

Entrepreneur One

VOL 01 | ISSUE 05 | JUNE 2025

Inspiring Entrepreneurs to the World



Shivanath Devinarayanan

Founder - Mindcat Consulting

Go to Digital



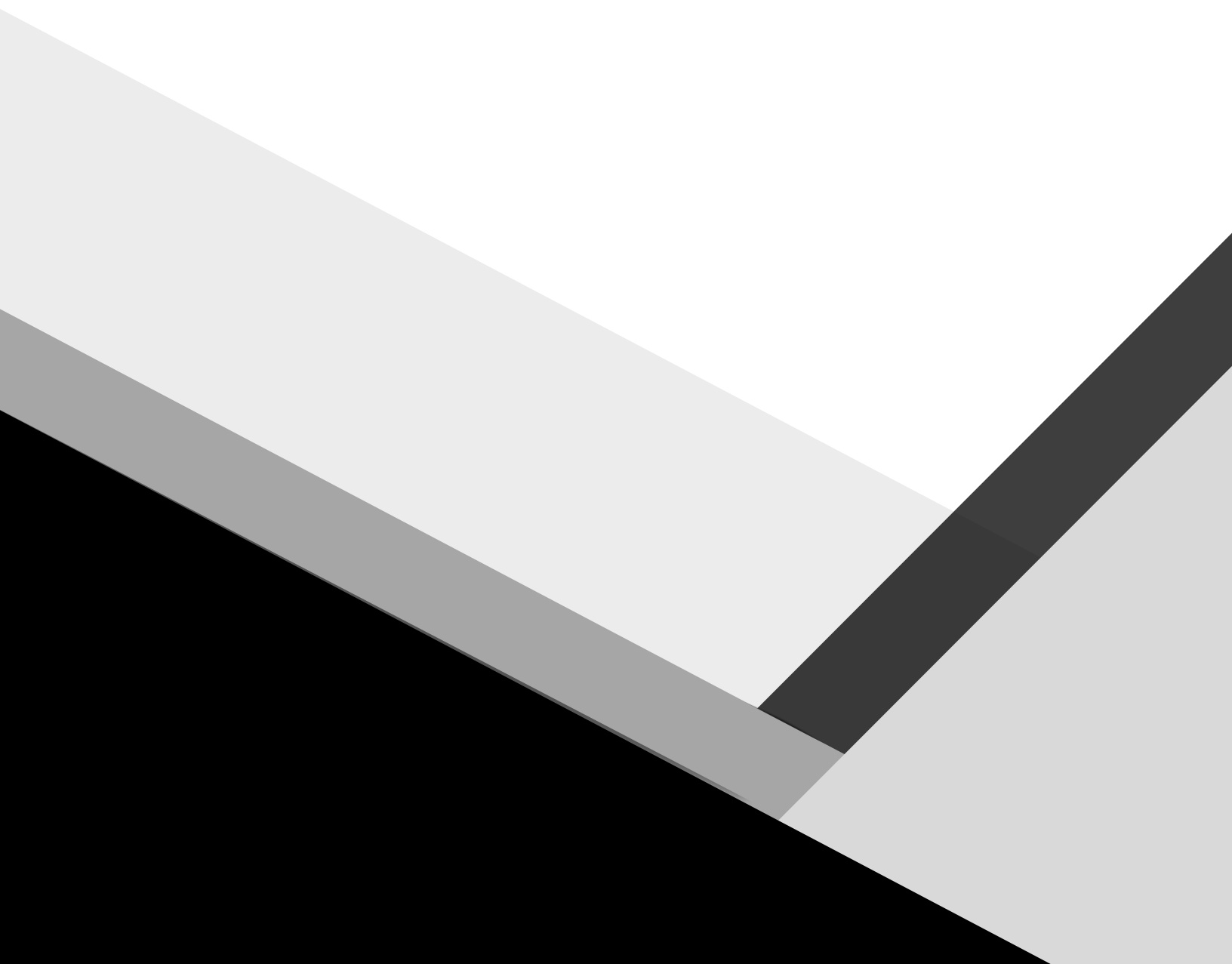
Barso Ka Bharosa Ab Nayi Pehchan Ke Sath



Entrepreneur One

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VOL 01 | ISSUE 05 | JUNE 2025 | Rs. 249



Editor's Desk

In the vast landscape of dreams and aspirations, Entrepreneurs One is delighted to present the **SPECIAL EDITION**. This edition, like its predecessors, stands as a testament to our commitment to providing you with exclusive insights into the captivating world of entrepreneurship. As we embark on this literary journey, we invite you to immerse yourself in the narratives of visionary entrepreneurs who have left an unflinching mark on the business landscape.

Entrepreneurship is a realm where dreams are woven into plans, strategies meticulously crafted, and goals set to navigate the challenging terrain of business. Our magazine, Entrepreneurs One, serves as a chronicle of these endeavors, shedding light on the nuanced journeys of individuals who have not just dreamed but translated their dreams into reality.

The entrepreneurial journey, as depicted in the pages of this new edition, is a tapestry of determination, resilience, and unwavering commitment. We acknowledge the struggles, the triumphs, and the ever-thin line between success and failure that entrepreneurs navigate. Entrepreneurs One does not merely offer business insights; it endeavors to be a catalyst for personal growth.

Our team, dedicated to curating quality content, aims to provide you with articles and blogs that not only benefit your business ventures but also contribute to shaping your character. The life stories featured within these pages aim to plant seeds of ambition and inspire you to embark on your unique journey.

As we present the Special Edition, we extend an invitation to you, our cherished readers, to explore, learn, and reflect. Your feedback is invaluable to us, and we encourage you to share your thoughts on how we can continue to evolve and serve you better. Entrepreneurs One is not just a magazine; it is a community where dreams are nurtured, and success stories are celebrated.

Here's to a year filled with inspiration, growth, and entrepreneurial triumphs.

Arpita Banerjee

Managing Editor

Entrepreneur One

Inspiring Entrepreneurs to the World

VOL 01 | ISSUE 05 | JUNE 2025 | Rs. 249

PUBLISHER
SUNIL KUMAR

BUSINESS HEAD
RINKY YADAV

MANAGING EDITOR
ARPITA BANERJEE

MARKETING & OPERATIONS HEAD
DEEPAK SINHA

EDITORIAL CONTRIBUTORS
APEKSHAA JALOTA, AALIYA
WASEEM, AYUSHI VERMA,
SANJANA PATTANKAR,
AYUSHMAN PRATYUSH,
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CIRCULATION MANAGER
RAGHAV MAHAJAN
VIVEK SHARMA

DIGITAL MARKETING MANAGER
VISHAKHA SINGH

Entrepreneur One is also available on



Registered Office

47/2A, Ground Floor Block -WZ,
Village Basai Darapur, Delhi -110015
Website:- www.entrepreneuronemedia.com
Email:- info@entrepreneuronemedia.com

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MR. SHAZUL MOHD
CEO - FAST LOGISTICS

A strong believer in operational excellence, Mr. Shazul focuses on five key elements: movement of products, movement of information, service timeliness, cost efficiency, and teamwork integration. His strategic initiatives include establishing a pivotal joint venture—Fast Cargo Services (FCS) with Cargo Service Far East China—to strengthen the China-Red Sea trade route.



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NIKHIL GOEL
MANAGING DIRECTOR - GOLD COAST ELECTRICALS

At the heart of SNRG's success story is its Managing Director, Mr. Nikhil Goel. A second-generation entrepreneur, Nikhil brings both legacy and forward-thinking to the table. He leads the company's strategic growth initiatives, market expansion, and team-building efforts. His leadership goes beyond boardrooms—he is hands-on when it comes to forging partnerships and fostering a people-first culture within the organization.



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DEBASHISH MUKHERJEE
VICE PRESIDENT, REGIONAL SALES APJ - SONICWALL

SonicWall is a global leader in cybersecurity with over three decades of expertise, built on a strong foundation of innovation, trust, and a partner-first philosophy. As threats continue to evolve across the digital landscape, SonicWall has remained ahead of the curve, offering advanced protection across cloud, hybrid, and traditional IT environments.

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DEVINARAYANAN**

FOUNDER - MINDCAT CONSULTING

Shivanath Devinarayanan's journey from a young coder in Kochi to being named one of the "Super 30 Visionary Leaders to Watch in 2025" is a testament to passion and perseverance. His fascination with technology began in school when he got his first computer, and after college, he became hooked on Salesforce. In 2010, he took a risk by specializing in Salesforce, a bold move at the time in India. This decision turned out to be life-changing, leading him to rapidly grow within the tech world.



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NAZMUL HASAN RAZU
CEO, CHS EDUCATION

Razu's journey began in a small-town school, where he earned a national-level scholarship in Grade 5. His early years were shaped by books, curiosity, and an innate passion for communication, developing skills in writing, public speaking, and leadership that would later become the foundation of his entrepreneurial path.

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Shivanath Devinarayanan: Architecting Business Transformation with AI and Salesforce

Shivanath Devinarayanan's journey from a young coder in Kochi to being named one of the "Super 30 Visionary Leaders to Watch in 2025" is a testament to passion and perseverance. His fascination with technology began in school when he got his first computer, and after college, he became hooked on Salesforce. In 2010, he took a risk by specializing in Salesforce, a bold move at the time in India. This decision turned out to be life-changing, leading him to rapidly grow within the tech world.

By 2013, Shivanath was leading a team at Simplion Technologies, and later joined Groupon, where he played a pivotal role in one of the world's largest Salesforce implementations. His expertise earned him multiple accolades, including being named a Salesforce MVP and a Force.com MVP in 2014.

In 2015, he founded Dazeworks, a Salesforce consulting firm that rapidly expanded globally. By 2021, Dazeworks was acquired by iLink Digital, allowing Shivanath to integrate AI and Salesforce for future innovations.

In 2024, He started Mindcat Consulting, focusing on AI-powered CRM solutions. As CEO, he continues to drive transformation in business through the convergence of AI and Salesforce, while also mentoring new entrepreneurs as an angel investor and advisor.

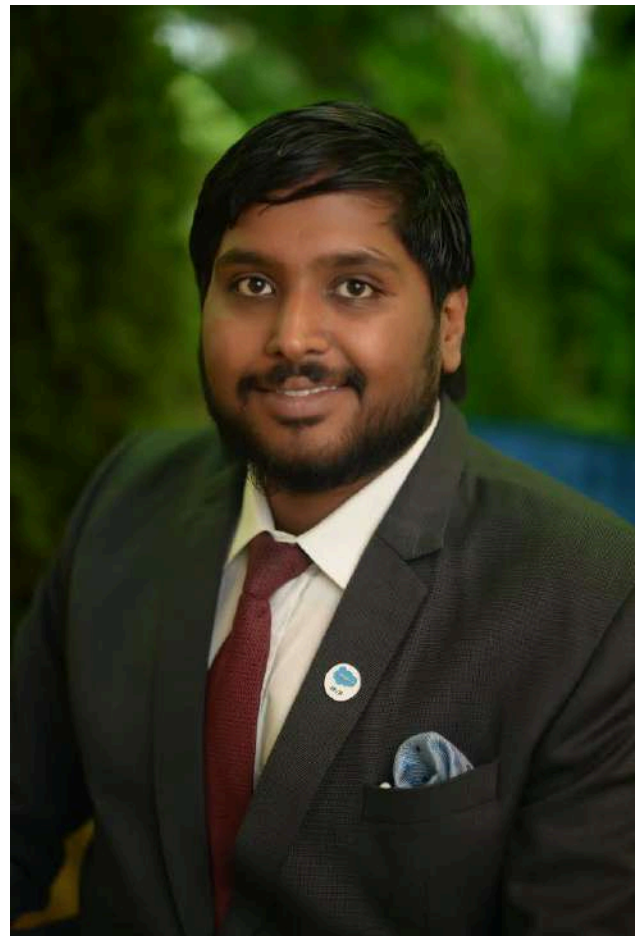
Beyond Mindcat, Shivanath advises Salesforce-focused consulting firms on scaling operations, strategic acquisitions, and technical due diligence. Leveraging his experience with Dazeworks and its acquisition, he partners with private equity firms to evaluate acquisitions, guide integrations, and create value post-investment. Shivanath's story is one of vision, innovation, and community, dedicated to shaping the future of technology and inspiring others along the way.

MINDCAT CONSULTING: EMPOWERING BUSINESSES THROUGH AI AND SALESFORCE

In late 2022, Shivanath Devinarayanan founded Mindcat Consulting with a clear mission: to drive business transformation by integrating Artificial Intelligence (AI) with Salesforce. Headquartered in Kochi, India, with a presence in the UAE, Mindcat offers services ranging from Salesforce implementation to AI-driven solutions like predictive analytics and chatbots, aimed at enhancing customer experiences and business operations.

The name "Mindcat" reflects the company's agile and intelligent approach, always ready to adapt to shifting technologies. Shivanath describes the term "Mindcat" as a "Mindful Catalyst," highlighting their role in sparking thoughtful change. Despite being a young company, Mindcat has quickly built a talented team and positioned itself as a trusted partner for businesses looking to leverage AI and Salesforce to drive growth and innovation.

Unlike traditional Salesforce partners focused mainly on CRM implementations, Mindcat uniquely integrates Salesforce deeply with cutting-edge AI automation, providing capabilities like advanced generative AI-driven chatbots and predictive models not commonly found in standard CRM solutions.



SHIVANATH DEVINARAYANAN

THE VISIONARY BEHIND MINDCAT CONSULTING: SHIVANATH DEVINARAYANAN

At the helm of Mindcat Consulting stands Shivanath Devinarayanan, the company's Founder and CEO. As the key person driving its success, Shivanath wears many hats—leading strategic initiatives, mentoring his team, and ensuring the company's vision of business transformation through AI and Salesforce is realized.

