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JULY, 2022



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CHOWDHARY**

*Chief Product Officer,
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CEO Insights

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Editorial

CPOs in the Middle of the 'Customer Experience' Game

More often than not, a little help could take us a long way. Given the catastrophic business climate brought in by the pandemic, these have become the words to live by for CXOs. All the functional department leaders need to amass all the help and support they can muster to come out of the tunnel. That's exactly why they should look at the sudden acceleration of the IT industry and the buzzing technology landscape as a blessing in disguise.

Traditionally, a Chief Product Officer's (CPO) responsibilities begin in the product innovation and vision stages, continue through the marketing campaign and extend past the product's release. But now, while we live in a world wherein businesses and consumers are in an intense pursuit of overwhelming experiences, CPOs need to add this dimension to their perception of product development. Professional help is inevitable. Since improving the customer experience tops the charts of every business under the sky, better IT support could also take your company a long way. A collective effort is key.

A report by Market Research Future (MRF) predicts that the IT Infrastructure Services Market is likely to touch \$120.15 billion by 2025, growing at a CAGR of 11.1 percent. IT partners could also significantly aid CPOs by finding innovative ways to help businesses, such as limiting development expenses, improving customer experience, and catering to the need of the hour – digital footprint in every way possible. In this issue, we are unfolding the stories of some of the most promising CPOs, who have quickly adapted to the latest trends & requirements, and hence leading by example.

Do let us know your thoughts.

Sujith Vasudevan
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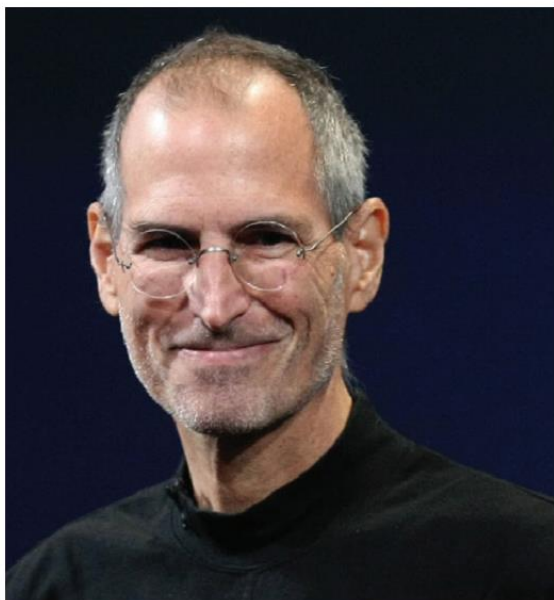
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Chief Product Officer,
Adroit Vantage

HARISH CHOWDHARY

A SEASONED **INDUSTRY
VETERAN** WITH UNRIVALLED
DOMAIN EXPERTISE

FORMER CEO OF APPLE, STEVE JOBS TO BE AWARDED MEDAL OF FREEDOM POSTHUMOUSLY



Steve Jobs, the Co-Founder and former CEO of tech titan Apple, will get the Presidential Medal of Freedom posthumously on July 7th at the White House by US President Joe Biden. Biden named 17 recipients of the Presidential Medal of Freedom, and the late tech honcho is one of them. “These 17 Americans demonstrate the power of possibilities and embody the soul of the nation—hard work, perseverance, and faith”, the White House said in a statement.

“They have overcome significant obstacles to achieve impressive accomplishments in the arts and sciences, dedicated their lives to advocating for the most vulnerable among us, and acted with bravery to drive change in their communities”, it added. The Presidential Medal of Freedom is the Nation’s highest civilian honor, presented to individuals who have made exemplary contributions to the prosperity,



THE PRESIDENTIAL MEDAL OF FREEDOM IS THE NATION’S HIGHEST CIVILIAN HONOR, PRESENTED TO INDIVIDUALS WHO HAVE MADE EXEMPLARY CONTRIBUTIONS TO THE PROSPERITY, VALUES, OR SECURITY OF THE US, WORLD PEACE, OR OTHER SIGNIFICANT SOCIETAL, PUBLIC OR PRIVATE ENDEAVOURS

values, or security of the US, world peace, or other significant societal, public or private endeavours.

Steve Jobs, who died on October 5, 2011, was the Co-Founder, Chief Executive, and Chair of Apple, CEO of Pixar and held a leading role at the Walt Disney Company.

His vision, imagination and creativity led to inventions that have, and continue to, change the way the world communicates, as well as transform the computer, music, film and wireless industries. [CEO](#)

SLICE HIRES AMAZON PAY DIRECTOR & AGC BHAWNA SANGWAN AS CHIEF LEGAL & STRATEGY OFFICER

Slice, India's leading lending and consumer payments company, announced the appointment of Bhawna Sangwan as its Chief Legal and Strategy Officer. Bhawna joins the company at a critical juncture in slice's growth trajectory, as it expands its product offering with UPI payments and aims to become a one-stop solution for all things payments. Bhawna will be instrumental in strengthening the company's legal and compliance function and regulatory processes in a rapidly changing market. Consumer protection, corporate governance, regulations, statutory compliance, responsible lending, and expansion strategies will be among her top priorities. The company is confident that she will lead with the highest standards of stewardship and governance, keeping with slice's commitment to compliance and regulatory excellence.

Commenting on her new role, Bhawna said, "I am very excited to join a young, dynamic and energetic company like slice, which is redefining possibilities in the consumer finTech space. slice's role in giving access to credit and enabling financial inclusion for millions has been phenomenal and nothing short of inspiring. I am looking forward to being a big part of slice's next phase of growth in the payments segment, which I am personally, deeply passionate about". With over 17 years of experience, Bhawna specializes in corporate law, with deep expertise in corporate finance, finTech regulations and payments. She also brings extensive experience in the finTech space, having worked in policymaking, regulatory compliance, privacy and cross-border data governance.

Commenting on Bhawna's appointment, Rajan Bajaj, Founder & CEO of slice, said, "We are thrilled to have Bhawna Sangwan join the slice senior leadership team. Bhawna has joined the slice team at a time when we are strategizing our expansion into the payments

segment. As the market continues to evolve, we must have impactful leaders who can guide the business through not only a solid product portfolio but also adapt to changing government regulations, ensuring consumer protection and data and privacy mandates. Bhawna will play an important role in enabling slice to operate with the highest standards of ethics for sustained and responsible long-term success in the market".



The company is confident that she will lead with the highest standards of stewardship and governance, keeping with slice's commitment to compliance and regulatory excellence

Bhawna started her career at GE where she was instrumental in leading the compliance programme. Prior to joining slice, Bhawna held several legal positions at large MNCs, including Bharti Airtel and Amazon. At Airtel, she played a significant role in acquiring a payments license in 2009, took part in multiple M&A deals, and was also one of the founding members of Airtel Money in 2008. Most recently, Bhawna concluded her stint at Amazon where she played a critical role in the expansion of the company, and in building the finTech arm of Amazon in India - including bill payments, UPI, launched a variety of products ranging from payments acceptance, issuance, co-branded cards and so on. Bhawna graduated from Faculty of Law, Delhi University and also has a degree in CS from the institute of company secretaries of India. [CEO](#)

RAH INFOTECH APPOINTS GAURAV K. RANADE AS CHIEF TECHNOLOGY OFFICER

RAH Infotech India's leading value added distributor and solutions provider in the Network and Security domain, today announced the appointment of Gaurav K. Ranade as its Chief Technology Officer. In this role, Gaurav will be responsible for heading RAHs development in technological processes with his expertise in Cybersecurity domain, Technology Solution Designing, Networking and System Integration.



Accelerating secure digital transformation is necessary and RAH has been a proven expert in the cybersecurity vertical as solutions provider

"I am pleased to welcome Gaurav K. Ranade to the RAH Infotech's leadership team. In his successful career spanning over two decades, Gaurav has contributed in implementation of core technical projects, building strong sales partnership across industries, creating value, excellence and thought leadership which mirrors RAHs vision and mission. RAH family is looking forward to achieve a new milestone with Gaurav's addition", said, Ashok Kumar, Founder & Managing Director at RAH Infotech.

Gaurav has an enriched and trusted experience of more than 25 years in identifying, implementing, enabling technologies and enterprise systems that facilitate business processes and strategic objectives. He has held leadership roles in companies like Genie Networks, Sterlite Technologies and Technocentric Consultancy Services. Gaurav has also steered the wheel of Techno-Businesses outside India i.e. Kingdom of Saudi Arabia (KSA), UAE, South-East Asia & Middle East Asia.

"I am excited to be a part of RAH Infotech, a leading value added distributor and solutions provider to a large number of enterprises in India and SAARC countries. Accelerating secure digital transformation is necessary and RAH has been a proven expert in the cybersecurity vertical as solutions provider. I look forward to enabling RAHs vast network of customers and resellers with cutting-edge technologies and services boosting their digital transformation journey", said, Gaurav K. Ranade, Chief Technology Officer at RAH Infotech.

Gaurav is a renowned Techno-Business professional with a successful track record that demonstrates self-motivation, entrepreneurial ability, creativity, and initiative to achieve organization goals. Gaurav holds a Master's Degree in Computer Applications (MCA) from SMU along with Bachelor's Degree in Science from MAHE University. He has acquired proven skills in Competitive Analysis, Market Analysis, Global Marketing, Public Speaking, Product Development, Program Management & Practices, and Strategic Account Management with hold on key client bases all over the world. Gaurav is an avid traveller and reader, who also enjoys upskilling himself with latest technologies. [Read](#)

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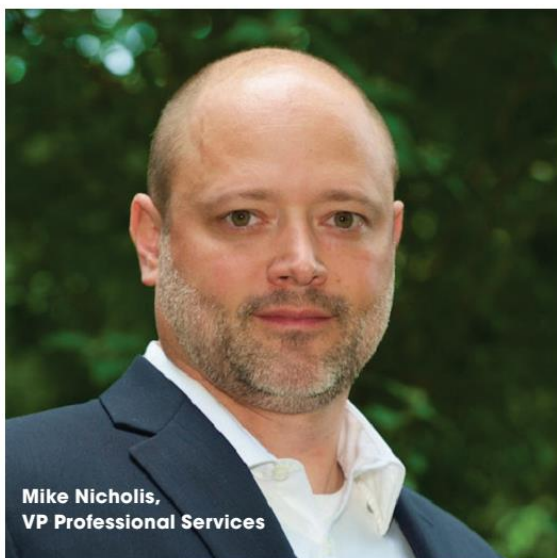
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**OUT
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THE FUTURE ENTERPRISE: WORKPLACE MIGRATION APPROACHES

By Mike Nicholis, VP Professional Services, Park Place Technologies

An architect of leadership, innovation and change, Mike is committed to extending the traditional strengths of Park Place in maintenance and support to meet changing needs of customers in an era of digital transformation.



