

APRIL 2021

GLOBAL BUSINESS LINE

ELON MUSK

COVER STORY: CEO of
Tesla and SpaceX

EVOLVING

CEOs



Welcome to the

GLOBAL
BUSINESS LINE

D I G I T A L E D I T I O N

#EvolvingCEOs

Follow us and Share your feedback by tagging us on social media

 gbusinessline

 gbusinessline

WWW.BUSINESSLINE.GLOBAL

Global Media Line Private Limited

ABOUT

Global Business Line is a business website that talks about enterprise solutions that can redefine the business goals of enterprises tomorrow. Business Global Line is the leading source that shares innovative enterprise solutions developed by established solutions providers, across the globe, upcoming hot enterprises and is a neutral source for business decision makers. Published from Bangalore, Karnataka,

Global Business Line is an excellent platform for the enterprise to showcase their innovative business solutions. While the world enterprise market is growing exponentially, there is a vacuum among entrepreneurs of enterprise startups. We believe that there is no other platform which gives companies a heads up on the innovative solutions that the startups are working on, what are the needs that haven't been met yet and more.

Global Business Line will act as a platform allowing high-level executives in the enterprises to share their insights, which in turn will help the enterprise startup ecosystem, help technology and business leaders with analysis on information business trends and give a better understanding of the role that enterprise solutions play in achieving the business goals.

GLOBAL
BUSINESS LINE
WWW.BUSINESSLINE.GLOBAL




- 06 **EDITOR'S NOTE**
- 07 **CEO'S THOUGHT**
- 11 **COVER STORY**
- 15 **PRANAV SOOD**
- 17 **GEFF COOK**
- 19 **RAAJESH**
- BHOJWANIGOVAT**
- 21 **HANEESH**
- KATNAWER**
- 24 **AKASH KUNDU**
- 26 **NICK BENNETT**
- 28 **K.P. SAHA**
- 31 **FALGUNI NAYAR**
- 33 **ADVAIT THAKUR**



SWAMI VIVEKANANDA

You have to
grow from the
inside out. None
can teach you,
none can make
you spiritual.
There is no other
teacher but your
own soul.



EDITOR'S NOTE

To maintain our focus and passion as our industry and our businesses continue to change and grow, we must, among other things, ensure a clear link between our mission, our words, actions, and actions, and incentives.

We must ensure that our leaders behave in a way that upholds our mission and that we hold them accountable for their intent, performance, and incentives. Effective managers inspire the company and get the best out of their employees. Employees feel safe and supported in their environment. CEOs should set up personal and online programs available to CEOs and senior managers.

A CEO who does all this does not guarantee or agree to blind loyalty to his employees. It is not only beneficial for the CEO to behave like a human being, but also to establish connections and commitments with others through written e-mails, presentations at City Hall, and duplication.

If you want to be a good CEO, you have to have certain qualities that make you well suited for the position. The CEO is responsible for running the company and must believe that he is competent and powerful enough to be the CEO he wants to be. Every company has an unparalleled role as Chief Executive Officer.

It is the most powerful and coveted title in the industry, exciting, rewarding, and influential like no other. The CEO controls the largest steps of the company and accounts for 45 percent of the company's output. Despite the luster of the position, being CEO can be all-consuming, lonely, and stressful. Exemplary CEOs combine the reality of their role with what they are as human beings. CEOs answer these questions based on their strengths and motivations, and companies need to create a mechanism to track how well they are doing.

Legends of CEOs who seem to know exactly how to lead their companies to wild success abound in the business. The behaviors we will describe may sound simple enough. But the key practice behind these behaviors - the manic consistency of our work - reveals the biggest challenge for many leaders. In the digital age, the public is able to get more involved.

We have listed 10 Evolving CEOs of 2021, after evaluating all the subjective qualities, hope you will learn a lot.


Enjoy Reading!



 Kunalguha8

 beingkunalguha

 Kunalguha8

 editor@businessline.global

A handwritten signature in black ink that reads "Kunal Guha". The signature is written in a cursive, flowing style with a long horizontal line underneath.

Kunal Guha
EDITOR IN CHIEF


CEO'S THOUGHT



 snehagupta.in

 beingsnehagupta

 snehagupta_in

 ceo@businessline.global

The delegation process is an art to me. The easiest step in delegation is to select the tasks that need to be delegated and then coordinate them with the right person in the right role. The definition of instructions and trust is the key to success on the company timeline. Each member of the management team is responsible for a specific corporate function. The CEO is the glue that coordinates all activities so that everyone cares first and foremost about the area of responsibility assigned to him. Everyone has a meaningful purpose and a clear and convincing reason to work together.

It is the responsibility of the CEO to structure and lead the management team of the company. The CEO is responsible for hiring, firing, and leading the management team. They in turn hire and fire those who run the rest of the company.

In addition, the CEO resolves all differences that arise between members of the senior management team and helps them work together with cohesion and a common direction. The CEO is ultimately responsible for setting the direction of the company. The management team should assist the CEO in developing the corporate strategy whenever and wherever necessary. The Board of Directors should consider and approve any proposal by the CEO to review the business strategy. The management team plays two crucial roles in an organization. The first, and most obvious, is that they assume the strategic and operational leadership of the organization. They set themselves goals, develop strategies and ensure that they are implemented. The second, less obvious, but equally important.

Effective CEOs ensure that their business managers manage their teams and operations as effectively as possible and provide them with as much information as possible. They do this by using measurable data to control people's performance and using data tools to understand all sorts of processes in their organizations. Don't shoot blindly; the more information you have to analyze, the better decisions you can make. Exemplary CEOs combine the reality of their role with what they are as human beings. They answer these questions according to their strengths and motivations, the needs of companies, and create a mechanism to track how well they are doing.

Congratulations to all the CEOs mentioned in the magazine!


Sneha Gupta
CEO

**NOMINATE
NOW!**

WONDER

LEADERS



G L O B A L **L**
STARTUPZ

Start
UPS

P U B L I S H

Free Article Now!

WWW.GLOBALSTARTUPZ.COM

Great Learnings

FROM

EVOLVING
CEOs



COVER STORY

ELON MUSK

Musk is known for his efforts, where the original impulse is the desire to solve a big problem.



With Tesla and SolarCity, the solar module company he founded with his cousin, the goal was to contribute to the generation and consumption of renewable energy. Musk said he founded Tesla in an effort to make humanity a multi-planet species, and he hopes to have colonies of thousands on Mars by 2040.

Many others scoffed at his ambitions when he was SpaceX's sole investor a year ago. The original idea behind SpaceX was that private companies, away from America's military-industrial complex, could revive space travel. Musk had never worked in aerospace engineering, but that didn't deter him. That is, even after founding two profitable companies, he was not convinced of his vision.

Musk wasn't the first person to come up with the idea of private industry, rockets, profitable electric car companies and new ways of tunneling through the earth. But it was never the driving, innovative force that could convince as many people as possible. The SpaceX team suffered one crushing failure after another. Five months after Elon Musk launched XCOM, he pulled off a coup by poaching engineers. At PayPal, he was demoted from CEO to consultant to the company.

