

BC | Business Connect

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INSPIRING BUSINESS COMMUNITY



Dr. Grace Pinto

Managing Director,
Ryan International Group of Institutions

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EDITOR'S DESK

The Paradigm Developments In India's Education Systems Still Shows A Lot Of Room To Grow

When India gained independence from British dominance in 1947, the literacy rate was only 12%. But with time, things changed for the better. India has upgraded its education system to meet global standards, overcoming widespread illiteracy. Over the last 70 years, India's field of education has completely changed with more schools and universities. The National Policy on Education (NPE), 1968, introduced a new pattern in education: three-language formulae, industrial education and adult education. In 1968, the National Policy on Education (NPE) established a new educational pattern - Three-language curriculum, industrial training, and adult education. Afterwards, primary education became both free and compulsory. Higher education, once entitled to the elites, is now accessible to everyone. The approach further eased flaws like girls not having access to quality education. The number of universities spired from 27 in 1950 to 254 in 2001. Also, primary schools that were just 2.1 lakh tripled to 6.40 lakh by 2001, which boosted the literacy rate to 64.83%. In 2009, the Right to Education Act (RTE) guaranteed free education to children (6 to 14 years). By 2010, the literacy rate rose between 74.04% and 82.14% amongst males and 65.46% amongst females. With time and new technologies, the educational landscape widened, introducing skill development, vocational training, etc.

In 2015, the government launched the Beti Bachao Beti Padhao project to encourage girls to attend school in places where it was previously under-funded, such as Haryana, Punjab, Delhi, Uttarakhand, and Uttar Pradesh. The project became successful in 53 districts out of 161. With less than 25% outcome, this scheme is yet to become a widespread success. What's sadder is that even in this generation, a large percentage of girls aren't permitted to attend school, which is a harsh reality, and the initiative's basic aim remains unfulfilled. While the country has leveled up education, people must understand education is everyone's right. But then again, many schools are breaking this stigma. Ryan International Group of Institutions is one of them. With a leading K-12 chain of schools across India and abroad, the education conglomerate is pioneering the need for quality education for nearly 2 generations. The school is known for its experimental teaching model that enables students to explore opportunities and think beyond the fence. As a media platform that envisions to grow and inspire the business community, we are honoured to feature them in our entrancing edition.

In 2020, the New Education Policy (NEP) introduced multiple reforms in the prevailing education model. The new model will emphasize activity-based learning alongside vocational activities. While the Indian educational system is breaking new ground, there are many areas of improvement, one of which is a girl's education. When every girl in India has access to quality education, it'll be one of the greatest achievements in the history of the Indian education system. So, to conclude, education in India has made a lot of progress, but it still has a long way to go.

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Managing Director



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-C. Everett Koop

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India will generate upto

5.2 million tonnes of E-Waste by 2020

Lowering the total quantity of e-waste entering the waste stream & improving end-of-life handling are essential for building a more circular economy, where waste is reduced and resources are conserved and are fed back into the supply chain for new products.

Electronic waste (e-waste) typically includes discarded computer monitors, motherboards, mobile phones and charges and compact discs, headphones, television sets, air conditioners and refrigerators. India generates about 2 million tonnes(MT) of e-waste annually and ranks 5th among e0waste producing countries.



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RYAN INTERNATIONAL GROUP OF INSTITUTIONS

Revamping the education realm with innovative techniques

Gulshan Parveen | Business Connect

“Education is not preparation for life. It is life itself! So, drive this life on an ethical path, develop a passion for learning new and innovative things,” affirms Dr. Grace Pinto, Managing Director of India’s leading education institute-Ryan International Group of Institutions.

For this fascinating read for our global readership, the team of Business Connect sat down for a virtual coffee session with the management team of the institute and got some food for our thoughts throughout the conversation that we’re keen to share here itself.

Ryan Group of Institutions was established in 1976 by the visionary educationist, Dr. A. F. Pinto, Chairman with the strategic vision to spread quality education for all children across India. The Group is considered one of India’s largest privately-owned groups of schools offering K-12 curriculum

through the state, national and international boards. It has 18,000 faculty members in schools across 18 states and 40 cities and over 20,000 children pass through Ryan Group of schools every year.

Their motto is ‘Excellence in Education and All Round Development’ and the team is focused on delivering holistic education through the integration of academics and co-curricular activities as well as offering learning opportunities in a range of contexts that go beyond the classroom. Holistic development and growth are embedded in the Ryan

Group learning process. Through their student exchange and study abroad programs, the institute offers the pupils an opportunity to become confident global citizen leaders. They are encouraged to develop a global perspective and 21st-century skills to be prepared and adapt to the changing world. Children are provided with opportunities to excel in different sports by roping in professional coaches. The institute has been following technology-integrated pedagogy over the last several years, knowing well that technology is here to stay and revolutionize. Their focus is to enhance Ryan International Group of Institutions further and continue to provide an immersive learning experience for the children.

When our team asked Dr Grace about the inner motivation that drove the team to add substance to the education industry, the leader replied by saying, “The vision given by our Lord Jesus to Dr. A.F. Pinto and myself of providing quality education throughout the country, the overwhelming support of all our stakeholders has encouraged us to persevere and stay motivated.”

The young and energetic lives who long to receive education continue to drive the visionary to reach out to them with quality education. Ryan Group ensures inclusion in education because it encourages diversity and the unique contributions every child brings along with them.

INDIA’S LEADING K-12 CHAIN

The Ryan group believes in nurturing lifelong learners and in the idea that

education should go beyond classroom walls and textbooks into arts, culture, and international relations. They have worked with their team to pioneer several national and international events to develop different life skills among students.

- International Theatre Festival (ITF): The Ryan Group was the first in the country to organize the ITF. Over the last two decades, it has grown to be the biggest theatre event for school children in India. Every year over 12,000 participants from over 30 countries come together on one platform learning different cultures from across the globe establishing camaraderie and nurturing international-mindedness.
- The World Scholar’s Cup (WSC): Spread across 34 countries, this prestigious event was first brought to India by the Ryan Group. This event with an international edge raises the bar on group debate, collaborative writing, and general knowledge on various topics covering literature, science, biotechnology, art, music, and history. We hosted the largest ever Regional Round of WSC in Mumbai 2013 with record-breaking participation of over 1,400 delegates.
- International Cultural Exchange (ICE): Understanding that the world has become a global village, Ryan Group has collaborated with institutions based out in the US, Italy, Switzerland, Australia, Germany, Eastern Europe, and the UK, with a focus on developing a greater appreciation of arts, culture and a global world view. Ryanites have traveled to over 60 countries for various educational and cultural exchange programs over the last four decades. In addition, its students as part of the educational program take part in a special workshop at NASA (USA) annually.
- Ryan TV – A Media Initiative: The Ryan Group was the first to implement the concept of Education through the lens to offer media studies and film-making skills to the students. They have



“The need of the hour is to provide our children with experiential learning opportunities; Practical Learning with the focus on 21st Century learning such as critical thinking, creativity, collaboration, communication, technology literacy, leadership, social skills are essential aspects.”

Dr. Grace Pinto
Managing Director

- a full-fledged team of media and social broadcasters to mentor students to foster media-savvy youngsters. IAFA (Iceplex Ad Film Awards) is organized annually by Ryan TV that gives a platform for young students to showcase their talents in making short ad films.
- Ryan TV has become a grand success with students broadcasting their ideas on Television through “Young Jourknows” & “BBN - Beyond Breaking News” programs. They are proud to be the only schools in India to have fully equipped in-house media studios.
- Sports: “Sport” is at the heart of Ryan’s Pedagogy. Dr. A. F. Pinto says, “To raise sportspersons at the national and international level, we need to start right from the early age. Integrating sports culture in school not only develops physically fit youth but also ensures emotional wellbeing of every child.” The Ryan Sports Club provides the right platform for the students to practice and participate in various games at different levels and has collaborated with the best in the industry to bring world-class coaching to children. Several of our students have



- reached district, state, and national and international levels, notching up some incredible achievements. To name a few are Arjuna Awardee Chirag Shetty, International tennis player Karman Thandi, National-level badminton player Simran Singhi, Mountaineer Arjun Vajpai, Professional Alpine Ski Racer Jiah Aryan, Professional footballers Rahul Beke and Nikhil Prabhu, Table Tennis player Arnav Karnavar among many.
- Global Collaboration: The Ryan Group has collaborated with globally renowned organizations to enable thousands of students from state, national, international boards to gain access to higher education and get scholarship opportunities in reputed universities in India and around the globe. The Group has successfully partnered with PennHub (The Commonwealth of Pennsylvania) and associated with the College Board and Cialfo to serve students and facilitate them to pursue and further their learning journey without many challenges.

- Nurturing Socially Responsible Citizens: The Ryan Schools strongly focuses on activities that are aimed at the welfare of the society, in general, to generate awareness amongst the students and help them in building an attitude of selfless service. Cleanliness Drives, Rehabilitation and Relief Work, Health Awareness, and care for the elderly of the society are regular activities in the school calendar.



INSTITUTION-DRIVEN BY VALUES AND ETHOS

The Ryan International Group has in place purposeful activities that are aimed at the welfare of society. The schools under the Ryan Group undertake various projects based on the parameters of Environment, Education, Healthcare, Economic empowerment, and Local community leadership to transform the society. The students are encouraged to support orphanages, societies for the blind, adopt small villages, educate less privileged children and help homes for the elderly in different parts of the country.

Being aware, that focus on mere material abundance has led to the erosion of values today, integrity, responsibility, compassion, respect, hard work, and discipline are interwoven in the pedagogy, ethos, and culture of schools. Value Education is an integral part of learning and development. To be socially responsible, we train our students to develop skills that are required to bring about community transformation and to be global citizens.

Dr Grace believes that a child is like a lump of clay, and teachers are the potters. They can shape them and mold them into their better versions. Being in the field of education, where teachers and staff are involved in nurturing young lives, the institute ensures that all its employees have qualities that include commitment, patience, hard work, responsibility, communication, and listening skills, adaptability, empathy, and patience. They groom their employees to be mindful of students and set an example for them as they guide and support them to be lifelong learners.

Ryan International Group of Institutions is driven by its vision and mission of ‘Excellence in Education and All-Round Development’. Over the last four decades, tremendous effort has gone into the establishment of consistency and credibility to create an environment that fosters academic excellence and provides opportunity through their various national and international events to go beyond classroom prism-to enhance the learning experience for the students and foster their holistic development.





HOLISTIC GROWTH OF THE STUDENTS

Dr Grace mentions some highlights of her exclusive leadership programs for the holistic growth of the students and also quotes her assertion of experiential learning by saying, "The need of the hour is to provide our children with experiential learning opportunities; Practical Learning with the cultivation of 21st Century Skills of Critical thinking, Creativity, Collaboration, Communication, Technology Literacy, Leadership, Social Skills are essential aspects for their holistic growth."

