer journeys to identify high-effort touchpoints, such as complex return processes.
- Use CES in tandem with CSAT to understand both satisfaction and ease of interaction.
- Monitor trends over time to assess the impact of process improvements.

Improvement Strategies: Streamline high-effort processes, such as automating customer support ticketing or simplifying online forms. For instance, a logistics company might reduce CES by offering real-time tracking updates, minimizing the need for customers to contact support.

4. Customer Churn and Retention Rate

What It Measures: Customer Churn Rate tracks the percentage of customers who stop engaging with a business over a specific period, while Retention Rate

measures the percentage of customers who continue doing business. Churn is calculated as $(\text{Customers Lost} \div \text{Total Customers}) \times 100$, and Retention Rate is the inverse.

Why It Matters: High churn rates signal dissatisfaction or unmet needs, while strong retention rates indicate effective customer relationship management. A 2024 McKinsey study found that reducing churn by 5% can increase profits by 25–95%, highlighting its financial impact.

How to Measure It: Track churn and retention quarterly or annually, focusing on specific customer segments (e.g., subscription-based customers). Use CRM tools to monitor customer activity, such as unsubscriptions or purchase frequency.

Best Practices:

- Analyze churn patterns to identify at-risk customer segments.
- Use predictive analytics to flag customers likely to churn based on behavior (e.g., reduced engagement).
- Pair churn data with qualitative feedback to understand root causes.



Improvement Strategies: Implement targeted retention campaigns, such as personalized offers or proactive customer support. For example, a subscription-based business might reduce churn by offering discounts to customers who show signs of disengagement, such as reduced login frequency.

5. Customer Lifetime Value (CLV)

What It Measures: Customer Lifetime Value (CLV) estimates the total revenue a business can expect from a single customer throughout their relationship. It's calculated using metrics like average purchase value, purchase frequency, and customer lifespan.

Why It Matters: CLV helps businesses prioritize high-value customers and allocate resources effectively. A 2023 Deloitte study found that companies focusing on CLV strategies saw a 15% increase in profitability compared to those prioritizing short-term sales. CLV also informs marketing and acquisition budgets.

How to Measure It: Use the formula: $CLV = \text{Average Purchase Value} \times \text{Purchase Frequency} \times \text{Customer Lifespan}$. Leverage CRM data to track customer behavior and refine estimates over time.

Best Practices:

- Segment customers by CLV to tailor marketing and service efforts.
- Use CLV to justify investments in retention programs or premium services.
- Combine CLV with NPS to identify high-value Promoters for referral campaigns.

Improvement Strategies: Enhance CLV by fostering long-term relationships through loyalty programs, personalized experiences, and exceptional service. For example, a luxury brand might increase CLV by offering exclusive perks to high-value customers, encouraging repeat purchases.

Building a Consolidated CX Framework

To maximize the impact of these metrics, businesses must avoid the trap of focusing on a single metric, such as NPS or CSAT. Instead, create a consolidated CX dashboard that integrates all five metrics, providing a holistic view of customer experience. This dashboard should:

- Include a hierarchy of metrics to prioritize key performance indicators.
- Be shared across departments to align marketing, sales, and customer service teams.
- Incorporate qualitative data, such as social listening or customer sentiment analysis, to complement quantitative metrics.

Additionally, map customer journeys to identify critical touchpoints and align metrics with specific stages (e.g., discovery, purchase, post-purchase). Regularly analyze data to track progress, set benchmarks, and take action on insights. For instance, if CES reveals high effort in the returns process, invest in automation or clearer policies to reduce friction.

Conclusion

For entrepreneurs and C-suite leaders, mastering customer experience is a strategic imperative that drives loyalty, revenue, and brand differentiation. By leveraging the five key metrics, CSAT, NPS, CES, Churn/Retention Rate, and CLV, businesses can gain deep insights into customer perceptions and behaviors. These metrics, when consolidated into a unified framework, empower organizations to identify pain points, optimize interactions, and foster long-term relationships.

To stay ahead, invest in robust data collection methods, such as surveys and social listening, and use cloud-based tools like Call Center Studio to streamline customer interactions. By continuously monitoring and acting on these metrics, businesses can transform customer experience from an abstract concept into a measurable driver of success. For TheCconnects readers, the message is clear: prioritize CX metrics to build a customer-centric organization that thrives in today's competitive market.