Elon Musk is one of the pioneering entrepreneurs of our time. At the age of 46, he has built companies that have disrupted three industries: PayPal (financial services), Tesla Motors (cars), and SpaceX (aerospace). Still, Elon Musk remains a mystery to most of us. Last year, I read an authorized Elon Musk biography called *Elon Musk: SpaceX and the Quest for a Fantastic Future*. I was impressed by all the things I learned from him: his strong work ethic and incredible stamina.

It is easy to look at what Elon Musk has achieved and assume that his life has been easy. Its rocket launches and returns are growing, not to mention new and developing ventures such as Hyperloop, the Boring Company, and Flamethrowers. But looking at where he has gone and how he has overcome what others would consider unbearable challenges, helps to get a broader picture of him as a person.

We can learn a lot from Elon Musk about character, qualities, and work ethic. It looks like he's done it with his passion for work, and his life has taken him to another level of obsession. The commitment, perseverance, and leadership that he has shown will also be applied to his own projects.

By his standards, that's impossible, but Elon Musk is anything but squeamish. I have written before about Elon Musk's bold vision of saving humanity from self-imposed or accidental destruction for the sake of humanity, and I still have hope for him. I think there are some things we can't learn from visionaries, but we can appreciate his vision and ability to dream big dreams for the world. He has driven his vision forward with relentless passion, hard work, and phenomenal ability. The views expressed in this article are those of the authors and do not necessarily represent those of this organization.

The opinions expressed by entrepreneurs are their own. In recent years, entrepreneurship has been defined by one person, and that person is Elon Musk. He was not only a pioneer in the electric car industry but also in various other industries, from PayPal to SpaceX to the Boring Company. Musk,

who is known for his Twitter antics, has also made a name for himself by spearheading many of his companies' public relations efforts?

One of Elon Musk's most notorious traits is a flaw in the eyes of critics: his tendency to set ambitious deadlines for various projects for his companies. It is as if he were working in a car destined for Los Angeles or New York, with only one tank of fuel.

On the other hand, Musk's stretch goals are an amazing contribution to his team, but I don't want to play down the result, which is that the world will be one of the best cars you can buy, electric, and we will have a reusable rocket. Setting a goal that maintains the status quo is not what you do with reusable missiles.

Musk's insistence on learning every aspect of engineering that flows into his company's products makes him a "T-shaped" person, someone with deep knowledge and skills in a particular field, but little but considerable knowledge in many other disciplines and topics. In contrast, I-shaped individuals are specialists who have deep knowledge in an area, and that is it. When Musk took part in a Reddit AMA some time ago, he hinted that his learning approach is an approach that helps him transfer knowledge from one context to another. "I think most people can learn a lot more than they think. A little piece of advice: It is important to consider knowledge as a semantic tree, so make sure you understand the basic principles of the trunk and the large branches before you get to the leaves and details, and leave the details hanging.

Those who are nonchalant with social media become more than just owners of a company. You can get inspiration and ideas from people all over the world and become a part of them. The key to its success is that it depends on everyone's success. He does not care about failure and is able to endure the pain that is necessary to overcome any setback that is inflicted on him. In 2008, when his personal life was in tatters and his business was not doing well, he recovered and showed the world what few people can do.

The lesson is to embrace his long-term vision and ignore the setbacks along the way. Enduring pain and enduring it well was the key to its success. People close to Elon Musk say they have not met anyone who has a pain tolerance like him. It focuses not on its existence, but on the existence of humanity, sustainable energy, clean transport, and interplanetary space travel.

The crazy thing is that he doesn't care that he's worth billions. He is one of only two people to have founded a \$3 billion company. In fact, he annoys journalists who ask him about it. He wants them to ask about the great worldly problems he is trying to solve. Many companies spend more money on marketing than on engineering. Tesla puts all its money into research and development (engineering, design, manufacturing) to build the best possible car. Never spend money on advertising.

One of the other science fiction books Musk loved as a child was *The Hitchhiker's Guide to the Galaxy*. In it, readers learn one of the basic rules of intergalactic travel: don't panic. It even appears on the cover. Musk says this is the most important rule he has taught his own children. This approach has served him well through much turbulence.

Musk has more than doubled his initial investment in Tesla and asked the US government for a loan. The rollout of the first roadster was slower than promised when the 2008 recession hit. At the same time, Musk was going through his first divorce. The plan to use a number of different suppliers recognized the need to build parts for the car on machines instead of making them in-house.

At the end of the presentation, Musk told the crowd that the company was offering rides on the cybertruck for the rest of the night. Instead of throwing a huge party, he encouraged the crowd to stay and have a good time. When he left, he paused for a second or two and took a moment. The company's stock fell 6 percent the next day. But people trusted Musk's vision.

They trusted his ability to see through it. His girlfriend, Grimes, announced she was pregnant

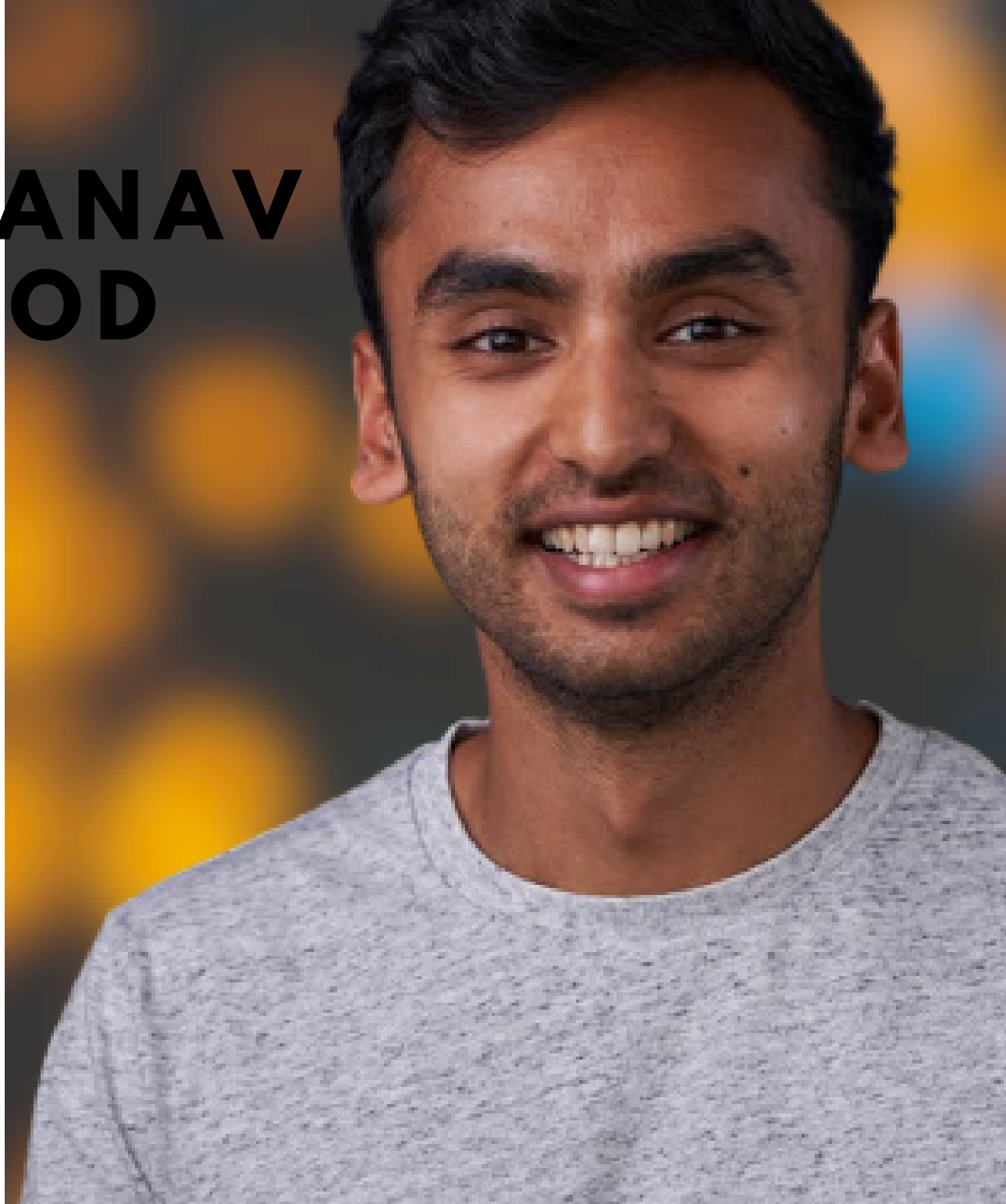
with his child. Less than a week after the announcement, Tesla received more than 250,000 pre-orders for cyber trucks, meaning billions of dollars in future revenue. A few weeks later, the company's stock reached a new high, just as it had reached just a few months before the unveiling of cyber trucks.