The institute believes that receiving knowledge through application based, skill based and real life experiences will help students in the smooth transition into higher education, and pursue their interests and develop their talents to be future ready global citizens.

INMUN: A SOURCE OF LEARNING WITH JOY

INMUN is a student-run simulation of the United Nations initiated by the Ryan Group of Institutions that started in 2001. It is also India's longest-running Model United Nations Conference hosted by the Ryan Group. INMUN allows students to play the role of diplomats who represent various UN member nations, addressing specific issues of current interest through debate and negotiation and attempting to resolve regional and international problems. 1000+ participants from over 90 schools across Asia-Pacific over the past two decades embraced the spirit of the UN charter and learned the art of diplomacy, public speaking, lobbying, and crisis response. INMUN has witnessed participation from several National and World delegates making it a much awaited-for event in the school calendar.

EXCLUSIVE LEADERSHIP PANEL

Every Leader should have a vision and purpose as he or she leads his or her team and the organization. Being the Managing Director of

Ryan International Group, Dr Grace shines some light on her insights as a leader by quoting the words of Warren Bennis, "Leadership is the capacity to translate vision into reality." She further explains that if there is no vision, we would all perish. We need to be leaders who influence and empower others to take up leadership roles.

In the segment of education, to be an effective leader, one has to understand the need to revisit the curriculum and rethink methodology and assessment. It is essential to encourage teachers to learn, unlearn and relearn and reskill themselves to be well prepared as resource persons and facilitators to our young digital natives. A school leader has to constantly be in tune with the current trends and happenings in education and connect with teachers and encourage them to be innovative in their approach and empower them in performing their roles as effective educators. A good teacher or a good leader in education will always focus on building conceptual understanding amongst students. As a leader, she has been always progressive in her leadership style so that the students they serve will have the best of everything they deserve.

When our team asks Dr Grace about the things outside of her business avenue that she's passionate about, she replied by saying, "There are multiple roles that need to be performed simultaneously. It is



challenging and gets increasingly difficult as work continually keeps growing. But amidst all the multitasking, I am grateful to my family who supports and understands the greater need out there and supports me to give my best to the cause of education. Balancing family and work is an ongoing journey, but I am grateful that I can be with my family when I need to be. I strongly believe that a family that prays together stays together. I enjoy gardening and cooking for my family, spending quality time with them, and enjoy traveling."

STEPS TAKEN IN THE DIRECTION OF CSR

Ryan Group is socially committed to empowering the community in all spheres. They have undertaken several remarkable initiatives in support of society as stated earlier, such as the adoption of orphanages, blind homes, and homes for the elderly; community outreach programs, village adoption, hygiene programs, and health camps; environmental awareness drives; and the provision of relief and rehabilitation measures for disaster-affected communities. These activities are also in the school calendar. The group focuses on inculcating the importance of social responsibility amongst the students, thus helping them to build an attitude of selfless service. The institute encourages their Ryanites to support the welfare initiatives for the elderly through HelpAge India. In the recent past, through the Ryan Schools' Food Bucket Challenge initiative, the students successfully collected over 550,000 kilos of food items and distributed them to over 200 NGOs in India.

Reaching out to the poor and needy has always been close to the hearts of the leaders, and as responsible members of the society, they have been working towards the uplift of the poor, needy, destitute, and the welfare of senior citizens. Reaching out to the NGOs, orphanages, and Old Age homes did continue on a larger scale during the challenging times of the pandemic.



THE MASTER-PLAN FOR THE COMING FUTURE

Ryan International Group of Institutions has plans to grow and be a reputed institution in the education realm. Shining some light on that, Dr Grace affirms that they will continue to promote the use of technological tools to educate students and make every effort to transform "traditional" schools into a dynamic and create an interactive learning environment that benefits not only students, teachers, and direct stakeholders, but also their communities, cities, and country. She further explains that they will continue their efforts of offering quality education to the inaccessible parts of India while consolidating their growth in the tier I cities and strengthening operations in tier II and III cities. They are working on being the prime choice for parents.

Enduring the legacy of shaping lives and developing global citizens, Ryan International Group of Institutions is planning to continue to live their vision to provide education that prepares the youth to face life's realities and challenges, while continuing to be lifelong learners to reach one's rightful place in the modern world.

Before signing off, Dr Grace conveys some words of wisdom to our global readership by saying, "To achieve success, there is no checklist of things. I have learned through my life experience that the hunger and willingness to learn, determination, discipline, courage to take risks, being grounded in values, and family with faith and trust in God can enable you to realize your dream of making a worthwhile contribution to the society. As a leader, it is important to innovate and be progressive in your approach."

boAt

THE SUCCESS STORY OF boAt

Small Indian Start-Up to Becoming the Fifth-Largest Wearable Brand Globally



boAt is no more a new name for anyone today! With its trendy and pocket-friendly concept and in multiple colors, the company has been able to win the hearts of lots and lots of people. Not only did it bring a change in the previous trends but also ensured to have a variety in its products.

A LIFESTYLE BRAND

The boAt company showcases itself as a lifestyle brand much more than a consumer electronics brand. The Lakme Fashion Week held in Mumbai in 2019 witnessed the models wearing boAt products as the only accessories.

Yes, this is about the music/audio devices such as headphones, earphones, earbuds, and speakers along with travel chargers and premium cables, and of course, smart watches. Bringing a revolutionary change, the company boAt Lifestyle has already earned a name for itself. It was in December last year that boAt placed India in the fifth-largest position globally in wearable brands.

AMAN GUPTA
Founders, Boat



SAMEER MEHTA
Founders, Boat



About The Founders

Aman Gupta and Sameer Mehta are the ones who came up with the brilliant idea of launching the boAt company and they implemented it in 2016. The Delhi-based start-up is famous for its stylish electronic brands. Aman, a co-founder knew the electronics trade to a good extent. He had contributed three years of his in the family business from 2007 to 2010. Aman had work experience in Citibank from 2003 to 2006 post completing the Chartered Accountancy course. In 2010, he went for an MBA at the Indian School of Business. Later on, he saw himself working at KPMG and then JBL (electronics and gadgets), and came the turn of product management. As he used to identify the right products for the domestic markets, his experience and expertise helped him to a great extent in the case of boAt.

Aman said once they don't sell their products as electronics only. They sell them as lifestyle accessories. They are trying to portray that their products are eligible enough to be a part of everyday fashion.

IN THE OPINION OF SAMEER

"We are like Zara of electronics, not highly-priced like luxury brands or cheap like Chinese products." Sameer started his career at Redwood Interactive, he was the owner of the company. He acquired a bachelor's degree in the subject commerce from Narsee Monjee College of Commerce and Economics.

THEY BEGAN WITH A CAPITAL OF AROUND 3 MILLION.

THE TAGLINE OF THE BOAT COMPANY

The tagline of the boAt company is 'Plug into Nirvana'. The literal meaning of the word 'Nirvana' is a place of perfect peace and happiness, like heaven. It is quite understood that the company wants to convey that by using any of the devices, one would have a feeling of peace and happiness.



THE BOATHEADS & #HIGH5BOATHEADS

The company shows its concern and connectivity with the customers by calling them 'boAtheads'. In other words, anyone who starts using a boAt product is termed as a 'boAthead'. boAt has completed five years of its inception and therefore, it comes up with the term #high5boAtheads.

The Role of Investors & Marketers

The success story of boAt incorporates the investors and marketers too. First of all, boAt identified the needs of the customers. First of all, after coming to know that the previous products were not in a good look, it ensured beautiful designs and eye-catching colors for its products. Then, changing the products according to the demands of the customers, moreover, the role of investors and marketers also has been remarkable.

It was in 2018 that one of the investors Kanwaljit Singh of Fireside Ventures invested 60 million in the company or to the success story of boAt. He was fascinated with the founders' abilities to target the right audience and look for the right quality.

In April 2021, Qualcomm Ventures invested INR 50 crore in the company at a valuation of INR 2200 crore.

The partners of boAt are TATA CLIQ, Paytm mall, BIG C and many more.

THE PRODUCTS & COST-EFFECTIVENESS

boAt at first brought the indestructible Apple charging cable and charger, the second product incorporated the audio range with earphones. Those were termed as 'BassHeads'. 2018 witnessed the launch of speakers and 2019 saw the soundbars and home-audio systems. The products also are seen in wireless forms. The founders kept in mind that their products are cost-effective.

THE 35-MEMBER TEAM AIMS AT LISTING ITSELF FOR IPO NEXT YEAR

The two-member team has got converted into a 35-member team now. boAt aims at listing itself for IPO early next year. It is planning to raise \$500 mn (Rs. 3500 crores) at a valuation of \$1.4 bn.

The net worth of the boAt company is Rs.700.44 crore approx.

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Offering the Pharmaceutical Industry a Melodious Experience with Innovative Tech Solutions



To deliver amazing experiences and ‘aha’ moments by providing innovative machine vision products with excellent quality services, Smit Thakkar (CEO), an accomplished veteran, an influential leader, and techpreneur incorporated SPAN Inspection Systems Pvt Ltd in 2015 with his three friends Pranay Soni (MD), Anil Siddhpura (Director), Niraj Raghvani (MD)- having diverse backgrounds in the machine vision field. They are a team of passionate people who are perceived to have been bestowed with the great power and responsibility to change the experience of associated people. They are built on the foundation of friendship, entrepreneurial dynamism, and diversity.

“When the mind is in rhythm with the heart it is bound to create melodies. Similarly, when products and services are designed with a heart, it is bound to create a lifetime wonderful experience for users. This we call “Vision Melodies”,” said Mr Thakkar.

THE INCEPTION STORY



ADVANCED SOLUTIONS

SPAN provides machine vision solutions for the pharmaceutical packaging industry. Here is the list of major products offered by the company:

Blisbeat: It is the most powerful tool for color blister inspection systems. Powered by proven image analysis algorithms for online inspection of blister images captured by the most advanced industrial color cameras. Blisbeat eliminates user dependency during the teaching process of new product recipes by offering a completely automated teaching process. i.e., identifying cavities, identifying blisters, identifying product color and its color range.

Blisbeat-B: Blisbeat-B is capable of inspecting the various types of medical devices (Ampoules, Vials, Injections, Applicators, etc.) while they are been packed in blisters. Software is simplified giving users ease of teaching, by navigating wizard-based teaching procedures. Blisbeat-B software is also equipped with a self-learning module, which automatically sets various tolerances based on acceptance criteria.

