NOV 2026

theCconnects
GLOBAL C-SUITE COMMUNITY PLATFORM

INSPIRING A STRONGER TOMORROW

Bridging Nations Building Futures

INDIA–RUSSIA RELATIONS & BEYOND

A life dedicated to strengthening India–Russia ties and fostering global cooperation



INTERNATIONAL TRADE STRATEGIST

Sudhir Pal Sabharwal

President, Centre of Russian Geographical Society in India

STRENGTHENING THE INDIA–RUSSIA BOND THROUGH TRADE, PUBLIC DIPLOMACY AND PEOPLE-TO-PEOPLE TRUST

"True diplomacy is not just about nations, but about people."

theCconnects

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 of the ever-evolving business ecosystem. Customers pay, businesses grow, mentorship, 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 antrepreneurship, 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 real 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

> **INSIGHTS THAT INSPIRE.**
> **STORIES THAT MOTIVATE.**
> **KNOWLEDGE THAT DRIVES SUCCESS.**

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 slip-ups, operational challenges, and everything associated with a day-to-day business to chalking the company's path 20 years into the future.



DIGITAL TRANSFORMATION FOCUS

EMERGING TECH	BUSINESS AUTOMATION	DATA-DRIVEN GROWTH	GLOBAL OUTLOOK
Covering the technologies shaping future businesses.	Insights on automation driving efficiency and growth.	Helping leaders make smarter decisions with data insights.	A global ions on markets, trends, and opportunities.

8 OUT OF 10

BUSINESS LEADERS BELIEVE CONTINUOUS LEARNING IS KEY TO LONG-TERM SUCCESS.

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 papars. 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. TheCoonnect magazine is built on a vibrant community of:

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

> TheCconnects understands that fostering networking among individuals and enterprises unlocks immense potential and fucis 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. TheCoonnect calls for a change in this perception. As compelling as it sounds, TheCoonnect 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 TheCconnects 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 hedtate to drop us a message even if it is about patting our back!

- PRINT MAGAZINE
- WEBSITE & DIGITAL
- SOCIAL MEDIA COMMUNITY

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Sudhir Pal Sabharwal: Strengthening the India-Russia Bond Through Trade, Public Diplomacy and People-to-People Trust



Sudhir Pal Sabharwal
Chairman, India–Russia Foundation
President, Centre of the Russian Geographical Society in India

For nearly four decades, Sudhir Pal Sabharwal has worked at one of the most important intersections in **international relations: the** relationship between India and Russia. His career reflects a sustained effort to preserve continuity between two countries whose partnership has survived geopolitical shifts, economic transitions and changing global alignments.

As Chairman of the India-Russia Foundation and President of the Centre of the Russian Geographical Society in India, Sabharwal has built his work around a consequential idea: bilateral relations become stronger when governments, businesses, scholars, institutions and citizens remain connected. His experience across public diplomacy, trade mechanisms, culture, geography and historical preservation gives him a rare vantage point on how strategic partnerships are sustained.

A Partnership Tested by History

India and the Soviet Union established diplomatic relations in 1947, and the relationship deepened across defence, science, industry, education and development. But one of its most serious tests came after the dissolution of the USSR in 1991.

That transition disrupted established trade structures and raised the risk of a breakdown in bilateral commerce. Sabharwal played a leading role in formalising an Escrow accounting system during 1991–1992, helping create a debt-for-goods mechanism that allowed trade to continue during institutional uncertainty.

For business leaders, this episode offers a broader lesson: resilient trade relationships require mechanisms that can survive political and financial disruption. Markets may change quickly, but relationships can endure when institutions adapt.

Decades later, that experience found renewed relevance. As global banking systems became more fragmented and sanctions altered traditional payment routes, Sabharwal advised on the establishment of Special Rupee Vostro Accounts, drawing on the logic of earlier Rupee-Rouble arrangements to support contemporary India-Russia trade.

He has also advocated greater use of direct Rupee-Rouble settlement mechanisms where permitted by banking and regulatory frameworks, arguing that bilateral trade becomes more resilient when countries reduce unnecessary dependence on the settlement.

KEY MILESTONES IN THE INDIA–RUSSIA PARTNERSHIP

- **1947 -** Diplomatic relations established
- **1991 -** Dissolution of the USSR
- **1991-1992 -** Escrow accounting system
- Special Rupee Vostro Accounts
- Rupee-Rouble settlement mechanisms

Beyond Trade: The Architecture of Public Diplomacy



Sabharwal's work makes an important distinction between formal diplomacy and public diplomacy. Treaties, ministerial meetings and strategic agreements are essential, but they do not automatically create public trust. That requires cultural memory, educational exchange, historical understanding and repeated human contact.

Through the India–Russia Foundation, he has helped organise initiatives connecting business, culture, academia and history. His work has included high-level dialogues, cultural festivals, commemorative projects and academic events designed to reinforce that the India–Russia relationship is not merely transactional.

One of the strongest examples is the effort to preserve the legacy of Afanasy Nikitin, the 15th-century Russian traveller whose journey to India remains an important symbol of early contact between the two civilizations. On 31 January 2020, Sabharwal participated in presenting a commemorative calendar on Nikitin's journey to Lok Sabha Speaker Om Birla. In October 2021, India Post released a Special Postal Cover marking the 550th anniversary of Nikitin's journey to India. A road in Kerala was also renamed Afanasy Nikitin Road in recognition of that shared historical memory.

These initiatives may appear symbolic, but symbolism matters in diplomacy. Shared stories help countries explain why a relationship deserves to continue.



Resilient trade relationships require mechanisms that can survive political and financial disruption. Markets may change quickly, but relationships can endure when institutions adapt.

Sustaining Partnerships Through Shared Understanding

Beyond formal diplomatic engagements, the strength of India–Russia relations also depends on institutions that maintain dialogue and cooperation across generations. For Sudhir Pal Sabharwal, public diplomacy provides an important bridge between government-level commitments and the wider participation of businesses, academics, cultural organisations and citizens

His approach recognises that long-standing international relationships need continuous engagement. Educational exchanges, historical research, cultural programmes and institutional partnerships help people understand one another beyond political developments. These connections create familiarity and mutual respect, strengthening the foundations on which bilateral cooperation can grow.

This perspective also highlights the importance of preserving shared historical memory. By bringing attention to early cultural encounters and encouraging dialogue between institutions, Sabharwal's work connects the historical foundations of India–Russia friendship with opportunities for future cooperation. Such efforts help ensure that bilateral relations remain meaningful beyond official meetings and agreements.

For entrepreneurs and C-Suite leaders, international trust develops through consistency, communication and shared purpose. Commercial partnerships become more resilient when supported by cultural understanding and institutional relationships. Public diplomacy is not separate from economic cooperation; it creates the confidence and goodwill that allow cross-border relationships to endure.

Culture, Geography and the Living Idea of Friendship



Sabharwal's leadership of the Centre of the Russian Geographical Society in India has added a scientific, environmental and geographical dimension to bilateral cooperation.

In August 2025, the Russian-Indian Friendship Forest was inaugurated at Royal Global University in Guwahati to commemorate the 180th anniversary of the Russian Geographical Society. The project brought together Indian and Russian institutions, diplomats, academics, students and environmental stakeholders.

The initiative represented a form of environmental diplomacy-using ecological cooperation to build long-term institutional and people-to-people links. Sabharwal described the project as an enduring symbol of goodwill, while participants framed it as a living monument to India–Russia friendship.

For corporate leaders, sustainability can function as a platform for diplomacy, reputation and institutional cooperation.

Reconnecting History with Strategy



Another important part of Sabharwal's work has been recovering historical and intellectual material that can deepen contemporary understanding of India–Russia relations.

In June 2026, he facilitated the launch of the English edition of General Andrei Snesarev's historic work, India as the Main Factor in the Central Asian Question, at the India Habitat Centre in New Delhi. The event was attended by Russian Ambassador Denis Alipov along with Indian and Russian dignitaries and scholars.

The book was later presented to Minister of State for External Affairs Pabitra Margherita, veteran statesman Dr. Karan Singh and former President of India Ram Nath Kovind. As Head of the Editorial Board, Sabharwal helped bring the work to a wider English-reading audience, reconnecting a historical Russian strategic perspective with current conversations about India, Central Asia and regional geopolitics.

In August 2026, the Centre of the Russian Geographical Society in India also organised Geographers' Day and the BRICS Policy Dialogue in New Delhi. The event brought together diplomats, researchers, students and policy thinkers to discuss green energy, cultural connectivity and the future of global cooperation.

Why People-to-People Relations Still Matter



Sabharwal has repeatedly argued that authentic friendship between nations extends beyond formal agreements. At the World Public Assembly, he emphasised dialogue, mutual respect, trust and genuine human connections as the foundations of durable international relationships.

That belief also explains initiatives ranging from youth programmes and cultural festivals to student engagement and seminars such as "Crime Through Indian Children's Eyes." In April 2022, a Cultural and Food Festival marked 75 years of diplomatic relations between India and Russia, creating another platform where diplomacy could be experienced through culture.

His efforts have received significant recognition. In August 2021, he was conferred the Russian Foreign Ministry's Badge "For Cooperation," bestowed by Foreign Minister Sergey Lavrov and presented in India by then Ambassador Nikolay Kudashev. In June 2026, the Russian Association for International Cooperation honoured him with a Special Recognition Award for his contribution to strengthening Russia–India cooperation.



Lessons for Business and Leadership

Sabharwal's journey offers several lessons for entrepreneurs and C-Suite leaders operating across borders:

1. **Relationships outlast transactions.**
   Strong international business is built on trust accumulated over time.

2. **History can become strategic capital.**
   demonstrates that such earlier trade mechanisms, cultural links and political transitions can help solve modern problems.

3. **Soft power has commercial value.**
   Culture, education, science and public engagement create the trust environment in which trade and investment can expand.

4. **Resilience requires alternatives.**
   Payment systems, institutional partnerships and communication channels must be designed to withstand disruption.

> *Strategic partnerships endure when trade is supported by trust, history is kept alive through public memory, and people remain connected even when the global environment becomes uncertain.*
>
> - Sudhir Pal Sabharwal



Building Bridges That Continue to Matter

For India and Russia, the relationship has evolved across generations, political systems and global crises. Sabharwal's work demonstrates that such a partnership cannot be preserved by governments alone. It must also be carried forward by institutions, entrepreneurs, scholars, cultural leaders and citizens.

That is perhaps the defining feature of his contribution: he has consistently worked between official diplomacy historical memory and future strategy, commercial necessity and human connection.

For business leaders looking at the future of India–Russia engagement, the message is clear. Sustainable bilateral growth will depend not only on trade volumes or agreements, but on the quality of the institutions and relationships that support them. In that wider architecture of trust, Sudhir Pal Sabharwal has spent decades building bridges that continue to matter.

Nayeem Ahmed Siddique: Building BookUrTicket Around Convenience, Care and Customer Confidence



Travel is one of those industries where technology can simplify the booking, but trust still determines the experience. **Nayeem Ahmed Siddique, Founder of BookUrTicket,** has built his entrepreneurial journey around this balance-combining digital convenience with human support, operational responsiveness and a clear21000000 of customer expectations.

His professional background spans IT, outsourcing, call-centre operations, project execution and business development. That experience gave him an early appreciation of how service businesses succeed: systems may power the process, but customers remember how quickly problems are solved and how confidently they are supported.

From Booking Platform to Travel Partner

BookUrTicket was launched in **2019**, initially focusing on flights and hotels. The timing soon tested the business. The travel industry faced one of its most difficult periods during **2020-2021**, when COVID-19 disrupted mobility globally. Rather than abandoning the model, the company continued operating and used the recovery years to broaden its services.

Between **2022** and **2024**, BookUrTicket expanded into holiday packages, cruises, transfers and visa services. By **2025-2026**, the focus shifted towards improving service quality, pricing, user experience and wider travel support.

Today, its offering covers flights, hotels, trains, buses, visas, travel insurance, holidays, honeymoon packages, MICE, cruises, pilgrimage travel, student packages, corporate travel, private aviation and mobility services. The company's proposition is built around reducing friction across the entire journey.

Plan → Book → Coordinate → Support → Travel → We Care

Building Service Around Real Travel Problems

For Nayeem Ahmed Siddique, customer experience is not limited to confirming a booking. It includes what happens when travel becomes uncertain, plans change or travellers miss immediate assistance.

BookUrTicket's service model therefore places emphasis on **24/7 human support**, secure booking, communication during the journey and rapid issue resolution.



When Service Matters Most

For Nayeem Ahmed Siddique, customer experience is not limited to confirming a booking. It includes what happens when travel becomes uncertain, plans change or travellers need immediate assistance.

BookUrTicket's service model therefore places emphasis on 24/7 human support, secure booking, communication during the journey and rapid issue resolution. The company has also supported complex situations, including arranging private-flight assistance for stranded Indian citizens during the Iran-Israel conflict and deploying on-ground support for a 50+ student group travelling in Kerala.

KEY MILESTONES IN THE JOURNEY

- **2019** – BookUrTicket launched, initially focusing on flights and hotels.
- **2020-2021** – Continued operating during the COVID-19 disruption to global travel.
- **2022-2024** – Expanded into holiday packages, cruises, transfers and visa services.
- **2025-2026** – Focus shifted towards improving service quality, pricing, user experience and wider travel support.

Beyond Booking: Service in Action

The business currently operates with an in-house team of 13 people, five field sales executives and more than 50 corporate clients. Its corporate travel model is designed around centralised coordination, responsive support and practical travel management.





OPERATIONAL STRENGTH

In-house Team
13 people supporting service delivery and travel coordination.

Field Sales Network
Five field sales executives enabling responsive market support.

Corporate Relationships
More than 50 corporate clients served through practical travel management.

> **"A travel company should not disappear after the booking is confirmed. The real test of service begins when the customer needs help during the journey."**
>
> **- Nayeem Ahmed Siddique**



Growth Through Partnerships

Its broader strategy includes partnerships where brands can use travel rewards, holiday benefits, employee travel programmes, vouchers and co-branded offers to strengthen customer engagement. This creates another growth avenue: using travel not only as a service, but as a loyalty and relationship-building tool.



