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THE EDITOR

“Women on the Earth, executes the higher responsibilities “. Do you have a doubt? This is the reason industries come forward and willing to celebrate women entrepreneurship. We are delighted to share this month edition to all Women, who makes a difference in the industry, in the lives and collectively on the Earth.



The world is remade through the power of fierce women performing outrageous acts of creative rebellion. Communicate with its team, congratulates all females making a remarkable positive difference and shift in many lives. Thank You.

Neha Singla, editor of online Communique monthly issues. She has experience of 12 years in Business content writing and in creating business videos. She works as a Consultant Content Writer and a trainer for various companies and founder of Mywebmonk. During her career, she has written more than 1.5 million words and received appreciation from her clients, across the globe. Neha is an MBA (Media and Advertising), computer engineer and Microsoft Certified Solution Developer. She has an experience of writing industry for more than 11 years and successfully completed more than 890 projects during her career. Her experience and versatility is an addition to her epitome of excellence of working with various industries; railways, hotels, fashion, IT software and hardware, education, real estate, training, travel, spiritual etc. She has gained applauses and great reviews for her Digital Content writing training skills all over India. She is an expert of having one-one sessions with entrepreneurs and startups, to identify, and work on the content strategies. She has been a successful corporate trainer to enhance the productivity of content writers and to become an expert in their niche.

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#BalanceForBetter International Women's Day



Chennai, 8 March 2019: Building on for a proactive conversation, International Women's Day is the platform to bring together different mind sets to achieve gender equality and celebrate women empowerment.

To commemorate the International Women's Day 2019 with the theme #BalanceForBetter, Confederation of Indian Micro Small and Medium Enterprises (CIMSME) in association with International Business Network (IBN), Women's League Foundation (WLF) and Cons & Mark (C&M) organized a community event at Conference Hall, MSME Development Institute, Guindy, Chennai on Friday, 8th March 2019.

The proceeds from the event draws participation from prominent women from diverse geographical origins representing global businesses who come from different walks of life to join the celebration with Smt. Chitra K Alai, GM, SIDBI and Mr. *Somi Hazari*, Managing Director, Shosova Group of companies.

To recognize and honour the women leaders who made a difference across the country, CIMSME recognized outstanding women who excelled in their commitment to women empowerment.

Smt. Chitra majorly spoke about the industrial banking industry and what it takes to be an entrepreneur. She shared "Don't be a job seeker but be a job creator". She told the crowd to contribute to the industry and the country in their own way and asked the students to be more innovative, creative, risk taker and an entrepreneur. She emphasized on the importance of innovation. She said that Being Inquisitive, out of the box thinker are some of the basic features which needs to be focused upon to be a techno entrepreneur.



Education, understanding, and patience – these are the three words that Somi Hazari, Managing Director, Shosova Group of companies emphasises as the most important for new entrepreneurs.



Rama was VP Infosys, Delivery Head for Product Engineering unit and Development Center Head for Infosys, Bangalore. She is CEO ELCIA & ELCITA (Electronics City Industries Association & Electronics city Industries Township authority), member of city connect foundation and is on the academic advisory board of MSR and CMR

management institutions. **She received the “Change Maker of the Year Award” for her large contribution in the development of ELCIA.**



Dr. Lopa Mudraa was awarded CIO Leader of the Award, a leading Security Evangelist with 18+ years of rich, versatile experience in Information Security, Data Privacy, Risk Management & Governance with a proven performance record of delivering value as business enabler by transforming Security & Privacy to business USP thereby boosting the business confidence by providing secure platform to operate & explore new avenues of revenue generation to achieve intended business goal safely.



Uma Rao was awarded with Exemplary Contribution Award-2019. Uma is a HR professional with experience in a wide gamut of HR areas over the last 2 decades plus. She has worked in leading organizations in IT, Manufacturing, Telecom and FMCG space in companies like Tata Consultancy Services, IBM, Mars International India, Idea Cellular, Hindustan Petroleum Corp Ltd. **Currently she works as VP HR at Ashok Leyland Limited**, a Hinduja Group company. She is also Member of Board of Directors, Gulf Ashley Motors Ltd.



Arunima Poddar, Co-Founder, Sparcroamers LLP was awarded **Entrepreneur of the Year**





Rajalakshmi, Culture Network and Aditi, Dimebuzz caught the attention being awarded as Young Entrepreneur of the Year; Additionally Ishana, Sewing Hope received Young Social Entrepreneur of the Year

The recipient of awards include

1. Entrepreneur of the Year -Dhanvarshini Singaravelan, Varshathi Tech Solution Pvt Ltd
2. Entrepreneur of the Year -Saranya M Vinoth, Vedha
3. Design & Service Excellence Award -R. Dhanasekaran & Kavitha, Shapers Interiors
4. Entrepreneur of the Year- M. Vahitha Jeevanandam, Sams Culinary Art Class
5. Outstanding Woman Professional of the Year – Dr. Namrata Kapur, Data Patterns India
6. Entrepreneur of the Year -Dr. Deepa Satish, Krisp Institute of Medicine Science
7. Entrepreneur of the Year-Arunima Poddar, Co-Founder, Sparcroamers LLP, Goa
8. Entrepreneur of the Year-Anbumathi .M, Resources
9. Entrepreneur of the Year -Lakshmi Priya Pradeep, Indian Kombu Foods
10. Entrepreneur of the Year -Ch. Jaya Keerthi, Vavi Financial Consultant

11. Entrepreneur of the Year -Sunitha Thulasiram, St. Skincare & Wellness
12. CIO Leader of the Year -Dr. Lopa Mudraa Basuu, Global CIO, CISM, CISA
13. Change Maker of the Year – Rama .N .S, CEO, Electronics City Industries Association
14. Exemplary Contribution Award- Uma Rao, Vice President-HR, Ashok Leyland
15. Entrepreneur of the Year -Mrs Ramandeep Gulhati, Founder Director, Sonarome Pvt. Ltd
16. Entrepreneur of the Year – Vinu Jayaprakash, Varipro
17. Entrepreneur of the year -Sathya Suganya, S3 Management Consultants
18. Young Social Entrepreneur of the Year -Ishana, Sewing Hope
19. Young Entrepreneur of the Year -Aditi, Dimebuzz
20. Young Entrepreneur of the Year – Rajalakshmi, Culture Network
21. Entrepreneur of the Year -Jayashree Balachandran, Business School of Logistics and Shipping
22. Entrepreneur of the Year -Shakthi Ravi, Shakthi Media Networks
23. Entrepreneur of the Year -Tharuni, Tharuni's Jewellery
24. Entrepreneur of the Year – Gayathri Sundar, Smartika Home Essentials
25. Entrepreneur of the Year -Dr. Manu Arun, Dr. Manu's Foundation
26. Outstanding Woman Acheiver- Hema Krishnamurthy
27. Young Inspirational Woman Award- Shwetha Shekar

Healthy society requires mixed voices to be heard to unlock the potential to galvanize a better world and stand with solidarity to amplify the challenges of reconciling and rededicating towards celebrating a sustainable and successful women entrepreneurs through the event.

STAND UP. DO NOT STOP. CELEBRATE BEING WOMEN!