Shivanath's primary role involves setting the company's direction and nurturing relationships with clients. "I bridge the gap between business needs and technical possibilities," he explains, emphasizing his commitment to both big-picture growth and the quality of technology delivery. His hands-on approach also means that he is deeply involved in solving complex client challenges, advising on technical architecture, and guiding his team of developers to excel in Salesforce best practices.

Shivanath's career began in 2010 when he was a software developer in Kochi. It was here that he discovered Salesforce, a platform that captured his imagination due to its speed and flexibility. Choosing to specialize in Salesforce was a bold decision at a time when it was still relatively unknown in India. Over the years, he worked his way up, taking on a pivotal role at Groupon, where he managed one of the world's largest Salesforce implementations, supporting 28 countries and 16,000 users. This experience not only sharpened his technical skills but also solidified his ability to deliver under high pressure.

His contributions to the Salesforce community have been equally significant. Shivanath was awarded the Salesforce MVP title in 2014 and was inducted into the Salesforce MVP Hall of Fame in 2020. He was also one of the few to hold both Salesforce.com MVP and Force.com MVP titles simultaneously. His passion for knowledge sharing led him to found several Salesforce user groups and co-found India Dreamin', which became the largest community-led Salesforce conference in the world.

Now, as the CEO of Mindcat, Shivanath continues to inspire his team by fostering a culture of innovation and mentorship. He believes in creating "transformational, not transactional" interactions, focusing on helping his team and clients experience those breakthrough moments. With a career that spans from developer to architect to serial entrepreneur, Shivanath brings a 360-degree perspective to his role, ensuring that Mindcat Consulting remains at the cutting edge of technology and client satisfaction.

MINDCAT CONSULTING'S CLIENTELE: DRIVING INNOVATION ACROSS INDUSTRIES

Mindcat Consulting works with clients across various sectors, all united by a common goal—leveraging Salesforce and AI for business transformation. Their early clients include mid-sized companies in financial services, retail, and technology. One example is a fintech startup, where Mindcat is implementing Salesforce Financial Services Cloud with AI-driven analytics for personalized customer outreach. In retail, they're enhancing e-commerce customer service using AI chatbots and Salesforce Service Cloud.

With a strong presence in the UAE, Mindcat also serves clients in the Middle East, such as a manufacturing firm in Dubai, optimizing their sales and supply chain processes with AI-powered forecasting tools. The firm also collaborates with nonprofits, applying Salesforce Nonprofit Cloud with AI to improve donor engagement.

Mindcat's ideal clients are growth-focused companies that view technology as a strategic tool for transformation. Whether a startup or large enterprise, Mindcat's goal is to help them innovate, optimize operations, and enhance customer experiences. Despite being a young company, Mindcat has already built lasting relationships with clients through its commitment to delivering value and innovation.

WHO THEY WORK WITH—AND THE IMPACT

Mindcat serves a diverse global clientele, including real estate, healthcare, IT services, and financial enterprises. Two standout client success stories demonstrate the power of its work:

- **Real Estate Firm in Dubai:** By embedding Salesforce Einstein and custom-built chatbots into the client's Salesforce Sales Cloud, Mindcat automated 75% of interactions. The result? Customer satisfaction rose by 40%, and sales productivity increased by 50%.
- **Global Healthcare Provider:** Leveraging RAG-powered chatbots integrated into Salesforce Service Cloud, Mindcat reduced patient query response time from days to minutes. Patient engagement scores improved by 35% within just one quarter.

MINDCAT CONSULTING: A UNIQUE BLEND OF AI AND SALESFORCE EXPERTISE

Mindcat Consulting stands out by combining AI and Salesforce in ways most firms don't. Rather than just implementing standard CRM systems, they enhance solutions with intelligent automation, predictive insights, and machine learning from day one. This gives clients a competitive edge with tools like Einstein GPT before others can catch up.

With Salesforce MVP Shivanath Devinarayanan at the helm, Mindcat offers deep Salesforce expertise and proven methodologies from global projects. The team's international experience helps them deliver solutions tailored to diverse business cultures.

Mindcat's nimble size ensures senior experts oversee every project, ensuring top quality. Their innovation-first mindset means they're always exploring new Salesforce features and AI tools to solve challenges in creative ways.

Most importantly, Mindcat values client partnerships, offering personalized solutions that align with business goals. This combination of expertise, innovation, and client focus sets them apart from competitors.



MINDCAT CONSULTING'S VISION: LEADING THE AI & SALESFORCE TRANSFORMATION

Mindcat Consulting's goal is clear: to be the go-to firm for business transformation using AI and Salesforce. Founder Shivanath Devinarayanan aims for Mindcat to be the first choice for companies looking to modernize customer experiences, automate operations, and leverage data.

To achieve this, the firm focuses on building a top-tier team with expertise in both Salesforce and AI, fostering innovation with in-house solutions like AgentForce, and forming strategic partnerships to stay ahead of the curve.

Mindcat is also expanding into key markets, particularly North America, to serve clients more effectively.

At the core of Mindcat's strategy is client success, measuring results like lead conversions and operational efficiency. As these success stories grow, Mindcat aims to establish itself as the leading name in Salesforce and AI-driven business transformation.

REVOLUTIONIZING ENTERPRISES WITH IMMERSIVE TECHNOLOGIES

Immersive technologies like AI, AR, and VR are transforming how businesses operate, says Shivanath Devinarayanan, founder of Mindcat Consulting. AI is at the core, automating tasks, providing predictive insights, and personalizing customer experiences, leading to higher efficiency and better decision-making. For instance, AI chatbots handle basic queries, while predictive models optimize sales and operations.

While Mindcat focuses on AI and Salesforce, they recognize how AR and VR are enhancing customer engagement. AR helps in training and maintenance, while VR offers immersive product demos. In real estate, for example, VR walkthroughs integrated with Salesforce streamline sales processes.

Mindcat embraces these technologies internally as well. AI-powered tools help with quality assurance, and they're exploring generative AI for tasks like drafting personalized proposals. Automation, especially with RPA, further enhances efficiency.

By staying ahead of the curve and experimenting with new tech, Mindcat ensures that their clients not only adopt the latest innovations but also achieve real-world results. Their expertise in blending AI, Salesforce, and immersive technologies sets them apart as leaders in this space.

SHIVANATH DEVINARAYANAN'S VISION FOR 2025

As 2025 approaches, Shivanath Devinarayanan aims to position Mindcat Consulting as a leader in AI-driven Salesforce solutions. He plans to double the team and client base, while expanding into North America and strengthening the UAE presence with a new innovation hub. A key goal is to refine the AgentForce AI chatbot framework, potentially launching it at tech events.

Shivanath also hopes to see his early hires take on leadership roles within the company, fostering a culture of growth. Additionally, he aspires to secure industry recognition, such as Salesforce Summit (Platinum) Partner status or innovation awards, cementing Mindcat's place as a trailblazer in the industry.

SHIVANATH DEVINARAYANAN ON KEY INDUSTRY TRENDS

The tech consulting industry is rapidly evolving with several key trends. AI, especially Generative AI, is no longer a niche but a core part of business transformation, driving predictive analytics and AI-powered CRM systems.

Hyper-automation is another major trend, where AI, RPA, and analytics combine to create seamless, automated workflows. Alongside this, low-code and no-code platforms are empowering business users to build solutions, shifting IT's role from developers to enablers.

Industry-specific solutions are gaining popularity, with tailored products addressing niche needs in sectors like healthcare and finance. Personalization is also a key focus, with AI enhancing customer experiences.

Remote work and global teams are reshaping consulting, offering flexibility and new opportunities for firms like Mindcat. Lastly, cybersecurity and data privacy are now central to digital transformations, ensuring secure, compliant solutions.

These trends are transforming businesses, making technology more embedded and efficient across industries.

OVERCOMING CHALLENGES: PATH TO SUCCESS

Shivanath Devinarayanan's journey has been shaped by overcoming significant challenges. One of his early hurdles was choosing Salesforce over more conventional developer paths in 2010-2011 when the platform was still emerging in India. With limited resources, he taught himself, quickly mastering Salesforce and establishing expertise.

His career took him across India and internationally, requiring him to adapt to new cultures and work environments. Leading large-scale projects, like integrating Salesforce for Groupon, taught him resilience under pressure.

Starting Dazeworks was another challenge. Convincing clients to trust a new company from India, competing against established firms, meant taking extra steps like offering pilot projects. Scaling the company globally required shifting leadership styles and overcoming operational hurdles.

The 2021 acquisition of Dazeworks by iLink presented a personal challenge—transitioning from running his own company to integrating into a larger corporation. Despite the difficulties, Shivanath views each challenge as an opportunity to learn and grow, strengthening his leadership for future endeavors with Mindcat.

WHAT SUCCESS MEANS TO SHIVANATH DEVINARAYANAN

For Shivanath Devinarayanan, success is not about titles or profits, but about impact, growth, and fulfillment. It's about delivering value to clients, empowering his team, and creating lasting change. Success is seeing clients thrive with the solutions provided, fostering a team that grows into confident leaders, and driving innovation to solve tough challenges.

He views financial success as an outcome of doing things right, but focuses on excellence and impact. Building a legacy that endures beyond his direct involvement and finding balance between work and family are also key elements of success. Ultimately, for Shivanath, success is about waking up each day excited to make a positive impact on others, both professionally and personally.

SHIVANATH DEVINARAYANAN'S KEY LEADERSHIP DECISIONS

As CEO of Mindcat, Shivanath Devinarayanan makes crucial decisions that shape the company's growth. One early key choice was focusing on AI + Salesforce, setting Mindcat apart and ensuring long-term success. Hiring the right talent is also vital, with Shivanath carefully selecting individuals who align with the company's values to foster growth.

Financially, Shivanath often prioritizes long-term investments, like building internal AI tools, over immediate revenue. Client selection and partnerships are equally important, with Shivanath ensuring Mindcat works with clients who share the company's values. He also fosters innovation through initiatives like "Innovation Days," ensuring a motivated and creative team.

From tackling crises to making strategic calls, Shivanath's decisions are grounded in Mindcat's mission, driving the company's continued success.



SHIVANATH DEVINARAYANAN: FOSTERING A MOTIVATED TEAM AT MINDCAT

As CEO of Mindcat, Shivanath Devinarayanan believes in empowering his team through trust, open communication, and growth opportunities. He avoids micromanagement, giving team members ownership of their work, which boosts their pride and motivation.

Shivanath maintains an open-door policy, actively listening to ideas and feedback, and recognizing achievements in public forums. He also invests in their development, offering access to resources like Salesforce certifications and AI workshops, while celebrating new skills.

Connecting employees' roles to the company's larger mission and sharing client success stories reinforces their sense of purpose. By leading with passion and mentoring his team, Shivanath sets the tone for a supportive and energetic environment. He also fosters team spirit through fun activities, ensuring a positive and motivating work culture.

Ultimately, Shivanath's leadership creates a motivated, high-energy team that feels valued and integral to Mindcat's success.

SHIVANATH DEVINARAYANAN: NEW STRATEGIES POWERING MINDCAT'S GROWTH

In the fast-evolving world of tech consulting, Shivanath Devinarayanan has set Mindcat Consulting apart with innovative strategies that push boundaries and redefine industry norms. Here are the key strategies driving the company's success:

- **Niche Specialization with Broad Integration**

Mindcat has chosen to specialize in AI + Salesforce, offering targeted expertise while maintaining the ability to integrate diverse technologies. Their approach goes beyond just meeting project requirements—they proactively suggest AI opportunities that can benefit clients long-term, positioning themselves as forward-thinking partners.

- **Agile and Remote Delivery 2.0**

Mindcat has perfected remote agile delivery. With teams spread across time zones, they've adapted agile practices to ensure seamless collaboration, using tools like Jira, Slack, and Zoom. This approach allows them to maintain momentum and client satisfaction, even without on-site presence.

- **Thought Leadership Marketing**

Rather than relying on traditional marketing, Mindcat fosters credibility through thought leadership. Shivanath regularly shares insights on AI and Salesforce trends, establishing himself and the company as trusted experts. This strategy attracts clients through value-driven content, not aggressive sales tactics.

- **Strategic Alliances and Network Leverage**

Mindcat leverages partnerships with complementary consulting firms, such as a UX/UI design boutique and a data analytics firm, to offer holistic solutions. Shivanath also taps into his global network of Salesforce MVPs, forming virtual coalitions of experts to tackle larger projects collaboratively.

- **Startup Mindset in Projects**

Mindcat adopts a startup mentality for each project, prioritizing fast, iterative results. They often start with a proof-of-concept or MVP approach, building small prototypes to quickly demonstrate value, which strengthens client trust and sets them apart from traditional consultancies.

- **Employee Experience as Strategy**

Mindcat's commitment to employee experience is a core business strategy. By providing mentorship, career growth opportunities, and streamlined processes, they attract and retain top talent, ensuring high employee satisfaction and, consequently, superior client service.

- **Data-Driven Decision Making**

From project delivery times to customer satisfaction, Mindcat tracks a range of metrics to optimize operations. Their data-driven approach ensures proactive interventions, helping to solve problems early and maintain smooth project execution.

These innovative strategies provide a strong foundation for Mindcat, allowing the company to continuously refine its approach and deliver outstanding value in a competitive landscape.

SHIVANATH DEVINARAYANAN: FUTURE ENDEAVORS AND VISION FOR MINDCAT

Looking ahead, Shivanath Devinarayanan has big plans for both Mindcat Consulting and his personal journey.

He aims to expand Mindcat's global presence, with a U.S. branch in a tech hub like San Francisco or Austin, and develop AI-driven products like their AgentForce tool, which could eventually be listed on Salesforce AppExchange.