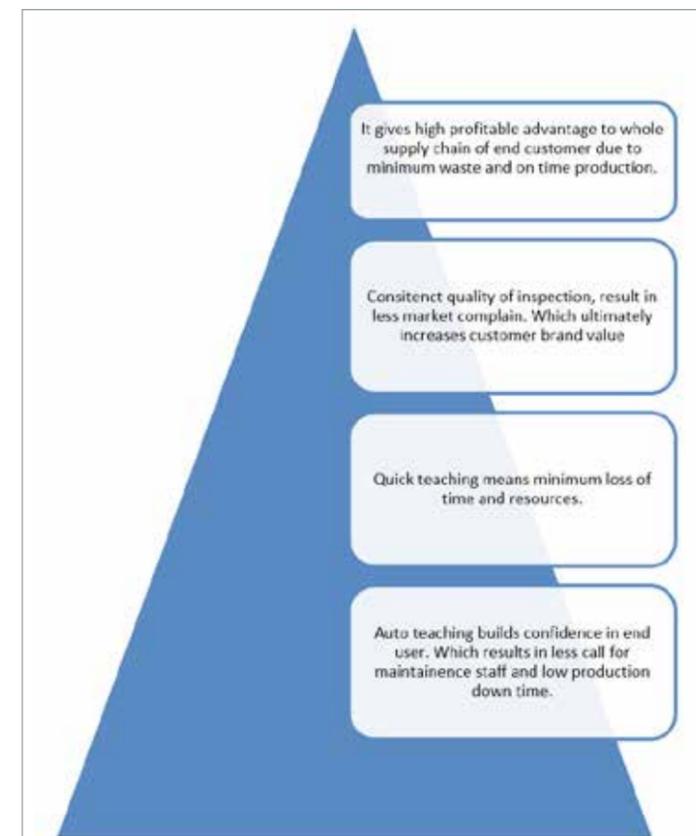
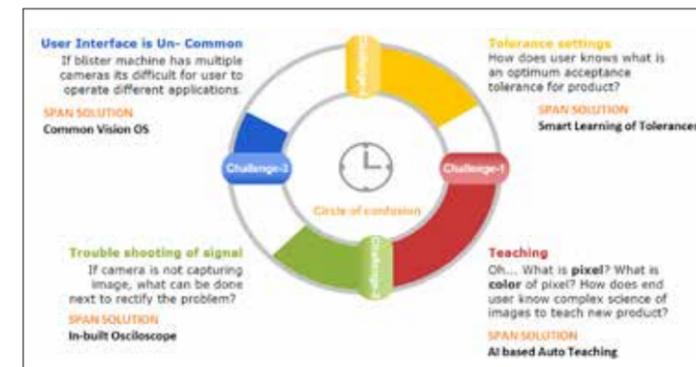
Codebeat: Powered by proven image analysis algorithms for online inspection of various codes at the highest possible machine speed, Code beat is designed for easy and quick teaching with auto-learning of position sift during the inspection and also learning of various acceptance tolerances.

Countbeat: Powered by proven image processing algorithms designed, developed, and optimized specifically for the inspection of tablets/capsules on bulk packing lines, Count beat eliminates user dependency during teaching process of new product recipe by offering a completely automated teaching process with a 3D model camera which automatically identify the dimension of tablet/capsule. Auto-teaching also identifies channels, colour of the product and sets tolerance automatically.

CREATING A DIFFERENCE

Even though Inspection System is an old technology, still needs serious improvements with a user-centric approach. So, they strive to implement a user-centric approach in the design and development of all their products. Following are some of the challenges users face with existing inspection systems available in the market.

“Step toward a great answer is to re-frame the question”



VALUE ADDITIVE PROPOSITIONS

The Latest Technical Advancements & Significance of R&D

At Span, the management team practices agile methodology for continuous improvement in their product and the technical capability of our team. They always encourage their employees to learn new technologies and implement the learning in their products by keeping users at the centre of development.

Further, Mr Thakkar said, “As we try to keep users at the centre of development, R&D is very crucial for us. So, at first, we study the pain points of the user and so the sustainability of the product before starting any development. Once the requirement is fixed, we start our R&D in designing our products and we also invest a good amount in R&D because the stronger our product less the after-sales and service will suffer.”

EXCLUSIVE LEADERSHIP STYLE

Mr Thakkar and his colleagues follow a design thinking-based leadership style. Where they empower leaders to act as a catalyst for creativity. They systematically try to develop a culture of innovation within the organization. They always empower the leader to act as a motivator, provocateurs, and mentor. They encourage them to be a 360-degree leader where they collaborate effectively with peers, management, and team members.

The Work Culture & Growth Opportunities for Employees The company believes in a “Culture eats strategy for breakfast”.

- **Transparent:** They believe people are generally good so they must be unafraid to share information with them the management encourages people to work with freedom and authority.
- **Creative:** They strive to maintain creative culture by promoting a human-centered design approach They do not want to do just design but they want to live up with the design.
- **Reliable:** At SPAN, they keep their promises and their word to both the customers and colleagues
- **Responsible:** They promote frugal innovation to be responsible with the customer and society. They nudge SPANIAN to become happy, healthy, wealthy, and wise.

“First, we make a road map for the growth of the organization, based on that we do skill mapping of all the employees. We identify their strength and improvement areas. Based on their improvement areas we provide them professional training and freedom to learn new things. We also nudge our employees to read books which helps them to increase their knowledge in relevant fields”, the leading man proudly shared.

FUTURE ROADMAP

In the end, Mr Thakkar and his team always care about their mission and will keep developing innovative products in the machine vision field.

WORDS OF WISDOM

Follow your passion in starting any business. Keep your feet in the shoes of all stakeholders and understand their real pain before dealing with them.

HEINRICH India

Focus on Quality and Need-Based Products

Smita Kumar | Business Connect

"People in Technology Space would Always Have Work"

In this cut-throat world of travel for business and fun and an even tougher ongoing race amongst businesses providing infrastructure for safety, control, and announcement systems, HEINRICH CORPORATION PVT. LTD has carved a name for itself. Today, it is known for its services and clientele.

Its Managing Director Jitendra Singh has ensured a space in our magazine Business Connect with the title 'Entrepreneur of the Year for 2021'. Jitendra chose to venture into the field of infrastructural support aided by a very capable and dedicated team. His move into property development started with the realization of the need for proper technology in public address and voice evacuation system. Another impetus was provided by the government's 'Make in India' project. Jitendra and his team realized that the import of important items needs to be replaced by

goods made in India. They witnessed that many companies do not have offices in India, they are bogged down by prevalent corrupt practices here. He is extremely thankful for the 'Make in India' idea for providing a base for his venture.

Jitendra, an avid bibliophile, starts his day with a good book. He says that his 5-am readings help him to manage the stresses of the day. This enables him to focus on his work and provide able guidance to his team and strategize for the upcoming projects.

WHAT IS HEINRICH CORPORATION ALL ABOUT –

The company provides need-based infrastructural support for complete solutions in public address and voice evacuation system. Jitendra, with his dedicated team, analyzed the Indian market and found a need for quality and need-based products. The company provides an end-to-end solution for public address and voice evacuation modalities from the initial designing stage to the delivery of the finished product to the client.

Seeing the requirements in various and varied sectors from health care and public transport to commercial markets and corporate offices, the company offers dedicated services in website and mobile app development for the clients. The support that HEINRICH Corporation provides includes public address system, voice alarm system, nurse call system, CCTV, talkback system, IP-based communications system, and PA systems

VISION AND MISSION

The company aims to offer top-quality products and services and through it, it has achieved an excellent position in setting the leading standards in life safety management.

The vision is to distinguish the HEINRICH brand and make it a market leader in terms of the quality of its products, the customer service it provides, and its innovations that benefit the world of tomorrow.

HEINRICH India believes in the core values of its Mentor, HEINRICH UK, and is putting into practice these values, and follows as

Jitendra says, "Do take Quality, Service, Respect, Loyalty & Commitment, Customer Satisfaction, provide leadership as a company and as individuals, Act with integrity in all what we do, respect our customers and suppliers and we value the HEINRICH brand and all the HEINRICH family members behind it."

STRENGTHS

Basing their analysis on the market needs and a knack for future forecasts, the visionary's entrepreneurial venture has managed to develop a strong client base. The venture is meeting client needs by managing to stock up on raw material and employing a dedicated team. The dedication to fulfill their promise has encouraged the company to maintain a steady flow of raw materials which in turn helps to complete the projects on time even during the Pandemic. HEINRICH provides complete solutions and is utilized by Airports, Hospitals, and Metro/Railways with their highly challenging and tricky tunnel lines. HEINRICH's unidirectional speakers have been specially designed for tunnel acoustics, making clear and crisp announcements possible.

Jitendra adds, "At HEINRICH, we have changed along with technology, starting with Analogue to Digital and now to IP, and HEINRICH is always in step with technological changes. My company's USP is it focuses on quality, delivery, and solution, and this is a winning combination for the company."



TEAM

HEINRICH has a strong research & development (R&D) team. The team works with an eye on futuristic technology for upcoming projects. The international team always works over there on the development of a better system, the analytics team works on forecasts, etc. This enables the company to provide progressive technology to its clients. The team is hard-working and self-motivated, and HEINRICH India gives the members additional trainings and organizes motivational programmes.

ACHIEVEMENTS

According to Jitendra, "HEINRICH has many achievements like a factory in India, but our pride is the biggest project in history like the 45-cr order

in Audio-video, Wall mount PA system Manufacturing in India, etc."

PLANS

HEINRICH India has sufficient order bookings along with a strong partner network and a dedicated team, backed with sufficient raw material stock. Having an ample stock of raw materials is also important when the world is facing the problems of transportation restrictions. HEINRICH already has a stock of raw material that would be sufficient to meet client demands for a year. This would enable seamless service delivery and therefore satisfied clients. They are also focusing on the areas where development is high like roads and transportation, aviation sector and others which would offer more opportunity in future.

MESSAGE

Jitendra conveys that people working in technology would always have work. Technology is the future and they would develop and keep working on major life-changing inventions for the commercial market. Those who don't have money and have great ideas would find at HEINRICH, getting help in their ideas to transform into reality.

Jitendra asserts, "It is important to always be positive and focus on professional talks and ideas which reflect great personality."



Jitendra Singh
Managing Director



DIGITAL MARKETING

The future of the marketing industry

In recent years, there has been a growing trend among people in general and entrepreneurs to do all of their work through the internet on their mobile phones and laptops. Entrepreneurs understood the importance of digital marketing to target audiences and grow business during the recent COVID-19 pandemic when almost all had come to a halt. According to a recent survey, India's digital transformation will continue to push IP traffic, with the number of Internet users expected to grow from 3730 lakhs in 2016 to 8290 lakhs in 2021, accounting for 59 percent of the country's population.

According to digital marketing experts, the number of businesses seeking to launch new e-commerce platforms, create or upgrade websites, create tailored social media strategies for those working from home, and concentrate on using SEO and influencers to reach new markets has increased significantly.