Kidspreneur Kaushal Raj, Founder of MYLAT

In July 2018, a new mobile ACCOUNTING APP called “MYLAT” took the Android App store by storm. And just after 2 weeks of launching, MYLAT received very good response and more downloads, overtaking the popular Accounting App and as become the Most Downloaded free Accounting App on APPLE / ANDROID APP STORE.

Now, when you hear these facts, you might assume that the mind behind MYLAT APP is a seasoned Accounting Entrepreneur with many accounting Apps under his belt. But NO, it is KAUSHAL RAJ, a 14 year old with no Business experience let alone any coding experience. KAUSHAL RAJ learned what he needed to know to build an Accounting APP and Business ethics, all in a KIPSPRENEUR MBA (www.kidspreneur.in)

Programme. Through research with Accounting experts, he got the 2000 lines of code he needed to build MYLAT APP in just 3 months. Now, KAUSHAL RAJ is developing the 2nd version of his APP with new segments of Individual Accounting, Accounting for New startups, Accounting for kids and is working on putting together in his APP.

UPBEAT JOURNEY OF KIDSPRENEUR KAUSHAL RAJ. . .



Born in a family of rich entrepreneurship Tradition, this teenager R.J.T.KAUSHAL RAJ, is already making waves in the young START UP entrepreneurs in India.

KAUSHAL RAJ always believes in “GOING THE EXTRAMILE, turns the SPOTLIGHT and keeps it there”. Taking cue of this inspirational quote, he is all set to Contribute Significantly to the society.

When this teenager was asked about his journey, he starts from his Grandfather’s visionary zealous experience, who from a Govt. School Teacher turned into a most sought after Educator running many Schools in North Chennai.

KAUSHAL’s father who is an Engineer turned Educator, after a brief stint at Harvard University, set a bench mark in creating World Class, globally acclaimed KRM Group

of Schools in Chennai So, with a lot of Inspiration from his Grandfather and father, KAUSHAL RAJ, now studying in X Std is rocking with many significant achievements in his joyous life.

At his 5 years of age when his father took him for a swimming course, initially he was very much afraid to get into the pool. When his father said to pray to God to eliminate his fear, pat came the reply from him, "First, you must believe in yourself". At his young age itself, he had Strong belief in his Self belief.

Now studying to 10th grade at PSBB, Chennai, he has delivered a highly inspirational TED x Talk on "Fly Beyond – Space" @ TED x youth @ KRMP, on 8th October 2017. <https://www.youtube.com/watch?v=xiQ2Y3Nui20>

The talk was based on his visit to Moscow Aviation Institute for a workshop on "SPACE and ZERO- GRAVITY" organized by SPACEKIDZ, India.

How did he inculcate interest in Entrepreneurship?

When he was 12 years of age, he was having great interest in Maths and Basic Finance, he attended a residential camp named "RAISING A MATHEMATICIAN" conducted by RAM Foundation at Mumbai. He also attended a workshop on "Quantum wonder" a workshop on Quantum Physics in December 2017 at Mumbai.

Then he attended "KIDSPRENEUR MBA" Programme in 2018, Which instilled in him, an Entrepreneurial Spirit and started exploring new ideas and Ventures. Right from his childhood, Kaushal Raj's inquisitive nature, led to the "Out of the Box – Lateral Thinking" . He participated in many Science Projects and won prizes in many competitions. He was awarded 3rd price in "Veetukku Oru Vignani conducted by Puthiya Thalaimurai TV Channel and also won lots of appreciation for his Science Project Paper on "RAINY DAY LIVE WIRE PROTECTION ALARM" for the "Young Innoventurer" Award.

Always a Go-getter and a thirsty learner, he has attended many workshops conducted by BRITISH COUNCIL for Effective BUSINESS ENGLISH and Communication Skills.

He was an active participant and 'DELEGATE" representing CZECH Republic.

@ the WIMVN (WFUNA International Model United Nations) held at Agra in May 2018. He completed a course on "LEADERSHIP and PUBLIC SPEAKING" conducted by NDTV FAME SANJAY PINTO.

KAUSHAL RAJ even attended "WORLD SCHOLARS CUP, USA" a Global Debate Competition, in which he went upto Semifinal Level held at Vietnam, and it was a great learning experience on the Global Perspective of World Trends. His Historic moment was his close interaction with, Dr.APJ Abdul Kalam Sir, former President of India when he was just 9 years of his age. When Kalam Sir, asked about his ambition, he told Kalam Sir that he want to make "Nano Robots" which will help in eliminating Diseases in the Mankind. His love for the society started at his tender age of 9.

Hence he had great Affinity towards our Society and has participated as an Active volunteer in many Eye Screening camps headed by his mother Dr. Vasantha Gowri, Ophthalmic Surgeon.

He has one brother and one sister, both 9 years old, who are already SOCIAL ENTREPRENEURS, promoting “SEED BALLS” distribution to all school students to promote awareness of making “Greener Environment” to make this world a better place to live.

What can we learn from KAUSHAL RAJ?

Kidspreneurs like KAUSHAL RAJ are great at using the available resources, and their knowledge on what to get done at the right time with the right persons. Even though he didn't know to code, he wanted to build an APP,. So he utilized the resources around him and got it done. Every Small Business owner can benefit from broadening their horizons a little bit and by learning individual business skills from many accessible and often free business resources available around them. Just “Go the Extra Mile” like Kaushal Raj and be on the “spotlight”.

LATEST AWARDS, and RECOGNITION FOR KAUSHALRAJ'S MYLAT APP

- Presented a TALK @ KIDX ASIA, SEAC Centre, Bangkok, Thailand on 26 th November 2018 as a CEO, KIDSPRENEUR of MYLAT – My little Accountant Android App.
- Awarded “YOUNG ENTREPRENEUR AWARD” by SISA (SOUTH INDIAN STARTUP AWARDS) in December 2018 for the successful MYLAT APP.



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Young Entrepreneur Of The Year : Aditi, Dimebuzz

Ten year old Aditi always gets excited with colors and sketching. Creativity and story writing comes naturally to her. She brings in life to the characters in the story effortlessly. She comes up with creative, colorful drawings, doodles and canvas paintings with a natural passion towards the art form. She loves depicting her ideas with an eye to detail in her paintings and pictures. Drawing inspiration from her entrepreneur mom, Aditi was keen to explore her passion in digital storytelling.

Seeing her interest, her parents enrolled her in Kidspreneur MBA to learn and experience nuances of entrepreneurship. There, she was allowed to explore and learn about different aspects in the entrepreneurship journey. She was able to see her mission with more clarity. She wanted to empower startups, Brands, Celebrities and businesses with creative digital stories. Connect them easily with their potential customers. Aditi strongly believes her unique way of weaving stories around the brand will definitely give a leap to the client's business. She is so excited to craft new stories each time with a different concept. Meanwhile, she was selected as one of the 15 speakers across Asia, to present her business idea at KidXAsia happened at Thailand. After her presentation and experience she gained thru kidxAsia, she felt the need to realign her business goals to match her vision to give more to the society,

thru her venture. She brainstormed with her mentors at Kidspreneur and parents, and was able to set a different approach, where she is determined to empower local business thru social media stories. Today, as we all know local businesses are dying due to heavy competition, they face from global giants. They need a digital presence to reach more customers and withstand the competition. Her mission is to create a digital presence for at least one lakh small business owners and make them revive their business and unleash their potential. Are you an entrepreneur and looking out to connect to more audience?