On a personal level, Shivanath is passionate about mentoring and investing in AI and cloud computing startups in India, particularly in his hometown of Kochi. He also plans to write a book on Salesforce and AI in business transformation and scale community-driven events like India Dreamin' internationally.

A key goal for Mindcat is to reach Salesforce Summit (Platinum) partner status, and Shivanath also aims to balance business success with social impact by supporting nonprofits and creating training programs for underprivileged youth.

With a clear vision and a strong drive, Shivanath is set to achieve great things, both in business and in giving back to the community.



PICTURE WITH MARC BENIOFF

SHIVANATH DEVINARAYANAN: THE BEST ADVICE FOR ASPIRING PROFESSIONALS AND ENTREPRENEURS

Shivanath Devinarayanan shares key advice that has shaped his career and entrepreneurial journey.

Stay Curious and Keep Learning: The tech industry is ever-evolving, so stay curious and make learning a habit. "The moment you stop learning, you stop growing," he says, urging continuous self-improvement through courses, books, and webinars.

Embrace Challenges and Take Calculated Risks: Growth happens when you step out of your comfort zone. Shivanath believes in taking calculated risks and seeing challenges as opportunities to learn and grow.

Focus on Value Creation, Not Just Money or Position: Success follows when you create genuine value. Shivanath advises aspiring leaders to focus on service and excellence rather than titles or revenue. "Chase impact, and success will chase you."

Build Relationships and Community: Networking is about genuine relationships, not just collecting contacts. "Helping others without expecting anything in return can lead to lasting partnerships and friendships."

Be Adaptable and Embrace Change: The key to thriving in a fast-changing world is adaptability. Shivanath encourages being flexible and open to new ideas, particularly in tech.

Take Care of Your Team and Yourself: Leadership is about inspiring your team. Shivanath emphasizes supporting your people while also taking care of yourself to avoid burnout.

Stay True to Your Values and Ethics: Integrity is crucial. "Do business in a way that you'll be proud of when you look back," he advises, emphasizing that success is hollow without ethics.

In summary, Shivanath's advice is simple: remain curious, embrace challenges, focus on value, and always stay true to your values.



PICTURE WITH PARKER HARRIS

HOW WRITING SHAPED HIS PROFESSIONAL BRAND

For Shivanath Devinarayanan, writing has been central to his professional journey. Through his blog, blog.shivanathd.com, he shares insights on Salesforce, leadership, AI ethics, and even philosophy. What started as a space for reflection has turned into a powerful tool for connecting with a global community of developers, founders, and CIOs.

His writing not only helps others solve problems but has also played a key role in growing Mindcat Consulting. Many clients and partners discovered the company through his content, not traditional advertising. For Shivanath, thought leadership has become the new marketing, solidifying his personal brand and business in the tech world.

MEMORABLE AWARDS, SPEAKING ENGAGEMENTS, AND RECOGNITIONS

For Shivanath Devinarayanan, some awards and recognitions stand out more than others. While the Salesforce MVP and Hall of Fame honors are significant, it's the community-based recognitions that truly resonate. Being invited to speak at prestigious events like Dreamforce, India Dreamin', and other community-led gatherings holds a special place for him.

He was also named one of the Salesforce Top 20 Influential Voices in APAC, a recognition that highlighted his influence in the region. More recently, he was part of a leadership panel at Salesforce TDX Bengaluru, where he engaged in a dynamic discussion about AI's evolving role in enterprise transformation. This event showcased how far the community has come.

Shivanath also recalls the Star Performer Award he received at Groupon in 2013. At the time, it gave him the confidence to scale technology at a global level. He believes early recognitions often have the most lasting impact.

HABITS THAT FUEL PRODUCTIVITY AND CREATIVITY

To stay productive and creative, Shivanath follows a few key habits. Writing daily, even if it's just a small post, helps him clear his mind and stay sharp. He also values walking meetings with his leadership team, using 15-20 minute walks to foster clearer thinking.

Staying hands-on with Salesforce and AI is crucial to him, so he blocks out weekly time to complete modules on Trailhead. He also takes time for weekly retrospection every Sunday night, reflecting on what went well, what he learned, and what could be improved. Lastly, mentoring founders and developers each month helps him stay grounded, offering fresh perspectives on tech challenges.

THE LEGACY SHIVANATH DEVINARAYANAN HOPES TO LEAVE BEHIND

For Shivanath Devinarayanan, his legacy isn't about accolades or titles; it's about empowering others. He hopes to be remembered as someone who inspired people to believe in their potential—whether through a thoughtful conversation, a blog post, or creating an environment where others could thrive.

On a company level, Shivanath aspires for Mindcat to be recognized not just for its business success but for elevating everyone it touches—clients, employees, partners, and communities. His goal is for Mindcat to be seen as a company that teaches others to lead with empathy and innovate fearlessly.

And within the broader community, he aims to leave a mark by contributing to the Salesforce and startup ecosystems, making them more open, inclusive, and impact-driven. This is the type of legacy Shivanath strives to build: one rooted in meaningful contributions to people and communities.

FINAL THOUGHTS ON HIS JOURNEY AND VISION

As Shivanath reflects on his journey—from tinkering with code in Kochi to building global companies—he expresses deep gratitude for the mentors, community, colleagues, and family that have supported him along the way. Being featured among the "Super 30 Visionary Leaders to Watch in 2025" is a humbling acknowledgment, and for Shivanath, it's a reminder that the journey is ongoing.

He sees himself as a perpetual student, always learning, and a catalyst, eager to spark change. Whether it's helping clients embrace new ideas or encouraging individuals to unlock their potential, technology is merely the tool he uses.

For anyone starting their journey, Shivanath's message is simple: if he can do it—coming from humble beginnings with just a passion and idea—so can you. The tech world is full of opportunities, and persistence, paired with a strong network, can lead to success.

At Mindcat Consulting, big dreams are grounded in the belief that every significant change begins small—one idea, one success, one growth moment at a time. Shivanath remains open to collaboration, conversations, and ideas, inviting others to connect with him to explore business transformation or simply share insights.

In closing, Shivanath expresses his gratitude for the recognition and the motivation it gives him to keep innovating, learning, and leading with purpose. He is excited for the future, not just for himself and Mindcat, but for the broader community of innovators who share knowledge and push boundaries to transform businesses and lives.



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Why Reinvention is Every Business's Best Bet?

Innovation Isn't Just a Buzzword—It's Business Survival

We often treat innovation like a luxury—a sleek side project reserved for tech giants or Silicon Valley disruptors. But the truth is far more universal: in today's hyper-competitive, tech-first economy, innovation is not an option—it's the cost of entry. Whether you run a billion-dollar company or a one-person venture, your ability to evolve, adapt, and re-imagine determines your relevance. Innovation isn't just about flashy ideas. It's about solving real problems better, faster, and smarter than the rest of the market.

A 2023 survey by BCG revealed that 79% of global executives ranked innovation among their top three priorities—yet only 20% felt confident their organizations were good at it. This mismatch reveals a silent crisis: while everyone recognizes the need to innovate, few know how to build systems that make it sustainable. What's holding companies back isn't the lack of ideas; it's the lack of structured experimentation, cultural buy-in, and leadership alignment.

FROM DISRUPTION TO DESIGN: HOW INNOVATION HAS EVOLVED

Historically, innovation has been associated with radical disruption—think iPhones, electric cars, or AI chatbots. But in 2025, the innovation landscape is more layered. Companies are no longer judged solely by the novelty of their product, but by their ability to design seamless experiences, improve internal processes, reduce environmental impact, and make their employees' lives easier. In other words, today's innovation is both external and internal, strategic and systemic.

Take Zara, for example. It doesn't invent new styles, but it revolutionized retail by building an agile supply chain that can move a product from design to store shelf in just 15 days. That's innovation in operations. Similarly, Indian edtech platform BYJU'S didn't invent education—it made it more accessible, personalized, and engaging for millions through data-driven learning. Innovation today is as much about how you deliver as it is about what you deliver.

BUILDING A CULTURE THAT BREATHES INNOVATION

One of the most intuitive but overlooked truths about innovation is this: it doesn't happen in isolation. No single product manager or R&D team can drive innovation alone. It requires a company-wide mindset—where employees are empowered to question existing norms, propose alternatives, and experiment without fear of failure. And most importantly, where leadership treats innovation not as a department, but as a discipline.

Companies like Tata Consultancy Services (TCS) have built frameworks where innovation is a KPI, not just a philosophy. Their "Co-Innovation Network" brings together startups, academic institutions, and corporate clients in a collaborative model of experimentation. The result? Faster problem-solving and a steady stream of IP development. Creating such an ecosystem requires psychological safety, structural support, and above all, patience with ambiguity and iteration—a combination too rare in today's quarter-driven world.

WHY FAILURE IS PART OF THE INNOVATION RECIPE

It may sound counterintuitive, but the most innovative companies in the world are also the most failure-tolerant. Think about Google's discontinued projects—Google+, Glass, or Inbox. These weren't flops, they were stepping stones. Every failure helped the company understand users better, refine products, and redirect resources toward more promising ideas.

In India, UPI (Unified Payments Interface) took years of iteration before it became the success story it is today. Early adoption was slow, and technical glitches were frequent, but regulators, banks, and fintech firms persisted. Today, India records more than 10 billion UPI transactions monthly. The lesson is clear: innovation is rarely an overnight miracle. It's often a series of intelligent failures leading to unexpected breakthroughs.

THE INNOVATION-TECHNOLOGY SYMBIOSIS

While innovation isn't only about technology, technology is undeniably the biggest accelerator. From AI-driven analytics to blockchain-based supply chains and immersive virtual experiences, technology expands the boundaries of what's possible. But simply adding AI to your product or launching a mobile app doesn't make you innovative. The real question is: does this technology solve a meaningful problem or create new value?

Consider how Indian agriculture startups like DeHaat are using AI and satellite imagery to provide real-time crop insights to farmers, improving yield and reducing loss. That's innovation with impact. Or how companies like Nykaa have leveraged data to personalize beauty recommendations for millions of Indian consumers. Smart use of tech helps these businesses punch above their weight, not by competing on scale, but by competing on precision.

SUSTAINABILITY: THE NEW FRONTIER OF INNOVATION

Sustainability used to be treated as a regulatory box to tick. But in 2025, it has become a full-fledged innovation driver. Companies are being judged not just by their profits, but by their purpose. In India, D2C brands like The Good Glamm Group are shifting to eco-friendly packaging, while conglomerates like Mahindra are investing heavily in electric mobility, not because it's fashionable, but because it's the future.

A report by Deloitte shows that 61% of Gen Z consumers prefer to buy from sustainable brands, even if it means paying more. In response, businesses are integrating circular economy principles, minimizing waste, and optimizing for energy efficiency. In this context, sustainability is not just ethical—it's strategic. It offers a new lens for value creation, differentiation, and long-term resilience.

INNOVATION AT SCALE: LESSONS FROM ECOSYSTEM BUILDERS

Some of the most powerful innovation stories in recent years have come not from individual companies, but from ecosystem builders—those who create platforms others can build on. Think of Amazon Web Services (AWS), which turned cloud computing into a utility. Or India Stack, which gave rise to Aadhaar, UPI, and DigiLocker—unlocking an entire wave of fintech and e-governance startups.

What these examples show is that innovation doesn't always mean launching something new. Sometimes, it means creating the conditions where others can innovate. This is particularly important in emerging economies, where public-private collaboration can spark systemic transformation. Innovation, at its best, is inclusive, open-source, and decentralized.

WHAT YOU CAN DO TODAY?

If you're a founder, manager, investor, or even a student, don't wait for innovation to come from the top. Start by asking better questions. What's a customer pain point no one's addressing? What outdated process still clogs your workflow? What partnerships could expand your reach?

Introduce "idea jams" in your team meetings. Allocate small budgets for employee-led experiments. Track tech and market trends, not to chase them blindly, but to explore how they intersect with your value proposition. And most of all, embrace the discomfort of trying something new. Because innovation, when done right, doesn't feel safe—it feels exciting.

FINAL THOUGHT: INNOVATE CONTINUOUSLY, OR BE REPLACED SILENTLY

Innovation isn't a moment. It's a mindset. It's what turns good companies into great ones—and great ones into category-defining legends. The pace of change is brutal, but the opportunity is breathtaking. You can either be the business that adapts, reinvents, and thrives—or the one that gets remembered in a case study titled "What Not to Do." The choice is yours. But remember: in this economy, standing still is the fastest way to fall behind.



Fast Logistics

Driving Global Logistics Excellence with Innovation and Purpose

ABOUT THE COMPANY

Established in 2009 in the United Arab Emirates, **Fast Logistics** has emerged as a global powerhouse in the logistics industry. What started as a vision over a decade ago has evolved into a network of **over 60 offices** across India, Oman, China, the UK, KSA, Africa, and Turkey, supported by a dynamic team of **800+ professionals**. With a strong commitment to **speed, accuracy, and reliability**, Fast Logistics offers tailor-made logistics solutions designed to ensure seamless supply chain management and outstanding customer service.

Their wide-ranging services include **International Air Freight, Global Air Charter Operations, Ocean Freight, Overland Transport, Warehousing & Distribution, Dangerous Goods Handling, Customs Clearance, Project Cargo Handling, and Third-Party Logistics (3PL)**. Today, with a base of over **5,000+ satisfied clients globally**, Fast Logistics continues to set new benchmarks in the freight service industry through its strategic network of global partners and customer-centric approach.

ABOUT THE KEY PERSON

At the helm of Fast Logistics is **Mr. Shazul Mohd**, the visionary CEO who has been instrumental in driving the company's meteoric rise. His leadership philosophy is grounded in teamwork, dedication, and a relentless pursuit of excellence. Beginning from a modest office in Dubai, Mr. Shazul expanded Fast Logistics across the UAE and internationally, with strategic forays into India, China, Africa, and more, and is now setting sights on the Americas.