In addition to all these things, people have now made cell phones and laptops as a means of earning their income. Yes, people make cash by digital marketing in today's era. Today, digital marketing is trending, and even individuals are leaving their jobs and earning not only millions in this industry but billions as well. Let us provide you with information about what digital marketing is and how individuals are doing their work.

What is digital marketing?

Online marketing is generally called digital marketing. There are different types of digital marketing like website, search engine optimization (SEO), search engine marketing (SEM), E-mail marketing, social media marketing, and copywriting (content marketing), along with the publishing of different ads (PPC advertising, Pay per click). In SEO, on the other hand, work is done on the material to hit the top of Google search, and ads are written in SEM on Google search. There are different kinds of career prospects at which individuals look at their future.

In the following regions, people can ensure their future by doing digital marketing, which is as follows.

Digital Marketing Manager

Digital Marketing Manager is one of the positions of greater authority. The digital manager is responsible for planning, product or service promotion, as well as short-term promotional strategies, a digital



marketing manager, is responsible for designing, executing, and supervising long-term digital marketing campaigns. This position involves being adept at improving brand recognition, driving traffic to the website of the business, and generating sales leads. There's a digital marketing team for every organization. Those who have at least five years of experience doing this job and have Digital Marketing qualifications are responsible for the responsibility of leading this team.



Search Engine Optimization (SEO) Expert

It is not necessary to use Advertisements to provide Internet users with information about the product or service. Without it, it may also occur. For example, if you do any Google search, such as "Top Leader in India" a list opens in the "Shri Narendra Modi and so on" Google search results. Without any additions, it happens. Google delivers only posts of high-quality content via SEO to the top. For this, SEO experts have to work on items such as keyword analysis, webmaster software, optimization of user experience.

Social Media Marketing Specialist

People who do marketing work across different blogs, portals, and social networking platforms are called social media marketing experts, as the name itself is understood. In the area of Social Media marketing, there are two approaches to promote content. The first task is to share the content with as many individuals as possible and to post ads on prominent social media sites.

Copy Editor

In marketing, quality is the most critical thing. If you promote it through social media or SEO, it is not easy to meet the viewers as long as the content is not decent. The role of a copywriter in this area is to assist the team by writing innovative and exclusive content for the use of SEO experts and Social Media Managers.

Digital Marketing Courses

The digital marketing course takes place at various institutes, such as the Delhi School of Internet Marketing, Manipal, National Institute of Electronics & Information Technology, Delhi, NIIT, The Learning Catalyst Mumbai, etc. You may do jobs in different fields after completing the course from each of these institutes, such as digital marketing agencies, e-commerce firms, online shopping portals, service provider companies, retail and marketing companies, etc.

Conclusion

With the constant recognition & use of the internet for marketability, today's businesses have expansive favorable circumstances 24*7 to reach out to all over the world, learn to trust individuals across various digital platforms and make money with a few clicks. Digitizing companies' prevailing needs & trends has created a large demand for professionals familiar with the act of digital marketing people who have the experience & skills needed to use the benefits of the internet creatively to attract the interest of potential customers, engage the audience & draw sales & rewards.





Bruce T. Dugan
CEO, Incognito Worldwide

BRUCE T DUGAN:

A Daredevil Technopreneur

Indranil Roy | Business Connect

Digitization and its explosive opportunities have inspired entrepreneurs and business leaders to step beyond the fence. They have actuated digital interaction with business and people, automation, and much more; in short, our way of life. Based on these innovative inputs, it's safe to say that they're continually demonstrating their ingenuity. Being innovative is the need of this era. We are living at the edge of transformations, and it is important for leaders to adapt - to grow. Bruce T. Dugan, the founder of Incognito Worldwide and several other tech-enabled enterprises, is a native New Yorker with imaginative and experienced leadership. It's unusual for an entrepreneur to go to a country on a short-term project, then meet a few locals and form a business around them. He did, and the result was Incognito Worldwide. Let's dive into this dignitary's entrepreneurial journey to know more about him and his company.



AN UNORTHODOX INCEPTION

In 2012, Bruce visited Bangalore to hire a friend's firm to complete a project he was involved in. His sole intent was to stay for a month to design the project, then fly to Thailand while that team completed coding, before returning to Bangalore for the final phase of the project. But fate had something else in store for him. He found a group of young people and decided to launch an offshore digital service company built around them. Two years later it was selected 'Startup of the Year' and quickly went from 3 people to 20.

Incognito Worldwide has evolved from a web development company to a full-fledged digital services firm, offering branding & design, website development, online marketing, and automated platform solutions. Another Inicia subsidiary, I2MEDIALAB, provides high-level custom software, and platform development, while the parent company, Inicia Incorporated, manages operations of these and other brands. while also offering additional services to startups, SBEs, and large corporations alike, including accounting, investment materials development, and specific industry consulting. The group of companies forms an end-to-end provider with a single point of contact.

An Unbridled Passion For Entrepreneurship

Bruce is a serial entrepreneur who has conceived, launched, and operated several innovative startups over the years, beginning with Worldway Freight Systems in 1982. He was a thought-leader in that industry with innovative accounting and bookkeeping systems, and a service leader of point-to-point LTL long haul delivery. He exec-produced and secured distribution for two films, and launched two nationally distributed record labels. before finding his way into technology and media in 2005. But it was during his logistics years working closely with Fortune-100 manufacturers and branded consumer product companies that he gained eclectic insights -- across a broad range of industry sectors -- from his client's operations that he would later use in his career to recognize operational pain points and choke points, and then develop strategies to increase productivity and/or reducing redundancy.

While Bruce learned how the big corporations were structured and operated, as an SME he had to be able to adapt to changing conditions much faster and combine the two, or in his words "be nimble enough to dance between the elephant's legs."

Recognizing the need to share and channel values, visions, plans, and strategies with his team and team leaders, his operating philosophy had been to identify the company and team goals, and then allow the team leaders the freedom to (A) pursue their own strategies, (B) learn from those successes, and (C) rinse and repeat. With the overall company and subsidiaries integrated but sprawled out over three continents, the company has been a remote-based operation long before anyone knew the word COVID-19.

Bruce and the executives invested extensive time and energy into building the company processes and infrastructure on technology that could transcend time and distance barriers. They hold regular virtual meetings, oversee and manage projects, layout long/short-term goals, and action plans, utilizing that technology with each department communicating in real-time to fulfill client needs.



As an American, Bruce, also focused on teaching his India-based team how to adapt to a U.S. client mindset, during his 6-year residency in India. Those efforts have seen stellar client reviews, affording them the luxury to pick and choose which customers they work with, with nearly 100% client satisfaction. To date, most new customers are acquired via referrals.



AN ADRENALINE PUNCHED PERSONA

While Bruce had deep knowledge and experience in startups, logistics, production, marketing, and distribution, he approaches projects with an abstract vision combined with a linear process and excels at industry trend recognition, strategic and planning & development. The result is his ability in deep market research and to convert client's vision into practical reality. In 2020 he and his co-founder & CTO, Mario Delfino, along with the Incognito directors, Kiran K, Nihanth K, and creative directors Shalini V and Ruby Gonzalez, successfully designed, built, and published Dinevite.me, both now available in the Apple and Google app stores, and oversee the marketing roll-out.

Bruce has been a maverick throughout his career, often proving naysayers wrong to foresee coming trends, but also embodies the concept of being a digital nomad and adventurer. At the age of 60, along with Nihanth, they took motorcycles and set out on a 30-day motorcycle adventure from Bangalore to Kardung La (<https://rideofyourlife.in/>), the highest road in the world located in the Indian Himalayas. He and team would often spend weeks each year in huts on the beach of South Goa where they'd decompress, working a few hours each day. He is well-traveled and lived in Buenos Aires, Cannes France, and San Pedro, Mexico. currently running the company from Cancun, Mexico.

He had his share of failures but used each to learn and adapt. His team endured setbacks and challenges but emerged stronger and more resilient from each, Today they operate several brands, including i2Medialab, Incognito, I2Webservices, First Drum Films, Intech Creative LLC, Dinevite, and several online magazines and resource directories.

UNABASHED BY TECHNOLOGY IMPEDIMENTS

Incognito Worldwide avoids tech-speak and maintains clear communications with clients to meet expectations. Whether it's as simple as making an appealing logo, developing websites, web or mobile apps and/or marketing them, or helping clients streamline their operations. the team's track-record has been impressive.

According to Mr. Dugan, "the goal of the company isn't making money; that is merely the result of a job well done, and my co-founding partner Mario and Incognito directors have contributed to make that a reality: I could not have achieved it without their passionate commitment and efforts. We've been blessed to have been able to help so many SMEs achieve their own success, to developing complex custom projects for the city of Buenos Aires, banks, and industry leading brands."

JOURNEY OF AN ACHIEVER

Bruce's efforts in business and leadership is quite significant and has attracted major attention. Some of the recent accolades include:

- **25 most valuable CEO's in India (profiled Bruce T. Dugan)**
- **Entrepreneurs to Watch, 2018 (profiled Kiran Kumar R)**
- **Technology 50 Emerging Company, 2020 (profiled Mario Delfino)**

However, Bruce says his greatest achievements have been the ability to work with creative people and interesting projects of choice. amassing a multi-dimensional multi-cultural client base, and robust team of friends. who have become more like family.



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- Kitchen Hygiene
- Kitchen Stewarding
- Floor Treatment
- Horticulture & Landscaping
- Waste Management
- Pantry Services
- Guest House Management
- Warehouse Management



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- Transportation Management
- Mailroom Services
- Office Support
- Concierge Services
- Staffing & Payroll Services
- Security Services
- Catering Services
- Front Office Management
- Pest Control



WATER MANAGEMENT

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5 Easy Ways to go from Ordinary Life to Extraordinary

“I think it’s possible for ordinary people to choose to be extraordinary.” - once Elon Musk said. Now, whether you see him as the real-life Iron Man, most of us view him as an exceptional man on the planet. But even Elon believes that any ordinary person – including you – can become extraordinary.

Before going to have the extra, first, let’s have a chat about ordinary! by ordinary, I mean, you are into something which you don’t like, but you don’t have any choice, except keep doing that. You are one of a crowded people -who is not fully living their life by doing what they love to do.

On the other flip side, an extraordinary life is one you make. A life that you live on your terms & condition and do what you are passionate about. Basically, you have command of your own life. Even some people pay you for what you like to do. Most importantly, what matters is that what makes you happy.



Today, we are sharing with you 5 easy tips to turn your ordinary life into an extraordinary one. So, without wasting any time, let’s dive into it.



#1 Understand yourself, what you really like and want in your life.

You need to find out what you really want in your life, what really excites you to do? If you cannot find these answers, then spare time with yourself and keep your eyes on every moment that makes you happy, who you want to be. Once Chalmers Brothers said, “Observing yourself is the necessary starting point for any real change.” After that, you will have more clarity.