DIMEBUZZ is your destination.

Come, lets together get your brand's digital story crafted to give birth to your success story.





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Journey of Kolkata based Womenpreneur Pradhika



She is Pradhika Bhartia based out of Kolkata and working as a Handwriting Analyst, Numerologist, Past Life Regression Therapist, Tarot Card Reader & Color Therapist. I am into this profession for more than 5 years and have my office based at Lalbazar, Kankurgachi & Laketown but in this time of technological advancement, distance is not a concern as I provide Online & Virtual Consultations also. Besides providing for these services, I am also a Tax & Accounts Consultant providing services in these areas to various clients. I started working at the age of 19 years with the support of my family and now due to unfortunate and sudden demise of my dad, I have now started looking after his business also along with my younger brother. Website: www.pradhikabhartia.com

When did the entrepreneur bug bite you?

It was actually my Dad who ignited the fire of becoming an entrepreneur and to be independent and today, here I am.

Looking back, are there any indications from childhood that foreshadowed your becoming an entrepreneur?

I have always seen my Dad as he was an Entrepreneur and my Grandfather was an Entrepreneur too. So basically, being an Entrepreneur runs in my Blood and genes.

How much did you know about being financially fluency?

Being financially fluent is necessary, but the most important thing in my case was my hardwork, dedication and excellency towards my profession.

Tell us about your first entrepreneurial venture: How did you come up with the idea and how did you start your business?

This is a very filmy story but coming to the end, today my professional consultancy is something which I learnt as a Hobby, practiced with Friends and Relatives as a Time-pass and then converted into a Profession.

Do you follow a certain morning routine or daily schedule to maximize productivity and well-being?

I believe in daily morning Workout (Although, I myself am never Regular) but Yes it does help me keep myself energized and active throughout the day.

What podcasts do you listen to inspire or learn from?

I haven't heard any Podcast till date as I find my Family to be the biggest inspiration for me.

What is the biggest challenge for you as an entrepreneur?

Reaching potential customers and convincing them about this new services and how it can help them in the long run.

How do you solve big problems as an entrepreneur?

Meditation helps me calm my mind when I am trapped in problems.

Do you have any mentors or coaches?

If so, tell us about that. My coach in my entrepreneurial journey so far is my Dad. He was a father, a teacher as well as my mentor throughout my life.

How many people are on your team, and do you have any tips on hiring and growing a team of employees or contractors?

My professional skills are typically a 1-person specialization. Although I have started teaching the same on Pan-India basis but at present I am doing this Profession alone.

What do you do for encouragement or to be motivated ?

Whenever I am down or feeling low, I prefer to watch movies like Chak de India and 3 Idiots.

Did you raise venture capital? If so, can you tell us about that process?

No.

What tips do you have for other women who would like to start their own businesses?

Every other person you will share your idea with of becoming an entrepreneur, may demoralise you or demotivate you and beginning an entrepreneurial journey is never easy and life will be a roller coaster ride but the satisfaction of being on that roller coaster ride is unexplainable. So just believe yourself and give yourself a Chance.

How do you balance your entrepreneur life with friends that don't understand the challenges we experience?

I believe in 1 thing, Those who trust me, doesn't require any explanation and those who don't believe me, will never believe my explanation. So, I never try to make anybody understand me. I am following my journey and they are on their on own Journey.

Can you give us any insight into your business operations and earnings?

As I said earlier, I am a handling all my operations independently and single-handedly, so I am the only concerned person to be talked to. Earnings are that well which makes me Happy and also gives me an opportunity to spend time with my Family and friends without thinking about anything or any Stress.

What are the pros and cons of being a female entrepreneur in 2019?

Pros: 1. Flexibility with working schedule.

2. Independence of decision-making

Cons: 1. Many male counterparts cannot accept female entrepreneurs in their network and hence they grill you with a lot of vague and redundant questions to harass you.

2. Being young female entrepreneur, I have faced domination from other female entrepreneurs who are quite senior in terms of age and working experience as well.

Who were mentors that encouraged you?

My Mentor has been my Family. They are my back-support, who stood by me through all Thicks and Thins of journey.

What meet ups, local entrepreneur events, and accelerators do you recommend that have helped you grow?

I have attended quite a lot of meetups viz., BNI meetups, TieCon Events, Toastmasters Club but the best I could grow was reading Newspaper on a regular basis and an aim to read at least 1 book in a week.

What suggestions do you have in practicing and refining your pitch?

My competition is not with anybody else but with Myself and I want to be Better Tomorrow than I was yesterday. I never wish to be the Best as the day I will be the Best, I will stop learning and when we stop learning, we stop growing.

Anything else, that you love to share through this featured interview: At the end of this interview, I would like to say that we should encourage everybody in their endeavour to do anything and everything. We all are different from each other and this is what makes us Human. Respect! Encouragement! Support is only somebody needs from someone. (Sometimes, Finance too).

I wish all the readers a Happy Journey of this Life. Keep Learning! Keep Growing!



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Harmonic Life Therapy

Uniqueness lies within you only and it can be achieved with utmost perfect combination of thoughts and actions. When quality of your mindfulness and silence increases it results in increasing quality of your thoughts and actions. Thus leads you to a life where no one can stop you to be in complete harmony. You deserve to claim your Harmony with ease and grace. On path of spirituality, there is no beginner, it is all about when you choose to live your life with true harmony and get ready to recall your True Self. More you meditate on your true self, more harmonious you become. Harmonic Life Therapy is a technique makes you empowered in true sense adding quality to your life with purity and power of truth by taking you to the Journey to Your True Self.



Harmonic Life Therapy (HLT)

Dr Monica Nagpal founded a simple and unique technique called Harmonic Life Therapy (HLT) in order to summarize and create an easy to understand way of staying healed and empowered all the time. She is an intuitive, a clairvoyant and a wonderful psychic. Monica is a gifted healer and due to her varied experience of working with thousands of clients worldwide, she has emerged and evolved into an awesome counselor and inspiration for many as she has mastered how to stay unaffected by the blocks life presented. Here's how and why she founded the simple technique called Harmonic Life Therapy.

When you are awakened and in state of empowerment you realize, feel and share with others that quality is not confined to meditation only, but quality lies in every spiritual act even power of single intention is aligned to how qualitative it is. It is time of technology and entire consciousness is evolving and changing, people who are unique and special are more already aware that it is time to connect with their harmonious life now by tapping into a platform which is research based , practical and gives you insights about empowerment in day to day life instead theories only.

HLT – a new way of living life

Many of us may not be aware how important is empowerment, if you consider life with four wheels; spiritual, health, relationship and financial, can you really imagine a harmonious life with any of these wheels stuck and not moving in one direction? No our vehicle of life cannot move similarly if one aspect of life is out of balance. Our life has potential to heal itself; we only need to stick right and best empowering tool and techniques for living and cherishing harmony of life.