A strong believer in operational excellence, Mr. Shazul focuses on five key elements: **movement of products, movement of information, service timeliness, cost efficiency, and teamwork integration**. His strategic initiatives include establishing a pivotal joint venture—**Fast Cargo Services (FCS)** with Cargo Service Far East China—to strengthen the China–Red Sea trade route. His leadership style, centred around **vision, flexibility, and persistence**, continues to inspire a motivated workforce and positions Fast Logistics as a leading name in global logistics.



MR. SHAZUL MOHD
CEO - FAST LOGISTICS

CLIENTS AND INDUSTRIES SERVED

Fast Logistics takes immense pride in serving a **diverse clientele** ranging from multinational corporations to small and medium enterprises. Their expertise spans industries such as **pharmaceuticals, automotive, textiles, perishable goods, solar energy, glass, and tyres**, along with specialized handling of dangerous goods and project logistics.

With a robust presence in manufacturing, retail, e-commerce and energy sectors, Fast Logistics delivers customized supply chain solutions that emphasize **speed, precision, and operational excellence**. Their ability to adapt solutions to the unique needs of each industry ensures long-term, trust-based relationships with clients around the world.

WHAT SETS THEM APART

What truly distinguishes Fast Logistics—and its CEO, Mr. Shazul Mohd—from others in the industry is their **strategic vision, flawless execution, and focus on innovation**. While many logistics providers focus solely on operational delivery, Fast Logistics embraces a broader perspective: integrating advanced technologies, fostering teamwork, and continuously expanding market presence.

Their relentless commitment to **import verticals, air chartering, and UAE–West Africa freight specialization** showcases a forward-looking strategy. Shazul's empowerment-driven leadership, strategic partnerships, and customer-first mindset have not just scaled operations—they have **redefined how global logistics can operate**.

FUTURE GOALS AND STRATEGIES

Fast Logistics is committed to **continuous growth and market expansion**, with a focus on solidifying its footprint in **Europe and the Americas**. Their goals are driven by **hiring top talent, adopting cutting-edge technologies**, and fostering global partnerships to offer superior, tailor-made logistics solutions.

By integrating **AI-driven automation** for real-time shipment updates and exploring the use of **blockchain technologies**, they aim to set new standards in operational transparency and security. Moreover, Fast Logistics is investing heavily in **eco-friendly logistics** to create sustainable, future-ready solutions, helping reduce their carbon footprint while maintaining exceptional service quality.

EMBRACING NEW TECHNOLOGIES

Technology is at the heart of Fast Logistics' evolution. AI and IoT are being increasingly incorporated to **enhance shipment efficiency, transparency, and accuracy**. The company is also actively exploring blockchain technology for supply chain optimization.

These innovations are helping Fast Logistics not only stay ahead of industry trends but also deliver smarter, faster, and more secure logistics solutions to their customers.

VISION FOR 2025

Looking forward to 2025, Fast Logistics is determined to **expand into new markets**, strengthen its air and ocean freight offerings, and continue investing in sustainability initiatives. With plans underway to enter the **Americas and broaden their reach in the EU**, Fast Logistics is poised to create a wider support network for global clients, fortifying its position as a trusted logistics partner worldwide.

EMERGING TRENDS IN LOGISTICS

Today's logistics landscape is rapidly shifting towards **real-time, tech-driven solutions and sustainability**. Fast Logistics is keenly attuned to trends such as the adoption of AI, IoT, and predictive analytics, and the growing emphasis on eco-friendly practices. Their proactive embrace of these trends ensures that they not only meet client demands but also lead the charge towards a **greener, more agile logistics industry**.

OVERCOMING CHALLENGES

The journey of Fast Logistics has been one of resilience and determination. Starting from humble beginnings, the company faced—and overcame—numerous challenges through refined **Standard Operating Procedures (SOPs)** and a strong emphasis on team building. Recognizing that logistics is ultimately a people-driven industry, Fast Logistics ensures that its employees remain motivated, engaged, and empowered, forming the backbone of its success story.

DEFINING SUCCESS

For Mr. Shazul Mohd, success transcends mere numbers—it's about **creating impact, nurturing talent, and driving continuous improvement**. True success, he believes, lies in fostering a culture where employees thrive, customers trust the brand, and innovation leads the way. By staying ahead of market trends and technological advancements, Fast Logistics is set on a path to not just achieve success but also make a lasting difference in the logistics industry.

KEY DECISIONS THAT SHAPE THE COMPANY

Strategic decision-making is central to Mr. Shazul's leadership style. His focus remains on **expansion planning, technological investment, talent acquisition, and building customer-centric solutions**. From entering new markets to forming valuable partnerships, every decision is driven by the goal of making Fast Logistics an industry leader in innovation, efficiency, and service excellence.

INSPIRING THE TEAM

Motivating people is a core part of Fast Logistics' culture. By **fostering trust, recognizing achievements, and encouraging continuous professional development**, Mr. Shazul ensures that every team member feels valued and inspired. An open-door communication policy, regular training programs, and leadership development initiatives help build a **strong, future-ready workforce**. Above all, leading by example ensures that passion and persistence permeate every level of the organization.

NEW STRATEGIES FOR A NEW ERA

Fast Logistics is implementing several new strategies focused on **digital transformation, market expansion, and sustainability**. By integrating AI and IoT, venturing into new geographies, and adopting eco-friendly logistics practices, they are ensuring that their solutions remain **smarter, faster, and more sustainable** in a rapidly evolving global marketplace.

FUTURE ENDEAVORS

As they look to the future, Fast Logistics is gearing up to **expand their geographic footprint**, especially across **the Americas**, while enhancing core service areas such as **air freight, ocean freight, customs clearance, cross-border transportation, and other valued added solutions in the international logistics industry**. A major focus will be on **greener logistics solutions**, leadership development, and further investment in **advanced technologies** to ensure an even higher standard of service and operational efficiency.

WORDS OF WISDOM

To aspiring entrepreneurs and industry professionals, Mr. Shazul Mohd offers invaluable advice: *"Believe in your vision, stay persistent, embrace challenges, and surround yourself with the right team. Success is not just about personal achievement –it's about making a meaningful difference in your industry and fraternity."*



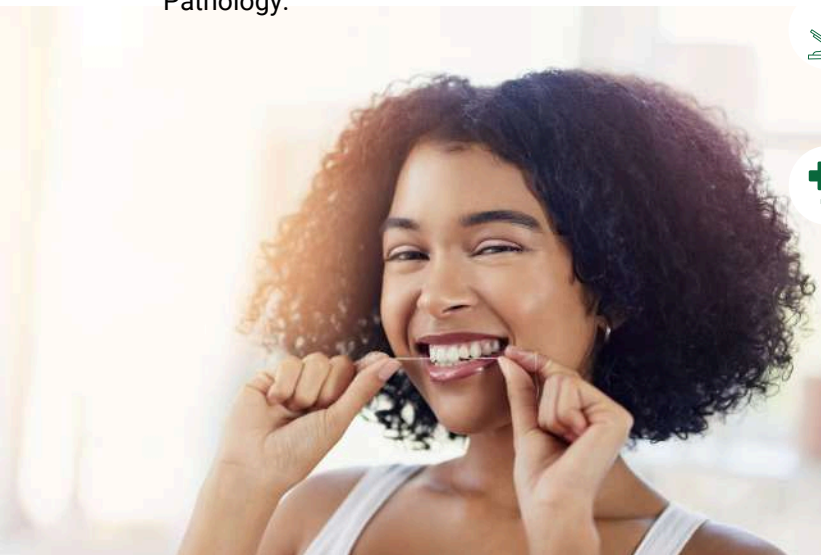
CENTRE FOR ORAL PATHOLOGY & MAXILLOFACIAL DIAGNOSTICS

PIONEERING EXCELLENCE IN ORAL PATHOLOGY

ABOUT COPMD

The Centre for Oral Pathology & Maxillofacial Diagnostics (COPMD), established in 2016 by **Dr. Bhuvan Nagpal**, is a leading diagnostic center dedicated exclusively to Oral & Maxillofacial Pathology. Located in Hisar, Haryana, COPMD is the first and only specialized center in the region focusing on the early detection and diagnosis of oral cancer, maxillofacial diseases, salivary gland lesions, and systemic conditions affecting the oral cavity.

With a mission to bridge the gap between oral health and systemic health, COPMD offers comprehensive clinical and histopathology diagnostic consultations to hospitals, private practitioners, and medical specialists. The center is committed to advancing research, education, and collaboration in the field of Oral & Maxillofacial Pathology.



OBJECTIVES OF COPMD



Deliver precise and timely diagnoses for **oral and maxillofacial diseases**.



Strengthen the link between **oral pathology and systemic health**.



Aid in the detection of systemic diseases with **oral manifestations**.



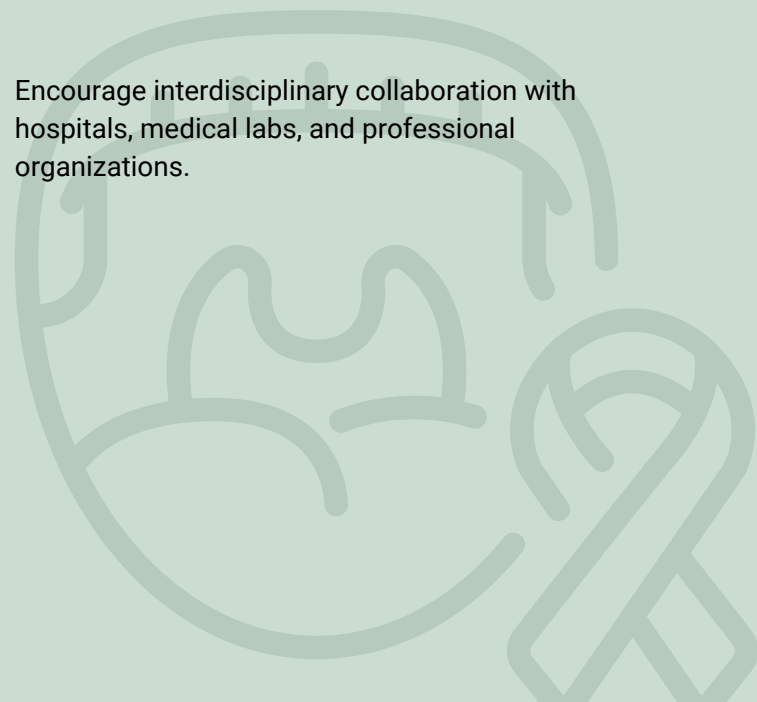
Provide expert **histopathology** and **cytopathology** consultations to healthcare professionals.



Promote **oral pathology and microbiology** as key specialties in dentistry and medicine.



Encourage interdisciplinary collaboration with hospitals, medical labs, and professional organizations.



Services We Offer

COPMD specializes in high-quality histopathological and cytological diagnostics with state-of-the-art laboratory facilities.

1. Histopathology & Cytology Diagnostics

- Routine H&E Stained Histopathological Slide Reporting for:
 - Oral pathologies
 - Head and neck diseases
 - Odontogenic lesions
 - Salivary gland lesions
 - Lymph node pathologies
 - Soft tissue and bone tumors
 - Oral cancer and precancerous lesions
- Specimen Collection and Processing
 - Fine Needle Aspiration Cytology (FNAC) slides
 - Incisional and excisional biopsy examination
- Decalcification Processing for Hard Tissue Pathology
- Special Stains and Immunohistochemistry (IHC) for advanced diagnosis

2. Research & Education

- Academic collaborations and workshops for postgraduate students and professionals.
- Case study discussions and expert pathology reviews for complex cases.
- Histopathological archival collections for teaching and reference.

3. Medico-Legal Consultations

- Expert medico-legal reporting on biopsy and histopathology findings.
- Assistance in dispute resolution and legal documentation in medical cases.



About Dr. Bhuvan Nagpal



Dr. Bhuvan Nagpal is a distinguished Oral & Maxillofacial Pathologist, Clinical Biochemist, and Medico-Legal Expert with over a decade of experience in diagnostic pathology, healthcare consultancy, and forensic investigations. As the Founder and Director of COPMD, he has played a pivotal role in establishing high-standard histopathological diagnostic services in India.

Professional Achievements:

- Founder & Director of COPMD, pioneering the first specialized Oral Pathology diagnostic center in Haryana.
- Renowned Speaker & Educator in the field of oral pathology, diagnostics, and medico-legal studies.
- Healthcare Consultant specializing in medical lab setup, accreditation, and clinical biochemistry.
- Active contributor to research and education, mentoring young professionals in oral pathology and forensic sciences.

Dr. Nagpal is committed to enhancing oral disease diagnostics and bridging the gap between clinical practice and pathology by ensuring early and accurate diagnosis for better patient outcomes.



Contact Information

Centre for Oral Pathology & Maxillofacial Diagnostics (COPMD)

COPMD is dedicated to advancing oral pathology and maxillofacial diagnostics to ensure early detection, precise diagnosis, and improved patient care. With a focus on expertise, innovation, and collaboration, COPMD continues to be a trusted partner for healthcare professionals in India and beyond.