Shaping the future is not easy. Life is full of embarrassing moments, unexpected shards of glass, and critics happy to see you struggling. There will be setbacks in the innovation process.

Many people would shrink and duck away. But this isn't Elon Musk. He leaves the stage single-mindedly, ready to solve a new problem. He opens his arms and bows to the audience.



PRANAV SOOD



Pranav Sood is VP for Small Business at British fintech, GoCardless - a company that enables businesses to easily set up recurring payment arrangements with their customers. GoCardless, a London-based startup that helps companies collect subscriptions and other forms of recurring payments from their customers, raised \$7.5 million in an E Series financing round from Alphabet's investment arm GV, Salesforce Ventures, Accel Partners, Balderton Capital, Notion Capital, Passion Capital, and Adams Street Partners.

The company, a business-to-business (B2B) payments specialist, has been growing rapidly since it was founded in 2011 by Takeuchi and his friends Tom Blomfield and Matt Robinson. Clients include TripAdvisor, The Guardian, and Thomas Cook, and the company is striving to establish its product on the international stage, and yesterday (18 February) announced 75 million dollars (58 million euros) in funding to help it do so. "Mr. Takeuchi has a story to tell about how he got into the business.



It is worth noting that although GoCardless is active in the US market, its capabilities are limited. For example, it cannot collect money from other US customers, nor can it use payment mechanisms such as BACs, SEPA, BECs, or PADs to collect payments from GoCards customers around the world, as each customer has a bank account with one of them.

The company has 55,000 customers, including UK investment service Nutmeg and peer-to-peer lender Funding Circle, and handles payments of \$1.8 billion a year from 30 countries. Open Banking Drives Extra Money The company plans to capitalize on an emerging trend in finance, so-called open banking, which aims to open up valuable banking data and payment services to fintech firms and other approved third parties. This trend has been driven in the UK and the EU by a new law known as the Payment Services Directive (PSD2).

Businesses will now be able to manage their direct debits in one place and receive information on requests for payment and due dates. This ability to become more aware of payment movements within a company is one of the biggest advantages of the Gocareless platform, according to Mr. Morgan. GoCardless, a London fintech company that aims to become a one-stop-shop for companies that want to make their customers pay with recurring bank payments, has raised \$9.5 million in Series F funding. According to The Telegraph, this gives the company coveted unicorn status. To understand the round, Gocardless is worth \$970 million, which

means that the company is best described as Soonicorn if you take the things that matter to you.

We believe that the combination of the Gocareless payment network and open banking technology will bring unprecedented benefits to businesses and consumers. We are always on the lookout for the best talent to strengthen our powerful team in implementing our strategy. GoCardless currently employs over 450 people with offices in London, Paris, Munich, Melbourne, San Francisco, and New York City. Gocareless charges \$1 per transaction, with each transaction capped at \$2.50, according to the Bank of Innovation. Interchange fees for payment cards, by comparison, are as high as \$27. Visa and Mastercard increased the fees they charge merchants in April, the Wall Street Journal reported. Moreover, only 18 percent of global payments are recurring, GoCardless said.

We are on a mission to alleviate the pain of being paid by our customers and to focus on them. We are always looking for intelligent, curious, and independent people from all areas who would like to join our product development team.

The bigger picture here is businesses who take time to know and engage with their customers may be better equipped to weather the COVID-19 storm than those who don't.

GEOFF COOK



Geoff fills in as Director and Co-author at Fathom and is engaged with a few parts of the business, including administration, item conveyance, and organizations. He especially appreciates working with cross-utilitarian groups to convey item highlights, upgrades, and refreshes and is spurred by outstanding item conveyance and client enchant. Geoff established Fathom in 2010 with David Watson and Daniel Walls. Comprehend is a setup cloud SaaS supplier offering a monetarily situated business revealing answer for bookkeepers, counsels, and entrepreneurs.

Fathom is transforming the way people create beautiful management reports and access timely business insights. We've helped thousands of advisors and business owners around the world to gain the valuable insights they need to make better business decisions - and we're just getting started.

Let's say you already outsource bookkeeping, accounts payable, payroll, and sales tax payments. Should you care about automation? Yes, absolutely. With automation, you get real-time data. There is no need to wait to see how you did in the previous month. If you haven't seen a financial statement in months, now is the time for a change. How else can you make an informed decision, be fast and accurate when making big purchases, do tax planning, or justify increasing your associate veterinarian's wages? Don't settle.

If you can't jump all in, try one by one. Start by feeding your bank accounts and credit cards into your accounting software. Then try accounts payable. Can you remove all humans from the process? No, and you don't want to, as controls need to be in place. You'll still want to approve large purchases and confirm that people you actually employ are being paid for the hours they actually worked. Automation minimizes human interactions, prevents errors, and boosts efficiency. May automation be with you!

Credit cards and bank accounts will automatically feed your accounting system if you partner with the right bank. Feed? Let's say you go on Amazon to purchase office supplies and pay with your credit card. The transaction, as soon as it moves from "pending" to "cleared," will automatically show in your accounting system. You have eliminated entry creation and achieved automation. Minimal human assistance is required. Cloud accounting is changing for the better. It provides small businesses with the tools they need to automate much of the data input, talk to their consultants, and be equipped with real-time performance information. Companies believe that accounting is done in such a way that it complies with tax laws without creating added value. Think about what it's like to wake up in the morning and find that your business was doing badly yesterday and how much better it could have been today.