Meditation – Does quality matter?

Quantity of meditation does not matter but quality of meditation matters, certainly. It is not about stopping your thoughts; meditation is a tool to become master of your thinking. Many of us allow our negative thoughts to dictate how we feel and behave, leaving us at the mercy of irrational forces in our psyches.

“Quality of meditation leads to improve quality of your Life”

Yes, actions ignored by many and hold real significance of growth in all spheres; mental, spiritual, financial, relationship and health. Many people ask what we should do in meditation, when your every action becomes meditation it becomes more qualitative. You are born to be empowered and your entire soul journey is about being empowered to ascend and to attain real freedom.

Begin or enhance your journey for let go all attachments within you, which does not allow you to grow. When you are empowered, you are able to identify what attachment is serving you and what is not serving you to add and get quality of life. There are no great reasons to choose to live like an ignorant, get empowered now because you are unique and intelligent being to choose harmonic life therapy.

About Dr. Monica Nagpal Agnihotri

Dr Monica Nagpal Agnihotri, founder & CEO of The Healing Zone, is a master of channeling human potential lies within, through her extensive research and experience with thousands of people across the globe, having different demography and geography profiles. Dr. Monica Nagpal mentored many entrepreneurs across the world by sharing and teaching original and useful insights which leads individuals to perform up-to their highest potential and organization stay ahead in n competition. Now she has put together her experience and research in the healing technique "Harmonic Life Therapy" which is a sum total of the requirements for a life full of ease, grace and joy. She has emerged and evolved into a awesome counselor and inspiration for many as she has mastered how to stay unaffected by the blocks life presented. She is a winner and champion in many ways.

People who meet her get touched by her constantly encouraging and joyous presence. The clients and students who have followed the psychic guidance given by her have found their niche in life. They all have grown more confident, healthy and lot more successful in their lives panning all areas of life. Dr Monica Nagpal often called as the Miracle Lady is a healer of international repute. Monica is a gifted healer. Her tryst with life led her to explore spiritual and metaphysical concepts to redesign her life. She practices balance and harmony and loves to share it with everyone. She is indeed an inspiration for many tarot card readers after her own designed and developed Tarot cards. Connect at thzthehealingzone@gmail.com

One Gullack, Many Goals: Bringing Good Luck to Your Home

There is an old culture of taking small donations from every household to celebrate the festival of Navratri. Dr. Arvind K Singh, former lead researcher in Microsoft, saw an innovative idea behind this when he observed that there was a Gullack in every home of his maternal village Barwa, a small village in Bihar, for the very purpose of donating for Durga Puja. Idea of using Gullacks for every small and big purpose of daily life which involves saving, clicked in his mind. He discussed it with his close friend Mr. Ankur Sharan, a researcher in automotive field and a gifted calligrapher, and they both decided

to spread this awareness of saving little in the world. And Gullack.com was founded with many goals to be accomplished through single idea of "Saving in Gullack".



1. **Favourite Parenting Tip:** Passed on from generations to next, one of the most important and inseparable part of any child's childhood here is Gullack. Gullack helps inculcate the discipline of saving money at an early age. **The habit of saving is itself an education, which teaches self-denial, cultivates the sense of order, trains to plan and so broadens the mind.**
2. **Lesson on Value of Money:** Now this unique virtue of Gullack has made it favourite of parents as they feel that the pocket money which they are giving is safe and knowingly or unknowingly their child is learning to save. Children who use Gullack have to wait for the time when the Gullack will be filled completely. The mere thought that the coins make up a larger sum of money is where the child appreciates that each penny matters.
3. **Lesson of Return on Investments:** Children know that they have invested a particular amount to buy a gullack, so they wait for time till the gullack gets filled and then only they break it down.
- Saving money in gullack is often compared with saving in fixed deposits where we can withdraw money only after its maturity period.
4. **Lesson on Planning and Prioritizing:** Gullacks teach important lesson of setting goals and planning for them. Children as well as adults can keep multiple gullacks at a time and can save for a purpose, prioritizing them. Filling that gullack first the cause for which is more dear.
5. **Adults: You Need to Use it too:** A fool can earn money, but it takes a wise man to save and dispose of it to his own advantage. Adopt gullacks to create an entirely new relationship with money.

6. **Providing work to Potters** throughout the year, thus facilitating a major part of potters livelihood. Most potters earn only through festive seasons of Diwali and navratri in a year. Through Gullack, they aim to provide so much demand that they will have work throughout the year.
7. **Lessons of life:** Having a goal in life is always important. And having patience is more important to achieve those goals. Gullack teaches both. With Gullack, you get to learn to have patience as you never want to break your Gullack until it is not full. And it fills you with excitement. To shorten the wait time, you increase speed of your savings. This also gives you a goal to fill your gullack. Gullack teaches you the art of saving.
8. **For growth and welfare of underprivileged children:** Founders of Gullack have committed to use all the earnings made through Gullack for upliftment of underprivileged children, for their education and other social works of welfare. Gullack painting and storytelling workshops are held every week to educate children about benefits of saving, and teaching them how to save. Gullacks, paints, brushes, canvas and everything required is provided free of cost in these workshops.

The next question which arises is where do you get money for gullacks. The key is to start small and then increase the amount saved. It's similar to a dieting program which will not leave you starving for essential nutrients but will cut down whatever is going extra. The beauty behind this strategy is that you begin by lowering your expenses slowly, so you can stop spending money on stuff that is not bringing much fulfilment into your life.

Gullack can be Broken but not the Uses

Gullack, if broken properly, can be used in various ways like:

- Fill with soil and grow small plants in it.
- Water bowl for birds.
- Serve food to dogs or cats etc.
- But what if it is broken in such a way that it can't be used for all such things. Just break into pieces and put it in soil to grow plants as these gullacks are made up of top fertile soil.

The founders went out of the way to find more eventful uses of Gullack, and came up with the idea of organizing various Gullack painting and Storytelling workshops for kids, where they teach kids about various uses of Gullacks, Indian art and culture. They have organized more than 15 Gullack Painting workshops and have taught more than 300 kids and parents about the uses of Gullack, since they founded Gullack.com in November 2018.

Recently, they organized a fancy dress competition for kids under age of 8 yrs.



Children are happier calling themselves the Gullack Girl and the Gullack Boys, and spending time with their art and culture.

This duo of researchers, from two different fields of technology aims to implant a life-long habit of saving in Indians, which may result in bringing financial good luck in their homes. And they are adamant on fulfilling their many goals through one Gullack.

GET YOUR GULLAK TODAY:

So now we know how gullack can help us managing our pocket money or salary and how it helps us for different occasions or situation. Also we know how we can use it after its life span. So what are you waiting for, bring your key to happiness today.