#2 Get Paid for The Thing you Love to Do.

Getting to know yourself is not enough. You must start selling your loveable works. In this way, you cannot just make money, but you will also understand values. Earning values and making money through passion will give you confidence. There must be a goal to earn and live by doing things in your own way.



#3 Consider Long Term Investment in Learning.

In order to turn ordinary life into extra, you have to keep educating yourself every day. It could be a skill that you know nothing about it right now, but after six or seven or at the end of the year, you know them. Keep growing yourself wherever you get a chance to learn something, do not let those chances go away. Keep challenging your brain to try new things.



#4 Become Financially Independent

Credit Cards, Loans, and other EMIs allow people to live certain quality of life instantly -this life is chosen by ordinary people. Over time, debt impacts people’s financial stability in the near and long term. To become financially independent, you must stay away from debt. You need to prioritize saving and investment as well. Read some financial education books, it will give you more clarity to manage cash flow, tax, and more. That’s what extraordinary people do. Always dream big but also be ready to face difficulties.



#5 Equally, Deal with The Success and Failure

Failure and success both are part of our lives, most certainly part of the business. As an extraordinary, you keep trying new things in life, either you will see lots of success and failures. There will be sunny and stormy days. In that case, you should be ready to deal with the situation. Create situations where you are able to make it through financially, emotionally, physically, and mentally.

Succeeding in life and being an extraordinary person is not that easy task. It takes effort and time to become one. However, as you become extraordinary, people will start following you. One of the most important things is that extraordinary people care for others.

Aquavit Pharmaceuticals

A Sophisticated Name In Personalized Medicine & Healthcare



SOBIN CHANG
 CEO



Should a youngster be treated the same as an adult in terms of medical care? Probably not. They will, however, most likely receive the same treatment if they become ill. And the rest of the world will follow suit. Despite advances in medical science, doctors don't fully understand how patients respond to different therapies. The 'One-size-fits-all' approach is exclusively used, but it often results in undesirable side effects. Nonetheless, the use of precision/personalized medication can change this for the better. The growing study and research into human genetics and genomes, as well as how they influence health, disease, and drug reactions, has enabled doctors and scientists all around the world to provide more precise diagnosis, drug prescriptions, and effective therapies. Eventually, this keeps the patient off the 'trial-and-error' approach, ensuring an optimal therapy from the start.

Despite its efficacy, the complete democratization of personalized healthcare is yet to happen. Tailoring individualized health care to improve patients' lives - it's a mission. A mission, which can become widely possible because of advanced healthcare companies, like Aquavit Pharmaceuticals. Headquartered in New York, the Company offers personalized healthcare through innovative drug and biologics delivery systems.

ATTUNED TO INNOVATIVE CARE

Founded in 2010, Aquavit is constantly setting benchmarks in medical aesthetics through multiple pipelines, including Neuroscience, Oncology, Medical Dermatology and immunology (COVID-19). Its uniqueness stems from its patented microchannel technology, which permits intradermal delivery of any medicine or therapeutic agent administered topically or by patch. This novel route of administration makes them a pioneer in the domain. Aquavit is also one of the largest manufacturers of microchannel technology and among the top 3 medical aesthetics companies in the US.

With a mission to modernize and personalize healthcare, the Company has made great strides, developing formulations, prototypes and much more. Recently, it acquired an exclusive license to market and commercialize Botulinum toxin (BOTOX) in the United States and Canada. This will enable it to work on conditions where the neurotoxic protein has been approved, such as Chronic Migraine, Blepharospasm, Cerebral Palsy, Spasticity, Overactive Bladder, Depression, Plantar Fasciitis, Osteoarthritis, etc. Aquavit also has a defined IP portfolio, including 30+ patents and over 25 trademarks.

TETHERED TO CHANGING SCENARIOS

Time is changing, and with that - diseases are mutating, attaching themselves with additional properties. For instance, COVID-19 basically inflicted respiratory tract infections - both mild and lethal at a fast rate. Its Delta variant, on the other hand, transmits faster - and more efficiently. The rapid spread of the virus across 96 nations demonstrates the level of chaos it can bring. And it is not just COVID-19! There are many concerns in medical aesthetics that have evolved; these are best addressed through personalized medicine. The cognizance propels paradigm awareness as it has proven to optimize healthcare at reduced time, cost and rate of failure in clinical trials. Aquavit supports this and has customized products assertive to individual channels. The portfolio includes:

- AQT: These are microinjection devices to help practitioners administer therapeutic agents to address skin conditions using drugs of their choice. The series includes AQT-001, an acclaimed product used by renowned plastic surgeons. Very soon, it will introduce AQT - 004, a low-dose microchannel microinjector, particularly to deliver Botulinum toxin as Botulinum Toxin Asset known as DTX will prove to be quite revolutionary in aesthetics and therapeutic implications.

- AQT-1122 It is a flagship drug delivery device that has been formulated to deal with pandemic scenarios. This new issuance prominently utilizes the proprietary AQT microchannel technology. By continuing to expand the scope and depth of Aquavit's new-fangled delivery technologies, this innovation ensures an insightful contribution to global healthcare as it effectively addresses platform technologies directed toward intuitive methods for immunizing masses against infectious diseases. It is quite affordable as well as accessible for the commonalities. Moreover, in case of any unforeseen pandemics, it can be effortlessly manufactured, and drop-shipped in remote countries that are dealing with limited/minuscule healthcare resources.
- MAV- This state-of-the-art analytics AI platform is Aquavit's exclusively developed technology that employs ML and Data Analytics for skin diagnostics and personalized treatment regimen.
- PITO: The PITO - 001 or Apollo™ is a smart technology platform and microinjector built on a desktop configuration that compounds customized formulations for inter-dermal delivery. It is also integrated with AI and Big-Data technology which analyzes specific needs and recommends personalized treatments (MAV Series). Both of these products are soon to be released.
- Micro-channel® technology- As a transformative innovation, Aquavit's patented micro-channel® technology is said to be a novel route of administration (RoA) for drugs and biologics. This unique technology will allow inter-dermal delivery at greater efficacy and speed of delivery for any drug or therapeutic agent currently delivered either topically or via a patch form. It will prove to be a revolutionary breakthrough in Aquavit's mission to modernize and customize healthcare for all.

Aquavit's products have proved to be an integral asset to improve and optimize patient care. Its microchannel technologies are offering customizable skincare options to physicians and individuals. And since these products have a range of applications, it meets client satisfaction evidently. Over the years, Aquavit's clients have used its technology to treat hundreds and thousands of patients and haven't received any major complications so far. The Company has subsidiaries in the USA and South Korea to develop, manufacture and distribute its

technologies. Due to its focus on customer satisfaction and product quality, Aquavit is welcomed with open arms and valued in the evolving market.

AN INTEGRAL ROLE AMID COVID-19

Interestingly, the pandemic has spurred numerous challenges in terms of healthcare, particularly skincare. Nowadays, everyone on the road has to wear masks all the time. While it plays a vital role in reducing the spread, it can often be hard on the skin and cause a range of skin problems (Acne, Peeling Skin, Rashes, etc.). Aquavit made a significant contribution to this scenario. With its breakthrough product Inner B System®, the Health-Tech Company is helping people hydrate, cool and prevent breakouts. The product combines Salicylic Acid and Allantoin for blemish control, and comes in a hydrogel form that can be worn under the skin discreetly. And not to mention, the product is patented! It has proven to be very useful for healthcare professionals who are wearing PPE Kits day-in and day-out.

In addition, Aquavit has developed a microchannel delivery apparatus for epidermal vaccinations. When vaccinations are administered to the epidermis of the skin, an immune inductive site rich in antigen cells is activated. This allows vaccines to be delivered through the skin. Aquavit's invention is painless, user-friendly, and requires little knowledge. And it is applicable in the current scenario, based on the restrictions to access healthcare.

THE ONE BEHIND THE DYNAMICS

Every successful innovation has a visionary behind it who has the experience and motivation to create something worthwhile. Sobin Chang is the brains and visionary of Aquavit. She has a wealth of knowledge in pharmaceuticals, devices, and biologics, spanning from the well-known brand BOTOX® to a \$7.5 billion oncology portfolio. She has extensive experience in management, marketing, and research, having worked for pharma MNCs such as Pfizer, Bayer, Schering-Plough (Merck), Novartis, and Allergan.

She has also served the US Department of Health and Human Services, the Division of Drug Marketing, Advertising and Communications of the Food and Drug Administration (FDA DDMAC), guiding the FDA Modernization Act. Besides Aquavit, she also chairs as a Director of the Board at AYAPH (Association of Yale Alumni in Public Health). On the other hand, she is a Pharmacoeconomist with over 60 publications to her credit. She was the keynote speaker at the Big Data

in Pharma conference in Philadelphia recently. Her astute leadership is helping Aquavit democratize the need for personalized healthcare over the conventional. Her therapeutic experience spans Neuroscience, Dermatology, Infectious Disease, Allergy & Immunology, and Oncology, and she has over 25 patents to her name.

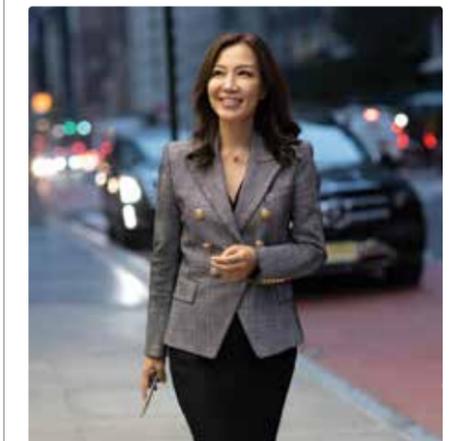
A ZESTFUL MILIEU

Having a leader of strong acumen, it's no doubt Aquavit has a very dynamic culture. Sobin has over 20+ years of industrial experience, which has helped her create a fun yet challenging environment. However, she's not alone. Her leadership panel includes Timothy Sherwood (SVP, Finance & Human Resources), Sai Sankar (Chief Biomedical Engineer), Chrissie Dipasquale (Customer Relations) and Vishruth Cavale (Project Manager). They collaborate and often take on multiple roles to create a model culture that helps Aquavit to thrive.

The cohesiveness was very helpful during the Pandemic outbreak. Sobin speaks on this, "We were able to overcome the pandemic through lean operations management and focusing on the important matters." They swiftly switched to online communications and a remote work model, which helped them adapt and overcome the chaos.

INCESSANT TOWARDS PATIENT CARE

Over the last decade, Aquavit has created a robust IP portfolio that speaks volumes about its achievements in the healthcare realm. The AQT-001 is a Class-I FDA listed medical device and a proud milestone of Aquavit. The Company is also witnessing rising opportunities in personalized treatment regimens. And to grow on them, it aims to develop the PITO series that'll allow in creating a niche in the market as well as people's lives.



