

OUTLOOK BUSINESS

January 2026

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Innovating
The Air Water
Generation
Architecture



Art of healing

CANCER

Leaders in Advanced Cancer Management

Art of Healing Cancer: Pioneering Personalized and Compassionate Cancer Care in India

Redefining cancer treatment with integrative therapies, precision medicine, and holistic patient-centered care approaches

In the evolving story of modern medicine, there are organisations that treat disease, and then there are institutions that transform what healing means. Art of Healing Cancer (AOHC) is one such visionary force. Based in Gurgaon (Gurugram), India, AOHC stands at the forefront of cancer care by blending cutting-edge science with compassionate, holistic healing creating a new paradigm that empowers patients and their families with hope, dignity, and choice.

Beyond Conventional Care: Integrative & Precision Oncology

At its core, AOHC is built on the belief that cancer treatment should be as unique as the individual facing it. This belief has shaped its pioneering approach: integrative oncology where established medical therapies meet evidence-based complementary care. Here, traditional strengths of surgery, chemotherapy, radiation therapy, immunotherapy, and targeted precision treatments are paired with supportive care such as nutrition guidance, stress

management, yoga and meditation therapies and tailored lifestyle changes.

This fusion isn't about replacing conventional medicine, it's about enhancing it with heart and humanity, helping patients manage side effects, improve quality of life, and nurture inner strength throughout their journey.

Redefining cancer treatment with integrative therapies, precision medicine, and holistic patient-centered care approaches

Personalised Healing: From Biomarkers to Hope

Cancer isn't one disease, it's many. AOHC's strategy begins where many others end: understanding the molecular and genetic fingerprint of each tumour. Through advanced

diagnostics like genomic sequencing and liquid biopsy, AOHC identifies specific molecular drivers of disease, enabling highly personalized care plans that target cancer with precision. This precision oncology framework ensures that treatments are not just powerful, they're smart, efficient, and tailored to the person's biology. It's a science-driven process, but it's ultimately about enhancing outcomes, reducing toxicity, and preserving hope.

A Whole Person Approach

What truly differentiates AOHC is its dedication to healing the person, not just the disease. Alongside molecular-level strategies, patients receive multidisciplinary support including:

- Holistic therapies rooted in the Indian tradition and evidence-based practice
- Counselling & emotional support for both patients and families
- Scientific lifestyle coaching including diet, exercise, and meditation
- Long-term relapse prevention and survivorship care

AOHC's philosophy recognises that cancer affects the body, mind, and spirit. By addressing all three, the centre fosters resilience, helping patients live fully during treatment and beyond.

Voices of Courage

Across its corridors, stories of triumph quietly echo. From early detection success to powerful recoveries, patients testify not only to clinical milestones but to the renewed sense of agency and peace they discovered along the way. These are healing narratives that remind us: medicine heals tissue but empathy heals hearts.

Global Vision, Local Roots

Though rooted in Gurugram, AOHC's reach extends well beyond, welcoming patients from across India and around the world seeking world-class, comprehensive cancer solutions. Accredited partnerships, global collaborations, and an expanding footprint make it a destination for those seeking innovative cancer care with compassion at its core.

A New Chapter in Cancer Care

Art of Healing Cancer is not just a medical centre, it's a movement toward hope, humanity, and healing. In an age where medicine often feels clinical and distant, AOHC reminds us that the true art of healing lies in seeing the person behind the diagnosis, and nurturing not only life but quality of life.

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This Feature is curated by the Brand Team of Outlook Publishing India Pvt. Ltd.



How AeroNero Solutions Is Scaling Science-Backed Atmospheric Water Generation For Lasting Water Security

Dr. Durga Das, Founder and CEO of AeroNero Solutions, is driven by a singular conviction: that the world's most pressing challenges demand solutions that are both scientifically rigorous and human-centric. Through AeroNero's pioneering Atmospheric Water Generation (AWG) platforms, she is redefining how clean, alkaline drinking water is produced—directly from air—enabling communities, institutions, and nations to achieve true water independence. By combining deep science, decentralized infrastructure, and strategic partnerships, Dr. Das is helping shape a future where access to nutritious, sustainable water is universal, resilient, and permanent.

By Journalist Rohan Kumar

Q: You've worked across technology, sports, and entrepreneurship. What keeps you going?

Ans. Purpose, passion, and perseverance. Whether I was building technology companies in Silicon Valley for over 25 years, captaining competitive cricket teams in India and the United States, or launching ventures from a young age, the common thread has always been impact. I have an unshakeable belief that disciplined business thinking—when guided by ethics and empathy—can solve large-scale social problems. My parents instilled in me a deep sense of service early on. Titles and roles may change, but my internal compass has always pointed toward inclusion, resilience, and meaningful change. That belief continues to fuel me every day.

Q: What exactly is "hidden water scarcity"?

Ans. Hidden water scarcity is the silent, chronic lack of reliable access to clean, safe drinking water in everyday life. It does not always present itself as drought or crisis headlines, yet it steadily erodes health, weakens immunity, impairs cognitive development, and reduces productivity—especially among women and children. More than two billion people live under water stress today. The real tragedy is that this scarcity is often invisible, normalized, and therefore ignored. Addressing it requires rethinking water itself—not as a centralized, extractive resource, but as a renewable one.

Our solution is simple in concept and profound in impact: generate water from the air people already breathe.

Using humidity and bio-mimetic principles inspired by desert plants and organisms, AeroNero systems integrate condensation, desiccation, multi-stage purification, and mineralization to deliver safe, alkaline drinking water—locally, reliably, and at scale.

Q: What does this look like in action?

Ans. In India, AeroNero systems are already operating across homes, offices, schools, ships, military outposts, and disaster-prone regions—demonstrating reliability across varied geographies and demanding use cases. Globally, we are scaling deployments into refugee camps, remote islands, and high-density urban environments where conventional water infrastructure is fragile or unavailable.

The results are measurable and meaningful: improved health outcomes, a sharp reduction in dependence on water tankers and bottled water, and consistent access to potable water even in low-humidity conditions. Today, over 450 active installations deliver clean, alkaline water daily, with a clear roadmap to 4,000 installations by March 2026. Beyond access, the impact is systemic. By generating water from air, we significantly reduce pressure on rapidly depleting groundwater sources, cut carbon emissions associated with water transport and treatment, and eliminate large volumes of single-use plastic.

This is how lasting change is built—one liter, one household, one informed choice at a time.

Q: What makes AeroNero's approach fundamentally different?

We apply deep-tech rigor to a deeply human problem. Our objective is not short-term charity or symbolic interventions—it is to catalyze permanent, systemic change and then enable local ecosystems to sustain it.

Sustainability is non-negotiable. We do not merely deploy machines; we build end-to-end water ecosystems where technology, policy, markets, and communities move in alignment. We listen before we design. We co-create solutions that respect local context rather than forcing one-size-fits-all models.

By integrating AI, IoT, hybrid



AERONERO™
life·water

renewable energy systems, and advanced materials science, we maximize efficiency and reliability. Equally important, we choose partners who share our values. Respect, accountability, and long-term thinking define how we operate. That is our differentiation.

Q: You're working with high-profile ambassadors like Ricky Kej. What does that bring to the mission?

Water should not be perceived as utilitarian or uninspiring—it can be aspirational, joyful, and deeply planet-positive. With three-time Grammy Award winner Ricky Kej as advisor and brand ambassador for AeroNero 2.0, we are re-imagining how people emotionally connect with hydration, nutrition, and sustainability.

Together, we are launching next-generation systems that unite science, taste, and environmental responsibility, while driving a shared commitment to bring clean, nutritious water to 200,000 homes. I believe this will create a powerful snowball effect—transforming awareness into action and momentum into scale—evolving into a global movement that places sustainable, air-to-water solutions in homes worldwide over the next 24 to 48 months.

Clean water can—and should—be exciting. And when sustainability becomes desirable, adoption doesn't just grow—it accelerates exponentially.

Q: How is AeroNero approaching global expansion?

Ans. Our expansion strategy is deliberate and phased, focused on delivering water independence, not just market entry. We have recently accelerated our presence in Singapore, which serves as our Asia-Pacific headquarters and

a strategic hub for ASEAN and beyond.

Active expansion is underway or planned in Mexico, the United States, Mauritius, GCC countries, and Portugal, prioritizing regions facing acute water stress, climate vulnerability, tourism pressure, and remote access challenges.

By partnering locally—leveraging regional knowledge, distribution strength, and policy alignment—and adapting our technology across varying humidity and climatic conditions, we are building resilient, decentralized water infrastructure that turns air into a dependable source everywhere.

Q: Tell us about co-founding the Global Air Water Generation Initiative (GAWGI).

Ans. Alongside visionary leader Ravi Karkara, AeroNero's Chief Global Strategist and Author AI For Food, I co-founded the Global Air Water Generation Initiative (GAWGI) to unite governments, industry, academia, and civil society around a shared response to the accelerating global water crisis.

Launched on World Environment Day, GAWGI positions Atmospheric Water Generation as a renewable, climate-resilient solution—harvesting potable water directly from air humidity, independent of groundwater and surface water depletion.

Our mission is to drive policy advocacy, foster innovation ecosystems, convene global summits, and catalyze partnerships that make AWG scalable, affordable, and mainstream. By democratizing access to clean water, we are reshaping industries, strengthening climate resilience, and turning a global crisis into an opportunity for sustainable progress.

Q: One quote you live by?

Ans. "Understand deeply. Build deliberately. Execute relentlessly." In the work we do, action creates momentum—and momentum saves lives. Perfection can wait. Water independence cannot.



RupeEcom Empowers Small Businesses With AI-Driven App Solutions

Affordable digital tools enable any business to launch a mobile app in just minutes

In today's digital-first world, every business deserves an online presence. Whether you run a factory, hotel, garment store, grocery shop, or food business, being online is no longer optional—it's essential. While websites are widely available, maintaining them often requires extra support. Listing products on major platforms comes with high commissions, leaving small businesses dependent on platforms that control crucial technology.

RupeEcom addresses this gap by offering a complete e-commerce solution without commission fees. For a fixed monthly subscription of just ₹999, businesses receive a dedicated mobile app for Android and iOS, along with a website, ready in just five minutes. Using easy-to-select templates, businesses can launch their online presence quickly, with all the tools needed to compete with major players.

Founded in Nellore, Andhra Pradesh, RupeEcom emerged from the challenges faced by small-town

entrepreneurs. Inspired to make cutting-edge technology accessible to everyone, the startup spent two years building a fully powered

RupeEcom is transforming small businesses with an AI-powered, Instagram-enabled e-commerce platform. For just ₹999 per month, entrepreneurs can launch their own mobile app and website in minutes, eliminating commissions and enabling faster, independent digital growth.

e-commerce engine. Today, it offers a comprehensive suite including an admin dashboard, consumer app, delivery app, business app, AI-based notification system, integrated Instagram Reels, and a homegrown live tracking engine.