Bring Home Good Luck, Buy A Gullack. www.gullack.com

New Economy for Indian Farmers

Erestagro, introduces a business model which is multiplying growth of Indian farmers 10X times. The company is not just claiming it but they made it happen. We often talk about Indian farmers, pity of them and may blame authorities for increasing suicidal rates. The team of Erestagro made farmers growth as their vision and committed themselves to direct their business value to agriculture sector. Livestock now controls a quarter of the agriculture gross domestic product (GDP). In 2016-17, it generated outputs worth Rs 6,40,500 crore (at current prices). This was 28 per cent of the agriculture GDP and about 5 per cent of the country's GDP. "The total output from livestock was higher than the value of food grains (Rs 6,15,600 crore) and fruits and vegetables (Rs 4,08,800 crore), and this is going to go up substantially," estimates V K Taneja, vice-chancellor of Guru Angad Dev Veterinary and Animal Science University in Ludhiana.



After livestock, paddy is the next highest contributor to the agriculture GDP, says A Rajasekaran, senior manager with the National Dairy Development Board at Anand in Gujarat, output from livestock was 2.5 times the value of paddy and more than thrice the value of wheat, as per the Central Statistical Office data. "Animals are natural capital, which can be easily reproduced to act as a living bank with offspring as interest, and an insurance against income shocks of crop failure and natural calamities," says Erestagro



Livestock output is the fastest growing among the three components. Its contribution to the total output of the agriculture sector increased from 15 per cent in 1981-82 to 26 per cent in 2010-11. "This provided a cushion to agriculture growth," The rate of growth of livestock output has, however, slowed down. In 1980s, its growth rate was 5.3 per cent—almost twice that of the crops. This declined to 3.6 per cent in 2000s but is still 1.5 times the rate of growth of the crops component.

Why company chose Livestock farming?

The livestock plays an important role in the economy of farmers. The farmers in India maintain mixed farming system i.e. a combination of crop and livestock where the output of one enterprise becomes the input of another enterprise thereby realize the resource efficiency. The livestock serve the farmers in different ways.

Income: Livestock is a source of subsidiary income for many families in India especially the resource poor who maintain few heads of animals. Cows and buffaloes if in milk will provide regular income to the livestock farmers through sale of milk. Animals like sheep and goat serve as sources of income during emergencies to meet exigencies like marriages, treatment of sick persons, children education, repair of houses etc. The animals also serve as moving banks and assets which provide economic security to the owners.

Employment: A large number of people in India being less literate and unskilled depend upon agriculture for their livelihoods. But agriculture being seasonal in nature could provide

employment for a maximum of 180 days in a year. The land less and less land people depend upon livestock for utilizing their labour during lean agricultural season.

Food: The livestock products such as milk, meat and eggs are an important source of animal protein to the members of the livestock owners. The per capita availability of milk is around 355 g / day; eggs is 69 / annum;

Social security: The animals offer social security to the owners in terms of their status in the society. The families especially the landless which own animals are better placed than those who do not. Gifting of animals during marriages is a very common phenomenon in different parts of the country. Rearing of animals is a part of the Indian culture. Animals are used for various socio religious functions. Cows for house warming ceremonies; rams, bucks and chicken for sacrifice during festive seasons; Bulls and Cows are worshipped during various religious functions. Many owners develop attachment to their animals.

Draft : The bullocks are the back bone of Indian agriculture. The farmers especially the marginal and small depend upon bullocks for ploughing, carting and transport of both inputs and outputs.

Dung: In rural areas dung is used for several purposes which include fuel (dung cakes), fertilizer (farm yard manure), and plastering material (poor man's cement).

Cutting Cost of Nutrients to Consumers

We have partnered with farmers who help us breed these organically unique chickens. These farmers resonate with us in our beliefs and take great care in raising these chickens, nurturing them to be their healthier best, without using any artificial injections or chemical stimulants to increase their weight. Such partnerships have proven beneficial in terms of mutual growth and value creation. Our partnerships have not only made us sustainable enough to bring this organic meat to your doorstep but also reduced our costs drastically. Thus, we are able to provide healthy, organic meat, at affordable prices that are accessible to all. – Erestagro

Providing Employment to farmers

Erestagro farming may be regarded as a source to create the employment in rural areas all-round the year. Indian Agriculture is mainly dependent on monsoon and hence agriculture field faces certain bottlenecks to provide employment during such periods. On an average Agriculture sector may provide 200 days employment to the rural persons. This means they have to find alternate source of employment for income during the rest of the year. Dairy farming, sheep and goat rearing, poultry production, pig farming rabbit rearing are the alternate sources of mix farming. It may be possible to generate the employment for the farmers as well as land less laborers who can do this job themselves, or it may be possible to employ young and the old family persons as a side business. Many of the operations in Erestagro Farming can be done by the rural women. It is estimated that on an average 35 million human years/annum employment generation has been potential through this sector.

Erestagro supply the birds and feed, and provide technical advice, while the poultry farmer provides the labor, housing and utilities. This cooperation between Tyson Foods and family farms increases

efficiency and quality, while maintaining affordable prices for consumers. More than 1,700 independent farmers raise chicken, quail and goat for us. We supply the birds, feed and technical advice, while the farmers care for the chickens by providing the farm, housing and labor.

Contribution of livestock to people

The livestock provides food and non-food items to the people.

- a. **Food:** The livestock provides food items such as Milk, Meat and Eggs for human consumption. India is number one milk producer in the world.
- b. **Fibre and skins:** The livestock also contributes to the production of wool, hair, hides, and pelts. Leather is the most important product which has a very high export potential. India is producing about 43.5 million Kg of wool per annum.
- c. **Draft:** Bullocks are the back bone of Indian agriculture. Despite lot of advancements in the use of mechanical power in Indian agricultural operations, the Indian farmer especially in rural areas still depend upon bullocks for various agricultural operations. The bullocks are saving a lot on fuel which is a necessary input for using mechanical power like tractors, combine harvesters etc. Pack animals like camels, horses, donkeys, ponies, mules etc are being extensively used to transport goods in different parts of the country in addition to bullocks. In situations like hilly terrains mules and ponies serve as the only alternative to transport goods. Similarly, the army has to depend upon these animals to transport various items in high areas of high altitude.
- d. **Dung and other animal waste materials:** Dung and other animal wastes serve as very good farm yard manure and the value of it is worth several crores of rupees. In addition it is also used as fuel (bio gas, dung cakes), and for construction as poor man's cement (dung).
- e. **Storage:** Livestock are considered as "moving banks" because of their potentiality to dispose off during emergencies. They serve as capital and in cases of landless agricultural labourers many time it is the only capital resource they possess. Livestock serve as an asset and in case of emergencies they serve as guarantee for availing loans from the local sources such as money lenders in the villages.
- f. **Weed control:** Livestock are also used as Biological control of brush, plants and weeds.
- g. **Cultural:** Livestock offer security to the owners and also add to their self-esteem especially when they are owning prized animals such as pedigreed bulls, dogs and high yielding cows/ buffaloes etc.
- h. **Sports / recreation:** People also use the animals like cocks, rams, bulls etc for competition and sports. Despite ban on these animal competitions the cock fights, ram fights and bull fights (jalli kattu) are quite common during festive seasons.
- i. **Companion animals:** Dogs are known for their faithfulness and are being used as companions since time immemorial. When the nuclear families are increasing in number and the old parents are forced to lead solitary life the dogs, cats are providing the needed company to the latter thus making them lead a comfortable life.