1021, Urban Estate II, Hisar,
Haryana - 125001



copmdhisar@gmail.com



+91-98960-37444

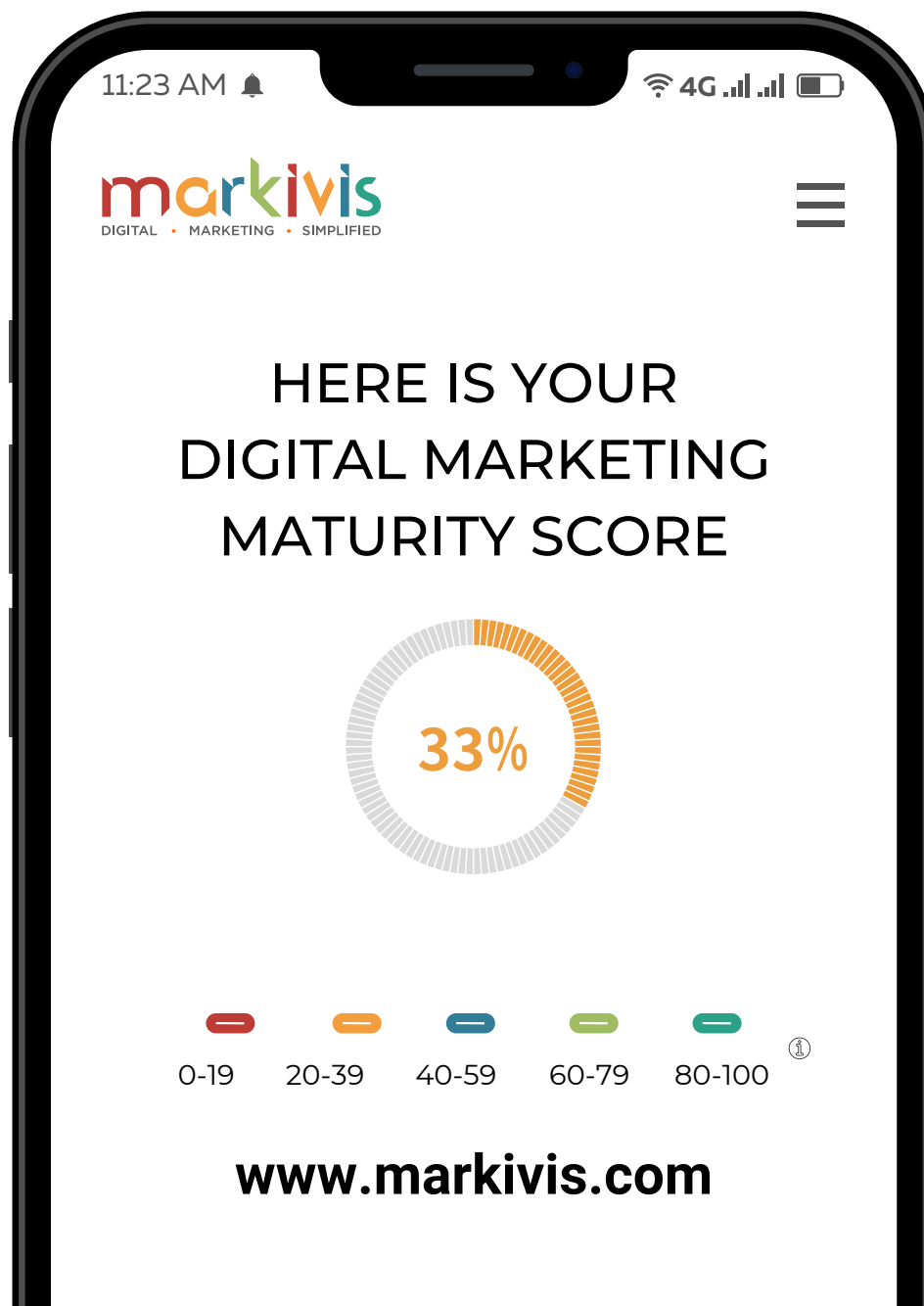


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POWERING THE FUTURE THE JOURNEY OF SNRG ELECTRICALS

A LEGACY OF INNOVATION – ABOUT THE COMPANY

With a legacy of more than four decades, SNRG Electricals has carved a niche in the Indian electrical industry by combining innovation with reliability. What started as a modest manufacturing setup has today grown into a trusted name known for delivering high-quality electrical products for homes, offices, and industries. Headquartered in India, the company offers a wide range of solutions—from modular switches and switchgear to cutting-edge power and automation products.

Their unwavering focus on design innovation, safety, and quality has positioned SNRG as a brand that understands the modern consumer's evolving needs.

VISIONARY LEADERSHIP – ABOUT THE KEY PERSON AND THEIR ROLE

At the heart of SNRG's success story is its Managing Director, Mr. Nikhil Goel. A second-generation entrepreneur, Nikhil brings both legacy and forward-thinking to the table. He leads the company's strategic growth initiatives, market expansion, and team-building efforts. His leadership goes beyond boardrooms—he is hands-on when it comes to forging partnerships and fostering a people-first culture within the organization. For Nikhil, building a strong foundation of trust, innovation, and accountability is just as important as scaling up.

SERVING A DIVERSE CLIENTELE – WHO ARE THEIR CLIENTS?

SNRG caters to a broad spectrum of clients across B2B, B2C, and institutional segments. Their client base includes distributors, retailers, OEMs (Original Equipment Manufacturers), and contractors. Their products can be found in millions of homes and businesses, as well as major infrastructure and real estate projects. With strong distribution networks and a growing presence in large-scale developments, SNRG plays an active role in powering India's rapid growth and modernization.



NIKHIL GOEL
MANAGING DIRECTOR

THE SNRG EDGE – WHAT SETS THEM APART

In an industry often dominated by scale, SNRG stands out through its deep focus on customer satisfaction and innovation. While many companies emphasize distribution alone, SNRG blends agility with accountability. They have built an integrated ecosystem that supports timely delivery, regional market understanding, and product customization without compromising quality. Their dedication to listening to customer feedback and continuously improving sets them apart in a highly competitive market.

FUTURE-FOCUSED – GOALS AND HOW THEY PLAN TO ACHIEVE THEM

SNRG's overarching goal is to become a household name in electrical solutions, known across India for trust, innovation, and excellence. They plan to achieve this through a combination of strategic steps:

- Expanding their presence in high-growth markets across India.
- Deepening relationships with dealers and distributors.
- Investing in smart, energy-efficient product innovations.
- Enhancing operational efficiency while maintaining strict quality control.
- Fostering a people-first culture where every team member contributes meaningfully to growth.

TECHNOLOGY AS A CATALYST – ADAPTING TO NEW INNOVATIONS

SNRG strongly believes in embracing immersive and emerging technologies to stay ahead. From real-time analytics and automation to smart connectivity tools, they are leveraging technology to streamline operations, improve customer engagement, and optimize the supply chain. These advancements help the company respond quickly to market needs and deliver top-tier service with transparency and efficiency.

For SNRG, technology isn't just a tool—it's a partner in growth and transformation.

EVOLVING WITH THE TIMES – NEW STRATEGIES ADOPTED

To meet changing customer expectations and stay ahead of the curve, SNRG has introduced several key strategies:

- Regional expansion with location-specific approaches to marketing and distribution.
- Launching new, eco-friendly and smart product categories.
- Rolling out customized programs to strengthen dealer and distributor partnerships.
- Improving delivery timelines and post-sales support to enhance overall customer experience.

These strategies reflect the company's commitment to staying relevant and responsive in a dynamic industry.

THE ROAD AHEAD – 2025 RESOLUTIONS

2025 is a crucial year for SNRG. Their top priorities include:

- Entering new geographies, particularly areas benefiting from India's infrastructure boom.
- Introducing next-generation smart electrical solutions tailored to the needs of modern homes and industries.
- Expanding their customer base and building deeper connections with partners and stakeholders.

The year is set to mark the beginning of SNRG's next growth chapter—one focused on innovation, agility, and impact.

DEFINING SUCCESS – WHAT IT MEANS TO THEM

For Nikhil Goel and the SNRG team, success goes beyond numbers. While growth and profitability matter, real success lies in the positive impact they create, whether it's through empowering employees, improving customer lives, or fostering lasting relationships. Seeing their products enhance the safety, convenience, and efficiency of millions of lives gives them purpose and pride. Just as importantly, building a culture where people feel valued, recognized, and heard is what makes the journey worthwhile.

PEOPLE FIRST – ENCOURAGING THE TEAM

SNRG thrives on a culture of empowerment, inclusivity, and growth. Employees are encouraged to share ideas, take ownership, and upskill regularly. Achievements are celebrated, and learning is constant. Nikhil himself leads by example—staying approachable, transparent, and actively involved in creating a supportive environment. The belief is simple: when people grow, the company grows with them.

WORDS OF WISDOM – ADVICE TO READERS

Nikhil's advice to aspiring entrepreneurs and professionals is clear:

“Stay curious, stay resilient.”

The market will evolve, and challenges will always be around the corner. But adaptability, vision, and a strong, committed team will carry you through. Success isn't a solo journey—it's a collective effort, built on trust, consistency, and the courage to keep moving forward.”





FORTIFYING THE FUTURE OF CYBERSECURITY

ABOUT THE COMPANY

SonicWall is a global leader in cybersecurity with over three decades of expertise, built on a strong foundation of innovation, trust, and a partner-first philosophy. As threats continue to evolve across the digital landscape, SonicWall has remained ahead of the curve, offering advanced protection across cloud, hybrid, and traditional IT environments. The company delivers real-time security solutions that guard against even the most evasive **cyberattacks, helping enterprises, SMBs, and government bodies** secure their data and operations seamlessly. Its in-house threat research center enhances its ability to respond quickly to emerging threats, delivering cost-effective and purpose-built solutions that ensure businesses stay protected without compromise.

SonicWall is more than just a cybersecurity company—it's a guardian of the digital age. With a clear vision, an evolving platform, a global partner network, and a deep commitment to innovation, the company is redefining what it means to stay secure in a rapidly changing world. As it expands further and continues to safeguard millions, SonicWall remains a shining example of how purpose, innovation, and collaboration can build a safer digital future.

LEADERSHIP DRIVING GLOBAL AND REGIONAL GROWTH AT SONICWALL

At the helm of SonicWall is **Robert (Bob) VanKirk**, President and CEO, who is steering the company's global growth with a customer- and partner-centric approach. Under Bob's leadership, the organization continues to transform its offerings, with a strong shift towards cloud security and value-added capabilities through a robust partner network.

In the Asia Pacific & Japan region, **Debasish Mukherjee**, Vice President of Regional Sales, plays a crucial role in driving expansion. With two decades of industry experience, he has spearheaded strategic sales, nurtured cross-functional teams, and built meaningful customer and partner relationships. His in-depth expertise in channel sales and IT infrastructure has been pivotal in strengthening SonicWall's footprint across the APJ region.



DEBASISH MUKHERJEE
VICE PRESIDENT, REGIONAL SALES APJ

WHO ARE THEIR CLIENTS? A DIVERSE AND EXPANSIVE CLIENTELE

SonicWall's solutions serve a broad range of clients, spanning large enterprises, SMBs, telecoms, financial institutions, educational organizations, government agencies, and retail businesses. Their wide clientele is a testament to the company's scalable, flexible, and industry-agnostic cybersecurity capabilities.

WHAT MAKES SONICWALL UNIQUE?

Unlike many competitors, SonicWall is a **100% partner-centric organization**. The company's platform-enabled strategy ensures that partners and customers never face cybersecurity threats alone. Their approach is rooted in accountability, continuous product innovation, business acquisitions to fill solution gaps, and premium support systems. SonicWall's global partner network is steadily expanding due to this focused and collaborative model, reinforcing its status as a dominant force in the cybersecurity space.

THE COMPANY'S GOAL AND HOW THEY PLAN TO ACHIEVE IT

SonicWall's core goal has always been to evolve its cybersecurity portfolio in alignment with emerging threats and customer demands. With the recent launch of **SonicPlatform**—a unified interface for all its products—the company is simplifying, scaling, and optimizing threat protection for diverse IT infrastructures. This platform, paired with SonicSentry's Managed Detection and Response (MDR) services, equips customers with end-to-end security across endpoints, networks, and cloud environments. By continuing to embrace proactive technologies and scalable solutions, SonicWall aims to lead the cybersecurity domain with unmatched agility and reliability.

NEW TECHNOLOGIES AND THEIR IMPACT

Today's enterprises are navigating an era of immersive technologies such as **AI, IoT, AR, and VR**, which demand new models of cybersecurity. SonicWall has embraced this shift with next-gen innovations like **SonicPlatform** and **SonicSentry**. These tools enhance threat detection and response in real-time, offering customers integrated protection across all digital touchpoints. SonicWall's ability to rapidly adapt to these tech waves reinforces its commitment to proactive, intelligent security solutions.

FUTURE ENDEAVORS AND GLOBAL GROWTH PLANS

In 2025, SonicWall plans to deepen its engagement in high-growth markets like India and the Americas. With more than 500 employees and a thriving R&D base in Bangalore, comprising over 350 IT professionals, the company is poised for accelerated innovation. Their strategy includes strengthening engineering capabilities and hiring more cybersecurity talent to meet increasing demand. With **17,000+ partners globally (2,500 in India alone)**, SonicWall is set to grow its community through enhanced collaboration, training, and partner empowerment programs.

TRENDS AND CHALLENGES IN THE INDUSTRY

The cybersecurity industry is witnessing key trends like AI-driven threat detection, Zero Trust architecture, and increased emphasis on cloud and IoT security. As threats like ransomware and phishing become more sophisticated, companies like SonicWall must constantly innovate. While the path hasn't been without challenges, SonicWall has overcome them through adaptability, continuous improvement, and a drive to protect digital infrastructure globally.

WHAT DOES SUCCESS LOOK LIKE?

For SonicWall, success is not just about market leadership but about achieving daily wins. Whether it's enhancing customer satisfaction, motivating the team, or launching impactful solutions, every milestone contributes to their broader mission. According to leadership, success also means seeing smiles on the team's faces—a sign of shared progress and purpose.

LEADERSHIP DECISIONS AND EMPLOYEE MOTIVATION

SonicWall's leadership focuses on making regionally relevant decisions rooted in feedback from customers and partners. They believe that once employees understand the "why" behind their work, they are naturally driven toward achieving results. This culture of purpose and empowerment is key to SonicWall's strong internal alignment and external impact.