A key differentiator is RupeEcom's unique pipeline, which automates app building and publishing to the Play Store in just five minutes. This speed and reliability win customers' trust, allowing for rapid bug fixes and instant updates. Businesses using RupeEcom can run their own app, reaching customers more effectively than with a website alone.

RupeEcom continues to innovate with features like AI-generated notifications, Instagram Reels integration, and live tracking for deliveries. These tools help businesses stay connected with customers, showcase their products, and manage logistics efficiently. Small food vendors, milk suppliers, and local retailers are already seeing tangible growth, often competing with larger brands in their regions.

Since going live a year ago, RupeEcom has onboarded over 300 customers across Tier 1, 2, and 3 cities. The platform supports transactions worth ₹10 million per month through cash and digital payments like PhonePe. Entrepreneurs, particularly youth in smaller towns, are using RupeEcom to start their own apps, share journeys on social media, and earn steady incomes of up to ₹60,000 monthly.

RupeEcom's mission is clear: empower businesses to control their digital destiny without relying on high-commission platforms. By combining affordability, advanced technology, and ease of use, it is redefining online business in India, giving entrepreneurs everywhere a fair chance to succeed.

RupeEcom also focuses on customer success by continuously updating features based on market trends. From seasonal promotions to personalized app experiences, businesses can engage customers more effectively, build loyalty, and scale operations without worrying about technical complexities or high costs.

From Responsibility To Returns: Rethinking CSR In India

In conversation with Co-Founders of The House of Tarq



India's CSR ecosystem is no longer in its formative years. With over a decade of

regulatory grounding, the sector now faces a more nuanced challenge: moving from activity to intent, and from intent to outcomes. In this conversation, **House of Tarq Co-Founders Manoviraj Singh and Lakshana Asthana** reflect on what this next phase demands - and how they approach it together.

Q: Tarq often says CSR in India is established rather than emerging. What changes as a result?

Once a system is established, the question shifts from adoption to quality. CSR today needs to move beyond compliance-led thinking toward strategic integration. What began as Corporate Social Responsibility must increasingly be viewed through the lens of something that we call Corporate Social Returns - for communities, institutions, and businesses alike. At this stage, impact is less about intent and more about design.

Q: Despite this maturity, many organisations still struggle to see outcomes. Why?

Manoviraj Singh: Because CSR often operates in fragments. Corporates, nonprofits, and communities tend to work in parallel rather than as part of a single system. This creates gaps - in ownership, in narrative, and in learning. The challenge

isn't commitment; it's coherence. Without structures that connect strategy to execution and feedback, even well-funded programmes risk underperforming.

Q: How does House of Tarq position itself within this landscape?

Lakshana: Tarq means reason, and that's deliberate. We see our role as helping organisations find their centre - the point where corporate objectives, community realities, and governance requirements intersect. That clarity allows impact efforts to move from being well-meaning to being well-engineered.

Manoviraj: That shared centre is exactly what shaped Tarq. We've built an integrated ecosystem that connects strategy, story, and solutions - because in CSR, these elements can't live in silos anymore. When intent, narrative, and execution are aligned, outcomes stop being incidental and start becoming predictable.

Insights from House of Tarq on treating CSR as a strategic business function with measurable social outcomes.

Q: What shifts when CSR is treated as a strategic function?

Manoviraj: It changes the internal conversation. CSR begins to inform risk management, stakeholder trust, and long-term resilience. Accountability sharpens and outcomes matter as much as expenditure. At that point, CSR is no longer separate from business thinking; it becomes part of it.

Lakshana: And importantly, it restores confidence for corporates and for communities. When CSR is designed with rigour, it moves from being a sidebar to becoming an asset to business, while still staying rooted in social purpose.

Q: What defines the next chapter for CSR in India?

Lakshana: Elevation comes when organisations communicate with clarity and confidence. CSR then stops sounding borrowed and starts feeling embedded. That shift, from reporting to reasoning, is what will define the next phase.

Manoviraj: India's CSR ecosystem is capable and confident today. The opportunity now is to elevate it by designing impact with reason, relevance, and responsibility.

As India's social investment landscape matures, the House of Tarq reflects a broader shift toward reasoned, outcomes-led engagement - one that treats CSR not as obligation, but as a business asset.



Engineering Intelligence For Clean Energy

Where data, foresight, and resilience converge

By Journalist Rahul Upadhyay

Engineering Intelligence Into the Future of Clean Energy

When most people look at a solar farm, they see panels. Drumil Joshi sees patterns micro-shifts in irradiance, the early tremor of a turbine bearing, a battery cell whispering its first sign of instability. For the Monitoring & Diagnostics Analyst overseeing a \$450M renewable fleet across the U.S., intelligence isn't just artificial it's engineered with purpose. A data scientist by training and an energy technologist by instinct, Drumil operates at the intersection of AI, grid stability and predictive diagnostics, where milliseconds matter and precision powers cities. His work spans 33 solar plants, 15 wind farms and two flagship battery-storage systems,

turning high-velocity telemetry into actionable intelligence for the clean-energy systems of tomorrow.

Building the Brain of the Renewable Grid

At Southern Power, Drumil designed advanced forecasting engines that redefined performance standards across solar and wind assets. His machine-learning framework built on DSOMs, ensemble learning and physics-aware models delivers accuracy levels rarely seen in utility-scale forecasting. He treats data like a living organism, one that must be cleaned, aligned, interpreted and respected.

"What excites me," he says, "is when AI stops reacting and starts anticipating."

That philosophy led to his pioneering work on the Oscillation

How AI-driven diagnostics, foresight, and resilience are reshaping utility-scale renewable energy systems

Severity Index (OSI) for battery energy storage a real-time metric that detects hidden oscillations in under a second, preventing trips and safeguarding millions in assets. His dashboards, powered by Python, Databricks, and Plotly, give engineers a cockpit-view of the grid: live gauges, trend charts, climate overlays and GPT-assisted summaries that turn complexity into clarity.

When Leadership Meets Engineering

Drumil's impact extends beyond code. His leadership shows in the way he standardizes data integrity, strengthens cybersecurity pipelines and mentors teams to think in systems rather than silos. His cross-functional approach blends engineering rigor with operational empathy the same balance seen in Outlook's stories of leaders who create technological and human impact.

His innovations in water management, turbine anomaly detection and IoT-driven solar intelligence have earned him global recognition, spotlight features and a growing voice in responsible AI for sustainability.

A Vision for Symbiotic Intelligence
For Drumil, the future is a grid that thinks one where solar inverters, wind turbines and batteries communicate in real time, learning from each other and from the world around them. "Clean energy isn't just about generation," he reflects. "It's about harmony. Prediction. Resilience."

In a world racing toward decarbonization, Drumil Joshi is not just enabling the transition he's engineering its intelligence.



Redefining Global Cancer Care: Hope Beyond Borders / Pioneering The Future Of Cancer Treatment In Asia

FUDA Cancer Hospital, Guangzhou, China in association with REKOSH Healthcare, Mumbai

The most advanced, well equipped, compassionate, hi-tech super speciality cancer treatment hospital helping and giving a new ray of hope to cancer survivors from various different countries.

Fuda cancer hospital is located in Guangzhou, China. Specialised and pioneer in Robotic Treatments, AI based targeted therapies, Minimally invasive treatments like - NanoKnife IRE, Cryoablation, Brachytherapy (nano particle radiotherapy), Latest microvascular localised interventional chemotherapy, all forms of immunotherapies, etc.

We accept foreign international patients and have our consulting clinics in India, Malaysia, Indonesia, Philippines, Thailand, Russia, HongKong-Macau and Middle-east.

We have treated more than 11500 international Cancer survivors in the last 12 years, commonly of - Breast

Cancer, Lung Cancer, Pancreatic Cancer, Liver Cancer, Kidney Cancer, Head-Neck & oral cancer, Ovarian Cancer, Uterine & Cervical Cancer, Sarcoma / Bone cancer, Throat Cancer, Esophageal / Food Pipe Cancer, Gastric / Stomach cancer, Gall-bladder cancer, Prostate Cancer, Lymphoma, Metastatic Cancers, Rare type of Cancers, etc.

We have been awarded twice as one of the best cancer treatment hospital in Asia. Our hospital holds The Norman Bethune Medal Award which is the highest recognition for excellence in healthcare.

We highly focus on developing new and advance treatments through our research and combined therapeutic approach, where we value patient's care and do our best to make sure they live a side-effects and complications free good quality life and fight to achieve cure.

We have expanded our services



广州夏大肿瘤医院
GUANGZHOU FUDA
CANCER HOSPITAL



REKOSH
HEALTHCARE

and consulting clinics in India in association with Dr. Anup Aboti and Dr. Akash Aboti, directors of Rekosh Healthcare.

FUDA Cancer Hospital, Guangzhou, China
Treating Cancer with Latest Technology, Knowledge and Care..

REKOSH Healthcare, Mumbai
Known for our expertise, Chosen for our Care

Email - support@fudahospital.in
support@rekoshhealthcare.com

Everest Composites: Engineering The Future of Infrastructure Through Advanced Composites

Three decades of innovation, scale, and multi-vertical expertise powering India's most demanding projects



Everest Composites Pvt. Ltd. (ECPL) has established itself as a trusted name in advanced composites and modern construction solutions, with a strong focus on large-scale GRC and façade projects. Founded in 1991, the company brings over three decades of experience in delivering solutions for infrastructure, public institutions, and industrial developments across India.

A key differentiator for Everest Composites is its integrated, multi-vertical capability under one roof. Operating across GRC, Façade Systems, FRP, and Prefabricated Structures, ECPL offers end-to-end support—from concept design and in-house mould-making to manufacturing and on-site execution expertise. This integrated approach ensures tighter quality

control, faster project delivery, and customised solutions aligned to architectural requirements.

ECPL's growing prominence is anchored in its GRC and façade verticals, enabling architects and developers to realise lightweight, fire-resistant building envelopes. The company delivers architectural GRC panels, jalis, domes, columns, and bespoke elements, along with unitised and hybrid façade systems combining GRC, FRP, stone, glass, and ACP. These solutions balance design flexibility with durability, making them suitable for large public developments.

Backed by three integrated manufacturing facilities spanning over 170,500 square feet, Everest Composites operates at scale with strong technical depth. Its GRC manufacturing capacity exceeds



Mr. Chandrajit Shah
Founder and Chairman, Everest Composites Pvt. Ltd. (ECPL)

70,000 square metres per annum, supported by advanced processes, stringent quality systems, and in-house execution capabilities.

The company's portfolio includes nationally significant projects such as the Maharishi Valmiki International Airport in Ayodhya, Chakeri Airport in Kanpur, the State Excise Department Headquarters in Mumbai, and the MPMM Cancer Centre by Tata Trust in Varanasi, reinforcing its credentials in high-visibility infrastructure. While FRP remains an established supporting vertical, ECPL's strategic focus continues to be on façade-led solutions for modern architecture.

The company works with leading organisations including Adani, Reliance, the Tata Group, airport authorities, Indian Railways, and prominent real estate developers and architecture firms across India. At the helm of the organisation is Mr. Chandrajit Shah, Founder and Chairman. He says, "Our vision has always been to use advanced materials to redefine infrastructure and architecture."