Vision for The Future

For entrepreneurs and business leaders, the BookUrTicket story offers a useful lesson: digital businesses still win on human fundamentals. Convenience attracts customers, but reliability, responsiveness and trust determine whether they return.

For Nayeem Ahmed Siddique, the ambition is larger than selling tickets. It is to build BookUrTicket into a dependable travel partner that stays connected with customers from the first plan to the final destination, while using technology, partnerships and service discipline to make travel simpler and more reassuring.



Wing Commander (Dr) Rakesh Kumar Prashar:

Redefining Safety as a Leadership Mindset and a Driver of Business Excellence



For **Wing Commander (Dr) Rakesh Kumar Prashar**, safety is not a department, a checklist or a compliance obligation. It is a way of thinking-one that influences behaviour, productivity, leadership quality and ultimately the performance of an organisation.

His professional journey brings together two distinctly demanding worlds: more than two decades of commissioned service in the Indian Air Force and over 26 years of corporate safety experience in leadership roles. That combination of military discipline, operational responsibility and corporate exposure has shaped his core philosophy: sustainable safety cannot be imposed only through rules; it must be internalised through attitude.

Building Safety from the Inside Out

As an ISO 45001 Lead Auditor, internationally certified trainer and safety professional, Dr. Prashar has conducted more than 3,000 safety training programmes in India and abroad for organisations spanning infrastructure, energy, transportation, manufacturing, technology and public-sector institutions.

His programmes include Behaviour Based Safety, Safety Leadership, Road Safety and Safety Motivation. Among them, his concept of "Attitude-Based Safety" stands out because it shifts the focus from external enforcement to personal ownership.

The idea is simple but powerful: when employees understand why safe behaviour matters, compliance can evolve into culture.

His work is built around four practical beliefs:

- **Safety begins with attitude before procedure**
- **Leadership behaviour shapes organisational behaviour**
- **Safer workplaces can support stronger productivity**
- **Training must change thinking, not merely transfer information**

From Training Rooms to a Wider Movement

Dr. Prashar's mission extends far beyond corporate workshops. Through his YouTube channel, Organic Safety, he has published more than 900 videos dedicated to transforming safety awareness under one larger vision: "Making India Safe."

He is also an international sports commentator empanelled with All India Radio, bringing another dimension to his communication journey. Over the years, he has covered major hockey and cricket events, including World Cups, international matches, Asian competitions, Test matches, ODIs, T20s and the IPL. His experience behind the microphone reflects the same qualities that define his training work: clarity, observation, discipline and the ability to connect with an audience.

Author, Thought Leader and Safety Advocate

He is also the author of Organic Safety – Awakening the Safety Mind (2022) and Safety Leadership – Shaping Business Excellence (2024). The latter was recognised as an Amazon No. 1 International Bestseller in April 2025, reinforcing his belief that safety deserves a place in strategic leadership conversations.



Recognition and Honours

His career has been recognised through several honours, including the Safety Professional Excellence Award at the World Environment Summit 2020, a Trainer's Excellence Award in 2025, and a Lifetime Achievement recognition in Occupational Health and Safety in 2026.



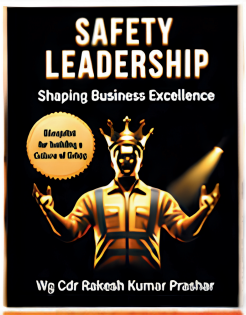
2020

Safety Professional Excellence Award, World Environment Summit



2022

Organic Safety - Awakening the Safety Mind



2024

Safety Leadership - Shaping Business Excellence



April 2025

Amazon No. 1 International Bestseller



2025

Trainer's Excellence Award



2026

Lifetime Achievement recognition in Occupational Health and Safety

A Leadership Lesson for Organisations

For entrepreneurs and C-Suite leaders, his journey offers an important management lesson: organisations do not build strong safety cultures through policies alone. They build them when leadership, attitude, accountability and daily behaviour begin to move in the same direction.

> *"Safety becomes powerful when people stop following it because they have to and start practising it because they believe in it."*
>
> **- Wing Commander (Dr) Rakesh Kumar Prashar**



Nilesh Kumar Shrivastav: Building Forest Finch Professional Around the Idea of Affordable Luxury



Strong brands are often born from a market gap. For Nilesh Kumar Shrivastav, Founder of Forest Finch Professional, that gap was clear: customers should not have to choose between a premium brand experience and an affordable price.

With more than 20 years of experience across sales, market development, relationships and business growth, Nilesh Kumar Shrivastav has worked across sectors including FMCG, consumer products, pharmaceuticals, beauty and salon businesses. His career includes organisations such as Hindustan Coca-Cola, VIP Industries, Ozone Pharmaceuticals, P&G Wella Professionals, Godrej Agrovet and Naturals Salon.

That cross-industry exposure gave him an understanding of how customers make decisions. Price matters, but so do trust, presentation, performance, consistency and the feeling of receiving value.

A Strategic Evolution 'Smart Third Choice'

In the professional hair-care market, consumers are often pushed towards one of two options: premium brands with strong positioning but higher prices, or affordable products that may not always deliver the same professional experience.

Forest Finch Professional was created to offer what Nilesh Kumar Shrivastav calls the "third choice":

Premium Image + Professional Product Experience + Affordable Pricing



Established in 2026, the Made-in-India brand is designed for salons, beauty professionals, retailers, distributors and everyday consumers.

Its initial product focus includes hair serum formulated around smoothness, shine, manageability and UV protection, with ingredients such as macadamia seed, Moroccan oil and Vitamin E.

Quality | Affordability | Professionalism | Trust | Innovation | Accessibility

Building a Brand for the Long Term

Forest Finch Professional is being shaped around six values: **quality, affordability, professionalism, trust, innovation and accessibility**. The planned portfolio extends across hair serum, shampoo, conditioner, hair care, and hair masks, with future development guided by consumer needs, feedback and changing hair-care trends.

A strong pillar behind this journey is the team building the brand alongside Nilesh Kumar Shrivastav. **Co-Founder Shradtha Shrivastav** contributes to product development, brand vision and the customer-focused direction of Forest Finch Professional.

Product Development Driven by Testing and Real Feedback

Product development involved more than 500 samples, rigorously evaluated for quality, texture, fragrance, application, hair feel, and overall customer experience. Real-world salon feedback also played a significant role in refining the formulations. **Prabhjot Kaur, Technical Advisor and Technical Expert**, who also owns Prabhjot Makeover, a salon based in Mohali, contributed valuable professional insights and practical feedback based on live customer experiences, helping ensure the products meet everyday haircare needs and salon-quality expectations. **MANY MORE TO COME!**

The development cycle followed a simple philosophy:
Listen → Test → Improve → Refine.

A Collaborative Effort Behind the Brand

The brand identity has similarly been shaped through collaboration. **Ashish Suri, Consultant – Brand and Strategy**, as BS Hyderabad alumnus with over 15 years of business exposure across roles as an editor, founder and brand head, and a technical Expert, salon pation for consumers and has contributed to the brand's design and creative direction. **Shantanu Shrivastav** has supported product finish, logo artwork and visual detailing. The name Forest Finch itself was created by **Samrat Shrivastava**, inspired by a love for nature, care and individuality.



> "I believe customers should not have to compromise between quality, brand experience and affordability. Forest Finch Professional is our effort to bring these three together."
>
> - Nilesh Kumar Shrivastav

The "Third Choice" Proposition

Forest Finch Professional was created to offer what Nilesh Kumar Shrivastav calls the "third choice":

- **Premium Image** — A professional and trusted brand experience
- **Professional Product Experience** — High-quality, effective hair-care solutions
- **Affordable Pricing** — Premium care at accessible prices

Vision for The Future

For entrepreneurs and business leaders, the story offers a relevant strategic lesson: differentiation does not always come from creating an entirely new category. Sometimes, it comes from solving an existing customer compromise more effectively.

Forest Finch Professional's long-term vision is to build a professional hair-care ecosystem through product innovation, salon partnerships, professional education, distribution networks and consumer engagement.

For Nilesh Kumar Shrivastav, **2026 is the beginning, not the destination**. The goal is to build a trusted Indian professional hair-care brand with national reach and global ambition-supported by a committed founding team and built around quality, performance, presentation, affordability and trust.

A Brand for Everyone in the Hair-Care Journey

- Salons & Beauty Professionals
- Retailers & Distributors
- Everyday Consumers
- Made in India With Global Ambition

Dr. Ravindra Saini: Building the Next Chapter of Enterprise Communication Through Secure and Intelligent AI



Dr. Ravindra Saini
Founder & CEO
Aria Telecom Solutions Pvt. Ltd.

Tecnhology businesses that endure for decades rarely survive by standing still. They evolve by understanding what must change, what must remain dependable, and where existing strengths can create time next opportunity.

Founded in 2004, ARIA grew from a strong base in telecommunications, computer telephony integration and enterprise communication systems. Over the years, the company worked across IVR, contact centres, voice logging, gateways, omni-channel communication, grievance management and large-scale communication infrastructure.

Today, that experience is being carried into a new phase: Artificial Intelligence. For ARIA, this continuity between legacy systems and emerging AI is central to building practical, enterprise-ready transformation.

From Communication Infrastructure to Intelligent Communication

ARIA's move into AI is significant because it is not a departure from its past. It is an extension of it. The company is developing capabilities across Voice AI, Speech-to-Text, Text-to-Speech, conversational AI, intelligent assistants and secure on-premise AI, using its long-standing and understanding of voice and enterprise communication as the foundation.

For **Dr. Ravindra Saini**, the central question is not simply how quickly an organisation can adopt AI. It is whether that AI can operate securely within the realities of the enterprise.

That distinction matters particularly in sectors such as BPSI, Government, PSUs and Telecom, where sensitive information, regulatory requirements and infrastructure control can make unrestricted dependence on external cloud platforms difficult.



Four Practical Priorities

- **Data control:** allowing organisations greater oversight of sensitive information
- **Security:** embedding AI into controlled enterprise environments
- **Integration:** connecting new intelligence with established communication systems
- **Language capability:** supporting Indian languages, accents and code-switching

Building AI Around Real Enterprise Requirements

One of ARIA's strongest opportunities lies in voice. India's linguistic diversity and enormous volume of voice-based interactions create a natural requirement for technologies that understand local languages and communication patterns. This is where Speech AI, voice bots and intelligent assistants can move beyond novelty and become operational tools-supporting customer communication, collections, helplines, and digital access and automated workflows.



Dr. Ravindra Saini's background in electronics and communication, IT and telecom, together with his work in AI and cybersecurity, has shaped a leadership approach that connects engineering depth with enterprise practicality.

Strengthening Innovation Through Research and Leadership

ARIA TELECOM

Beyond technological development, **Dr. Ravindra Saini** has consistently emphasized the importance of research, customization and long-term innovation. His leadership reflects a strong commitment to developing practical solutions that address evolving enterprise communication needs.

Under his guidance, ARIA Telecom Solutions has developed communication technologies supporting government helplines, enterprise contact centres and integrated communication platforms. His expertise in telecommunications, Artificial Intelligence and Cybersecurity has helped shape the company's approach to delivering reliable, adaptable and intelligent solutions.

With a continued focus on research and development, Dr. Saini aims to strengthen ARIA's capabilities in intelligent automation and enterprise AI. His vision combines technological advancement with practical business requirements, positioning innovation as a foundation for sustainable growth and future opportunities.



ARIA's approach therefore focuses on four practical priorities:

Data control: allowing organisations greater oversight of sensitive information

Security: embedding AI into controlled enterprise environments

Integration: connecting new intelligence with established communication systems

Language capability: supporting Indian languages, accents and code-switching

Shaping the Future of Secure Enterprise Intelligence

Looking ahead, Dr. Ravindra Saini envisions a future where Artificial Intelligence becomes an integral part of enterprise communication. Under his leadership, ARIA Telecom Solutions aims to integrate Voice AI, conversational intelligence, multilingual speech technologies and secure AI infrastructure to improve efficiency, security and business operations.

With a strong focus on innovation and long-term growth, Dr. Saini continues to guide ARIA toward new opportunities in enterprise AI. His vision emphasizes developing secure, reliable and adaptable technologies that help organizations embrace intelligent transformation while maintaining control over their data and communication systems.



> *The real value of AI is not in how advanced it appears, but in how securely, reliably and meaningfully it solves a business problem.*
> – Dr. Ravindra Saini



A Strategic Evolution

For entrepreneurs and C-Suite leaders, ARIA's journey offers an important lesson: transformation does not always require abandoning the past. Often, the strongest innovations emerge from extending proven expertise into new technologies. In ARIA's case, this journey is evident in its evolution from communication infrastructure to intelligent communication and, ultimately, to secure enterprise AI. The company's progress demonstrates how technical expertise and credibility can become competitive advantages when emerging technologies are applied with discipline, strategic vision and a clear understanding of enterprise needs.



Communication Infrastructure › Intelligent Communication › Secure Enterprise AI

Veeir Chaudary: Building a Creative Journey Around Reinvention, Opportunity and Purpose



In an industry shaped by constant change, audience expectations and intense competition, longevity is rarely accidental. For Veeir Chaudary, actor, producer and entrepreneur, a 21-year journey across films, web projects, music and content creation has been defined by adaptability, persistence and a willingness to keep evolving.

Associated with the Indian entertainment industry since 2005, Veeir has worked both in front of and behind the camera. His body of work includes more than 100 songs across Hindi, Haryana and Jharkh, along with films, web series and short-form projects. He has appeared in films such as Uvaa and Bhouri, while also building his own production identity through Veeir Filmz Entertainment.

In the film Bhouri, Veeir Chaudary had the opportunity to work alongside renowned actors such as Raghuvir Yadav, Mohan Joshi, Manoj Joshi, Shakti Kapoor and Aditya Pancholi, gaining valuable experience while sharing the screen with some of the established names in Indian cinema.

From Aspiration to Creative Independence

Veeir's journey began while he was pursuing B.Tech and simultaneously attending auditrue. Before entering films, he trained at an acting institute and spent time in theatre. His Bollywood debut came in 2015 with Uvaa, where he shared screen space with veteran actor Om Puri.