Mike Nicholis,
VP Professional Services

Commentators have noted it as a 'Once-in-a-Lifetime' total workplace rethink, the transformative results of which we haven't seen since the outputs of the industrial revolution. Those output-stood decades to shape and re-shape workplaces, yet through the impact of COVID-19, within two years, the enterprise office of today has been completely re-engineered. Corporate real estate requirements and workplace solutions have been completely re-designed, catalysed by lockdowns and working from home orders. In tandem to the changes of what now constitutes a typical workplace, organisations are thinking about how their IT infrastructures should be supported to ensure that they remain fit for purpose, and business efficient to support the needs of the modern workplace and workforce. Many considerations of how to make best use of IT infrastructures

include the notion of abandoning static in-house corporate data centres in favour of migration towards elastic cloud-hosted data centres which continue to offer agile usage that facilitates flexible workloads and choice of workplaces.

Currently, flexible working looks set to stay in forms that suit both the employer and employee. According to global management consultants McKinsey in their post-pandemic study of workplaces in flux, the flexibility to accommodate hybrid working continues as the number one requirement to retain and hire the best talent pools. But the world is transitioning out of COVID-19 at different speeds, and today shows very different working mandates in place across countries and continents. As we write, the APAC financial powerhouse operating out of Hong Kong now faces its largest rise in the spread of the virus with lockdowns in force. These spikes or waves have hit each continent at different times and severities and pose unique infrastructure challenges especially for those organisations who retain global footprints.

Organizations too, vary in their approach. While it is generally accepted across verticals that productivity levels either remained constant or actually rose with remote working, not all organisations intend to continue with permanent flexi-working for fear of losing team creativity, especially when collaborating on new projects across functional teams, or when providing the optimal working experience for new employees, some of whom may never have physically met their teammates. With all this flux, how can those who provide secure IT ensure best practices are in place to cope with elastic hybrid working? And when assets are classified as redundant in the corporate office of today, how should they be responsibly treated as more flexible alternatives are considered?

Today, as in the beginning of COVID-19, it still stands to reason that migrating to shared, cloud or co-lo environments offer a more manageable and flexible footprint to accommodate workplace preferences on the fly, placing question marks over the continued viability of the centralised data centre itself. In practice, most corporate IT leads have opted for a hybrid, part on-prem strategy that gives flexibility but still retains control, compliancy, lower operating costs and enhanced security service levels. This hybrid approach may still require an intensive decommissioning process for unwanted data centre hardware that has occurred as a result of migration or relocation. Additionally in a separate growth trend that has occurred over the past few years, those in-transaction-heavy environments where performance is critical, now have the option to relocate assets to the edge - forming mini data centres that bring local computing power closer to end users. These cumulative pressures have dramatically increased the number of decommissioning, relocation and on-prem refresh projects across the globe.

Where full scale decommission is decided, a detailed and involved process needs to occur. Decommissioning is actually one of the hardest processes to achieve without risk as critical data can easily live on in assets that have been classified as redundant. One of the most straightforward ways to decouple risk is by following a pre-defined decommissioning process that gives security for sensitive data stored on devices whilst achieving maximum resale value from IT equipment that is no longer fit for purpose. Detailed planning is essential and needs to include processes first for backup, then systematic decommissioning of software, hardware, ancillary devices, racking and cabling.

Relocation carries similar processes surrounding data migration, but here the essential factor to understand is the likely lifespan of an asset to judge if relocation is practical. Upgrading assets to live on and keep up with changing IT infrastructures' needs can take organisations into partial system refreshes. Sometimes this can be delivered by tactically selecting innovative upgrades to bring additional speed or capacity using technologies like solid-state drives or higher throughput I/O cards to boost performance on the fly. Server relocations could be an option that helps organisations react especially in new co-lo environments, where space, power, cooling, and security overheads are all shared and overseen by a multi-

tenant colocation provider. Moving servers takes on special considerations, mapping connection ports, rack layouts, and the thorough checking of server health, pre and post move.



IN PRACTICE, MOST CORPORATE IT LEADS HAVE OPTED FOR A HYBRID, PART ON-PREM STRATEGY THAT GIVES FLEXIBILITY BUT STILL RETAINS CONTROL, COMPLIANCY, LOWER OPERATING COSTS AND ENHANCED SECURITY SERVICE LEVELS

Underpinning any of these processes is the requirement to understand fully what's operating in the estate at any time or location. This is usually best performed through an automated ITAD discovery service that captures, discovers, updates, and details the entire global estate, isolating locations in mind for infrastructure rethinks, and noting impacts of asset migration prior to shut down or relocation. ParkView Discover from Park Place Technologies, is one leading asset discovery tool that removes the longwinded manual intervention required to compile an ITAD. Starting decommission or relocation without the output - including a detailed asset list capturing location and serial numbers is unthinkable. Having this information captured at the beginning can ensure all IT assets and data centre equipment are accounted for at the end, which is as equally important for financial and legal recordkeeping as it is for IT service delivery. And of course, before anything migrates, it's essential to take comprehensive backups.

If assets need disposal, then attention turns to meeting corporate and environmental targets for responsible disposal, or, where possible, fulfilling the best resale prices possible for redundant equipment. Again, reliance on accurate documentation to prove security, compliance, and responsible ownership transferal for destruction remains critical. Organisations looking to explore and make decisions to establish whether their hardware assets can continue to feature in their IT environment, are best advised to consult specialist IT partners and IT Service providers with expertise in the reusable market. They will have a strong grasp of market values in different regions, understanding of values of constituent parts, together with the necessary logistics to fulfil spares sales. [\[3\]](#)

COVER STORY



**Harish Chowdhary,
Chief Product Officer,
Adroit Vantage**

Harish was born and brought up very close to the Bombay Stock Exchange and his humble beginnings have helped him to understand the importance of hard work and persistence. This upbringing has played a crucial role in shaping him to be the person and professional he is now.

“THE ASSET AND WEALTH MANAGEMENT MARKET AS WELL AS END USERS HAVE ALSO BECOME MORE DYNAMIC OVER THE YEARS, SO IF YOU ARE NOT CONTEXTUAL, IT WILL BE VERY HARD TO SUCCEED IN THE MARKET

HARISH CHOWDHARY

A SEASONED INDUSTRY VETERAN WITH UNRIVALLED DOMAIN EXPERTISE

By Rohan A. T.

The asset and wealth management market is going through a major paradigm shift of digitization. Customers as well as many asset and wealth managers have acknowledged that digitization is the way to move forward and this has brought in immense market potential for businesses like Adroit Vantage to grow and mark their presence in the industry. As of now, this Singapore based company predominantly focuses on India, Dubai and Singapore markets. Under the watchful guidance of seasoned industry veteran, Harish Chowdhary, Adroit Vantage aspires to get into the American, Australian and European market in the very near future.

Harish holds the office of Chief Product Officer at Adroit Vantage and this pioneering professional has been able to instill a culture of excellence and innovation within the company. Over his long and illustrious professional career, Harish has past impressive milestones and won numerous awards including being awarded the 'Award of Excellence' during his stint at JP Morgan. With that said, when asked about what is the one other recognition that he holds close to his heart, Harish says "I do a lot of philanthropic works and getting a thank you note from one of the NGOs that I worked with recently is one of those moments where I felt really happy".

In an exclusive interview with CEO Insights, Harish talks more about his journey and the unique business operations of Adroit Vantage.

CAN YOU TALK MORE ABOUT YOUR EDUCATIONAL AND PROFESSIONAL BACKGROUND? ALSO, WHAT MOTIVATES YOU TO STRIVE FOR SUSTAINED SUCCESS IN THE INDUSTRY?

My educational background is very diverse and even though my Master's is in Math, I have done programs in both computer application and hardware. My professional journey spans between two companies which are JP Morgan and Northern Trust. Both these companies operated in the asset and wealth management space. After gaining nearly two decades of experience working in this space, I felt like the next evolution in my journey should be in the product management space and I should come out with digital solutions that would benefit the entire asset and wealth management industry.

For me, the motivation has always been the ability to bring change at an end user level. And I believe that I brought in significant amount of change in both my previous jobs. At Adroit Vantage, the product that we are developing will disrupt the industry as a whole. Thinking about that excites me



and ensuring that product's success is my motivation now.

CAN YOU GIVE US A BRIEF OVERVIEW ABOUT ADROIT VANTAGE AND WHAT IS IT'S USP?

We are creating a technology product in a very dynamic and niche market space where it is hard to have sustained success. I believe that when our product gets into the hands of the end users, it will drastically impact the landscape of the entire industry. People have already started noticing us through our prototypes and we have 'Beta-launched, with our 1st B2B customer. As of now, we have our clients in Singapore and Dubai and I believe that once we get noticed even more, we could develop into one of the market leaders in this vertical.

When it comes to our other services, we have two focus areas which are B2B and B2C. In B2B, our product is called AV suite which has six software in them and they have been designed to help the clients and the wealth managers throughout their asset and wealth management journey. 'In B2C, we plan to offer AV Suite to IFAs (individual financial advisors)', enabling them to provide a world-class experience to their clients and at the same time helping them meet regulatory & compliance mandates.

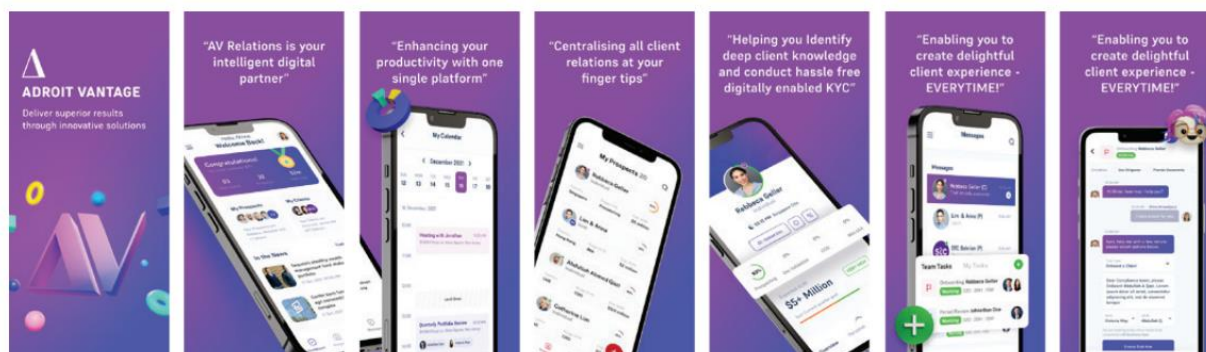
We have a clear vision of what we want to do and we have spent a lot of time and resources into finalizing our vision, mission and purpose. Once it

was finalized, I explained it to our team by defining our four core values of curiosity, integrity, courage and inclusion. All this means that we have a clear idea of what we want to achieve and even though, we have an empathetic way of delivering our product, we never stray away from the business side of things. This balance is what we bring to the table.

“ BE CONTEXTUAL AND STOP LOOKING AT THINGS FROM A ONE-DIMENSIONAL POINT OF VIEW

HOW DID YOU ACHIEVE SUCCESS IN THE INDUSTRY? ALSO, ELABORATE MORE ON YOUR CURRENT ROLE AT ADROIT VANTAGE?

I strongly believe that modern day leaders have to be contextual leaders and I strive to be just that. Then, as far as I am concerned, hard work is important and nothing will ever replace it. For me, anything and everything revolves around methodologies and processes. There are industry recognized processes that you have to follow to develop your products. And the multiple decades of experience that I have had in



this industry helps me to develop our digital product leveraging certain methodologies.

