

Outlook



AN OUTLOOK
INITIATIVE
WITH DIGILIVE
FOR BUSINESS
LEADERS

INSPIRING
BUSINESS
LEADERS 2021

OVERVIEW OF EDITION

Individuals who rose to be leaders

Every journey is of the soul, and is sole – the two define the purpose of individuals who set out with their singular dreams. Rumi says, “It is your road and yours alone. Others may walk it with you, but no one can walk it for you.” Experiences shaped them and sometimes beat them into becoming larger than life. And thus came about the fruition of their dreams – their companies and products. For these leaders, their organizations are not about profits alone. At heart and in deeds, they are philanthropists who want to make a difference to the world with what they hold in their hands. Businesses are organic entities for them, deeply reflecting the character of the ones in charge.

We bring to you entities who may essentially stand alone but walk together with their people. These are leaders who have given the industry valuable products, but above it all, they have given back to society – by way of their services which variously improve life, or by wealth creation which they fairly and honestly share.

The common thread perhaps is also their method to battle the pandemic, wherein they have stood in support of their employees and the immediate communities, steering the society to safety as best possible. While the world grappled to come to terms with the unprecedented life conditions – the visions and bold thinking of these leaders made them rise to the occasion, adapt and value add. These visionaries are unstoppable and believe that the game has just begun.

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Officium Labs Help Brands to Deliver Exceptional Customer Experience

JONATHAN SHROYER, CEO & CO-FOUNDER



Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.

~Steve Jobs, Founder of Apple

JONATHAN SHROYER
CEO & CO-Founder

“We will see where serving and helping takes us. It is possible we are a unicorn one day, but we tend not to think about such things, we focus on our clients and people.”

It is imperative to know your customers' requirements deeply prior to providing them impeccable customer service. Customers' satisfaction matters the most as it plays a vital role in leveraging your brand's reputation. What your customers say and feel about your business has a tremendous potential to turn on more customers or lose the existing ones too. On the same notion, Officium Labs came into existence with a purpose to help brands deliver exceptional customer experiences.

Jonathan Shroyer, the CEO & Co-Founder of Officium Labs, had put phenomenal efforts round the clock to make it a successful brand.

ABOUT THE COMPANY

Set up 2 yrs before, Officium Labs is a startup that was incubated to disrupt and reimagine customer service and experience.

Jonathan Shroyer says, "We believe all customer engagements have the potential to drive future revenue and protect existing revenue. To this end, we invented the ServiceStack to enable all brands and their customers to be part of the future of service, the next service revolution."

With a team of highly skilled professionals, Officium Labs creates incredible customer experiences through "Connect, Transform, and Innovate" brands.

“Connect” is a network of on-demand, best-in-class customer service resources. They bring great people together with great brands to achieve outstanding service even during peak volume spikes.

“Transform” brings a unique CX methodology to life through consulting, coaching, training, and award-winning Foundational Services Workshop.

“Innovate” is a technology platform that helps companies achieve enhanced results by using analytics and operational tools.

THE BIGGEST STRENGTH

Employees are the most important building blocks of any organization. Without their support and efforts, you can never grow your empire.

Officium Labs considers its people their biggest strength. Their valuable insights, enriching experience, passion, and innovative capabilities have acted as catalysts to make it one of the leading brands.

THE CEO STATES,

At present, they have more than 22 clients to whom they can provide immense bottom line and engagement value too. “The more brands that trust us with their customers, engagements, and brand, the more credible we become and the more we can help others become part of the future of service.”

“
Apart from this, the other strength is what we bring to the table. A new, fresh, and inventive Approach helps companies to transform from a cost-focused service center into a profit-focused customer ambassador team.”

THE CORE VALUES

If you want to take your business to the next level, you need to create values that you can follow whole-heartedly throughout. Officium’s values guide their mission and vision towards success for the company and retaining more customers. Their core values are listed below:

- Delighting the Customer: We win or lose based on the client’s happiness.
- Deliberate: We are deliberate and pragmatic in decision making.
- Constant Curiosity: We are voracious learners who are open to new ideas.
- Teamwork: We do what is best for the company and our clients rather than what is best for ourselves.
- Inclusion: Equality and Mutual Respect are the keystones of our company.
- Shared Prosperity: Our success is shared as a company with our clients and our communities.

So, these are the values that keep the Company moving and achieving the best in the entrepreneurial space. Create values that resonate with your integrity and principles.

THE ONE WHO HAS INSPIRED

There are some personalities that leave an everlasting impact on us and encourage us to excel in life. They can be from any profession or industry, but their attitude towards life and success is something to learn and follow.

Jonathan Shroyer as an observationalist learner often pays attention to what people do or what he reads about what they do. This made him learn the type of leader or person he envisions to become.

When he researched about Nelson Mandela, Jonathan Shoyer learnt from him how to overcome challenges and help people selflessly. The three most important personality traits that Mandela had were resilience, grit, and vision, which inspired Jonathan to a great extent.

IN THE FUTURE

Officium’s main purpose is to serve or to help, which is the company’s core mission. They help service leaders to both generate and protect revenue through a unique ServiceStack™ approach. By correlating the impacts of great service to the impact on the organizations’ financial performance, they are able to demonstrate the strategic role that CX plays. The bottom line is that happy customers spend more, stay loyal longer, and help to bring new customers your way.

Over the last 2 years, they have proven 15 times that CXAAS (customer experience as a service) drives savings to the bottom line and protects top line growth.

A FEW SERVICESTACK CLIENT WINS:

Client 1: WFM saves 24% in BPO spend

Client 2: White Glove MVP protects \$5M

Client 3: Agent AI assist decreases BPO spend by 25%

Client 4: Connect Burst scaled 100 resources in a few weeks to meet volume demand

Client 5: CXAAS transformation drives 55% increase in customer satisfaction.

With a constant expansion, they are providing new and different ways to clients to better understand their business success and maturity. Below is our new maturity model for CX Leaders.

Recently they acquired Spreadsheet Scheduler and have added it to the WorkForward family of products, which helps companies dynamically staff and ensure customer demand matches worker supply. It drives cost savings and increases in customer satisfaction.

Lastly, they have proven that their White Glove customer service account management teams can protect millions in revenue and help some companies to create new revenue, check out their Client Case study here. They are super excited to expand this to new customers in the next year.

Paras Biopharmaceuticals Finland Oy



DR. ASHESH KUMAR
CEO & Director

CREATING BIOLOGICS MANUFACTURING EXCELLENCE & NEW SOLUTIONS FOR RARE & ORPHAN DISEASES

Biologics medicine manufacturing is a very complex process. While biologic medicines offer new solutions for rare & orphan diseases, as well as cure for diseases which are difficult to treat otherwise, the development of medicines for such diseases are exorbitantly expensive. Paras Biopharmaceuticals Finland Oy, as a start-up company in Finland in 2013, decided to take up this formidable task, to develop technology solutions. Paras Biopharmaceuticals Finland Oy team took a deep look at the real problems on why biologics are so expensive. Deep dive into the subject, it was found that biologics (as a medicine) have tremendous manufacturing challenges. The manufacturing process of these medicines is quite often poorly understood, which leads to extreme low qualities making discovery & development and later manufacturing very expensive.

Paras Biopharmaceuticals Finland Oy' team made the decision to work on many of the challenges in front of them and fast-forward to 2021, the company today offers un-matched biomanufacturing solutions in the industry.

Leading the path of cost-effective biologics medicines production, Paras Biopharmaceuticals Finland Oy has been a sought-after name in the industry. Providing unique solutions for manufacturing complex biologics, the firm is driven by the mission to deliver affordable healthcare while finding effective treatments for rare and orphan diseases.

With its already successful end-to-end biologics CDMO production work, Paras Biopharmaceuticals Finland Oy strives to strengthen its microbially-derived biologics, which also serve to be a significant aspect of the market. It offers best-in-class biosimilar development technologies and recombinant bioprocess enzymes that are instrumental in innovating potential cures for not-so-known diseases or unmet medical needs.

The dedicated professionals working behind the success of the company bring their rich experience to the table and enable a result-driven approach. The highly specialized scientific and

technology management team gets new paradigms in biopharma technology to solve critical bioprocess issues in the most economical and effective manner while maintaining and improving product quality. With a combined experience of close to 60 years in technology and management, the Paras Biopharmaceuticals Finland Oy team holds eloquent process development expertise responsible for driving high-quality results. With a vast experience of developing biosimilars for a decade now, the fanatical individuals continue to drive innovation for the welfare of all while being recognized and accredited with Ph.D.s in Biosciences & Biotechnology.