ADVICE TO READERS

"Follow your passion, enjoy the present, and be humble."

This simple yet profound advice encapsulates SonicWall's belief in purpose-led growth. Staying grounded while striving forward is the mantra that has helped the team build resilience and excellence over the years.

THE HUMAN SIDE OF BUSINESS

WHY EMOTIONAL INTELLIGENCE IS THE SUPERPOWER EVERY LEADER NEEDS

MORE THAN JUST BRAINS: WHY SMART LEADERS ALSO NEED HEART

For a long time, people believed that being successful in business meant being the smartest person in the room. But now, things are changing. Today's most admired leaders don't just have sharp minds—they have something else too: emotional intelligence.

Emotional intelligence (or EQ) means being able to understand your own emotions and other people's emotions too. It's about staying calm under pressure, listening to others, handling conflict well, and being kind without being soft. And in today's fast-changing business world, that kind of skill is more important than ever.

WHY BEING EMOTIONALLY SMART REALLY WORKS

Let's talk numbers for a second. A study by TalentSmart found that people with high EQ perform better 58% of the time. Another report from Harvard Business Review shows that leaders with strong emotional intelligence create more profitable companies with happier teams.

So what does this tell us? Simple: People want to work with—and for—leaders who make them feel heard, valued, and understood.

WHAT EMOTIONAL INTELLIGENCE LOOKS LIKE IN REAL LIFE

Let's make this real. Imagine your team just missed a big deadline. A low-EQ manager might lose their temper, blame everyone, or create fear. But a high-EQ manager would first take a breath, understand what went wrong, ask for ideas to fix it, and support the team to bounce back stronger.

Here are a few signs of emotionally intelligent leaders:

1. They stay calm even in tough situations.
2. They listen more than they speak.
3. They give feedback in a helpful way.
4. They understand emotions—their own and others'.
5. They motivate people, not just manage them.

GEN Z AND MILLENNIALS WANT EMPATHY AT WORK

Young professionals today—especially Gen Z and Millennials—care deeply about emotional intelligence. For them, work isn't just about a paycheck. It's about mental well-being, feeling respected, and working in a healthy culture.

A recent LinkedIn report said that 78% of young employees would leave a job if their boss didn't show empathy. That's huge. And it means that leaders who understand emotions have a better chance of building strong, loyal teams.

If companies want to attract and keep top talent, they need to train their leaders not just in business skills—but in people skills.

A REAL EXAMPLE: HOW SATYA NADELLA CHANGED MICROSOFT

Let's look at someone who used emotional intelligence to lead a business transformation: Satya Nadella, the CEO of Microsoft.

When he became CEO in 2014, Microsoft was struggling. People inside the company were competing instead of working together. Innovation had slowed down. What did Satya do? He didn't start by changing products. He started by changing the company culture.

He told employees to be more empathetic—to customers, to each other, and even to themselves. He encouraged learning, curiosity, and kindness. And guess what? Microsoft's value jumped from \$300 billion to over \$2 trillion. That's the power of leading with emotional intelligence.



SOFT SKILLS ARE NOW POWER SKILLS

In many workplaces, things like empathy, listening, and kindness used to be called “soft skills.” But now, those are being called power skills—because they help teams perform better, solve problems faster, and stay together longer.

That’s why more and more companies are creating new roles like:

1. Chief People Officer.
2. Head of Employee Experience
3. Director of Well-being

These jobs focus on how people feel at work and how leaders can support their teams in real, meaningful ways.

CAN YOU LEARN EMOTIONAL INTELLIGENCE? YES, YOU CAN.

The good news is that emotional intelligence isn’t something you’re just born with. It’s a skill, and like any skill, you can learn and improve it with practice. Here are three simple ways to start:

1. Notice your emotions. Take a pause before reacting—ask yourself, “Why am I feeling this way?”
2. Listen carefully. Don’t interrupt. Try to understand what others are really saying.
3. Ask for feedback. Find out how your actions affect others, and be open to learning from it.

Over time, these small habits can lead to big growth in your leadership style.

INDIA’S WORK CULTURE IS CHANGING TOO

In India, work culture is evolving fast. Young workers expect more than just good salaries—they want open conversations, work-life balance, and leaders who understand them. This is where emotional intelligence becomes a game-changer.

Some Indian companies, like Infosys and Biocon, are now training managers to lead with empathy, run mindful meetings, and build stronger connections with their teams. Because when people feel emotionally safe at work, they don’t just survive—they thrive.

WHY EMOTIONAL INTELLIGENCE MATTERS MORE THAN EVER

In a world full of AI tools, smart algorithms, and automation, one thing still sets us apart from machines—our emotions. Our ability to connect, understand, comfort, and inspire is what makes us human. And that’s exactly what business needs today.

Emotional intelligence helps leaders:

- Deal with change better
- Build trust during tough times
- Encourage new ideas without fear
- Create workplaces where people feel proud to belong

FINAL THOUGHT: YOUR BIGGEST ADVANTAGE MIGHT BE YOUR EMPATHY

At the end of the day, business is about people—customers, employees, investors, and partners. And people don’t just follow smart leaders. They follow leaders who care.

So, whether you’re an entrepreneur, a manager, or a student dreaming big, remember this: how you treat people matters just as much as your ideas. Emotional intelligence isn’t a soft extra—it’s your leadership superpower.

And the best part? You already have it. You just need to use it.





CHS EDUCATION

THE DREAM PEDDLER OF YOUTH

A Village Boy from Bangladesh Transforming Global Education Access

In the serene village of **Jhenaigati**, nestled in the heart of Bangladesh, a young boy once dared to dream beyond the horizon of his modest surroundings. That boy, **Nazmul Hasan Razu**, has since grown into a visionary entrepreneur, building life-changing bridges between Bangladeshi youth and the world's most prestigious universities.

His story is more than a personal triumph. It is a movement—anchored in resilience, rooted in values, and driven by purpose.

"I didn't study at a top-ranked university—but today, I help others get admitted into them."

This simple yet profound statement defines Razu's mission: breaking barriers, creating access, and guiding others to opportunities he never had.

HUMBLE BEGINNINGS, UNSHAKABLE BELIEF

Razu's journey began in a small-town school, where he earned a **national-level scholarship in Grade 5**. His early years were shaped by books, curiosity, and an innate passion for communication, developing skills in writing, public speaking, and leadership that would later become the foundation of his entrepreneurial path.

But what truly set him apart wasn't just talent—it was **purpose**.

As a teenager, he joined **Proshakha**, a grassroots volunteer group, where he took part in blood drives, disaster relief efforts, and awareness campaigns. Rising to the role of **Organizing Secretary**, Razu learned how leadership and social impact could intersect to create real change.



NAZMUL HASAN RAZU
CEO, CHS EDUCATION

FROM FRUSTRATION TO FUEL

After struggling in his entrepreneurship journey, he finally completed his **Master's in English from Comilla University**. Despite his qualifications, he soon faced the harsh reality that many bright students from non-elite backgrounds encounter: **bias, limited access, and gatekeeping**.

But instead of giving up, Razu turned that frustration into **fuel for change**.

He realized that countless students were losing out on study-abroad opportunities due to misinformation, lack of support, and unethical agents. Determined to challenge the status quo, he founded **CHS Education Ltd.**

CHS EDUCATION: A PLATFORM OF POSSIBILITY

CHS Education was born from a single, bold idea: to make global education **accessible, transparent, and ethical**.

From personalized counseling and university applications to visa support and scholarship guidance, CHS became a trusted one-stop platform for aspiring students.

Its mantra is simple and powerful:

"Where there's no path, we build one."

To further his mission, Razu launched the **CHS Scholarship Finder App**, a digital platform that connects students to verified global scholarships, free of hidden agendas and filled with genuine guidance.

BEYOND BUSINESS: A BRAND WITH A MISSION

Under the **CHS Connect** banner, hundreds of Bangladeshi students have already secured placements in top-ranked universities across the **UK, Canada, Australia, Denmark, and Germany**.

But CHS is more than an education consultancy. Razu is also a **startup mentor, career strategist, and an inspiring voice for South Asia's next generation**.

"Without CHS, I wouldn't have imagined studying in Canada. Razu bhai believed in me when no one else did." – Rafiul, University of Toronto

A GLOBAL VISION, A LOCAL HEART

Razu's story isn't about chasing prestige—it's about building impact from the ground up. While others chase titles, he's creating **pathways**. Where others see problems, he sees **potential**.

"You don't need privilege to be powerful—you need purpose."

From Jhenaigati's muddy roads to international education forums, Razu symbolizes a new wave of **purpose-driven entrepreneurs** who are rewriting the future for underserved students.

A LEGACY IN MOTION

Today, the name **Nazmul Hasan Razu** stands as a beacon for rural youth, first-generation learners, and changemakers. His journey proves that dreams, no matter how distant, can become **destinations**—with the right map, mentor, and moment.

In every sense of the word, **he is the Dream Peddler of Youth**—and his journey is just beginning.

"The dream continues—not just for me, but for every student who dares to believe."



The Startup vs. Corporate Dilemma

Where Should Young Professionals Go?

“Your career is a journey, not a race. Choose the path that excites you, challenges you, and aligns with your ambitions!”

For young professionals stepping into the workforce, one major question looms large: Should I join a startup or a corporate company? Each path offers unique advantages and challenges, making the decision a tricky one.

According to a 2023 Deloitte survey, 64% of Gen Z professionals prefer startups or entrepreneurial ventures over corporate jobs due to autonomy and impact-driven work. However, corporate offers structured career paths, financial security, and mentorship, making them a solid long-term choice.

This article explores both options, breaking down the pros, cons, and key factors to help you make an informed decision.

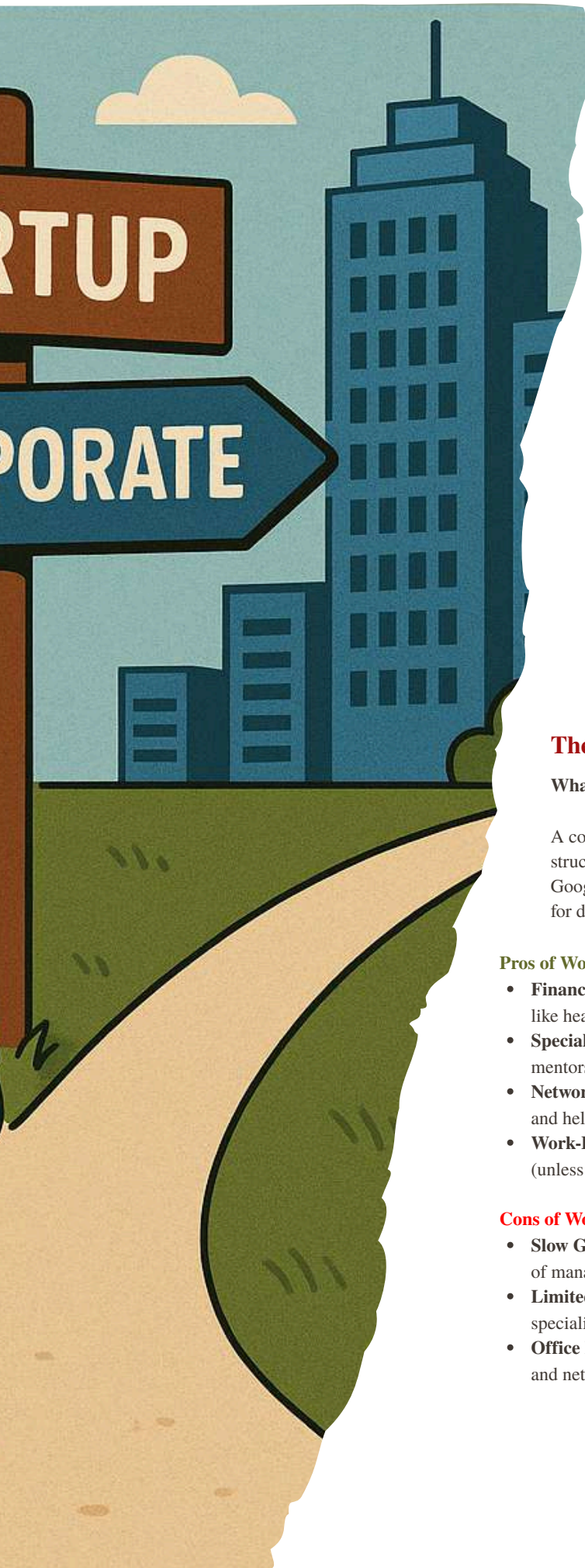
The Thrill of Startups: Is It Worth the Risk?

What is a Startup?

A startup is a high-growth company in its early stages, aiming to disrupt traditional industries through innovation. These companies are often backed by venture capitalists and operate in sectors like fintech, AI, SaaS, and e-commerce.

But here's the catch: 90% of startups fail (CB Insights). The top reasons? 38% fail due to lack of funds, while 35% fail due to no market need. So, if one is considering a startup, he should be prepared for uncertainty.





Pros of Working at a Startup

- **Rapid Learning Curve:** One gets to wear multiple hats—marketing, product development, customer success, and more.
- **Equity Compensation & High Upside:** If the startup succeeds, stock options can turn into a financial jackpot.
- **Fast Decision-Making & Autonomy:** Startups have flat hierarchies, meaning one can contribute ideas and make an impact.
- **Flexible Work Culture:** Many startups embrace hybrid or remote work, prioritizing work-life integration.

Cons of Working at a Startup

- **High Job Uncertainty:** With a survival rate of just 10%, stability isn't guaranteed.
- **Lower Initial Salary:** Many startups offer below-market salaries in exchange for stock options.
- **Unstructured Growth:** There are no fixed career trajectories or formal training programs.
- **Long Work Hours:** Be prepared for an intense workload, as small teams require extra effort.