One of the primary methodologies that we are using is design thinking principles which allows us to understand exactly the way the clients want us to understand their problems and design solutions that they require. Also, when developing our product, we ensure that we are doing it in an agile manner and I believe that if we fail fast, it is ok and we iterate.

When it comes to my role at the company, I run the entire organization with the help of very talented teams, support functions and a leadership who trust me hiring the talent to product development and management. I have to do product discovery which is a lengthy process and once it is done, we have to design the product, then develop it by coordinating with the technical team and once it is developed, we have to ship it to the clients. So, I have to oversee all these stages and make sure that we stay aligned with our clients' requirements. Apart from all this, as the first employee of the organization, I also have to wear multiple hats at the same time.

HOW DID YOU DEAL WITH THE PANDEMIC AND ITS NEGATIVE IMPLICATIONS IN THE MARKET?

Post COVID, the asset and wealth management industry has changed on multiple levels and this includes changes in client behavior as well. People have started to take a different approach towards asset and wealth management and they now wish to be more educated on this subject.

Post pandemic, we see immense market potential owing to the increasing shift towards digitization. That is exactly what we do and through our services, we are aiming to digitize the entire asset and wealth

management journey of the customers. With that said, one of the biggest challenges that we faced in the post pandemic market is talent acquisition owing to the fact that the demand for talent has reached an all-time high now which makes it harder to find the right candidates for your organization.



WHAT WOULD BE YOUR ADVICE TO THE COMING GENERATION?

Be contextual and stop looking at things from a one-dimensional point of view. The asset and wealth management market as well as end users have also become more dynamic over the years, so if you are not contextual, it will be very hard to succeed in the market. As a business leader, you should also be empathetic towards both your clients and your team. Also, I keep myself updated with the latest trends and news from around the world and use this knowledge in developing our offerings. So, make sure that you remain current with the latest changes in the industry. [G30](#)

TRUST PLAYS A GREATER ROLE IN BRANDING IN A POST-PANDEMIC DIGITAL ECONOMY

By **Rifesh Jain**, BU Head – Prescription & Consumer, Cetaphil

There are far fewer human babies being born on the planet. Much of the developed world – US, Japan, China, EU – and developing nations such as Brazil, Bangladesh and Indonesia are witnessing birth rates declining to below the replacement rate of 2.1. Put simply, this means populations are shrinking. If anything, the Covid pandemic has exacerbated the situation with countries recording sharp falls in fertility rates in the past two years. This trend holds true for India as well, as the latest National Family Health Survey (NFHS) 19-21 study shows.

What is the significance of the baby bust for economies, markets, and society as a whole? The implications are clear. In a world subsumed by the pandemic, it's clear that both business environment and consumer behaviour are in a state of flux. And businesses need to take note of just how all-pervasive these changes are.

Consider the parenting space. As we learn to live in the new 'normal', there is a perceptible shift to holistic living. More people are feeling the need to shift to a happier, healthier, and more caring economy. This trend is increasingly visible in the way consumers are questioning and showing a growing awareness of what goes into the products they buy. Going even further, consumers are deep diving into aspects such as whether products are packaged sustainably, how companies treat their employees, where materials are sourced from, and even what the company stands for, its purpose or vision. Clearly, brands and companies need to communicate about more than their products – the entire value chain is now a part of the brand narrative.

Nowhere is consumer scrutiny more evident than in the baby care category, specifically skin care. In this landscape of well-informed parents, the rapidly growing industry – with Baby Skincare Category Size of close to \$500 million, has seen a CAGR of 8-10 percent in the last few years – is poised to grow further.

Consumers are investing in educating themselves not only about what they put in their bodies but also what they put on them. A deeper look at markets shows emerging trends that indicate future disruption. For instance, in India, where traditional skincare regimes still hold sway over the consumer, consumer interest has sparked the entry of a wide range of organic or natural skincare products alongside conventional brands. This correlates to the need for convenience in families with working parents. And yet, there is a shift to product attributes that revolve around natural and trust rather than product benefits such as affordability or convenience. A study on baby care products in Asia indicates that parents are willing to pay a premium for brands associated with trust and safety.

“ACCORDING TO A DELOITTE REPORT, SOCIAL MEDIA INFLUENCES 56 PER CENT OF CONSUMERS BUYING BABY PRODUCTS, WHILE 62 PERCENT OF MODERN MOTHERS SAY THEY USE INSTAGRAM TO LEARN ABOUT NEW PRODUCTS AND SERVICES FOR THEIR BABIES, ACCORDING TO PEW RESEARCH

The changing market landscape is a fallout of the global trend of falling birth rates, which is visible in the growing urban trend of single-child families. Today, when most urban, educated parents are choosing to have only one child (13 percent of families in metro cities), the conscious time and money spent on the child is increasing. For instance, studies show that more



than 40 percent of women make a conscious change to a healthier regimen when they are pregnant.

Simply put, parents today want to be able to give their child the best – and ‘best’ begins right from when the children are babies. While Indian parents broadly prefer tried and tested routes, sticking to brands or regimens from their comfort zone, more parents are willing to spend time in identifying products that are considered natural and safe.

For new brands or market entrants, this has strong implications for brand communication. One factor is the rising importance of social media and the role of influencers in marketing strategies. Consumers flock to various social media platforms to discover new brands and products. According to a Deloitte report, social media influences 56 per cent of consumers buying baby products, while 62 percent of modern mothers say they use Instagram to learn about new products and services for their babies, according to Pew Research.

Another factor is that traditionally, women have driven retail economics, and shopping for baby products is even today largely controlled by them.

Millennial mothers, especially, are looking for products that they can trust – products that are safe, gentle on their babies’ skin, free of animal testing, and free from unnecessary chemicals. They are avid social media users and are more likely to purchase products based on peer reviews and feedback from contemporary moms on social media. This implies ‘safe’ and ‘trustworthy’ need to be the fulcrum of social media branding that addresses parents and specifically mothers.

Post pandemic, India has also seen the rise of digital retail. Online shopping had already been growing rapidly over the last decade, but the ongoing pandemic has seen an aggressive fuelling of digitisation of commerce. With a large percentage of consumers online, companies need to make a rapid shift to meet their information needs, especially as relating to brand expectations.

The trends indicate that the rapidly changing nature of consumer expectations in India is an opportunity for skincare brands to build deeper relationships with parents who are looking at trust and safety as fundamental brand attributes. ^[60]



A chief product officer (CPO) is a corporate title referring to an executive who leads the entire product organization. Alternatively, the CPO is known as VP of product or head of product. He is a C-level executive who is responsible for the strategy and execution of all product-related activities within an organization. A CPO is responsible for the strategic product direction. Usually, it includes product vision, product innovation, product design, product development, project management, and product marketing. In many tech companies, this position also provides distribution, manufacturing, and procurement. In a nutshell, a CPO leads a product management (PM) team in building great products that deliver sustainable value to the business. From the early stages of developing a new product concept to beyond product launch, a CPO balances the needs and goals of both the product and the business.

The CPO oversees all of a company's product-related matters. The departments they manage range from product management to user experience (UX) research and design

to product analytics. The CPO supervises key product management leaders (e.g., the Director of Product Management, the Director of UX, the Head of Product Analytics, and the Director of Product Marketing). It's the CPOs responsibility to ensure that these key roles are being performed efficiently and are aligned with the organization's vision and strategy. The CPO also serves as an important mentor for other product management personnel. They play a crucial role in influencing a product organization's culture and strategic direction.

An organization that places a priority on cultivating a product excellence mindset – a customer-focused framework for developing an impactful product – should have a CPO.

In this issue of CEO Insights, we bring you a list of 'Top 10 Chief Product Officers – 2022' who have leveraged their extensive industry expertise and experience for the growth and profit of the respective organisations in which they have served. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and our editorial board.

TOP 10 CHIEF PRODUCT OFFICERS – 2022

MANAGEMENT	COMPANY	DESCRIPTION
Ankur Jain, Chief Product Officer	BharatPe New Delhi bharatpe.com	With over 20 years of global experience in high-technology companies such as Walmart Labs, Kosmix and some of the best research labs in the world, he is leveraging the firm towards upward integrations
Chirag Warty, Chief Product Officer	Lucknow Farmers Market Lucknow lucknowfarmersmarket.com	A passionate leader and entrepreneur leading the community towards a healthy India, bridging the gap between farmers and buyers
Harish Chowdhary, Chief Product Officer	Adroit Vantage Bengaluru vantage.com	After gaining nearly two decades of experience working in this space, he felt like bringing evolution in his journey being in the product management space and came out with digital solutions that benefits the entire asset and wealth management industry
Mayank Jain, Chief Product Officer	Snapdeal New Delhi snapdeal.com	A seasoned professional with over 10 years of experience, joined the firm after a successful stint with Zoomcar where he led the Products, Analytics, and Digital Marketing functions
Piyush Wadhvani, Co-Founder & Chief Product Officer	Hair Originals India Gurugram hairoriginals.com	With his prior experience of running my own production & manufacturing units for five years he is taking care of entire production from sourcing raw material, processing it and converting into the finished goods with proper quality checks at different stages
Raman Taneja, Chief Product Officer	Arth Digital Gurugram arthdigital.net	An experienced professional possessing 19+ years of experience in business, product and technology domain across the Banking & NBFC sector
Sama Beg, Chief Product Officer	Emoha Elder Care Gurugram emoha.com	She is passionate about making the world elder friendly and building solutions that help elders age-in-place
Shalini Kumar, Chief Product Officer	Interview Cracker Bengaluru interviewcracker.com	With a demonstrated history of working in the professional training & coaching industry, she is a strong sales professional, skilled in Product Lifecycle Management, Oracle Database, Hibernate, Java, and Production Planning
Sumit Kumar Gupta, Chief Product Officer	Asva Labs Bengaluru asvalabs.com	A technology leader with more than two decades of professional experience, is best known for his keen focus on ground-up product innovation and also as a strategic advisor to multiple consulting firms in areas like sports, blockchain, design thinking as well as innovation across globe
Vikram Bhat, Chief Product Officer	GoodWorker Bengaluru goodworker.in	As a seasoned product leader, he is deeply passionate about structuring and solving complex problems, evolving strategic frameworks from specific insights as well as simplifying everyday experiences for end users



**Chirag Warty,
Chief Product Officer,
Lucknow Farmers Market (LFM)**

Chirag strongly believes that, happy community is the healthy community, hence making people lead a healthy life by bringing together farmers and entrepreneurs on one single platform and supplying natural organic produces.

CHIRAG WARTY

DETERMINED TO
PRESERVE INDIAN
TRADITIONAL SCIENCE
& CREATE A HEALTHY
INDIA

Indian traditional household has always been organic and healthy. It is in the last few decades that the introduction of western inspired fast food and race to produce has adulterated the food that we consume on a daily basis. We are fascinated with tomatoes that look exactly alike, apples that are red in fairy tales and potatoes that are the size of a rugby ball. Natural food is not like this. The mother nature is not in the business of creating aesthetically beautiful vegetables. Have you ever wondered how are fruits like apples and mangoes available year round?