World's first Multi Vendor, Multi Product Experiential Shopping Solution



Experience, Experience & Experience!!!

Books & Wi-Fi in a Coffee Shop, Shopping while flying, Reclining Chairs in theatres, etc., are few examples in which Experience is given more importance than Real product or Service.

Augmented Reality is one of the best technologies to provide Immersive Experience which works on all smart phones without additional devices or cost. Augmented Reality solutions mixes “*Virtuality with Reality to Educate, Engage & Entertain*” the customer & provide delightful experience. This delightful experience will lead to Brand retention, Repeated customers & Increase revenues.

[TRYb4uBUY](#) is an Augmented Reality Experiential Shopping & Marketing solution by [PurpleApple Infosystems](#). PurpleApple Infosystems started by Amrutha, an MCA gold medalist with more than 20 yrs of work experience in Wipro & Tata Docomo has come up with Innovative products & solutions using Augmented Reality Technology.

Main objective of PurpleApple Infosystems is “*To Redefine Business Growth with Innovative Augmented Reality marketing solutions to increase revenues without disturbing existing business eco system*”.

When did the entrepreneur big bite you?

I think “Women are Born Entrepreneurs” 😊 We wear multiple hats, do multi tasking & balance many roles. Entrepreneur bug is be there in every female latently, it is

only the matter of time to show up the skills. 2014 is the time when I started thinking of taking Entrepreneurial plunge. it took an year and half to give it a shape & name.

Looking back, are there any indications from childhood that foreshadowed your becoming an entrepreneur?

There is no specific incident that led me to take entrepreneurial journey. As a child, I always strive for perfection & excelled in studies. I also realize in hindsight that I absorbed my father's hard work & sincerity.

I read an article saying that the childhood of an Entrepreneur have few signs like "Never had to be reminded about the homework, time management, no procrastination & loved group work" Now, I realize the importance of all these qualities in my entrepreneur journey 😊.

Only after working for 20+yrs in world class organizations like Wipro & TTSL, I developed a deep sense of motivation & passion towards Entrepreneurship.

How much did you know about being financially fluency?

I am always a technical person & still trying to learn the financial aspects of the business. Entrepreneur & Accelerator programs by IIMB, IITD, XLR8AP provided me with sufficient business models, market assessment, business management etc., to be an successful Entrepreneur.

Tell us about your first entrepreneurial venture: How did you come up with the idea and how did you start your business?

In this digital age, where Experience & Emotions are diminishing day by day, people are leading busy life. This has lead to start of "**Experiential Shopping**", "**Experiential Marketing**" & "**Experiential Purchase**" strategies by enterprises to help Consumers to 'Buy an Experience' rather than just an object or service. This is win win situation to both enterprises to build customer loyalty & customers can have memorable experiences along with product or service.

Retailers prefer to have SMART solution which **S**imple to configure & use, **M**arket friendly, **A**ffordable, reduces **R**eturns, **T**echnology oriented, also helps them to dominate the E-Commerce Industry. *The more the customers are Happy, the more the profits for the retailer and longer customer loyalty to the brand.*

I would like to address this by a solution which can Engage, Entertain & provide Experience to customers. I strongly believes that however small is the good experience with the product, it can make a huge difference in the mindset of the customers & drives business growth.

[TRYb4uBUY](#) is the step towards addressing the "Lack of Experience" while shopping especially online

TRYb4uBUY – World’s first Multi vendor, multi product SMART Experiential Shopping Tool :

- 1) Actual product can be TRIED in EXACT size in real environment virtually by the customer
- 2) Users can rotate the 3D models, move & place at the desired position in real environment
- 3) Users can try the different colours / texture/ designs of the product to suit the aesthetics
- 4) Increase sales by Social shopping with decision making support from friends & family
- 5) In-Store experiences where users can also TRY products which are not available at stores/ on demand products
- 6) Tool to Engage, Educate & Entertain the customers by providing visualisation of product virtually

Do you follow a certain morning routine or daily schedule to maximize productivity and well-being?

I think, one of the ways to be an successful entrepreneur is to be disciplined & be with eyes and ears always open to assess the market. Windup the day with a question “What all the tasks went well & what went wrong?” It is very important to ask this question even though most of the times, there is no clear answer for this. I also make a point to interact, engage & encourage my team daily so that they align with my company goals along with personal and professional development.

What is the biggest challenge for you as an entrepreneur?

Challenges of a bootstrapped organization like limited funds, resources & time are to be handled at every step of the journey. Also, in the current world where software innovations are introduced by mega companies like Google & Facebook every month, a budding company holds no cards while competing against the likes of such. A startup, especially bootstrapped which does not have enough resources for elaborate Research & Development finds it difficult to establish initially in ever changing tech world.

How do you solve big problems as an entrepreneur?

In my view, categorizing the problems as big or small in an entrepreneurial journey is not the right act. Every problem is to be handled as if it is a big problem in a specific way. There are many unexpected, untimely problems which are to be analysed & handled differently.

One can reduce problems through focusing on the goal, learning lessons from the mistakes, open mind for the suggestions, flexible & adaptable to the situation.

Do you have any mentors or coaches? If so, tell us about that.

I have been mentored by multiple leaders in the startup industry as I am part of many entrepreneur & accelerator programs. To name few, Mr.Glen Robbinson (M.D of

XLR8AP), Mr.Suresh Bhagavatula (NSRCEL chairperson), Ms. Aparna Saroagi (Co-founder WEE foundation) & Mr. Sarandeep Singh (Co-founder WEE foundation). Of course, my husband Mr.Y. Srinivasa Rao, Executive Director of Everest Industries Limited is my mentor & guru 😊

How many people are on your team, and do you have any tips on hiring and growing a team of employees or contractors?

“Hire Attitude, Train Skills” is the policy I follow. In a startup, every employee should act as “one person army”, have capability to handle multiple situations. This happens only if the employees who are quick learners, flexible, adaptable in doing multiple tasks as per the market demands. I gauge the zeal of the person to learn, research & experiment before employing.

What do you do for encouragement or to be motivated ?

I read successful entrepreneur stories, learn how to deal with unexpected setbacks. I also disengage from the day’s work by meditating regularly to calm my mind which is extremely important for an Entrepreneur.

Did you raise venture capital? If so, can you tell us about that process?

PurpleApple Infosystems is bootstrapped as of now & are open for funding opportunities.

What tips do you have for other women who would like to start their own businesses?

It is great to start own business if the person has the willingness to go extra mile to get the things done & take the complete responsibility of the consequences of every decision taken in the journey. Do the due diligence of the business that is to be started and have passion to excel.

“Be Growth oriented rather than Goal oriented as Growth leads to Goal“

How do you balance your entrepreneur life with friends that don’t understand the challenges we experience?

Managing tasks & time for an entrepreneur life is slightly different from employee life as the entrepreneur has to own few more responsibilities. Balancing between the work, friends & family skill comes to the entrepreneur over a period of time.

Can you give us any insight into your business operations and earnings?

We have on boarded 100+ enterprises in all the sectors like jewellers, apparels furniture, home décor from various cities. Plan is to become 1 billion rupee organization by 2021.

