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Prime Insights

Issue- December 2023

A Magazine For C-Level Personality

Prime Insights
COMPANY
OF THE YEAR 2023

MR. TARUN TEJ DONEPUDI
FOUNDER AND CEO

MR. SHANKER RAJ
FOUNDER

OATH ORGANIC

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Customer/Vendor Management, Payment Collection, Auto Voucher Posting, TDS / TCS Configuration, User Friendly Interface, Customized Dashboard, Pivot Table, Row Grouping, Multiple Sorting



The screenshot displays the 'ATTENDANCE' module interface. It features a sidebar with navigation icons for Home, Attendance, and other modules. The main area shows a calendar for 2022, with columns for months from January to September. A table lists employees with their codes and names, and a corresponding grid shows their attendance status (Present, Absent, etc.) for each day. A summary at the bottom indicates 'Total: 2 Present + Overtime, 17.5 Present, 1 Half Day, 2 Absent, 15 Leave, 1 Missed Punch, 1 Holiday'. A 'Customize' button is visible in the top right corner of the interface.

Editor's Note



Prakriti Gupta
Editor

Growing Sustainably in the Warmth of Mother Nature

Sustainable living has gained inevitable momentum. Whether it is adopting cleaner eating habits or making conscious fashion choices, the trend will become more prominent in the years to come. And why not? As responsible descendants of our planet, we are the ones who have to take care of our mother nature. But are the benefits of sustainable living practices limited to the environment? Absolutely not! The empowerment it brings to farmers and underprivileged or less-privileged people is immaculate and positive. Undoubtedly, sustainability is our future, and the sooner we adapt to it, the better our world will be tomorrow.

Well, we have featured the story of a brand that has proved that with an eco-conscious mindset, not only our environment but also our people can be empowered to make the choices they manifest. The brand was inspired by the serenity of Sirsi, a small village located in the Uttara district of Kannada, which has some of the most scenic and natural spice cultivations in India.

Oath Organic, founded by Mr. Tarun Tej Donepudi and Mr. Shanker Raj, is an ethical and organic spice brand that connects people to their roots. The story began with these founders quitting their high-paying corporate jobs to focus on organic farming, recognizing the potential of spices in Sirsi. They scrutinized the entire production model, ensuring strict compliance, and cultivated spices from certified fields. They also ensured organic processing and packaging in compliance with international food safety regulations to retain the freshness of their spices.

Oath Organic continues to strive towards excellence by using natural manures and promoting a cultivation process free from harmful chemicals. Their products are free from artificial shine and high-contrast colors, providing genuine nourishment and authentic flavors. The company uses an age-old sterilization process with clean water to increase the shelf life of spices, preserving their nutritional values. Oath Organic also uses 100% biodegradable or recyclable materials for packaging, ensuring hassle-free customer experiences and convenience.

With their vision, they are also helping the local farmers, tribal communities, and women to create fulfilling lives for themselves, where they also cherish a sense of contribution towards the environment. We have many more inspiring stories placed inside this sparkling edition, and we are sure that our readers will be enthralled to read about them. All these stories provide us with a clear picture of passion meeting perseverance to provide us with a promising future. We hope you have a great start to 2024 and are fuelled to thrive out of your comfort zone. What are your ambitions for 2024? We would like to indulge in fruitful conversations with our readers, so do write to us and follow us to stay updated on more such compelling entrepreneurial stories!!

Credit Page

Editor In Chief

Ankur Mishra

Editorial Coordinator

Yash Anand , Shweta Singh , Kaustav Sarkar,
Trishani Sarkar, Jasmeet Bhatia, Siddhant Pengoriya, Khushi Rawat,
Prakriti Gupta, Pinki Singh

Art Director

Aryan Jha

Graphic Designer

Bhavana N Sivadas, Deepanshu Bisariya, Sumit Joshi

Head Of Distribution & Production

Shivani Lath, Kaashvi Jain, Tarush Rajawat

Web Development & Maintenance

Apoorva Jain, Anup Bhandari

Advertising & Promotion

Rohan Batra, Pakhi Vats, Gaurav Singh, Suhani Joshi, Sakshi Jain

Sr. Business Development Manager

Manish Mishra, Arindam Sarma , Yashwinee Singh

Business Development Manager

Priyanka, Mehul Garg

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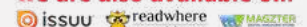
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Shaurya Agarwal, Vishal Bhat, Rohit Rana, Ankita Singh

Email: yashwinee@primeinsights.in

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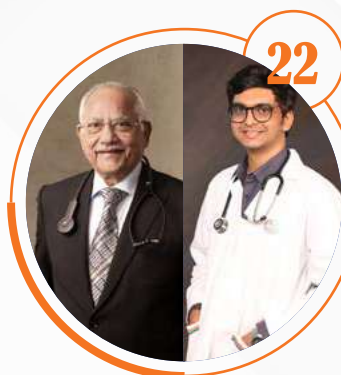
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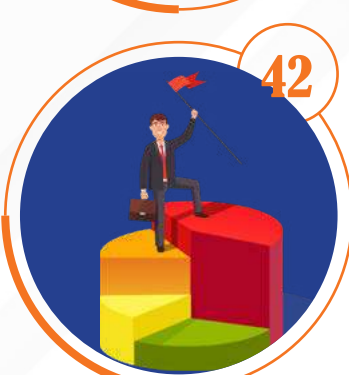


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Mr. Shanker Raj
Founder

Mr. Tarun Tej Donepudi
Founder and CEO

OATH ORGANIC

**Delivering Genuine Quality Spices While Capturing
the Essence of Sustainable Cultivation Practices**

Our country is the largest consumer as well as the largest exporter of exquisite spices. The true essence of Indian cuisine lies in the elaborate array of spices, which are not only an integral aspect of our culture but also embody the ethereal connection between humans and mother nature that has been continuing for ages. It is a profound pride for each one of us that today the whole world knows the mettle and unending benefits of Indian spices.



Over the past few decades, India's spice industry has undergone a series of rigorous developments that have made this sector more organized, more sustainable, and more adaptable to incorporating technology. The sole credit goes to the eminent leaders who have contributed their part in meticulously empowering the Indian spice industry with sustainable ideologies.

Prime Insights has brought before its readers the story of one such brand that has fulfilled the purpose of providing people with top-notch quality Indian spices in the most authentic form. As elated as we are to feature Oath Organic on the cover page of the enticing edition, **"Company of the Year 2023,"** knowing the company's journey in detail was a blissful opportunity for our editorial team. Under the stalwart leadership values of its **founding duo, Mr. Tarun Tej Donepudi, Founder and CEO, and Mr. Shanker Raj, Founder,** Oath Organic has emerged as a reputable sustainable spice brand in the country.

The Seeds of Inception

Starting with a brief introduction about the company, Oath Organic was born in the heart of a small town in southern India named Sirsi. Sirsi, which lies in the Uttara Kannada district of Karnataka, is known for its

breathtakingly glorious temples, religiously imperative pilgrimage locations, and serene waterfalls.

Sirsi's tropical climate adds more to its charm, making it a revered hotspot for the production of flavor-filled spices. In the medieval period of India, Sirsi was known as Kalyanapattana. Referred to as **"The Town of Welfare"** under the rule of the Sonda dynasty, Sirsi has evolved into a dense hub of bustling businesses. Hence, Oath Organic, carrying a small chunk of the etherealness of Sirsi, brings to its customers' spices that are cultivated in the quilt of mother nature.

The Motivation Behind the Company's Inception

Entrepreneurialism always has an ardent passion and purpose attached to it. The founders of Oath Organic, **Mr. Tarun Tej Donepudi,** and **Mr. Shanker Raj,** found a common force between them: their love for organic farming!

So one day, these two exemplary entrepreneurs decided to quit their high-paying corporate jobs and devote themselves to laying the foundation of an ethical and organic spice brand. The idea held a special meaning in

their lives as it also connected them to their roots. The reason to start this journey from Sirsi was because the founders knew that, despite being a conducive place for spice cultivation, its potential was not discovered on a broader canvas.

The vision was clear, and hence the next target was to scrutinize the entire production model. The duo consciously nurtured every production process under strict compliance and cultivated spices from certified fields only. To retain the freshness of every spice, the founding duo ensured that only organic processing and packaging in compliance with international food safety regulations were followed. Continuing that vision, Oath Organic has come this far in its journey towards excellence!

A Legacy of Transformation

The journey to achieving perfection starts on the farms of Oath Organic. The farms have undergone numerous transformations to adhere to the regulations of organic standards. Oath Organic has completely vanquished the concept of using hazardous chemicals in any form whatsoever. The soil of the farms is free from pesticides, artificial fertilizers, and any type of pesticide that could degrade the quality of the soil. Placing organic farming at its core, environmentally friendly methods bring the best of nature to customers.

Oath Organic's products do not have any artificial shine or high-contrast colors, which are generally found in excessively processed or refined alternatives. Instead, all the products of Oath Organic come with the promise of providing genuine nourishment, authentic flavors, and a natural aromatic experience.



The company adopts completely organic practices, whether it is using natural manure as fertilizer or promoting a cultivation process that is free from GMOs, harmful insecticides, and pesticides. This dedication ensures that the entire production cycle remains wholesome and untainted.

The final products are free from artificial colors, preservatives, and acidity regulators. The shelflife of the spices is increased using an age-old sterilization process in which only clean water is used to sterilize the spices with steam. This sterilization process kills the microorganisms, thereby preserving their nutritional values as well. Another remarkable fact to mention here is that Oath Organic only uses **100% biodegradable** or **100% recyclable materials** for its packaging to provide hassle-free customer experiences and the best convenience.

Let's Know About These Trailblazing Entrepreneurs

Mr. Tarun Tej Donepudi, who is particularly adept at solving problems and harnessing advancements, holds formidable expertise in the food and

beverage sector. In 2020, when everybody was struck in their homes because of the COVID-19 pandemic, Mr. Tarun also visited his grandfather's house in Sirsi. Awestruck by the beauty of this undiscovered region, he also gathered knowledge about the importance of home-grown spices. It was then that he saw a big business idea coming up that could bring together his interests—organic farming and entrepreneurialism, in a nutshell.

Mr. Tarun's grandfather suggested that he set up the manufacturing base right here in Sirsi, as it would keep them closely connected with the experienced farming community. It was another cherry on top for him as Mr. Tarun got the reason to detach from the strenuous virtual world, spend time in nature's lap, and enjoy the earthy aromas of the farmlands, and that's the first part of the story from his end!

Now, coming to the second part of the story, **Mr. Shanker Raj** hails from a business background and pursued his diploma in industrial electronics. Later, he realized that marketing and sales were the domains that would help him proceed in his entrepreneurial journey. It was when he was pursuing his degree in business development in Singapore that he was exposed to sustainability.

Intrigued by the entrepreneurial ideas around sustainability, he came back to India and joined his family's business in construction. He soon realized the space was limited and could not provide employment opportunities to women on a significant scale. So, he sailed out on a search to find new opportunities to pursue his vision, and with fate's decision, Mr. Tarun called him about his idea of starting an organic food venture. He knew that this was what he was searching for, as organic farming would fulfill Mr. Shanker's vision of supporting women's employment in the country.