Chetu Builds Noida's Legacy Through Code, Talent, and Community



As Chetu, a global leader in AI and digital transformation solutions, celebrates more than a quarter of a century, the software leader's legacy shines brightest in Noida, Uttar Pradesh. This is not just because of its business achievements, such as serving clients across countries and pioneering enterprise AI solutions, but through its unwavering dedication to India's tech ecosystem and social progress. This vision comes alive through the Chetu skill centre and the Chetu Foundation, two cornerstone initiatives that demonstrate sustainable impact.

Bridging Noida's Tech Skills Gap
Amid India's IT talent shortage, with NASSCOM projecting a 1.5 million skilled worker gap by 2026, Chetu's Noida Training & Development Centre stands as a vital talent incubator. It delivers free*, rigorous training to recent tech graduates, transforming classroom knowledge into real-world skills through

6-month intensive programs featuring live projects and industry mentorship.

The program targets in-demand fields like full-stack development using React and Node.js, mobile application architecture for iOS/Android platforms, and AI technologies including machine learning models and generative AI frameworks. Many graduates join Chetu's thriving Noida campus, often in full-time roles supported by ongoing advanced training, performance bonuses, and clear career progression paths. This approach builds lasting careers and cements Chetu as a global technology powerhouse.

Empowering Noida Through Shared Success
The Chetu Foundation, the philanthropic arm of Chetu, embodies the belief that prosperity should uplift all. Centered on education, health, and community welfare, its efforts have made a positive impact in Noida through

How Chetu is building Noida's tech talent, community impact, and integrity-driven growth through innovation.

consistent, measurable community programs.

Chetu partnered with the Akshaya Patra Foundation and donated over ₹2 Crore, funding the purchase of seven electric vehicles that deliver nutritious meals to thousands of schoolchildren daily".

25 Years of Integrity-Driven Growth

Chetu's journey reflects principled expansion, with Noida fueling its triumphs—including seven Inc. 5000 Honor Roll nods. Rooted in expertise, the company promises a brighter future for both technology and community alike.

*Terms and conditions apply

Architect Of Accessibility In The Ai Era

How Suman Debnath Bridges Research, Infrastructure, and Developers



At a time when nearly every organization is racing to define an AI strategy, Suman Debnath has chosen a more grounded and enduring mission: ensuring people genuinely understand the systems they build. Positioned at the intersection of advanced research and real-world engineering, he focuses on translating complex AI concepts into practical, usable tools that developers can trust and deploy with confidence. His work consistently emphasizes clarity, responsibility, and long-term value over short-lived experimentation.

Currently serving as Head of Developer Relations and Technical Lead for Machine Learning at Anyscale, and formerly Principal Developer Advocate for Generative AI at Amazon Web Services, Suman has played a pivotal role in shaping how modern AI moves from theory into production. His career spans open-source infrastructure, enterprise-grade platforms, and global developer education, always guided by a strong commitment to accessibility, reliability, and trust at scale.

During his tenure at AWS, Suman made significant contributions to Amazon Bedrock Knowledge Bases, enabling enterprises to connect proprietary data with large language models through streamlined, zero-setup Retrieval-Augmented Generation workflows. This foundational work helped organizations move beyond proof-of-concepts toward secure, scalable AI deployments. He was also closely involved in the launch



of Strands Agents, an open-source framework for building production-ready agentic AI systems, where he guided developers on evaluation loops, orchestration patterns, and infrastructure reliability.

Suman is equally recognized for helping frontier AI models reach developers responsibly. Through collaborations with leading AI organizations and deep technical co-presentations at major global events, he has consistently broken-down state-of-the-art capabilities into clear, actionable, practical guidance for thousands of practitioners worldwide.

Education remains central to his impact. Driven by the belief that technology is only as powerful as the community that understands it, Suman has built a substantial learning footprint. His widely

Translating advanced AI research into trusted, scalable infrastructure and practical tools for developers worldwide

adopted free Code Camp course on multimodal RAG and embeddings has become a go-to resource for developers seeking to build robust, end-to-end generative AI systems, and was later adapted by other leading learning platforms.

Beyond platforms and publications, Suman's influence is deeply felt within the global developer community. He has delivered over a hundred keynotes, workshops, and technical deep dives across premier conferences, consistently prioritizing reproducibility over spectacle. His sessions emphasize real code, measurable benchmarks, and deployment realities, helping teams avoid fragile prototypes. As a mentor with IEEE Student and Young Professionals, PyData Global, and other technical communities, he actively guides early-career engineers in validating ideas, strengthening research, and navigating ethical deployment. Trusted as a judge at high-impact forums such as AI for Good hackathons, Suman continues to champion responsible innovation while shaping the next generation of AI builders.

Building Institutions That Serve The Nation

How Ramya Ramachandren is shaping education, healthcare, and social impact



Mrs. Ramya Ramachandren represents a new generation of Indian education leaders who combine institutional vision with deep social responsibility. As Vice Chairperson of the Saraswathi Group of Institutions (SGI), Hapur, Uttar Pradesh, she has played a pivotal role in building an integrated ecosystem that brings together education, healthcare, and community service with a clear focus on long-term societal value.

In addition to her leadership at SGI, Mrs. Ramachandren serves as Trustee of the Saraswathi Ammal Educational and Charitable Trust, Chennai; Trustee of the Academy of Maritime Education and Charitable Trust (AMET), Chennai; and Managing Trustee of the Shri Ayyanar Educational and Charitable Trust, Ghaziabad. Across these roles, her guiding belief remains that institutions must extend beyond campuses to serve society.

Under her stewardship, SGI has grown into a comprehensive platform covering medical education, healthcare, nursing, pharmacy, allied health sciences, maritime education, and philanthropy, with a focus on academic excellence, ethical care, and measurable community impact.

At the core of this ecosystem is the Saraswathi Institute of Medical

Sciences (SIMS), the flagship medical college and teaching hospital under SGI. Under her leadership, SIMS has emerged as a high-impact institution with 250 MBBS seats and a 1,250+ bed hospital, strengthening India's medical workforce while delivering affordable tertiary care to lakhs of patients across western Uttar Pradesh. It was ranked the third-best medical college in the state by Dialogue India in 2018.

Beyond medicine, Mrs. Ramachandren has helped build a full-spectrum health sciences ecosystem. The Saraswathi Institute of Paramedicals trains allied health professionals in key disciplines such as operation theatre technology, CT scan technology, optometry, and sanitation. The Saraswathi College of Nursing offers programmes including B.Sc. Nursing, Post-Basic B.Sc. Nursing, ANM, and GNM, while the Saraswathi College of Pharmacy provides D.Pharm, B.Pharm, and M.Pharm programmes aligned with evolving healthcare needs.

Quality and governance remain central to her leadership. Institutions under SGI hold NABH, NABL, and ISO certifications, reflecting strong systems for patient safety, laboratory standards, and institutional management.

Mrs. Ramachandren's contributions have earned wide



Mrs. Ramya Ramachandren
Vice Chairperson,
Saraswathi Group of Institutions
(SGI), Uttar Pradesh
Trustee, Saraswathi Ammal
Educational & Charitable Trust,
Chennai
Trustee, Academy of Maritime
Education and Charitable Trust
(AMET), Chennai
Managing Trustee, Shri Ayyanar
Educational & Charitable Trust,
Ghaziabad

national recognition, including the Best Medical Excellence and Philanthropist Award 2025 at the HT Bharat Nirman Conclave, the Best Educationalist and Philanthropy Award 2025 by Dainik Jagran, and the Notable Personality of the Year 2024 by Business Talkz Magazine. SIMS has also been recognised as the Best Affordable Medical Institution of the Year 2024 at the Six Sigma Excellence Awards.

Beyond institutional growth, she champions humane, people-first philanthropy through her trusts, nourishing nearly 400 individuals daily via a community nutrition programme. With education, healthcare outreach, scholarships, and empowerment at its heart, her service restores dignity, strengthens hope, and creates lasting opportunity for underserved communities everywhere today.

GenAI & LLMs: Reimagining The Architecture Of Beyond 5G Networks

As global networks move from early 5G deployments toward the expansive frontier of Beyond 5G (B5G) and 6G, a profound technological shift is beginning to take shape. Connectivity is no longer defined only by speed or coverage, it is being re-engineered to think, adapt, and evolve in real time. At the centre of this transformation lies the growing influence of Generative AI (GenAI) and Large Language Models (LLMs), technologies that are rapidly becoming foundational to the future of telecommunications.

Editors and authors of the upcoming Springer book title "GenAI and LLMs for Beyond 5G Networks" explore this evolution through a unique lens: the idea that next-generation networks will behave less like rigid pipelines and more like intelligent systems capable of reasoning, predicting, and self-optimizing. Their work reflects a future where AI is not an add-on but a native ingredient woven into every layer of network design.

The book covers one of the most significant shifts which is happening at the edge. Modern workloads: autonomous mobility, industrial automation, immersive digital environments; demand decisions within milliseconds. The research highlights how compressed GenAI models running on edge accelerators can enable

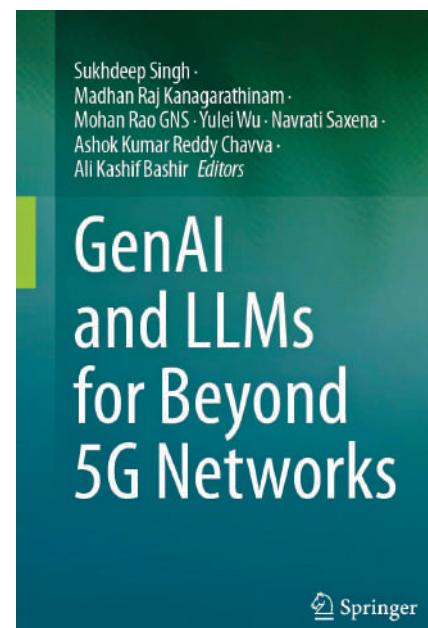
Introducing a book on
"GenAI and LLMs for Beyond
5G Networks"



this, using techniques such as quantization, model distillation, LoRA based personalization, and federated fine-tuning. These advancements signal a move toward networks that interpret context instantly, rather than relying solely on distant cloud infrastructure.

The radio access network (RAN) is also being reshaped, as discussed in the book. As AI workloads intersect with classical signal processing, the line between neural operations and communication algorithms begins to blur. With GPUs, vector processors, and emerging accelerators supporting both domains, the RAN of the future becomes a programmable, inference-driven platform capable of dynamic beam control, adaptive scheduling, and real-time optimization.

**Exploring how
GenAI and LLMs
embed intelligence,
adaptability, and
reasoning into
beyond-5G network
architectures**



Yet intelligence brings responsibility. GenAI introduces new opportunities for security, but also new risks. The authors and editors of the book emphasize the need for guardrails: robust encryption, explainability, regulatory alignment, and defences against adversarial inputs. Trustworthy AI will be essential for mission-critical networks.