The current evolution of cloud accounting means you can see your business performance in real-time, with only manual interactions, exception-based or otherwise. Fathom also links to Xero and Automat for monthly reporting.

Within minutes, each company will receive a report showing how the company is performing on all its performance indicators, such as trends, cash flow, profit and loss, balance sheet, etc. The reports are customizable for each company and allow reporting to multiple companies. An important feature of FathomHQ is that it creates reports that the management team likes to use, and because they include performance indicators and action slides, it changes the way companies monitor performance.

You can switch to cloud accounting without hiring a professional financial manager. Cleaning up your accounting can yield amazing results, not only cost savings through automation but also improved enterprise value. With accounting sorted out and no longer lagging behind historical compliance tools, companies can improve their profit margins by more than 10% in the first year after a new product is launched, leading to 20% revenue growth in mature industries and future planning including exit. Exits is a proven value tool for virtual CFOs that allows companies to secure exits at prices that double the bid in just 18 months.

One of the questions we get asked often is, "So...where did the name 'Fathom' come from?" The word 'Fathom' (fa-[th]&m) means: "to gain a greater understanding, to comprehend, figure out, grasp, plumb, gauge, and "to get to the bottom of"... We think this sums up well what Fathom is all about.

RAAJESH BHOJWANI



Mr. Raajesh Bhojwani has started his career in Shipping Industry at Kandla Port which is a major port in the West Coast of India and learned Stevedoring, Agency, and CHA business at group companies. Since his childhood, he was a bright student, and he received motivation for further higher education (Engg and PGDM) and makes a corporate career in life. Through a successful corporate career of two decades of Banking.

He last worked with NYSE Listed HDFC Bank Ltd. After the death of his father, he joined his family business of shipping. They are the third generation in Shipping and Commodities Trading Business. Along with Mr. Ashutosh Gujarath, he founded RBB Ship Chartering.

Raajesh Bhojwani has more than 25 years of experience in Banking, Financial Services & Insurance (BFSI) professional in Retail, SME, Franchising, and Shipping. He has hands-on experience in setting up new business divisions, managing P&L, Regulatory Affairs, and Compliance management. However, he is a Self-motivated and result-oriented Business Head with strong business acumen for running profit centers independently and led larger teams successfully. Almost he worked 13 years with HDFC Bank limited in retail Branch Banking, Business Banking Working Capital (SME Lending), and Digital Banking teams. In HDFC Bank, he was last positioned to serve as Head-ATM Business Process. Also, he is the Winner of the NPCI Payment Excellence Awards in 2017 (NFS Product, Large Banks Category)

Mr. Raajesh Bhojwani is the CEO and MD of RBB Ship Chartering. This company is one of the leading company representatives to Dry Bulk and Project cargoes. He and his team enjoyed a good network relationship with the leading Charters, Shippers, Ship Owners, Operators, cargo Brokers, and Customs agents. Additionally, they maintained a good relationship with Govt. as well as Port Authorities.

Notably, Mr. Raajesh Bhojwani is specialized in availing large-scale projects completed successfully and before time. The company has more than 1000+ deals with more than USD 500+ million till now with nil litigation by their group. He and his team believe in maintaining good as well as long-term mutual relationships. The company maintains a low profile and always does business ethically with its relationship.

The company is directly associated with Multiple ship owners and Operators- Athena, Tomini, Emirates, Bahari, Eleen Marine, Brave, Tan Binh, ITS, SOT, TH bulk, Prima, Sea born, Alianz, HTK, Victory, PSL, Lemisolier, TMC Shipping, Wisdom, Multiplex, BBC, Chang Myung, Fairwind, Bulkmarine, Ince bulk, Varamar, etc.

The main aim of RBB Ship Chartering is to offer consumer quality solutions, effective management

for their shipments as per the need. Here, they are dedicated, committed for some with honesty, integrity, and trust. Moreover, they help the consumer in accomplishing their business activities by offering them with best in class and cost-effective trading and shipping solutions and services.

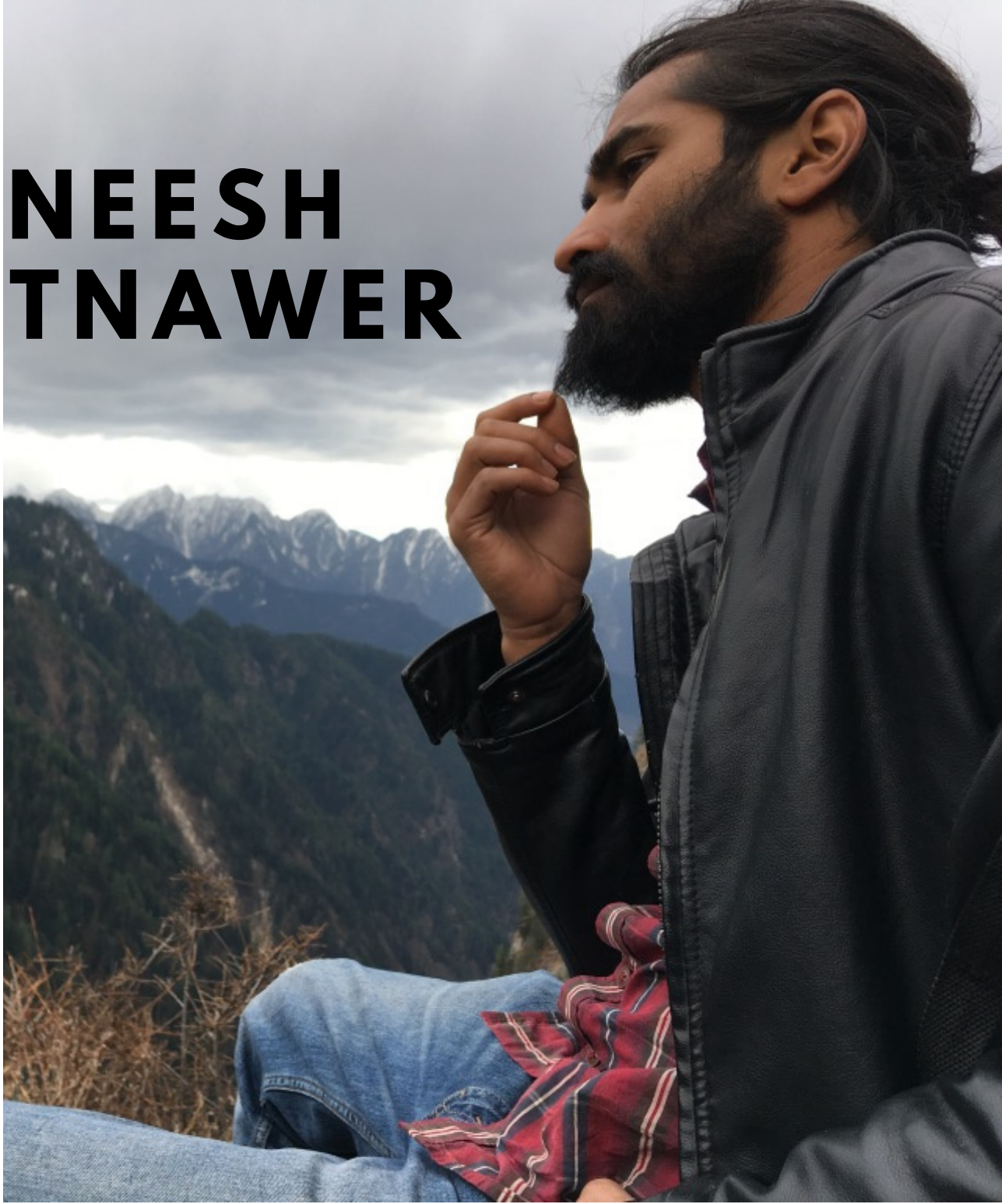
However, the company is progressing day by day and allowing consumers' highest level of satisfaction, efficiency, and productivity. They are excited by all the opportunities for optimizing and integrating current and emerging technologies and for accessing the new market through cooperation with their consumer, suppliers, and community.