That's how they met, and the rest is what we are reading about through this narrative!

A Responsibility Towards Elevating Communities

Oath Organic, as mentioned above, is backed by a commitment to social responsibilities. The lush and fertile land of Sirsi not only serves as the background for their organic endeavors but also weaves a passion for sustainability. As the architects of the brand, Mr. Shanker and Mr. Tarun have given a testament to their corporate ethics by establishing a circular ecosystem for spice-farming tribal families.

Through this initiative, women coming from tribal communities are given employment opportunities and financial independence. Every purchase from Oath Organic contributes a portion of its sales to providing a sustainable income source to these tribal families in Sirsi. Indeed, it is a commendable initiative, and Prime Insights truly wishes that Oath Organic continues to flourish in the Indian spice industry. We collectively desire that Oath Organic propagate the agenda of lighting the lives of tribal communities on a widespread basis.

Another fact to be mentioned here is, that Oath Organic is a people-first business organization at its core. Their production factories are equipped with stringent quality control processes. So the workforce enjoys holistic and healthy working conditions.

The Mission in the Mind

The mission of Oath Organic is to become the most trusted brand in the spice industry while walking steadfastly on the path of conserving biodiversity, revving the quality of soil, and strengthening the livelihoods of tribal farmers and communities. The team is on the front lines to promote the auspiciousness of authentic organic spices and motivate people to switch to sustainable chocolates.

A Bouquet of Inspiring Words

Prime Insights is grateful for having **Mr. Tarun Tej Donepudi and Mr. Shanker Raj** join us for this feature. We are equally grateful for the opportunity to explore their illustrious entrepreneurial stories through the conversation. To close the narrative with an intent to inspire the young minds out there, we requested that the notable entrepreneurs kindly share a few words of intellect. Here is what they have to say:

“Our commitment to foster happiness and prosperity in the lives of tribal communities reminds us that no matter how challenging the situations become, it is their faith and hope that will keep us going ahead. Each time, we will emerge better than before and more perseverant than before to support these communities. We hope the young minds reading this narrative will support our vision and mission. We welcome consumers to choose Oath Organic products and contribute towards this wave of creating positive impact. Invest in a self-sustaining organic spice cultivation system where the soil is worshipped as sacred and nurtured like a child. Together, we are the change-makers, and our cohesive efforts can do the wonders our planet needs!”

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Mr. Souvagya Mohapatra

Charting a Visionary Path for Alleviating the Hospitality Industry



Mr. Souvagya Mohapatra
Managing Director for India, Sri Lanka,
Nepal, and Bhutan,
Atmosphere Hotels and Resorts

An imperative element of the service industry is indeed Hospitality. By providing exceptional guest experiences, the hospitality sector fosters economic growth and sustainable development. Taking charge of redefining hospitality standards across global boundaries, today we present the story of a brand that stands true to the philosophy: ‘**The Joy of Giving**’.

Atmosphere Core is a dynamic and leading international hospitality company currently operating eight resorts with 1000+ rooms in the Maldives (with four more under construction). Atmosphere Core’s distinguished portfolio comprises **THE OZEN COLLECTION**, **COLOURS OF OBLU**, and **Atmosphere Hotels & Resorts**, with a rich diversity of guest experiences within each of these brands. These hotels range from upper-upscale to Uber-luxury. The brands under Atmosphere Core extend fulfilling guest-centric resort experiences through their line of exquisite ‘Resort Plans’. Under these plans, Atmosphere Core offers a diverse portfolio of all-encompassing experiences, varieties of dining options, and several complimentary value-added amenities and activities. These top-notch hospitality services ensure that its customers relish a relaxed, hassle-free, and magnificent holiday experience at each resort.

Under the impeccable leadership of **Mr. Souvagya Mohapatra**, Atmosphere Hotels & Resorts is demonstrating substantial development in the Indian hospitality industry. Prime Insights had the privilege to interact with **Mr. Souvagya Mohapatra, Managing Director for India, Sri Lanka, Nepal, and Bhutan, Atmosphere Hotels and Resorts**, to explore many lesser-known facts about the business venture and traverse through its inception tale. The dignitary also shed light on some of the chapters of his corporate journey so far and walked us through the company’s essential work values. The conversation was immensely driven by valuable knowledge. These intellectual words motivated our editorial team to feature Mr. Souvagya Mohapatra’s journey under the exclusive segment “**The Top 10 Most Inspiring Business Leaders Making a Difference in 2023**”.

Inception Seeds of the Legacy

Mr. Salil Panigrahi, the Group Managing Director of Atmosphere Core, is a proud Indian who was born and raised in Odisha. He has been awarded the prestigious Pravasi Bharatiya Samman 2021 by the Hon'ble President of India in the Tourism category. This recognizes his stellar contribution to the tourism industry in the Maldives and for strengthening the relationship between India and the Maldives through his Indian Ocean hospitality brand.

The dignitary has also contributed to uplifting the tourism sector through the development of acclaimed resorts in the Maldives, which has lifted India's reputation to new heights. Having successful ventures in the Maldives and an upcoming resort in Sri Lanka, Mr. Souvagya Mohapatra partnered with Mr. Salil Panigrahi on expanding in India, Nepal, and Bhutan in the capacity of Managing Director for India, Nepal, Bhutan, and Sri Lanka operations.

"We have successfully signed four hotel management agreements in various cities of India, viz., Kolkata, Bhopal, Bhubaneswar, and Coorg, while targeting many more destinations in India and the Asia Pacific. Both Salil and I, being from Odisha, are greatly enthused to promote and develop the tourism industry in Odisha. We are delighted to note that there is now enhanced confidence in the hospitality and tourism industry in Odisha; hence, the company and its Board of Directors have decided to set up world-class resorts at Bhubaneswar, Puri, Konark, Chilika Lake, Koraput, and other scenic destinations through FDI and worthy investors."

Demonstrating Tenacity Through Challenges

Coming from a family where transparency, freedom to follow dreams, healthy communication, and consistency towards ambitions have always been kept at the core, Mr. Souvagya Mohapatra had a lot of determination and aspirations for his professional goals. After his degree in hotel management and internship with the Oberoi Group, he was fortunate to get associated with the Founder of the Mayfair Group, Mr. Dilip Ray. With the support and guidance of Mr. Ray, Mr. Souvagya Mohapatra started his career 30 years ago at Mayfair Rourkela as a Manager. From just one hotel to 12 world-class properties, he remained an integral part of Mayfair Hotels & Resort's success story. The journey from being a Manager to Executive Director of Mayfair Group was achieved with sheer dedication and willingness to learn. Mr. Mohapatra have been associated with the Hospitality and Tourism associations such as FHRAI (Federation of Hotels & Restaurant Association of India), HRAEI (Hotel and Restaurant Association of Eastern India), Tourism Council members of CII, FICCI and ASSOCHAM for a substantial period and contributing immensely to the upgradation of the industry as a whole.

In his current collaboration with Mr. Salil Panigrahi, Mr. Mohapatra sees this as the prominent next step in his professional growth, one of which is entrepreneurship.

Moving Along with Changing Market Dynamics

To stay relevant and progressive in these competitive times, everyone must adapt to the latest trends and technology. Be it Business Development, Marketing and Sales, or Operations, Atmosphere Hospitality ensures that each department is deeply conversant with the product, market needs, and the latest



trends in this changing world. The L&D (Learning and Development) team, with its constant R&D process, organizes in-house training classes for the team. Workshops and seminars on various hospitality-related topics are also attended by Mr. Mohapatra and his team to stay ahead of the curve.

Unlocking the Secrets of Effective Leadership: Mr. Mohapatra's Perspective

“Only CEOs or leaders who think outside the box can put themselves at the top of the table. I strongly advise the following few key entrepreneurial traits that will serve any business well and make a CEO successful:

Critical and Creative Problem-Solving: Successful entrepreneurs should know how to identify a real-world problem.

Taking Risks Fearlessly and Having A Growth Mindset: True entrepreneurs take risks. They push the boundaries and go outside their comfort zone to solve problems and turn visions into reality.

Conviction and Dedication: To ride the highs and lows of business, entrepreneurs have no choice but to be dedicated to their vision and have conviction.

A Spotlight on the Company's CSR Activities

Atmosphere Hotels & Resorts is committed to creating a sustainable future through the efficient use of resources. The team ensures the conservation, preservation, and restoration of local biodiversity. For example, Atmosphere Hotels & Resorts has endorsed coral reef restoration projects led by marine biologists at its resorts in the Maldives. The company is among the leading hospitality companies and has one of the largest solar power generation capacities in the Maldives. All its resorts are Green Globe Certified (the world's leading certification for sustainable operation and management of the travel and tourism industries). In addition to it, all the upcoming properties in India and Southeast Asia will follow the same practices along with the latest practices of the hospitality industry's sustainable approaches.

Achievements and Recognitions Worth Admiring

Atmosphere's first property, Atmosphere Kanifushi, opened its doors to guests in December 2013. The group opened its second property, OBLU by Atmosphere at Helengeli, in November 2015, followed by the flagship Lifestyle Luxury sub-brand, OZEN by Atmosphere, in July 2016. OBLU Select at Sangeli opened in July 2018.

VARU by Atmosphere opened in October 2019, followed by OBLU Select Lobigili in March 2022. The latest resort in the Maldives was OBLU Xperience Ailafushi, which was operational in June 2022.

In recent times, **OZEN Reserve Bolifushi (a Brand Hotel)** has been recognized by the Trip Advisor Travelers Choice Awards. Bolifushi bagged second place in the listing of the top luxury Hotels in the world.

In addition to it, Atmosphere Core's new hotel in the **OBLU brand, OBLU Select Lobigili**, bagged the award for the best new luxury hotel in the world. The brands are now gearing up to spread their horizons across India, Sri Lanka, Nepal, and Bhutan.

Steadfast Plans for a Promising Future

The Maldives entity has many successes and accomplishments to enumerate. For the new forays, the milestones are going to be in the future. Atmosphere Hospitality & Resorts has already signed Hotel Management Agreements for four properties in Kolkata, Bhopal, Bhubaneswar, and Coorg.

Atmosphere Core's top brand, “OZEN” will make a mark in India in the form of “OZEN Mansion Kolkata” scheduled to be launched during quarter four of 2023.

Bhopal will also witness a heritage property with the refurbishment of “Sadar Manzil,” the erstwhile Darbar hall of the Queen of Bhopal, by the end of the year 2023 under the shadow of Atmosphere Core.

A convention and lifestyle property in Bhubaneswar and a Forest wellness retreat at Coorg will soon have a presence in the Atmosphere Hospitality as well.

The destinations with which the Atmosphere Group is in dialogue with its partners are Goa, Nagpur, Jaipur, Udaipur, Guwahati, Konark, Gopalpur-on-Sea, Kathmandu, Nepal, Thimpu, Bhutan, etc. The company's near-term aim is to consolidate at least 20 captivating properties in its portfolio across various brands in the next few years.