Alongside this, generative digital twins, intent-driven orchestration using LLMs, and semantic communication models reveal how AI can elevate network operations from reactive to anticipatory. These are not speculative ideas. They are emerging realities across research labs and industry platforms worldwide.

"The next generation of networks will not just move data, they will understand why it matters."

As B5G and 6G unfold, the insights captured in this work offer a glimpse into a future where connectivity becomes intelligent, adaptive, and deeply aligned with human needs.

Link to the book: <https://link.springer.com/book/9783032064172>

AI and the Rising Wave Of Cybercrimes

Expert Insights by Advocate Kanhaiya Singh, Founder – Kanhaiya Singh Law Offices



Artificial Intelligence has quickly become central to digital transformation, bringing speed and innovation—but also enabling a new wave of cybercrimes. Supreme Court Advocate-on-Record Kanhaiya Singh, a leading expert in criminal, financial, and techno-legal matters, explains how AI is accelerating cybercriminal activity in India.

Hailing from Auraiya, Uttar Pradesh, Advocate Singh has built an inspiring career, now serving as a respected AOR at the Supreme Court. He has argued over 400 criminal appeals before the Delhi High Court and Supreme Court, handling cases under NDPS, Customs, PMLA, FEMA, FERA, Income Tax, Benami Transactions, and major financial irregularities. His contribution includes several landmark cases including the Constitutional Bench decision.

As the nature of cybercrime evolves, Singh highlights the key AI-driven threats that legal and enforcement agencies must address urgently:

1. Deepfakes & Identity Fraud: AI-generated deepfakes have become so realistic that even trained professionals struggle to identify them. Criminals use them for impersonation, financial fraud, and reputation damage. This raises serious legal issues under identity theft and defamation laws.

2. AI-Driven Phishing & Voice Cloning

AI enables scammers to create perfect phishing messages and voice clones. Victims often believe they are speaking to family members, bank officials, or government staff.

3. Self-Learning Malware & Automated Attacks

AI-powered malware can adapt and evolve, bypassing traditional security systems. Since these systems learn autonomously, establishing criminal intent becomes a major challenge for investigators.

4. OTP Theft & Fake Application Scams

AI bots can automate OTP extraction and crack authentication layers. Recently, fake APK apps mimicking government platforms have led

to large-scale data theft and financial losses.

5. Legal & Jurisdictional Gaps

Our laws were not drafted with AI-led cybercrimes in mind. Cross-border servers, anonymized networks, and algorithmic decision-making complicate jurisdiction and prosecution. We urgently need updated, AI-specific legislative frameworks. The jurisdiction has to be enhanced in a way to incorporate international agencies to work together, as a Universal mechanism for the World, to fight with the massive abuse of AI originated crimes. The efforts should be on the lines of curbing terrorism and to counter all such attacks whichever comes.

'Predictive' policing and criminal 'prediction' systems is a new tool which could be utilized to curb this menace.

Beyond litigation, Advocate Singh serves as Arbitrator at DIAC. His deep understanding of cyber law, financial crime, and regulatory frameworks places him at the forefront of discussions on AI governance.

As India moves deeper into the digital era, Singh emphasizes the need for stronger safeguards:

"AI is a strong asset and meant to be future—but without clear guardrails, it has the velocity to destroy the settled."



Building The Invisible Layer Of Collections: Kannan Sriraman's Spocto X Journey

Engineering AI-driven collections systems that scale quietly, stay compliant, and respect human outcomes



When a borrower receives a reminder, it feels like a single moment—a message, a call, a link to pay. Behind it sits an entire system making quiet decisions: which channel to use, what to say, when to say it, and how to stay compliant while keeping the conversation respectful.

That "invisible layer" is where Kannan Sriraman works. Since joining Spocto X in June 2022, he has helped build Spocto X—an end-to-end debt collections platform powered by AI agents—through its 0-to-1 foundation, its 1-to-10 expansion, and now a phase defined by scale.

A Career Built on the Last Mile
Kannan's engineering story has always stayed close to real-world constraints. He began with embedded systems—building handheld devices that helped field officers and bank teams serve customers in remote areas. He later moved into product development, spanning unified messaging and NLP-led sentiment

analysis. At Aruba Networks (HPE), he helped shift network management from on-prem to cloud—an education in reliability at enterprise scale. After a stint at PayPal, he brought that same mindset to Spocto X.

Building Spocto X: From Scratch to 30M+ Touchpoints a Day
At Spocto X, the task was clear—and tough: build a collections product vertical and the team behind it from the ground up. Over the last 3.5 years, Kannan has helped onboard 60+ clients and deliver multiple milestone releases, turning Spocto X into a platform built for institutions.

Today, Spocto X handles ~30 million communication touchpoints a day—messages, calls, and digital nudges—while driving continuous improvement in collection efficiency and system efficiency. His key learning: at scale, innovation only counts when it improves outcomes for customers, agents, and lenders. The engineering stack reflects that scale: real-time analytics

Kannan Sriraman
Director – Software Engineering, Spocto X (A Yubi Company)

"At scale, collections isn't about louder outreach—it's about better decisions, made responsibly."

(Pinot), high-performance services (Go), and workflow orchestration (Temporal).

The Vision: Agentic AI, Global Scale, Human Outcomes

Looking ahead, Kannan sees the next chapter as agentic collections—AI agents that recommend the next best action, personalise outreach responsibly, and free human teams to focus on disputes, hardship, and resolution. For Spocto X, the ambition is international expansion without losing what matters in recovery: clarity, consent, and dignity.

Micro Labs: Broadening The Arc From Prescription Medicine To Everyday Wellness

Micro Labs has built its reputation as one of India's largest privately held pharmaceutical companies by doing the fundamentals well—and doing them consistently. With revenues close to ₹6,000 crore and a team of over 13,000 employees, the company has strengthened its position through leadership in formulations, deep API integration, disciplined cost management, and steady investments in automation and Industry 4.0. These capabilities have helped preserve operating stability across chronic therapies and have now created the platform for the company's next chapter: a measured move into consumer wellness alongside a sharper international push.

At the centre of Micro Labs' journey are brothers Dilip and Anand Surana, who have guided the company for more than three decades. Their focus on manufacturing quality, regulatory rigour, and therapeutic depth enabled Micro Labs to secure approvals from global regulators such as the US FDA, UK MHRA, and Australia's TGA. Over time, this approach transformed the company from a largely domestic formulations business into a healthcare organisation operating in over 30 countries, with direct market presence across 20 geographies.

As the company prepares for its next phase, a new generation is stepping into defined leadership roles. Diya Surana is driving strategic initiatives and digital integration, while Ashna Surana is strengthening international operations and regulatory alignment. Together, they are adding contemporary capabilities to an operating model that has already demonstrated resilience and scale.

"This is not about passing the



Dilip Surana, CMD, Micro Labs

company's emphasis on addressing medical needs through scalable, home-grown solutions.

Consumer health is emerging as another strategic growth lever. Through its Micro Wellness division, the company is working to extend the trust built in prescriptions into everyday consumer use. Entry into categories such as cough and throat care, gastro remedies, and topical pain relief marks the first phase of this transition. A house-of-brands model underpins the strategy, with select prescription brands adapted for consumer markets while retaining familiar price positioning, pharmacist confidence, and visibility at the retail counter.

Supported by the enduring success of brands like Dolo, Micro Labs is also preparing a steady launch pipeline over the next three to five years. In parallel, it is selectively expanding into new international markets to broaden revenue streams and reinforce long-term stability.

Dubai's Innova And The Rise Of AI Education

How Innova prepares globally relevant graduates for an AI-driven future



In the fast-evolving education landscape of the Middle East, Innova Training Institute, Dubai, is quietly setting a new benchmark for future-ready learning. Recognised by KHDA and accredited by Pearson UK, Innova has quickly built a reputation for merging international academic credibility with the dynamism of Dubai's innovation ecosystem.

From Accreditation to Application
For years, Dubai has been a magnet for students seeking global exposure and employable skills. But as the conversation shifts from degrees to digital fluency, Innova stands out for its bold pivot toward AI-enabled education. Beyond its Pearson-certified diploma and degree pathways in Business, IT, and Management, the institute has introduced a powerful suite of long-term and short-term advanced programs that are redefining skill readiness in the era of generative AI including the 1 year AI Automation program which is approved by KHDA and endorsed by Institute of Analytics.

Each course blends academic structure with real-world execution, training learners to build rather than just learn. Whether it's designing intelligent agents and workflow automations, building brands



Panel discussion at Innova's AI Automation Conference in Dubai

using AI-driven marketing tools, or crafting cinematic stories through AI cinematography, Innova's new curriculum represents a decisive leap toward experiential, project-based learning.

Industry-Led Design, Global Mentorship

Behind these programs lies a leadership team that bridges academia, innovation, and industry. Amit Singh, an IIM Ahmedabad alumnus and patent holder in the US and Singapore, brings to Innova his deep expertise in applied generative AI and automation. Working with him is a team of IIT alumnus and notable industry experts, known for their contributions to AI engineering, machine learning, and creativity, who are helping shape course frameworks that balance academic rigor with market relevance.

Under the guidance of Amritesh Singh, Director of Innova, the

Empowering students with AI-driven skills, experiential learning, and global industry-ready expertise

institute has also deepened its engagement with industry through collaborative events, forums, and live projects, ensuring that every learner interacts with the technologies and challenges driving modern business. "Our goal," says Amritesh, "is to ensure that by the time students graduate, they're already contributing meaningfully to AI-enabled workflows and creative industries."

Shaping the AI-Native Generation
Among the standout innovations is Innova's AI Storytelling Mastercourse, a first-of-its-kind program that unites film professionals and AI technologists to train the next wave of digital storytellers. Here, learners move seamlessly from mastering the understanding of camera movement, lighting, sound, and storytelling to prompt-based generation, skills that blend art and automation. Similarly a vibe coding program merges design and development with the help of AI.

It's this fusion of creativity, computation, and credibility that positions Innova Training Institute as a pioneer in the AI-driven education frontier. With Dubai as its classroom and global mentors as its compass, Innova isn't just teaching the future, it's helping shape it.

Accex Redefines Supply Chain Execution for India's Manufacturing Moment

"India is building capacity at scale. The winners will bring capability at scale." Says Samarnath Jha, CEO, Accex Supply Chain Solutions.



India's supply chain landscape is undergoing an orbital shift. As Make in India, PLI-led manufacturing, and export-oriented growth gain momentum, the real challenge has shifted from capacity creation to execution at scale. Accex Supply Chain Solutions recognised this inflection early and built its strategy around one core belief: India's growth will be won by companies that deliver capability, consistency, and agility, in addition to infrastructural innovation.

Led by CEO Samarnath Jha, Accex has positioned itself as a technology-led supply chain solutions company focused on simplifying complexities for industries where tolerance for error is near zero and adding economic value for its customers. From Life Sciences to Chemicals, Defence, Energy, High-end luxury, and Heavy industrials, Accex operates in environments where compliance, traceability, and predictability are business-critical.

From Capacity to Capability
India is expanding its logistics infrastructure and warehousing capacity, but operational consistency is yet to get its due focus. Fragmented data and periodic compliance checks still reign. Accex's philosophy challenges this model.