Being a vertical integration to Ship Chartering business, they have started a commodities trading division at the time of Covid-19. They have successfully completed few deals on Iron Ore, Coal from Indonesia, used rail scrap, copper cathode, and limestone. They also assist clients in source any kind of Ferrous or Non Ferrous metals, Fossil Fuels, Grains, etc. with the relationship with Mines Traders and Brokers worldwide.

They are capable of managing Break bulk, Project Cargo, RoRo shipments chartering Proposals. Also, the company is directly associated with the leading charter-like Stevin Rocks, Alam Bulk, Martrade, Seacon, CWML, VR Commodities, GTW, Gandhar, Renelux, Sarogi, Shree Bajrang Power, Fomento, Torq, etc

This company started with a small number of employees but it gained a huge reputation soon because of Mr. Raajesh Bhojwani and his team's hard work. Under him, all the facets of the business are running successfully. He has come up with a unique mindset to tackle the challenges. His ideas and innovative solution add flexibility to the business.

HANEESH KATNAWER



Haneesh Katnawer the ED & CEO of Himalayan Hemp Industries Pvt. Ltd. started his journey with his team to create a sustainable and conscious ecosystem.

Haneesh Katnawer, an engineer who eventually felt quitting the monotonous job culture, in search of exploring greater ends. So, he was on his traveling expeditions and spent ample time as a writer in the Himalayas. The Himalayas always bewitch people irrespective of the parts they belong to! From the challenging slants of the various trails to bestowing a cup of coffee with your newfound companions, and the native lifestyle followed out by the local occupants. When he visited Ahmedabad, he met Sonam Sodha and they both led numerous journeys together in the hunt of great visions.

While dwelling in the Himalayan lifestyle and inhabitants, Sonam and Haneesh observed the real threat to the local variety of cannabis and Himalayan farmers due to new policies made by the government. Since Haneesh was from Himachal, he wanted to do something for Himalayan farmers to make them independent while preserving the authentic variety of cannabis that grows into the Himalayas. This urged made them come up with an initiative cum venture- "Himalayan Hemp".

In order to better understand the situation and to operate with precision, they began to discuss what they were going to do, how they were going to do it, and how they were going to proceed. In the beginning, it was not as a business, but rather as a community movement.

Soon, they participated in meetups and that is where they started spreading awareness by communicating their ideas with people, building a team who all were excited to join them with no expectations.

Haneesh and Sonam both wanted to create something that will benefit the people and environment. While brainstorming about the possibilities, they realized that embroidered culturally in the deep and spiritual social fabric of India, there are 66.7 Crore women. Out of the 47 crores, women fall in the average menstrual age range of 12-48 years. While urban women have moved on to use unhealthy but convenient disposable sanitary pads, rural women were still using unhygienic reusable cloth pads. Therefore, realizing this, they identified three main problems as poor menstrual hygiene, lack of alternate cash crops for farmers, and biomedical plastic waste generated with disposable sanitary pads footprint. After NIAM, they are currently incubated in IIT-Kanpur and IIT-Mandi looking forward to enhancing their product with more beneficial features. During this journey, they also got their product validated becoming the first organization in the world to develop and validate 100% cannabis hemp fiber-based sanitary pads. Moreover, they came up with the idea of creating quality sanitary pads out of hemp fiber.



Thus, they came up with the idea of creating reusable sanitary pads for rural women. While working over its design and successfully making them out of hemp fiber led them to undergo multiple trials and eventually, the first prototype was developed. In parallel, both co-founders had realized that since hemp and menstruation, both were tabooed in India and since Haneesh was also doing creative writing in parallel professionally; they started creating awareness on social media with a defined AIDA model.

After coming into action, they got their first achievement by getting enrolled into Government Body - NIAM (National Institute Of Agricultural Marketing), Jaipur in December 2019. They received a grant of 5,00,000 INR from NIAM after finishing two months of rigorous training and also, carried out their market research realizing that most of the urban women are not comfortable.



During the Covid-19 pandemic, Sonam and Haneesh started working from home and designed the first tested design of the Cannspirator mask (World's first lab validated reusable N95 hemp mask). This product was made in a joint venture with two more companies named Awega Green Technologies LLP, Pune, and Small Spark Solutions Pvt Ltd., Pune. The product was created with a vision of helping health officials and common people by providing them a standard mask and it has been manufactured with the help of local village ladies from Mandvi, Meerut, Pune, and Saharanpur with whom they had already connected for the manufacturing of sanitary pads previously. With this, the organization is trying to rehabilitate the local daily wagers by providing home-based work to those families who lost employment due to the pandemic.

Haneesh and Sonam are working with the vision of a "Hemp Family" where a man will be cultivating the hemp crop while a woman will stitch and assemble the pads making both of them earning members of the family. Haneesh and Sonam are inspirations for those who are willing to turn their dream or desire into reality.

What Himalaya Hemp aiming "Himalayan Hemp" is coming out to be more like a family where you support and create simultaneously. Whether it's the economy, the environment, and society, a better world will form if all these go hand-in-hand.

AKASH KUNDU



Mr. Akash Kundu is well-known as the youngest trainer in the field of Cyber Forensics and Cyber Crime. He has served as a visiting faculty and technical expert in CBI, CRPF, and Indian Police on Cyber Forensics and Cyber Crime Investigation courses at the young age of 21. However, he has also worked as Cyber Security Consultant for Global companies like fintech, media, and healthcare as well as telecommunication sectors.

With his reach experience, he started Vulhunt which is India's first crowdsourced cybersecurity platform. As a Founder and CEO, he has leveraged his knowledge and experience to add value to your money and reduce risk. Moreover, his Vulhunt's output is far better than traditional penetration testing. Here, he has highly qualified, talented, and trusted security experts who are capable of detecting the maximum possible verified vulnerabilities swiftly.