7 Principles of Agile Leadership in Uncertain Times



The modern business world is characterized by rapid technological advancements, shifting customer expectations, and unforeseen global challenges. From economic fluctuations to disruptive innovations, leaders must guide their organizations with resilience and foresight. Agile leadership, inspired by the Agile Manifesto's emphasis on individuals, collaboration, and responsiveness over rigid processes, provides a framework for thriving in this dynamic environment. Below, we explore seven principles that define agile leadership and offer practical strategies for their implementation, tailored to the needs of today's business leaders.

1. Lead with Radical Transparency

Transparency is the cornerstone of agile leadership. In uncertain times, clear and open communication prevents misunderstandings, aligns teams, and builds trust. Agile leaders share strategic goals, challenges, and even failures openly, fostering an environment where employees feel informed and valued. This transparency minimizes bottlenecks and boosts morale, directly impacting productivity.

Implementation: Schedule regular town halls or virtual check-ins to update teams on organizational priorities and challenges. Use collaborative tools like Slack or Microsoft Teams to share real-time updates and encourage open dialogue. For example, a 2023 McKinsey study found that

organizations with transparent leadership saw a 20% increase in employee engagement, underscoring the power of openness in driving performance.

2. Foster Ownership and Empowerment

Agile leaders inspire employees to think like entrepreneurs, treating the organization as their own. By empowering teams to make decisions, leaders unlock creativity and innovation. This sense of ownership drives accountability and encourages employees to take initiative, especially during crises when rapid responses are critical.

Implementation: Delegate decision-making authority to cross-functional teams and provide clear guidelines to support autonomy. For instance, Spotify's "Squad" model empowers small, autonomous teams to innovate rapidly, contributing to its market dominance. Encourage employees to propose solutions to challenges, rewarding initiative to reinforce a culture of ownership.

3. Embrace Servant Leadership

Servant leadership, a hallmark of agile philosophy, prioritizes the growth and well-being of team members. Agile leaders act as facilitators, removing obstacles and providing resources to help teams succeed. By focusing on the needs of their people, they create a culture of trust and psychological safety, which Google's Project Aristotle

identified as the top factor in high-performing teams.

Implementation: Practice active listening during one-on-one meetings and provide mentorship to help employees grow. For example, during the COVID-19 pandemic, companies like Microsoft implemented “well-being check-ins” to address employee concerns, resulting in higher retention rates. Agile leaders should also advocate for flexible work arrangements to support work-life balance.

4. Cultivate a Future-Focused Mindset

Agile leaders look beyond immediate challenges to anticipate future opportunities. By leveraging creativity,

Implementation: Conduct scenario planning sessions to prepare for potential market shifts, such as adopting AI-driven technologies or addressing supply chain disruptions. Encourage teams to experiment with minimum viable products (MVPs) to test ideas quickly. A 2024 Forbes study revealed that companies with future-focused leaders were 2.5 times more likely to achieve top-quartile financial performance, highlighting the value of this approach.

5. Prioritize Empathy and Inclusion

In uncertain times, employees face personal and professional challenges that require empathetic leadership. Agile leaders actively listen to their teams, acknowledging



curiosity, and strategic agility, they prepare their organizations for disruption. Rather than dwelling on past failures, they treat them as learning opportunities, ensuring teams remain forward-thinking and resilient.

diverse perspectives and fostering inclusivity. By creating a psychologically safe environment, they ensure every voice is heard, which drives collaboration and innovation.

Implementation: Use technology to enhance inclusion, such



as virtual whiteboards or “raise hand” features in video calls to encourage participation across time zones. Host regular “virtual coffee chats” to build connections and address emotional needs. For example, Salesforce’s inclusive hiring practices have led to a 30% increase in diverse talent, boosting innovation and employee satisfaction.

6. Simplify Complexity

Complexity is the enemy of agility. Agile leaders act as “simplifiers,” streamlining processes and focusing on outcomes rather than micromanaging tasks. In VUCA environments, simplifying workflows reduces stress and enhances efficiency, allowing teams to focus on high-impact priorities.