To preserve our science and our culture, Lucknow farmers market came into existence led by Chirag Warty, Chief Product Officer and Jyotsna kaur Habibullah, Chief Executive Officer. Chirag and Jyotsna bring along brings along with him diverse experience across multiple industries spread over several geographies. His experience working with different size companies all the way from startups to large cap enterprise conglomerate, that has given him a unique perspective to develop a strong, agile and highly motivated organizational structure.

In an exclusive conversation with CEO Insights, Chirag elucidates on his significant role of leadership casting light on his journey, the company and the challenges

Cast light on your professional background and experience. How has been your journey so far and what is it that drives you today?

Well, I have always been an Indian at heart, even though I have spent almost a decade in the US. Having done all my education at universities like UCLA, Cornell and

Stanford gave me a global perspective to our Indian culture, food and traditions. This made me realize that Indians have always been at the forefront of science and art which was somehow getting lost day by day.

In the last 10 years having worked in consulting space gave me the opportunity to work with some 500+ companies from diverse walks of life, agriculture, manufacturing, aerospace, construction, FMCG, fintech, retail, pharma, etc. But, having witnessed the widespread of myriad of health issues, contributed by COVID-19 in the last few years, I realized that there's a lot of stress levied on healthcare. Of course, healthcare has a great feat in treating health issues, which subsequently boosted the pharmaceutical & medicinal industry, but we aspired to address it beforehand undertaking the preventive health measures by opting for healthy eating concept by basically going organic & natural, and reviving our ancient Indian healthy food culture, something like our 'dadi-nani recipes and ghar ka nuskha' which used to be healthy & wholesome.



We're significantly relishing it catering to multiply vertical products with a facility to buy from our local producers present nearby the buyer's location

This journey of last two decades was very enriching and what I have realized is it has prepared me for what I am doing now. At the advent of COVID-19 we recognized that most of the people who were adversely affected by the virus were the ones who did not pay attention to their daily lifestyle. The ones with a healthy lifestyle were barely feeling the effects. This told us that we as Indians need to revert

to our inheritance of organic and natural lifestyle. However we as individuals of the 21st century did not have easy access to these products and traditions. The culture existed in pockets and villages in the form of small entrepreneurs, women who worked out of their houses but did not have the means to reach out of their local area. This idea of helping smallest of the entity to grow and contribute to preservation of our science and culture led to formation of an online platform of Lucknow Farmers Market.

Define Lucknow Farmers Market as an organization and its position in the market?

LFM came into existence to provide a platform to the first producers and ground level small entrepreneurs to expand their reach on PAN India basis. And, hence we have an online and physical presence both, across PAN India to supply completely natural and organic products. We also conduct a farmer's market across the country, periodically to help the producers, farmers and entrepreneurs physically connect with our representatives and understand our business model and come onboard online to sell their products through our platform, once they're convinced of the idea.

Lucknow Farmers Market started as a local farmers market especially for mangoes. Today the LFM is an online platform where in it has six verticals (1) Organic and natural products - ranging from food, food products, jute bags, handmade soaps to lifestyle accessories, (2) Farm Fresh - where in you can buy fruits, vegetables and food products directly from farmers across India, (3) Farm Stay - If you want to get out of the city and spend your time in natural habitat and experience the farm life then farm stay is for you. These farm stays are spread all over the country, (4) Local Produce - If you are looking for food that is absolutely fresh the you can order the food that is grown around you and get it delivered at your door step, (5) Services - Looking for a naturopath or a yoga instructor then this is the place you can find one, and (6) Knowledge Center - None of the international platforms like Coursera or Udemy teaches you how to live like an Indian. So this is where you can learn skills like honey bee farming, hydroponics, aquaponics and other ideas that you can do to enrich your life.

We have not lost touch with our roots. Thus we hold our physical lucknow farmers market periodically in Lucknow and across India.

From the seller perspective there are three main challenges that a farmer or entrepreneur faces (1) Reaching out to the correct target audience, (2) Packaging and shipping the product on time, (3) Dealing with issues of GST and money recovery from the end user. At Lucknow farmers market we take care of all these points and some more. This helps the business to focus on their business rather than worrying about other teething issues. All the sellers undergo review from our end before they are onboarded. This way the buyers are assured of what they are buying is organic and natural. Hence we bridge the gap between genuine sellers and well intentional buyers to make sure they have the access to the best of the quality experience. Also, from a buyer's perspective to provide an assurance on the quality of the products they're buying, we create a guarantee for the products by testing it prior to listing it online. Hence, bridging this gap we ensure that both- the buyer and the seller experience is very smooth. Today, we have a gamut of farmers and small entrepreneurs onboarded on our platform who sell multitude of products ranging from organic veggies to spices, pickles, kitchen tools, garden essentials, beauty products, and more.

How are you leveraging your expertise to help Lucknow Farmers Market succeed in the long run? Also, highlight your current roles and responsibilities at LFM.

Well, I am the Co-founder of the company, and I've architected the whole LFM platform. Ofcourse the idea has come from the CEO & Co-Founder Jyotsna Kaur Habibullah who has contributed in entrenching this complete women-led where except me all are women. The journey has been challenging reaching out to farmers and village grassroot level entrepreneurs who are still very primitive and stand by the concept of selling in Mandis or through APMC markets, rather than direct selling to the consumers. They definitely did want to eliminate the middleman, as direct selling seems more profitable, but fell short of the technology know-how. Hence, we made it easier by appointing representatives across India statewide who ensured and educated them such that they had a smooth journey onboarding without having to scuffle with technology and other business & government

policies like GST & more. Not only this, we've also taken care of their entire logistics & supplies and thus reduced the carbon footprint. Coming to my roles & responsibilities at LFM, it involves looking after the data analytics, analyzing the digital channels, organizing marketing campaigns, reviewing the feedback from the campaigns, and optimizing the customer journey accordingly.

How do you maintain the perfect balance between your personal and professional life? What is your success mantra?

I personally don't think there's something called a perfect balance in life. There's always a tug of war going on betwixt the two, it's you who has to prioritise what's important and it can be effectively done through task management rather time. So, if you manage your tasks properly your time is all automatically saved. I practice it through a 15 minutes interval and have shared it with my team too. In our office we deal with small packetized work, within fast turnaround time. Hence, one of my success mantra is 'fail fast', because if one fails fast in their work implementation he/she can rectify it sooner without any time wastage.

What are the opportunities you foresee with the change brought in the market behaviour?

There's a huge opportunity from the food supply perspective, because of the farm to table concept and grow local consume local. Hence, we're significantly relishing it catering to multiply vertical products with a facility to buy from our local producers present nearby the buyer's location. Secondly, to create awareness about farms, rural life and the environment with our new generation, we've introduced a farm stage- a hotel like facility at the farms where people can stay (for 10 days or so) and experience the rural life and environment like drinking fresh cow's milk in the morning, and more.

What will be your advice to the budding entrepreneurs?

Post COVID the whole attitude of the market and community has changed towards food consumption and lifestyle, hence my suggestion to the entrepreneurs is focus on the idea and implement it; technology is there for support. Also, LFM being a business incubator is always there to help. [G30](#)

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HOW CIVIL NUCLEAR POWER, DEFENCE & SPACE SECTORS ARE SHAPING-OUT

By Srinivas Reddy, Managing Director, MTAR Technologies



Srinivas Reddy,
Managing Director

We are witnessing a renaissance in the India manufacturing amidst the push from government on Atmanirbhar Bharat. India has the potential to become a global manufacturing hub. By 2030, it is expected to add more than \$500 billion annually to the global economy and take over its Asian peers. COVID-19 pandemic followed by a geopolitical issue like Russia – Ukraine crisis has reinforced the fact that manufacturing is as important to country as infrastructure because self-reliance in manufacturing our own products enables us to navigate through the uncertainties and uncover the opportunities therein when global supply chains break down. India's efforts for indigenization have gathered pace as Ukraine war raises alarm over the need for self-reliance, specifically in defence, space and civil nuclear technologies. Accordingly, the government is identifying various new projects in these sectors and taking-up several initiatives to propel the growth of domestic manufacturing ecosystem.

Carbon neutrality is expected to be achieved through a combination of clean energy resources including civil nuclear power. Government of India has set-up an ambitious target of meeting 10 percent of its energy requirements through civil nuclear power. To realize the same, increasing our existing nuclear reactor base is crucial to generate more electricity through civil nuclear power, thereby reducing the dependence on non-renewable energy sources. The current installed capacity of nuclear reactors is 6780 MW, and 6028 MW of nuclear reactors are under construction. As part of its massive infrastructure scale-up program to grow nuclear capacity, The Government of India (GoI) has sanctioned the manufacture of 10 pressurised heavy water reactors

(PHWR) in fleet mode (10 x 700MW) with a combined generation capacity of 7,000 MW. French company EDF has submitted binding techno-commercial offer to NPCIL to build six European Pressurised Water (EPR) reactors with an installed capacity of 9600 MW that would be the most powerful civil nuclear plant in the world. Government plans to increase the nuclear capacity to 22480 MW by 2031 on progressive completion of projects under completion and accorded sanction. Further, the reactors under construction entail 12 percent CAGR over the next decade versus four percent CAGR in the past, influenced by the Government of India's emphasis on capacity addition and rising carbon neutrality objectives, which represents a growing market for domestic players. The after-market revenue from the maintenance and refurbishment segments during FY 2015-19 was valued at Rs. 5.5-6 billion; this is estimated at Rs. 9-10 billion over FY 2020-25 as the majority of India's installed reactor base hits the critical 20-year life span.

India's space program was sanctioned a budget of Rs. 134.8 billion for fiscal 2022 and budget of Rs. 142 billion for fiscal 2023. ISRO plans to launch optical, 197 multi- & hyperspectral, and synthetic aperture radar satellites. Several other missions including launch of GISAT-1 satellite, space docking experiment (SPADEX), reusable launch vehicle (RLV) and a few

INDIA'S DEFENCE SECTOR IS BEING DRIVEN BY THE ATMANIRBHAR BHARAT INITIATIVE, MARKED BY THE BAN ON 101 IMPORTED ITEMS AND DRDO'S ANNOUNCEMENT OF THE INDIGENISATION OF 108 SYSTEMS AND SUBSYSTEMS

others, which would drive future investments in India's space programs are under planning stage. Launches were slowed-down in the past two years

due to COVID-19 pandemic. However, the launches are expected to be increased to more than 30 per year over the next two years. India's space program is projected to post a 7.5 percent CAGR over FY 2021-25 as against 12.8 percent CAGR over FY 2017-21. This growth will be driven by declining launch costs, increasing the role for the private sector through the New Space Policy 2020, formation of New Space India and commercialisation of Space through In-Space.

ISRO aims to reduce its responsibilities on the commercial end with the formation of NewSpace India Ltd, which will act as the commercial arm of ISRO with an objective to enable the Indian industry to scale-up high technology manufacturing and production base for the domestic industry. ISRO intends to focus its resources solely on innovation and R&D in the future. ISRO has announced that over the next five years, private sector will receive the mandate for 70 percent of all the upcoming space missions, estimated to be worth Rs. 111.4-118.9 billion. These policy changes are likely to boost the commercial segment of the market in the forecast period and provide immense opportunities to private sector players.