Over time, however, acting became only one part of his creative path. Producing music and digital content gave him greater control over the kind of stories and talent he could support. Projects such as Jaat 1 Number reflect this entrepreneurial evolution, bringing together singers, composers, lyricists and directors under one production vision.

For business leaders, his journey illustrates an important principle: creative careers are more resilient when professionals move from depending solely on opportunities to building platforms that can create opportunities.

Hit Songs & Notable Music Projects

Veeir Chaudary has been associated with several popular music projects across Hindi, Haryana and Punjab music, including:

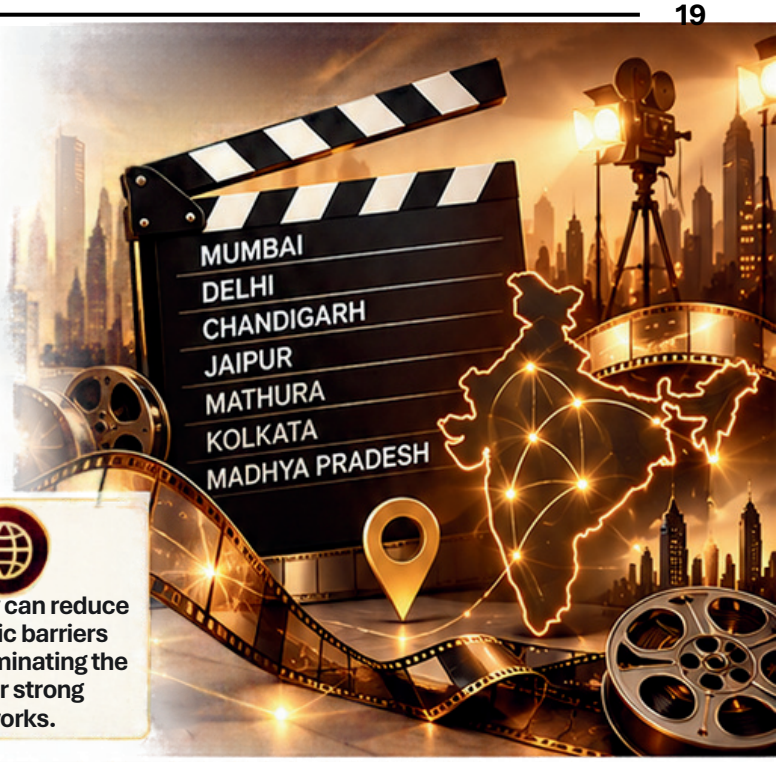
- Gangwarr
- Struggler
- Shoote
- Thaneda
- Ab Ye Dil Tera Hua
- Barbaad Karunga
- Khakee Vardi
- Jaat 1 Number
- Love Marriage

These projects reflect his continued involvement in music, acting and entertainment production, contributing to his journey as an Actor, Producer and Entrepreneur in the Indian entertainment industry.

Why Geography Matters Less Than Before

Veeir also challenges a long-held assumption in Indian entertainment that success requires permanent relocation to Mumbai. Based in Delhi, he travels for shoots across Mumbai, Chandigarh, Jaipur, Mathura, Kolkata, Madhya Pradesh and other locations.

Technology, regional production, OTT platforms and digital distribution have changed how entertainment is created and consumed. While Mumbai remains a major industry centre, talent can now collaborate across cities more easily than in the past. That shift creates three lessons for modern creative businesses:



- **Talent can be decentralised while production remains connected.**
- **Regional content can create national visibility.**
- **Technology can reduce geographic barriers without eliminating the need for strong networks.**

Creating Opportunities for Others

Another defining aspect of Veeir's work is his focus on giving emerging talent a platform. He has spoken about providing early opportunities to artists such as director Gaurav Jaat, whose work on Shooter became an important milestone in his career.

For Veeir, creating leadership is not only about personal recognition. It also involves identifying talent, sharing opportunity and building long-term professional relationships.

His view of the industry is realistic. He acknowledges that favoritism, limited access and rapidly changing audience preferences can make careers difficult. Yet he sees these challenges as reasons to innovate rather than withdraw.

> **"Recognition is meaningful, but the real measure of success is whether your journey allows you to create opportunities, support others and improve lives along the way."**
>
> - Veeir Chaudary



TALENT
MENTORSHIP
PLATFORM
COLLABORATION
GROWTH

Purpose Beyond Entertainment

Away from cameras and production schedules, Veeir has spent nearly 15 years supporting social causes. Every day, he provides food to more than 100 animals, including dogs, cows and birds. He also regularly visits old-age homes with food and essential supplies. This commitment adds another dimension to his understanding of success.

- **Food for more than 100 animals every day, including dogs, cows and birds.**
- **Regular visits to old-age homes with food and essential supplies.**
- **A commitment to improving lives beyond the entertainment industry.**

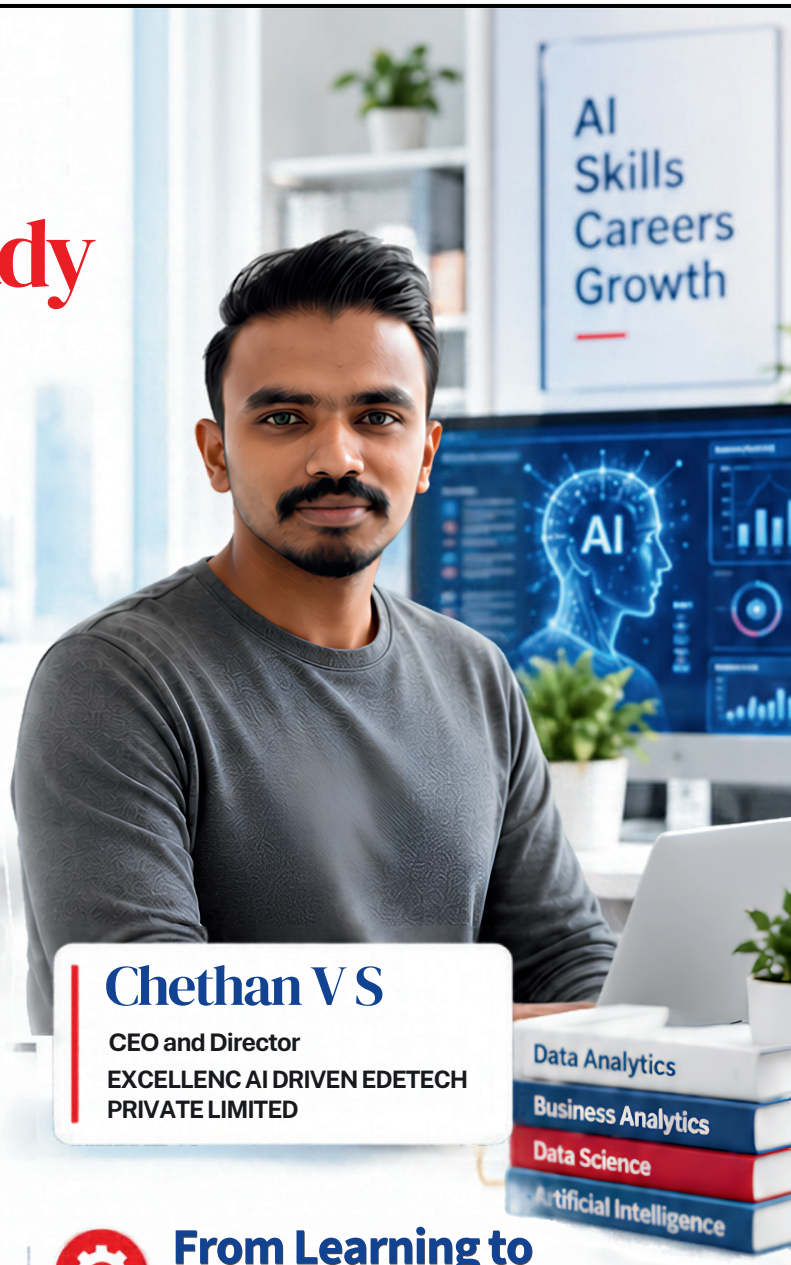
A Creative Ecosystem for the Future

For entrepreneurs and C-Suite leaders, the story offers a broader leadership lesson: resilience is built through reinvention, relevance comes from understanding changing audiences, and influence becomes more meaningful when it extends beyond personal achievement.

For Veeir Chaudary, the next chapter is not simply about acting or producing more projects. It is about building a creative ecosystem where the opportunity, audience connection and social responsibility move forward together.



ExcellenC: Building the AI-Ready Workforce, One Career at a Time



The workplace is changing faster than traditional professional education can often respond. As artificial intelligence becomes embedded in analysis, decision-making, customer engagement and daily workflows, employers increasingly need professionals who can do more than understand tools. They need people who can apply technology to real business problems, communicate outcomes clearly and adapt as roles evolve.

That challenge sits at the centre of **EXCELLENC AI DRIVEN EDETECH PRIVATE LIMITED**, operating under the brand **ExcellenC**. Its philosophy, **"Toward's Growth"**, is reflected in a learning model that combines live instructor-led education, practical projects, AI-driven learning experiences, industry exposure and structured career support across Data Analytics, Business Analytics, Data Science and Artificial Intelligence.

Chethan V S
CEO and Director
EXCELLENC AI DRIVEN EDETECH PRIVATE LIMITED

AI as a Learning Layer

ExcellenC's approach is built around a simple but important idea: AI should not be treated as one isolated module. Instead, it is integrated into the wider learning journey. Learners are exposed to Generative AI and Agentic AI while using AI-powered tools in practice, problem-solving and career preparation.

The goal is not simply tool familiarity. It is to help professionals combine human judgement, analytical thinking and AI capability in ways that are relevant to the workplace. The organisation's AI Mock Interview platform extends this philosophy into recruitment readiness, allowing learners to practice interview scenarios repeatedly before entering real hiring processes.

From Learning to Application

The stronger test of professional education is whether knowledge can travel beyond the classroom. ExcellenC reinforces concepts through module-based projects and later through end-to-end projects that require learners to connect multiple skills around practical business problems.

Industry exposure is further supported through Intellecta AI Solutions Private Limited, which works across Data Analytics, Business Analytics, Data Science and Artificial Intelligence. Internship opportunities give learners exposure to environments where analytics and AI are applied to real business requirements.



Outcomes Beyond Certification

Over the last three financial years, ExcellenC reports 495 placements among 606 learners. Beyond technical instruction, its career ecosystem includes resume development, interview preparation, LinkedIn optimisation, mock structured job assistance and continued access to learning resources.



- Resume Development
- Interview Preparation
- LinkedIn Optimisation
- Mock Interviews
- Job Assistance
- Continued Learning Access

A Stronger Career Ecosystem

Its broader ecosystem, according to published company information, includes Texas Tech University, TCS iON, Intellectra AI, NASSCOM, TASK, Kaushalya Karnataka and AP Skill Development.

- Texas Tech University
- TCS ION
- Intellectra AI
- NASSCOM
- TASK
- Kaushalya Kamataka
- AP Skill Development

Preparing for an AI-First Workplace

The larger opportunity for ExcellenC lies in preparing learners for a labour market where AI fluency may increasingly become part of everyday professional competence. For graduates, career switches and working professionals, the values of learning will depend less on certification alone and more on the ability to apply knowledge with confidence.



A Future-Ready Learning Proposition

For ExcellenC, "towards Growth" is therefore more than a tagline. It describes a model designed around employability, continuous learning and readiness for the future of work.

- Employability
- Continuous Learning
- Confidence
- Future Readiness

> "Future-ready careers will belong to professionals who can combine human judgement, practical experience and AI with purpose."
>
> - Chethan V S

ExcellenC®
Towards Growth

Learning Today for a Brighter Tomorrow

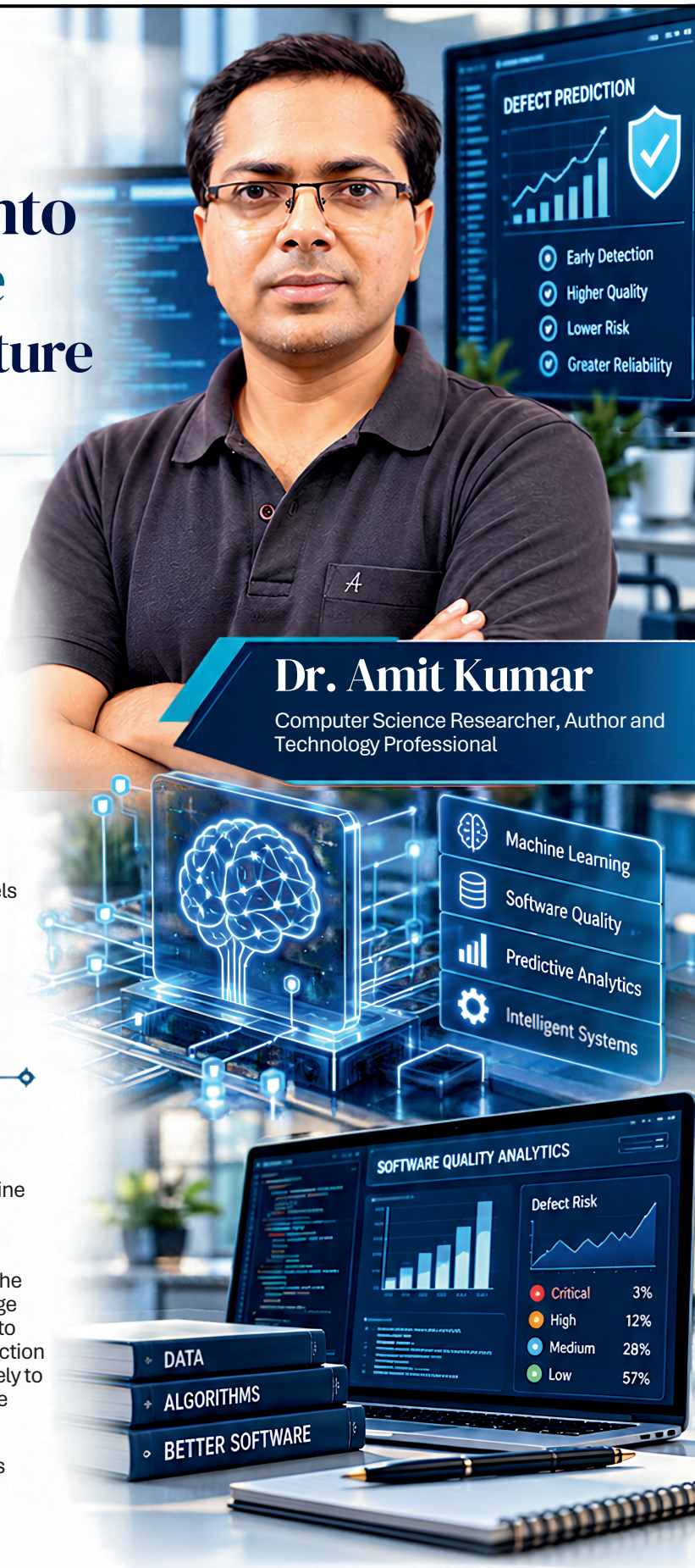


Dr. Amit Kumar: Turning Machine Learning Research into Practical Knowledge for a Smarter Digital Future

In a digital economy increasingly dependent on reliable software and intelligent systems, the ability to connect research with practical application has become critical. Dr. Amit Kumar, computer science researcher, author and technology professional, has built his academic and professional journey around this intersection of machine learning, software engineering and knowledge creation.