The scientific tools devised by Paras Biopharmaceuticals Finland Oy

guide in further development of highly complex biologicals, which stand to be a revolutionary change while having a successful track record of treating – specific cancers, respiratory problems & bringing new solutions for inflammatory-related diseases.

THREE KEY AREAS OF EFFECTIVE FUNCTIONING

Paras Biopharmaceuticals Finland Oy has established its expertise in the three critical areas of – development and licensing of biosimilar production technologies, enabling the development of complex proteins from early-stage to large scale, and the development and supply of bioprocess enzymes used routinely in biologics development and production.



While grabbing an effective pace on the development front and strengthening its technological arm, Paras Biopharmaceuticals Finland Oy has paved an excellent way for making healthcare accessible to all. Putting concrete efforts to ensure the cost-effectiveness, high-quality product, and seamless processes being driven, the firm has established a successful way forward.

PARAS BIOPHARMACEUTICALS FINLAND OY' PROPRIETARY & STATE-OF-ART TECHNOLOGIES

The novel technologies built by Paras Biopharmaceuticals Finland Oy boost newer ways of employing combined unique expertise to perform the cleavage of proteins with a fusion partner. Reasoning to this cutting-edge innovation, the need for expensive cleavage enzymes in production is prevented. In-depth protein purification knowledge put forward by the firm provides the perfect solutions to realize higher product yields. This has also been instrumental in achieving an authentic product with cost-effectiveness.

Paras Biopharmaceuticals Finland Oy has developed a number of manufacturing technology platforms within the host organisms, including E. coli, Pichia pastoris, and Saccharomyces cerevisiae. This innovation is taken forward with their process optimization that has been vital in enhancing the production of biopharmaceuticals without the need to change the clones. The easy multiplication of these biologics is also accompanied by lower production costs and a robust process that is seamlessly scaled up.

The entire industry has witnessed highly expensive solutions for the manufacturing of biologic medicines. This is primarily because of the inconsistent and ineffective

NobleClev™
The most eye-grabbing aspect of this effective technology is its significant reduction of wastage in the processing of biologics, with a prominent rise in the overall yields. This has also been imperative in bringing down the production cost while developing authentic biologics.
With an amalgamation of high specificity and activity of processing, Paras Biopharmaceuticals has been able to hit the right spot for an efficient outcome to be generated.

Diabrid™
This advanced technology facilitates a higher expression of therapeutic proteins in a manner that enhances the quality and bio-effectiveness of the molecules. This also boosts post-production protocols for the expression of recombinant therapeutic proteins and therapeutic peptides, and that's precisely what makes this proprietary technology by Paras Biopharmaceuticals Finland Oy immensely unique.

Biomultifold™
Biomultifold® is an immensely effective technology that allows expression levels of multi grams of therapeutic proteins per litre of fermentation to be achieved. This has enhanced an economic system for generating recombinant proteins and their scale-up production. It is one of the most suitable technologies employed for the large-scale production of biosimilars, especially for taking it to a commercial scale.

Cytofold StructQuant™
Offering the twin benefit of having the cost-effectiveness as presented by the expression of E.coli while matching the high-yields obtained in cytoplasmic expression—Cytofold StructQuant® is a high-end proprietary technology of Paras Biopharmaceuticals Finland Oy.
Developed for the high-level expression of homogeneously folded disulfide bonds containing proteins in the cytoplasm of E. coli, the technology produces biologics having maximal biological activity, unlike the ones obtained with the expressions in the cytoplasm.

Paras Biopharmaceuticals Finland Oy' Proprietary Technologies Include:

technologies that work behind them. Paras Biopharmaceuticals Finland Oy steps right in and presents a revolutionary way to disrupt the technological front to produce desirable results.

PARAS BIOPHARMACEUTICALS FINLAND OY' BIOLOGICS PRODUCTION FACILITY IN FINLAND

Paras Biopharmaceuticals Finland Oy has a fully equipped biologics production facility in Finland for the production of recombinant therapeutic products in microbial systems. The state-of-art biologics production plant includes a total floor area of 25,000 ft2 and a classified cleanroom of 4,300 ft2. Other features include media and buffer preparation, live area (fermentation and harvest & extraction), purification suite (incl. +4°C cold room), final filtration and freeze-drying.

Paras Biopharmaceuticals Finland Oy has a strong pipeline of Biologics & Biosimilars in Osteoporosis, Rheumatoid Arthritis, Oncology and Metabolic Diseases.

For more information, please see the company pipeline: <http://www.parasbiopharma.com/biosimilars/biosimilars.php>

COMPANY AND THE TEAM

The dedicated team behind Paras Biopharmaceuticals Finland Oy is driven by the sole vision to provide an economical solution for expensive medicines as part of its internal pipeline. Keeping the industry trends in view, the microbial-derived biologics hold an extremely small segment of the entire market and thus provides Paras Biopharmaceuticals Finland Oy with a unique advantage with a high growth rate and lesser competition.

'Paras' is attributed to 'best' in Finnish, but its connotations are often expanded to ultimate, optimal, and pre-eminent. Along with all the members on board, the firm strives to live up to this mapping and continue to grease the wheels for moving forward. While allowing efficiency and quality to walk together, Paras

Biopharmaceuticals Finland Oy marches forward with an ever-growing, result-oriented mindset.

Paras Biopharmaceuticals Finland Oy is able to discuss, manage and coordinate all the aspects associated with their work with the effective development of a 'teamwork' culture. This has enabled the firm to drive innovative solutions and disrupt the technology for the better!

THE MAN BEHIND IT ALL

The company has bagged several international awards in Europe & the USA along with receiving immense appreciation for their quality of development. Dr. Ashesh Kumar, CEO and Director: Biologics & Licensing has been an effective catalyst in leading the company and bringing it to this level of success.

With an extensive experience of more than two decades, Dr. Kumar has successfully developed and out-licensed biosimilar technologies for scale-up production of biologics and biosimilars in Europe and Asia. He continues to play an instrumental role in ensuring the smooth functioning of the facility.

Paras Biopharmaceuticals Finland Oy is on its road to monumental innovations that are certain to change the face of biologics and its manufacturing. With their latest developments and upcoming plans, one is sure to see path-breaking products coming their way!

PARAS BIOPHARMACEUTICALS FINLAND OY – REACHING OUT WORLDWIDE.



PT Siemens Indonesia

Revolutionizing the World With Its Effective Digitalization and Aggressive Automation

Technology has been one of the most significant driving factors that have contributed to shaping the world. Whether it is about bringing innovation to the traditional methods or the rigorous efforts in making energy more efficient, impactful technology-oriented firms have stepped-up the domain in all directions. PT Siemens Indonesia has been one such company that has taken the digitalization domain by the storm and altered the face of technology in all vertices.

Well-known for catering to the ever-growing needs of the market and delivering unique solutions to its customers, Siemens is an immensely eminent name in the industry. With a successful track record of serving its global clientele well, Siemens has also been recognized for introducing life-changing technological innovations for building customized solutions to suit individual needs of all.

A proactive company-wide structured approach that is followed by Siemens helps to upskill, reskill, and get the organization fit for tomorrow's needs while continuously improving their customer proximity. The company has been known to employ effective strategies with a focus on clearly understanding the specific needs and expectations of its customers and this is exactly how Siemens has gained an exceptional word of mouth in the market!

Indonesia holds a jaw-dropping potential growth rate expected to boom in the coming years and this has boosted the expansion of Siemens across the globe. There is a significant geographical spread that is aligned to experience an exceptional rise along with the scope for development in areas of smart infrastructure and the digital transformation of the various manufacturing sectors. Led by the goal to empower the customers for transforming their industries by connecting the real and the digital world – Siemens technologies have been torchbearers for helping clients achieve sustainable improvement in the aspects of efficiency, reliability and productivity.

Responding to the megatrends running around the world including globalization, urbanization, demographic changes and climate changes, Siemens has emerged to be a high-end company dedicated to solving the problems with broader goals and motives.



PRAKASH CHANDRAN
President Director and CEO, PT Siemens Indonesia

BUSINESS & TECHNOLOGY

Indonesia holds a jaw-dropping potential growth rate expected to boom in the coming year

Indonesia is considered one of the leading countries in science and technology developments. Despite being a developing country, Indonesia is one of a handful nations that have developed their own aerospace technology.