Mr. Akash Kundu shared the secrets behind his company's name Vulhunt. He mentioned the loopholes in systems are called Vulnerabilities and the people who find them are bug hunters in the security industry. Thus, he took 'Vul' from Vulnerabilities, 'Hunt' from hunters to make the name 'VULHUNT.' Basically, VULHUNT is derived from a fundamental belief whose approach and understanding of cybersecurity is a bigger shift. However, cyberattacks are becoming more sophisticated and advanced, and also they are getting into digital space.

Vulhunt's penetration testing services push back against the stereotype of shady, and dangerous hackers. They have created a collaborative community of highly trained ethical hunters, passionate about helping companies in minimizing risk and assures consumer safety.

Further, Mr. Akash Kundu helps organizations in understanding the real impacts of their cybersecurity strategies. They also offer a sophisticated SaaS Penetration Testing platform by offering them unparalleled control and visibility of every aspect of their cybersecurity strategy.

Mr. Akash Kundu mentioned that one of the major reasons behind the launch of this company during the Covid is to create a wave of job creation. One of the core values of the company is diversity and women's employment. He and his team have created a unique referral program. In their platform, if any security researchers refer a women security researcher to their portal they will get rewards of \$28. They were planning for more social media and media campaigns for the creation of awareness among women professionals to join them. Their value-based service models fixed schedule of working.

However, the flexibility will permit more women to participate in their programs along with the maintenance of their comfort of managing their other commitments. Well, their target is to have almost 50% women in their researcher pool.

In an interview with Global Business Line when Mr. Akash Kundu was asked how his portal is different

and unique from the other portals, he spoke about offerings. One of the unique programs of Vulhunt for the organizations is the Privilege Program which are custom programs customized for clients VAPT programs referring to their concerns. It is designed after enormous research and interview of several CISOs (Chief information security officers) from the Cyber Security industry. It is Vulhunt that only provides this program. Undoubtedly, they have made use of quality and technology features which reduces time as well as cost for managing such programs and giving better output. They are purely value-based service platforms. The client will pay only when the security vulnerabilities are identified. If there are no vulnerabilities, the client doesn't need to pay anything. Additionally, for the Security Researchers, they have a great rewards program that can't be compared with any other portals.

Mr. Akash Kundu and his team make use of a pure value-based service model. The security researcher gets paid for the vulnerabilities they find and report. There is no hours or time-based pay and it is purely working with the flexibility and delivering quality result and getting rewarded for it. Here, anyone can get registered with their portal. Those who are employed and not employed can be resigned with them and participate in their vulnerabilities finding programs.

Unlike the real attack scenario, Mr. Akash Kundu and his team found a large group of qualified security researchers testing attack surface, compared to the 1 - 3 of a traditional penetration test. This translates into faster vulnerability identification. A large group of security researchers testing attack surfaces gives a simulation of a real attack and identifies hidden vulnerabilities/gaps in existing security posture due to diverse techniques/methodologies, tools, etc. which cannot be covered in traditional penetration testing or with an automated scanner tool.

Notably, Vulhunt connects you with global quality and trusted security researchers with diverse skill sets and rich industry experience. With Vulhunt you can achieve continuity, transparency, and completeness of tests, aligned to your risk objectives.

NICK BENNETT



Nick Bennett and his team at FIKA are on a mission to mainstream Mental Fitness and help support future generations of remote learners to develop essential life skills to help prevent global mental health decline.

Prior to founding Fika, his years have been spent in startups, building products, raising funds, and running teams. Along with the pain of hitting the wall a few times. FIKA Digitizing psychology through product innovation, AI, machine learning, data science, and a passionate, committed team. We work closely with academics and professionals from sports, science, and leading UK universities to further develop the Fika platform as we bring the habit of mental exercise to the world.

The Health and Wellbeing team at the University of Sunderland in London is proud to offer all our students free access to the Fika Mental Fitness and Mental Health Education app. The app is designed to help you, as a student or community, learn practical mental fitness techniques to help you succeed in your studies.

It is free for users who are part of a university, university, or organization working with Fika. If you are not sure if your organization is a partner, please contact them directly.

Fika is a learning platform for mental fitness for individuals. It makes sense to keep the app small and focus on millions of downloads at the expense of a user base. The partnership with universities will allow Fika to carry out empirical studies on the effects of the app and prove that it works. Mindfulness apps are often criticized for being used on the very devices accused of contributing to anxiety. There are plans to make the app available to the mainstream, and these are well on their way through the pipeline.

Fika is a new scientifically supported organization with the aim of establishing emotional fitness in UK universities. With a 5-minute emotional workout via the Fika app, the organization wants to raise awareness of why emotional training is so important for university students during gymnastics. Launched earlier this year, the app was launched in a closed study in partnership with Coventry, Exeter, Lincoln, and Manchester Metropolitan universities to provide a scalable and preventative approach to student wellbeing. Dr Frances Longstaff, head of psychology at Fika, said: "In terms of our emotional health, we can learn a lot from athletes.

MST4Life (tm) helps young people to recognize and develop their strengths, to set goals for the future, to plan challenges, to express their emotions and to develop coping strategies for stress situations. The programme has reached more than 600 young people and is supported by the charity St Basil's. Fika is an educational technology company that equips students with the life skills they need to succeed at university. The Fika app offers audio

and video content as well as emotional workouts to help students build emotional muscles in seven key areas: self-confidence, motivation, concentration, positivity, sense of purpose, ability to connect with others, and stress management. Fika's own research has shown that these are key components that influence student retention, performance, employability, and social inclusion on campus.

The study comes after HuffPost UK revealed that a number of leading UK universities have limited mental health policies to look after students. The creators hope that by partnering with universities, they will be able to build resilience, improve academic performance, and reduce loneliness and isolation among students.

What sets Fika apart from other wellness apps is that it focuses on emotional fitness and mental health and is designed to be engaging, including internalizing stigma around the topic. Fika is currently working with UK universities such as Lincoln, Exeter, Manchester, Metropolitan and Coventry to make the app available to their students. You don't have to download Fika from the App Store like any other wellness app like Headspace or Calm. Fika is a great app for students, new or up-to-date, it can help you get through life a bit faster. Go to the Fika and find out about the many things from which everyone can benefit and enjoy. The app is a series of programs that use the format of Fika to create emotional education.

Fika employs psychologists to guide interactive video education in real life in a format that offers interactive quizzes to enhance users "emotional health and literacy.

Fika undertook its own academic research program with the aim of building on the most extensive empirical evidence of the benefits of regular emotional exercise in the UK. Seven psychologists were involved in the two-year process of developing FIKA.

K.P. SAHA



Kumar P Saha has a powerful technical elite with enriched knowledge and experience of 18 years. He has always been ceaselessly pursuing to get solutions for societal problems, something which would add value to the world. By considering new ideas and new ways of doing things, and trying to innovate, he has improved products and made processes more effective and efficient. He is being continuously innovating products related to various sectors of society - Finance & Banking, Retail, Healthcare, Infrastructure, etc.