His doctoral research in Computer Science at Tilka Manjhi Bhagapur University focused on Software Defect Prediction using Novel Ensemble-Based Machine Learning Approaches. The subject has direct relevance to modern enterprises, where undetected software defects can affect productivity, customer experience, cybersecurity, operational continuity and development costs.

Rather than treating machine learning solely as an academic discipline, Dr. Amit Kumar's work explores how intelligent models can support earlier, more reliable software-quality decisions.



Research That Moves Beyond Theory

A key strength of Dr. Amit Kumar's research lies in its focus on improving the effectiveness and practical relevance of software defect prediction. His doctoral work integrates weighted feature selection, feature-importance analysis, ensemble-based machine learning and cost-sensitive learning to develop more informed approaches for identifying potential software defects.

By combining these techniques, his research seeks to address the challenges created by complex software datasets, including large numbers of variables, imbalanced defect classes and the need to distinguish high-impact defects from less critical ones. This direction reflects a broader objective: applying machine learning not merely to produce algorithms, but to support earlier and more dependable quality assessment.

For businesses, the principle is important. As software becomes central to banking, healthcare, manufacturing, retail and digital services, preventing defects earlier can reduce rework, improve release quality and strengthen customer confidence.

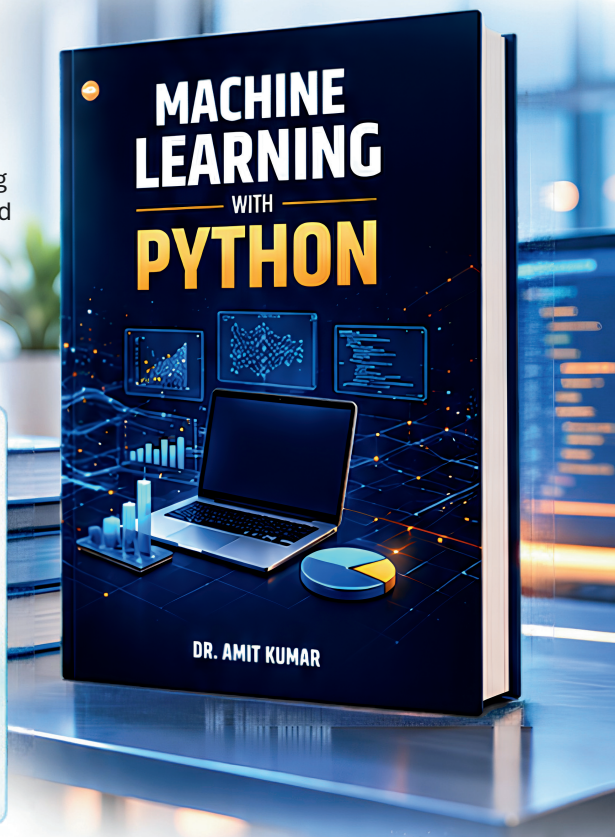
Three Priorities

Practical learning: connecting algorithms with real-world problems and applications

Reliable technology: using intelligent prediction to strengthen software quality assurance

Accessible knowledge: simplifying advanced concepts for students, researchers and professionals

A Practical Guide for Learners and Professionals



Dr. Amit Kumar's 216-page book, Machine Learning with Python, published by OrangeBooks Publication on 11 September 2026, is designed to make machine learning accessible and practical for a wide range of readers, including students, researchers and working professionals.

The book combines conceptual clarity with hands-on implementation, helping readers build a strong foundation in machine learning while developing the skills to apply it to real-world scenarios.

Key Topics Covered in the Book

- Python Programming
- Mathematical Foundations
- Data Processing
- Feature Engineering
- Model Evaluation
- Deployment
- Responsible AI
- Projects, Generative AI and Review Questions

Learning with Real-World Relevance



Exercises, case studies and practical examples make the book suitable for both classroom learning and independent study. By focusing on a solid machine learning, it enables readers to connect theoretical concepts with real business and technical challenges.

The book also addresses contemporary areas such as responsible AI and generative AI, reflecting the evolving needs of today's digital ecosystem. Its structured approach helps learners develop confidence in using Python and machine learning to build, test and deploy real-world solutions.

Who Can Benefit

- Students
- Researchers
- Working Professionals
- Educators
- Self-Learners
- Organisations Building AI Talent

Contributing to a Smarter Digital Future

Through his research, writing and knowledge sharing, Dr. Amit Kumar continues to contribute to a more informed and capable technology community. His work highlights an important message for organisations and professionals alike: advancing in the digital age requires not only powerful models, but also reliable software, responsible implementation and a commitment to continuous learning.

> *"Research creates greater value when knowledge moves beyond laboratories and journals to help people learn, build and solve real problems."*
>
> **- Dr. Amit Kumar**

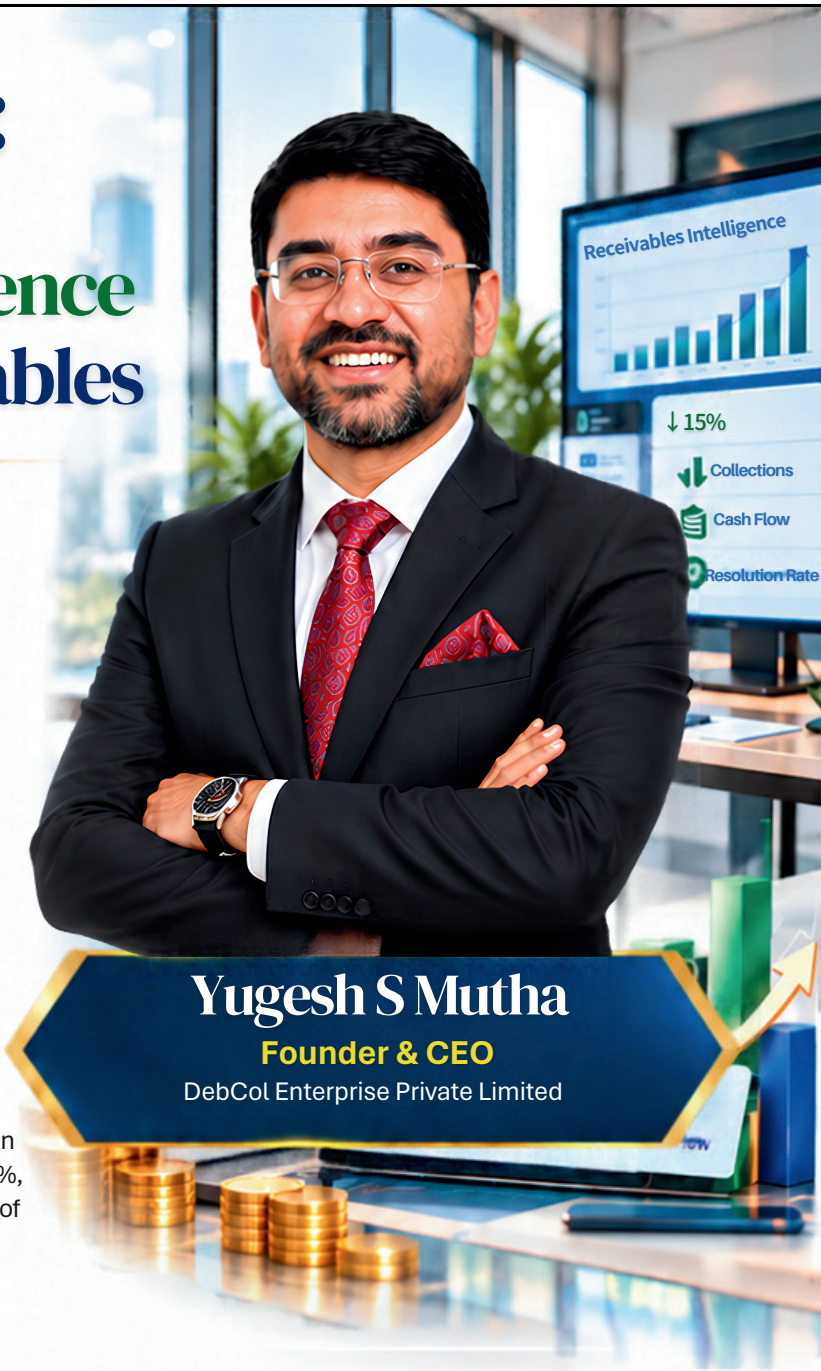
Key Takeaways for a Stronger Digital Tomorrow

- Better Software Quality
- Reduced Operational Costs
- Higher Customer Confidence
- Greater AI Adoption Readiness
- Continuous Learning for All

Yugesh S Mutha: Bringing Discipline, Visibility and Intelligence to Enterprise Receivables

In business, revenue often gets the attention. Cash flow determines resilience. For **Yugesh S Mutha, Founder & CEO of DebCol Enterprise Private Limited**, that distinction has shaped more than two decades of work across Accounts Receivable, B2B and B2G collections, working capital management and Order-to-Cash operations.

His experience across Power, Telecom, Railways, Infrastructure, EPC, PSUs and government-linked enterprises exposed him to a recurring problem: a project may be delivered successfully, yet payment can remain stuck because of certifications, documentation gaps, deductions, conciliations, retention money, disputes or unclear ownership. Collections are rarely solved by repeated follow-ups alone; they require visibility, accountability and disciplined execution.



From Finance Operations to Entrepreneurial Vision

Over the years, Yugesh S. Mutha has directed large-scale collection portfolios, led teams of over 25 professionals, reduced DSO by 15%, and consistently unpassed recovery targets. He has built a record of unlocking long-pending PSU and utility receivables, successfully resolving substantial aged debts that have stalled for years, and driving teams toward near complete realization efficiency.

These results reinforced three principles that continue to shape his thinking:

Visibility: leaders must know where money is stuck and what is delaying release.

Accountability: every pending action needs a clear owner, timeline and next step.

Execution: receivables improve when follow-up becomes systematic, measurable and timely.

For him, receivables management is not merely a finance activity. It sits at the intersection of sales, projects, contracts, documentation and treasury. When these functions operate in isolation, cash gets delayed; when connected, working capital becomes more predictable.

Building DebCol Around a Real Business Problem

His transition into entrepreneurship led to the creation of **DebCol Enterprise Private Limited**, bringing technology, domain expertise and structured execution to receivables management.

For Yugesh S Mutha, fixing cash flow requires reimagining the entire order-to-cash cycle through intelligent automation. He advocates that receivables management begins at finished goods readiness, long before billing occurs - a blind spot in most corporate workflows.



From Shop Floor to Bank Realization

His AI-driven architecture bridges this gap by creating a unified monitoring mechanism from shop floor to bank realization. By tracking cross-functional timelines and pinpointing accountability at both team and individual levels, the platform eliminates operational bottlenecks and guarantees time-bound execution.

DebCol
— Enterprise Receivables Management —



360° Visibility for Smarter Collections

Yugesh S Mutha is confident that his SaaS architecture will sharply boost workforce efficiency by delivering 360-degree visibility across historical collection trends and forward-looking projections for the months ahead. Underlining his conviction in the system's value, he is extending a zero-risk entry point for organizations with a free three-month trial.



Free Three-Month Trial

www.debcol.com | Contact No: 9718766555

DebCol: AI-Enabled SaaS for the Order to Cash Lifecycle

DebCol is being positioned as an AI-enabled SaaS platform designed to simplify the Order to Cash Lifecycle, covering receivables tracking, retention monitoring, project progress versus certified payments, BG and insurance expiry alerts, PO closures, accountability, monitoring and real-time dashboards.

- Receivables Tracking
- Retention Monitoring
- Project Progress vs Certified Payments
- BG & Insurance Expiry Alerts
- PO Closures
- Accountability
- Automation
- Real-Time Dashboards

Why It Matters for CFOs and Business Leaders

For CFOs and business leaders, the value goes beyond faster collection. Better visibility can improve cash-flow forecasting, strengthen working capital planning and expose bottlenecks before they become chronic.

> "Winning an order creates opportunity. Executing it builds credibility. Collecting the payment completes the business cycle."
> -Yugesh S Mutha



A Leadership Philosophy Grounded in Clarity

His leadership philosophy remains grounded in clarity, accountability, financial discipline and intelligent use of technology.

The Strategic Lesson

For entrepreneurs and C-Suite professionals, the lesson is clear: growth is not complete when revenue is booked. Sustainable businesses are built when revenue becomes predictable cash flow and receivables are treated as a strategic business function.



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Statesman House, Connaught Place, New Delhi 110001

Dr. Ashok Gopalakrishnan: Bridging Space Science, Artificial Intelligence and Transformative STEM Education



Few careers demonstrate the value of multidisciplinary thinking as clearly as that of **Dr. Ashok Gopalakrishnan**. An internationally respected educator, researcher, technologist, and space science advocate, he has spent more than three decades working across Computer Science, Artificial Intelligence, Space Physics, Astrophysics, Applied Mathematics, and STEM Education. His journey demonstrates how technical knowledge can create a greater impact when combined with education, mentorship, and scientific engagement.