According to reports, if Indonesia starts to embrace digitization, it can realize an estimated growth of USD 150 billion valuation - 10 percent of the GDP - by 2025. Digital technologies developed by Siemens offer ways to boost productivity across sectors and expand participation in the economy to all segments of the population.

Indonesia is poised for a big leap forward in digital innovation. It is a country brimming with meaningful progress and Siemens Technologies have been instrumental in leveraging it to the core. The company has put strong efforts in the field of decarbonization and resource protection as well that cover the entire value chain. Led by the vision to make Siemens the most preferred technology provider in Indonesia in all the market verticals, the firm wishes to stay ahead of the competition with marked differentiation in their products, systems, solutions or service Local value creation, upskilling, reskilling and partner development hold supreme significance for Siemens. As a front-runner in technology, Siemens always considers its economic, environmental, and social responsibility to foster sustainable local development



The Backbone

All in all, a team is as good as the leader who is directing them. Siemens Indonesia's roaring success is justly credited to the man behind all this—Prakash Chandran, President Director and CEO, PT Siemens Indonesia. He is the first Asian President and CEO to helm Siemens Malaysia as well as Siemens Indonesia.

With an expansive exposure of over three and a half decades in the technology arena, Mr. Prakash has always been a result-driven person and proudly responsible for delivering Siemens' state-of-the-art technology into Malaysia and Indonesia while capturing milestone nation-building projects in the areas of Electrification, Automation and Digitalization.

"Solutions always exist, a leader's job is just to optimally connect his organization's resources to it!"

Mr. Prakash Chandran, a man dedicated to the success of thousands.

as well as to add value to the local economy in which it operates. The company has been in Indonesia for more than 160 years with substantial local investments and manufacturing footprint with factories in Pulomas, Cilegon and Batam.

MANAGING TEAMS WITH TOP-NOTCH LEADERSHIP

Building a top-notch creative team is not an easy task. One needs to devote ample time and energy to create such a group who will act as an inherent motivating force delivering the best and most inspiring work. Siemens seem to have hit the right spot in regard to their leadership and team building arena.

At Siemens, leadership often involves dealing with finding solutions to problems that are absolutely unique, particularly when the organization is being directed through uncharted frontiers. This has also given rise to the top management wearing the hat of situational leader, rising every time to the needs of the occasion and creating positive impact.

In order to achieve their long-held vision, the effective leadership at Siemens also keeps a keen eye on the best local talents available. Being a sought-after employer in the country and having a high employee retention rate—the company is able to attract and maintain a skillfully vibrant workforce within the organization. There is a tremendous amount of effort that goes into predicting and catering to the continuously changing needs of the customer. Siemens has been able to seamlessly facilitate this association and enable the teams to come up with out-of-the-box strategies to drive conversions.

THE GOLDEN THREAD

At Siemens, people are always considered to be the biggest assets. The firm tends to provide each individual with the correct Tools, Technology, and Training (TTT) which guides each individual to create impact for the organization with the highest level of motivation.

Setting clear expectations and KPIs as well as ensuring that each team member understands the presence of the "golden thread" that connects his position and responsibilities to the broader organizational targets, expectations and success, is critical. This is one of the reasons why the fanatical teams and dedicated experienced professionals at Siemens are able to deliver beyond-the-roof solutions with ease!

"It is of prime importance, at Siemens, to make each member of the team understand how his or her output contributes to the success of the overall organization. This then results in efficient delivery with ownership and passion which enables diverse solutions and improved results." say Prakash

GLOBAL RECOGNITION AND ACCOLADES

Based on his exceptional leadership, Prakash has been bestowed with multiple awards and accolades which include:

- **2014:** Transformational Corporate Leader BrandLaureate ICON Leadership Award
- **2016:** Malaysian Leadership Excellence Award by the Malaysian Institute of Management (MIM)
- **2017:** Conferred "Panglima Setia Diraja" with honorary title "Datuk" by King of Malaysia
- **2018:** Inducted into the Court of Emeritus Fellows of the Malaysian Institute of Management
- **2021:** Global Indian of the Year 2020-2021 by AsiaOne

Mr Firoz Tharinil,

Founder & CEO Westford Education Group- Transforming Education for All

Founded in 2008, Westford Education Group today is a global network of educational institutions with numerous partnerships with prestigious universities under its belt. It proudly boasts of having students and alumni from across 130 countries and counting. With its vision to make education accessible to all, Westford Education Group has made a mark in the field of education with sound investment and commitment to latest technology. It is definitely something to watch out for. Westford was able to bag quite a few accolades and gain recognition along the way - 'Forbes Higher Education Award - 2019', 'Great Place to Work in the GCC' and 'Great Place for Women to Work in the UAE' in 2020.

And the man leading the group, the CEO and Founder is Mr Firoz Thairinil. As a banker, Mr Firoz had a spectacular career, where within a span of 15 years he rose from a clerical grade officer to the rank of The Country Head, before he set out to realise his dream of being an entrepreneur in 2008. Passionate about education himself, Mr. Thairinil, currently pursuing PG Dip. in AI for Business Applications from the University of Oxford, has completed Leadership and Management Development Program from the University of California, Los Angeles Extension, and also has an MBA from the University of Wales, UK. It was while he was pursuing his MBA, at the University of Wales, UK, when he was first inspired and developed a passion to make Higher Education more accessible and affordable which eventually made him quit the banking career and lay the foundation of the Westford Education Group. He ventured into education along with his 3 colleagues at bank - Hanil Haridas, Samras Mayimi and Mashrookh Ali, who also shared the same vision.



MR FIROZ THARINIL
Founder & CEO Westford Education Group

He started from a tiny office with 3 staff members and today Westford Education Group has 9 Institutions making their mark in different spaces in the education industry with more than 6000 students from across 130 countries. The smoother these developments look on the timeline featured on the website of Westford Education Group, the rockier it was for Mr Firoz and the team in actuality. But nothing good comes easy, and armed with previous attempts and experiences, Mr. Firoz was ready to brave the storm.

WESTFORD EDUCATION GROUP

The Westford School of Management which began its operations in 2008 took a few years to develop trust and acceptance. Once the rocky patch was overcome, the Group went ahead and launched Westford Institute of Film Technology in 2013, Exeed Corporate training in 2015, Taito Education in 2016 and so on.

Currently, in the Higher Education segment, Westford has 4 prominent brands - Westford University College, Exeed College, Eaton Business School and Westford Institute of Film Technology. These four brands enable the group to serve the needs of working professionals, adult learners by offering accredited and globally recognised academic qualifications. While these brands are developed around on-site and synchronous online/ part time learning models, Westford's latest venture Athena Global Education offers asynchronous course delivery, further improving the learning experience for executives. Another recent initiative taken is under Exeed College, to provide access to education on a global scale through EGX (Exeed Global Varsity) which provides access to reputed university programs through satellite centres operating in different parts of the world.

Most important and challenging for the leadership was to ensure the buy-in for technology in the operations of educational institutions. The leadership, especially, has been very clear that technology is the tool to realise the vision for making education accessible, but it took time and persistence to actually start implementing the same. Mr Firoz started with completely offline educational institutions but with every new venture of Westford Education group, he was one step closer to realise his dream of a completely online education platform which is accessible across all economic and demographic segments.

LEADERSHIP

Mr Firoz, as any of his employees would vouch for, is known to be 'Mr Cool'. No matter what, anyone would have rarely witnessed Mr Firoz being caught off-guard. With him, everything seems under control.

He believes in creating leaders from his employees. He believes in building leadership and trust. The organisational structure is fairly flat and entrepreneurial in nature.

If you ask him what is the key, the probable answer would be - Trust and Positivity. People knowing him would have found him to be positive in the worst of situations, to the extent which one could find absurd. But maybe that is what it takes to build the phenomenal leader that he is.

One reason for his trademark 'cool' is his experiences with setbacks. As he candidly says, "Statistically speaking, I am more failure than success. As an entrepreneur, I failed 7 times, before I got it right the 8th time". However, he advises on not taking either of failure or success to one's heart, he calls both of them as a data point, which should be considered impartially. Rudyard Kipling has put forth this same concept of data science more beautifully in his poem 'If'

**If you can meet with Triumph and Disaster
And treat those two impostors just the same.**

It is because of this emphasis on employee-first culture that the organisation observes a very high retention rate across the group. One can find a number of employees, who have been with the group right since the beginning. The company, on multiple occasions, has been recognised as a "Great Place to Work". Even recently, the company has been ranked 24th Best Workplace in Asia 2021 by Great Place to Work, the global authority on workplace culture.