Kumar is the Founder and CEO of the organization, always been driven by the cognitive "problem-solution mindset." His biggest success stories always hinge on innovation. With years of utmost dedication, he has been awarded as one of the nation's foremost business leaders for having a strong foothold in comprehensive Banking & Financial solutions and extensive IT solutions.

Being a technocratic organization, they believe in unceasing innovation with emerging technologies, the organization is constantly making a huge investment in the areas like Machine Learning, Natural Language Processing, Artificial Intelligence, the Internet of Things, Blockchain, Data Science, and Cognitive Technologies. With years of honed expertise in cross-platform skills and quality-integrated methodologies. Senrysa has embraced a competent global delivery model which is to provide value-based solutions as well as professional services to clients worldwide. It follows world-class processes which make it simpler for clients to deal with ever-changing technologies. Their relentless drive for innovation has supported forming revolutionary solutions and products in Fintech. However, the solutions they have created are vertical-specific so brings direct operational improvements to Banking and Finance processes.

Like most organizations, Senrysa is working hard at aligning every part of their business—from technological solutions to production capabilities and front line sales activities—with the unique requirements of customers. To achieve this they are investing in their existing people, improving their culture and work environment through inventiveness. The objective of the organization has always been to create a solution that would impact a billion lives.

The organization advocates diverse and inclusive work culture that welcomes flexibility, innovation, transparency and performance. Senrysa is a home to those who dedicate their multi-disciplinary careers and diverse experiences trying to improve industries related to their work. Kumar and his team with their relentless innovation disrupting various industries so that their brainchildren take on lives of their own and impact generations to come.

Senrysa Technologies was an early adopter of the India Stack and has vehemently pioneered the Aadhaar enabled Payment System (AePS) in the year 2012. Senrysa has simplified the complex banking processes, where banking services were limited and made it certain for their customers to receive all the banking-related services timely. The organization always tried empowering the poor and



destitute and bridged the jarring urban and rural gap with their technological proficiency. They have already served more than 10 million consumers.

During adverse times of pandemic, rural banking outlets of Senrysa were working persistently to provide the last-mile reliable and safe banking services to the masses for the largest Government cash benefit schemes. Every day more than millions were transacting through those outlets across the nation. Senrysa is committed to partnering responsibly with India's aspiring mass market, focusing especially on the financially unserved and under-served segments while catering to all sections of society. With technology as a key enabler, the organization is expanding their reach and enhancing the customer experience.

Everyone at Senrysa believes in customer-centricity. The team gets energized seeing their work impacting a billion lives. They believe spending time with customers transforms a transactional relationship into a partnership. It builds empathy on both sides which ultimately leads to better business. They Care. They listen to their customers and help them solve their business problems. This is how they become customers' most trusted organization.

The organization in the year 2009-10 worked extensively supporting MGNREGA – Mahatma Gandhi National Rural Guarantee Act, an initiative

by the Government of India. Senrysa was one of the very few IT organizations that could participate in this project. The organization was responsible for opening bank accounts for thousands of workers enrolled with MGNREGA and disburse wages using biometric authentication in collaboration with different banks. Senrysa with the ease of technology alleviated distress and ensured payments happen faultlessly on time to the workforce. By providing timely release of payments and ensuring correct funds transferred to correct beneficiaries the organization improved the performance of the program and instilled trust and confidence of beneficiaries.

Another innovation of Senrysa - NDHGO surely to make difference to local businesses of our country. The project is currently in pilot mode. NDHGO is a local digital commerce platform that would enable 60 million Indian kiranas to join the digital bandwagon. The platform with its wholesome and holistic approach would help brick and mortar local stores get online and manage their daily business effortlessly. NDHGO would allow local shopkeepers to transact online by listing their products and thereby supplement their footfalls with a digital presence.

NDHGO is sure to disrupt the conventional business process but not disturb the inherent structure of India's retail ecosystem. The end objective is to help local stores optimize their growth potential by generating more sales, more profits and more cash flows through simple but powerful tools of technology.

NDHGO with a Mobile-First approach and simplicity of adoption would offer local business - pre-built catalogues and integrated payment solutions. Businessmen having simple number literacy can avail of this technology, the seller only has to have the intention to migrate from brick and mortar stores to online mode.

With NDHGO local stores to get new customers, expanded boundaries for doing business and confidence to compete effectively in their fraternity. Store's service levels will be difficult to beat, even for the most well-funded cash-burning

e-commerce players. Customers with a hassle-free shopping experience would adore customer-centricity, an endless aisle of the assortment and a seamless omnichannel retail service from their next-door destinations. In a more equitable world, the humble local stores would pose a competitive challenge to the large players instead of the other way round. NDHGO envisions a world where everybody with a passion for doing new things can become a successful online entrepreneur in a few clicks. Kumar and his team by innovating a revolutionary platform for local business would surely demonstrate local is indeed the new global! Diversity at the workplace has always been one of the primary focus areas of the leaders of this company and hence, the teams are composed of a varied and diverse workforce with contrasting mindsets and talents. The organization believes arguments that startle and illuminate, provoke and challenge, and shape how someone thinks about the world is healthy for one's development, fulfilment and fun. So, they urge all their people to exchange and share ideas that would help them grow and contribute. The organization accept as true, its people must be free to do the right things the right way so appreciates the openness of thought, collaboration, and a holistic approach to work.

Senrysa is determined to become a preferred employer to its resources, so at all times they provide their associates with challenging work that would allow them to ideate, innovate and grow. All the employees at Senrysa are always encouraged to pursue their passions and interests along with work so that they grow as constructive individuals as well as valuable contributors in teams. They strive to grow with their employees with diverse personalities, tastes, preferences, faith, etc. and they never let difference be a hindrance to evolution!

FALGUNI NAYAR



When Falguni Nayar enters the dimly lit Nykaa store in Mumbai's Infiniti Mall and waits for an interview, she scans her face for make-up. We meet to talk about beauty. I don't think there's anything subtle here.

The 54-year-old founder, chief executive officer (CEO) of NYKAA, a Rs280-crore cosmetics and wellness retailer, wears nude lipstick by Kajal. Consider India's Sephora, the multi-brand French cosmetics retailer. Founded in April 2012, the company launched as a multi-brand online beauty retailer and expanded its footprint through mobile apps and brick-and-mortar stores

Originally launched as an online retailer, Nykaa (derived from the Sanskrit word nayaka, meaning "one with the limelight") has since evolved into brick-and-mortar stores. It now has 70 stores in 34 cities, and its website and app attract more than 60 million monthly visitors. Realising that customers liked the feel and feel of trying on cosmetics before buying them, she added a brick and opened the first Nykaa store in Delhi in 2015.

Nykaa has raised a total of \$70 million in primary financing from marquee investors such as consumer goods billionaire Harsh Mariwala, commodity billionaires Harindarpal and Harry Banga. For Nayar, the entrepreneurial path has been smooth so far. Her boss at Uday Kotak was a great source of inspiration for her and supported her throughout her time at the company.