A Multidisciplinary Foundation

Dr. Gopalakrishnan's academic journey reflects exceptional breadth. An alumnus of IIT Bombay, he pursued advanced studies in Environmental Science, Applied Hydrology, and Engineering before earning a multidisciplinary doctorate in Computer Science, Space Physics, and Astrophysics from the Georgia Institute of Technology. His academic foundation in Applied Mathematics further strengthened his ability to connect physical science, computing, and mathematical modeling.

Between 1985 and 1992, he worked as a Project Scientist at NASA in Houston, where his work included the re-entry challenges of the Columbia Space Shuttle and early Mars-related projects. He later spent more than eight years with IBM in Austin, contributing to WebSphere technology, mainframe systems, and Y2K challenges in banking and finance.

His career also extended into higher education, including a professorial role at the University of Texas at Austin, where he taught undergraduate and graduate students about algorithms and operating systems.

From Research to Learning Impact

For Dr. Gopalakrishnan, science has never been limited to laboratories or institutions. His deeper mission has been to make complex scientific ideas accessible and meaningful to learners.

Over the years, he has mentored more than 1,000 IT aspirants, students, and working professionals while also training executives from organisations including Cognizant, Infosys, IBM, Oracle, Wipro, Standard Chartered Bank, and Citigroup. His technical expertise spans C, C++, Python, Java, MATLAB, Robotics, and Artificial Intelligence.

His educational philosophy rests on four principles:

Curiosity before memorization
students learn better when they understand why a concept matters.

Interdisciplinary thinking
future breakthroughs increasingly emerge where disciplines overlap.

Application before abstraction
theory becomes powerful when connected to real problems.

Mentorship as multiplication
one inspired teacher can influence many more.

Advancing Space and STEM Education



As the Founder and CEO of Dr. Ashok's Academy for Excellence in Education, established in 2020, he has continued to build platforms that foster scientific curiosity, innovation, and career development. His professional experience also includes roles as Professor Emeritus, STEM Educator for NASA, NASA Space Apps Ambassador, and, since December 2025, Scientist Emeritus with India Space Week.

Integrating AI with Space and Scientific Computing



He has consistently advocated for the integration of Artificial Intelligence, Machine Learning, and Data Science with space exploration, autonomous systems, and scientific computing. For business leaders, the lesson is significant: the next wave of innovation will come not from technology in isolation, but from combining disciplines, data, and human judgement.

Recognition and Honours

His contributions have been recognised through several honours, including the Indian Achievers Award for Excellence in Education in 2017, recognition as one of the Top 100 Leaders in Education in 2019, and recognition as an IBM WebSphere Champion in 2013.



2013 –
IBM WebSphere Champion



2017 –
Indian Achievers Award for Excellence in Education



2019 –
Top 100 Leaders in Education

A Message for Leaders, Educators and Innovators

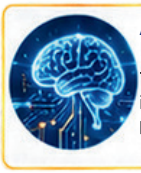
For entrepreneurs, educators, and C-Suite leaders, Dr. Gopalakrishnan's journey carries a clear message: continuous relevance comes from continuous learning. As Artificial Intelligence, space technology, and advanced computing reshape industries, organisations need leaders who can cross boundaries, connect ideas, and cultivate talent. His career reminds us that the future belongs not merely to specialists but also to those who can integrate knowledge and turn it into meaningful progress.

> "Knowledge creates its greatest value when it moves beyond expertise and becomes a force that inspires curiosity, builds capability and prepares people to solve problems that do not yet have obvious answers."
>
> – Dr. Ashok Gopalakrishnan

A Continuing Journey Towards a Brighter Tomorrow



Space Science
Exploring new frontiers for a better tomorrow.



Artificial Intelligence
Tuning data into meaningful possibilities.



STEM Education
Nurturing curious minds to shape a brighter world.



Mentorship
Empowering the next generation of problem solvers.



Continuous Learning
Because the future always belongs to lifelong learners.

Jitin Aditya Kapur: Helping Global Businesses Navigate India with Clarity, Structure and Strategic Foresight



For international businesses, entering India is rarely a single legal or tax decision. It is a sequence of interconnected choices involving structure, regulation, capital, compliance, governance, taxation and long-term operating strategy. Jitin Aditya Kapur, Chartered Accountant, Master of Laws and Founder of Chaitanya Global, has built his professional journey around helping businesses make those choices with greater clarity.

With more than 15 years of experience across Big 4, corporate and advisory environments, Kapur works at the intersection of finance, tax, law and cross-border business. His early career at KPMG India, where he spent nearly seven years, gave him exposure to complex tax and advisory matters. He later co-founded Kapur Mehta & Associates in 2014, building deeper expertise in taxation, litigation, FEMA, transfer pricing, strategic finance and regulatory advisory.

Building an India-Side Advisory Platform

In 2025, Kapur founded Chaitanya Global with a clear objective to support international businesses seeking to establish, operate and grow in India.

The firm's work spans India market-entry strategy, entity structuring, FDI and FEMA, resident-director support, international tax, transfer pricing, finance, compliance and governance. It also collaborates with overseas CFA, accounting, legal and advisory firms that require a dependable India-side partner.

For global businesses, this integrated approach matters because India's opportunity comes with complexity. Decisions around entity type, capital structure, tax exposure, withholding obligations, transfer pricing and regulatory reporting can have consequences long after a company enters the market.

Kapur's approach therefore centres on four principles:

Structure before scale: market entry should align with with the right legal, tax and operating framework.

Compliance with corporate and local context: regulation can understand alongside business objectives.

Cross-border coordination: global and Indian advisors need to work as one team, not in silos.

Governance from day one: stronger controls early can prevent expensive disputes later.

From Taxation to Strategic Decision-Making



Kapur's work extends beyond setup and compliance. His experience includes tax litigation and dispute resolution, strategic finance, M&A, due diligence, restructuring and virtual CFO advisory.

That broader perspective is especially relevant for C-Suite leaders. Tax is not merely a reporting obligation; it can influence capital allocation, transaction design, cash flow, risk and even the feasibility of expansion. Likewise, transfer pricing is not simply documentation-it is part of how multinational businesses explain and defend value creation across jurisdictions.

His legal studies, including an LL.M. in banking, corporate, finance and securities law, complement his effective accounting, accounting background and strengthen his ability to view business decisions through both financial and legal lenses.

India's Growing Opportunity for Global Businesses

India's economic opening since the 1991 reforms has steadily expanded opportunities for foreign businesses, but greater opportunity has also brought greater regulatory sophistication.

For international companies, understanding India therefore requires both technical knowledge and commercial judgement. Decisions around tax, regulatory compliance, governance and market entry must be aligned with long-term business objectives and the realities of the evolving Indian economy.

India: A Compelling Market for Global Businesses

Large Market
Expanding consumer base and economic growth.

Reforms & Opportunities
Since 1991, increasing openness for global businesses.

Regulatory Sophistication
Greater compliance and governance requirements.

Long-Term Potential
Strategic opportunities across multiple sectors.

A Strategic Lesson for Business Leaders

For entrepreneurs and business leaders, Kapur's journey offers a valuable lesson: successful market entry is not about entering quickly; it is about entering correctly.

As India continues attracting global capital and international businesses, advisors who can connect regulatory detail with commercial strategy will become increasingly important.

> *"Cross-border growth becomes sustainable when tax, law, finance and business strategy are aligned from the beginning- not corrected after problems appear."*
>
> – Jitin Aditya Kapur

Building the Bridge for Global Growth



Through **Chaitanya Global**, Jitin Aditya Kapur is building precisely that bridge-helping businesses navigate India with structure, foresight and the confidence to grow for the long term.

His career reflects a strong commitment to dispute resolution and practical outcomes. He has received Chairman Appreciation Awards for tax savings and the effective closure of tax litigation, reinforcing his belief that advisory work should ultimately reduce uncertainty and improve decision-making.

NP Jewels LLP: Building a Jewellery Brand Around Trust, Craftsmanship and Timeless Value



In fine jewellery, design may attract attention, but trust creates lasting customer relationships, **NP Jewels LLP,** based in Gurugram, has built its identity around this understanding. Led by partners **Mr. Pradeep Chauhan and Mrs. Payal Chauhan,** the company combines Indian design sensibilties, quality craftsmanship, transparent pricing and personalised service to create a jewellery experience that feels both premium and dependable.

Incorporated on September 15, 2021, NP Jewels LLP operates from Gold Souk Mall, Sector 43, Gurugram. The brand specialises in diamond jewellery, gold, Polki, precious gemstones and solitaires, serving customers across weddings, engagements, festive celebrations, gifting and everyday luxury.

A Business Built on More Than Ornamentation

Jewellery is one of the few product categories where financial and emotional value often exist together. A necklace, ring or bracelet may represent an investment, but it may also carry family memory, tradition and personal identity. For NP Jewels, this makes every sale more than a retail transaction.

The company's philosophy is shaped around four priorities:

Quality and purity: careful material selection, attention to finishing and a strong focus on certified jewellery.

Craftsmanship: skilled artisans and detailed execution remain central to the design process.

Transparency: transparency and encouragement to understand the product, its value and the choices available.

Personalisation: buying jewellery is treated as a guided experience rather than a standard counter sale.



Where Indian Heritage Meets Contemporary Taste

NP Jewels draws inspiration from Indian culture and the beauty of nature while balancing traditional and modern design techniques. Its collections range from delicate necklaces and bracelets to statement earrings, rings and occasion-led pieces.

The brand's positioning reflects a broader shift in the jewellery market. Customers increasingly look for pieces that can move across generations, occasions and styles. A wedding purchase may still be rooted in tradition, but buyers also seek versatility, sophistication and contemporary relevance.

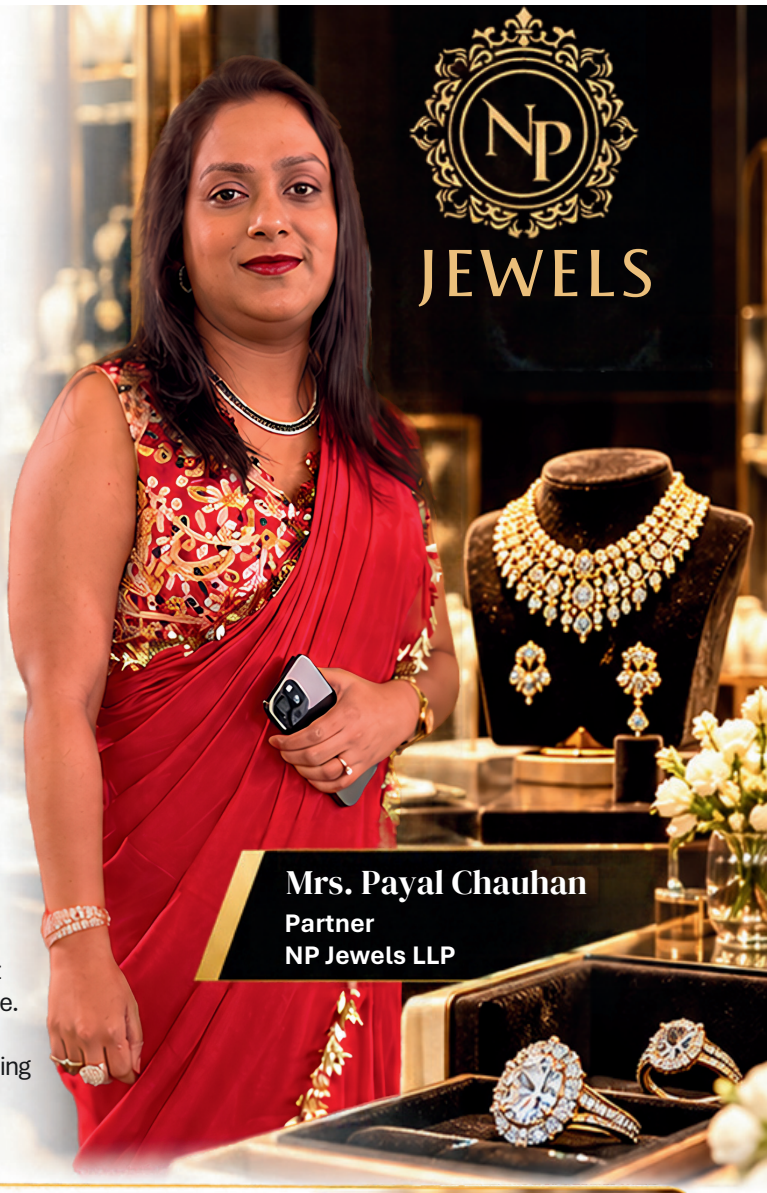
For NP Jewels, this creates an opportunity to combine heritage aesthetics with evolving customer expectations without losing the emotional character that gives jewellery its enduring appeal.

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Partnership as a Foundation for Growth

Mr. Pradeep Chauhan and Mrs. Payal Chauhan bring a shared focus to building NP Jewels as a customer-centric jewellery brand. Their partnership supports decisions across product selection, presentation, customer engagement and the long-term direction of the business.

For entrepreneurs and C-Suite leaders, the company offers an important lesson: in premium retail, differentiation is rarely created by product alone. It comes from the complete experience surrounding that product. Trust, presentation, consistency, after-sales confidence and relationship-building can become as important as design itself.