"At Accex, simplifying complex operations is our differentiator," says Jha. "We focus on building systems

where technology, governance and reliable performance are embedded into daily operations."

Accex's work today spans supporting global inventory flows, port-adjacent facilities for export-driven sectors, and inland clusters shaped by Make in India and PLI incentives. What differentiates Accex is not just capacity or customisation, but the ability to deliver consistent and agile outcomes, regardless of location, sector, or scale.

Product-Led Supply Chain Solutions
Accex operates through two strategic lenses: sector focus and product-led delivery. While sector expertise allows it to handle highly regulated and complex environments, the product approach simplifies adoption and speed.

Its offerings range from bonded and SEZ facilities to general warehousing, complemented by a flexible product that allows customers to start operations within a week—dramatically reducing the industry-average onboarding time of three to four months. Standardised infrastructure, programmatic design, plug-and-play features and deep integration with Accex OneView technology enable this acceleration.

Technology That Governs, Not Just Tracks
At the heart of Accex's operating model is OneView, its proprietary



technology platform. Unlike traditional logistics systems that record historical data, Accex OneView is designed to govern execution in real time.

Accex OneView facilitates the integration of storage, distribution, audit requirements, bonded/SEZ activities, and partner operations into a single interface, offering customers real-time visibility across their entire supply chain. Early flagging of deviations, creation of automated audit trails, and faster and more reliable decision-making are the core functions of this platform.

An India-First Growth Thesis
While many players chase global abstractions, Accex remains firmly committed to the India supply chain growth story. As manufacturing deepens and exports rise, Jha sees a long runway ahead.

"India is building capacity at scale," he says. "The winners will be those who bring capability at scale."

For Accex, the mission is clear: To be the execution partner for complex industries—Indian and global—helping convert national intent into operational reality. If India is to compete globally, reliability and agility will matter as much as scale. That is the space Accex is building for, with the expertise of its talent pool and the technologically superior tools that they deploy.

Engineering Business Transformation Through Intelligent Technology

Debashis Jha blends architecture, AI, and strategy to drive impact

When organisations speak about digital transformation, the conversation often revolves around platforms and tools. Far less attention is given to the professionals who architect the systems that make transformation effective and lasting. Debashis Jha is one such technology leader, known for blending deep technical expertise with strategic business thinking.

With over 15 years of experience, Debashis currently serves as a Technical Architect at HCLTech Americas, where he drives innovation through Salesforce and AI-driven platforms. His focus lies in simplifying complex enterprise processes and delivering customer-centric outcomes. From optimising telecom workflows using Agentic AI to building real-time health dashboards for global healthcare organisations, his work consistently translates technology into tangible business value.

Debashis approaches technology with a people-first mindset. He believes that well-designed systems should empower teams, improve decision-making, and remove operational friction. This philosophy has guided his work across diverse industries, including Telecom, Healthcare, SaaS, CPG, and Retail, where he has helped organisations align IT strategy with business objectives.

Before joining HCLTech, Debashis held leadership roles at ServiceTitan, Helen of Troy, Rackspace, and Accenture. During this phase, he led initiatives that redefined lead-to-revenue journeys, automated partner onboarding, and enhanced operational efficiency at scale. His ability to translate complex requirements into scalable solutions positioned him as a trusted advisor to business and

Driving enterprise growth by integrating AI, architecture, and strategy for impactful digital transformation

technology leaders alike.

An alumnus of the National Institute of Technology, Tiruchirappalli, Debashis blends a strong engineering foundation with a forward-looking vision. Certified in Salesforce AI, Data Cloud, Health Cloud, and Scrum Product Ownership, he remains committed to staying ahead in a fast-evolving digital landscape. He has also authored research papers on Multi-Tenant Billing and Master Data Management in CRM, underscoring his expertise in secure, scalable



enterprise architectures.

Beyond his corporate achievements, Debashis brings a creative perspective to his professional identity. He is the author of *Incomplete NRI*, a pre-print book that chronicles his personal journey across continents, cultural transitions, and reflections on identity. Written with honesty and subtle humor, the book adds depth to his profile by revealing the human experiences behind a global technology career.

At the heart of Debashis Jha's work is a passion for solving real-world problems. Whether automating billing dispute resolution or orchestrating seamless customer success journeys, he focuses on creating solutions that deliver meaningful impact. As businesses move toward digital-first models, Debashis continues to shape smarter enterprises through thoughtful architecture, intelligent automation, and a clear focus on outcomes.

His journey reflects a balanced blend of innovation, discipline, and empathy, qualities increasingly essential in modern enterprise leadership. By staying grounded in fundamentals while embracing emerging technologies, Debashis exemplifies how architects can influence growth, resilience, and long-term value across global organizations in an evolving digital economy.

VCMint: Pioneering Founder-Led Approach for Startup-Investing

Aditya Vuchi, an entrepreneur turned investor shares his journey and learnings from building companies and investing in 40+ early-stage ventures.



can emerge from diverse problem spaces.

Q: What is your investment philosophy, and how does it shape VCMint's approach to early-stage investing?

We follow an evidence-driven investment philosophy. We typically don't invest at the idea stage; instead, we prefer to enter once there is a real product and early customer behaviour to analyze. Evidence outweighs decks. We look for founders with clarity of thought, strong unit economics, a capacity for continuous learning, and operating in durable, meaningful markets. We make a few high-conviction bets and stay deeply involved – helping with GTM, pricing, customer insights & building leadership teams for the startup.

A founder-first capital platform built on patience, operational insight, and long-term startup partnership

Q: What gap in the early-stage investment ecosystem led you to start VCMint?

I have spent most of my professional life as a founder, not as an investor, and that shaped how I view the early-stage investment landscape. What struck me early on was a clear mismatch in objectives. Most venture funds operate according to the life of the fund rather than the life of the company. Capital has to be deployed & returned within 8-10 years. This ideology creates pressure that has very little to do with what the startup actually needs at that time.

I started VCMint to address this gap. It is an operator-led pool of personal capital that gives complete flexibility without external LP constraints. Investing from my own capital allows me to

stay patient, support companies through tough times, and move at their pace.

Q: What is the size of your investment portfolio and how many companies have you invested in so far?

At VCMint, our investment philosophy is simple: back exceptional founders solving complex problems, regardless of the sector they operate in. We have invested in more than 40 companies across India, the US, and Europe, with the first cheque typically between USD 100,000 and 200,000. We have remained sector-agnostic, and it stems from a belief that transformative ideas

Q: What is your long-term vision for VCMint and its role in India's startup ecosystem?

VCMint aims to champion founder-led capital in India, by recycling experience & liquidity to back early-stage companies. This requires a mindset shift from operator to thoughtful investor, i.e., people who have built teams, managed payrolls & customer escalations and exited, now shaping next-gen companies.

This means 3 steps:

- being clear and committed to the founders.
- bridge between India and global markets, especially the US.
- share learnings openly to inspire more founder-investors.

If we do this right, VCMint will not just be judged by its portfolio, but by how many other founder-investors it inspires in the ecosystem.

Inside AlterType's philosophy Of Typography

Andy Naorem
Co-founder and ECD, AlterType Creative Ventures



OB What excites you most about the current evolution of typography in India and globally?

The rise of multi-script typefaces is fuelling a transformative phase in global typography, driven by the need for harmonious visual systems across diverse languages. With type design tools becoming easier and more accessible, the number of designers creating fonts for multiple scripts has grown significantly, leading to fresher ideas, innovative designs, and richer typographic expression.

In India as well, many independent designers and type foundries are redefining the Indic-script typographic landscape with new design approaches and forward-looking typographic ideas.

OB Why do you believe brands underestimate the strategic power of type?

Different typefaces evoke different feelings and impressions; in short, typography is how spoken language looks. The most effective typography is often invisible—it works so seamlessly that users don't consciously notice it. This creates a blind spot where brands assume, "as long as it's readable, it's fine." What they don't realize is that the emotional tone a typeface evokes shapes brand perception profoundly, even if only at a subconscious level.

OB Examples from AlterType's work

OB Where typography has shaped brand identity or communication outcomes.

Typefaces are one of the most fundamental components of visual communication design. At Altertype, good typography is at the core of how we develop effective communication whether it's typography for a print ad, supers for a brand film, or headlines for social media posts.

There are also projects where we have developed an entire brand identity using a bespoke custom typeface. The World Institute of Slowness in Norway and Takshila Educational Society in India, to highlight a few.

OB Andy's personal philosophy of type design (craft, emotion, functionality, culture).

Typeface design, for me, is the perfect blend of science and art. It demands precision, technical mastery, refinement, systematic thinking, and a deep focus on usability. At the same time, its artistic dimension brings the work to life through personality, voice, and aesthetic choices often rooted in calligraphic traditions. Drawing letterforms is an intimate and sometimes even meditative exercise.

OB How AlterType bridges advertising and typeface development under one roof — why this model matters.

Both advertising and typeface

design are highly intensive activities, but they operate at very different speeds. Advertising demands fast-paced thinking and quick turnarounds, while typeface design is slow, deliberate, and time-consuming. Bridging these two disciplines under one roof is challenging, as each requires distinct skill sets, teams, and workflows. One way to make this integration possible is to build a team of designers who can contribute to both typeface development and branding or advertising projects. Effective workflow planning, along with strong resource and time management, is essential to making this work smoothly.

We also make a continuous effort to educate our clients on the importance of typography and typefaces by sharing use cases, examples, and case studies.

OB Any future trends or predictions in typography that you believe brands should prepare for.

I believe formats like variable fonts are only at the beginning of an entirely new era of typographic expression. Designers are now creating variable fonts that do remarkable things and solve fundamental typographic challenges. And with the rapid growth of AI tools, it's not hard to predict that a major shift in how we understand, and experience typography is on the horizon.

From 400 MW To 5 GW: Kalpa Power's Blueprint To Scale

Founder Rounak Muthiyan on leveraging productised BESS and centralised digital governance to deliver both 24/7 power and ten-fold growth.



As India accelerates its renewable energy ambitions, Kalpa Power is emerging as a key player in the country's clean energy transformation. One of India's leading energy management companies, it ranks among the top five solar installers nationally. The company has set an ambitious target of scaling from ~400 MW to 5 GW capacity by 2030. Rounak Muthiyan, Founder & Director of Kalpa Power, discusses the operational blueprint for this rapid expansion.

The Vision

Our core vision is to make energy reliable, affordable, and sustainable for Indian businesses. We deliver end-to-end solutions—from design and engineering to EPC execution and asset management—across a wide spectrum, including rooftop systems and open-access parks. We have a proven track record of delivering over 1 million units of power daily.

The Blueprint

Our operational blueprint is grounded in discipline and repeatability. We have invested in standardized engineering, designs, and long-term strategic partnerships that enable us to

accelerate without compromising quality or safety. We have placed a strong digital infrastructure at the centre of our operations. This provides real-time project visibility, procurement intelligence, and performance dashboards that foster quick decisions and deploy resources where they are needed most. We are empowering regional teams while maintaining a robust central governance framework. This ensures consistency in operations, HSE, and commercial execution necessary to deliver complex infrastructure reliably at scale.