A THOUGHTFUL MEMO FROM THE CEO

"Find your roots and be resilient to overcome obstacles and see through your success."



STEWART F. LANE

The Man Who Made Theatre a Digital Experience

Indranil Roy | Business Connect

Has streaming become the new face of theatre? During the pandemic, the answer is definitely “yes.” Although the authentic experience of live theatre can only be enjoyed physically, digital platforms have ushered live entertainment to a whole new era and will remain a part of the industry post lockdown. Streaming visionary and six-time Tony Award winner, Stewart F. Lane speaks on this, “I have been involved with filming stage to screen productions for many years because I believe it expands the audience for Broadway”.

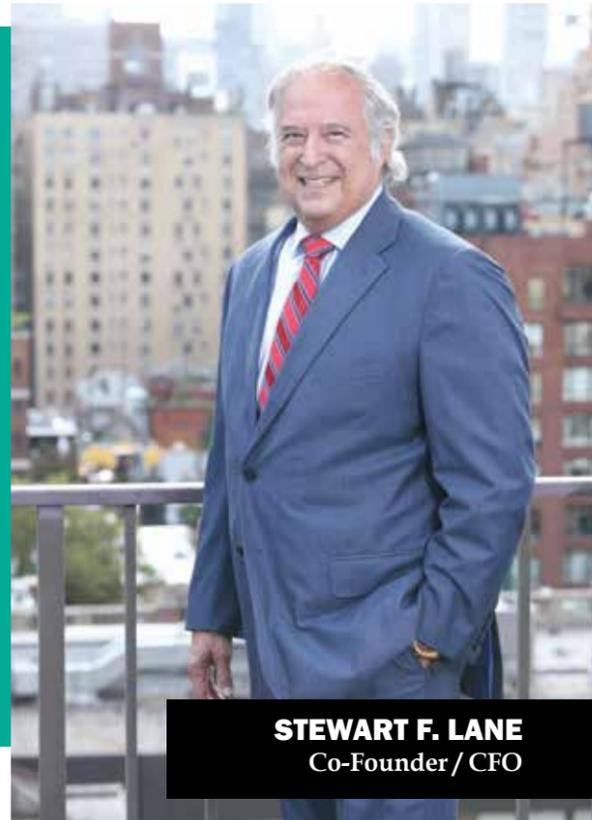
Lane is an eminent theatre producer with a decades long career of critically acclaimed live shows and he is co-owner of the legendary Palace Theater. In 2015, Lane founded BroadwayHD and it is transforming the Broadway industry by streaming full length shows on the Internet. BroadwayHD has often been referred to as the “Netflix for Broadway”. In it’s short history, BroadwayHD has made the Guinness World Record for the first live stream of a Broadway show, won eight Telly Awards, been nominated for a Webby, and amassed subscribers in 124 countries. Meanwhile, the average age for a Broadway ticket buyer dropped for the first time in over 20 years. This change in demographics is evidence that by making Broadway accessible to a younger and more diverse audience on the Internet, it is motivating them to buy tickets to the live stage shows. BroadwayHD is proving to be a win-win for everyone who loves Broadway by serving the current Broadway fan and ensuring a strong audience for the future.

ONE-OF-A-KIND STREAMING PLATFORM

BroadwayHD is a niche subscription streaming platform having full-length stage plays and musicals captured specifically for multi-platform viewing to theatre fans across the globe. BroadwayHD offers unlimited on-demand access to a library of 300+ theatre productions from Broadway to every subscriber. Every piece of content on the platform is a treasure as it had to cross several barriers before hitting the spotlight. The platform is engineered by a team of theatre enthusiasts, tech-experts and digital marketing specialists, whose combined focus resides on making theatre available to everyone. “The ticket-buying audience for the live stage shows is easy to reach and affluent. And theatre fans that could not afford tickets or get to the theater are thrilled to have access to a brand previously unavailable to them”, asserts Lane.

BroadwayHD’s Motto - “If You Can’t Get to Broadway, Get to BroadwayHD”.

BroadwayHD’s positive reviews, an enormous fan base and international recognition fuel its popularity for their digital filmed shows. The platform is barrelled with emerging innovations so that subscribers get access to a robust and dynamic library of continuously streaming content. Incorporating subscriber feedback and staying ahead of technology trends creates opportunity for new shows and builds a constant pipeline for streamed contents.



STEWART F. LANE
 Co-Founder / CFO

LIVE THEATER BACKGROUND

Lane’s motivation in establishing BroadwayHD is driven by an exceptional career in the theatre arena. His passion and love for theatre started in childhood after seeing Neil Simon’s “Little Me” on Broadway. Making up his mind to pursue a career in theatre, he attended Boston University and received a Bachelor of Fine Arts Degree in Acting. After five years starring in regional theater and touring productions, Lane wanted to return to New York so he set his sights on producing. Lane worked on Broadway as an Assistant House Manager and eventually secured a position working for his mentor James M. Nederlander.

Lane’s experience and love of live theater has led him to his place as a theater historian. Lane has authored the books - Black Broadway: African Americans on the Great White Way, Jews on Broadway: An Historical Survey of Performers, Playwrights, Composers, Lyricists and Producers, 2d Ed. and Let’s Put on a Show! Theatre Production for Novices. These books are a holistic guide to anyone aspiring to a career in theatre production and those interested in the rich history of theater.



Lane not only re-defined the theatre experience but has also given back to the theatre community. Lane serves on the Board of Trustees at Boston University, The Actors Fund and The American Theatre Wing. He has formed scholarship funds at Columbia University Business Graduate School, Boston University College of Fine Arts Undergraduate School and UMass among others. He has actively supported LaGuardia High School and many other performing arts schools across the US. In honour of his efforts, Five Towns College has renamed their business school the Stewart F. Lane School of Business for his contributions to the World of Entertainment.

A COURTEOUS AMBIENCE

‘Safety’, ‘Respect’ and ‘Community’, these are the three core values that uphold BroadwayHD. Lane envisioned this platform not only to propagate the splendour of Broadway but to empower theatre enthusiasts as well. At BroadwayHD, whether it’s employees, the subscriber’s data or content – everyone and everything exult a wholesome environment. The cohesiveness amongst these propels the brand to a broader community and helps it thrive. Every team member puts forth an equilateral love and appreciation for the theatrical productions and responsibly protects and promotes that content. A lot of Lane’s and his team’s efforts go to live stage shows but still, they manage a work-life balance by spending time with their families on weekends and vacations.

BESTOWED WITH REVERENCE AND ACCOLADES

Lane’s eminence and experience make him a connoisseur of his segment and constantly powers his goal to re-define Broadway shows. Through his media technology platform, he has sculpted the long-standing art from an elitist form to an art form accessible to everyone. “Our shows are priceless, and we treat them that way and our content partners appreciate that and the subscribers adore it”, Lane exclaims wholeheartedly. He has produced the Olivier winning Top Hat, and Olivier Nominated musicals ‘Thoroughly Modern Millie’ and ‘Ragtime’, and the world premiere of JFK: A musical Drama as well. His long-lasting stretch has fostered many more timeless shows and shaped him to the pioneer he is.

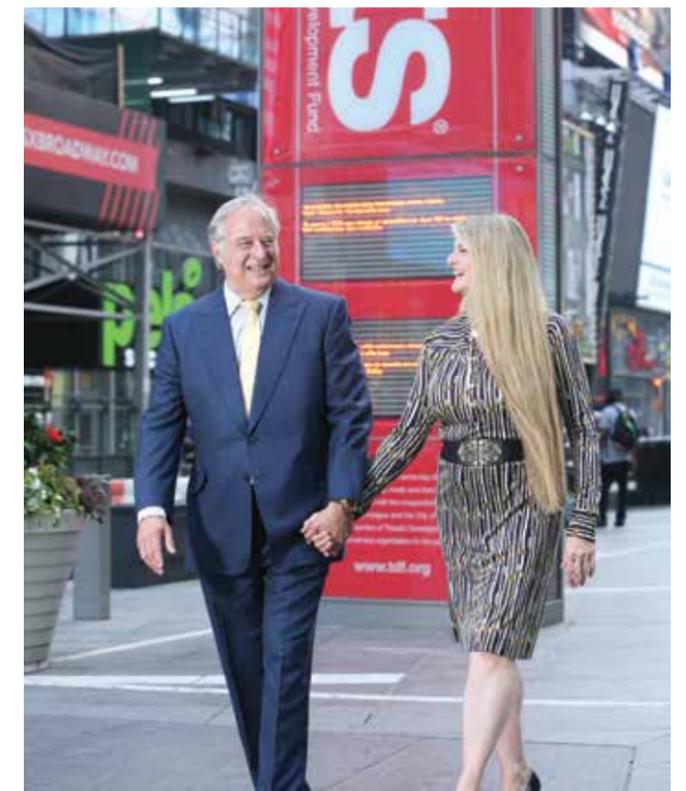
Lane was bestowed with the Guinness World Record in 2016 for premiering the first Broadway Show (She Loves Me) as a live stream. He has received - 4 Drama Desk Awards, a Drama Critics Circle Award, an Outer Circle Critics Award and a Drama League Award. His productions and talent are further conferred with the prestigious Ellis Island Congressional Medal of Honor, The Actors Fund Medal of Honor, The Jewish National Fund Tree of Life Award, and many other prestigious awards.



Lane launched a Trailblazer’s Rail of Content on BroadwayHD to impart support to the marginalized voices – Women, LGBTQ and other under represented communities. BroadwayHD shines a spotlight on the under represented so that they are encouraged to pursue similar opportunities as the established artists. In his journey to revamp theatre culture, Lane aims to infuse his platform with engaging content and cement his ultimate goal of creating accessibility for all. He further comments, “I look forward to more vibrant content and my place as a mentor and advisor to inspire the next generation of theatre-makers and audiences.”

WORDS OF WISDOM BY STEWART F. LANE

“Believe in yourself – it is the best investment for your career and life. Be sure of what you are doing and the audience you are attracting. And always be ready for a roller coaster ride of winning and losing!”



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Sanjay kumar | Business Connect

“Healthcare is vital to all of us some of the time, but public health is vital to all of us all of the time.”
 -C. Everett Koop

Healthcare is the lifeline of a country. From treating minor illnesses to serious diseases, to providing compassionate care to those in need of it, healthcare services have ensured the survival of the human race. Moreover, the advent of the pandemic has underlined the importance of healthcare. Now more than ever, people need institutions they can depend on for their health and well being. Primedical Healthcare Services is one such institution, devoted to looking after the populace with the best possible care and expertise.