What are the pros and cons of being a female entrepreneur in 2019?

Pros & cons are often considered to be two sides of the same coin, depending on the perspective. Entrepreneur, female or male has similar set of challenges. Infact, as I said earlier, female are “Born Entrepreneurs” & backbone of the family in laying the building blocks on which family foundation is built. Even though few of the females lack the confidence & competence to handle market place, they are strong in Emotional Intelligence, good at multi-tasking, strong intuition & good collaboration skills. Emotional strength make them successful entrepreneurs. Eventhough the number of successful women entrepreneurs are increasing day by day, funding is one aspect in which still there is differentiation between men & women entrepreneurs.

What meet ups, local entrepreneur events, and accelerators do you recommend that have helped you grow?

Any Entrepreneur & Accelerator programs provide the required information & knowledge about different aspects of taking the idea to implementation. I have learnt significantly from NSRCEL, WEE & XLR8AP entrepreneur & accelerator programs. Meet-ups provide the opportunity to meet other entrepreneurs; get to know the startup world details in an informal way. It is good to attend meet-ups regularly to be in touch with fellow entrepreneurs.



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Arunima's Journey for "SparcRoamers Let's Roam"



"She never thought to be an entrepreneur even in her dreams. She never thought that she would build up her own company ever. When she was of 22 yrs, her dream was to get a pristine job in the corporate world and she got the opportunity when she completed her master. She started working with one of the leading telecom company and felt proud that she has achieved what she was dreaming of. She did her level best to survive and grow in this organization starting from doing an MBA to working till late hours to going to the office on a Sunday and what not. Still, she was immensely happy and satisfied just because of only one reason and that is she used to love her job.

It took her 12 long years to realize that all that she was doing so far was actually not for her benefit but for someone else. It took her 12 long years to realize that it's not her who is important for the company or her boss, it's the position, the designation, the post that matters the most. The company would not take even 12 mins to fire her if she somehow fail to meet up their expectation for 12 days, forget about what she has contributed for the last 12 yrs. She understood that she is trapped. But, just realizing the fact doesn't help until you find another way to come out of this trap. Fortunately, it didn't take much time for her to get a way out. All of a sudden one fine morning she got a call from her brother Mr. Avik Roy Choudhury that he along with his wife Mrs. Sonali Roy Choudhury want to start a business and wants her and her husband Mr. Subhojit Poddar join the venture.

Almost for all people, it's easy to say we want to change the way it's going but doing it practically is the hardest decision to make and she was not an exception. The biggest challenge for her and her husband was to gather the courage to take the first step. All these years have made them a complete safe player, they forgot that the word "RISK" does exist. They forgot that she won't get to see any gain if she hesitate

to bear the pain. She didn't at all notice that she has already taken the biggest risk of her life to work in a company for so many years without realizing the true character, uncertainty and harsh reality of this so-called corporate world. She and her husband finally said yes to the idea and started the process of execution. One by one they all resigned from their ongoing job and after a few weeks and a lot of hassles they finally created their own company in a small office space with a positive mindset in Jan'2017. They four categorized their department according to their skillset that each one of them has, the work got started and they initiated the tie-up process with hoteliers/vendors/suppliers and at the same time creating their own clientele. Initially, the journey was pretty rough and their biggest challenge was to gain trust in the market.

But, with time, hard work and strong promotional strategies, they achieved a healthy client base in a year's time. Since then, they have set up two offices, one is in New Delhi and another is in Goa. They are majorly into designing holiday packages for domestic and outbound. They provide end to end service to our client. **The biggest USP & strength of their company is "24*7 Service" and they literally mean that, if their client gets into any trouble even at 2 in the morning, they are just a call away.** They believe that it's the after sale service that helps an organization to survive and grow in the market rather than focusing just on number of sales which majority of the companies do in the travel industry. Amongst all the destinations that they cover their major contributor to ROI is Goa. Their market penetration in Goa is very strong, the reason why 75% of their ROI is backed up by Goa packages only. Recently they have started on-boarding channel partners from different cities and their mission is to be a **Destination Management Company for Goa by 2020.**

Now they don't get their salary on 30th of every month, they don't go to after work parties, they don't remember the last movie they watched, they don't get time to meet up with their friends at weekends, sacrificing all these petty things doesn't make them feel bad for a single moment as in return they have got the biggest feeling which is satisfaction. **The feeling of satisfaction of creating their own entity and seeing it growing every day is the best feeling in this world.**

Certainly, it has not been and never would be easy as the word **SUCCESS** is directly proportional to the word **TOUGH** in the journey called **LIFE**.

To commemorate the International Women's Day 2019 with the theme #BalanceForBetter, Confederation of Indian Micro Small and Medium Enterprises (CIMSME) in association with International Business Network (IBN), Women's League Foundation (WLF) and Cons & Mark (C&M) organized a community event at Conference Hall, MSME Development Institute, Guindy, Chennai on Friday, 8th March 2019.



Arunima Poddar, Co-Founder, Sparcroamers LLP was awarded Entrepreneur of the Year.

Child Environment Activist: Shashank Arun



Climate change is a threat that has become very obvious today. But, it is very impressive that children are already taking part in negating it, with good reason. According to the CIA World Fact Book, children represent 30 percent of the world's population. Not only do they represent the largest group of people currently affected by climate change, but they are also more vulnerable than adults to its harmful effects. Children and young people are also the generations that will have to deal with the future impacts of climate change whether they like it or not.

Maybe, that's what is pushing Shashank Arun, a ten year old class 5 student of Chennai, India, turn into a superhero to fight the monster called global warming. This young lad says he was disturbed to learn that our planet was in danger from his 4th grade text book last year and decided to dedicate his summer vacation to save the planet. He learned that the adults were divided in their belief in the existence of global warming and decided children are easier to reason with. He made up his mind that his mission was to inform and inspire children from around the world to reduce their carbon footprints.

Last summer he conducted a kids marathon and gave away seed balls which he dutifully prepared with his friends. Next he began campaigning for kids' action against global warming in malls, television shows and schools. He presented his ideas in Kidx Asia last July. After this he launched a YouTube comic series about global warming and started a Facebook and Instagram page with activities and appreciation for action against global warming among kids. He presented a monthly activity calendar and a digitally powered awareness creation model in Kidx Asia, Bangkok in October. For his social initiation, he received the South Indian Start Up Award in December last year. This was followed by invitations to schools to give talks to children about his initiative and articles about him in regional kids magazines.

With an aspiration to push for further action, he has now begun to equip himself with knowledge on app creation and has begun to design an interactive app for kids to join and pitch in to save the only planet which has life. This summer too , this young activist has plans to be part of various summer camps and talk to young minds to participate in this movement and plant and nurture a tree that will grow with the child in the school . He also plans to conduct a cyclathon this April. With children all over the world taking to the streets to persuade the governments to start acting on global warming, Chennai has it's own friendly neighborhood superhero, "**Captain environment.**"

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How Colleges can boost on campus and off campus placement?