India's Defence sector is being driven by the Atmanirbhar Bharat initiative, marked by the ban on 101 imported items and DRDO's announcement of the indigenisation of 108 systems and subsystems. Recently, under import ban, the government has come-up with the third embargo list of over 101 military systems and weapons that covers major equipment and platforms. This embargo is aimed at strengthening the domestic defence manufacturing eco-system as the defence ministry targets a turnover of \$25 billion in the next five years that includes an export target of \$5 billion worth of export hardware.

Finally, there is massive potential available in Civil Nuclear Power, Space and Defence sectors for the private sector. Domestic industry should gear-up in terms of R&D capabilities, capacity augmentation and training of skilled resources to address opportunities available in these sectors and indigenize technologies for the nation to achieve self-reliance. So far, production linked incentives (PLI) have not been sanctioned by government in these sectors except for drone and drone components manufacturing in Defence. However, production linked incentive (PLI) if accorded will provide a huge support to the domestic industry. [CEI](#)



**Piyush Wadhvani,
Co-Founder & Chief Product Officer,
Hair Originals India**



I strongly believe that using natural virgin REMY Indian hair which is known for its rich texture to create hair extension provides the versatility and freedom in color, style and maintenance

PIYUSH WADHWANI

*PROVIDING HIGH QUALITY
NATURAL HAIR EXTENSION*

Hair extensions are increasingly being opted for by people due to the rising problems like hair fall and hair loss. Nowadays, there are many options of synthetic hair extensions present in the market which are made of plastic and can damage natural hair. Also, it cannot be dyed and therefore it starts looking odd on people after a while.

To provide solution to this problem, Hair Originals India came into existence led by Piyush Wadhvani, Co-Founder & Chief Product Officer and Jitendra Sharma, Chief Executive Officer. Piyush and Jitendra bring along with them diverse experience across multiple industries spread over several geographies. Piyush's experience of working with different sized companies all the way from startups to large cap enterprise conglomerates has given him a unique perspective to develop something extraordinary through meticulous customer market research and manufacturing excellence.

In an exclusive interview with CEO Insights, Piyush talked about his role of leadership, casting light on his journey, the company and the challenges faced.

Throw some light on your professional background and experience. How has been your journey so far and what drives you today?

I have worked with FMCG giant Hindustan Unilever from 2008-13 in Sales (Food division- Unilever Food Solutions). From 2013-15 with Olam International, a Singapore based commodity trading company. I worked there as a trader for Cashew Nut business. After Olam, I joined a startup, dealing in bio mass fuel for bigger catering units. Working for almost eight years into sales, one day I realized that I should have my own business and then I started my own manufacturing unit of PET bottles, confectionery jars and toys. I still have those two manufacturing units in Delhi which is now taken



over by my father after I started Hair Originals. My professional journey is a mix of different roles and products from food to commodity trading to bio mass fuel to plastic business and now Human Hair business. It's a 14 billion US dollar business globally with CAGR of 12 percent and these numbers drive me.

How are you leveraging your expertise to help Hair Originals India succeed in the long run? Highlight the current roles and responsibilities undertaken by you at Hair Originals India.

I have previous experience of running my own production & manufacturing units for five years and that's what is helping me in Hair Originals. I am taking care of entire production from sourcing raw material, processing it and converting into the finished goods with proper quality checks at different stages. I have a team of 35 employees working under me in our Factory with one factory manager and two supervisors.

How would you define Hair Originals India as an organization and its position in the market?

Hair Originals is a brand under the parent company Kris Originals. We are a Gurgaon based startup with young and energetic team working smartly and making sure each day to have more and more

visibility in the market. We are focusing primarily on B2B business for service based products and D2C business for our DIY products. We are currently present in more than 20 cities in India and we have a network of almost 400 salons all over India.

How do you maintain the perfect balance between your personal and professional life? What is your success mantra?

I start my day early with two hours of workout and making sure to complete my day to day tasks on time efficiently and then spending time with family and friends. I have always believed that one must start his or her day early as a lot of things can be done in an entire day with full of energy and that's the only success mantra for me.

Going forward, what are the changes in market behaviour that you anticipate and what are the opportunities that you foresee? What are your future goals?

Hair Extension industry is a growing business and the kind of response that we are getting after our shark tank deal in Indian market is brilliant. I believe that every woman will have some kind of human hair extensions in her wardrobe in near future. And that's a big opportunity for us. And yes innovation is always the key to success. My future goals are basically to automate some processes in our production units. [\[33\]](#)

GREEN PRACTICE IN ELEVATORS: FOCUS ON 2022

By **Manish Mehan**, CEO & MD, TK Elevator India

With over 18 years of experience in finance, operations, sales and marketing, Manish is a self-driven leader, he is committed to conscious leadership and focuses on the key ingredients like decisiveness, adaptability, reliability, and the ability to engage stakeholders.

Elevators have come a long way from a wooden box hooked by a pulley in the 300 B.C to a human-powered, counter-weighted, personal elevator build in 1743, hydraulic crane build in the year 1846, to the first electric elevator in the 19th century. The elevator trends have been improvising unfailingly. But what is the future and need of elevators in the upcoming New Year? The answer is 'Green Elevators'. Green Elevator is a trend the elevator industry is following for a few years now. But never less it is sure that the trend will be followed for a considerable upcoming span as elevator businesses around the planet are putting efforts to build and develop new technologies and designs that are sustainable and consume less energy.

Current Innovation Trends in the Elevator Industry

Digital transformation in elevators has come up with primary inventions and advancements such as the launch of:

- Smart elevators such as IoT-based elevators that can monitor performance, make real-time maintenance decisions, provide updated status, advance reporting, control, and monitor the elevator remotely. For instance, TK Elevator's, 'MAX', which is a game-changing predictive and pre-emptive maintenance solution that extends remote monitoring capabilities to dramatically increase current availability levels of existing and new elevators. Utilizing the power of Microsoft Azure Internet of Things (IoT) technology, MAX predicts maintenance issues before they occur, and empowers elevator engineers by flagging the need to replace components and systems before the end of their lifecycle.
- Machine room technology MRL elevators use a gear-



Manish Mehan,
CEO & MD

less traction machine located in the hoistway moving the cab through the hoistway.

- Rope-less elevator such as MULTI the world's first rope-free elevator invented by TK Elevator has multiple cars moving in a single shaft vertically and horizontally and reduces the required space for elevator shafts while increasing passenger throughput. MULTI is set to revolutionize tall building construction. With MULTIs rope-free system, architects and developers are no longer restricted in their designs by concerns about elevator shaft height and vertical alignment. MULTI opens the door to design possibilities in all directions.
- TK Elevator's, TWIN elevator system consists of two cabs that operate in the same shaft independent of each other. Both cabs operate under the same intelligent group control system and are equipped with an innova-

tive quadruple redundancy safety system. It uses less energy while transporting more passengers than conventional elevators.

- Likewise, TK Elevator's AGILE Destination Control (DSC) improves system efficiency and passenger experience by effectively shortening wait and travel times. Compared to conventional elevator control systems, the AGILE DSC increases passenger handling capacity by up to 30 percent, minimizes passengers' travel times to their destination and reduces crowding in lift lobbies. DSC also allows for much more flexibility in elevator grouping, lift core layouts and overall building design.
- Sheer speed elevators that can manage to go from ground floor to top floor within minutes be it one of the tallest buildings in the world.
- Transit management solutions for elevators that optimize travel time and make the elevator more user-friendly and sustainable.
- AI elevators that can provide real-time insights, productive maintenance, and enable communication in elevators.

All these innovations have transformed the trends in the elevator industry. Digital innovation has enhanced

**MACHINE ROOM
TECHNOLOGY MRL
ELEVATORS USE A GEARLESS
TRACTION MACHINE
LOCATED IN THE HOISTWAY
MOVING THE CAB THROUGH
THE HOISTWAY**

technology like data, extended reality technology, algorithms, and detectors to reach efficiency and safety for the consumer.

Expectations of Green Elevators in the Upcoming Year

The studies show that green elevators, eco-friendly designs, and machine room-less elevators have provided a broader range of possibilities in the elevator industry's growth. Technologies like transit management solutions that optimize travel time in buildings make them more user-friendly, flexible, and sustainable. Smart elevators that have connectivity to the user or the moni-

tor ensure the safety and convenience of the elevator. Machine room technology MRL elevators are likely to use up to 80 percent less energy than hydraulic lifts without oil-filled underground cylinders' outlay and environmental hazards. Regenerative elevators the regenerative elevators don't just consume less energy but regenerate electricity and reverse it back to the building's electrical system. Improve Control features in the green elevators; there is usually a difference between the elevator's weight capacity and the counterweight. Green elevator technology's primary goal is to shorten these light loads through precision traffic control, management of interior lighting, and other energy-burning factors.

Challenges for Green elevators in the Upcoming Year

The major challenge the elevator industry in India faces every year and is likely to face in the upcoming year is the lack of a skilled workforce. Though we have uprising and green technology yet we lack in finding people who can use and help maintain them. Another minor challenge that the elevators may face is maintaining the hygiene and sanity of the passengers with the current COVID-19 situation as we have previously worked on solutions for such situations by providing Aerosol Disinfectant, Air Purifier, Infrared Thermal Camera, Escalator UV Sanitizing Unit, and Touch-free elevator calling solutions, there needs to be upgrading in the solutions just like the upgrading virus. High maintenance and lack of attention, elevators require maintenance for the easy-going of the elevator, as early stated there is lack of skilled and prepared people to provide proper and timely services to the user. The elevator industry has come up with resolutions for the problems as we provide a remote monitoring solution that monitors and solves the technical glitches remotely.

Bottomline

2022 in the elevator industry is going to be more focused on the technological and sustainable aspects of elevators. But the main focus is going to be the Green Elevators and the improvements to be made in these elevators to uplift the elevator industry, help provide a sustainable livelihood and reduce energy consumption. Elevators have been a consistent factor of innovation and upgrading be it in terms of technology, design, and user-friendliness. Which raises the anticipations of the users to another level with the upcoming year. And the elevator industry is working hard to provide the same. [G30](#)



**Sama Béq,
Founder & CPO,
Emoha Elder Care**

Sama is a certified senior assisted living administrator and dementia care expert who has created an app that is designed as a one-stop solution for the needs of senior citizens.



Emoha is the first and only company that has designed an emergency response system specifically for senior citizens

SAMA BÉQ

ENTRENCHING AN AGE-TECH CARE INDUSTRY THROUGH HER ELDER CARE BRAND EMOHA

It's quite difficult to understand how businesses grow and perform better, despite challenges looming everywhere. In today's day and age, solving these business challenges does not only lie in the purview of the CEO but also of the Chief Product Officers (CPOs) today, who contribute to the business growth by crafting product vision and taking care of the entire product life cycle. And, Sama Béq, Founder & CPO of Emoha Elder Care is a true personification of the same leadership category. Emoha is India's most trusted senior care brand that gives seniors access to a healthier, hassle-free, and active life in the comfort of their own homes. Sama has been significantly instrumental in designing the impressive care product and process systems for senior citizens leveraging best global practices, specifically inducing the concept of aging-in-place. Sama has a Bachelor's in Science, Biology from Syracuse University with complete scholarship and was one of the top graduates and she also holds a Master's in Healthcare Administration from Univ of North Florida.