Redefining Reliability

We recently launched WATTBANK, India's first productized Battery Energy Storage Service (BESS). It aims to solve the critical 'missing link' of intermittent power. Designed specifically for C&I businesses, WATTBANK shifts the conversation from just energy savings to absolute energy reliability. It charges during the day using solar energy and automatically supplies power during the costly evening peak time, delivering a 50% saving on peak evening tariff from day one.

This system ensures that clients have 24/7 access to clean, reliable energy. BESS also helps manage fluctuations in electricity demand, improving grid stability and

reducing overloading issues. This stability is central to operational reliability for energy-intensive C&I businesses.

From Net Zero Aspiration to Action

At Kalpa, we assist clients from concepts to commissioning and handle the entire lifecycle of the power plant. We believe "Net Zero" starts with a practical business strategy, not just a slogan.

What sets us apart is our end-to-end approach.

- We begin with a detailed baseline assessment, measuring current energy consumption, emissions, and operational inefficiencies.
- Then, we design practical solutions like demand-side efficiencies, optimized hybrid renewable systems, energy storage integration, and smart energy management platforms.
- We also track key ESG and carbon metrics after commissioning and provide clients with clear reporting dashboards that fit global sustainability standards.

This approach ensures our clients confidently move from vague goals to clear milestones, measurable impact, and tangible returns on their investments.

People-First Financial Leadership In A Changing World

Building enduring enterprises through trust, innovation, and inclusive financial decision-making



Sirish Korada, Founder and Chief Executive Officer of BINDZ Consulting, represents a new generation of financial leaders who believe strong businesses are built as much on people and trust as on numbers and strategy. Based in Bengaluru and Hyderabad, he has shaped BINDZ into a forward-looking financial and Global Capability Centre organization that blends rigorous financial acumen with innovation, empathy, and a distinctly people-first ethos.

At the core of Sirish's leadership philosophy lies a simple but powerful belief: organizations thrive when they are built for people, by people. He is a committed advocate of servant leadership, fostering cultures where hierarchy gives way to collaboration and every voice is encouraged to contribute. Under his stewardship, BINDZ has evolved into a workplace where employees are not treated as resources, but as stakeholders in a shared journey, empowered to think independently, question assumptions, and lead with ownership.

Sirish brings a rare balance of strategic insight and human understanding to every engagement. With experience spanning investment advisory, risk management, technology



enablement, and strategic consulting, he views challenges through both a macroeconomic lens and a ground-level operational perspective. This duality allows him to simplify complex financial realities into clear, actionable direction, earning the confidence of founders, CXOs, and boards navigating growth, uncertainty, and transformation.

Breaking away from traditional consulting models, Sirish has played a pivotal role in redefining how Global Capability Centres are conceived and scaled in India. Through BINDZ's Build-Operate-Transfer model, he has helped global enterprises access world-class financial talent while maintaining governance, agility, and long-term sustainability. His approach reflects a broader conviction that finance should not merely report performance, but actively influence and shape business outcomes.

Equally central to Sirish's vision is the responsibility organizations hold

Building enduring enterprises through trust, innovation, and inclusive financial decision-making

toward society. He remains deeply committed to ethical leadership, inclusive opportunity creation, and long-term talent development. Mentoring young professionals, encouraging continuous learning, and building value-driven teams are integral to his belief in institutions that endure beyond short-term metrics.

Today, Sirish continues to build BINDZ not just as a consulting firm, but as a values-driven community rooted in trust, innovation, and shared ownership. His leadership exemplifies a modern mindset that challenges convention, prioritizes people-centric growth, and positions finance as a catalyst for meaningful, sustainable impact.

In an era defined by volatility, regulatory complexity, and rapid technological change, his people-first approach offers clarity. By aligning financial discipline with empathy, transparency, and accountability, he demonstrates that sustainable growth emerges when trust is institutionalized. For clients and teams alike, his leadership underscores a future where finance enables resilience, innovation, and responsible value creation across borders and industries while nurturing purpose, progress, and shared prosperity.

'Qburst CEO Unpacks The 'High AI-Q' Mandate For Enterprise Growth

From AI-powered tools to AI-first strategy, Qburst's CEO explains the roadmap to intelligent enterprises.



The key to unlocking AI's true potential isn't just adopting the technology; it's integrating it strategically to accelerate sustained growth and fundamental business transformation. Digital engineering firm Qburst understood this critical shift early. Fresh off a significant

~USD 200 Mn investment from Multiples PE, Qburst strategically repositioned itself as a 'High AI-Q' company. Arun 'Rak' Ramchandran, Qburst's CEO and a veteran with 25 years of experience, shares the firm's strategic priorities, the shift to autonomous enterprise agents, and its approach to talent retention.

Repositioning

This 'High AI-Q' reflects the integration of Generative AI and Agentic AI into all our core services, driving AI-native enterprise transformation. 'High AI-Q' combines technical expertise (High IQ) and client understanding (High EQ), infusing AI into every delivery aspect to provide differentiated digital experiences.

The competitive battleground has moved beyond simple 'AI-powered' features to 'AI-First' design. This is encapsulated in our GPT mandate: driving sustained Growth, enhancing Productivity, and enabling deep Transformation for intelligent enterprises. At

Qburst, AI is not an additive feature but the core fabric of our strategy and delivery, ensuring we provide the rigor and accelerated efficiency clients need to realize their ambitious goals.

Roadmap and Market Focus

We are actively ramping up our operations to triple the revenue and double the global workforce within the next five years. Our strategy focuses on high-growth enterprise clients across key sectors like Retail, Healthcare, Manufacturing, Hospitality, and Realty.

While North America remains the largest market, our strategy emphasizes resilient global diversification. We are actively scaling our footprint in critical geographies, including Japan, the Middle East, South Africa, and India.

Implementation of Autonomous Enterprise Agents

Qburst is driving the transition from GenAI 'Chatting' to 'Acting,' enabling autonomous agents to execute complex, multi-step workflows. We are using an Agentic Workflow accelerator to rapidly deploy these agents, ensuring scalability, observability, and cost optimization.

Some examples include:

- Insurance: Automating assistant operations to generate, compare,



and recommend quotes from multiple providers.

- Retail: Agents autonomously handling inventory replenishment and dynamic pricing based on real-time demand.
- Healthcare: Generate, compare, and recommend quotes from multiple providers.
- Recognising the challenge of managing numerous agents, we offer the 'Managed Agents' - a centralised platform providing lifecycle management, orchestration, governance, compliance, monitoring, and cost optimisation for all enterprise agents.

Retaining Top Talent

We have an exceptional team of 3000+ engineers through a culture of continuous evolution and challenge, recognizing that top talent stays for upskilling and working on bleeding-edge technology. Rapid adaptation is key, exemplified by deploying internal LLM Gateways to grant all engineers access to the latest models. By engaging with technically savvy clients, Qburst positions its engineers as innovation leaders. Our dedicated R&D and L&D teams proactively upskill the workforce, ensuring they are equipped to lead the next wave of technological transformation, keeping our talent challenged, engaged, and retained.

Purpose Driven Innovation Shaping Tech Future

How Isha Das blends technology with social impact

In the evolving global innovation landscape, Isha Das has emerged as a key force shaping Bangladesh's technology ecosystem through purpose-led innovation. As the Founder of Lumina Tech, ID Tech Solutions, and a nonprofit focused on education, accessibility, and social impact, she uses technology to address real-world challenges while promoting inclusive and sustainable development.

Lumina Tech has grown into a multidisciplinary IT and research company working across hardware engineering, applied artificial intelligence, and large-scale software systems. Previously valued at \$300,000, the company recently

closed a funding round that increased its valuation to \$550,000, with \$120,000 raised to date. Its solutions are built to deliver both technical excellence and meaningful societal outcomes.

The company has developed the country's first transwing and tiltwing VTOL platforms, autonomous hexapod and octapod robots, bionic hands, and biomimetic aerial systems powered by AI-driven perception, navigation, and decision-making. In addition, Lumina Tech has launched more than 20 software platforms across agriculture, healthcare, civic technology, telecommunications, renewable energy, and natural language processing, collectively



serving over 250,000 users.

Beyond commercial innovation, social impact remains central to Das's vision. Through NeuroTech and AI education programs, students from rural and underserved communities gain hands-on experience in robotics, brain-computer interfaces, and intelligent applications. Guided by the belief that innovation must serve humanity, Isha Das continues to build technology that advances both progress and people.

Empowering future innovators, strengthening communities, and positioning Bangladesh as a global hub for responsible technology leadership.

Building Ai Foundations For Scalable Marketing Intelligence

How Angshuman Rudra Turns Marketing Data into Actionable, Trusted Systems

With nearly two decades of experience across Yahoo, Adobe, and the MarTech ecosystem, Angshuman Rudra has played a key role in shaping how marketing teams operate with data and AI. His work focuses not on surface-level dashboards, but on building production-grade platforms that make AI reliable, scalable, and operational in real-world marketing environments.

As a product leader at TapClicks, Angshuman has driven the development of AI-powered marketing infrastructure used by over 5,000 agencies and brands worldwide, processing more than one million campaigns every month. His platforms help organizations move beyond fragmented reporting toward



areas include AI agents for marketing analytics, intelligent reporting for marketing and sales, automated insights and recommendations, and industry benchmarking—particularly for SMB and local-market ecosystems where speed, accuracy, and accountability matter most.

His work reflects a consistent focus on bridging advanced AI capabilities with practical execution, helping transform complex marketing data into clarity, trust, and measurable business outcomes at scale.

Beyond product delivery, he actively mentors teams, speaks on applied marketing AI, and advocates disciplined evaluation of AI agents, ensuring quality, transparency, and real business impact as organizations scale automation across global marketing operations.

Bastian's Emotional Blueprint For Modern Hospitality

How Ranjit Bindra designs experiences that balance feeling, scale, and precision



Walk into any Bastian property and the intent behind the experience becomes immediately clear. The lighting is warm, conversations flow easily, and the space feels effortlessly alive. None of this is accidental. It emerges from a blueprint Founder and Chief Executive Officer Ranjit Bindra has refined over more than twenty five years in hospitality, where emotion and efficiency are designed to coexist deliberately.

"Food brings you in, but feeling brings you back," Bindra often says, reflecting his belief that hospitality is emotional before it is commercial. For him, a memorable dining experience is shaped not only by what is served, but by how a space makes people feel. Ambience, energy, light, sound, and movement are treated not as decorative choices, but as strategic business decisions influencing behaviour, loyalty, and recall.

At the core of Bastian's operating model lies a carefully balanced dual engine. The front end is driven by desirability, atmosphere, storytelling, and consumer psychology. The back end is powered by disciplined systems including training protocols, procurement frameworks, operational mapping, staffing ratios, and workflow design.

This structure allows large format restaurants to function seamlessly while preserving the intimacy guests expect. Bindra's methodology is modular, repeatable, and intentionally built for scale.