Words of Intellect for the Young Professionals

I am grateful to the many people who have mentored me throughout my journey so far. Equally, I have been blessed with great support from my teams over the years. Continual learning, experiences, guidance, and blessings have motivated me to walk staunchly on the path of growth. My two-bit sincere advice to young professionals who would like to excel in their careers would be:

- Adopt a business mindset and understand your company's vision.
- Be a good team player.
- Demonstrate excellent communication skills.
- Maintain a professional attitude at work.
- Take the initiative and set a positive example.
- Be open to feedback, and don't be afraid to ask for help.
- Be abreast of and welcome the information and technology that are entering your work domain.

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The Inspirational Journey of Sandeep Maheshwari

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Overview

Sandeep Maheshwari is a person who has inspired millions of people about how to move ahead in life and what we can do to achieve our goals. You all might have seen him in videos or on any social media platform where he is motivating people in seminars. In today's blog, We will talk about him and his early life. So get a deeper understanding of who was Sandeep and what his life looked like.

Life before fandom

Sandeep was born in New Delhi on the 28th of September 1980 when he was a child, he was an introvert who was extremely shy to express himself until his class 10th. But when he was in class 11th he met Neha, his now wife, and back then they became friends and since then she has helped him a lot to gain confidence with time. After he completed his class 12th, he joined Kirori Mal College for his undergraduate course but was not able to complete it due to personal problems.

Due to his worst family conditions, after completing class 12 he opened his first company which was a help Center to actually help 12th class students to decide in which professional path they should go.

The actual change

Sandeep was very sharp with his business mindset that showed when he was just 13 he used to rent a scooter which he received as a gift troubles father. He used to charge Rs 50 for an hour from his friend to ride his girlfriend.

When Sandeep was 19 years old, He was always interested in the world of modeling and began his career in modeling. But when

he saw the exploitation and abuse that models have to face, He decided to make his career in photography and help aspiring models to work without any harassment.

With an emerging passion for photography, Sandeep Maheshwari decided with his friend to open a portfolio company which they named Mash Audio Visuals Private Limited but their luck didn't work that time and the company had to shut in 2002

Even after failing the dedication of Sandeep Maheshwari didn't allow him to stop he tried once again in 2003 and opened a consultancy firm and launched a book on marketing but even after trying once again, he had to taste failure and eventually returned to the field of photography.

Turning point in Sandeep's life

Now after trying everything, Sandeep came on with the idea of an images bazaar in 2006, as this idea was not that big and Sandeep knew that there could be a chance of failure. so he started multitasking as a counselor, telemarketer, and photographer. As time passed and he continued his hard work, finally the day came when His work was praised all around the world as per the data Images Bazaar is one of the largest hubs to get Indian pictures which have more than a million images and over 7000 Client with whom they work.

Later in life after doing well in business and becoming a successful entrepreneur, he started serving as a guide, mentor, or teacher for millions of people. He started admiring people to do well in their lives and how they can achieve goals.

By the time he started motivating others, people started liking his speech and felt that his words could relate. Sandeep has only one vision, which is to make the lives of others easy and to make them believe in themselves. People started believing in themselves and Sandeep in no time gained a huge audience. Sandeep owns two YouTube channels named 'Sandeep Maheshwari' and 'Sandeep Maheshwari spirituality' as of now.

Sandeep's personal life

Sandeep Maheshwari gives credit to his wife for the success. Ruchi Maheshwari, who he always says is the love of his life. Even in his seminars when asked, he always said he is incomplete without her. Sandeep and Ruchi are the parents of two children. One of the major incidents of his life which many people might not know that when YouTube launched the policy of monetising every YouTube channel so that creators could earn from YouTube. Sandeep declined the offer and was ready to change

the platform; both of his channels are not monetized. That means he earns zero pennies from them even after having millions of subscribers, which clearly shows the generosity of Sandeep.

Sandeep's remarkable work

Sandeep Maheshwari Besides having a successful business also has a keen interest in writing self-help books such as a small book to remind you of something big!, Multiple names of the one that cannot be named. Some of the best-selling books of Sandeep Maheshwari are The Goal: A Process of Ongoing Improvement, Motivation, Life without Limit: Inspiration for a Ridiculously Good Life, and Personality 3rd Edition.

Award and Honours received by Sandeep

Sandeep has won various awards and was recognized by various respected dignitaries for his work. Sandeep was awarded by the British Council as the Young Creative Entrepreneur, Star Youth Achiever award which he received from a global youth marketing forum. Many valuable news channels also featured Sandeep such as 'India Today', 'NewsX', and 'The Economic Times'.

Earning source

Sandeep Maheshwari's mainstream income is from the sale of images on Images Bazar and through the sponsorship of YouTube. We can't exactly tell about how and what he made from YouTube. His other source of income is through seminars, college and office programs, etc. where people invite him to help others.

Lesson learned

As we have discussed Sandeep Maheshwari's life we have learned the lessons that what you're doing today will definitely help you to reach your goals.

Here are a few lessons that we can learn:

- Never lose your confidence as confidence is the key to success.
- Make friends who help you to grow in life and not those who want to destroy it.
- Always respect others and when you become something, keep helping others.

Conclusion

We hope that you enjoyed reading this blog about Sandeep Maheshwari and his life.

You all might be up to something but don't forget that nothing can stop you if you have the power to fight against the negativity. Remember, The first person who can inspire you is you.



Apollo Shine

FOUNDATION

360° Healthcare Solutions for Students

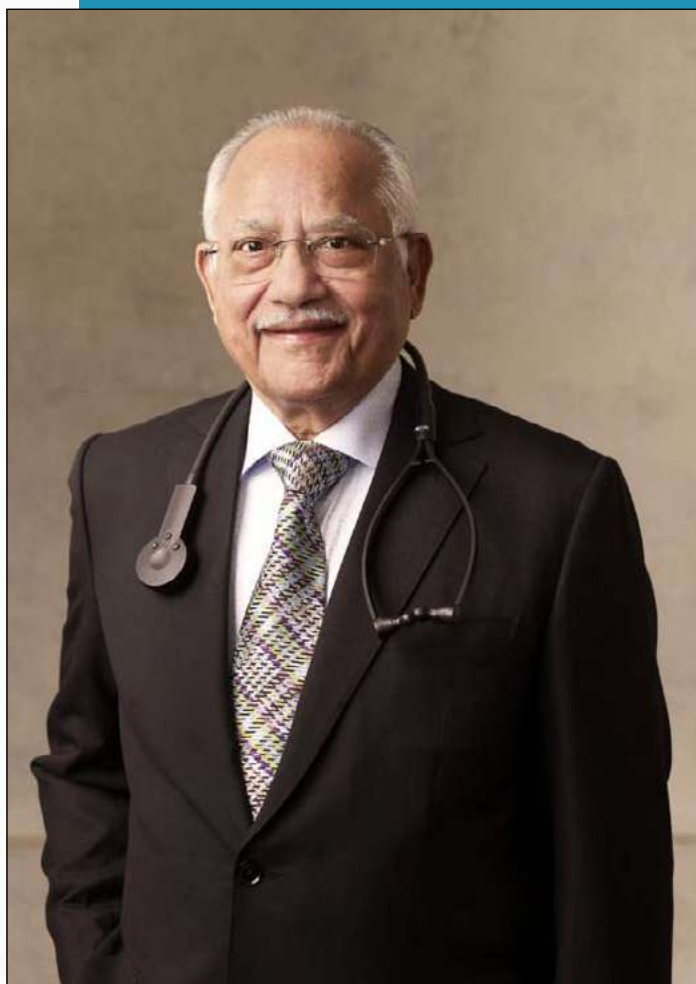
With our rapidly changing lifestyles, children should be educated thoroughly about the importance of maintaining their health.

Not only are they the future of our country, but they also constitute approximately one-third of India's population. With children being habituated to technology, gadgets, and mobile phones at such early ages, it has become imperative for us to pay undivided attention to their health and overall well-being. Most importantly, parents and guardians need to ensure that their child has an absolute understanding of the consequences of evolving lifestyles.

With the guidance and vision of Padmashree **Dr Pratap C Reddy, Founder and Chairman of the Apollo Hospital's Group**, the **Apollo Shine Foundation** has etched an ambitious niche in the healthcare industry via a wide portfolio of services like state of the art health rooms, digital health screenings, a healthcare app, emergency support, and ambulance services to name a few. The beam of assertions articulating the essence of a healthy India, our editorial team was motivated and obliged to feature Apollo Shine Foundation as **"India's Most Admirable Healthcare Company 2023"**.

2015: The Saga Begins

To diversify the 40 year long legacy of Apollo Hospitals in India, the Apollo Shine Foundation was inceptioned in 2015 with the aim of providing



Dr Pratap C Reddy
Founder and Chairman
Apollo Hospital's Group

avant-garde healthcare services and fervent medical experience to shape the bright future of our children. The Apollo Shine Foundation understands the urgency of this agenda and has curated and successfully implemented informative on-campus programs and initiatives to educate children about the aforementioned. Keeping in mind the gaps in proper healthcare infrastructure in schools and colleges, Apollo Shine Foundation has committed itself to mitigate these gaps and take this mission across the country.

As we write this article, the Apollo Shine Foundation has found its way into almost 200 schools and colleges across the country covering almost 4 lakh students. Its dedicated screening program has screened more than half a million students while its health education and awareness initiatives have reached more than 2 million students. The Apollo Shine Foundation focuses single mindedly only on the student community from schools, colleges and even coaching institutions.

The organization has also collaborated conscientiously with the various divisions of Apollo Hospitals namely Apollo Children's Hospitals, Apollo Pharmacy, Apollo Clinics, Apollo Diagnostics, Apollo Cradle, Apollo Dental, Apollo 1066, Apollo 24/7 to name a few . In addition to it, the organization is also relentlessly incorporating technology in its services to move along with the dynamic drifts in the healthcare industry. Apollo Shine Foundation also holds the distinction of employing the largest number of nurses in India who are proficient in handling student healthcare.

Unwavering Persistence and Caliber

During the COVID-19 pandemic, when businesses were amid clouds of uncertainty, Apollo Shine Foundation was able to bring healthcare services to students through a 24/7 call center. Here students and teachers could still leverage their health rooms and have one-to-one conversations with the nurses regarding their health. The experiment worked so successfully that the Apollo Shine Foundation came up with an app they named **"Shine Parivar"**. The app helps students to use Apollo Shine services from wherever they are via a call-center model.

Dr. Ashraf Ali Baig, Head of the medical team, asserted, "We have witnessed many universities deploying a doctor or a nurse without necessary and adequate SOPs in place. Also, many institutions struggle to manage absenteeism and nurse replacement, not to mention inventory management and case documentation. Their hearts are in the right place and we help them run these rooms more professionally using Apollo Hospitals' defined transparent protocols. These protocols have been the guiding path for us to maintain effective quality service, cost-effectively.