Implementation: Review and eliminate non-essential meetings or reports that consume valuable time. For instance, instead of tracking multiple KPIs, focus on a few

critical metrics that align with strategic goals. Companies like Amazon use the “two-pizza rule” to keep teams small and agile, ensuring decisions are made quickly and effectively.

7. Build Connection and Community

Remote and hybrid work environments have reduced face-to-face interactions, making intentional connection-building essential. Agile leaders create rituals that foster a sense of community, keeping teams engaged and aligned with organizational goals. Personalized communication, rather than generic updates, strengthens trust and collaboration.

Implementation: Introduce virtual team-building activities like gratitude sessions, cooking classes, or fitness challenges to maintain morale. Send personalized notes to recognize individual contributions, as studies show that

80% of employees feel more motivated when appreciated personally. Regularly share updates on business priorities and express gratitude to employees and their families for their efforts.

The Benefits of Agile Leadership

Adopting these principles yields transformative benefits for organizations:

- **Enhanced Innovation:** Agile leaders create an environment where experimentation thrives, leading to breakthrough solutions. For example, 3M's agile approach to innovation resulted in products like Post-it Notes.
- **Increased Engagement:** Empowered and valued employees are more engaged, with Gallup reporting a 23% increase in productivity in organizations with high engagement.
- **Resilience in Uncertainty:** Agile organizations pivot quickly, as seen in how Zoom adapted to surging demand during the pandemic.
- **Financial Performance:** A 2023 Deloitte study found that agile organizations are 1.5 times more likely to outperform competitors financially.

Challenges and Considerations

While agile leadership offers significant advantages, it requires overcoming challenges like resistance to change or balancing autonomy with accountability. Leaders must invest in training to build agile capabilities and ensure alignment with organizational goals. Regular retrospectives, a staple of agile methodologies, can help teams reflect and refine their approach.

Conclusion

In uncertain times, agile leadership is a beacon of resilience and innovation. By embracing transparency, empowerment, servant leadership, future-focused thinking, empathy, simplicity, and connection, leaders can steer their organizations through complexity with confidence. For C-suite executives and entrepreneurs, these seven principles offer a roadmap to not only survive but thrive in today's dynamic business landscape. As markets continue to evolve, agile leadership will remain a critical driver of sustainable success, fostering teams that are adaptable, collaborative, and ready for the future.



India Economic Revival: Key Drivers and Strategic Outlook 2025



As we navigate through 2025, India's economy stands as a beacon of resilience and growth, marking a significant revival amidst global uncertainties. The country has solidified its position as the fourth-largest economy globally, surpassing Japan, as projected by the International Monetary Fund (World GDP Ranking). This achievement reflects India's robust domestic demand, strategic policy initiatives, and the strength of its diverse economic sectors. For entrepreneurs, business leaders, and C-suite professionals reading TheCconnects magazine, understanding the key drivers of this revival and the strategic outlook for 2025 is crucial for leveraging opportunities and navigating challenges.

Economic Growth and Key Drivers

India's GDP growth for fiscal year 2025 (FY25) is estimated at 6.5%, with the fourth quarter showcasing an impressive 7.4% annual growth rate (CNBC India GDP). This performance underscores India's resilience amid global economic uncertainties. The Economic Survey 2024-25 projects GDP growth between 6.3% and 6.8% for FY26, with a real GDP estimate of 6.4% (Economic Survey 2024-25). This optimistic outlook is supported by the HSBC India Manufacturing PMI, which rose to 58.4 in April 2025, marking the fastest growth in a year (IBEF Indian Economy).

The government's strategic focus on infrastructure, digital transformation, and manufacturing has been instrumental. Initiatives like 'Make in India' and 'Atmanirbhar Bharat' (Self-Reliant India) have created a business-friendly environment. The Union Budget for 2025 introduced tax stimuli, including revised income tax slabs for FY 2025-26, aimed at boosting consumption and investment (Deloitte India Outlook). These measures have supported stable

employment and kept inflation within the Reserve Bank of India's (RBI) target range of 4.3% in 2025.

The service sector, contributing over 50% to GDP, remains the fastest-growing segment, driven by IT, banking, and tourism. Manufacturing is also on an upward trajectory, bolstered by the Production Linked Incentive (PLI) scheme and the National Infrastructure Pipeline, which aim to reduce import dependency and position India as a global manufacturing hub.