Nayar's second innings began with the e-commerce site Nykaa, which she founded in 2012 after her children went to college and became self-employed. A one-stop shop for beauty products, the portal offers over 30,000 products from more than 300 brands and has managed to raise Rs60 crore in funding from a variety of investors, including TVS Capital and Harsh Mariwala.

The site also sells Huda Beauty in India and a handful of South Korean and French pharmaceutical brands in one place to source legal international beauty brands. There are more than 35 brick-and-mortar NYKAA stores across India. The company recently completed a series of E-Round financing in the amount of Rs 100 crore. NYKAA's newer ventures include NYKAA Men, an e-commerce portal for grooming, and NYKAA Fashion, a trendsetting e-commerce platform for fashion featuring young Indian designers and high street darlings.

If there's anything we've learned about NYKAA, it's that it continues to surprise. When we started, e-commerce wasn't a good word. People advised us to do electronics, not beauty. I had friends who didn't believe in beauty and bought everything I tried. I wanted to move away from the assumption that I had to prove myself to raise money. What I want to emulate in India is a multi-brand retailer

that sells goods and beauty with a lot of education to help customers who want to stand out, especially women who just want to be beautiful for themselves, not for men or other women. Indian women are ready and can contact NYKAA.

The success story of Falguni Nayar, founder and CEO of multi-brand retailer NYKAA, is a testament to the reality that proper training, education and motivation can help women overcome any size. Thinking big starts with something small, like Falguni Nayar, who is also CEO of NYKAA.

Falguni Nayar, founder of multi-brand cosmetics retailer NYKAA, comes from a family from Gujarati and was born and raised in Mumbai. Her father is a businessman and she says the seeds of the business were planted in her head at a young age. The success story of Falguni is proof that women with the right training, education and support can overcome any altitude. She is a former managing director of Kotak Mahindra Capital, a company she abandoned to pursue her dream of becoming an entrepreneur. Ms. Nayar was born and grew up watching her father run a small roller bearing company. At the age of 50, at the height of her career at MD Kotak Mahindra Capital, she took a leap of faith and gave up security to look forward to a more comfortable future.

The success story of NYKAA founder Falguni Nayar shows the true importance of female empowerment. A lady who loves beauty products and make-up. At the incredible age of 51, she left her career as a managing director of a major bank to do something much smaller that she would not have liked. Meet the queen of Indian beauty, Falguni Nayar, Management Consultant of the Year, recognized CEO of NYKAA and 2017 most powerful woman in the industry.

ADVAIT THAKUR



In summary, Advait founded Apex Infosys India at the age of 15 on February 17, 2017 and has been providing excellent web development services ever since. He achieved this because of his outstanding learning, his passion for programming, and his willingness to build his identity. He went with the flow of technology, and he's not only a good web developer and digital marketer, but actually has a deep knowledge of IoT solutions. He has developed a virtual voice assistant that uses the Google API to dominate IoT devices in the home.

At Apex, he founded an Internet company called Apex Business Solutions, a digital agency that provides digital services to clients.

A programmer since the age of 11, Advait Thakur is one of the youngest entrepreneurs and computer programmers in the world. This is an incredible achievement for a child who loves programming and is self-taught. Advait has been a programmer since he was 11 years old and is one of the youngest entrepreneurs and web developers in the world. Google has certified it as AdWords Analytics, Digital Sales and Mobile Site Professional. It is also the latest HubSpot Inbound Certified Professional. Advait Thakur is an inspiration to all Indian youth for whom entrepreneurship is in their blood. He has been passionate about science and technology since he was a child. A 15-year-old tech genius from the early age of six who started using computers at the age of nine, launched a website in his teens and now works at Google's cloud artificial intelligence platform, Quiet Time, Advait Thakur. He was crowned Indian computer programmer and young Internet entrepreneur. Advait Thakur plays in a different league to the average pre-teen. At the age of twelve, he founded Apex Infosys India, a technology company and accredited domain name registrar, an organisation that provides website hosting services. Aged fourteen in 2017, he built a technology quiz app to help children learn science and technology in action, and Google accepted or rejected it five times. On February 17, 2017, Advait founded Apex Infosys India in his study. Established in 2017, the company strives to create a unique identity for itself in the age of the Internet. The early inspiration for the company came from Mark Zuckerberg and Advait believes he is its inspiration. Sensing a burgeoning curiosity, his father taught him the basics of computers.

At the same time, he played many video games. Thakur began using the Internet on his own, reading programming books, and learning programming from his own online tutorials, blogs, and forums. At the age of seven he started his first website, which he developed with simple HTML and CSS. His father, Ravindra Thakur, worked as an IT manager for several years. It was fascinating for him to have a computer. As his father typed the code, he watched the process. Sensing a burgeoning curiosity, his father taught him the basics of computers.

He took part in additional activities such as studies abroad, scientific projects and exhibitions to represent his school.

At Christmas 2017, he developed an app called Technology Quiz for Google Assistant and was one of the 13 people who accepted it. At the age of 14, he built a technology quiz app to help children learn about science and technology.

Divya Gandotra Tandon is a dynamic young entrepreneur, celebrity manager and social media manager. Born on June 5, 2002, Divya has worked with more than 100 individuals, stars, influencers and companies. Advait founded Apex Infosys [21] in 2015 as one of the companies under its umbrella, Apex Business Solutions. Today, the company works with many market leaders such as ResellerClub, Endurance International and many others. Advait earned about \$400 during his childhood.

During his school years, he worked for a non-governmental organisation and helped them attract more audiences on online platforms by offering free digital marketing services. That made all the difference and he wanted to see himself at the top of the industry.

GLOBAL BUSINESS LINE

the right targeted audience at the right time.

LEADERS OF ERA

WONDER WOMEN



**NOMINATE
TODAY!**

LET THE WORLD KNOW YOU

PUBLISH YOUR ARTICLE

We at Global Business Line always respect the Voice of Business and provide an opportunity to all STARTUPS and MSMEs to publish articles with Global Business Line.

Write us at: media@businessline.global





**LOOKING FOR
TECHNOLOGY
PARTNER**

**UI/UX Design
Website Development
SEO/Digital Marketing
Mobile Application
Customized Software
ERP**

ONE STOP SOLUTION FOR ALL IT NEEDS

Contact: +917828444468

www.richwebs.com

GET YOUR COPY

Subscribe and Get Your Copy For FREE

DIRECT INBOX



SUBSCRIBE
T O D A Y !

JOIN 500K+ SUBSCRIBERS

Advertisement



SWAMI VIVEKANANDA

"The world is the great
gymnasium where we
come to make
ourselves strong."

Readers Choice

MORE TO READ



GLOBAL BUSINESS LINE

the right targeted audience at the right time.

Subscribe Today

Follow us and Share your feedback by tagging us on social media

 [gbusinessline](#)

 [gbusinessline](#)

MRP: Rs.350 Only

ISBN-978-81-947045-9-1



ISSUE: 05

WWW.BUSINESSLINE.GLOBAL

©GLOBAL MEDIA LINE PRIVATE LIMITED