Being a non-profit organization and supported by a multi-national hospital, Apollo Shine Foundation is proud to offer one of the most affordable solutions in the market. Our sole vision is to see our students achieve their dreams without having to worry about their health. We want to keep students



Dr. Ashraf Ali Baig
Senior Medical Officer
Apollo Shine Foundation

out of hospitals. For the same, we are adamantly educating our students about preventive healthcare, healthy lifestyles, and other behavioral patterns."

The protocols laid by Apollo Hospitals keep a regulatory check on the entire functioning process of the Apollo Shine Foundation. These protocols also guarantee that services meet international standards of excellence and help to develop a comprehensive approach for germinating new categories ranging from health room design to health room management. The Apollo Shine Foundation also conducts regular health screenings and reports the results to each institution. The organization also provides vigorous emergency support and ambulance services. Students also have the liberty to walk in to the health rooms and talk freely about their mental health issues. To address mental health issues with robust concern, the team also sees a scope of establishing advanced facilities in schools and care for them at homes as well.

Concluding the read, Dr. Ashraf Ali Baig said, "We are on the front foot to fight Non-Communicable Diseases (NCDs) and address health-hazards at early stages. The Apollo Shine Foundation finds its purpose in strengthening the minds of the country's youth. India's profound progress is on these little shoulders. We want to build health rooms in every school and educational institution across the country and connect them to a resilient healthcare system that is at their service 24/7. We are vigilant about penetrating the rural and isolated areas of the country. Our aim is to focus on linking remote cities and smaller schools to our foundation through various digital channels and tech-driven strategies. Through these measures and through community engagement, we hope to work towards our goal to Keep India Healthy"



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Principal Mentor



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The Ultimate Guide to Mastering Stock Market Research

The fundamentals of the stock market aren't easy and understanding the core concept requires proper knowledge, guidance and understanding. A successful investor understands the market structure and knows when to invest and where. There are various sorts of stocks, market trends, technical analysis, and risk management strategies that one needs to assess before entering and investing in stock markets. Through consistent learning, investments can be profitable and through a disciplined approach, the returns will be fruitful. There are certain basic features to understand before entering the stock market. Let us know them.

Definition of a stock:

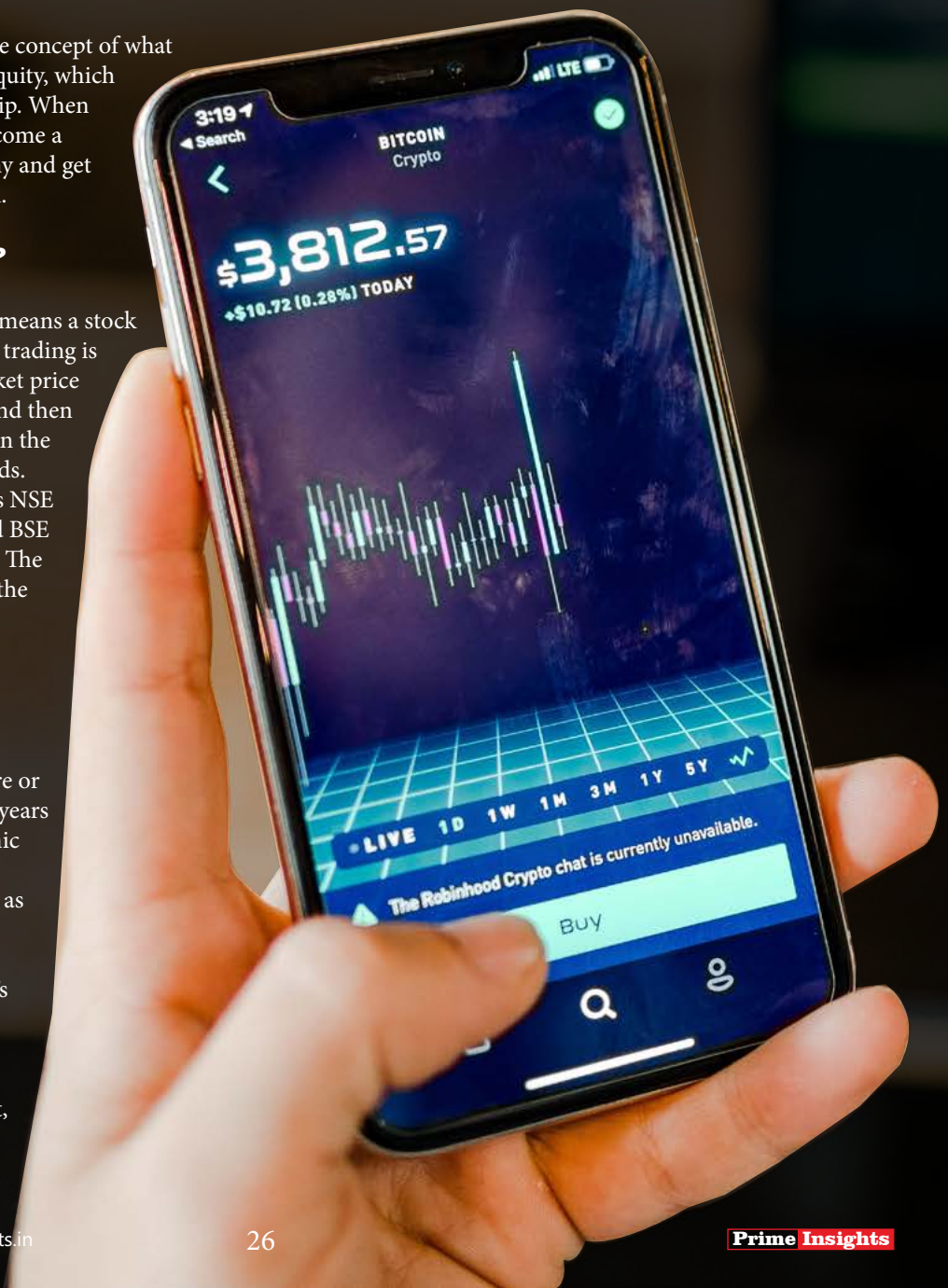
Firstly, we need to understand the core concept of what a stock is. It can be called a share or equity, which is the symbol of a company's ownership. When an investor invests in a stock, they become a shareholder of that particular company and get entitled to its assets and profits as well.

What is the stock exchange?

Buying and selling a company's stock means a stock exchange. It is a platform where stock trading is done. A stock is bought when its market price is quite lower than previous records and then sold when it fetches maximum value in the economic market as of previous records. The two main stock exchanges body is NSE which is National Stock Exchange and BSE which is the Bombay Stock Exchange. The regulatory body to guide and control the whole market is SEBI.

Let us understand the term Market Indices

It is the average performance of a share or equity of a company over the last few years that is the drop or surge in its economic value recorded over a certain period. Market Indices is a measure of it such as Nifty 500, Nifty 50, etc. The investors, with their help, can have a general understanding and analysis of a stock's performance in certain sectors. Now, for better learning and understanding and to become a profitable investor in the stock market, one must understand certain basic concepts.



- ***Risk management***

While investing in a share, investors must analyse the risk strategy and tolerance. Some go for conservative strategies and invest in those stocks that have more or less fetched average profit while others take risk in the share that has been going in a downfall for a while but is believed to soon surge up tremendously. Thus, they take risks in exchange for higher returns.

- ***Learning financial goals***

For an investor, understanding his financial goal or what he desires to achieve is important. Therefore, based on that he can invest in those shares that are sure to bring his desirable profits and fulfil his financial objectives. The investment decisions are made first and will decide the financial goals for the rest of the share market trading.

- ***Analysis of fundamentals***

This involves the evaluation of a company's financial growth, how it has performed, what stocks it has generated and how its economic background has remained in the stock market over a decade or so. Thus, it is generally the company's potential including its expenses, revenue, profitability and expenses that is going to make an investor understand whether to invest in its shares or not. It also helps in understanding the details of the company in terms of its position in the country.

- ***Technical understanding***

The past data or economic value of any stock is very important to take into consideration and analyze. This value is going to establish its economic future price connection and tell about its growth. Looking at its market structure, and its performance, investors can determine the origin of the entire share rally through its chains of demand and supply. This will enable him to invest in the best market stocks as well.

- ***Understanding market trends***

Investment decisions are crucial so as not to run into a loss. The business of the stock market relies on understanding market trends. Careful surveys and study of stocks of various companies will let investors understand which company is getting favoured and growing in the long run and those stocks have continuously yielded profit with benefits. Comprehending market trends is necessary to remain optimistic about investment. There is no need to wait blindly for a share or anticipate its surge in price and the encounter loss.

Thus, following all these trends is a complete guide before investing in stock markets and hoping to get back profit in return. Mastering the fundamentals is of utmost priority, diversifying the portfolio with good shares and choosing the right stockbroker is very crucial. Well-informed investment decisions are results of continuous learning and it helps to achieve long-term financial success in the stock market.



1^{MOST}

VALUABLE
BRANDS

TO WATCH IN 2023
Prime Insights

ENORD
PVT. LTD.

Prepping Up to Embark a Gigantic Impact on India's Drone- Technology Industry



Mr. Muhammad Anas
Founder & CEO

Mr. Zain Saeed
Co-Founder & COO

Indian entrepreneurs have showcased to the world what potential they have to bring a storm of revolution across every domain. Technology is where we have witnessed majestic leaders rising from the ground and bringing advancements beyond our imaginations. Drone technology is a quintessential field for India to explore and experiment further. Built on the shoulders of an adroit entrepreneur, Enord Private Limited is **India's First AI on-edge Drone Tech Start-Up**. At Enord, drones with AI Pilot technology systems are designed and developed for autonomous navigation. These drones are capable of flying even in the most challenging and confined spaces. The Vision of the Company is to create an ease in operating, generating insights, and taking action that does not depend on the formulaic use of a Magnetic compass. It was a moment of absolute honour for us to have the opportunity of sharing a conversation with **Enord's Founder & CEO, Mr. Muhammad Anas**. Mr. Muhammad Anas turned his childhood infatuation with drones into his entrepreneurial passion. Born Curious and innovative, Mr. Muhammad Anas has the innate qualities of an entrepreneur, he had a flaming desire to build something of his own. Mr. Anas was 2 years consecutively gold

medallist in zonal, central, state level science & engineering fairs in school time and grabbed the first breakthrough of representing his college at Asia's biggest fest organized at IIT Bombay. There he also cherished the glorious experience of becoming a part of International Robo Wars. The major motivating force behind Enord's inception was to pave a different path for addressing the complexity of the drone ecosystem and create a comprehensive solution that improves overall efficiency and ease of use. As drones are becoming increasingly popular in a variety of industries, their integration into existing systems is still quite complex and challenging. We have many more knowledgeable insights to share from the conversation we had with Mr. Muhammad Anas and hence featured the same under the special segment of "**10 Most Valuable Brands to Watch in 2023**".