The Corporate World: Stability & Growth at a Price?

What is a Corporate Job?

A corporate job refers to employment in well-established organizations with structured roles, predefined workflows, and hierarchical management. Think Google, JPMorgan, Deloitte, or Unilever—companies that have been around for decades.

Pros of Working in a Corporate

- **Financial Stability & Job Security:** Higher base salaries, bonuses, and benefits like health insurance and retirement plans.
- **Specialized Career Growth & Mentorship:** Employees get formal training, mentorship, and structured career progression.
- **Networking & Global Exposure:** MNCs provide international work exposure and help you build strong professional networks.
- **Work-Life Balance:** Unlike startups, corporates offer structured work schedules (unless one is in consulting or investment banking).

Cons of Working in a Corporate

- **Slow Growth & Bureaucracy:** Decision-making is slow due to multiple layers of management.
- **Limited Creativity:** Risk-taking is often discouraged, and roles are highly specialized.
- **Office Politics:** Climbing the corporate ladder can involve internal competition and networking.

Startup vs. Corporate: A Data-Driven Comparison

Let's break it down with numbers and key factors:



Factor	Startup	Corporate
Base Salary	Lower	Higher
Equity Options	Yes	No
Job Security	Low	High
Bonus/Perks	Limited	Generous
Career Growth	Fast but uncertain	Structured but slow

Real-World Examples: Who Made It Big?

Startup Success Stories

- **Early Airbnb & Uber employees:** Those who joined in the early days saw their stock options turn into millions after IPOs.
- **ByteDance (TikTok's parent company):** Employees who took the risk saw 10x -20x returns in stock value.

Corporate Leaders Who Started Small

- **Satya Nadella (Microsoft CEO):** Worked at Microsoft for two decades before becoming CEO.
- **Indra Nooyi (Former PepsiCo CEO):** Started in consulting (BCG) before leading PepsiCo.

The Best of Both Worlds: Hybrid Career Models

1. Intrapreneurship

Large corporations like **Google, Amazon, and Microsoft** encourage innovation within corporate structures. Employees work on startup-like projects while enjoying corporate benefits.

2. Corporate-Backed Startups

Companies like **Google (Alphabet Ventures)** and **Amazon (AWS Accelerator)** fund internal startup initiatives, giving employees the flexibility to experiment.

Key Considerations for Young Professionals

1. Career Growth & Skill Development

- Startups provide **T-shaped skills**—broad knowledge across multiple fields with specialization in one.
- Corporate offers **structured skill-building** programs, helping you become an expert in one area.

2. Financial Stability

- If you have student loans or financial responsibilities, a **corporate job provides better stability**.
- If you're willing to take risks and bet on long-term growth, a **startup's stock options** could be a goldmine.

3. Work Culture Preference

- *Do you prefer structure and well-defined roles?* Go corporate.
- *Do you thrive in chaos and rapid change?* Try a startup.

4. Risk Tolerance & Long-Term Vision

- *If you prioritize stability & structured career growth,* Corporate is ideal.
- *If you seek innovation, risk, and exponential learning,* Startup is better.

Conclusion: What's the Best Choice for You?

At the end of the day, there is no **right or wrong choice**—only the one that aligns with one's career goals and personality.

- If you *thrive in chaos, want fast-paced learning, and are okay with uncertainty*, → **Join a startup.**
- If you *value stability, structured career growth, and long-term financial security*, → **Join a corporate.**
- If you *want both innovation & stability*, → **Consider intrapreneurship or corporate-backed startups.**

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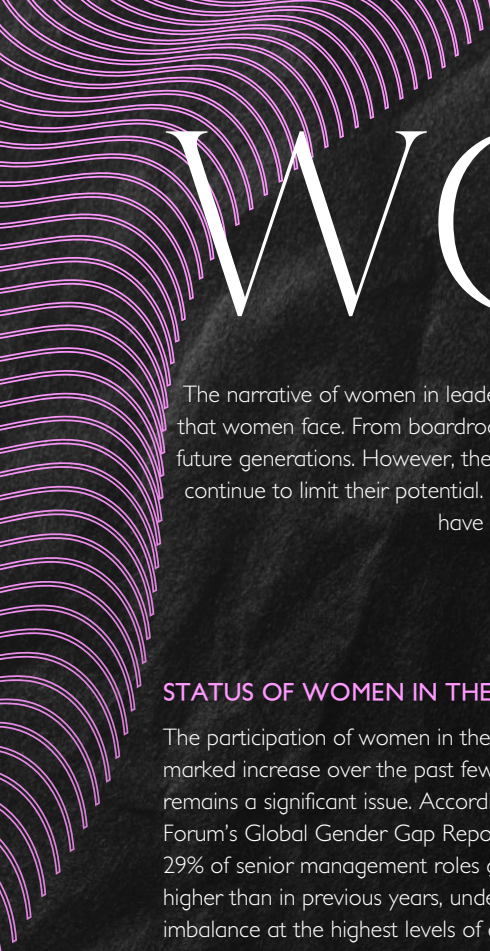
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WOMEN IN

The narrative of women in leadership has evolved dramatically over the years, reflecting both progress and the persistent challenges that women face. From boardrooms to parliaments, women are making significant strides, challenging norms, and paving the way for future generations. However, the journey to leadership for women is far from complete, as systemic barriers and cultural expectations continue to limit their potential. This article explores the status of women in the corporate world, the challenges they face, how they have overcome these barriers, recent trends in leadership, and the road ahead.

STATUS OF WOMEN IN THE CORPORATE WORLD

The participation of women in the corporate world has seen a marked increase over the past few decades, yet gender disparity remains a significant issue. According to the World Economic Forum's Global Gender Gap Report 2023, women hold only 29% of senior management roles globally. This figure, while higher than in previous years, underscores the ongoing gender imbalance at the highest levels of corporate leadership.

In terms of industry-specific data, the technology sector has been particularly challenging for women. Only about 25% of computing jobs are held by women, and within tech leadership, the numbers drop even further. The STEM (Science, Technology, Engineering, and Mathematics) fields, while crucial to future economic growth, still struggle with gender diversity. Women account for less than 30% of the global STEM workforce, highlighting a critical area for improvement.

The finance sector, traditionally male-dominated, has seen some progress, with women now occupying about 24% of executive roles in global financial services. However, the glass ceiling remains a formidable barrier, with only a small percentage of women rising to the position of CEO or board chair. In India, for instance, women hold just 17% of board positions, despite the country's legal requirement for listed companies to have at least one woman on their boards.

In the political arena, women's representation has also improved, albeit slowly. As of 2023, women constitute approximately 26% of parliamentarians globally. This marks a significant improvement from past decades, but still falls short of gender parity. Countries like Rwanda, where women hold 61% of parliamentary seats, serve as examples of what can be achieved with strong political will and policy interventions.

CHALLENGES FACED BY WOMEN IN PATRIARCHAL BUSINESS ENVIRONMENTS

The corporate world, like much of society, is deeply entrenched in patriarchal structures that present numerous challenges for women. One of the most pervasive issues is the gender pay gap, with women often earning significantly less than their male counterparts for the same roles. This discrepancy is particularly stark in leadership positions, where women are often underpaid compared to men with similar qualifications and experience.

Another significant challenge is the lack of mentorship and sponsorship opportunities for women. In many industries, networking and mentorship are critical to career advancement, yet women are less likely to have access to these resources. The so-called "old boys' club" continues to dominate, making it difficult for women to find mentors who can guide them to leadership roles.

Workplace discrimination and bias also pose substantial obstacles. Women frequently encounter gender stereotypes that question their competence and leadership abilities. This bias is often unconscious, making it harder to address. Additionally, women of color face compounded discrimination, dealing with both gender and racial biases, which further complicates their path to leadership.

Work-life balance is another challenge that disproportionately affects women. Societal expectations often place the burden of childcare and household responsibilities on women, making it difficult for them to pursue demanding leadership roles. The lack of flexible work arrangements in many organizations exacerbates this issue, leading to higher burnout rates among women.

Sexual harassment in the workplace remains a significant barrier to women's advancement. Despite global movements like #MeToo, many women still face harassment and abuse in professional settings, which not only impacts their career progression but also their mental and emotional well-being.

LEADERSHIP

HOW WOMEN HAVE OVERCOME THESE CHALLENGES

Despite the numerous challenges, women have made significant strides in breaking through the barriers that have historically limited their participation in leadership roles. One of the key strategies has been the establishment of women's networks and professional organizations. These groups provide crucial support, mentorship, and advocacy, helping women to navigate the complex dynamics of corporate environments. For example, organizations like Lean In and Catalyst offer resources and networks for women aiming to advance in their careers.

Education and skill development have also played a vital role in empowering women. As more women pursue higher education and specialized training, they are better equipped to compete for leadership roles. In many countries, women now outperform men in educational attainment, which is beginning to translate into greater representation in senior positions.

Women have also increasingly taken the entrepreneurial route, creating their own opportunities rather than waiting for the corporate world to change. Female entrepreneurs are on the rise globally, with women-owned businesses growing at a faster rate than those owned by men. This trend not only empowers individual women but also challenges traditional business models and introduces more diversity into the marketplace.

Advocacy for policy changes has been another powerful tool for overcoming barriers. Gender quotas and diversity mandates have been implemented in several countries and companies, forcing a reevaluation of hiring and promotion practices. These policies have been instrumental in increasing the number of women in leadership roles, particularly in regions where cultural resistance to women in power is strong.

Mentorship and sponsorship programs specifically designed for women have also gained traction. These programs not only provide women with the guidance they need to advance but also create a culture of support that helps to counteract the biases they face. Senior women leaders who mentor younger women are playing a crucial role in creating a more inclusive leadership pipeline.

RECENT TRENDS IN WOMEN IN LEADERSHIP

The landscape for women in leadership is gradually evolving, with several encouraging trends emerging. One notable trend is the increasing number of women in C-suite positions. In 2023, women held 9% of CEO positions among Fortune 500 companies, a record high but still far from sufficient. Companies like General Motors, led by Mary Barra, and Citigroup, under the leadership of Jane Fraser, exemplify this shift.

The technology sector, despite its challenges, has seen trailblazing women such as Sheryl Sandberg, former COO of Facebook, and Safra Catz, CEO of Oracle. These women have not only achieved personal success but have also advocated for greater diversity and inclusion within their organizations, setting the stage for future generations.

In politics, the rise of women leaders such as Jacinda Ardern of New Zealand, Sanna Marin of Finland, and Kamala Harris, the first female Vice President of the United States, signifies a global shift towards more inclusive governance. These leaders have shown that women can effectively lead countries through crises, including the COVID-19 pandemic, often with a focus on empathy, collaboration, and social equity.

CONCLUSION

Women in leadership represent not only a moral imperative but also a critical factor in the success of organizations and societies. While significant strides have been made, particularly in recent years, the path to true gender equality in leadership is still fraught with challenges. By addressing these barriers through education, policy, and cultural change, we can create a world where women have equal opportunities to lead, innovate, and inspire. The future of leadership is diverse, and women are at the forefront of this transformation.

Another promising trend is the growing recognition of the importance of gender diversity in leadership. Numerous studies have shown that companies with diverse leadership teams perform better financially. This has led to increased pressure on companies to improve their gender diversity, not just as a matter of fairness but as a business imperative.

THE ROLE OF MEN IN PROMOTING GENDER EQUALITY

While women's efforts to break into leadership are crucial, the role of men in promoting gender equality cannot be overlooked. Male allies play a significant role in challenging the status quo and advocating for the inclusion of women in leadership. Men in senior positions can leverage their influence to sponsor women for leadership roles, ensure fair hiring practices, and promote a culture of respect and inclusion within organizations.

Moreover, men who actively participate in childcare and domestic responsibilities help to alleviate the burden on women, enabling them to pursue their careers more freely. This shift towards shared responsibilities at home is essential for achieving true gender equality in the workplace.

THE IMPACT OF CULTURAL AND GEOGRAPHICAL FACTORS

Cultural and geographical factors significantly influence women's leadership opportunities. In many parts of the world, traditional gender roles are deeply ingrained, making it difficult for women to assert themselves in leadership positions. For example, in parts of the Middle East and North Africa, cultural norms around gender can limit women's participation in public life, including business leadership.

However, there are signs of change even in these regions. Countries like the United Arab Emirates have made strides in promoting women in leadership through government initiatives and policy reforms. The UAE Gender Balance Council, for instance, has been instrumental in driving gender equality in the workforce.

In contrast, countries with more progressive gender policies, such as those in Scandinavia, consistently rank high in gender equality metrics, including leadership representation. These countries provide valuable lessons on the importance of policy interventions and cultural shifts in promoting women's leadership.

THE FUTURE OF WOMEN IN LEADERSHIP

Looking forward, the future of women in leadership appears promising but requires sustained effort across multiple fronts. Education and advocacy must continue to play central roles in empowering women to pursue leadership roles. Companies and governments need to implement and enforce policies that promote gender diversity, including quotas where necessary.

Moreover, addressing unconscious bias through training and awareness programs is crucial for creating an inclusive culture where women can thrive. Organizations must also invest in flexible work arrangements that accommodate the needs of working mothers and other caregivers.

As more women rise to leadership positions, they will serve as role models for the next generation, inspiring young girls to pursue their ambitions without fear of discrimination. The journey is long, but the progress made thus far offers hope for a future where women's leadership is not the exception but the norm.



9 Reasons To Learn



CONTENT WRITING

Introduction

In the modern digital world where everything is online, content is king. From a blog, through website and social media posts even on an advertisement; content constitutes engagement if it attracts customers or builds brands. If you ever considered developing a new skill, the ability to become an excellent content writer is it. Aside from the fact that it is a priceless tool in modern times, there are various ways where learning this can enhance your career & personal growth. Continuing from my last blog, we will discuss why content writing is important and what it takes to reach that ideal destination.