What truly distinguishes the Bastian ecosystem is how expansively this architecture has been applied. Bastian is no longer a single brand, but an evolving lifestyle universe. From Inka's refined Peruvian Asian dining and Blondie's relaxed café culture to Ammakai's southern nostalgia and Eminence's wellness led members club, each concept maintains a distinct identity while remaining anchored in the same emotional philosophy.

This blueprint now extends beyond individual restaurants into lifestyle infrastructure at scale. New destinations across Delhi, Hyderabad, GIFT City, Gujarat International Airport, and the expansive multi concept Bastian Republic reflect a vision where food, culture, wellness, and design converge. International expansions planned for London, Dubai, Monaco, and Las Vegas aim to present a contemporary, globally

relevant expression of Indian hospitality.

"We are building places that outgrow us," Bindra says. "Spaces that develop their own personality and become part of a city's rhythm." This clarity of intent has enabled Bastian Hospitality to scale into a powerful multi brand engine without dilution.

By recognising that India's evolving luxury consumer is driven more by emotion than extravagance, Bindra has transformed dining into cultural experience. The Bastian ecosystem demonstrates that in modern hospitality, desire, not just cuisine, is the most valuable product a brand can create. It is this disciplined empathy, paired with operational rigour, that positions Bastian as a lasting institution rather than a trend, capable of evolving with cities, audiences, and time itself gracefully.

Falak Kabrawala Champions Integrated Digital Growth Strategies

Aligning marketing, technology, and trust for sustainable business transformation



In today's competitive business environment, digital transformation is frequently approached in silos. Organisations invest heavily in marketing platforms, adopt advanced technologies, and pursue media visibility as separate initiatives, only to encounter fragmented growth and limited long term impact. The underlying issue is rarely access to tools or talent. It is the absence of alignment between growth strategy, technology infrastructure, and public trust that restricts scale.

This is the gap Falak Kabrawala has consistently addressed through his work. As the Founder of Fortune Analytica, he has built a reputation as a digital transformation leader who integrates marketing intelligence, technology systems, and public relations into a single growth framework. Over the years, Kabrawala has advised and executed strategies for brands across real estate, education, manufacturing, hospitality, luxury, and emerging enterprise sectors, helping them move from short term visibility to sustainable market relevance.

Under his leadership, Fortune Analytica has delivered structured digital ecosystems that improve performance while strengthening brand credibility. Kabrawala's achievement lies in shifting how organisations perceive growth, positioning reputation and narrative as assets that directly



Falak Kabrawala redefines digital transformation by unifying marketing, technology, and trust into a single, sustainable growth framework.

influence revenue, partnerships, and investor confidence. His campaigns and advisory work have enabled founders and leadership teams to build authority, manage public perception, and remain resilient during periods of change.

A defining strength of Kabrawala's approach is his deep focus on public relations and reputation management as strategic business functions. Rather than treating communication as reactive damage control, he embeds narrative

building, leadership profiling, and crisis preparedness into core business planning. This ensures that organisations communicate with clarity and consistency across customers, regulators, investors, employees, and the media.

Technology plays an equally critical role in his model. Kabrawala advocates for systems that enhance decision making rather than chase trends. As algorithms, artificial intelligence, and intelligent discovery increasingly shape visibility, he emphasises the importance of owning brand narrative and data driven clarity. Fortune Analytica's work reflects this philosophy, enabling businesses to remain credible and discoverable in machine influenced markets.

Through Fortune Analytica, Falak Kabrawala continues to guide organisations toward digital maturity where marketing effectiveness, technology resilience, and brand trust operate together. His integrated methodology reflects a broader evolution in business transformation, one that prioritises coherence over campaigns and long term value over temporary growth. As Indian enterprises adapt to rapid digitisation and rising stakeholder scrutiny, Kabrawala's model underscores a simple truth

His contributions have been recognised through long term client partnerships, repeat mandates, and measurable brand outcomes that extend beyond campaigns. By combining advisory depth with execution discipline, Kabrawala has helped multiple organisations strengthen valuation narratives, improve stakeholder confidence, and establish leadership credibility in highly competitive, reputation sensitive markets across diverse sectors and growth markets.

Redefining OOH Measurement Through Attention-Led Intelligence

Q What is fundamentally broken or missing in how OOH effectiveness is measured today?

OOH still depends on broad, assumption-led metrics that don't reflect real human exposure. Traditional evaluation ignores visibility angles, clutter, dwell time and behavioural patterns, creating a major accountability gap. Without scientific, attention-based measurement, brands lack clarity on whether their ads are truly being seen, leading to inefficiencies and unreliable performance data.

Q Why are traditional metrics like impressions and reach no longer sufficient for modern marketers?

Impressions and reach indicate the scale of the audience, not whether it actually captures attention. In a cluttered and distraction-heavy environment, attention, not mere presence, drives impact. Modern marketers need verified visibility, dwell time, contextual relevance and outcome-linked insights. LOC8 elevates OOH by shifting from probability-based metrics to attention-driven measurement.

Q How does LOC8 uniquely combine AI, machine learning and human vision cognition?

LOC8 blends AI and machine learning with human vision cognition to understand how people truly notice OOH in real environments. It analyses not just the audience profile and volumetrics but also asset attributes like obstruction, distance, speed, movement and traffic behaviour to predict real exposure. With attention science layered in, LOC8 shifts

measurement from assumed visibility to scientifically validated, human-centric attention.

Q Can you explain LOC8's attention and visual saliency metrics in simple, non-technical terms?



Mangesh Shinde
Co-founder, OSMO



LOC8 evaluates what naturally catches a person's eye and for how long. It breaks down factors such as size, contrast, distractions and surrounding movement to determine whether an OOH site will stand out. In simple terms, it answers: Will people notice this OOH, and how long will they look at it, not just whether the ad is present.

Q How does LOC8 change decision-making for marketers and media planners?

LOC8 moves planning from broad, reach-based choices to impact-led decisions. Instead of choosing sites by mere location, brands can prioritise genuine attention and deeper visibility. This data-led approach helps marketers optimise budgets, select fewer but more impactful sites, and make decisions backed by actual audience behaviour rather than assumptions.

Q What kind of questions can brands answer using LOC8 that were impossible earlier?

LOC8 helps brands answer questions like: Which site is genuinely noticed? How long does my OOH site hold attention? What blocks visibility? Which creative performs better in a specific real-world environment? How does attention fluctuate by time, traffic, weather or clutter? These insights were impossible with

traditional impression-only metrics.

Q Without naming clients, can you share categories where LOC8 has significantly improved outcomes?

In categories like automobile, real estate and FMCG, LOC8 has helped brands eliminate low-performing sites and redirect budgets toward high-attention zones. Campaigns have seen stronger on-ground visibility, more consistent impact across markets and better creative placement. LOC8 often reveals that fewer, high-attention sites outperform larger, reach-based networks.

Q How does attention-led planning translate into better ROI for brands?

Attention-led planning ensures every rupee is spent on placements proven to be noticed, reducing media wastage dramatically. Higher attention leads to stronger recall, better message retention and a higher likelihood of brand action. This creates measurable efficiency, less spend on underperforming sites and better returns from assets that deliver deeper, verified audience engagement.

Q With increasing OOH spends, how does LOC8 help build transparency and confidence in the medium?

LOC8 provides verifiable, scientific attention data that explains precisely why a site is recommended and what it can deliver. This transparency eliminates assumption-based decisions, removes inflated visibility claims and introduces digital-like precision into OOH, building trust and confidence among advertisers.

Q If you had to describe LOC8's role in one line, what would it be?

LOC8 brings transparency and accountability to Out-of-Home by measuring what truly matters: human attention.



P53 The Guardian Of The Cell Cycle

Understanding a key cell cycle regulator and its impact on modern medicine



An overview of the famous, well-known cell cycle regulator | Maya Chitor
The cell cycle is a series of stages that cells must pass in order to grow and reproduce. Mutations in areas of the cell cycle accumulate to give rise to uncontrolled cell division, and eventually cause various cancers.

The p53 protein is an important cell cycle regulator. As a transcription factor, it carries an important role in the replication of DNA and cell division. It serves as an important regulator of the cell cycle. The p53 gene is a critical tumor suppressor which stops damaged cells from dividing and triggers dna repair. p53 also

induces the cell to begin apoptosis. However, the p53 protein is also an oncogene, meaning that it can cause cancer if mutated. If p53 is mutated, the cell will be unable to begin apoptosis or regulate the cell cycle. Cells with such mutations can easily become cancerous, and p53 that is knocked out in cancer cells thus contributes to the survival of cancers in the body.

In many diverse cancer types, p53 is often found to be mutated. Missense mutations, where one nucleotide is substituted to form a different amino acid codon, is a more common type of mutation that occurs with p53.

Age is a risk factor for mutations in cell cycle regulating genes and

proteins. In addition, mutations in p53 can be caused by UV radiation and sunlight exposure.

Other than its cell-cycle regulating functions, p53 is also known for its immune function, namely playing a key role in the innate immune system, although it has also been shown to influence antigens in the adaptive immune system. In addition, new cancer treatments are focusing on immunotherapy, where p53 is shown to be a significant target.

Today, p53 is a widely researched protein of interest and despite continuing research into using it as target treatments, carry significant implications for today's treatments.

Crowdfunding In India Is No Longer About Awareness

As digital fundraising matures, standards, trust, and responsible engagement are defining the next phase of growth.

Anoj Viswanathan, Founder & President, Milaap



Crowdfunding in India has quietly become part of the mainstream. Seeking help in times of emergency has never been unfamiliar in Indian society. Families have long relied on friends, relatives, and community networks when faced with medical crises, accidents, or sudden financial distress. In recent years, this deeply rooted practice has taken on a digital form. While the term "crowdfunding" may not be part of everyday language, the names of leading platforms are widely recognised, and raising funds online has become a natural extension of India's traditional approach to pooling support.

In the early years of this evolution, public discourse centred on foundational questions. Would people give online? Were digital platforms credible? Could beneficiaries be trusted? As the ecosystem has grown and stabilised, these questions have largely been resolved. Crowdfunding is no longer being evaluated for its legitimacy. It is being examined for its standards.

Today, the more relevant conversation is about how responsibly digital fundraising operates at scale. This includes protecting the privacy of beneficiaries and donors, preserving dignity in moments of vulnerability, and ensuring transparency in how appeals are communicated and funds are handled. These are not merely ethical considerations.

They are essential to the long-term credibility and sustainability of the category.

As with other digital marketplaces, crowdfunding relies heavily on attention. Storytelling plays a central role, particularly for individuals who may not have strong personal networks to reach potential supporters. However, increased visibility also brings risk. Sensationalised narratives, excessive frequency, or distressing imagery may create short-term engagement, but they erode trust over time. In a maturing digital economy, trust is not just a moral value. It is a business asset.