THE LATEST VENTURE

As a leader Firoz appreciates and looks forward to technology that can make customers' lives easy and rewarding. He intends to have the

platform equipped with the latest technologies like AI and Blockchain, so that the platform ensures the learner's experience is seamless and secure. The vision is to build an end-to-end automated system where learners can learn and earn qualifications without any human intervention in a hassle free manner. According to Mr. Firoz, technology is the tool to bring education to the masses. And this is what Firoz's latest venture Athena Global Education is about, it is an attempt to revolutionize the way education has been delivered and absorbed. Athena aims to make education accessible to anyone who wishes to educate themselves.

Through Athena, aim is to realise the vision of making education accessible to all, at a scale that makes an impact. The team is focused on developing a delivery model which can accommodate the requirements of learners from all walks of life. As of now, Athena has successfully been able to offer and deliver



Executive education which is flexible in terms of duration, fee schedule and delivery. The learning resources and delivery are designed in byte-sized format, which allows learners to 'Learn Anywhere, Anytime'. Within 1.5 year of operations, the venture has been able to get over 40,000 learners on its platform with its academic program offerings. Now, within a few months, Athena is looking forth to serving millions of learners around the world by offering free learning via its short courses.

This journey of Westford Group and Mr. Firoz Thairnil has been truly phenomenal and inspiring and the transformation it seeks to bring about in the education sector is something definitely worth looking forward to.

ADV. CHANDNI KAPADIA

Executive Director, Gujarat Law Society & Gls University

Adv. Chandni Kapadia started her journey as a sixteen-year-old girl on a foreign land and this phase of her career has been exhilarating with consistent ups & downs. And her belief is to focus on the journey and not the difficulties that come along. She says,

“When I look back today, there is nothing that I probably wouldn’t do again. However, there are things that I would do in a different way.”



“Age or gender is never a barrier in fulfilling your dreams. You can achieve whatever you want if you set your mind to it.”

ADV. CHANDNI KAPADIA | Executive Director, Gujarat Law Society & Gls University

She dared to venture out on her own in an unknown country going against the norms and pursued her dream to study Design which was a novelty during that time. It was her dream come true when she directly got to learn from Mr. Calvin Klein himself, who she hoped to work with in the future, while she was pursuing her Fashion Merchandising from FIT, New York. She further, went on to pursue Master’s in Business Administration from London School of Economics and her strong determination and passion of the brand eventually made her Calvin Klein’s Country Head.

One lesson that she learned from her life, which she diligently follows, is to be nice to people but not to let them walk all over herself. She believes in adapting to the circumstances yet staying true to herself as in the end what makes or breaks you is your inner self, and she feels that the cosmos will give you what you desire and truly deserve.

Ms. Kapadia has excelled in her role; by running profitable businesses, building Brands whilst providing impetus to strategic planning. She has established networks and she believes in the 'Power of Team'. As a leader she ensures that her team feels motivated and empowered by pushing their limits and collective brainstorming and making her team a better version of themselves.

THE LIST OF HER ACHIEVEMENTS:

1. National Design Council President at WICCI (Women's Indian Chamber of Commerce & Industry).
2. Black Swan Award for Women Empowerment by AsiaOne in support of UN Global Compact Network & Government of India.
3. World Women Leadership Congress Award for her immense contribution to fashion industry and also as Mumbai's Woman Leaders.
4. Self-Made Woman Award by Digilive, Asiaone.
5. Women Entrepreneur 2020-21 Award by National Achievers' Recognition Forum.
6. Iconic Women Creating a Better World for All by Women Economic Forum, All Ladies League.
7. CEO of the Year Award by Indian Achievers' Forum in 2020
8. Ms. Kapadia has also featured in Forbes List of Top 10 Women Entrepreneurs of India and in Fortune India magazine.

During Ms. Kapadia's tenure as the Asia Pacific Head, she faced a lot of challenges in understanding the legalities of the business and various international laws. But, taking this challenge as a driving force she eventually ended up with a Degree in Law wherein she excelled with 11 gold medals. Thus, proving that nothing can stop her from what she strives to do.

Ms. Chandni Kapadia's foray with Education has been more than a decade old where she was first associated as a consultant for international and professional education and is now the Executive Director at Gujarat Law Society and GLS University wherein she looks upon International Collaborations with different Universities across



Ms. Kapadia has always believed in supporting women and their causes. She says

"Women should support each other more, ensuring that our crowns don't fall and women should protect each other's crowns as well.."

the globe, marketing and promotions of GLS University and plays a major role in Top Management Level Decisions.

She is giving back to the society as the National Council President of WICCI & Director of Rotary Club of Visionaries of Mumbai where she works for the welfare of women, their businesses and the welfare of children. Ms. Kapadia is also an ardent lover of animals and is an advocate of preventing of street dogs against animal cruelty and has worked with various NGOs towards it.

Today is a different world out there then when I started off. The world is much smaller and reachable then it used to be, social networking has made us come closer and distant at the same time, she says. With that, she signs off with a message to the Gen Z, "Imagination is your only Limitation, as life is so subtle that you barely notice yourself walking through the doors you once prayed would open."



GUS EDUCATION
INDIA

SHASHI JALIGAMA

Managing Director Awarded AsiaOne Young Asian Entrepreneur 2020-21

Shashi Jaligama is a Digital Marketing Professional with over 18 years of hands-on experience across verticals such as Education, Telecom, Retail, Fashion & Gambling. Born in Hyderabad, he moved to UK to join an Internet marketing firm. He joined Global University Systems in 2013 as the Head of the Digital Marketing division. In his capacity, he established an in-house digital marketing agency by taking a methodical approach and providing suppliers, agencies, affiliates, brands & respective teams the direction, to meet the overall group's business goals. Shashi now directs and controls the company's operations. He provides strategic guidance and direction to the board to ensure that the company achieves its mission and objectives. He focuses on helping education brands to achieve their overall objectives through providing business solutions. He is a highly accomplished and responsible leader and possess the unique ability to succeed in an extremely competitive environment whilst ensuring high-quality output.

Currently, he leads a team of over 1000 employees and believes in virtues of strong commitment to ethical and professional values across the organization. He has an integrated and holistic approach to the functioning of the business. Shashi has created a strong culture of trust and enabled "WE" before "I" model. He maintains consistent growth across all functions - Digital Marketing, Client Services & relations, International and Domestic Student Recruitment & Marketing, Corporate Services, IT, etc.



He has introduced and implemented an open-door policy and encourages entrepreneurial culture in the organization. Employees are motivated to give their valuable feedback to the Management which helps to improve the overall performance and the work environment.

Shashi believes, "revolution is necessary for the smooth running of the business". People need to grow and their roles in the company change with time. People should aspire for more than the work they're carrying on with and it is not something that they may want to continue in the future. As a leader, it's very important to understand from both employee and business perspective and bring in change wherever & whenever required.

GUS EDUCATION INDIA LLP IS GREAT PLACE TO WORK-CERTIFIED™.

GEI has been recognised with High-Trust, High-Performance Culture™ organisation by Great Place to Work Institute, an esteemed assessment body. Great Place to Work® Institute's

methodology is considered as rigorous and objective and is rated as the gold standard for defining great workplaces across business, academia and government organizations.

The two predominant categories in which GEI scored the highest, were Credibility of Management and Pride. GEI was incorporated in the survey for the first time and in the TRUST INDEX© Score GEI stood a stellar 78%.

This coveted certification is a remarkable achievement for GEI as it validates the fact that GEI have been able to nurture a workplace where employees take pride in working for the organisation and acknowledge and appreciate the efforts of management. This certification is a reward for dedication, perseverance and faith in GEI's potential.

GUS Education India is a serving wing of ed-tech giant Global University Systems based in Europe. In a short span of 3 years, the company has grown from 100 to 1000 employees. GUS Education India has more than 35 brands in its portfolio. The company maintains diversity in its workplace. 40% of the employees are women in addition to regional multiplicity. As a full-service agency, we house a range of skilled teams, catering to the digital and service needs of academic brands. We provide a variety of digital marketing and operational services that are mandatory in the education sector today. These services include; Corporate services, Digital Marketing, CRM & Analytics, Market Intelligence and Product Development, Design, Operations, Contact Centre Operations, and Global Student Recruitment. The company believes in success through innovation and digital proliferation. GUS Education India works with renowned educational institutions like the University of Law, Arden University, University of Canada West, GISMA Business School, Webster University, Toronto School of Management, London School of Business & Finance, and more.