> *Jewellery earns lasting value when craftsmanship, quality and trust come together. A beautiful piece may begin the relationship, but confidence is what brings a customer back.*
>
> - NP Jewels LLP



Building for the Long Term

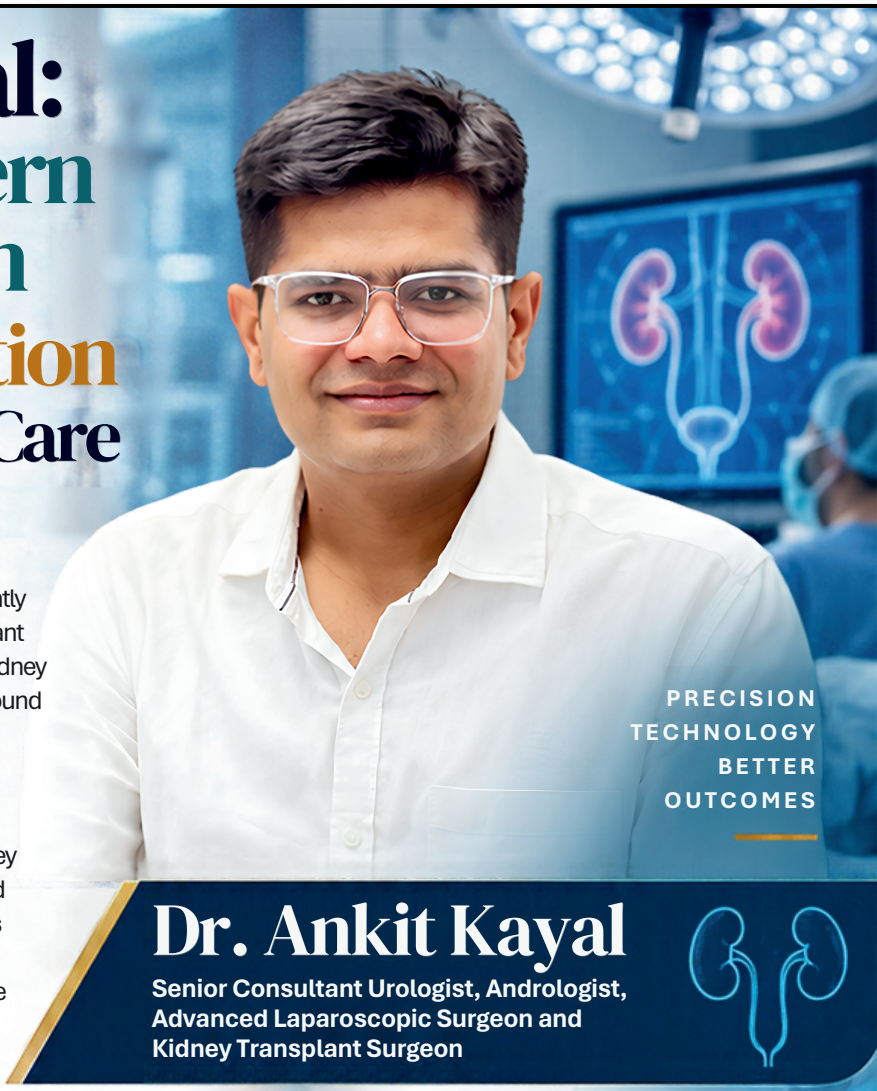
As NP Jewels strengthens its presence in Gurugram, its long-term opportunity lies in building reputation through repeat customers, referrals and high service standards. In jewellery retail, trust can compound over time because one satisfied customer often influences an entire family or social circle.

The larger vision is not simply to sell diamond, gold or Polki jewellery. It is to build a destination where customers feel confident about what they buy, why they buy it and whom they buy it from.

For NP Jewels LLP, sustainable growth will come from preserving that balance: modern design with Indian character, premium presentation with transparency, and business ambition with the personal trust that has always defined meaningful jewellery relationships.



Dr. Ankit Kayal: Advancing Modern Urology Through Precision, Innovation and Patient-Centred Care



Dr. Ankit Kayal
Senior Consultant Urologist, Andrologist, Advanced Laparoscopic Surgeon and Kidney Transplant Surgeon

In modern healthcare, progress is increasingly defined not only by what can be treated, but by how precisely, safely and efficiently treatment can be delivered. For Dr. Ankit Kayal, Senior Consultant Urologist, Andrologist, Advanced Laparoscopic Surgeon and Kidney Transplant Surgeon, that principle has shaped a career built around advanced endourology, minimally invasive surgery and better patient outcomes.

Based in Jaipur, Dr. Kayal has performed more than 25,000 urological procedures, giving him clinical exposure across kidney stones, prostate disease, reconstructive urology, andrology and complex urinary conditions. His professional journey combines rigorous surgical training with a consistent focus on adopting technologies that can reduce discomfort, shorten recovery time and improve treatment precision.

From Surgical Training to Advanced Urology

Dr. Kayal's medical foundation began with MBBS at SMS Medical College, followed by postgraduate surgical training and an MCh in Urology. His advanced learning included exposure to specialist centres in India and abroad, including endourology training in Hong Kong and fellowship experience in Shanghai, China.

He also trained at institutions such as Muljibhai Patel Urological Hospital in Nadiad and the Asian Institute of Nephrology and Urology in Hyderabad. These experiences helped shape his expertise in advanced endourology, laser procedures, urinary stone management and minimally invasive urological surgery.

Since 2018, he has led Kayal Urocentre in Jaipur, while also serving as Senior Consultant at Bombay Hospital Jaipur from 2024.

Why Minimally Invasive Urology Matters

The evolution of urology over the last two decades has been significant. Procedures that once required larger incisions and longer hospital stays can increasingly be managed through endoscopic, laser-assisted and laparoscopic techniques.
Dr. Kayal's clinical practice reflects this shift through procedures such as:

- HOLEP for selected patients with prostate enlargement
- **RIRS for** laser-assisted treatment of kidney stones
- Advanced endourology and laparoscopic urology
- Kidney transplant surgery
- **Andrology and** men's health procedures
- Minimally invasive options including UroLift, Rezūm, iTind and Prostate Artery Embolization

He has also been associated with the adoption and promotion of ZSR Stapler Circumcision and Rezūm Water Vapor Therapy in Rajasthan.

Building a Patient-First Clinical Philosophy



Beyond surgery, Dr. Kayal places strong emphasis on patient education, early diagnosis and evidence-based decision-making. Urological conditions are often delayed because of embarrassment, lack of awareness or the assumption that symptoms are a normal part of aging.

That delay can increase complexity. Better outcomes often begin with earlier consultation, clearer diagnosis and informed treatment choices.

His approach can be understood through four priorities:



1. Precision in diagnosis before intervention
2. Personalised treatment rather than one-size-fits-all surgery
3. Minimally invasive care wherever clinically appropriate
4. Clear communication that helps patients understand options and expectations

> *Technology can make treatment less invasive, but the real responsibility of a surgeon is to combine innovation with judgement, safety and a clear understanding of what is right for each patient.*
>
> - Dr. Ankît Kayal

Contributions to Research and Medical Education

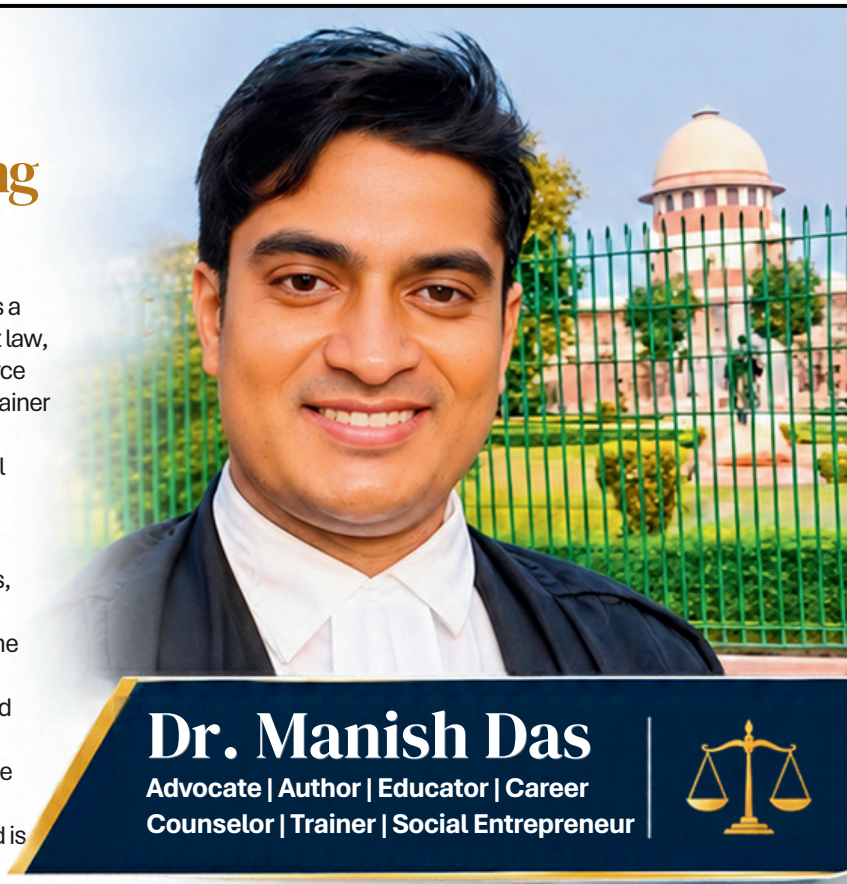
Dr. Kayal has also contributed to more than 20 international journal publications and has been actively involved in medical education, research and scientific conferences.

A Broader Lesson for Healthcare Leaders

For entrepreneurs and healthcare leaders, his journey offers a broader lesson about innovation: progress is most valuable when it solves a real problem, improves outcomes and earns trust.

As urology continues to evolve through lasers, robotics, image-guided procedures and new minimally invasive therapies, Dr. Ankit Kayal's work reflects a practical model for modern healthcare leadership-one built on continuous learning, evidence, precision and a commitment to making advanced treatment more accessible and patient-centric.

Dr. Manish Das: Building a Multidisciplinary Career Around Law, Learning and Social Impact



Dr. Manish Das
Advocate | Author | Educator | Career Counselor | Trainer | Social Entrepreneur

In an age of increasing specialization, **Dr. Manish Das** represents a different model of professional growth-one built on the belief that law, education, entrepreneurship and social responsibility can reinforce one another. An advocate, author, educator, career counselor, trainer and social entrepreneur, he has spent more than two decades building a career across courtroom practice, writing, professional development and public engagement.

Based in Assam and associated with legal practice before the Supreme Court of India, the Gauhati High Court, and other courts, Dr. Das has worked across civil, criminal, corporate, cyber, and human rights matters. What distinguishes his journey is the way he has extended his professional knowledge into education, mentorship, and community initiatives. His journey is also shaped by the influence of his mother, **Rupali Baruah Das**, North East India's first lady career counsellor, a distinction she has held since 1989. A former teacher at four schools, including CBSE schools, she is the co-author of more than 12 books alongside her son and is also a social worker and a distinguished lady of society at large.

From Legal Practice to Knowledge Leadership



Dr. Manish Das academic foundation began with law, but his learning journey expanded into business administration and doctoral-level studies. That multidisciplinary orientation has shaped an outlook in which legal reasoning, business understanding and communication are treated as complementary skills.

His work as an author and editor reflects the same philosophy. He has written legal and professional material intended to make complex subjects more accessible while engaging with students and professionals through lectures, training programmes and academic events.

A Remarkable Journey as an Author



Writing has become one of the strongest dimensions of Dr. Das's professional identity. He achieved the notable milestone of authoring 36 books in 36 months and has now crossed more than 40 books. For him, authorship is not simply about producing titles, it is about turning experience, observation and learning into structured knowledge that remains useful to readers over time.

For business leaders, this offers an important lesson: expertise creates greater value when it can be translated, explained and applied.

Education as a Long-Term Social Investment



Another defining aspect is his engagement with career counselling and educational development. His involvement in education and guidance initiatives dates back to around 2000, including work alongside his mother, Mrs. Rupali Baruah Das.

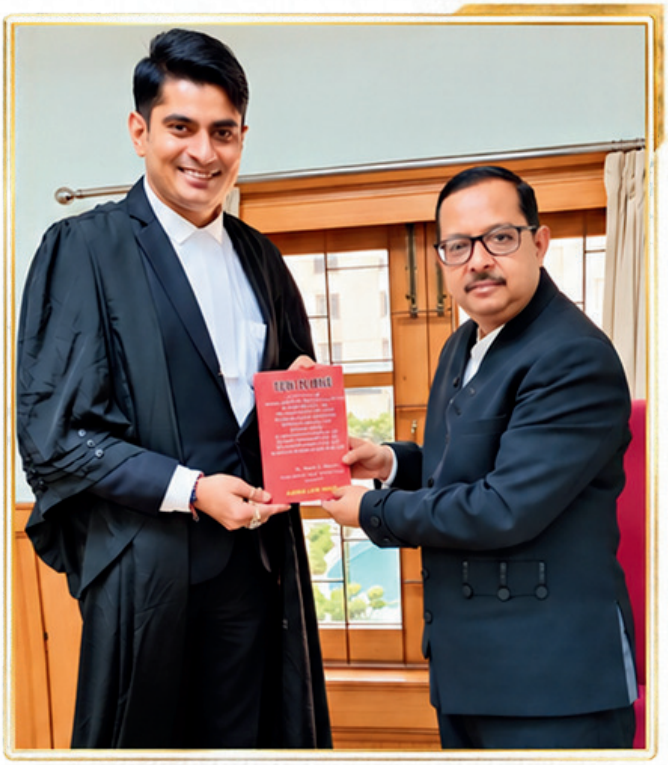
These initiatives have included career counseling, student guidance, scholarship support, personality development, educational assistance and professional training. His objective has been to help students and young professionals make informed choices about education and careers.

He has also supported rural education and free legal assistance for economically disadvantaged individuals. Here, education becomes a tool for mobility, awareness and access.

A New Chapter in Public and Political Engagement

In 2026, Dr. Manish Das began a new chapter in public life through political engagement. According to the details provided for this profile, he serves as State President, Legal Cell, Assam, Lok Janshakti Party (Ram Vilas).

The role extends his engagement with law, public awareness and social issues into a political and organisational platform, with a stated focus on legal awareness, public engagement and organisational development in Assam.