Beginning a Tale of Excellence

Entering a less-explored domain of drone technology, Enord had to navigate through numerous adversities. Oodles of consistent efforts went into identifying the right team members, finding the appropriate office space to work in the center of Delhi, the heart of the country in a beautiful workplace in IIIT Delhi Innovation & Incubation Center, securing initial rounds of funding from IIT Mandi Catalyst & iHub, getting business mentorship from IIM Kozhikode LIVE, and potential prospects to enter in defence via iTIC IIT Hyderabad while understanding compliance. Mr. Anas hails from a decent family background and had very limited resources to start his venture. The courage and learning he gained during his early academic years encouraged him to set up his own tech society and later organize a technology fest in the college. He then went ahead to incorporate his tech society as OPC Pvt. Ltd in July 2019. Soon after its incorporation, he found his **Co-Founder and COO, Mr. Zain Saeed**.

Mr. Saeed joined the company and committed himself to taking the organization to further heights of excellence. Mr. Saeed's determination, zeal, excellent persuasion, and social skills have been an immense source of surreal motivation for Enord.

Staying Attuned to Customer's Expectations

Enord took on the task of defining the trust factor in the market with diligence and perseverance. Right from its inception, Enord wants to ensure high-quality products/services, and to be transparent in all its processes, ensuring data security and privacy, establishing robust partnerships with trusted organizations, and maintaining a strong commitment to social responsibility and ethical business practices. Mr. Anas also shared that the team has poured all their integrity into creating a unique brand identity. Keeping up with the changing market trends is an enthusiastic task for Enord as the team knows how to innovate and adapt. For the brand, a customer gives a reality check of the pain points of the industry and motivates them to develop a viable product. As of now, Enord is in the "Development Phase" and it is yet to get commercialized and connect with clients. However, they are soundly connected with organizations and other industry giants of the service sector. These established players have deep acumen about the escalating need for technology on which Enord is currently working. The brand has created a core value by developing 9 IPs out of which 3 are patents.



Principal Differentiators of Enord's Business Model

Enord is building an IP-based business, targeting industries and sectors as a key differentiator of its business model. The first differentiator in the process of making it is the **world's first AI Pilot Drone (INSPECTOR)** which is the most intelligent drone in its form factor under 7Kgs of weight & wheelbase of 700mm that comes with an end-to-end ecosystem of autonomy (AI Drone). The other differentiators are its work ethos and business philosophy of "Say less do more!"

"By delivering high-octane products and also bestowing the customers with adequate information about the product, we want to gain the trust of the customers. We are quietly working on the product's development and technological aspects because we haven't yet begun to sell the product. Our brand has not been prominently advertised in the media. Now, though, we are starting the GTM with the help of our incubators and promoters.

Wisdom from the Founder's Desk

"We want to be successful not simply in creating something novel and intriguing, but also in providing genuine value to customers. Real value creation involves attending to real needs and challenges. It entails putting the customer first and comprehending their problems, needs, and goals. Every entrepreneur should be passionate about creating goods and services that address these requirements and offer real advantages to the consumer". It required a lot of work from ideas to prototypes to MVP and GTM because deep technological products are critical especially those with AI on edge. So for the future, we are gearing up to launch the world's most powerful and capable drone **"INSPECTOR®"** and have a \$2 Million Pre-Seed round of fundraising in mind.



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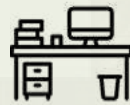


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5 BEST APPS FOR ONLINE DOCTOR CONSULTATION



The world around has been booming with the telemedicine industry as it has helped to connect patients with doctors. Initiatives are being taken by various healthcare units to reduce timing and gaps between patients with their doctors and chemists. Thus, the rise in technology has not only helped to expand the medical industry but has also helped to help all of us find the best doctors or the nearest drug store at just our fingertips, no matter where ever we are whatsoever. Now instead of visiting doctors or going to a clinic nearby, whenever you feel sick, call for a doctor or get your drugs at your doorstep anytime and anywhere. This has been possible through the launch of several telemedicine apps that has also made remote doctor consulting easier by giving it online access. Safety concerns are noted and there are no risks of getting misguided anyway.

Here are the top 5 telemedicine apps that will help you get in touch with a doctor or required medicines for proper diagnosis at reasonable rates:

Lybrate- Consult a Doctor

It has helped to connect doctors with pathology labs along with patients. One can ask one health question for free and seek multiple productive results from health experts. There is one “Book Appointment” feature that allows patients to consult doctors online across major Indian cities. The doctors provide with best health tips and the patients can unhesitatingly ask as many questions as they want regarding any medical health issue. The doctors also give prescriptions if asked so that proper management of medical records is sustained. The app also allows booking medical tests at affordable rates from reputed pathology labs around your area. However, consultation is chargeable but that too at rates quite similar to offline consultation. Thus, economic burden and time management both are assured. It is available in Play Store for free. There are doctors for several departments like oncology, cardiology, paediatrics, general physician, gynaecology, etc.

DocsApp 24*7

This is the most popular app for doctor consultation for Android and iOS users. It follows a simple criterion to connect patients and doctors. The app searches for a doctor as per your query or asked question. The patient can share their details like medical history, medical reports and photos of any related health issues. Based on the above, the doctor gives them proper medicines or refers tests as per requirement the patient can schedule diagnostic tests as per their comfort and there is a complete home collection with no delivery charges other than the lab test costs. Doctors from reputed corners such as Bangalore, Mumbai Delhi, etc are connected with this app for different specialities. There are health experts to discuss common problems like weight gain, post-partum problems, scalp care, dermatology, etc.

Tata Health

It is a trusted and reliable app for online doctor consultation that brings comprehensive care to the patient's fingertips in no time. Some hand-picked doctors are selected and incorporated into this app through multiple screening features and processes to ensure patients get the best medical consultation for their money. Patients can get connected to related doctors from specific backgrounds or they can also chat with them and discuss their health issues the basic specialist team of doctors include gynaecologists, dermatologists, paediatricians and physicians. The accessibility to doctors depends upon the health subscription package that a customer opts for. So, one must take care of the holistic subscription package to have access to the best doctors without any hassle. The app can also be downloaded for free from Play Store. Patients are entitled to get consultation only from the experts and not any others from their respective fields.

MFine

This app was created by Novocura Tech Health Services Private Limited and is a dedicated app for online doctor consultations with home-based lab tests. The app makes link of patients with specialist doctors over audio, chat and video calls. The doctor consultation fee starts at 199 and then varies based on the doctor's speciality and experience. The patient also gets a 50% discount on all at-home checkups and tests. This app is available on the Play Store for free. Patients can choose random symptoms like acne, high BP, weight gain or high sugar and select a doctor as per requirement at the required time. The appointment gets fixed with doctors instantly as per your choice in the next 5 days without any other hidden charges.

Pristyn Care

With this app, all of the patient's needs are fulfilled under one roof. A patient can browse the list of doctors available nearby and check for their reviews, certifications and previous diagnosis or experiences along with their fees. Thus, after a thorough review appointment gets fixed with the doctors of your choice at the patient's convenience. Pristyn Care also offers surgical treatment after careful online consultation under the care of Pristyn Care doctors. This app also helps patients to access their own Cowin certificate, book RT/PCR tests and do much more. Various health issues like piles, fistula, hernia, cataracts, sinuses, spider veins, tonsillitis, etc can easily get cured with natural treatment. Now, expert healthcare professionals are just a click away.



Sec2Pay India

A Holistic Tech-Inspired Platform Catering to Payment Collections and Financial Inclusions



MR. VISHVJEET R THOMBARE
| CEO |

“Leadership is not just about accolades, titles, or manifesting huge business numbers. It is about influencing gazillions’ lives for a better tomorrow.”

Having said that, our Prime Insights team has brought the story of one such leading brand that lives with the philosophy!

The idea of taking transactions one step ahead via technology has conquered our modern lives. We’re proud to say that India has accepted the agenda of online payments with just a few clicks on their smartphones and the glory it has brought to our economy is nowhere hidden! Presenting before our readership panel is the brand story of Sec2Pay India E-Services Pvt. Ltd. Under the leadership of the esteemed entrepreneur **Mr. Vishvjeet R Thombare- CEO of Sec2Pay India**, the company

is contributing to making the country digitally stronger. Sec2Pay India is built on the wisdom of **“Pay in Seconds”**. Their avant-garde electronic transaction processing systems are made for enjoying smooth and secure transactions within seconds. Their mission is to establish a gigantic payment system leveraging technology to deliver payments in real-time. Igniting trust at every step and changing lives with top-notch technology are imbibed in their work fundamentals.

During this magnificent conversation with Mr. Thombare, we explored many lesser-known facts

about the company and its ambitions of disrupting the online payment industry. Their vision, mission, and work morals are the true embodiment of excellence. As awestruck as we were to witness their business acumen, we hope that our readers will also relish this fascinating read.

Crafting Excellence with Dedication

It is quite evident that the size of the worldwide payment gateway market is moving at a rapid pace. As per the estimates, the size of the market in 2021 was worth 22.09 USD billion. With anticipation to increase at a CAGR of 22.1% from 2022 to 2030, gazillion opportunities for prosperity are waiting for us. The payment industry is advancing with lightning speed as an outcome of new payment methods, mergers & acquisitions technology, and accelerating demands on a global level for mobile-based payments. To be precise, as payment technology is reforming its realms, businesses are inclining more towards a larger role in the payments sector. The newest participants in the payment processing industry are positively changing customer experiences. Unlike in the past, when the movement of payments came with oodles of challenges, they are making it possible for business owners to manage their operations with utmost comfort.

Moving on the same path, Sec2Pay India E-Services Pvt. Ltd was established in the year 2017. Being a pure tech-driven platform, Sec2Pay India has the vision to promote social and financial inclusion through collaborations with numerous banks and governmental institutions. The platform brings its customers multiple payment solutions with multiple access modes. They also offer the facility of physical cash machines in various urban and rural areas of India for their customer's convenience. The platform was brought in the space for providing comprehensive banking services and other financial commodities for rural Indians with simple, on-the-go access, anytime, anywhere.

Authentic Services On-Board

The two target segments of the market are- B2B Financial Inclusion Businesses and Cooperative Industries. The company has curated a full-fledged payment stack for the cooperative segment starting from the basics like QR Codes, UPI Codes, and payment collections ranging from prepaid cards, debit cards, and all other payment essentials. These are specifically fabricated for cooperative banks, credit societies, and microfinance

companies. The overall call of Sec2Pay India is about showcasing a variety of backend banks to accommodate any specific services. The customers who use Sec2Pay's AEPS service, automatically sign up for the three banks that Sec2Pay has business alliances with namely- Yes Bank, ICICI, and RBL. This comes with the advantage of traversing transactions to different banks in case problems with one bank occur at the moment. This is immaculately helpful for customers during situations that demand urgent transactions. Sec2Pay is mindfully built to offer multiple access modes. The platform uses four to five different access modes like Dashboard Mode and API Stacks amongst others. Furthermore, the platform provides services via diverse channels including a web application and an android application. With the easy availability of such efficacious services on a single platform, the company allows its users to access any specific mode as per their requirements. This marks their USP and differentiates them from other competitors in the market.