The organisation's growth strategy is the best example of a clear vision and it's ability to mobilize the teams in realizing the vision. The highly competent team, provides high-quality services to customers.

The biggest challenge the company faces is the initiatives to sustain the rate of growth as well as introduce systems and processes to support the next stage of growth while maintaining organizational culture. The culture could get diluted when the company hires new employees, and their own inability to spare as much time in engaging with employees as had done in the early stages. To overcome these challenges, the company has started hiring experienced digital marketing staff who possess entrepreneurial skills to start the process of migrating functions from UK operations to Hyderabad. The Company has upscaled services with existing clients and has further deepened the relationship with a few by providing additional services.

The coronavirus crisis has changed businesses around the world completely. Many organizations were forced to adopt new technologies and become digital to sustain themselves. GUS Education India sustained the growth and attracted 500+ best-in-class talent to support its universities across the globe. Strategy was reviewed and operating model were restructured, to ensure business continuity in the most challenging times.

The company provided the best safety measures for all its employees. The employees started working from home and only returned to back to the office once vaccinated and maintaining good health. Some measures taken by the company included CCTV monitoring of employees where the symptomatic changes in medical conditions of

employees was monitored, positive health certified ID for entering the office premises, regular fumigation, comprehensive briefing and close training for all front-line supporting staff, COVID vaccination drive for all employees and their immediate family members, and many more. The company also supported in supplying oxygen concentrators and 24/7 doctor consultancy in case of any emergency. COVID norms were strictly followed as per the government guidelines.

GUS Education India focuses on stabilizing multi-fold growth, ensuring seamless functioning of the organization, and scaling up systems and processes. The company aspires to emerge as an ed-tech leader in the Indian market by shifting the focus from cost centre to revenue-generating organization.

AWARDS & RECOGNITIONS

The prestigious Rising Brand of Asia 2020-21 by BARC Asia. Certification by Great Place to Work Institute. Featured in IIM case study and it was titled as "GUS Education India: Preserving the soul during rapid growth" Harvard business publishing website under the topic organizational development GUS Education India to now feature in Forbes Magazine.



CHINTAN PANARA

Co-Founder & Executive Director, Technology and Strategy at xpertnest



“It is fascinating to see how we have managed to improve the life of people we serve with technology in a very short amount of time. Working with talented individuals at Xpertnest, it is only going to get better. Very excited with some of the projects we are working in SmartCity, Telecom and Agriculture sector with fortune 500 companies and government.”

EARLY LIFE

Chintan's journey starts as small town boy from a middle-class family in the state of Gujarat with a dream of innovating something that make everyone's life better. Since his childhood he has always dreamt of starting his own company. He always new that he must fight his way through as they were not from rich family background.

After completing his study from Nirma Institute of Technology in Ahmedabad, he has joined MNC as a software engineer and worked with other fortune 500 companies as a part of his job. However, he believes that the day he decided to leave his salaried job to start own company Xpertnest has been one of the most crucial turning point of his personal and professional life. Rest has been joyful roller-coaster ride of which he enjoy every movement. He believes that it could not have been possible without his parents and wife's support.

LIFE INSPIRATION AND HOW HAS IT HELPED TO SUCCEED

His inspiration has been his parents who has contributed their entire life to help him become who he is today. His parents, even though well educated, were from a common farmer community background. He has seen them tirelessly working for his education and progress.

He believe in never stop learning attitude and make sure he learn for everyone and everything around him. He feels inspired by innovative and ground-breaking thinking by Nicola Tesla, tirelessly working attitude and dedicating everything towards society by Honourable Prime Minister Shree Narendra Modi, practice till perfection attitude by Sachin Tendulkar.

ABOUT NEST GROUP AND XPERTNEST

Chintan, along with partners Arun Kar and Pradip Butani formed Nest Group of companies, with a singular vision that would bring technology solutions to some of the world's most pressing problems. Nest group has five subsidiaries with Xpertnest focused on delivering technology solutions.

JOURNEY AS A FOUNDER & ENTREPRENEUR

Founder, Entrepreneur and still techie at heart. Chintan has always been on the lookout for new and unconventional business ideas that disrupt existing markets. Armed with an adventurous attitude and a forward-thinking nature, he is all about exploring new and emerging technology, and conceiving new products before anyone else does.



Explored the potential in combining data analysis with satellite imagery to help farmers improve their outputs. Re-imagined how cities could function more efficiently with smart technology and artificial intelligence. Demonstrated the way that augmented reality and virtual reality could improve design and create new, immersive environments. Recognized the need to find materials that could replace the use of plastic and saw the importance of constructing affordable homes to help build thriving sustainable communities.

BUSINESS INNOVATIONS

Quoting on innovation at work he says, "While we realize that technology can offer solutions to these important challenges, we are always aware that if we want to use technology to make the world better, greener, and more prosperous we need to focus not on technology for technology's sake but how to solve the needs of real people and their communities. It is that focus on people, communities, and the places they work and live that lies at the heart of everything Nest Group does."

MANTRA FOR SUCCESS

He strongly believe in what Marco Pierre White once said - Perfection is lots of small things done well. Do not get too obsessed with the result at every juncture and focus on your work. If you fit all small pieces right, bigger puzzle will get solved on it's own.

He and everyone at Nest group believe in open innovation work culture. He quoted, "There are enough challenges to go round—and enough solutions waiting to be developed."

“Our approach is one of open Innovation. As the pace of technology continues to accelerate, collaboration between the private sector, academic institutions, and the public sector has to become the norm if we're going to develop the innovative solutions the world needs. This “cohort” approach enables us to always bring the best talents and the sharpest minds to the focus on the problems we choose to solve. It gives us an agility that is hard to find in a single large company alone.”

LEADERSHIP & STRATEGY

Xpertnest is a value-driven technology innovation company working with cutting edge technology to deliver next-generation solutions. Xpertnest is creating ground-breaking solutions across industries that create a more intelligent world for mankind.

Xpertnest believes in being innovators who are ever-evolving to create, innovate and implement technologies that make a

positive and real difference. In keeping with the habit for disruption.

- Vision 2026 - Bring technology solutions to some of the world's most pressing problems
- Mission - Delivering innovative solutions to create a better world through dynamic partnership

STRATEGY

- Build partnership and reinforce open innovation as an opportunity for everyone and not a threat to anyone
- Harmonize different Industry strands & verticals into a cohesive unit
- Innovate solutions based on usefulness, not Technology

VISION FOR THE FUTURE GROWTH

Chintan perceive the world as various segregated micro systems waiting to be transformed into one larger eco system that is striving together.



INNOVATION UNDERTAKEN DURING COVID-19 PANDEMIC SITUATION.

During this unprecedented event of COVID -19 pandemic, Xpertnest improvised and adapted itself to implement solutions which were (are) need of the hour. Xpertnest innovated a crowd management solution during the thick of the pandemic for the Government of the United Kingdom, which was needed to reduce the spread of the infection. It has live traffic-light system to help visitors and residents avoid busy hotspots. It allows users to check area map indicating busier areas (red), less busy areas (amber) and those with plenty of available space (green).

RADHA STIRLING

Founder & CEO - Detained in Dubai

The man's voice was shaking on the telephone "I've just been held at the airport, they say it is on an Interpol Red Notice from the UAE, I haven't even lived there since 2008!" The woman on the other end of the line replied assuringly, in a tone equally professional and compassionate; even as she scrolled through dozens of emails on her laptop; each with a nightmarish story, an emergency, or a desperate plea for help.

So begins a typical morning for the founder and CEO of Detained in Dubai, Radha Stirling. For over a dozen years, foreign nationals embroiled in legal dramas with the United Arab Emirates have found comfort in her calming, authoritative voice. She promises them solutions, and delivers.

Stirling has been involved in some of the UAE's highest profile cases, including bringing media attention to the escape and capture of Princess Latifa, the daughter of the Ruler of Dubai. But, she says, most of her work is done out of the spotlight. "At least 60-70% of our cases involve financial and business disputes between Emiratis and foreign citizens who have been cheated, extorted, or wrongfully prosecuted for fraud, when local partners exploit UAE laws and a biased justice system to their advantage," she explains.

The depth and breadth of her experience has made Radha Stirling the go-to legal and human rights expert on the UAE and broader Gulf region for major news outlets, such as the BBC, CNN, Sky News, and print media. She is a regular speaker and consultant with policy think tanks like the Heritage Foundation, and her work requires almost constant liaising with government officials around the world. "I remember the appalling case of Canadian Andre Gauthier, who had been wrongfully accused and charged with a massive scam in the UAE which he himself had actually exposed. The real scamster tried to scapegoat Andre, and he spent over a year in prison. But we consulted with the Canadian government day and night, advising their diplomatic strategy for securing Andre's release until finally the UAE dropped the charges on all counts and let him go home."