Before blossoming as a successful leader and entrepreneur, Sama has gone through the rich journey of working in the eldercare industry herself. To know more about the meandering journey that led her to leave a well-directed professional career and return to India and venture into the eldercare industry as an entrepreneur, kindly glimpse through her exclusive interview with CEO Insights.

Tell us about Emoha Elder Care and what inspired you to establish the organization?

Founded in 2019, Emoha is an app that allows senior citizens to get access to a range of Health, Emergency, and Engagement activities, all in the comfort of their homes. The Emoha app is a one-stop solution for the needs of senior citizens.

I professionally started my career in senior living by doing a one-year training at Brooks Rehabilitation, one of the largest Rehabilitation Systems in the US. Later, I also joined them as their full-time Manager and managed two dementia-care (Alzheimer's) assisted living homes (each with a 12-bed capacity) in Jacksonville, Florida area. Having done this for several years, I realized that it was quite a struggle for me personally, as my parents were back home in Kashmir all alone (without my siblings) deprived of the same quality of senior care. It was then, that I decided to quit and move back to India, and started Emoha Elder Care

with some friends that I met along the way, belonging to the same eldercare industry in India.

Hence, the motivation always starts with my parents, who have made me become who I am today, instilling me with the thought of giving back to society. Also, it is their conscientious teaching that has made me come this far, caring for the elderly by imbibing the science of Geriatrics and Gerontology (which many does not know about on this side of the world), through Emoha.

Could you tell us more about the unique services provided by Emoha and what makes it stand out from the rest of the market?

The core eldercare principle at Emoha is having a holistic approach to taking care of three core needs of an elder- emergency & health, engagement and daily errands. I have learned this holistic approach all along my prior professional tenure at Brooks Rehabilitation and have adopted the same at Emoha. Hence, by far I would say it's the most trusted senior care brand in India provided with a range of products starting with an exclusively designed app for the elderly that they can download and avail 24/7 emergency elder care services, including some free elder care services.

Emergency & Health: Emoha is the first and only company that has designed an emergency response system specifically for senior citizens. We created this because we know that seniors are faced with a high risk of emergencies. Our combined knowledge in geospatial technology and elder care, enabled us to design a very robust emergency system that has saved the lives of more than 300 senior citizens since we started. We also help arrange for trained nurses and attendants for our members as this is a critical need for many seniors who struggle with healthcare issues.

Engagement: Another problem that the elderly face is loneliness. We're very familiar with the term pandemic nowadays, but loneliness amongst the elderly has been a big pre-existing pandemic and challenge, world round. Hence, secondly, we've tried to resolve it by introducing some online fun activities like Antakshari and events Bollywood & Literary clubs through our app, where the elderly can come together, chat & interact and develop friendships with each other virtually. Before COVID we used to do it offline, but now again we're moving back to the offline mode as it's more interactive.

Daily Errands: Thirdly, we've also helped them run daily life errands like buying groceries, plumbing, getting the doctor's appointment set, and more, using the app. So, it's a one-stop app solution for elder care, designed by taking the elderly's feedback and

convenience into account, regarding the font & card colour selection, vertical/horizontal page scrolling, and more. Also, as they proceed further, they can avail Emoha's subscription plan as well opting for the monthly plans for similar services.

Many of our customers are children who worry about their parents health and wellbeing. A very unique solution that we provide is pre-paid membership plans that can help ensure 24/7 care for your parents. In our membership we provide personalized care and attention. Members get an Emoha Daughter- a personalized caregiver who takes care of their specific needs and is reachable 24/7. The Emoha Daughter herself calls the member every day and asks about their well-being and needs. We've introduced this concept by analyzing the global research strata that majority of caregiving is provided by daughters who're the core caregivers in the family for both the parents and the in-laws.

Being the CPO, I thoroughly look after the major departments - the product, technology, and marketing at Emoha, and strive to provide our best through our brand's service.

While managing such a precarious industry, it can be a challenge to balance your personal and professional life. So, what's been your success mantra?

I think no entrepreneur must have figured it out, yet. It's a struggle to figure out the balance between the personal and the professional life, but the only way to do it is I think to consciously make an effort for both. Positively, it's my hardcore passion that has helped me to swing through, and I'm able to take out time for myself too, doing some regular exercises and praying generously. Living my life as such, I genuinely feel grounded, and at ease while also maintaining my sanity.

Going forward, what are the changes in market behaviour that you anticipate, and what are the opportunities that you foresee? Delineate your future goals?

Eldercare is a seven trillion dollar industry globally, so there's tremendous potential if the complete focus is shifted towards providing home-based solutions and promoting the aging-in-place concept in the eldercare industry. We've already been innovating and experimenting with the eldercare solutions in India, but since the aged-care problem is a global challenge, prevailing across countries, our objective is to transform the lives of the elderly all over the world by turning into a global elder care solution provider, post having served at least one million elders across PAN India. [CEO](#)

MANUFACTURING IS THE NEW IT

By **Dr. Sudhir Varadarajan**, Dean - Design, Innovation, Incubation, IIITDM Kancheepuram

An IIT Madras alumnus, Dr. Sudhir has been associated with IIITDM Kancheepuram for over four years now, prior to which he held the role of VP - BFSI Strategy & Innovation at a leading IT Services company.

Many leaders in the manufacturing industry are beginning to accept that Industry 4.0 is here to stay. Surveys organized by CII and other industry bodies show that while adoption of Industry 4.0 technologies is relatively low in Indian manufacturing when compared to countries like China, there is a high level of awareness today. This awareness is expected to drive increased investments and adoption of Industry 4.0 technologies in the next 5-7 years. Industry leaders believe that tech-savvy millennials are best suited to help the industry ride the wave of Industry 4.0. However, they are concerned that availability of young talent with the right competencies (blend of knowledge, skills and attributes) is a big challenge.

Manufacturing Needs Millennials

Some of the perceptions that have traditionally affected flow of young talent to manufacturing are that factory work means harsh working conditions, manufacturing is only for mechanical engineers, and salaries in the manufacturing sector may not be attractive. Naturally, engineers, especially women, tend to look for opportunities in the service sector like IT/IT-enabled services, financial services, retail and travel. Industry 4.0 is going to radically change this perception. Industry 4.0 involves leveraging Information & Communication Technologies, Industrial IoT, Data Science & Artificial Intelligence, and Augmented Reality/Virtual Reality to digitalize the factory. The smart factory of tomorrow will be a very different place compared to the factories of today. This will open possibilities for young engineers, including women, to re-engage with manufacturing and contribute to this digital transformation in a big

way. In other words, manufacturing is the new IT. However, it is imperative that young engineers develop three key competencies to be industry 4.0 ready.

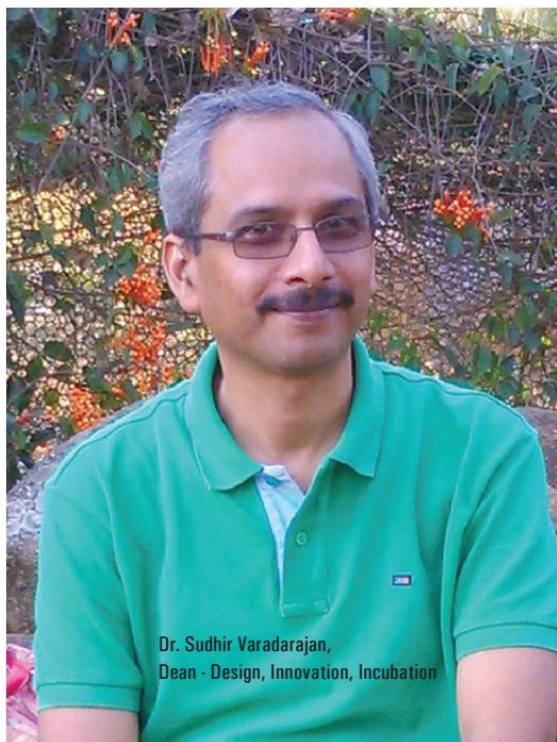
Three Key Competencies for Industry 4.0

One of the key competencies that are required is the ability to reimagine operations. New technologies create possibilities for increasing productivity and reducing costs significantly, provided the teams can develop a deep understanding of the unique characteristics of the company's operations, i.e., product-process relationship, and challenge prevalent



YOUNG ENGINEERS NEED TO DEVELOP AN ENTREPRENEURIAL MINDSET TO SPOT BUSINESS OPPORTUNITIES, CHALLENGE PREVALENT ASSUMPTIONS, AND COLLABORATE WITH EXPERIENCED PROFESSIONALS WITHIN & OUTSIDE THE COMPANY

assumptions. Identifying the most compelling product-service-process combinations, deciding the right level of intelligence, and picking the right metaphors & techniques will help increase the success of initiatives. For instance, manufacturers of expensive and highly stressed components can use these technologies to track the impact of every manufacturing step on the component to minimize defects and penalties. In case



of process industries like beverages, they can use these technologies to reduce unit cost through optimal use of energy at different stages of production. This calls for a more unified view of people, process, technology and data from multiple perspectives. It is important to start looking at the everyday operations with a new pair of glasses and pay attention to the minute changes. Such competency can be developed by embracing design thinking.

A second competency for leveraging Industry 4.0 technologies is the ability to integrate multi-disciplinary concepts and techniques. Companies cannot afford to have large multi-disciplinary teams to address their requirement. The demand is for smaller, agile, inter-disciplinary teams. A mechanical engineer with a good understanding of a machine tool will need to have an appreciation of the sensors & controls and data management tools to define the requirement of a solution to predict and control the behavior of the machine tool. Similarly, a software engineer with good understanding of software tools will need to have the ability to understand the structure-function-behavior of the machine tool and translate the shop floor requirement into a software specification. It will

be great if they can also be adept at using modeling tools like SysML that allow them to express interdisciplinary requirements.

The third competency required for Industry 4.0 is leadership. Young engineers need to develop an entrepreneurial mindset to spot business opportunities, challenge prevalent assumptions, and collaborate with experienced professionals within & outside the company to develop & implement new solutions that deliver significantly higher productivity and cost savings.

Picking Academic Institutions that are Industry 4.0 Ready

Academic institutions are yet to gear-up to this challenge. The institute rankings or placement statistics do not necessarily capture the preparedness of an institute for the three key competencies for Industry 4.0. Even in cases where new programs have been launched, curriculum changes made or labs launched in partnership with platform vendors, the learning environments and pedagogy may not have fundamentally changed to support development of these new competencies.

It is important for prospective engineering students and their parents to look beyond the institute rankings and placement statistics. They need to pay attention to the finer details and everyday practices in institutions. For instance, does the curriculum enable development of these key competencies in a systematic manner over the semesters; the percentage of credits given to inter-disciplinary subjects, soft-skills, practical work and industry internships; the student-faculty ratio for these types of courses; the percentage of faculty with at least five years of industry experience; and whether the credit system values the student's learning effort or the faculty's teaching effort. They should also try to get a glimpse of the everyday activities in the institutions by reaching-out to senior students.