A college does their best for maximum on campus placement. Isn't it? After a recent survey about choosing the best career for students we have found that students are interested in doing something creative, when they are fresher. Psychologically, they are at the peak of zeal and enthusiasm at this stage of life and want to implement their creativity as much as possible. Colleges often chase very limited programs but the Editor of the Communique Magazine, Neha Singla, interacted with lot of fresher and beginners during her training and found that lot of beginners look forward to start their career as startup or freelancers. She suggested and builds up a program for college students and pass outs to choose their career with more freedom. Her program brings benefits to both of students and colleges:



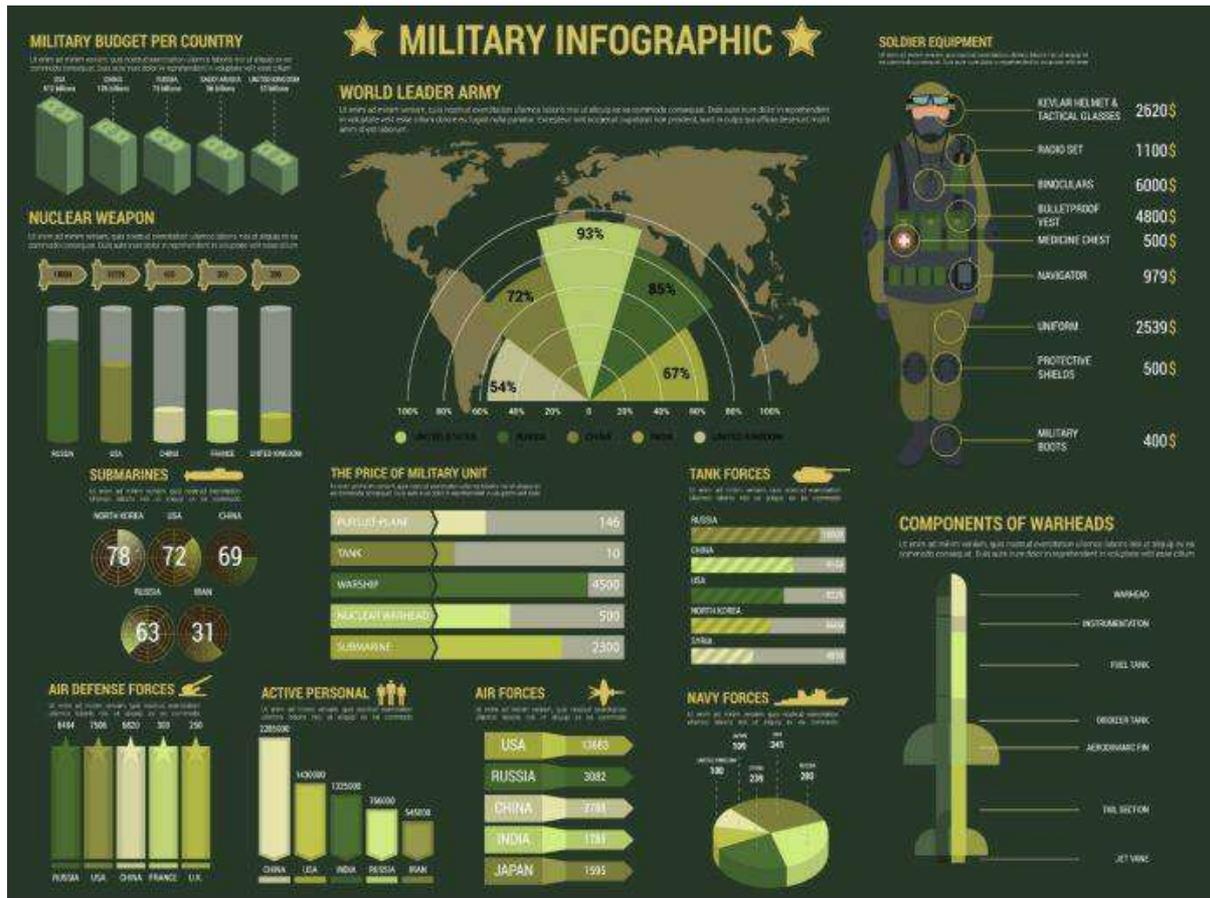
1. Invite opportunities: Content writing as a career option has an enormous scope. It's hard to write the entire scope of this field in a single article.
2. No end to this profession: This program is useful for everyone, even if a student doesn't choose their career as a content writing; it is going to enhance their skillset at every step.
3. It is about Skills: Not just a certification, just only a certificate can never increase your talent and skillset but learning from an experienced person embeds or sharpens your talent.
4. Stan out of the crowd: From the day one, your CV stands out of the crowd even if you are choosing to be a developer or a tester, the program tells you how you can stand out of the crowd.
5. Results are quick : What you learn here can be masters through a little practice but you don't need to practice day and night to become a master.

Colleges often ask how much a student can earn after this course. Let's talk reality, they can earn ranging from 10,000 – 50,000 initially, depends on how they have mastered the skills. It is probably, the only career, where you can start earning immediately. Let's connect to discuss it nehasingla385@gmail.com

India & US Finalising A Proposal To Equip Defence Teams With Latest Technologies

The proposal will involve Indian teams coordinating with the US Defence Innovation Unit Experimental (DIUx) in Mountain View, California

The proposal is being finalised following the 2+2 dialogue agreed in between India and US



India and the US are finalising a proposal to enable defence teams of both the countries to liaison with a cutting-edge defence innovation unit in Silicon Valley that identifies and funds emerging military technologies.

“A liaison has been offered with the Silicon Valley unit that is developing and identifying defence applications from the private sector,” ET quoted an official as saying.

The proposal includes Indian teams to coordinate with the US defence innovation unit experimental (DIUx) in Mountain View, California. The DIUx has identified and is backing a number of companies in the Silicon Valley that offers defence-based solutions in a range of areas using technologies such as artificial intelligence (AI), space, robotics, etc.

Related Article: Govt Launches Defence India Startup Challenge To Close Ranks With Indian Startups, Disrupt Sector

The proposal, drafted last year, is being given final touches, followed by 2+2 dialogue, which will involve the defence and foreign affairs ministries of the two nations. The 2+2 dialogue was agreed between India and the US during the visit of PM Modi to the US in June 2017. India will be hosting the dialogue with the US in September 2018 in New Delhi.

The said proposal envisages engaging the newly set up Indian defence innovation organisation (DIO) with DIUx to innovate on emerging technologies for the armed forces, which is modeled closely on the US organisation that has been operational since 2015.

India's recently launched Innovations for Defence Excellence (iDEX) — tasked to create an ecosystem to foster innovation and technology development in defence and aerospace — may also be involved in the process. Launched in April, iDEX, which is managed by DIO, will identify Indian companies from large corporations to startups and research institutes for funding and fostering of military technologies.

In a move to leverage defence-related startups and strengthen their collaboration with defence forces, the Indian army, navy, and air force, along with defence minister Nirmala Sitharaman, launched Defence India Startup Challenge. The initiative is a joint effort of the Atal Innovation Mission, the department of industrial policy and promotion (DIPP), and DIO.

Prior to this, Defence Technology and Trade Initiative (DTTI) identified six projects for joint development and production, although no project has yet been inked between the two nations under the initiative. (Source ET and Startup India)



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