Dr. Manish Das

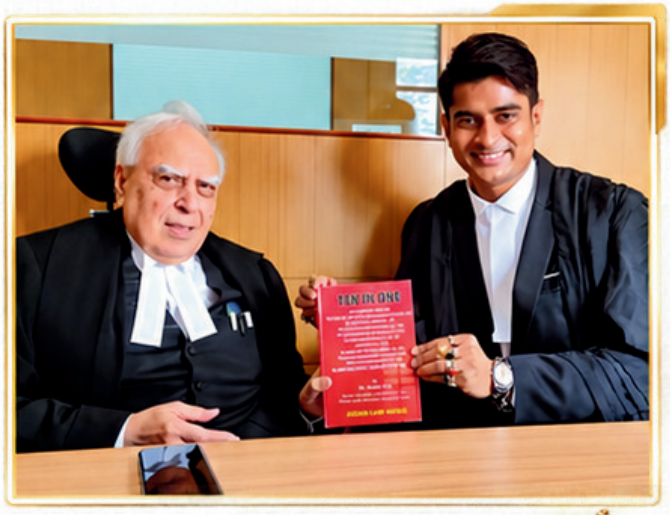
State President – Legal Cell, Assam
Lok Janshakti Party (Ram Vilas)

Mobile: 7002051900
Email: ljprdrmanishdas@gmail.com
Office: 545, DEBABALA ENCLAVE, K.C. GOGOI PATH, GABHRUPATHAR, DIBRUGARH

A Professional Philosophy Built on Integration

Dr. Manish Das career can be understood through four recurring principles:

- **Knowledge should be practical, not ornamental.**
- **Education should expand opportunity, not simply credentials.**
- **Professional success should include social responsibility.**
- **Continuous learning is essential in a changing economy.**



His family background reflects public service and education across generations. Published biographical material identifies his grandfather, Late Radhika Ram Das, as a freedom fighter, senior advocate, former state minister and former Principal of University Law College, while his father, Late Kulendra Das, served as a Class-I Gazetted Officer in the Assam Forest Department.



> *Professional success becomes meaningful when knowledge is used not only to build a career, but also to guide, educate and create opportunities for others.*
> - Dr. Manish Das

A Broader Leadership Insight

For entrepreneurs and C-Suite professionals, Dr. Manish Das's journey offers a broader leadership insight: modern careers do not always need to follow a single track. The ability to connect disciplines can create stronger judgement, wider perspective and deeper impact.

His continuing work across law, education, writing, entrepreneurship, social welfare and public engagement reflects a career built around a larger mission–to keep learning, keep contributing and use professional experience as a platform for meaningful social value.

Shaantanu Ghosh

Global Strategist, Entrepreneur, Author and Thought Leader



From pioneering knowledge-driven business models to advising on international strategy and institutional transformation, Shaantanu Ghosh brings an execution-focused perspective to complex economic challenges.

In a world where economic opportunity increasingly depends on the interaction between business, government, capital and institutions, strategic leadership demands more than commercial acumen. It requires the ability to understand how these systems work together, anticipate how they are changing, and translate that understanding into sustainable economic value.

This intersection has shaped the professional journey of Shaantanu Ghosh over more than three decades, spanning entrepreneurship, business transformation, international advisory and institutional strategy. His professional journey has taken him across the world, where his work has involved connecting commercial opportunity, investment priorities and the institutional frameworks needed to turn strategy into results. His distinguishing perspective comes from understanding both sides of the equation: what institutions seek to achieve and what businesses and investors require to commit resources and execute successfully.

Building Businesses and New Capabilities

Shaantanu began his career in the early 1990s, at a time when technology was starting to reshape the way businesses operated. In the late 1990s, he was involved in building one of India's early back-office IT-enabled services operations, entering a sector that would subsequently become a significant component of the country's global business services industry. He later introduced Knowledge Management frameworks for Indian businesses and thereafter went on to build Legal Process Outsourcing ventures when that field was still emerging.

- **IT-Enabled Services Operations**
- **Knowledge Management Frameworks**
- **Legal Process Outsourcing Ventures**

These pioneering experiences reflect an important dimension of his professional outlook: the willingness to engage with new business models before their potential is fully established. They also provided an early grounding in the relationship between technology, organisational capability, process innovation and business transformation.

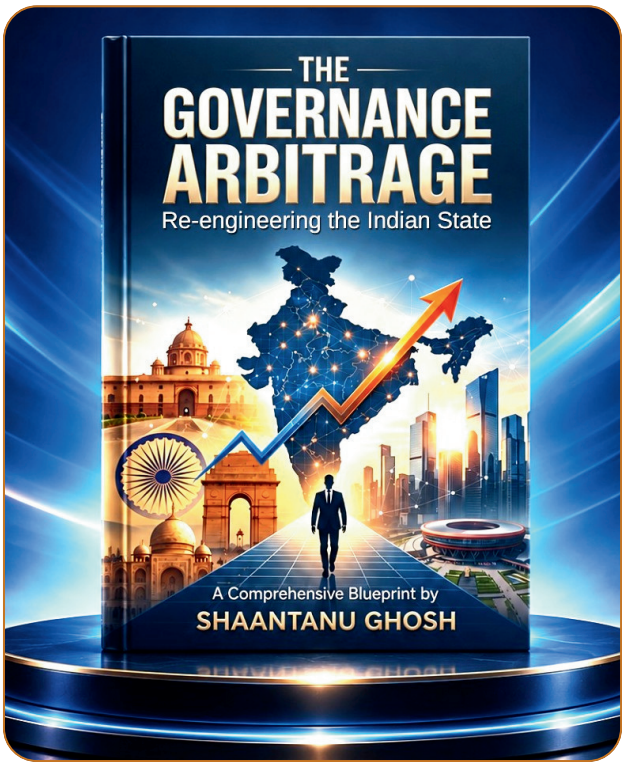
His international advisory experience extends across diverse sectors and institutional contexts, including economic development, healthcare systems, digital transformation, renewable energy, infrastructure and public sector strategy. Rather than viewing these as isolated assignments, Shaantanu approaches them through a common framework: understanding the underlying problem, identifying structural constraints and designing practical pathways to implementation.

Strategy Beyond Conventional Boundaries

Shaantanu believes that success often depends on factors that are less visible in a financial model: institutional effectiveness, regulatory predictability, decision-making processes, stakeholder alignment and execution capability. Sustainable growth, in his view, depends not only on identifying the right opportunity but also on understanding the system within which that opportunity must be realised.

This perspective is particularly relevant to emerging markets, where substantial investment opportunities can coexist with complex operating environments.

Thought Leadership and the Governance Imperative



Drawing on his diverse experience across business, investment and institutional environments, his latest book – ***The Governance Arbitrage: Re-engineering the Indian State*** – examines how better-designed systems can improve the economic value generated by existing public resources. The underlying proposition challenges the tendency to treat governance primarily as a matter of compliance or administration.

Its central theme is that development depends not only on the resources an institution commands, but on how effectively it deploys them. The significance of his book extends beyond any single country. As emerging economies seek to attract investment, strengthen competitiveness and deliver more inclusive growth, the effectiveness of institutions becomes an increasingly important part of the strategic conversation.

As India advances towards its 2047 development ambition, Shaantanu believes institutional capability will be as important as capital mobilisation. State governments, in particular, can become stronger economic platforms by improving predictability, coordinating development priorities and creating conditions in which investment translates into productive activity.

A Multidisciplinary Perspective on Leadership



Shaantanu's professional interests extend beyond commercial advisory. As Secretary General of Tristar Global Humanitarian Trust (USA), and as Advisor to multilateral organizations, including to H.E Sheikh Khaled Bin Hamad Al Khalifa, he has been involved in initiatives connected to healthcare, global investments, economic development, agriculture, rural development, renewable energy and environmental infrastructure, particularly across Asia, Middle East and Africa.

These areas present a different but closely related dimension of leadership: the use of strategy, collaboration and institutional understanding to address long-term development challenges across sectors and geographies.

Key Areas of Engagement

- Healthcare
- Global Investments
- Economic Development
- Agriculture & Farmer Support
- Renewable Energy
- Environmental Infrastructure

"Leadership is the ability to see beyond boundaries, bring disparate capabilities together and turn complex challenges into meaningful outcomes."
- Shaantanu Ghosh



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FROM AI EXPERIMENTS TO REAL ROI:

HOW COMPANIES ARE FINALLY MAKING AI PAY

Many companies started their AI journey with pilots and experiments, but real value comes when AI is applied with a clear strategy, the right data and measurable outcomes. Here's how leading businesses are turning AI from an experiment into real, tangible ROI.



1 DEFINE A CLEAR BUSINESS GOAL

Start with a specific business problem and a measurable value, not just technology exploration.

2 USE HIGH-QUALITY DATA

Reliable, well-structured data is the foundation for accurate insights and better results.

3 FOCUS ON HIGH-VALUE USE CASES

Prioritize use cases that directly impact revenue, cost savings or customer experience.

4 START SMALL, SCALE SMART

Begin with focused pilots, prove value and then scale across teams and functions.

5 INTEGRATE AI INTO WORKFLOWS

Embed AI into existing processes and drive real adoption and day-to-day impact.

6 MEASURE AND TRACK ROI

Set clear metrics and continuously monitor performance to demonstrate tangible business value.

7 BUILD THE RIGHT TALENT AND TEAMS

Combine business expertise with AI skills to ensure successful implementation.

8 ADDRESS ETHICS AND GOVERNANCE

Ensure responsible AI use with clear policies, data security and bias mitigation.

9 DRIVE ORGANIZATIONAL ADOPTION

Focus on change management, training and clear communication to build trust and usage.

10 CONTINUOUSLY IMPROVE

Learn from results, use models and explore new opportunities to increase impact over time.

> "AI delivers real ROI when it solves real problems, at scale, with the right strategy, people and data."

THE CEO PRODUCTIVITY STACK:
15 TOOLS THAT CAN SIMPLIFY YOUR WORKDAY

Today's CEOs juggle strategy, people, meetings and decisions. The right tools can save time, improve focus and help you get more done with less effort. Here are 15 powerful tools that can simplify your workday and boost your productivity.



1 NOTION
Oversee notes, projects, documents and your entire workflow in one place.

2 SLACK
Keep your team connected and collaborate in real time.

3 GOOGLE WORKSPACE
Work, collaborate and manage everything with Gmail, Drive, Docs and more.

1 ZOOM
Host and join virtual meetings, webinars and team discussions seamlessly.

5 ASANA
Manage tasks, delegate work and keep your team aligned on goals.

6 CALENDLY
Eliminate back-and-forth emails and make scheduling meetings effortless.

7 CHATGPT
Get instant insights, connections, and content to work faster and smarter.

8 FIGMA
Design, collaborate and create visual content with your team in real time.

9 MONDAY.COM
Plan, track and manage projects with a clear view of progress.

10 TRELLO
Visualise your work, prioritise tasks and stay organised.

11 GRAMMARLY
Write clear, professional and error-free communication in seconds.

12 CANVA
Create professional and error-free communication in seconds.

13 LOOM
Record quick videos to explain ideas, share updates and save time on long meetings.

14 ZAPIER
Automate repetitive tasks and connect your favourite apps to save time.

15 CLICKUP
All-in-one productivity platform to manage tasks, documents, goals and team collaboration.

> The right tools don't just save time -
> they give you the freedom to focus on what truly matters.

THE FACTORY THAT THINKS:
HOW AI IS REINVENTING MANUFACTURING

AI is transforming manufacturing from reactive operations to intelligent, self-optimising systems. From predictive maintenance to real-time decision-making, AI is helping factories think, adapt and deliver higher efficiency, quality and resilience.



1


REAL-TIME VISIBILITY

AI collects and analyses data from machines, sensors and processes to give real-time visibility across the factory floor.

2


PREDICTIVE MAINTENANCE

AI detects potential equipment failures byproducing downtime and keeping production running smoothly.

3


HIGHER PRODUCTIVITY

Intelligent automation and AI-driven optimisation increase output, improve resource utilisation and minimise waste.

4


BETTER QUALITY CONTROL

AI-powered vision systems identify defects with high accuracy, ensuring consistent quality and fewer reworks.

5


DATA-DRIVEN DECISIONS

AI turns factory data into actionable insights, enabling faster, more informed and more accurate decision-making.

6


SMARTER SUPPLY CHAINS

AI helps forecast demand, optimise inventory and improve supply chain resilience in a changing market.

7


MORE SUSTAINABLE OPERATIONS

By optimising energy use, reducing waste and improving resource efficiency, AI supports a greener and more sustainable manufacturing.

8


EMPOWERED WORKFORCE

AI handles repetitive tasks and gives teams better tools, allowing people to focus on high-value, more strategic work.

> The factories of the future won't just be automated, they will be intelligent, adaptive and always learning.

ONE DECISION THAT CHANGED EVERYTHING: LESSONS FROM LEADERS WHO BUILT SUCCESSFUL COMPANIES

Behind every great company is a defining decision - a bold choice that changed the course of the journey. Here are key lessons from successful leaders on how one decision can create new opportunities, unlock growth and build a lasting impact.



1 HAVE A CLEAR VISION

Successful leaders make decisions based on a long-term vision, not short-term comfort.

2 TAKE CALCULATED RISKS

They step out of their comfort zone, evaluate the risks and take bold action when the opportunity is right.

3 EMBRACE CHANGE

Many leaders turned challenges into opportunities by being open to change and adapting quickly to new realities.

4 INVEST IN THE RIGHT PEOPLE

They make decisions that attract, empower and retain talented people who share the vision.

5 FOCUS ON CUSTOMERS

Great leaders prioritize customer needs and build solutions that create real value.

6 PIVOT WHEN NEEDED

They are not afraid to change direction when the market needs and build solutions that offers greater potential.

7 LEARN FROM SETBACKS

Setbacks often lead to the most important decisions. Successful leaders use failures as learning opportunities.

8 STAY COMMITTED

Since the decision is made, they stay focused, execute consistently and inspire their teams to turn the vision into reality.

> A single, well-thought-out decision can open doors you never imagined and create a future beyond expectations.

HOW GREAT LEADERS COMMUNICATE DURING DIFFICULT SITUATIONS

Difficult situations create uncertainty, stress and tough decisions. Great leaders communicate with clarity, empathy and confidence, helping their teams stay focused, calm and resilient.



1



BE HONEST AND TRANSPARENT

Share the real situation, not a long what is real, what is uncertain, with what steps are being raion. Honesty builds trust, even when the news is difficult.

2



LISTEN ACTIVELY

Give people space to share their concerns and perspectives. Listening helps you understand challenges on the ground and uncover valuable insights.

3



SHARE A CLEAN DIRECTION

Explain the bigger picture, the rationale behind decisione, and the gain forward. A clear direction reduces confusion and keeps everyone aligned.

4



SHOW EMPATHY AND SUPPORT

Acknowledge the human impact, recognize concerns and show care and respect for your team's well-being. Empathy strengthens loyalty and motivation.