Despite all the analysis about institutions, the admission process and competition may lead students to institutions that may be ill-prepared. Instead of cribbing about the institution, students must be prepared to take ownership for their learning. With this perspective, they will not only be able to navigate through the institution, but also contribute to it and develop leadership qualities. Above all, Industry 4.0 is a great opportunity for young engineers to contribute to national development and developing a new India. Millennials must use it and make a difference to the society. [@30](#)



Sumit Kumar Gupta,
Chief Product Officer & Head of Operations-
IMO/IGO Operations (MetaLaunch),
Asva Labs

- **Hobbies:** Cricket, Reading and Long Drives
- **Favourite Cuisine:** Mexican & Italian
- **Favourite Book:** 5 AM Club by Robin Sharma, Start with Why by Simon Sinek
- **Favourite Travel Destination:** Boston, Massachusetts – Learning Paradise

SUMIT KUMAR GUPTA

*ENGAGING USERS BY
 BRIDGING INDUSTRY GAPS*

There has been a rapid increase in the number of innovation labs that are building a unified infrastructure to catalyze the metaverse economy. Many players intend to build a MetaFi application that can increase the productivity for virtual ownership of metaverse assets and bring a true essence of revolution into the metaverse.

A hands-on business cum technology leader with more than two decades of professional experience, Sumit Kumar Gupta, Chief Product Officer & Head of IGO/IMO (MetaLaunch) with Asva Labs is best known for his keen focus on ground-up product innovation and is also a strategic advisor to multiple consulting firms in areas like sports, blockchain, design thinking as well as innovation across globe.

In an exclusive interview with CEO Insights, Sumit talks about his significant role of leadership casting light on his journey, the company and the challenges.

Take us through your educational and professional background. What inspired you to venture into the product management sector, and what motivates you today?

I am currently working as Chief Product Officer & Head of IGO/IMO (MetaLaunch) with Asva Labs having two decades of industry experience. I am also a Chapter President (Mumbai) for the Government Blockchain Association, New York. Prior to this, I have worked with notable Industry Leaders like TransUnion, HSBC, JP Morgan Chase, Nomura, Lehman Brothers, and CCIL in various leadership roles.



As far as my education is concerned, I am a commerce graduate from Patna University and did my Post-Graduation from the National Institute of Securities Market (NISM), which is under SEBI. In addition, I did my Post-Graduation Diploma in Innovation and Design Thinking awarded by 'MIT, Tuck and Columbia Business School'. I also did numerous certifications, most notably 'Developing Strengths to Become Extraordinary' from Harvard Business School, Boston.

Product Management is a fascinating and challenging sector, and what inspired me to be in this sector is the end users. I feel that most of the product companies are building products, not based on what users want, rather on what companies (management) want them to use. There is a clear gap here and we must understand our users beyond what they want in the future. This is where empathy comes into play. Engaging your users is the key to success. We can have the same product from two different companies, but the company with deep empathy logically differentiates from others, prices itself higher, and improves its bottom line. The first example that comes to mind is 'Apple' that says 'Understanding your client is better than feeling sorry for them'.

Define Asva Labs as an organization and its current position in the industry.

Asva Labs is a Metaverse innovation lab that aspires to build an Asvaverse ecosystem to integrate itself into the metaverse economy. The Asvaverse includes Products like MetaLaunch Launchpad and Incubator,

Metaverse Marketplace, Asva Games Guild, MetaFi DeFi Vault and a Venture Investment firm known as Asva Ventures.

Awards & Recognitions:

- *Received Indian Achievers Award for Outstanding Professional Achievement by Indian Achievers Forum*
- *Recognized as Chapter President, Mumbai for Government Blockchain Association (GBA), New York*

We are currently the only organization in Blockchain space providing the entire ecosystem to our community, partners, and investors. We are building more integrated products which let participants access all services from one place.

Could you tell us about the unique services that are provided by Asva Labs that make it stand out from the rest in the market?

Asva Labs is building multiple products simultaneously, which can support gaming and metaverse projects to develop and innovate quicker. We are striving to create an ASVAVERSE which can provide an end-to-end solution for most problems every project/inves

tor might face. We have developed an industry-wide large network of 130+ VC partners, 100+ KOLs/Influencers, more than 200 micro influencers, 20+ Launchpad partners and 250k+ strong community, which we leverage to help our partner projects in all aspects. We have Accelerator and Incubation program for early start-up in crypto space as well.

What is the success mantra that constantly helps you arrive at positive outcomes?

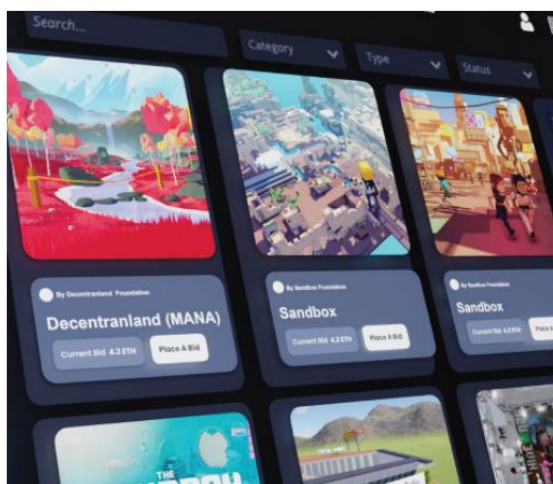
I am a member of the 5 AM Club, and I usually start my day at 5 AM. This sets the tone for the rest of my day and I take this very seriously. I follow a set routine every day, and that helps me focus. I continuously am working on my four interior empires: Mindset, Heartset, Soul set and Health set. This helps me to be grounded and focus on what really matters. Daily practice includes meditation, Mindfulness, Gratitude, Journalizing, Reading, walking and many. Since I practice this every day, I can say it's transformative. One thing I really understand and true to my life is that 'Success is never owned, it is leased and the rent is due every day'. So by giving your best every day, innovation and transformation become a daily routine, and you will never feel the pressure and improve your mental health.



When you start to develop your powers of empathy and imagination, the whole world opens up to you

As the Chief Product Officer, how do you plan to apply your exceptional understanding of this domain to Asva Labs and take it to the next level?

Though the Product Ecosystem principle doesn't change, the method indeed is. At Asva, we are a blockchain-based innovative product company for the metaverse and gaming sectors and strive to enable the ecosystem for the large masses. If you look at the current industry scenario, people are copy pasting the product and launching it as a solution. But the most important part they are missing is the differentiation that can enable the ecosystem on a large scale. Everyone is running towards getting a share of this booming industry. We at Asva Labs have our own research wing, which continuously studies the



market, talking to the community/partners/investors and innovating the product incrementally or radically with their engagement and acceptance. That helps us connect to the people for which we build the products and enable the ecosystem at large. We create new niches and encourage open market innovation by constantly doing that.

Based on your professional experience, what advice would you give to the upcoming leaders in the same industry?

When this question is asked, I get multiple ideas, but a few of them that I practice regularly are:

Employee Management: Amplify the smarts and capabilities of the people working with you and become a 'Multiplier'.

Culture of Innovation: Don't kill any idea as soon as it is told; hold on to your own perception, nurture it, and pass it through a well-structured innovation framework. Creativity and Innovation shall be a daily practice and not only a meeting agenda.

Empathy: Understand your customer more than they understand themselves. Care for them and involve them at various intervals during the product management process.

Become an Ambidextrous Organization: Get today's work done efficiently and simultaneously anticipate tomorrow's inefficiency and prepare for the same.

Manage the present- your core business. Abandon the past- ideas, practices, and attitudes that could inhibit innovation and march into the future. Instead, convert breakthrough ideas into new products and businesses. [\[3\]](#)

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CORE ENGINEERING: THE NEED OF THE HOUR FOR A SELF-RELIANT INDIA

By **Chandra Reddy**, CEO, Altran India

A specialized person in software project management, service delivery, telecommunications and global delivery, Chandra is leading the team for success.

Ancient inventions of basic tools, objects and machines like wheels and pulleys laid the foundations of the word 'Engineering' as we know it today. Deploying mechanical principles of engineering, our ancestors gave birth to these creations and later, over the centuries, various other disciplines of engineering such as civil, electrical, electronic, chemical and aeronautical engineering followed suit. Finally, between the '50s and '70s, came a paradigm shift brought in by the Digital Revolution, which saw the proliferation of Information Technology and revolutionary digitization in modern times. The ever-growing dependence of almost all types of enterprises on computer application and telecommunication technology gave way to the emergence of IT consulting firms who facilitate optimum use of Information Technology to boost businesses.

Today, stemming from IT and allied industries, more sophisticated fields such as Artificial Intelligence and Machine Learning are redefining future industry dynamics, thereby churning more engineers

and job opportunities for these fields. On the other hand, with advancements in technology, other popular streams such as Electronics and Communication, Automobile, Biomedical and Pharmaceutical engineering too, have emerged to cater to the needs of the present-day industry. Having said that, we must not forget that despite newer and more specialized engineering streams gaining popularity, they are originally the ramifications of the core streams and even today, any kind of industry is still standing on the pillars of core engineering sciences and its application.

For a country like India, that is looking to build its economic strength, the ability to produce and manufacture its own products is vital for industries to prosper, minimize expenditure and make headways in terms of opportunities for export and foreign investment. In 2014, Prime Minister Narendra Modi launched the 'Make in India' initiative with the



Chandra Reddy,
CEO



vision of expanding India's capability of manufacturing its own products and goods. To support this kind of manufacturing capacity in the country, competence in core engineering is the key. This is because engineers who have studied core subjects bring to the table much broader and advanced dimensions of application in design, development, analysis and execution of projects in any given field. This need of the hour is to have a broad base approach to hire and nurture skills not just limited to software, but also manufacturing, automotive, aerospace, life sciences and other core industries so as to have the right foundations of skills, which can be then enriched with software programming skills.

Quite unfortunately, compared to the employability boom in the areas of IT, Software and Electronics, core engineering study today is increasingly becoming an outdated concept for students. This has led to a significant gap in skills of engineers, compared to what is required to work in the large industry. Abundance of talent in one field and inadequacy in another can lead to serious imbalances in all respects. This crisis of low employability of engineers, if neglected the lack of uptake of core engineering courses will impede the growth of manufacturing in India in a big way and at the same time pose a serious threat to the country's self-reliance.

According to reports, the Make in India Initiative is set to generate 100 million jobs by the year 2022, where engineers equipped with core engineering knowledge and skill are expected to be pivotal in bridging the gap and spearheading the country's future growth. Now, more than ever, there is a growing need for engineers who are passionate about designing, building and producing new things with the basic concepts of mechanics, electronics, civil and chemical. For India to become the world's manufacturing hub and a

knowledge-based economy, we need to expand the focus of engineering students to broader industrial applications of their expertise such as within manufacturing, automotive, aerospace, life sciences and other core industries all enriched with software programming skills. By putting the right emphasis on the basics, our country can lead from the front in its understanding of cutting-edge methods, knowledge-driven management and implementation capability.