Last year, Stirling expanded her work with the founding of Due Process International, which allows her to accept cases outside the Gulf, addressing legal failings throughout the Middle East, Asia, and beyond.

"Foreign nationals often do not know what they are getting into when they go abroad," she explains, "This is particularly true for investors and business people. They typically examine a very narrow set of criteria before deciding to set up stakes in another country – the ease of investing, the procedures for obtaining visas, rules on ownership – but they seldom review the overall human rights situation, the impartiality of the judiciary, and the actual experiences of other foreigners who have landed in legal trouble there. Just as with tourists, business people can easily find themselves under arrest in the UAE, and many other countries where the legal system has not kept pace with business development; even if they have scrupulously followed the law."

Calls like the panicked one she received in the morning, come in all day long. "The Gulf countries, the UAE and Qatar particularly, are habitual abusers of the Interpol system, having Red Notices issued as a form of harassment and even blackmail to force foreign investors and business people to pay off fabricated debts and exorbitant settlements," Stirling cautions, "Our organisation has a 100% success rate in getting these abusive Notices removed. Being listed on Interpol is disastrous for anyone, being treated like a fugitive when you have done nothing wrong, but it can be especially devastating for a business owner with an international clientele or supply chain."

Not only has Stirling been successful in the removal of her clients' wrongful Red Notices, she has become the leading advocate for reform of the entire Interpol system, advising policy officials and legal activists on how the international policing organisation can improve.

"After years of supplying expert testimony in UAE extradition cases in the UK, detailing the corrupt, frequently brutal criminal justice system; the High Court of England finally has taken the position that Britain will not extradite people to the Emirates, due to human rights concerns. Nevertheless, people will still get detained and questioned in the UK over an Interpol Red Notice requested by the UAE," Radha says,

"In 2019, an Australian footballer, Hakeem Al Araibi, who is a refugee from Bahrain was arrested in Thailand over a Red Notice from Bahrain – the country he fled for political persecution. After considerable campaigning and communication with authorities, he was released; but it never should have happened. It is against Interpol's own rules; but Interpol does not screen Red Notice requests before listing people. It can take months for Interpol to grant removal requests over Notices that never should have been issued. Even when a country routinely requests wrongful listings, Interpol does not revoke or suspend their right to request Red Notices. There need to be measures inside the organisation to check abuse of the system. Otherwise, countries like the UAE will continue to use Interpol as an



instrument to expand their own de facto jurisdiction overseas"

That kind of overreach is something Radha Stirling has cautioned against for years. In one of her most talked-about cases, British national Laleh Shahravesh was arrested in the UAE over a Facebook post she wrote while in England.

"The UAE's Cybercrime laws are so vague and broad that literally anyone, anywhere, who says something online, can be charged in Dubai with a cybercrime if someone in the Emirates doesn't like what they said. If they have never been to the UAE, it doesn't matter. They could potentially be tried in absentia, and even reported to Interpol – all without knowing any of this has happened, just like Laleh."

After more than 13 years and over 15,000 clients, dealing with every imaginable type of case – from being jailed in Dubai over a selfie at the wrong time and place, to business disputes worth hundreds of millions of pounds, from foreign nationals forced to sign false confessions to family members being detained over a relative's bounced cheque; there is no other organisation with the expertise or track record of Detained in Dubai, and no one with the experience, insight, and skill of Radha Stirling in dealing with seemingly hopeless cases. More than once, a wrongfully accused foreign national has been released from UAE custody just because a tweet or news article mentioned that Detained in Dubai had taken the case; Dubai's Ruler has even intervened to overrule court decisions on behalf of Stirling's clients. If someone is facing legal problems in the UAE, the Gulf, or indeed, with the creation of Due Process International, in any foreign jurisdiction anywhere, they should have Radha Stirling on speed-dial.

She is able to do what ambassadors, foreign secretaries, and diplomats cannot; and when you hear her calm voice promising you over the phone --as the police are pulling you aside -- that everything is going to be OK; you can be certain that it will be. There are thousands of people who have been in the same predicament who can attest to that.

Erisha Agritech extending roots in the agriculture sector

Erisha Agritech Private Limited, a Rana Group Company, an emerging name in the agriculture business, was incorporated in India for Manufacturing, Supplying and Exporting, sales and after sales of agricultural machinery in India. Erisha Agritech, with its pursuit to perfection in all spheres of the business, have made a strong presence in domestic as well as overseas market.

MR. DARSHAN RANA, CHAIRMAN & MANAGING DIRECTOR,

strongly believes in vision of driving mechanization by enabling customers with complete agricultural value chain solution. A techno- commercial professional civil engineer and a seasoned entrepreneur, Mr. Darshan Rana began his journey in business world with his venture in construction industry in 2008. With his philosophy of “providing the best and selected solution to the needs of its customers and to forge the strategic partnership with the leaders and innovators in the respective fields”, a JV and exclusive partnerships nurtured with some global partners who can match company’s vision, quality, standard and timely delivery of design, components, assembly and after sales services. The successful ventures developed the partnership with Gomselmash OJSC, MTW OJSC, Bobruiskagromach, Lidselmash from the Republic of Belarus, Gowell and many more partners from European Countries.



MR. DARSHAN RANA
Chairman & MD



GOMSELMASH OJSC

Erisha Agritech Private limited is the main promoter of Gomselmash in India and is in JV with OJSC “Gomselmash”, Republic of Belarus to form Gomselmash India Private Limited. Gomselmash India Private Limited was incorporated in India in 2017, for manufacturing, assembling, and sales and after sales services in India, SAARC and African Countries. Holding “Gomselmash” is one of the largest manufacturers of agricultural machinery ranking among the world market leaders of combine harvesters and other complexes of agricultural machines. “Gomselmash” is a modern multi-manufacturer producing under the brand name “PALESSE” series of grain and forage harvesters and other agricultural machinery. In order to cater the Indian agricultural sector with the best of technology, Gomselmash India Private Limited have joined hands with Gomselmash Belarus to manufacturer a wide range of Harvesters & Implements in India under the brand name “DARSH PALESSE”.



MTW OJSC

The Belarusian tractor brand of agricultural machinery, widely known among agricultural producers, MTZ (Minsk Tractor Plant), continues to expand geography of supplies. Recently, MTW reached an agreement with the Indian concern Erisha Agritech Private Limited (India) on cooperation on long term basis. This was announced on June 4, 2021 by the information source of the capital enterprise. General Director of MTZ Mr. Vitali M Volk and Darshan Rana, Managing Director of Erisha Agritech Private Limited (A Rana Group Company) of India have signed this agreement.

The content of the document states that partners from the Indian subcontinent will acquire 200 units of Belarus tractors by the end of this year 2021. Also, the buyer and the supplier expressed their intention to develop cooperation. As part of its implementation, localization and assembly of tractors under the joint brand "DARSH BELARUS" will be organized at Indian sites.

The first Belarus tractor was manufactured in 1950. They have sold over 5 million tractors till date.

This introduction of Belarus tractors in India will allow optimum farming solutions to farmers and providing them high end technology. There are many Belarus tractors in India which are still in use for more than 50 years without any major repairs. Indian farmers feel proud to be associated with the strong brand of Belarus tractors and these tractors are also meant for their ruggedness, reliability and robust looks.

According to the results of the constructive management of the employees of the Belarusian enterprise, in the future, agreements will be concluded for the supply of tractors to India's neighbouring countries - Sri Lanka, Bangladesh and Nepal.

BOBRUISKAGROMACH

Erisha Agritech Private Limited is also into the exclusive partnership with Bobruiskagromach, a Belarus company having the expertise in the hay management and dairy equipment such as Square Baler, Round straw baler, Hay rake, Silage mower and other tillage implements. Bobruisk Agromash is established Since 1975 At present, OJSC "Managing Company of the Bobruisk Agromash Holding" is the largest manufacturer of agricultural machinery and accessories in Eastern Europe. The trade mark of Bobruisk Agromash is known in Europe, Asia, the countries of the Middle East, Africa, Central and South America.



LIDSELMASH

The Lidselmash plant was founded in 1901 as an iron foundry, where the production of its industry that manufactured mounted and trailed agricultural machines and specialized in the production of potato planters and potato diggers, which were supplied to all Union republics and for export. Today, over 60% of products are exported. It is purchased by 10 countries of the world.