Sectoral Analysis

India's economic landscape is powered by diverse sectors, each offering unique opportunities for growth:

Service Sector

The service sector, contributing over 50% to GDP, is the backbone of India's economy. The IT industry, a major exporter and employer, drives foreign exchange reserves and high-skilled job creation. Global demand for digital solutions and India's competitive edge ensure continued growth (Wikipedia Economy).

Manufacturing and Industry

The manufacturing sector is witnessing a revival, supported by government initiatives like the PLI scheme. The automobile industry, transitioning to electric vehicles (EVs) under the FAME II scheme, is a key growth area. The sector's shift towards sustainability aligns with global trends, offering investment opportunities (ISFM Sectors).

Agriculture

Employing over 50% of the workforce, agriculture contributes 17-18% to GDP. Government efforts to modernize the sector through digital platforms like eNAM and promote organic farming enhance productivity and farmer incomes. The recent increase in minimum support prices (MSP) for kharif crops for 2025-26, including a 3% hike for paddy, supports rural economies (PRS India May 2025).

Technology and IT

India's technology sector is a global leader, with 118 unicorn startups valued at over US\$354 billion as of January 2025. The Startup India initiative and increasing venture capital investments fuel innovation. Collaborations with startups offer corporates opportunities to develop cutting-edge products (IBEF Indian Economy).

Renewable Energy

India's commitment to achieving 40% of its energy from non-fossil sources by 2030 creates a robust market for solar, wind, and green hydrogen projects. This aligns with global sustainability goals and attracts investment in green technologies (IBEF Indian Economy).

Challenges and Risks

Despite the positive trajectory, India faces several challenges. Global trade uncertainties, geopolitical tensions, and the lingering effects of the COVID-19 pandemic pose risks. The recent Iran-Israel conflict has raised oil prices, though experts suggest minimal impact on inflation (Economic Times News). Unemployment remains a concern, requiring sustained efforts in job creation through sectoral growth and skill development (ICICI direct Challenges).

Fiscal prudence is critical, with the fiscal deficit projected to decline from 6.4% to 5.9% of GDP in FY24, signaling debt sustainability efforts (NextIAS Challenges). Balancing fiscal consolidation with growth-inducing expenditures is a key challenge for policymakers.

Trade dynamics are also pivotal. India is negotiating a trade agreement with the United States, expected to conclude by fall 2025, which could impact export-oriented sectors. Additionally, a Comprehensive Economic Partnership Agreement with Chile expands cooperation in digital services and critical minerals (PRS India May 2025).

Policy Initiatives

The government has introduced several policies to bolster economic growth:

- **RoDTEP Scheme:** The Remission of Duties and Taxes on Exported Products (RoDTEP) scheme has been reinstated for certain exports from June 1, 2025, enhancing export competitiveness (PRS India May 2025).
- **MSP Increase:** The 3% increase in MSP for kharif crops for 2025-26 supports agricultural productivity and rural economies.
- **Tax Reforms:** Revised income tax slabs for FY 2025-

26 aim to stimulate consumption by putting more money in taxpayers' hands (Deloitte India Outlook).

These initiatives reflect a commitment to fostering a business-friendly environment while addressing rural and agricultural needs.

Strategic Outlook for 2025

For entrepreneurs, business leaders, and C-suite professionals, India's economic revival offers a wealth of opportunities. The robust growth in services and manufacturing provides avenues for expansion and innovation. Businesses can leverage government incentives, such as PLI and RoDTEP, to enhance competitiveness. The technology sector's startup ecosystem offers collaboration opportunities for corporates to drive efficiency and innovation.

The shift towards renewable energy aligns with global ESG (Environmental, Social, and Governance) goals, creating a significant market for green technologies. India's improving infrastructure and digital connectivity enable businesses to tap into tier-2 and tier-3 cities, accessing new consumer markets.

To navigate challenges, businesses should monitor global trade developments, particularly US trade negotiations, and adopt flexible strategies to mitigate risks. Investing in skill development and sustainable practices will ensure long-term growth alignment with India's economic goals.

Conclusion

India's economic revival in 2025 is a story of resilience, strategic planning, and sectoral dynamism. With a GDP growth rate of 6.5% and a position as the fourth-largest economy, India is poised for sustained growth. However, addressing global uncertainties, unemployment, and fiscal challenges is crucial for maintaining momentum.