Founded by Dr. Affnaz Ahamed, CEO, in December 2019, Primedical Healthcare is devoted to serving the community by providing them with exceptional medical care and expertise.



INCEPTION STORY

“History shows that crises are startup incubators,” states Dr. Affnaz. Some of the most innovative and successful companies of today were a product of the most significant economic downturn after the Great Depression, the 2008 recession. Companies like Uber, Venmo and Whatsapp were launched during this time, doing their part in helping people adapt to a changed world. In the last six months itself, there has been a drastic increase in health tech startups, owing to the current pandemic. In alignment with this historical trend, the inception of Primedical Healthcare Services during this time has proved to be a valuable ally in the battle against COVID-19.

What fueled the desire to establish their own organisation that provided healthcare services for Dr. Affnaz and Dr. Ghaniya was a lack of accessible outpatient facilities in their home state of Kerala. Both of them being doctors, they observed that people in Kochi were unable to receive effective and affordable medical care, and committed themselves to providing just that.

VISION

To be the preferred and trusted choice of patients in Kerala for health and wellness, delivered through the science of healing and utmost patient care.

PARTING WORDS

“Success isn’t always about greatness. It’s about consistency. Consistent hard work leads to success; greatness follows.”

DR. AFFNAZ AHAMED { CEO }

MISSION

Primedical healthcare services aims to deliver exemplary medical care by using international standard medical expertise and cutting-edge technology combined with an excellent patient care experience.



PRIMEDICAL: “WHERE YOU COME FIRST”

In a short span of time, Primedical has become the primary healthcare destination of Kochi. A healthcare firm that consists of multiple verticals such as diagnostic and laboratory services, outpatient consultations, daycare surgical centers and primary health centers, Primedical is dedicated to promoting health and hope in the region.

With its advanced diagnostic laboratory and unparalleled healthcare services, Primedical has become the natural choice of those living in Kochi. The healthcare firm guarantees accurate medical test results in the shortest possible time. The facility has a team of medical specialists, skilled technologists and a caring support staff who are devoted to the well being of every patient.

“We pride ourselves for the trained skills needed for attending to patients, preparations for diversified testing and having the most advanced equipment and instrumentations. We strongly believe that timely diagnosis could keep away the danger of many grave diseases.”

Primedical Healthcare houses state-of-the-art technology, expert multidisciplinary team, advanced diagnostic and medical equipment, and highly skilled technicians. The healthcare firm not only employs highly qualified radiologists and pathologists, it also has expert specialist doctors in OP consultancy. From diagnostic services to pre and post diagnostic medical consultation, Primedical offers all-round reliable and immaculate healthcare.

“Your body has a different language than you. Accurate diagnostics is the means to understand what your body has to say. Followed by the findings, efficacious treatment comes to your help to regain your rhythm of life and sense of well-being. Primedical combines both services under its folds to offer you reliable and immaculate health care.”

Located adjacent to Govt. General Hospital, the diagnostic portfolio of Primedical healthcare includes:

- Ultrasound 3D Scan
- Colour Doppler
- Audiometry
- Electrocardiogram
- EchoCardiogram
- Digital X ray

- Fully Automated Lab
- Treadmill Test
- Pulmonary Function Test
- Nerve Conduction Velocity
- Electroencephalogram
- CT
- MRI

Driven to make healthcare better, Primedical Healthcare Services moves ahead each day with due diligence and care.



LEADERSHIP AND WORK CULTURE

The healthcare firm operates under the care of a successful doctor and skilled entrepreneur, Dr. Affnaz Ahamed. According to Dr. Affnaz, “Leadership is the art of motivating a group of people to act towards achieving a common goal. It’s important to know the strength and weakness of the subordinates in order to develop the skill and knowledge to guide them.” Along with a commitment to provide compassionate care to the general people, Dr. Affnaz has devoted himself to taking Primedical ahead with employing marketing strategies and plans for future growth.

He believes that Research and Development are an integral part of planning and strategizing. It opens up new paths for the leaders to create and modify their plans for the future and their roadmap for attaining set goals. It is crucial for entrepreneurs to keep themselves updated to stay relevant in the market. R & D contributes to steady, consistent growth of the company in the local and global market.

For any business or product to become successful, good marketing is essential. Primedical follows the standard formula of print and social media marketing, but it is “word of the mouth” marketing that is their prime focus. Client and patient referentials invoke trust and reliability, and thus Primedical encourages a sharing of experiences at their various facilities among the clients’ families and peers. They strive to maintain their clients’ faith and always put them first, so that their clients speak for them.

With respect to cultivating a team that is just as committed and dedicated to organizational goals, Dr. Affnaz promotes transparency and respect. Motivating and encouraging teamwork helps in increasing the productivity and efficiency in the company.

The Next Phase for Healthcare Industry is Rapid Innovation

- A way to Fight Back

The Coronavirus pandemic has hit a lot of industry and one of them is the Healthcare industry. Everything in the world is trying to rise in order to shine and get back to normal with innovations that could result in better outcomes.



Now it's time to fight back! The convergence of Artificial Intelligence, Internet of Things, Wearables, Blockchain and point-of-care testing are innovations that are resulting to be more effective. The pandemic has shaken the foundations of healthcare and all that is needed during this time is a rapid innovation to get back the stability.

The post-pandemic world needs to have a healthcare system that is totally transformed.

Let's go through the Rapid Innovations, which is the next phase for the Healthcare Industry to fight back:



WEARABLES, INTERNET OF THINGS, AND POINT-OF-CARE TESTING

Monitoring health with the help of internet-connected devices have been used by many but the past is left back to draw our own conclusions from the generated data.

The new trend is Modern Wearables like smartwatches, fitness tracker, etc., which are very different and unique. A few decades back, have we ever thought about something that can detect and alert the wearers about cardiac emergencies? Off course not! But now it has become so common that most people are seen wearing one.

Wearable has somewhat become like a measuring device that is getting so accurate that even doctors have started to rely on them as it provides deep insights into health.

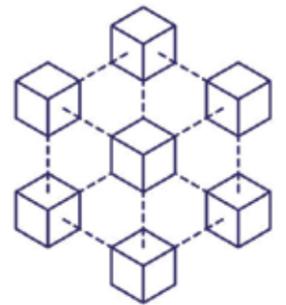
IoT (Internet of Things) is one of the most vigorous as well as sensational developments counted in information and communication technology that has the capability to connect many devices into common platforms.

The same way, POC (point-of-care) or with-patient testing is something that allows staffs to make treatment decisions and speedy order of treatment when the condition of a patient is diagnosed. It simplifies the process of testing that the doctors can focus directly towards what the matter is and can provide effective as well as quality care to the patient.

BLOCKCHAIN

An innovation that is ideal for delivering immediate and transparent information. With Blockchain, it provides more accessibility to patients, doctors, laboratories, pharmacists, etc. and helps in prevention of data leakage and misuse.

This will transform the healthcare sector by letting the evolvement of new business models. Blockchain stores information by making it easy for people to access data and by keeping it safe and secure.



PERSONALIZED MEDICINE

It is common that patients are different and most of the times, the same treatments are not suitable for every patient and they respond differently. There are so many reasons behind patients reacting to treatments differently; immunologic and lifestyle-related, genetic, etc. to solve this issue, the most efficient way is innovation.

One of the most sensational innovation occurred in medicine is 'personalized medicine'. This provides deep insights into individual patients as well as machine learning that helps doctors to understand patterns allowing to personalize medicines as per individual patients.

Artificial intelligence is a key component of personalized medicine, soon the future will witness the prescription of medicines after examining about how well that medicine will respond to a particular patient and what medicine would cause side effect.



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Dr. Lina Alshelh
Co-founder & COO



Dr. Mohamad Ali Mishly
Co-founder & CEO

RISE HOLDING GROUP

THE STEPPING STONE TO CRESCENDO

Indranil Roy | Business Connect

Even amidst the present impediments and transfigurations, entrepreneurs' drive to reach new heights remains unbent. With relentless passion and vigour, such individuals have made breakthroughs - that are - needless to say, acclaimed across the vertical. But, success is not a one-man journey! It is an amalgamation of ideas, training, innovation and much more that goes behind the curtains. These background factors have also gone through scenic transformations. Nowadays, People seek out a single point of contact for everything, and the trend has birthed numerous turnaround specialists. RISE Holding Group is a prominent name in the assemblage. Headquartered in Toronto, Canada, RISE works with SMEs and Startups in a multitude of verticals, helping them lead their respective fields. It leads a league of subsidiaries (SchemaZone, QuietClicks and Reach Academy), which is well-versed in propelling businesses to new heights of success.

THE START OF A LONG TREK

RISE is the ideation of two Genius entrepreneurs - Dr. Lina Alshelh and Dr. Mohamad Ali Mishly. Dr. Alshelh commands a notable experience across Big and Small firms in Canada, followed by a prominent tenure in a Big 4 Firm. Also, she has commissioned several startups, which currently holds utter prominence in the industry. Dr. Mishly has also founded and co-founded several startups in a multitude of verticals. Furthermore, he has amounting experience in business analysis, project consultancy, and as a production manager - at two sites in Europe and Hong Kong. Both of them are well-versed in industrial strategies and accomplished alumni as well. They have PhD in Industrial and Systems Engineering from Europe; and it was here - their journey began.

In 2017, the duo founded SchemaZone, a single umbrella for industrial training & management consultancy. And within a short period, the venture became a rewarding project. Celebrating the success, they aimed to foray into software development and digital marketing and developed QuietClicks. Upon entering the technological ring, the pair envisioned a tech-enabled foundation that nurtures talent through customized programs and offers unique training programs, putting Reach Academy on the map. The model put forth a fantastic potential - all it needed was a single point of contact. Therefore, Dr. Alshelh and Dr. Mishly inception RISE Holding Group in 2020. Bringing all under a common banner, RISE strives to attract the positive attention of the industry. Its goal is to expand globally by entering new verticals and working with its subsidiaries to help them establish themselves.