GOWEIL

Goweil has epitomized excellence in the area of baling and wrapping technology since 1988, thanks to a product selection of unsurpassed quality. Goweil machines are not just known in Europe, but rather they are known and used worldwide.

OUR VISION

The business value cannot be achieved through technology alone. It starts with people: experts working together to get to the heart of your individual business objectives and develop the most adapted solutions to fit these requirements. We believe this human-centric approach to technology is what makes the difference for our business. To be the best in customer satisfaction by being customer - focused and aligning systems and processes that develop and deliver high quality innovative budget tractors, premium tractors & Agri products at a competitive price.

OUR MISSION

Our mission is to manufacture and supply the technically advance agricultural implements worldwide, with acknowledged reliability, outstanding quality, supported with excellent service. It is to be a front runner in offering innovative, user friendly & environmentally sustainable farming solutions to farmers around the globe. Erisha Agritech Private Limited, which operates as per the "Atmanirbhar Bharat" mission of Government of India under the Make in India programme, has on its menu complete agriculture solutions under one roof - right from equipment that help in field preparation to crop sowing, protection to harvesting and hay management processes.

Recently, Erisha Agritech Private Limited, displayed the power of legacy of Belarus tractors during the mega function in Ludhiana on 11 Aug 2021. Erisha Agritech, who is instrumental in bringing back Belarus Tractors in India also shows strength by show casing other equipment as implements, Power weeder, Rice Transplanter etc. to prove their mettle as one stop solution for all agricultural products under one roof. The new agreement with MTW will enable Erisha Agritech Private Limited to power optimum farming solutions to farmers and provide them with high-end technology.

#BrandStory

We believe in designing timeless luxury pieces that are sure to enhance your panache!

CRAFTING PERFECTION

At Aakarshan, we invariably focus on details that bring out the natural essence of every jewel we design. We have been an estimable part of the Indian jewellery industry since 2012. The industry has welcomed us with open arms and we are honoured to have received such positive media coverage. Our intention is to establish a luxury brand that is known for its authenticity and uniqueness. We commenced our journey by showcasing gemstones strings and jewellery at the Gehna Exhibition, Pune. Our first collection will always be a memorable one appreciation we received back for us, the then has encouraged us to strengthen our core values.



MEET THE MAKER

Aakarshan is the brainchild of a renowned

jewellery designer and entrepreneur - Shweta Pathak. She being an engineer double MBA worked in the IT industry but later on in life, she gravitated towards her father's collection of natural coloured gems and natural fancy colour diamonds. This heirloom collection of natural gemstones and natural fancy colour diamonds spoke to her consciousness and she did through study of the industry and fine jewellery market with the idea of stepping into the world of luxury jewellery. She wanted her customers to experience the heightened attraction she felt towards these magnificent gemstones and fancy colour diamonds, hence she inclined to name her brand as 'Aakarshan - The divine power of attraction'

AWARDS :

- Precious Coloured Gemstone Ring of the Year - Retail Jeweller India Awards 2019
- The Real Cut Finalists- Lakme Fashion Week 2019
- Awarded as Entrepreneur of the year by WCRINC 2020 *
- Awarded as Inspirational Brand of India by WCRLeaders award to be facilitated in London 2020
- Top 10 women Entrepreneur by Forbes India 2020- 2021.
- Top 21 Inspirational women in gems and jewellery Industry by art of jewellery magazine and laxmi diamonds
- Awarded as Madhya Pradesh Women Leaders by World Women Leadership Congress Awards 2021
- Femina Fabulous Jewellers 2021



KEY ACHIEVEMENTS :

- Top7 Jewellery Designer of the Year - RJIA 2016
- Best Ring Design Under Rs. 2,50,000 - IJ , JJS Jewellers Choice Design Awards by GIA 2017
- Precious Coloured Gemstone Jewellery of the Year-Retail Jeweller India Awards 2017
- Precious Coloured Gemstone Jewellery of the Year Retailer Jeweller India Awards 2018
- Platinum Jewellery of the Year - RJIA 2018
- Best Workwear Jewellery - RJIA 2019



THE DIVINE POWER OF ATTRACTION!

We aim to design jewellery pieces that are absolutely captivating and can behold the attention of any person. We associate the name Akarshan with the valuable significance of a well-crafted pieces. We want our customers to experience the inherent attraction they have towards a natural gemstone.

Hence, we focus on keeping our pieces genuine. The look and feel of a true gemstone will unquestionably capture attention but when combined with our crafts- manship, it will surely capture the heart!

The Luxe Experience

We are fully committed to making exquisite pieces that are unparalleled and aesthetically pleasing. Our designs incorporate lux-ury elements, making each piece unique in its own way. We unleash our creativity around gemstone strings, fancy coloured diamonds, white diamonds, and Jadau Polki jewellery.

We create innovative designs that are a must-have if you want to elevate your style by adding in the artistic touch. We pride ourselves on creating state- ment designs for young, ambitious women who are fashion conscious. Wearing luxury jewellery is an experience in itself, we want our customers to relive this experience over and over again!

OUR EARNEST APPROACH

Creating jewellery is an art in itself, but we like to make sure that all our pieces are handcrafted. This means that every piece we make receives our full attention and is detailed with finesse. With 100% quality assurance and authenticity, we always stay true to our possibilities. We want our customers to feel that they own a piece that nobody else in the world will ever own. We want them to feel special, like a sparkling diamond. Our approach towards creating jewellery will always be genuine and detail-oriented. We will adhere to the natural beauty of gems by presenting them as the highlight of our design.

CARVING LEGACY

We here at Aakarshan want to redefine luxury by crafting stunning pieces that are an extension of our artistic expression. We want to keep on producing all these intricate pieces



and build our legacy one day at a time. We plan on drawing in the remodelling jewellery aspect as we want to contribute towards a sustainable future. But rest assured we will always maintain our quality of creativity by producing limited pieces!

“We always try to bring authenticity and credibility to our work because when people want to buy something precious they are looking for assurance, assurance that the product they are buying is genuine.”

SHWETA PATHAK - BRAND OWNER
Aakarshan Gems & Jewellery

Virender Sehwag's athleisure brand goes online, eyes Rs 100 crore revenue in 3 years

Cricket legend counts on ecommerce and his own brand equity to go pan-India through tier 1 and 2 cities

Cricketer Virender Sehwag

Cricket legend Virender Sehwag's athleisure line VS by Sehwag has announced its online foray with an eye on 5 million customers by 2026 and Rs 100 crore revenue through multi-channel retail in the next three years. At present, the brand has four exclusive outlets – three in Ahmedabad and one in Vadodara – and six distributors.

According to a recent report by Redseer, a management consultancy firm, the online market is expected to log a 45 percent jump in overall sales, its biggest year-on-year growth, up to a gross merchandise value (GMV) of \$55 billion from \$38 billion last year.

While VS by Sehwag was launched last year with 50 SKUs, the online rollout will see 35 to 40 SKUs, focussing on the quality of the products. VS wear – a collection of track pants, T-shirts, jackets and shorts – and cricketing gear, including bats, gloves and pads, will be aimed at the mass segment, with affordable pricing as its USP. "When you buy gear and equipment, you would want to buy the best one, but it is usually out of your reach. That's why I started the brand, with the idea of providing international-level quality at a lesser price," adds the former opening batter.

VS's range of garments, available in six solid colours, has been priced between Rs 499 and Rs 1,099, while the cricketing equipment is placed in a slightly higher price bracket, with the cost of a bat between Rs 10,000 and Rs 15,000. The brand is present on mobile web and desktop, and will integrate with leading ecommerce platforms over the next three months.

India's first triple-centurion in Test cricket believes his credibility and equity will help his brand stand out in a crowded and competitive athleisure retail market. "Because I played cricket for India for at least 15 years, people can trust me and, subsequently, the brand, and I will deliver the quality," says Sehwag.

The brand launched its first exclusive store in Ahmedabad in March 2020, five days before the national lockdown was announced. It now has four outlets and, in the next month and a half, will come up with six stores across tier 1 and 2 cities. "We are targeting a pan-India audience, hence online is the right way to go for us. Now everyone has a smart phone," adds Sehwag. "In the future we will open in the metros, and Delhi, Mumbai, Kolkata, and Bengaluru will have a store each, but at the moment it's easy to go pan-India through tier 1 and 2 cities."

VS By Sehwag is a joint venture between Sehwag-owned World of Viru Pvt Ltd and Stitched Textiles Pvt Ltd, an apparel retailing company.