Assurance in Actions

Sec2Pay is intricately aware that to elevate the financial inclusion industry, companies have to inculcate practical services from a variety of partners. Quoting an example, some companies use the AEPS service from the ICICI Bank and then go to Yes Bank for the DMT or to another FinTech Company. This whole and mired process makes it difficult for the clients to conduct business. Therefore, Sec2Pay has become that enlightened path meant to simplify these processes for the business ecosystem.

"Our services have been focusing on understanding how our customers want to conduct their businesses in the marketplace. Sec2Pay is the hotspot for all the services required for payment collection and financial inclusion, ensuring that its clients don't need to spend efforts in fetching another partner or another service on the market." says Mr. Vishvjeet.

Future Prospectus

In all these years of business, Sec2Pay has expanded its footprint across the nation. Now the team oversees more than one million transactions per day. Within the next two or three years, the company is looking forward to multiplying its reach in the Cross boarder payments. The team of Sec2Pay India is also envisioning initiating the payment gateway and payment aggregator licenses. Becoming India's leading rural-centric banking; financial facilities provider organization is the eminent goal of Sec2Pay India.

Different Types of **Marketplaces**

You Must **Explore** to **Expand**

Your **Business**

Businesses have seen a massive digital transformation over the years as eCommerce is continuously flourishing. Today many businesses are eagerly and constantly looking for diverse marketplaces to reach out to their target audience efficiently, cut down hefty marketing costs, and maximize profits. In such a scenario, optimizing a business's presence on online marketplaces is quintessential. Online or offline, marketplaces are the best pals for businesses to connect directly with their customers, expand themselves and make swift payments. Marketplaces have gained immense popularity and are seen as a great investment opportunity. This article describes **different types of marketplaces you must explore to expand your business** and will also help you choose the best option. Let's get started!

Classifications of Marketplace Platforms You Need to Know

The classification of marketplaces is done based on the targeted niche, audience's footfall, revenue generation, and ease of management. There is generally a perception that marketplaces resonate with online retailing only. However, it comprises other sectors like education, manufacturing, insurance, health, and finance amongst others.

Business-to-Business Marketplace

Abbreviated as B2B, this marketplace connects organizations, independent vendors, wholesalers, or manufacturers to other businesses directly. For example, a honey manufacturer can sell by-products like beeswax and royal jelly directly to other cosmetic manufacturers via a B2B marketplace. This type of marketplace is leveraged to generate and track bulk orders. A B2B marketplace is an excellent choice to deliver services efficiently and making an online presence here is also quite easy as compared to opening a retail store or building a separate e-commerce website altogether. Popular examples of B2B marketplaces are Amazon Business, Bizongo, Alibaba, Flipkart, and Udaan to name a few.

Business-to-Consumer Marketplace

As it is quite understandable by the name, a B2C Marketplace is an app or a website that connects vendors/sellers directly to its consumer without any third-party interference. On a B2C platform, consumers have the liberty to choose from a variety of options offered by numerous independent sellers. The B2C marketplace is the most acknowledged and relevant model that comprises tycoons like Flipkart, Amazon, eBay, and AliExpress. The operations of a multi-vendor marketplace platform drive an immense amount of traffic and businesses present here are highly scalable. The tedious task of maintaining an inventory is also handled by a B2C marketplace as it simply acts as a bridge between the buyer and the vendor.

Peer-to-Peer Marketplaces

Also known as a Customer-to-Customer marketplace, a P2P marketplace brings together consumers and enables them to share products and services through a single platform. Here an individual acts both as a consumer and a service provider. This marketplace has a shorter sales cycle as compared to B2B or B2C. P2P marketplaces are exploding in popularity and function even with limited resources. It connects people who provide a service with people who want to buy or rent it. The work of the platform is to handle payments and build trust between the parties. Popular Indian P2P platforms are The Money Club, Lendbox, Finzy, Faircent, i-Lend, and PaisaDukan amongst others.

Classification of Marketplaces on the Basis of Focus

Vertical Marketplaces

A vertical marketplace deals with a certain sector or category and delivers goods and services around it. It follows the concept of, "Selling a niche product to valuable consumers". They aim for a single sector of the market and fulfill the demands of a specific



category of products. Hence players of the vertical marketplace are the masters of particular niches and bring profound value to their target consumers. Zivame, CarDekho, Faaya, Ferns and Petals, and Nykaa are prominent players in this segment.

Horizontal Marketplaces

The horizontal marketplace caters to the needs of a wide range of consumers across different sectors of the economy. Unlike the vertical marketplace, the horizontal marketplace doesn't focus on a specific category of items to sell. It sells almost everything and thus attracts a broader audience. In simple words, a horizontal marketplace follows the concept of a "One Stop Shop". It means that customers have the ease to purchase everything under one roof and they don't have to navigate through different online websites to purchase different niches of products. Classic examples of horizontal marketplaces are Amazon, Snapdeal, Flipkart, and JioMart.

Concluding Words

As discussed above, building an online marketplace platform is a commendable investment opportunity for businesses. A thorough analysis of the niche, target audience, and monetization model is necessary to optimize your marketplace and attract a gigantic crowd of interested users while revenue generation takes place alongside. Along with it, you also run detailed market research and competitor analysis on the type of chosen workplace.

Whitefields Overseas Limited

A High-Caliber Company Revolutionizing the Landscape of Rice Export



Rice is a staple essence of Indian meals and today rice is also the most cultivated grain on the planet. Many of us know that India is the second-largest producer of rice in the world. India is also among the largest consumers of rice with more than 50% of India's total population depending on the grain. When it comes to the immensely rich and aromatic cuisines of India, rice holds an emotional spot for us, because it is our comfort food. Today we have brought before our readership panel the story of a brand that specializes in rice exports and has carved a legacy in the industry.

The journey of Whitefields Overseas Limited began in 1999 and today the brand serves more than 60 countries across the world. The brand is the leading exporter of Rice, Ready to Eat Indian Ethnic Food, and other associated Agro-commodities around the globe. The spice of ingenuity comes with impeccable quality and maintaining high levels of customer satisfaction. The brand places itself in a continuous loop of ardent persistence to seek development, improvement, and satisfaction. The brand's success story comes from the appreciation of its customers worldwide. We invited **Mr. Sumeet Saluja- the Managing Director of Whitefields Overseas Limited** to have a virtual interaction with us. We were glad to share the platform with Mr. Saluja where he revealed many lesser-known facts about his company. He also discussed how the company has held professionalism and integrity for all these years.



A Tale of Excellence

Talking about the inception journey, Mr. Saluja began by narrating, “I began my career in the year 1996. During that time I was visiting South Africa and came across various Rice Import Companies. The only prominent name during that era was Satnam Overseas Ltd. I saw the space for my spark and that goodwill inspired me to start my own company. Before I started my entrepreneurial journey and went ahead for my education abroad, my father Mr. Vijay Saluja gave the company its name Whitefields. As I was a newbie to the rice export industry, there was a significant lack of formal knowledge of exports. Back then, even raising the capital for rice exports was a tough nut to crack and still it is today. Dealing with multifarious government policies was also a major challenge for rice exports. Numerous yet important lessons during my entrepreneurialism brought me so many opportunities to learn and grow. We always implemented the idea of offering top-notch quality to our consumers within the framework of competitive pricing and that is where we won their trust. Since we are mainly into exports, buyers have shown their trust in our brand for its quality, be it the uniqueness, the packaging, or the easy availability. Quality is Whitefields’s core focus. The entire process of maintaining the same begins from the early stages of procurement and continues till the product reaches the end consumer sound and safely. All of our projects adhere to the agreed specifications and have comprehensive uniformity in all aspects. We are committed to the Food Safety Management System (FSMS) and have also received the accreditation of ISO 9001:2008 and ISO 22000:2005/HACCP.”

Milestones Worth Admiring

- Whitefields Overseas launched its brand, “India Crown Basmati Rice” in the year 2006.
- In 2007, the Ministry of Commerce, Govt of India felicitated Whitefields with the “Export House Status”.
- In 2008, the brand “India Crown Basmati Rice” was introduced in the UK, the Middle East, and the European market.
- In 2013, Whitefields shined with their prowess and became the first company to export 33,000 mts of rice to Contonou, Denin.
- In 2014, the brand became the first to exclusively deploy packing and supplying services to Wal-Mart, Chile, and shifted its office to Pinnacle Business Tower.
- In the same year, Whitefields witnessed a splurge in the demand for its products in the UK and the European Market. So they went ahead and established a separate, fully-owned subsidiary in the UK namely Indo Brit Foods.

Marketing Strategies and Expansion Binge

Our team asked Mr. Sumeet about the brand’s marketing strategies and what further plans are to be implemented for expanding the business across the globe. He exalted, “For advertising and marketing our products, we have participated in various exhibitions and also done road shows in various parts of the world to create brand awareness. Our marketing team is also robustly connected with our consumers frequently so that we stay abreast of their opinions and demands. We always focus on building resilient relationships with our clients and maintaining transparency at all levels. We are also working to venture into ‘Plant-based Ready to Eat’ and ‘Frozen Food’ in the coming year.”

Words of Sagacity for the Readers

Mr. Sumeet shared with us his secret mantra of turning dreams into reality. “An individual must know the art of delving oneself into the space of learning and growing while making mistakes. You should always have a craving for succeeding in where your passion lies. Pursue your dreams no matter how difficult things turn out to be. As a leader or entrepreneur, one must always carry a sense of integrity for his/her employees and business associates. You should know how to grow with others. A true leader always has the ability to perpetuate pioneers like him/her.”



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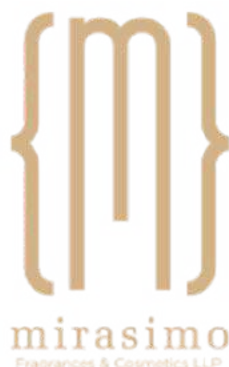
In the heart of India, cloaked in crisp blue walls, glittering crystal chandeliers, and Victorian tiles, awaits a niche perfume boutique that is one of its kind. In 2018, Scentido Niche Perfumery opened its doors as the first experiential luxury boutique in India.

It all began with a love affair – the fervent passion of Shishir Mehta for the world's most rare and exclusive scents. His journey led him to the most ravishing undiscovered scents of the world, in a quest to create a destination for self-discovery through an olfactory experience that captures all senses. Enveloped in the very essence of its name, which hails from the Spanish word 'sentido,' translating to 'sense' or 'heartfelt,' this niche perfumery exudes a genuine warmth and hospitality, welcoming every guest to explore the art of perfumes.

As you step foot into one of the seven Scentido boutiques, you'll be entranced by a sophisticated Art Deco interior, the timeless appeal of prestigious perfume houses with a touch of contemporary glamour. Inside, you will find a fine selection of niche fragrance brands, handpicked from different corners of the world, from France to New York, Italy, London, Dubai, and Oman.