For the business community, 2025 is a time of opportunity. By aligning with government initiatives, investing in key sectors, and embracing sustainability, businesses can play a pivotal role in India's economic journey while achieving their growth objectives. The strategic outlook remains optimistic, with India's economy set to continue its upward trajectory, driven by domestic demand, policy support, and sectoral strengths.



10 Must Have Cybersecurity Strategies for Executives



1. Prioritize Multi-Factor Authentication (MFA)

Multi-factor authentication (MFA) is a cornerstone of modern cybersecurity, adding an essential layer of protection for accounts, particularly those with elevated privileges or access to high-value assets. MFA requires users to provide multiple forms of verification, such as a password, a physical token, or biometric data, before gaining access to systems, applications, or VPNs. According to Accenture, organizations implementing MFA can reduce the risk of credential theft by up to 99%. For executives, this means ensuring MFA is mandated across all critical systems, including cloud platforms and remote access tools, to prevent unauthorized access even if passwords are compromised. Regular audits of MFA adoption and user compliance are critical to maintaining this defense.

2. Leverage Threat Reputation Services

Threat reputation services, such as those offered by Mandiant, provide real-time insights into the trustworthiness of files, URLs, IPs, and email addresses by aggregating multi-sourced threat intelligence. These services enable organizations to detect and block malicious activities before they cause harm. For instance, by integrating threat reputation data into security operations, businesses can respond to emerging threats faster than relying solely on internal capabilities. Executives should invest in these services to enhance their organization's ability to proactively mitigate risks, particularly in environments where global cyber campaigns evolve rapidly.

3. Implement Application-Aware Network Segmentation

Network segmentation, powered by application-aware defenses, is a strategic approach to isolating critical systems and services, reducing the attack surface. Palo Alto Networks emphasizes that traditional intrusion detection systems are losing effectiveness due to encryption and obfuscation techniques used by threat actors. Application-aware defenses analyze traffic at the application level, blocking malformed packets and restricting content based on policy. For C-suite leaders, this translates to deploying next-generation firewalls and intrusion prevention systems that can identify and mitigate threats hidden within common protocols, safeguarding sensitive data from advanced persistent threats (APTs).

4. Harness Modern Hardware Security Features

Modern hardware security features, such as Intel's Unified Extensible Firmware Interface (UEFI) Secure Boot and Trusted Platform Module (TPM), provide robust protection against low-level attacks that target system firmware. These features ensure the integrity of the boot process and support secure application containment. Executives must prioritize hardware refresh cycles to replace outdated devices lacking these capabilities. By aligning hardware upgrades with cybersecurity goals, organizations can protect critical data and credentials from rootkits and other sophisticated exploits.

5. Adopt Continuous Threat Hunting

Proactive threat hunting, as championed by CrowdStrike, assumes that a network compromise has already occurred and deploys dedicated teams to actively seek out and neutralize threats. Unlike passive monitoring tools like Security Information and Event Management (SIEM)



systems, continuous threat hunting involves real-time analysis, penetration testing, and incident response. For executives, this means investing in skilled cybersecurity teams and advanced endpoint detection and response (EDR) solutions to transition from reactive to proactive defense, minimizing dwell time for threat actors within the network.

6. Actively Manage Systems and Configurations

Effective cybersecurity begins with a clear understanding of your organization's IT environment. IBM advocates for active management of systems and configurations, which involves maintaining an inventory of devices and software, removing unauthorized or outdated components, and establishing a secure baseline. This approach reduces the attack surface and ensures scalability. Executives should enforce regular configuration audits and invest in automated tools to streamline device management, enabling rapid adaptation to evolving threats while maintaining operational efficiency.

7. Develop and Test a Robust System Recovery Plan

A comprehensive system recovery plan is critical for business continuity in the face of ransomware, natural disasters, or other disruptions. Acronis recommends creating encrypted, offsite, and offline backups of critical data, configurations, and logs. Regular testing of recovery processes ensures that plans remain effective as network environments evolve. For C-suite leaders, this means allocating resources for disaster recovery exercises and fostering a culture of preparedness to minimize downtime and reassure stakeholders of organizational resilience.