ACCORDING TO REPORTS, THE 'MAKE IN INDIA' INITIATIVE IS SET TO GENERATE 100 MILLION JOBS BY THE YEAR 2022 WHERE ENGINEERS EQUIPPED WITH CORE ENGINEERING KNOWLEDGE AND SKILL ARE EXPECTED TO BE PIVOTAL IN BRIDGING THE GAP AND SPEARHEADING THE COUNTRY'S FUTURE GROWTH

Leading engineering colleges and institutions across the country today, have come to recognize the importance of having a balanced expansion and the need for experts from every field for them to become unparalleled centers of learning and innovation. For India to develop dynamic technological leadership in all aspects, there is a pressing need to revamp the current curriculum and make significant reforms to the existing methods and techniques of teaching engineering.

India is a country that is blessed with an abundance of engineering talent, which if combined with cutting-edge knowledge resources, a solid education foundation, and the right kind of zeal can enable us to make the best of the plethora of opportunities that await us. [\[30\]](#)



**Raman Taneja,
Chief Product Officer,
Arth Digital**

As an experienced professional, Raman has a rewarding career where he had the opportunity to work across various domains in the financial services sector. At Arth, he is working on creating holistic product suite for micro businesses in India.

- **Favorite cuisine:** Punjabi & South Indian
- **Favorite book:** Elon Musk

RAMAN TANEJA

*A TECHNOLOGY &
PRODUCT EXPERT
DOMINEERING THE
FINTECH SPACE*

Over the past decade, technology has changed the way businesses run, bringing dramatic and disruptive change in the entire value chain. Software is eating each and every sector and bringing unparalleled value creation for stakeholders. To keep creating value on sustainable basis, organizations require constant innovation and strategic execution at Product level. And, this is where Chief Product Officer (CPO), an important character of the C-suite pack comes into picture. Peeking from the same C-suite gamut is Raman Taneja, Chief Product Officer, Arth- a MSME finTech.

Coming from a commerce background with post-graduation in technology, Raman is an ardent business leader armoured with rich professional experience in technology and product management domain. He has worked across banking, nbfc and fintech sector in both start-ups and large-scale enterprises. He has held many leadership roles such as CTO, Head-Digital Banking, and many others. In Dvara Solutions, as a Chief Technology Officer and part of founding team, he had developed universal platform for offering lending, insurance, payments and banking products. In ICICI Bank, he was part of core team setting up the next big frontier of last mile banking and technology vertical for micro banking groups. Prior to joining Arth, he was with Jio Payments Bank as Head- Digital Banking, where he was responsible for Banking and third-party products for both Digital & Assisted customer segment, strategy, financial inclusion, geography distribution, followed by the assisted technology channels. He was a part of the founding team in the bank and owned P&L. In Arth, his mandate is to create new business opportunities, ecosystem and scale business leveraging tech led products for MSMEs.



He is a great believer in emerging technologies' potential to shape business outcomes in any industry. In today's world, definition of product and tech is getting blurred, hence he says, "For product to be effective, one must understand technology to deliver exponential outcomes". Building products that can be used by millions and have an impact in their lives is what motivates Raman each day and helps him lead further. Below are the excerpts of an exclusive interaction of Raman with CEO Insights.

Define Arth as an organization and its current position in the market?

Arth is a MSME Fintech powering micro-entrepreneurs across India by giving them access to financial services. Our uniqueness lies in the easy and affordable delivery of our services which is made accessible to all nano entrepreneurs without any complex documentation. Our products range includes ARTH Vridhi to meet working capital needs of micro entrepreneurs, ARTH Sanjeevani, Swasth, Suraksha designed to meet insurance needs of customers.

What has been the mantra that constantly helps you arrive at positive outcomes?

Understanding of the evolving business trends, new technology, and meeting new people from diversified backgrounds, coupled with my business acumen and technology experience helps to deliver desired outcomes. I have also been lucky to get an opportunity to work with the great minds in finTech industry as it has helped me to have holistic perspective to view things and bring transformative change in the business.



Be the person to spot future business and technology trends and take risks to execute

Being the Chief Product Officer, how do you plan to apply your exceptional understanding of this domain?

Working in diverse sectors like telco, merchant, e-Commerce ecosystem helped me gained insights to think about new business opportunities. Ultimately finance has to follow business. I believe in sharing my experiences and find time to interact with startups during weekends. This is the best way to mutually learn and apply in this new tech world.

Based on your strong professional experience, what advice would you give to the upcoming leaders in the same industry?

Be the person to spot future business and technology trends and take risks to execute. Also, empathize with people around you to build long term relationships and businesses. Software is the only language that world understands better, and I believe in the future, emerging technologies like web 3.0, smart contracts, digital currency, digital ownership and community-based platforms have great potential to change the way human kind interacts. [@CEO](#)

NEED OF INTUITIVE ARTIFICIAL INTELLIGENCE IN MEDICAL EQUIPMENT

By Dr. Amit Saraf, Doctor, Jupiter Hospital

A specialized MRCP Examiner, DNB Teacher, MUHS MD MBBS Examiner, API Governing Body Member and RSSDI Executive Member, Dr. Amit provides his inputs to the importance of Artificial Intelligence in medical equipments.



is ripe for some major changes. From chronic diseases and cancer to radiology and risk assessment, there are nearly endless opportunities to leverage technology to deploy more precise, efficient, and impactful interventions at exactly the right moment in a patient's care.

Almost all consumers now have access to devices with sensors that can collect valuable data about their health. From smartphones with step trackers to wearables that can track a heartbeat around the clock, a growing proportion of health-related data is generated on the go. Collecting and analyzing this data and supplementing it with patient-provided information through apps and other home monitoring devices,

can offer a unique perspective into individual and population health.

Computers are used for communication on a daily basis. What if we create a direct interface between technology and human mind without the need for keyboard, mouse and monitor? Neurological diseases and trauma to the nervous system can take away the ability to speak, move and interact. Imagine a technology that could decode the neuronal signals associated with the intended movement and replicate it, allowing them to communicate

The term 'Artificial intelligence (AI)' was coined in the year 1956. Since then extensive research was undertaken, initially focusing on problem solving and symbolic methods, and then gradually venturing into the domain of enabling machines to mimic basic human reasoning! An example of this is the Personalised Assistant that Learns (PAL) program of DARPA that gave us Siri! And then followed Cortana and Alexa. If you are a movie buff then as per Hollywood cinema and Sci-Fi novels, AI is nothing but human like robots taking over the entire world! But if you are a realist, then, it is developing machines that can think and work like humans and make our stressful lives a tad bit easier! Right from the smartphones to the self-driving cars AI is slowly but steadily working its way in all the sectors including health care!

What will AI do in healthcare? Now that's something to ponder upon! The healthcare industry



Dr. Amit Saraf

just like anyone else! Brain-computer interfaces (BCIs) backed by artificial intelligence could drastically improve the life quality of patients suffering from stroke, ALS, locked in syndrome and spinal cord injuries.

“ALMOST ALL CONSUMERS NOW HAVE ACCESS TO DEVICES WITH SENSORS THAT CAN COLLECT VALUABLE DATA ABOUT THEIR HEALTH

In the medical environment, smart devices are critical for monitoring patients in the ICU and elsewhere. Using artificial intelligence to enhance the ability to identify deterioration, suggest that

sepsis is taking hold, or sense the development of complications can significantly improve outcomes!

In a country like India, the doctor patient ratio is 1:1456, or in simpler terms, grossly distorted! In such a scenario most of the times there is shortage of trained health-care providers, including ultrasound technicians and radiologists especially in remote areas. What if we end up developing a simple application that could interpret the Radiological images and give a detailed interpretation along with the possible causes, helping the doctors in PHC in making a quick diagnosis!

These are just few examples! With extensive research and dedicated efforts in AI we could power a new generation of tools and systems not only to help the clinician but also to usher in a new era of clinical quality and exciting breakthroughs in patient care!

AI has its own set of advantages, but we must not forget that ultimately it is a machine that is going to be working on the basis of algorithms! There is always a chance of error, so at least for the initial stages the results need to be taken with a pinch of salt and we must remember that it is there to help the clinician, not to replace them! [\[1\]](#)

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FIVE WAYS TO FUTURE-PROOF YOUR SIEM

By **Harshil Doshi**, Director - Sales (India & SAARC), Securonix

Security tech is evolving, but so is the threat landscape. On top of a dramatic increase in data usage and the complexity of IT environments, cybercriminals are getting more creative with their tactics. Organizations need a future-proof security solution with analytics that can evolve with the threat landscape and can scale as data requirements grow.

The term future-proofing is defined as, “The process of anticipating the future and developing methods of minimizing the effects of shocks and stresses of future events”. In short, future-proofing your security is all about innovation.

Organizations need a cybersecurity strategy that is dynamic, predictive and offers the elasticity needed to withstand changes to the threat landscape and IT environments. In that spirit, we’ve created an e-book that breaks down the five must-have elements of a future-proof SIEM to help you achieve resiliency in today’s complex and evolving security landscape.

Go Cloud-Native

Choosing a SIEM that was born in the cloud, versus built-on, is one of the most important criteria of an innovative SIEM. As data requirements continue to evolve, cloud SIEMs offer the following benefits:

- **Elasticity:** The ability to adapt to workload changes by provisioning and de-provisioning resources as needed.
- **Scalability:** The ability to increase or decrease performance and cost in response to changes in application and system processing demands.
- **Reliability:** The ability to maintain steady detection and response times, even during periods of increased demand.

Focus on Analytics Capabilities

UEBA is a great tool for storytelling. It helps weave a series of seemingly unrelated events into a complete picture of risk using threat models and machine-learning algorithms. Many vendors claim to have ‘advanced analytics’, but not all UEBA tools are created equal. Advanced analytics help reduce alert fatigue, allowing your analysts to accomplish more with



Harshil Doshi,
Director - Sales

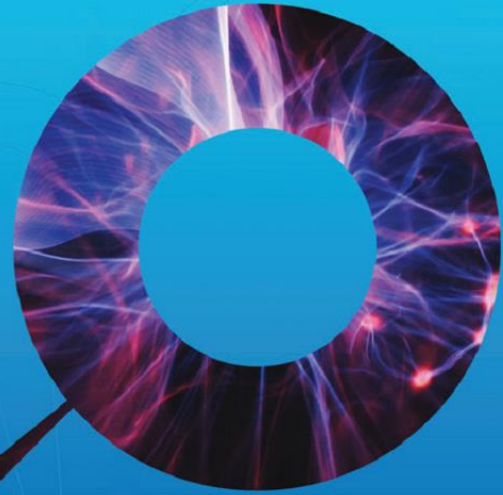
fewer resources. As the shortage of security personnel continues to plague organizations, innovations in advanced analytics will be key.

Flexible Deployment

Data security in cloud environments is always an important factor when organizations are assessing a SaaS SIEM. The optimized operation and maintenance costs make cloud SIEMs enticing, but many organizations have concerns about putting their data in the hands of the solution provider.

A modern SIEM will let you ‘bring your own cloud’ to keep your data in your own cloud storage and maintain complete control and access. This enables organizations under heavy regulatory constraints to realize the benefits of a Next-Gen SIEM while maintaining control of their sensitive data. Flexibility is and will continue to be important for future-proofing your security. [CEO](#)

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