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9 INSPIRING CEOs WHO CHANGED THE BUSINESS WORLD

CEOs are the inspiring emblems of the corporate world. They possess tremendous management skills, innovative approaches for turning tables of success, and a wholesome sense of integrity. The business world has witnessed the rise of such exceptional CEOs who have managed to revolutionize the world with their leadership and vision for a better tomorrow. Today we have presented the Top 9 Inspiring CEOs who changed the business world. We have mentioned some of these dignitaries. The list is in the making of glory as many more leaders are writing chapters of resilience and determination for the coming generations.

Bill Gates

Probably the most iconic CEO of the golden era of the business world, Bill Gates started Microsoft and created an unforgettable history of excellence. He started Microsoft in 1975 along with his friend Paul Allen. Since his early childhood, he was interested in various algorithms of computers, programming, and technology. During his tenure, he also took over as the CEO and Chairman. Although he resigned as the chairman of Microsoft in 2008, Microsoft is still on the pedestal of being incredibly successful.

Elon Musk

Elon Musk has established the most innovative companies of all time SpaceX and Tesla Motors. His understanding of technology and interest in aerospace is what the world vows down to. He has an image of being a genius, a workaholic, and a procrastinator who has the willingness to turn the impossible into possible.



Tim Cook

Tim Cook embraced the position of CEO of Apple Inc in 2010, while he joined Apple in 1998, as the Senior Vice President. Right from the beginning of his tenure to 2022, Tim Cook has nearly doubled the total turnover of Apple's market value from 348 billion dollars to 1.9 trillion dollars. He has also been on the front foot to address various revolutions in the cyber security domain.

Sundar Pichai

An Indian-American executive, Pichai Sundararajan is the current CEO of Alphabet Inc and its subsidiary firm Google. Pichai was fond of science and was a true bookworm. He was appointed as the Head of Product when Google launched Chrome. In many of his interviews, he has spoken about his passion for technology. Sundar has also tackled all the political issues and legal challenges against Google over these years with the utmost intellect.

Andy Jassy

Andrew R. Jassy is an American business tycoon who took the position of CEO of Amazon in 2021. Earlier, he was the Vice President and CEO of Amazon Web Services. He joined Amazon as a marketing manager in 1997 and 2003 joined Jeff Bezos to introduce a cloud computing platform that would be called Amazon Web Services in 2006. Seeing his leadership qualities, Bezos designed Jassy as his official successor.

Warren Buffett

Warren Edward Buffet is regarded as the cult iconic investor of the world with a net worth of more than 100 billion dollars as of 2022. He is the current CEO and Chairman of Berkshire Hathaway which is an American multinational conglomerate with more than 65 subsidiaries in industries like food, finance, jewelry, etc. Known for his concept of value investing philosophy and significant contribution to society, he is known for his 3 P's (Principle, Purpose, and People).

Mark Zuckerberg

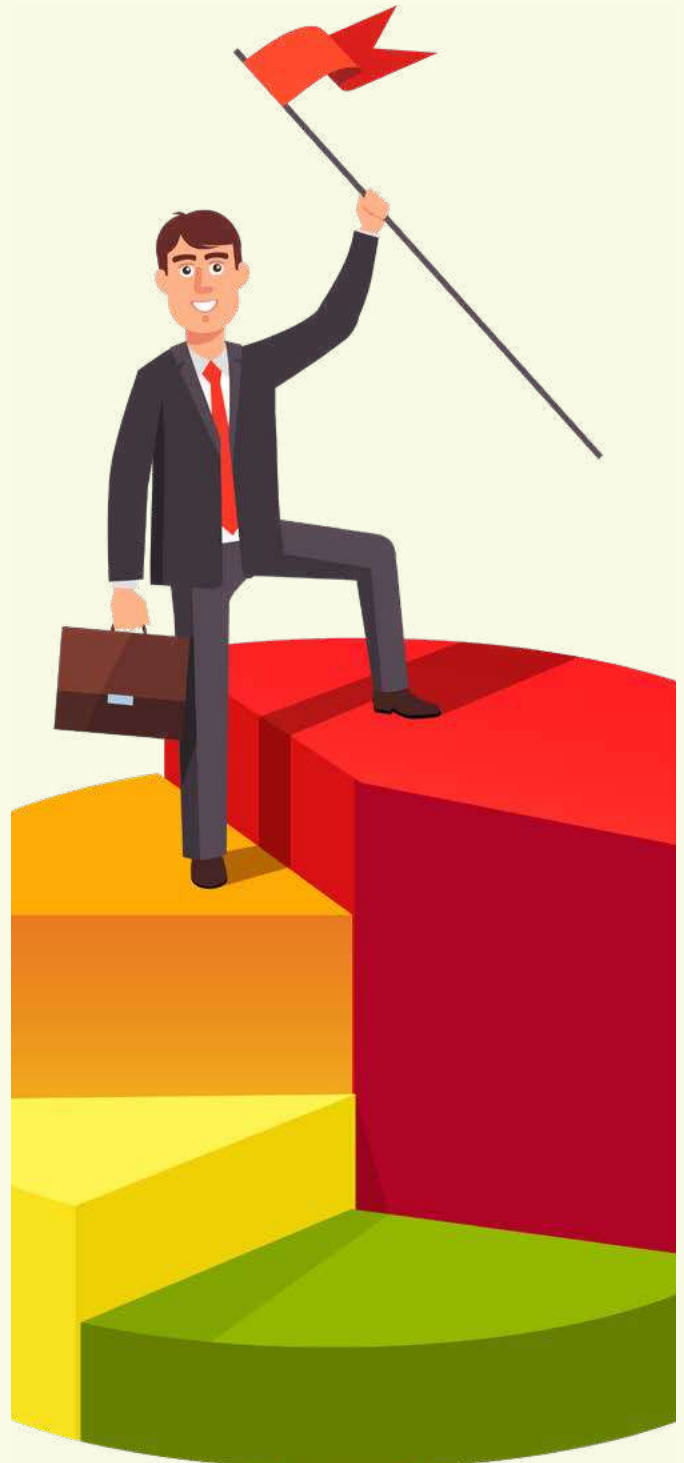
Next, we have Mark Zuckerberg who is known for curating the social media website Facebook and its parent company Meta Platforms. He is the biggest shareholder, CEO, and Chairman of Facebook. While attending Harvard University, he launched Facebook in 2004 with his friends. At the age of 23, he became the youngest self-made world billionaire in 2007.

Mary T. Barra

Mary Teresa Barra is the CEO of General Motors- the largest automaker in the United States. She became the first woman CEO of General Motors in 2014 and the first female leader of an automobile head. Before taking over as CEO, she was the Vice President of the global product development and supply chain. In 1980, she started working for the company at the age of 18 after graduating from General Motors Institute.

Jeff Weiner

Jeffrey Weiner served as the CEO of the biggest employment-oriented platform LinkedIn. He previously worked in giants like Yahoo, Warner Bros, and Greylock Partners. He stepped down as CEO of LinkedIn in 2020 and now holds the position of Executive Chairman to work towards closing the network gap and implement the vision of creating diverse economic opportunities for the global workforce.



ABBAS KAPASI:

Helping businesses to expand and people to gain knowledge through digital marketing

Influencers have found a home in digital marketing, which has resulted in many marketers attaining something close to cult followings and rockstar status. Where can you find reliable advice on success in your field when there are so many experts to choose from? Who are the top digital marketers you should follow in 2022 and 2023? Dramatic and ongoing shifts characterize the landscape of digital marketing. The ideal way to keep up with emerging opportunities or tendencies in your industry is to follow influential people in that industry on social media. The most successful digital marketers and consultants to follow in 2022-2023 are known for their habitual sharing of helpful resources and insights with the marketing community. We are all in this wild digital world together with one another. While we continue to push the innovation boundaries in marketing, the suitable way to keep up is to support and learn from one another.

Abbas Kapasi

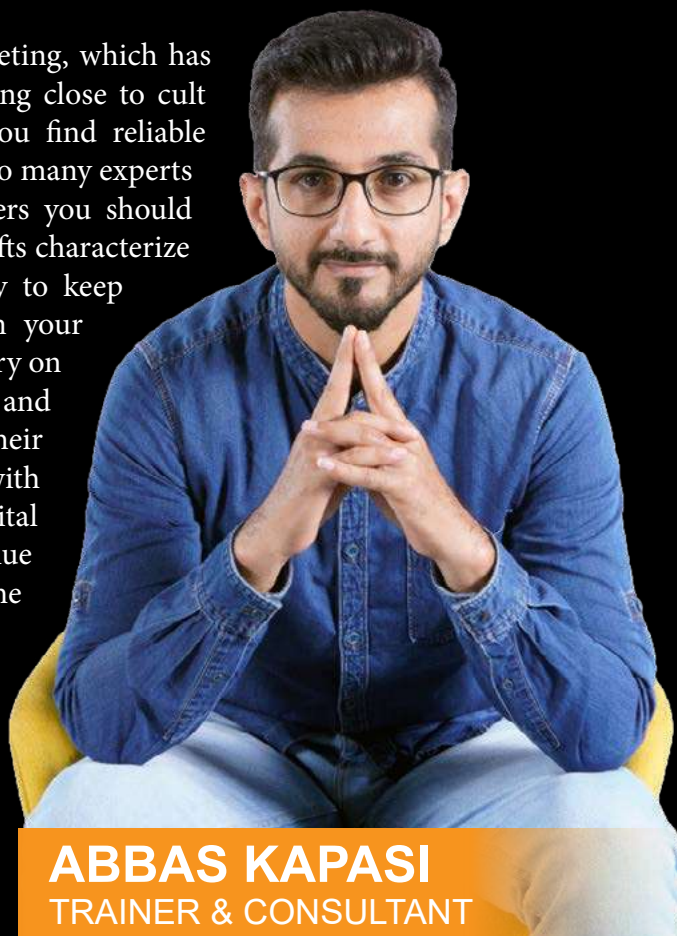
Abbas began his professional life as a developer. He has since transitioned into digital marketing and has chosen to train others in the field. Since studying BCA in college, he had always harboured the desire to launch his company. In addition, he had a strong understanding of how a business operates and how marketing strategies are implemented. Because of this sense,

Abbas is now better able to comprehend the requirements of a business, the psychology of users and the difficulties business owners face in connection with their companies' expansion.

The Success Obtained Through Efforts

As a web developer, Abbas recognized the need to improve the website solutions he offered his customers by becoming knowledgeable in SEO. Since that time, he has been completely enamoured with marketing. It is a natural part of the learning process, so he has failed at marketing. But that has not stopped Abbas from trying new things and being adventurous in the face of setbacks. His struggles have been instrumental in accomplishing the following:

- With the assistance of SEO, Abbas assisted companies in growing their customer base from zero to thousands.
- With the assistance of Social Media and Google Ads, he brought the number of leads generated by the company from 0 to 100.
- Abbas assisted businesses in expanding their presence on the internet.