"We are launching vsshop.in due to the expansion of digital and ecommerce during the pandemic. We want to expand our stores to other cities as well, hence we opened online to acquire more customers."

VIRENDER SEHWAG

INSPIRED TO
BUILD



Anil Gopinathan Pillai
CEO of Airolink Group

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Can you tell us about the work you do at Airolink International Construction LLC and the types of clients you work with?

The Airolink group of companies was established in the Republic of Ireland and has offices in Dublin, the U.A.E. and India. We are one of the leading civil contractors in the U.A.E. We specialize in residential, commercial and educational institutions offering a complete package from land acquisition, design and construction through to completion (turnkey). Our expert team offers every project the benefits of quality, cost competitiveness and the experience of a proven contractor. We make every effort to meet all the cost, schedule and performance requirements for every contract we have been awarded, and because of this we undertake a lot of projects with repeat clients.

What is your approach when undertaking a new client or project?

We follow a systematic approach for project management, and spend lot of time effectively planning from day one. Beginning at the conceptual stage, all possibilities are taken into consideration and the technological, financial and economic feasibility of each alternative is assessed and compared in order to select the best alternative that meets the needs of all stakeholders. Once the project scope is clearly defined and understood, a detailed engineering design will serve as a blueprint for construction, and a definitive cost estimate will serve as the baseline for cost control.

Procurement activities are carried out in a very systematic manner, ensuring the smooth delivery of materials on site during execution. Post construction, there is a brief DLP period that takes care of any snags, after which we handover the completed project.

Anil Gopinathan Pillai, CEO of Airolink Group, tells us about the company's philosophy and future plans, as well as his own inspiration.

What are your thoughts on the state of your industry currently?

The engineering and construction industries are known for their slow adoption of new technologies compared to other global sectors, even though it accounts for more than 6% of global GDP. In developing countries such as India, this accounts for more than 8%. The sector consumes around 50% of steel produced globally and 3 billion tonnes of other raw materials, so any improvement in productivity through the adoption of modern engineering technologies will have a huge impact.

We are currently in a transformation stage of embracing world class and innovative technological opportunities, which we see as a path to a more productive and socially responsible future. This includes adopting advanced building and finishing materials, using modularized and prefabricated components, semi-automated equipment, the use of sustainable products with optimum life-cycle value and industry collaborations.

What attributes do you believe are essential to achieving success in your industry and what is one of the major challenges?

To succeed you need total dedication and focus in delivering quality and cost-effective services to clients while meeting deadlines consistently. But a lack of liquidity is a challenge faced by many. Although bank finances are available, success is only for those contractors that have a strong legacy with project deliveries. One of the major challenges faced by contractors is financial discipline, or the lack of it.

What challenges and opportunities have you faced and how have they affected your role?

There are always challenges in any business. Some are rewarding, some are harsh, but nevertheless they all teach you a lesson. With every challenge I face I do not falter, because I know the solutions are within my understanding too. The biggest challenges I ever faced were in early stage of my career in Ireland when I had started my company. It was the time of recession and there was severe labour unrest. Handling those challenges professionally especially as a budding entrepreneur was the biggest challenge. It took some time, but I successfully handled the situation and overcame it.

What role do your staff play in the success of your firm?

Our people are our strength—it is crucial to have the right people at the right jobs. We currently have over 6,000 employees representing more than 18 nationalities and we plan to expand this to 10,000 in the near future. Our employees are encouraged to actively take part in the decision-making process in the company. Employees are trained frequently to address various gaps arising from demographic changes, technological and process advances, authority and regulatory requirements etc.



What future developments you foresee and how will you adapt? According to experts, multiple mega-trends will shape the future of construction. For instance, more than 30% of global greenhouse gas emissions are attributed to buildings. This and issues like it require an adequate response from the industry as a whole. Improvements need to be made in the way the industry operates to provide substantial benefits to society, which we all are a part of.

Can you tell us about your future plans?

We have a portfolio of projects worth \$5.2 billion with a capability of \$12 billion more by the end of this year. We have ongoing works in hospitality, retail and education, with more than 25,000 students actively engaged within school facilities built by Airolink.

Two particularly interesting projects are the Seven Hotel & Apartments on The Palm Dubai, with a connecting high-level steel bridge comprising an infinity pool and outdoor restaurant deck facilities, all structurally engineered to exacting standards, and the Al Mamzar Hotel, which is a four-star, design and construct hotel collaboration.

What inspires you?

The U.A.E.'s journey itself is inspiring; the way it overcame the financial crisis was enough to boost my morale and serve as one of my biggest aspirations. I strongly believe in the principles of the great visionary leaders of the U.A.E. and the philosophy that they bring in the governance of this land.

Inspired by this and to honour the Year of Tolerance, we pledge to outsource our divisions to seasoned experts in the market, as an effort towards creating more job opportunities, thereby contributing to striking a balance in the construction industry's system and economy as a whole, of which we are all a part.

A YEAR AFTER LOCKDOWN

MUTHOOT MICROFIN LTD CONTINUES TO DRIVE
INCLUSION THROUGH TECHNOLOGY & TRUST

When the going gets tough, the
tough gets going,
is a proverb we are all
aware of. The adage found an
exemplar in
Muthoot Microfin Ltd

Thomas Muthoot

Responsibility towards the society has always transcended business priorities, for this NBFC, that features amongst the top 5 MFIs in the country. The pandemic gave the country a flavour of their unchanging commitments during the changing times.

On an operational front, the organisation announced zero lay-offs. They introduced emergency loans and Covid covers to help their workforce feel at ease. "A considerable effort went into assuring our employees that their jobs were safe. I think once people were at peace, they were motivated to do wonders," adds Sadaf Sayeed, Chief Executive Officer, Muthoot Microfin Ltd, while speaking to Great Manager Institute as part of its profiling of great people leaders.

On the business front, the organization believes in the transformative power of doing good. Be it financing gold loans through Swarnavarsham, for a customer group that only understands 'gold' as a form of investment or being responsible lenders, the organization has always proven to be a trustworthy partner to its customers. During a time when the microfinance industry faced repayment stress, the company continued to penetrate deeper into underserved geographies and to borrowers at the bottom of the economic pyramid. This has helped them add to their consistently growing customer base.



SADAF - SAYEED



On being recognized amongst the Top 30 'Best places to work in BFSI Industry' in India by the Great Place to Work® Institute, Mr. Thomas Muthoot, Managing Director, believes:

"The achievement acknowledges our commitment to foster a culture of pride, trust, reliability, teamwork, and credibility amongst our employees. This certification is recognition for our employees, and I would like to thank every employee for reposing their faith in the organization. It strengthens our brand in the microfinance industry and beyond, and we now consider it as an instrument to help us improve and measure our progress."

When probed on how they have managed to maintain the common thread of 'social responsibility' amongst their employees - spread across 17 states and 750+ branches, Sayeed mentions hiring people based on "genuine need for a job", preferably from the bottom of the pyramid. These employees therefore empathise with the customers, put customers' needs first and strive to provide them with the best possible service, with a smile. The robust on-the-job training and a mandatory, month long field experience is what the management believes makes their fresh recruits' bond with customers stronger.

Taking pride in their strong foundation of goodwill, Sayeed recounts an incident when a group of seven women from a village close to Trivandrum, running a creche facility approached the field officers. They were looking to launch their own tiffin service. Apart from financing loans worth 20,000 INR to each one of them, the organization went a step ahead to provide entrepreneurship education to the women. This helped them gain the skills required to successfully run a business. Their tiffin service has been flourishing with time, making them one of the favourite success stories at Muthoot Microfin.

The community initiatives undertaken by the organization complement their financial inclusion agenda. By committing to causes such as no-cost cleft-lip surgeries, Kerala flood relief initiatives, cancer detection camps & low cost dental treatments, the organization has made a meaningful difference to the lives of the less privileged.

Speaking about their roadmap for the future, the organization aspires to be the 'Number 1' microfinance company by 2025, managing best portfolio quality, highest level of customer satisfaction and the highest wallet share among the customers. This, Sayeed believes, shall happen through a collective display of a high-trust, high-performance culture, apart from creating value for customers.

Sharing his 'mantra' for all the budding people managers, he encourages them to pick up a sport, and play it dedicatedly. "One has to constantly improve, if you wish to be on the top. Sports make you innovative and disciplined, apart from keeping you fit. These are some must-haves for a great career and life", adds Sayeed with a smile.

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