A GLANCE AT THE SUBSIDIARIES

As previously mentioned, RISE stays in the race with a three-headed business plan. To understand how each entity adds value, let's take a closer look:

- 1. SchemaZone:** SchemaZone is a pioneer in training and consultancy - both within and outside of Canada. Equipped with talented teams, advancements and modern practices, it offers world-class service. In simple words, it is offering result-oriented solutions that guarantee sustainable growth. The Consultancy Services covers prominent areas of the business cycle, such as Project Management, Strategy & Growth, Human Resources, Operational Management, etc. SchemaZone helps clients in refining their business models to enhance performance and conquer obstacles. It also partners with institutes and industrial bodies to design customized training programs that meet the requirements of individual professionals and corporates. SchemaZone serves all the prominent verticals, from Financial Services, Real Estate, Food & Beverage to Public Sector, Manufacturing, e-Commerce, Technology, Healthcare, Education, Energy, and Retail as well.
- 2. QuietClicks:** If you are seeking integrated software solutions or a well-defined and connected marketing campaign, then QuietClicks is the right choice for you. A proper blend of tech and marketing offerings play a critical role in a company. As such, the Company adopts the best tools and techniques to formulate solutions that meets your requirements. Its portfolio includes Web Development, Mobile App Development, Software Development and digital marketing solutions. QuietClicks is an ecosystem of tech and marketing experts whose unique wisdom drives results and sustains solutions. The Company has a presence in every vertical that believes in digital optimization. And its services go beyond borders to nations like KSA, USA, UAE, Egypt, Turkey, Lebanon and more.
- 3. Reach Academy:** The third and most recent venture of RISE. Reach Academy is a cornerstone to individuals looking to master a new trade to have competitive advantage in the industry. The Institute has uniquely designed curriculums to scale credibility and viability in individual's area of expertise. The education model is categorized into four distinct Schools:
 - School of Business:** Quality education framework that focuses on the premier aspects of business with look into future
 - School of Technology:** Holistic courses and programs encompassing tech-relevant topics, such as data science, software development, information security, and more



- School of Education:** Suitable educational programs for aspirers willing to grow and create impact within the education realm
- School of Engineering:** Comprehensive diploma programs that drive solutions to resolve global issues and create futuristic engineers

All the diplomas and programs have close integration of theoretic and pragmatic concepts and are certified by Accrediting Agencies of Canada (AAC). The Academy also run - in partnership with companies - number of bootcamps, workshops, seminars and other activity-based methods, and are provided in special training centres. The Academy is nurturing more than 500 students across the world and are present in 50+ countries.

With such commendable solutions, ensuring the holistic development of individuals and companies, RISE has established a notable presence across the globe. It has dominant presence in USA, Canada, KSA, UAE, Qatar, Jordan, India, Lebanon, Syria, Turkey, Kuwait, Egypt, etc. With time, RISE looks forward to expanding its spectrum of solutions and footprint, to build a larger and a more engaging client base.

SIGHTS SET TO REACH THE PEAK

Build on the values excellence and integrity, RISE has exemplified a seismic growth through its subsidiaries. **"Most companies dream to be the best, we are working hard to make this a reality"**, affirms Dr. Lina Alshelh. And to continue doing so, RISE welcomes like-minded investors to be a part of its global family. With partnerships, RISE promises a dynamic growth, expansion beyond borders, result-oriented solutions and a well-established network. Through these inorganic developments, RISE not only seeks to cover more markets and raise its revenue graph but also offer SMEs and median firms the spotlight and reverence they deserve.



MEDRYTE HEALTHCARE SOLUTIONS

Entrusted with the reliance of clients for medical billing and coding needs

Kajal Dobhal | Business Connect



For a seamless flow of business revenue chain, billing and coding play an instrumental role in favour of an organisation that can't be overlooked. And when it comes to medical billing and coding, accuracy becomes crucial for effective management of patient's safety, swift transactions and smooth operations. An eminent player, Medryte Healthcare Solutions well recognizes the significance of medical billing and coding in the overall healthcare system. Therefore, Business Connect Magazine has concluded to highlight its vignette in these two pages of our exclusive edition.

Sujin Jekash Simson is the leading figure(CEO) at Medryte Healthcare Solutions, who laid the foundation stone for this exemplary enterprise. He began this venture on the 13th of July 2012 and his idea behind this entrepreneurial venture was aligned with creating outstanding job opportunities for unemployed youth of Kanyakumari district- his native place. Apart from Medryte Healthcare Solutions, Sujin has also established two more ventures that are prominent players in the IT sector and skincare space. His professional acumen and discerning leadership have been allowing him to steer the operations of all three businesses effectively while proving to be substantive to all three spaces.

Sujin Jekash Simson
CEO, Medryte Healthcare Solutions Pvt.,Ltd

A RELIABLE NAME IN HEALTHCARE SPACE

Medryte Healthcare Solutions has adamantly chiselled a position to become a comprehensive medical billing company with an extensively enriched experience in multi-speciality billing and coding. Owing to their consistent quality and sheer commitment towards offered services, Medryte has emerged out to be a trusted name in the niche space. The eight-year-old establishment has an adept squad of 200+ certified billing and coding professionals who ceaselessly work in their two major delivery centres Nagercoil and Tirunelveli, India. The company is a corporate member of the American Academy of professional coders since 2013.

Apropos of their primary clients, they offer services to physicians, payers, and medical billing organisations. And when it comes to highlighting their competencies, their adroit team of medical coders consists of graduates from the life sciences stream- Physical Therapy, Nursing, Pharmacy, Microbiology, Biochemistry and much more. As per the Founder, Medryte has great potential for scalability owing to the steadfast presence of its headquarter in Nagercoil, Kanyakumari that prospers with the highest rate of literacy in the state of Tamil Nadu. At the time of onset of this unique venture, there was minuscule awareness of medical billing and coding in this region. In light of this, Sujin wrote several articles that he published in some famous newspapers to spread the 'know-how' of this flourishing space among the youths of the region. Moreover, he also reaches out to colleges and hosted numerous sessions of the students from a life science background to inspire young individuals to consider a career in medical billing and coding space. Indeed, his entrepreneurial journey was not a cakewalk, but his committed zeal to make a difference paved his path for the success of his venture.

MISSION AND VISION AT A GLANCE

The Founder has set up a vision to allow his business venture to become a top-notch enterprise in the medical billing and coding industry. He is always looking forward to carving a reputation as a reliable and high-quality, end-to-end medical billing and coding solution provider for those in quest of an experienced and credible vendor for outsourcing, operational cost-cutting and recruitment hitches.

And unveiling the mission behind the company, then to shape the future of client - vendor outsourcing model in the field of medical billing and coding that enhances client's experience as an sheer extension of his own office, rather than considering the services as being 'outsourced' is what Medryte constantly strives to attain. They give credence to value generation and outstanding customer experience, which ensures the company with an unequalled repute.

INNOVATIVE STREAK AS THE USP

Sujin claims that high-quality, innovative solutions have been the foremost motto for his team. His

dedicated team makes no compromise in terms of the quality for which they are in ceaseless attempts to raise the bars in the industry.

"We do not just perform medical billing processes, instead we strive hard to go beyond and above to help the relevant service providers to enhance their overall business revenue by reviewing their practices and proposing them with apposite suggestions for amelioration,"

quotes the Founder,

defining their zealous efforts to be relevant for their valued clients. Moreover, they perform billing analytics operations for their client organisations to provide an overall review and feedback on their billing companies' or departments performance.

CONTRIBUTING TO THE COVID-19 SCENARIO

The subsequent chain of worldwide lockdown stimulated the masses to be locked indoors. It forced people to not visit hospitals due the fear of prevailing viral outbreak. Acknowledging the pain points for the commonalities who were in the dire need of medical attention, Medryte Healthcare developed a telehealth care solution to help people in the best possible manner. They brought several service provider under the parasol of this noble cause and altogether introduced such a telehealth platforms in April 2020. But, there was a glitch that caused some impediment in the clinical documentation procedure. For this, they ensured suitable training sessions to the service providers for seamless flow of the aspired operations. Later, the fact came under their observation that a majority of population hasn't still recognized the benefits of telehealth solutions, that spurred them to develop customized marketing plan for each clinic or medical care centre to make a steadfast reach to the patients. Owing to their incessant exertion to spread the reach of the telehealth solutions across the needy ones, a few weeks later they witnessed an exemplary increment in the number of patients utilizing their client's (clients) telehealth platform.

Sujin asserts,

"This swift turnaround and adept shift in the operations helped most of their clients to survive the financial hassles provoked by the pandemic. We take immense delight to have played our part in smoothening the rough circumstances for many enterprises."

To everyone's amazement, Medryte also accompanied most of its clients to apply for provident relief fund announced by Federal Government of the United States, that was put forth in line with the prevailing crisis induced by the pandemic.



Why e-learning is the FUTURE OF EDUCATION

Before places of worship, cafés, and factories, shops, gyms began to close in response to the Covid-19, in such a situation, colleges and schools got also closed (still we don't know when they are going to open). However, the gap was rapidly filled by e-learning as schools, colleges, and educational institutions got shifted to teaching and learning online.

In just one year, e-learning has seen massive growth. Now India has witnessed an online learning boom since the lockdown. In 2020, ed-tech search gained 60% on the Indian internet, as per Google trend. Search for individual EdTech startups such as BYJU's, Toppr, and more, that cater to 265 million students in India – the highest in the world.

Since all students are at home more than ever in history, digital learning has become an essential option. The pandemic has completely changed the old chalk-talk teaching model into one drive by technology. The number of those enrolling for online classes has witnessed exponential growth. The trend of online learning is likely to remain.

HERE ARE THE 4 REASONS WHY E-LEARNING IS THE FUTURE OF EDUCATION

EASILY ACCESSIBLE

Attending colleges and schools may be easy for those who live in urban areas. Those who live in rural areas have no option except to relocate. In such a case, choosing the E-learning option could be an appropriate option for them. E-learning has brought universities and schools to your homes. Today, you can easily access all college lectures and learn multiple different skills through mobile and computer. The government of India has promoted digitalization in the education sector. In 2020, many Universities are allowed to offer fully online degrees so that students can access and learn from anywhere and anytime.



GOOD QUALITY

In a country like India, with a few primers' colleges which get filled very quickly because of the limited seats, most students cannot get quality education. On the other hand, many surveys have happened, it shows many schools have fewer teachers than the required ones. For example, according to a recent report of the Gujarat education department, they found that in Gujarat, 12,000 schools out of 32,772 government schools are run by just one or two teachers. This isn't just one state situation there are many out there. Due to teacher numbers declinations, one or two teachers cannot focus on the students in the classrooms, nor are they (students) able to utilize their time spent in the classrooms.



Through online learning, students can get the best quality of education from top professional teachers and well-skilled professors. Online learning can offer personalized content to the students. 4th or other grades students can learn in a very fun way, animated learning and quizzes and challenges hold the interest of students, in ways, more engaging than classroom learning.

AFFORDABLE

Parents always want to send their children to the best schools or colleges, and for that, they have to sell out money right from kindergarten to college. The associate cost of a degree in a traditional brick-and-mortar college is comparatively more expensive than the one-time cost attached to e-learning. Not just the education, student's parents have to also take care of loading and commuting. Quality education costs a fortune, but with the advent of online learning resources, the student can access it at an affordable price through e-learning.



FLEXIBLE

The best thing about E-learning, it enables the teacher and the student to set their own learning pace, and there's the added flexibility of setting a schedule that fits everyone's agenda. As a result, using an E-learning platform allows for a better balance of work and studies, so even working men can add their skills without leaving their jobs.



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