ABBAS KAPASI
TRAINER & CONSULTANT

The Exploration Phase

Abbas has investigated every aspect of digital marketing, beginning with search engine optimization and progressing through social media marketing, remarketing ads, search engine marketing, nurturing funnels and content strategy. He has been successful in delivering the ideal sales funnels thanks to the razor-sharp combination of IT and marketing knowledge that he possesses. He finds it extremely enjoyable to engage in lengthy conversations with the proprietors of businesses to understand their operations and the challenges they face in marketing their products. Abbas is very close to being able to assist them with their issues, particularly in providing business and digital marketing consultation.

Abbas' Belief

The conviction held by Abbas that assisting others in expanding their businesses is a worthy endeavour is admirable. Because the expansion of a company impacts the lives of everyone working there, and those working there experience personal development as a result of the expansion. Because he held this belief, he hosted over fifty free seminars and webinars. Through W3 Marketing School, he has also served as a mentor to thousands of students and hundreds of professionals. The mentorship journey of Abbas continues as he serves as visiting faculty at several colleges.

Views on the Marketing Education

Abbas says, "The field of education is constantly expanding, but over the course of time, it will undergo shifts in how people instruct. The future will focus more on explaining practical concepts to people by reducing their level of complexity and making the information easier to understand."

Transforming Life

In Ahmedabad, W3 Marketing School's digital marketing course has established itself as the gold standard. The goal of providing digital marketing education in Ahmedabad became a reality after many years of dedicated effort in digital marketing. The school's founder, Abbas Kapasi, is aware of the areas in which proprietors of businesses require assistance in implementing digital marketing strategies and is aware of the need for more highly skilled professionals to work in the field of digital marketing. Within the first two years, after the company was founded, it established itself as one of the leading digital marketing schools in Ahmedabad.

W3 Marketing School Programs

Taking the Digital Marketing Course offered by W3 Marketing School in Ahmedabad can improve an individual's current skill set, and they learn new techniques that will completely transform them. Every skill, from search engine optimization and pay-per-click advertising to online marketing and content creation, will prepare the user for the workforce! The theoretical knowledge and the actual application of that knowledge are both thoroughly covered in the course material. One can easily learn through the most effective pedagogy and mechanisms with the assistance of W3 programs. The course covers topics ranging from fundamental to advanced digital marketing. The foundation of the program's distinctiveness is found in the following:

- The educational institution is aware of the actual challenge that the sector is confronted with when it comes to hiring resources; consequently, it has developed programmes to train people in digital marketing to the point where they are acceptable.

- It is also aware of the challenges entrepreneurs and founders face when working with a company. Consequently, it has also designed the class while considering these factors.
- The Ahmedabad school ensures that the examples they use to explain the concept are easy to grasp. The campaign stands out from others by supplying live project data and case studies.

Adaptation To Trendy Educational Practices

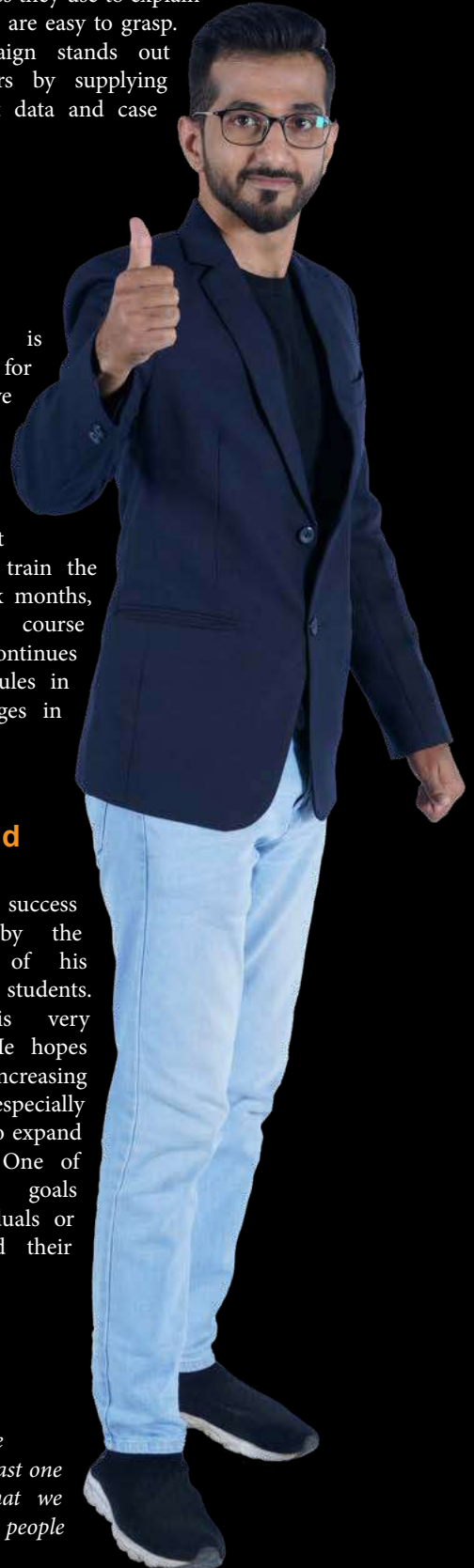
Abbas Kapasi is always looking for ways to improve the functionality of a situation. As a result, he and his team constantly adapt new examples to train the students. Every six months, he updates the course structure. He continues to add new modules in response to changes in industry demands.

Success Perceived and Future Plans

For Abbas, success is determined by the accomplishments of his customers and students. His strategy is very straightforward. He hopes to motivate an increasing number of people, especially business owners, to expand their operations. One of Abbas's primary goals is to help individuals or businesses expand their customer base.

Message Intended For Others

Abbas says, "We are always good at at least one thing. That is what we should teach other people around."



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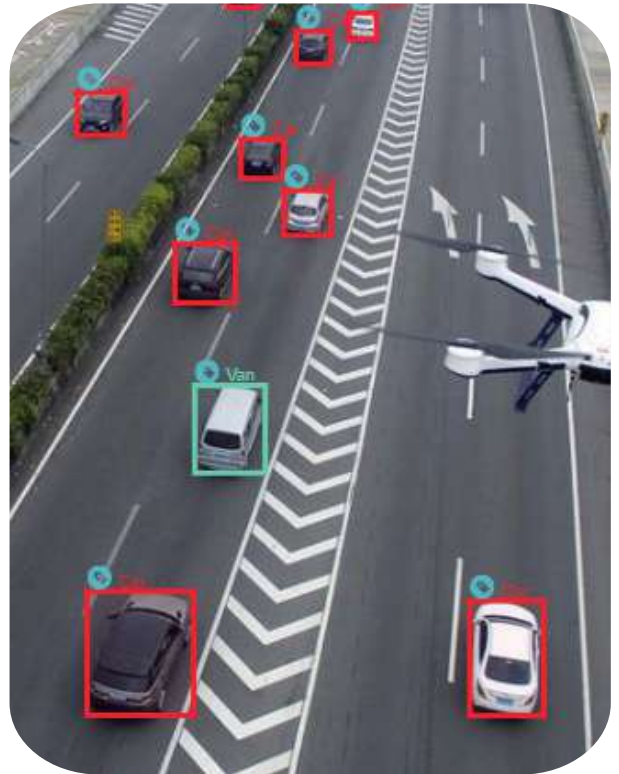
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Utrecht, Netherlands.

GERMANY

Carl-Benz-Str,
21 60386 Frankfurt,
Germany.

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www.qualitasglobal.com

8 Ways On How To Maintain a Healthy Body and Mind

The wealthiest asset today is health. Does any kind of happiness exist without a healthy mind and body? Absolutely not! We all need to maintain the proactivity of our minds and body to be productive in our daily lives. There is so much information scattered all over the internet about ways to keep your body and mind fit. But admit it we all often end up losing direction when it comes to keeping up with the tips and trends. But today we have brought you the 8 Easiest Ways to Maintain a Healthy Body and Mind. These ways are nothing but simple additions/alterations to your daily habits that will take you through the whole journey of body and mind wellness.

Mornings Need to Start with Sunlight

Sunlight is an essential source of energy for the entire solar system and our bodies are nothing less than the solar system. It is important to activate your senses and musculoskeletal system with sunlight. It stimulates the release of Vitamin D via exposure to healthy UVB photons and is directly related to your mind's efficient functioning. It is recommended to spend at least 15 minutes in the sun right in the morning. You can feel the freshness it gives to your mind and body.



Don't Compromise with Physical Activity

Needless to say, exercising is an excellent way of waking up your entire metabolism. Exercising helps to release and regulate hormone production in your body. It helps to strengthen your bones & muscles, reduces anxiety, improves cognitive ability, maintains proper digestion, and better sleep patterns. The benefits are never-ending, so make a habit of exercising for a minimum of 30 minutes per day that too with a proper schedule.

Maintain a Time-Bounded Schedule for Your Body

Our body and mind are the easiest when it comes to training them for good. Following a process for only 21 days, makes it a new habit for you. So make sure you have strict and time-bounded eating, sleeping, and working schedule. For example, make it a habit to have dinner by 8 PM or work out daily at 6 PM and follow it regularly for the coming months. Wavering timings disrupts your body and mind's state of working, making you feel more confused and tired.





Surround Yourself with a Positive Aura

We are what we surround ourselves with! If we are staying in an environment where there are talks about peace, knowledge, productivity, blissful deeds, gratitude, and growth we carve the best version of ourselves. Remember, there is no space for unhealthy relationships in your life. So be wise while choosing your company and try to inculcate positive affirmations within you.

Meditation Escalates Body and Mind's Serenity

Indian history is proof of what wonders meditation can do to a human's life. Meditation aligns all the chakras of your body and calms down your hyperactive senses. It can change the structure and functioning power of the brain through relaxation. It further reduces stress and improves memory and concentration. Start by practicing for a minimum of 5 minutes and stretch to more.

Keep Processed and Sugary Foods at Bay

Refined sugars and processed foods are loaded with unhealthy fats and addictive calories. Refined sugars tend to make you feel sluggish and play with your eating habits. Moreover, these are the main causes of early diabetes and other heart diseases. The same goes for processed foods. Being extremely poor in nutrients and high in sodium and nonessential fats, it will harm your health in the long run if consumed in excess amounts. Switch to healthy snacking like having fruits, nuts, whole grains, and nutrient-dense seeds, and churn delicious recipes out of these.

Snoozing Off for 7-9 Hours Daily

Sleeping for a minimum of 7-9 hours is mandatory. It depends from person to person according to their physical activity. Sleep deprivation or disturbed sleep patterns can lead to bad temper, fatigue, and cognitive dysfunctions. Understand how your body responds after you wake up in the morning and determine the sleep requirement of your body.

Control Your Portion Sizes

Have more portions of vegetables, fruits, salads, and low-calorie foods. Be conscious of how much you want to eat because overeating or under-eating has harmful gastrointestinal effects on your body. For example, when we're eating at buffets we tend to stuff ourselves to the neck which makes us feel heavy throughout the day.





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