This is where standards and self-governance become critical. In recent years, crowdfunding platforms have increasingly aligned around clearer norms for responsible communication. At Milaap, we have worked closely with the Advertising Standards Council of India (ASCI) to help develop guidelines for advertisements related to charitable causes and crowdfunding. These guidelines emphasise truthful communication, respect for beneficiary dignity, avoidance of graphic or distressing imagery, explicit consent for the use of personal images, and clear disclosure of fund usage, including any platform fees. In digital formats, safeguards such as blurring sensitive visuals by default help ensure audiences are not unintentionally distressed.

Beyond contributing to the development of these guidelines, Milaap actively applies them in practice. This includes consciously avoiding intrusive tactics such as repeated messaging, cold calls, or pressure-driven outreach. Digital campaigns are designed to respect user choice, with advertisements that are skippable and engagement that is opt-in rather than forced. These decisions may appear operational in nature, but they reflect a broader strategic view: sustainable platforms are built through consent, not coercion.

The crowdfunding sector's progression mirrors a wider trend in India's digital economy. As platforms scale, expectations shift from growth alone to governance, from reach to responsibility. Users increasingly expect transparency and respect, while regulators and industry bodies look for evidence of accountability and self-regulation.

Crowdfunding today represents more than a fundraising mechanism. It is becoming a form of digital social infrastructure, one that enables citizens to respond collectively in moments of need. Its future growth will depend not on how aggressively platforms seek attention, but on how effectively they balance urgency with dignity, scale with trust, and technology with empathy.

For India's crowdfunding ecosystem, the next phase is clear. The question is no longer whether people will give. It is whether platforms can continue to earn the confidence that makes giving possible.





The Architect Of The Invisible: How Powers The AI And Telecom Revolution

When we think about tech innovation, we usually picture the interface: the sleek AI chatbot or the lightning-fast mobile app. We rarely think about the engine room - the complex compilers that translate human code into machine action, or the observability systems that keep those machines from crashing.

This is the invisible, high-stakes domain where Ankush Tyagi has spent over 13 years building his legacy.

Based in Austin, Texas, Tyagi has carved out a distinct reputation in a highly specialized field: Compiler Optimization and Systems Observability for AI and Telecommunications Infrastructure. While others

chase trends, Tyagi focuses on the bedrock systems that make modern computing possible.

At a global R&D powerhouse, Tyagi leads two teams that are absolute lifelines for developers. His compiler unit builds the sophisticated analysis software that catches vulnerabilities and optimizes code execution, essentially the "safety net" that stops critical errors before they reach production. Simultaneously, his trace team engineers the tools used to visualize data inside complex manycore architectures. These tools are the daily eyes and ears for over 3,000 developers worldwide, allowing them to diagnose bottlenecks and profile performance in real-time.

His impact is less about flash and more about foundational scale. He has architected observability tools for distributed microservices and designed hardware-compiler frameworks that allow researchers to push the boundaries of what chips can do. His work on open-source static analysis didn't just fix bugs; it solved logistical nightmares, keeping massive deployment schedules on track.

"True innovation isn't always about the spotlight," Tyagi says. **"It's about building the invisible infrastructure that allows the rest of the world to innovate."**

This expertise wasn't built overnight. Before entering the telecom and AI infrastructure space, Tyagi spent years managing enterprise systems at a major computer manufacturer. There, he steered the vision for OpenManage Enterprise, a massive lifecycle management platform, while harmonizing engineering teams across Sweden, Budapest, and Canada.

In an industry often obsessed with the "next big thing," Ankush Tyagi represents the discipline required to make those things actually work. He doesn't just build software, he builds the reliability, security, and optimization that the future of technology rests on.

Sustainability Weaving Growth Into Textile Excellence

How eco-friendly fabrics powered PMA Textile Mills' rapid rise

PMA Textile Mills stands as a testament to how sustainability, when woven into core business strategy, can drive remarkable growth. In just three years, the company has scaled from a turnover of ₹20 crore to ₹125 crore, with a clear and ambitious target of ₹300 crore by the 2027 financial year.

Today, PMA Textile Mills is recognized as one of the largest textile traders in North India. Backed by its own advanced weaving mill and an in-house dyeing facility set to become operational within the next three months, the company is building a fully integrated textile ecosystem that prioritizes quality, efficiency, and environmental responsibility.

The backbone of this growth

has been PMA's strong focus on sustainable and eco-friendly fabrics. By investing early in responsible sourcing, reduced water consumption processes, and fabrics that meet global sustainability standards, the company aligned itself with the evolving demands of conscious brands and international markets.

Sustainable fabric did not limit growth; it accelerated it, opening doors to larger clients, long-term partnerships, and scalable expansion.

At the heart of this journey is the vision and mentorship of the founder and guiding force, Mr. Anuj Choudhary, whose leadership and values have shaped PMA Textile Mills into a future-ready organization. Strengthening this vision is Anshul Choudhary, son of Anuj Choudhary, who represents the



next generation of leadership, actively contributing to the company's growth mindset, operational excellence, and long-term strategic direction.

As PMA continues to grow, sustainability remains not just a product focus, but the foundation of its success.

For more, visit pmatextilegroup.in.
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Tarun Dokania And The Craft Of Investing

Blending psychology, research, and patience to decode modern financial markets



Tarun Dokania stands at the intersection of disciplined finance and lived market intuition. Educated at St. Stephen's College,

Delhi, and ESADE in Barcelona, he brings academic rigour to a profession shaped by uncertainty. Working in high finance across equities and derivatives, Dokania has spent over a decade navigating volatile markets with patience.

His approach to investing is notably holistic. He combines investor psychology with fundamental analysis, technical trend reading, and counter trend positional strategies. This balanced philosophy, refined through years of observation and execution, has delivered returns exceeding fifty percent in each of the last two years. More than performance, however, it is the process behind those outcomes that defines his work.

Dokania's relationship with markets began early. Growing up

in a broker's household, one of his earliest memories involves learning to identify stock tickers through numerical codes on an analog screen. That early exposure quietly shaped a lifelong engagement with capital markets and risk.

Beyond trading, Dokania is also an author and educator. His book *How I Scored a 760 in 7 Days* reflects a clear, systems driven mindset, while his upcoming title *The Active Investor* extends this thinking to markets. Through his YouTube channel, TABD by Tarun Dokania, he speaks candidly about macroeconomics, commodities, and derivatives. His aim is not to simplify markets, but to prepare new participants for a demanding arena that ultimately rewards discipline, research, and emotional control.

Gounicrew Powering Scalable Digital Growth From India

From India to Global Scale: How Gounicrew Is Powering the Next Wave of Digital



Growth in India's digital growth story, attention has long centred on metropolitan ecosystems. Yet a quieter shift is reshaping the landscape, driven by ambitious enterprises in Tier-2 cities leveraging technology to compete nationally and globally. From Central India, GoUniCrew Pvt. Ltd. exemplifies this transformation.

Headquartered in Jabalpur, Gounicrew is redefining how regional businesses access, adopt, and benefit from world-class digital and IT solutions. What began as a digital services firm has evolved into a strategic growth partner for startups, SMEs, and established enterprises, enabling stronger visibility, operational efficiency, and long term digital resilience.

By democratising access to sophisticated digital capabilities, the company actively bridges the gap between ambition and execution for organisations beyond India's major urban centres.

Gounicrew was founded with a clear objective to remove complexity from digital adoption and convert technology into sustainable business advantage. Its approach is anchored in clarity, accountability, and measurable outcomes, principles shaping internal culture and every client

engagement.

Leading this vision is Anamika Pandey, Founder, along with Abhishek Yadav, CMO of Gounicrew Pvt. Ltd., whose leadership has been instrumental in building a performance-driven, client-centric organization.

Digital transformation is not about tools alone; it is about clarity, execution, and outcomes, Pandey notes, emphasising solutions that directly support business goals and long term sustainability.

This perspective has enabled Gounicrew to move beyond transactional delivery and position itself as a long term strategic partner aligned with clients' growth journeys rather than short term metrics.

Reflecting a broader shift in the digital ecosystem, clients increasingly seek partners combining strategic insight with execution excellence. Gounicrew answers this demand through an integrated model uniting digital marketing, web and mobile development, custom software, and brand communication into cohesive growth strategies.

Each engagement follows a disciplined framework including discovery, strategic planning, solution design, and continuous performance optimisation,

contributing to high retention and consistent outcomes across industries.

Beyond commercial success, Gounicrew's work carries wider significance for India's digital future. By building advanced capabilities from a Tier-2 city, the company challenges assumptions about where innovation originates and scales.

It enables regional enterprises to participate meaningfully in the global digital economy while fostering decentralised growth, skilled employment, and responsible technology adoption.

Looking ahead, Gounicrew remains focused on strengthening its technology stack, expanding service offerings, and scaling its presence across national and international markets.

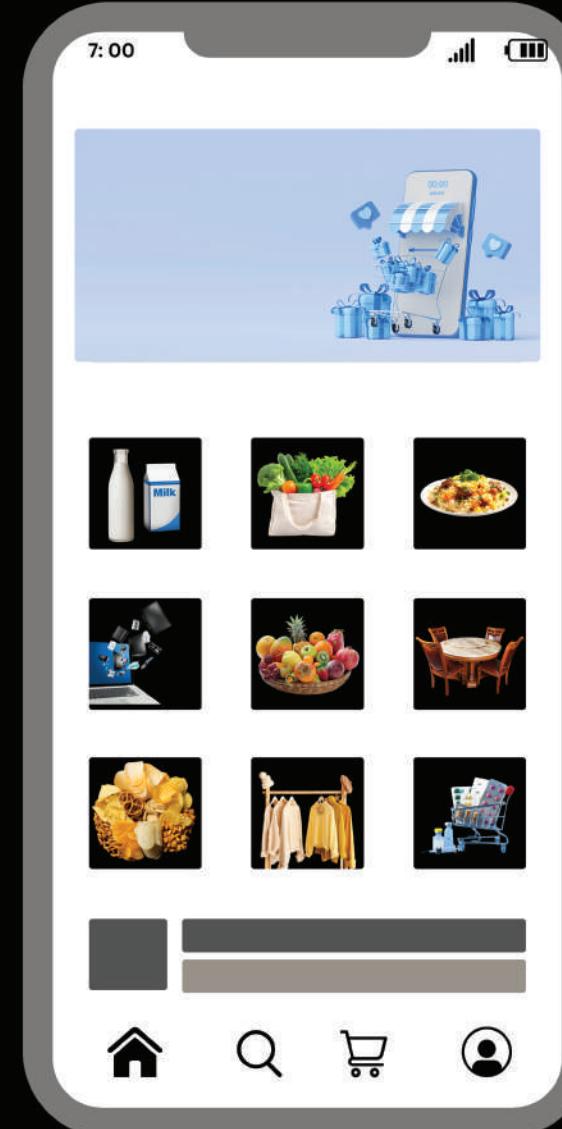
With clear vision, strong leadership, and a results oriented mindset, the company is well positioned to support the next wave of digital growth emerging from India's heartland.

As more organisations seek trusted partners beyond metros, Gounicrew's journey shows how focus, execution, and inclusive innovation can turn regional ambition into globally competitive, sustainable businesses, reshaping India's digital map with long term impact.



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