5



BE CALM AND CONFIDENT

Your tone and body language make a lasting path and composed help reduce anxiety and gives othass confidence during uncertain times.

6



FOCUS ON SOLUTIONS

Don't just highlight problems - justify your options, involve your team in finding solutions and encourage a proactive handest.

7



KEEP TEAMS CONNECTED

Communicate regularly, provide updates, and ensure a clear under riuzat bvar role. Consistent communication provams rounours and maintains focus.

8



LEARN AND ADAPT

After the situation improves, reflect on what worked, what didn't and how communication can be even better in the future.

> In difficult times, people may forget what you said, but they will always remember how you made them feel.

HOW TO TURN LINKEDIN INTO A CONSISTENT LEAD GENERATION MACHINE

Linkedin is not just a professional networking platform - it's one of the most powerful channels for B2B lead generation. With the right strategy and consistent effort, you can attract the right audience, build relationships and create a steady flow of high-quality leads.



1 OPTIMISE YOUR PROFILISTOR FOR CONVERSIONS

Use a clear headline, compelling summary and relevant keywords to attract the right audience and build credibility.

2 SHARE VALUABLE, CONSISTENT CONTENT

Post insights, case studies, industry trends and practical tips that solve your audience's problems.

3 CONNECT WITH THE RIGHT PEOPLE

Find a targeted network of prospects, industry peers and content-makers, not just random connections.

4 ENGAGE GENUINELY

Comment on posts, participate in discussions and acknowledge others' content to stay visible and build relationships.

5 USE LINKEDIN'S TOOLS STRATEGICALLY

Leverage Sales Navigator, LinkedIn Group, and advanced search to find and engage with high-value prospects.

6 NURTURE RELATIONSHIPS OVER TIME

Use personalised messages, follow-ups and relevant content to build trust and move prospects through the buying journey.

7 TRACK, IMPROVE AND STAY CONSISTENT

Monitor what content and outreach work best, refine your approach and stay consistent to create a steady flow of quality leads.

> LinkedIn isn't just about getting noticed - outreach "outreved "outreach it's about building meaningful relationships that turn into real opportunities.

WHY CUSTOMERS SAY NO:
10 SALES MISTAKES LEADERS NEED TO FIX

Even great products and talented teams face rejection. Understanding why customers say no helps sales leaders fix the right problems, improve their approach, and close more deals.



1 **NOT UNDERSTANDING THE REAL NEED**

Sales teams often focus on their product instead of the customer's actual problem.

2 **TALKING TOO MUCH AND LISTENING TOO LITTLE**

Customers are interest when salespeople dominate the conversation instead of listening.

3 **FAILING TO SHOW CLEAR VALUE**

If customers can't see the specific benefits, they won't move forward.

4 **FOCUSING ONLY ON PRICE**

If customers can't see the price to more objections, Customers want value, not just a lower cost.

5 **POOR TIMING**

Reaching out at the wrong time or not recognizing the customer's buying cycle can lead to a quick "no."

6 **LACK OF TRUST AND CREDIBILITY**

Customers say no when they don't feel confident in the salesperson or the company.

7 **NOT INVOLVING THE RIGHT STAKEHOLDERS**

Missing key decision makers can stall the deal, no matter how strong the solution is.

8 **OFFERING A ONE-SIZE-FITS-ALL SOLUTION**

Generic pitches don't work. Customers expect solutions tailored to their unique challenges.

9 **IGNORING OBJECTIONS**

Dismissing or not addressing concerns creates doubt and pushes customers away.

10 **NOT FOLLOWING UP CONSISTENTLY**

Many deals are lost because sales teams don't follow up with relevant information and next steps.

> Every "no" is a chance to learn.
> Fix the right mistakes, and you'll hear more "yes."

THE SKILLS EVERY PROFESSIONAL WILL NEED TO STAY RELEVANT IN 2027

The world of work is changing faster than ever. To stay relevant in 2027, professionals need more than technical knowledge - they need a mix of human, digital and strategic skills that help them adapt, create value and grow in an AI-driven world.



1 AI AND DIGITAL LITERACY
Understand and effectively use AI tools and digital technologies to work smarter, faster and more efficiently.

2 EFFECTIVE COMMUNICATION
Clearly express ideas, collaborate across teams and influence stakeholders in hybrid and global work environments.

3 CRITICAL THINKING
Analyse information, question assumptions and make better, more informed decisions.

4 PROBLEM-SOLVING
Find practical solutions to complex challenges and stay calm in uncertain situations.

5 ADAPTABILITY AND FLEXIBILITY
Embrace change, learn new skills quickly and stay resilient in a fast-evolving work landscape.

5 LEADERSHIP MINDSET
Take ownership, inspire others and create a positive impact, regardless of your role or title.

7 EMOTIONAL INTELLIGENCE
Understand your emotions, build strong relationships and work better with diverse teams.

8 CREATIVITY AND INNOVATION
Think differently, generate new ideas and find innovative ways to create value.

9 TIME MANAGEMENT
Prioritise effectively, eliminate distractions and focus on high-value work.

10 CONTINUOUS LEARNING
Stay curious, upskill regularly and keep your knowledge relevant in an AI-driven world.

> The most successful professionals in 2027 won't just keep up with change - they will learn, adapt and lead it.

HOW GREAT LEADERS GIVE FEEDBACK WITHOUT DESTROYING MOTIVATION

Effective feedback is not about pointing out mistakes - it's about helping people grow. Great leaders know how to be honest, supportive and constructive, so their teams stay motivated, engaged and high-performing.



1 CREATE A SAFE ENVIRONMENT

Make feedback a normal part of work by building a culture of trust, respect and open communication.

2 BE SPECIFIC AND CLEAR

Focus on actual behaviour and earntves instead of giving vague or gantoal comments.

3 BALANCE STRENGTHS AND AREAS TO IMPROVE

Acknowledge what's working well along with what can be better.

4 FOCUS ON GROWTH, NOT BLAME

Frame feedback as an opportunity to learn and develop, rather than as a criticism.

5 MAKE IT A TWO-WAY CONVERSATION

Listen to their perspective, ask for input and encourage open dialogue.

6 BE ACTIONABLE

Provide clear next steps and practical suggestions so they know exactly what to do.

7 KEEP IT FUTURE-FOCUSED

Focus on how they can improve and succued maving forward, not just on past malaties.

8 SHOW EMPATHY

Be honest, but also considerate of their feelings and perspective.

9 RECOGNISE EFFORT AND PROGRESS

Celebrate improvements and acknowledge their hard work to keep them motivated.

10 FOLLOW UP REGULARLY

Follow in on progress, provide ongoing support and keep the conversation going.

> Great feedback doesn't tear people down - it builds confidence, capability and stronger teams.

HOW SMART CEOS ARE USING AI TO SAVE 10 HOURS EVERY WEEK

Today's CEOs are using AI not just to work faster, but to think clearer, make better decisions and reclaim valuable time. Here are 10 practical ways they're using AI to save 10 hours every week.



1 AUTOMATE MEETING SUMMARIES

AI transcribes, summarizes and highlights key action items, so you never miss important details.

2 Draft and refine communications

Use AI to draft emails, reports and messages in seconds, saving hours of writing and editing time.

3 Research faster

Get quick, reliable insights from large amounts of information without spending hours searching.

4 Analyse data in seconds

Turn complex data into clear insights, charts and summaries to make faster, smarter decisions.

5 Plan and prioritise better

Use AI to organise your tasks, set priorities and create a focused daily plan.

6 AUTOMATE FOLLOW-UPS

Get AI to handle reminders, follow-ups and status updates so nothing slips through the cracks.

7 Create presentations quickly

Generate professional, on-brand slides and visual content in minutes, not hours.

8 Get strategic insights

Use AI to identify trends, opportunities and tisks, giving you a clearer picture for long-term growth.

9 Manage people more effectively

Get AI-powered suggestions for feedback, 1:1s and team updates, helping you be a more effective leader.

10 Stay organised across tools

Connect your apps and use AI to keep your information, files and schedules in one place.

> AI won't replace great CEOs, but it gives them something priceless - more time to focus on what only they can do.

10 BUSINESS TASKS YOU SHOULD STOP DOING MANUALLY

In today's fast-paced business environment, time is a valuable asset. Many routine tasks can be automated to the right tools and processes, helping you save time, reduce errors and focus on high-value work that truly drives growth.



1 EMAIL MANAGEMENT

Automate email sorting, filtering and responses to keep your inbox organized and save hours every week.

2 MEETING SCHEDULING

Use scheduling tools to eliminate back-end-forth emails and let others book time with you directly.

3 DATA ENTRY

Automate data collection and entry tasks to reduce manual effort, minimize errors and keep your data up to date.

4 REPORT GENERATION

Set up automated reports and dashboards to get real-time insights without manual work.

5 INVOICE PROCESSING

Automate invoice creation, sending, and tracking to get paid faster and maintain accurate records.

6 FOLLOW-UPS

Use automation to send reminders and follow-up emails so no opportunity or task is missed.

7 SOCIAL MEDIA POSTING

Schedule and automate your social media posts to maintain a consistent online presence without daily effort.

8 DOCUMENT MANAGEMENT

Automate file organization, backup, and document workflows to keep everything secure and accessible.

9 CUSTOMER SUPPORT

Use chatbots and automated responses to handle common queries and provide faster support.

10 TASK ASSIGNMENT

Automate task creation and assignment to ensure your ownership and better team collaboration.

> The most successful businesses don't work harder, they automate smarter and focus on what truly matters.

HOW TO BUILD YOUR OWN AI EXECUTIVE ASSISTANT WITHOUT CODING

An AI executive assistant can help you save time, stay organised and make better decisions. With today's no-code tools, anyone can build a powerful AI assistant without writing a single line of code. Here's a step-by-step guide to get you started.



1 DEFINE YOUR GOALS

Identify what you want your AI assistant to do, such as managing emails, scheduling meetings, researching information or creating content.

2 CHOOSE A NO-CODE PLATFORM

Use user-friendly tools like ChatGPT (Custom GPTs), Microsoft Copilot, Google Gemini, Bepler or Make to build your assistant without coding.

3 PREPARE YOUR DATA

Connect the tools and data sources your assistant will use, such as your email, calendar, notes, documents and cloud storage.

4 SET UP WORKFLOWS

Create simple automations for common tasks like summarising emails, scheduling meetings, sending follow-ups and generating reports.

5 CUSTOMISE THE ASSISTANT

Give clear instructions, preferred time and specific tasks so the AI understands your work style and delivers relevant results.

6 INTEGRATE WITH YOUR TOOLS

Connect with apps you already use, like Grovll, Google Calendar, Slack, Notton, Trake or CRM platforms for a seamless experience.

7 TEST AND IMPROVE

Try different prompts and workflows, review the results and refine the assistant to make it more accurate and useful.

8 SET BOUNDARIES AND SECURITY

Manage permissions, protect sensitive data and define clear rules for what your assistant can and cannot do.

9 TRACK IMPACT

Measure how much time you save, which tasks are automated and how the assistant improves your productivity.

10 EXPAND AND SCALE

Add new skills, integrate more tools and explore advanced capabilities as your needs grow.

> An AI executive assistant isn't just a tool - it's a force multiplier that helps you do more, think bigger and achieve your goals faster.

WHY YOUR MEETINGS ARE WASTING TIME – AND HOW TO FIX THEM

Meetings can be a powerful tool for collaboration, innovation and decision-making. But many meetings lack purpose, drift off track and consume valuable time. Here's why meetings waste time and practical ways to make them shorter, sharper and more productive.



1



DEFINE A CLEAR PURPOSE

Every meeting should have a specific goal. If there is no clear purpose, it's better to share the information through an email or document.

2



SET A SHORT AND FOCUSED AGENDA

Share the agenda in advance with topic owners and the audience for each item. This keeps the discussion structured and on track.

3



RESPECT EVERYONE'S TIME

Start and end on time. Stick to the allocated time for each topic and keep the overall meeting duration as short as possible.

4



ELIMINATE DISTRACTIONS

Minimize multitasking, turn off unnecessary notifications and create a distraction-free environment for better focus and engagement.

5



INVITE ONLY THE RIGHT PEOPLE

Include only those who are essential to the discussion. Fewer participants lead to more focused conversations and faster decisions.

6



KEEP DISCUSSIONS ON TRACK

Avoid off-topic conversations. A facilitator can help guide the discussion and bring it back to the agenda when needed.

7



DEFINE CLEAR ACTION ITEMS

End the meeting with a summary and key decisions to help guide the items with owners and deadlines to ensure follow-through.

8



REVIEW AND IMPROVE

Regularly evaluate what's working and what isn't. Take feedback from your team and refine your meeting process to drive better results.

> Better meetings don't just save time - they create space for bigger ideas and real progress.

HOW SUCCESSFUL LEADERS PLAN THEIR DAY BEFORE EVERYONE ELSE WAKES UP

Great leaders don't start their day with chaos. They plan ahead, set clear priorities and create space for focused work before the world gets busy. Here are key habits and strategies they use each morning to stay ahead, make better decisions and achieve more.



1 THEY WAKE UP EARLY



They start the day before everyone else to get uninterrupted time for themselves, away from distractions.

2 THEY REVIEW THEIR GOALS



They take a few minutes to revisit their long-term vision and set clear daily priorities that move them closer to their bigger goals.

3 THEY PLAN THEIR DAY



They create a clear to-do list, prioritize the most important tasks and allocate time for key meetings and focused work.

4 THEY REFLECT AND PRACTICE GRATITUDE



They take a moment to reflect on learnings, appreciate progress and set a positive mindset for the day ahead.

5 THEY TAKE CARE OF THEIR MIND AND BODY



Exercise, meditation or simple mindfulness practices help them stay energetic, positive and focused throughout the day.

6 THEY FOCUS ON DEEP WORK



They use the early hours for high-value, focused work such as strategy, problem-solving or creative thinking before meetings and emails take over.

7 THEY STAY INFORMED



They spend some time reading industry news, market trends or insightful content to stay ahead and make better decisions.

8 THEY PREPARE FOR OPPORTUNITIES



They keep time to think ahead, explore new ideas and prepare themselves to seize opportunities as they arise.

> A well-planned morning doesn't just make you more productive, it sets the direction for a more successful and fulfilling day.

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