8. Enforce Signed Software Execution Policies

Enforcing signed software execution policies, as supported by Symantec, prevents the execution of unauthorized or malicious code. Modern operating systems can restrict scripts, executables, and firmware to those signed by trusted certificates, often in conjunction with secure boot capabilities. Application whitelisting further enhances this strategy by allowing only approved software to run.

Executives should ensure that IT teams implement these policies across all endpoints, reducing the risk of malware infections and maintaining system integrity.

9. Defend Privileges and Accounts with PAM Solutions

Privileged Access Management (PAM) solutions, such as those from CyberArk, are essential for securing high-value accounts and preventing lateral movement by threat actors. By assigning privileges based on risk and operational necessity, organizations can limit exposure. A tiered administrative access model, coupled with automated credential management, ensures that only authorized personnel access sensitive systems. Executives must champion PAM adoption and enforce secure credential reset procedures to protect against administrator account compromises, which are a primary target for attackers.

10. Automate Software Updates and Patch Management

Timely software updates and patch management are critical to closing vulnerabilities before they can be exploited. Threat actors often leverage "N-day" exploits, vulnerabilities known but recently patched, to target unupdated systems. Automating patch deployment through vendor-provided update services, as recommended by industry best practices, ensures rapid and authentic updates. Executives should oversee the implementation of automated patch management systems and prioritize vendor-verified updates to stay ahead of the threat cycle.

The Strategic Imperative for Executives

The cybersecurity landscape is more volatile than ever, with ransomware attacks increasing by 37% in 2024, according to recent industry reports, and supply chain vulnerabilities exposing even the most fortified organizations. For C-suite leaders, cybersecurity is a boardroom priority that impacts financial stability, customer trust, and regulatory compliance. The strategies outlined above require a combination of technology investments, policy enforcement, and cultural shifts. Executives must foster a security-first mindset, ensuring that employees at all levels are trained to recognize threats like phishing and social engineering, which remain the weakest link in organizational defenses.

Moreover, the rise of remote work and cloud adoption has expanded the attack surface, making strategies like secure VPNs and DNS/web filtering indispensable. Regular risk and vulnerability assessments, coupled with security awareness training, empower organizations to stay proactive. By integrating these 10 strategies, business leaders can build a resilient cybersecurity posture that not only mitigates risks but also positions their organizations as trusted leaders in their industries.

For those seeking expert guidance, partnering with cybersecurity specialists can streamline the implementation of these strategies. Contact a trusted provider to assess your organization's needs and fortify your defenses against the evolving cyber threat landscape.

7 AI Applications Powering Smarter C-Suite Decisions



1. Predictive Analytics for Strategic Forecasting

Predictive analytics is a cornerstone of AI-driven decision-making, enabling C-suite leaders to anticipate market trends, customer behavior, and operational risks. By analyzing historical and real-time data, AI models forecast outcomes with remarkable accuracy, allowing executives to make proactive rather than reactive decisions. For instance, Coca-Cola leverages predictive analytics to optimize its global supply chain, forecasting demand across regions to reduce inventory costs by up to 20%, according to industry reports.

For CEOs and COOs, predictive analytics provides a window into future industry shifts. Machine learning algorithms process vast datasets, market trends, economic indicators, and competitor actions, to identify patterns that inform strategic pivots. A 2025 Gartner report predicts that 80% of enterprises will rely on predictive analytics for strategic planning, up from 60% in 2023, underscoring its growing dominance.

2. Generative AI for Real-Time Data Synthesis

Generative AI, powered by large language models (LLMs), is transforming how executives access and interpret data. As Bret Greenstein, a leading AI expert at PwC, notes, "Generative AI helps senior executives quickly access public and private data to get summarized answers from vast amounts of information." This capability allows leaders to bypass traditional dashboards and query complex datasets in natural language, receiving insights in seconds.

For CFOs, generative AI enhances financial forecasting by synthesizing internal financial data with external market

signals, such as currency fluctuations or commodity prices. A practical example is JPMorgan Chase, which uses generative AI to analyze financial reports and market sentiment, enabling faster, data-driven investment decisions. This speed empowers CFOs to focus on strategic insights rather than data aggregation, reducing decision-making timelines by up to 40%, per industry estimates.