01

Ton of demand

Content writing is one of the most in-demand skills these days. At the same time, businesses are increasingly becoming digitalized and with this transformation has come an endless appetite for content that speaks to its quality. Content writers are found in a range of industries, from digital marketing and blogs — which naturally both lean into the first one — to social media and SEO. Content writing is one of those things you can learn that opens up multiple job possibilities, so it's a worthwhile skill to have.

02

Work Flexibility and Balance

Content writing is one of the HR options in Chennai which gives great flexibility. Following whether you be a full-time employee, freelancer or even student and write from everywhere whenever is you want. This flexibility also offers a better work-life balance so you can decide when and where to do the job. And the best part is that you get plenty of freelancing opportunities for content writing, enabling you to work on your favorite projects.

03

Improves Your Communication Skills

The key to success in your personal life and at the workplace is good communication. Helps in improving the way you write anything. Writing a blog post, writing a report, or even an email — content teaches you how to structure your thoughts and express them in no more than some simple words but in an effective manner. These enhanced communication skills can help you in a range of settings, whether by giving presentations at work or even just building closer relationships with those around you.

04

To Allow Creativity The outlet

Writing is more than words on a page; it's also about telling stories, and getting into dialogues with people. It provides a brilliant platform to work with your creativity. Try different writing styles and tones — from informative to entertaining blog posts. You can be in your element if you are a creative content writer who builds the bridge between words and their soul.

05

Creates A Great Authority

Light the way — writing on specific topics will help you stand out as a thought leader in your area. The more you make content, the better your understanding of it becomes and so does your credibility. In the frame of personal branding and professional growth, this is even more poignant. One of the few things content can do that will have an immediate impact on your career, whether you're a business owner, marketer or freelancer is build authority.

06

Wide Career Options

Jobs in content writing are not a one-size-fits-all career. It exposes you to different career options including copywriting, blogging, SEO writing, technical writing, etc. Every one of these niches has immense room to grow and specialize. If marketing is your thing, SEO writing will be something you enjoy doing. If you like telling stories, blogging may even be your thing. The variation available with content writing roles, means that you can find a type suited to your niche, no matter your passions.

07

Control & Retain as the Influence

The words hold so much influence that can fire up your charisma. Content writing is a great tool to engage the readers, and can shape opinions which later turns into an action. Whether you are writing a blog post with persuasive intent, an article of information or making a piece for any social media platform...it has the power to create. That well-crafted content can engage readers in a way that will make them want to share, comment — even buy.

08

Never Ending Learning & Growth

To be in the game, you must never stop learning and evolving along with new trends, SEO best practices & writing styles. This perpetual learning helps to keep your skills sharp & brings you knowledge of recent trends and techniques. From staying updated with new marketing strategies to trying out different writing modalities, content allows you to evolve as a person and professional continuously.

09

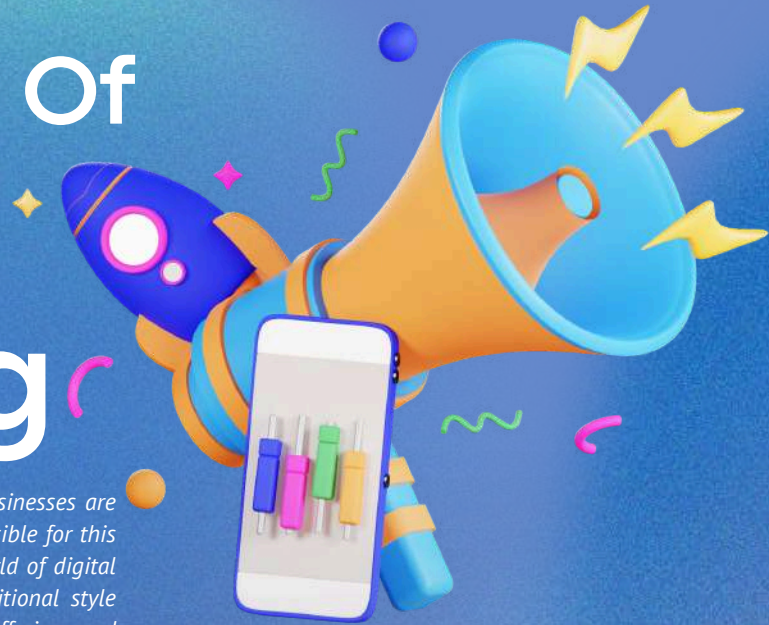
Growth in Finance

When done right, content writing has a very good earning scope. With more experience and skill, you can increase your rates — even when doing corporate or freelance work. It is also a great business to start as a blog or content agency. The better you get, the more earning potential it opens up — in other words: content writing demands one of the highest rates in this entire list on average which makes your pursuit a lucrative career choice when all is said and done.

Conclusion

To summarise, there are a plethora of reasons why learning content writing is not only beneficial in terms of demand but also provides flexibility and opportunities to grow as well. Networking and career transition enhance communication skills, economic growth prospects, etc. If you are looking to advance your career, unleash your creativity or establish yourself as an authority in a particular subject matter field, content-writing is undoubtedly worth the investment. So, why wait? Begin your content writer career now and find new opportunities in the future.

10 Advantages Of Digital Marketing



Given that we operate in an age of rapidly advancing technology, businesses are increasingly going online to reach their customers. So, what is responsible for this change? Well, the answer to this resides in digital marketing. The world of digital marketing has had a positive impact with ample benefits over traditional style promotion which companies all around the globe use to market their offerings and businesses. So, let's focus on the top 10 benefits of Digital Marketing that enforce it for modern businesses.

COST-EFFECTIVE

The low cost of digital marketing is one such factor, compared to traditional ways. Long gone are the days when only large corporations had budgets to blow on pricey TV or print ads. Digital marketing is what makes it possible for small businesses to reach their target audience without spending a fortune. As an example, with low-cost targeted ads on social media platforms like Facebook and Instagram compared to traditional media. Email marketing is a cheap way to keep in touch with your customers and share about what you have.

TARGET AUDIENCE

Digital makes it possible to target an audience by demographics, interests or behaviors. That kind of targeting is virtually impossible with traditional marketing. You can create campaigns on platforms such as Facebook Ads and Google Ads that will reach the precise audience you want to target. If you are doing a fitness product business, then this is who being sure your marketing message hits those most interested in what you have to offer.

MEASURABLE RESULTS

Because unlike traditional marketing where it is difficult to measure the effectiveness of a campaign, digital marketing provides tracking and measurement solutions unique. Additionally, you are able to track the performance of your campaigns in real-time with tools such as Google Analytics and social media insights. You can easily tally up how many people viewed your ad, clicked it and even made a purchase. It is tremendously valuable because it lets you know what works and doesn't work, allowing you to refine your campaigns for improved performance.

HIGH REVERSAL RATES

It has a higher conversion rate: targeted advertising. This means more people you reach are in one way or another interested and will take action- whether it is buying something, subscribing to a newsletter, signing up for those discounts, sales events on social media, etc. For example retargeting converts potential customers into raving fans by showing ads to people who have already visited your website.

GLOBAL REACH

One of the most thrilling things about online marketing is its capacity to be global. With digital marketing you can reach customers from all over the world even if your business is in Mexico, however of course this would depend on what service or product you offer! This worldwide reach gives way to new markets and expansion opportunities that cannot exist in the traditional marketing areas. Small business in India or Corporation in US – Digital Marketing can help you expand your brand presence on a global scale

BETTER CUSTOMER INTERACTION

In today's digital marketing is an essential key because it gives businesses numerous ways to engage their customers. Social is the future of audience interaction as there will invariably be a platform that it does particularly well – whether on Instagram Stories or Facebook Groups, blogs and email newsletters. They not only keep your brand top of mind but help build customer trust and loyalty throughout the cycle.

BETTER CUSTOMER INSIGHTS

Digital marketing gives you insights to understand search trends and patterns in customer behaviour. This way you can get to know your audience better and adapt marketing strategies that suit them. For example, analytics tools can tell you which products are best selling and when people most interact with your posts making it easy to see that direct traffic from Facebook is more effective at converting customers. This informs how you take data-centric decisions to better your marketing efforts.

HIGHER ROI

This is a more lucrative marketing option than traditional advertising and generates better revenues for The ROI from online digital marketing surpasses that of any other type. Digital marketing is cheaper and more focused, allowing you to achieve a better return on investment. Tracking and measuring results means you can continuously tweak your campaigns to improve ROI. From a small campaign to an all-encompassing marketing initiative, digital outreach has what it takes to ensure you have unprecedented results.

Conclusion

Digital marketing is a powerful tool providing many benefits for businesses of all sizes. The advantages of digital marketing are very clear, from being cost-effective to having a global reach. The world is moving into the digital era by day, so the businesses that exploit these utilities will find themselves ahead down its path. Therefore, if you have not started digital marketing by now then roll up your sleeves and get ready. Go digital and see your business flourish!

PERSONALIZATION

We cannot say the same for traditional marketing! Personalization- Digital Implies In Personalized Marketing. You can personalise your messages to distinct cohorts, making them more resonant and interesting. In layman terms, one way email marketing can be personalised is by including the name of the recipient in each sent mail and also suggested products based on past purchases as well as special offers customised to that user. Such personalised communication goes a long way in creating better relationships with your customers, hence making them keep coming back.

FLEXIBLE & CATER TO PROPAGATION OF CENTRED SDK MANAGEMENT

Digital marketing is always evolving and adapting to new technologies. If your targeted campaigns are not finding the right leads, you can test different ad copy for improved performance (e.g. A/B Testing), try targeting specific demographics or a completely new approach to advertising – all without signing another contract because digital offers real-time flexibility to any marketing plan! Such adaptability is essential in the fast moving market of today, as companies are required to be agile if they wish not to miss a competitive edge.





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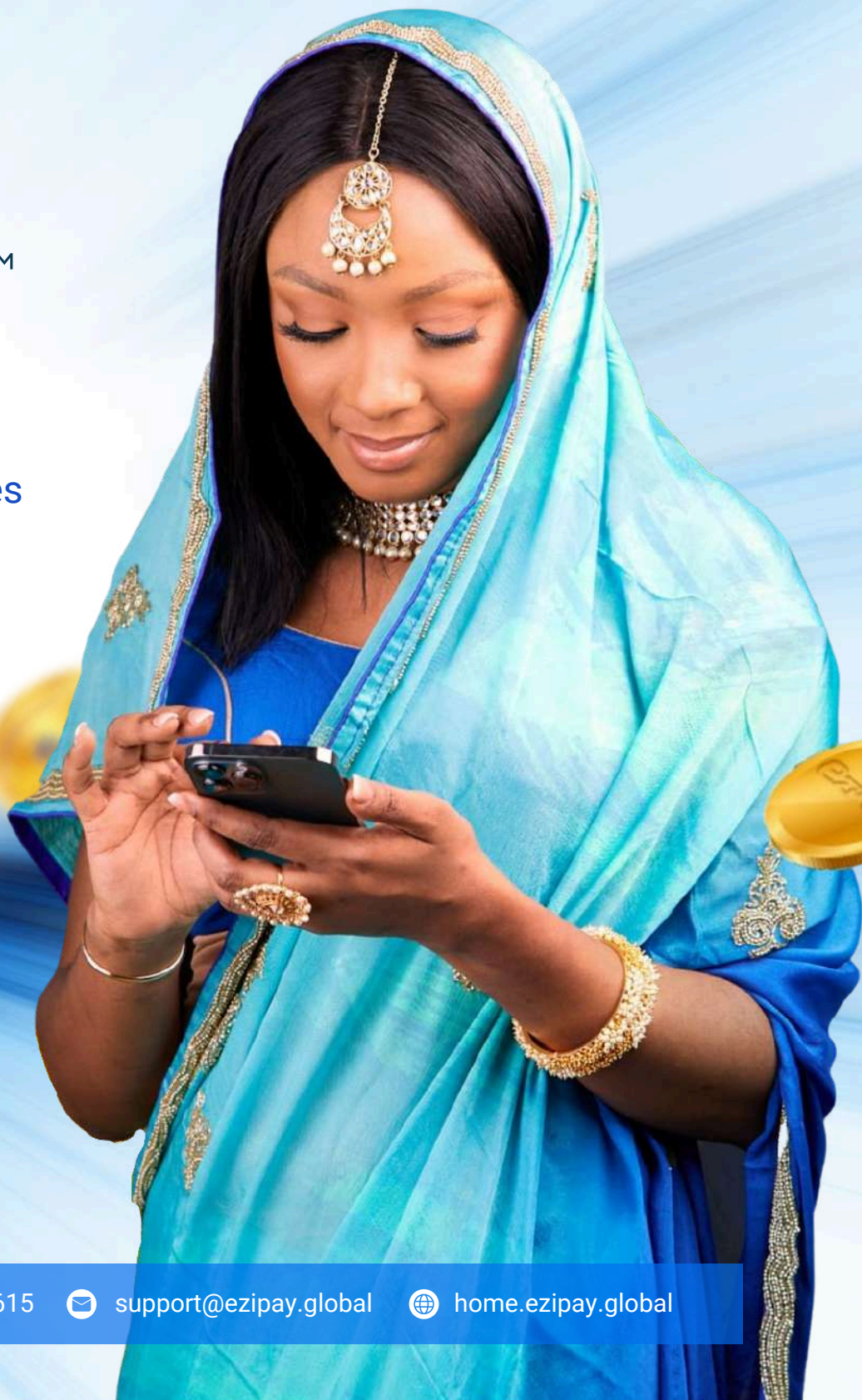
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47/2A, Ground Floor Block -WZ,
Village Basai Darapur, Delhi -110015
Website:- www.entrepreneuronemedia.com
Email:- info@entrepreneuronemedia.com

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