3. Natural Language Processing (NLP) for Customer and Market Insights

Natural Language Processing (NLP) is revolutionizing how CMOs understand customer sentiment and market dynamics. By analyzing unstructured data, social media posts, customer reviews, and competitor communications, NLP extracts actionable insights. Kirill Lazarev, CEO of Lazarev design agency, highlights how one client used NLP-driven predictive analytics to identify emerging customer preferences, enabling tailored product offerings that boosted revenue by 15%.

NLP empowers CMOs to refine branding strategies in real time. For example, Nike employs NLP to monitor social media sentiment, adjusting marketing campaigns to align with customer emotions and trends. This agility ensures brands remain relevant in a crowded digital landscape, where consumer preferences shift rapidly.

4. AI-Powered Talent Management for CHROs

Chief Human Resources Officers (CHROs) are leveraging AI to optimize talent acquisition, retention, and organizational culture. AI-driven tools analyze employee data, performance metrics, engagement surveys, and exit interviews, to identify high-potential talent and predict

turnover risks. According to Ryan Bulkoski, a partner at Heidrick & Struggles, AI enables CHROs to cultivate a “future-ready workforce” by optimizing succession planning and identifying skill gaps.

A standout example is Unilever, which uses AI to streamline recruitment, reducing hiring time by 30% while improving candidate fit. AI also synthesizes employee feedback to provide real-time insights into workplace culture, enabling CHROs to address issues proactively and foster a more engaged workforce.

5. Financial Optimization and Fraud Detection for CFOs

AI is reshaping financial strategy by enhancing revenue forecasts, optimizing budgets, and strengthening fraud detection. Machine learning models analyze transactional data to identify anomalies, flagging potential fraud before it escalates. For instance, PayPal uses AI to detect fraudulent transactions in real time, saving millions annually by reducing false positives and improving security.

CFOs also benefit from AI's ability to project returns on investment (ROI) for new products and optimize capital allocation. By integrating internal financial data with external economic indicators, AI ensures more accurate budgeting, avoiding costly underestimates. A 2024 McKinsey study found that companies using AI for financial planning improved profit margins by 5-10% through enhanced forecasting accuracy.

6. Operational Automation for CTOs and CIOs

Chief Technology Officers (CTOs) and Chief Information Officers (CIOs) are harnessing AI to automate repetitive processes, freeing teams to focus on innovation. AI-driven automation streamlines workflows, from supply chain logistics to IT infrastructure management. For example, Amazon's AI-powered warehouse systems optimize inventory placement, reducing operational costs by 25%, according to company reports.

AI also enhances cybersecurity by detecting anomalies and automating threat responses. IBM's AI-driven security platform, for instance, identifies potential breaches 60% faster than traditional methods, ensuring compliance with stringent regulations. This allows CTOs and CIOs to prioritize strategic initiatives while maintaining robust defenses.

7. Ethical AI Governance for Sustainable Leadership

As AI adoption accelerates, ethical governance is critical to mitigating risks like data privacy breaches and algorithmic bias. C-suite leaders must establish robust frameworks to ensure responsible AI use. This includes investing in cybersecurity, creating dedicated AI ethics teams, and prioritizing transparency. Singapore and Hong Kong, leading AI adoption with 60% of workers using generative AI, exemplify how ethical guidelines can drive sustainable innovation, per a 2024 study by Heidrick & Struggles.

For example, Microsoft's AI ethics framework emphasizes transparency and accountability, ensuring that AI tools



align with corporate values. C-suite leaders adopting similar practices can build trust with stakeholders while maximizing AI's transformative potential.

The Path Forward: AI as a Strategic Partner

AI is not a replacement for human leadership but a powerful augmentor of executive decision-making. As Simon Bacher, CEO of Ling App, emphasizes, “Executives must actively shape AI initiatives to align with business strategy.” By combining AI's analytical prowess with human intuition, C-suite leaders can navigate the complexities of 2025's business landscape with confidence.


For companies to thrive, AI must be integrated thoughtfully, with a focus on ethical practices and robust data governance. As the C-suite evolves, leaders who embrace AI as a strategic partner will outpace competitors, driving innovation, efficiency, and growth. In the boardrooms of tomorrow, the most impactful decisions will blend gut instinct with AI-driven insights, ensuring a smarter, more resilient future.



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