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Editorial

60 Years of Making History, One Diamond at A Time

“**Y**ou can take a graduate out of The National Institute of Technology (NIT) Rourkela, but you can never take NIT Rourkela out of that graduate,” was exactly the sentiment that filled the atmosphere when NIT Rourkela hosted its Diamond Jubilee Global Alumni Meet recently. The chief guest and guest of honor at the opening ceremony on the first day of the event were C.P. Gurnani (MD & CEO, Tech Mahindra) and S.M. Vaidya (Chairman, Indian Oil Corporation Limited).

While officiating the event, the director of NIT Rourkela, Prof. K. Umamaheshwar Rao, said, “Growth of NIT Rourkela is surely visible, but it’s time we take it to the next level and show the education sector that NIT Rourkela with its multi-disciplinary curriculum and sustainable projects is ready to be among the best. With the help of the alumni, we will accelerate our growth.” She affirmatively means what he says, as the institute is well known for traveling abreast of the technology trends and maintaining a close relationship with the industrial landscape inside and outside the country. For instance, NIT Rourkela is the first of NITs in India to award Blockchain-based digital degrees. Last year alone, more than 1500 students graduated with such Blockchain-based degrees.

An Institute of National Importance, NIT Rourkela, was established initially as ‘Regional Engineering College Rourkela’—a publicly funded institute of higher learning for engineering, science, and technology located in the steel city of Rourkela, Odisha, India. We dedicate this special issue to the alumni of NIT Rourkela, who make the institute proud every day.

Sujith Vasudevan
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SUMANTA GHOSH

SENIOR VICE PRESIDENT & HEAD - TECHNOLOGY, AEGON LIFE

**LEADING THE ORGANIZATIONAL CHANGE
THROUGH WISDOM & EMPATHY**

EDELWEISS TO RAISE FUNDS WORTH RS.400 CRORE VIA PUBLIC FUND RAISING



Edelweiss Financial Services today announced the public issue of its secured redeemable non-convertible debentures of the face value of 1,000 each, amounting to Rs.200 crore, with an option to retain over-subscription up to Rs.200 crore to Rs.400 crore. There are ten series of NCDs carrying fixed coupon and having tenure of 24 months, 36 months, 60 months and 120 months with annual, monthly and cumulative interest option. Effective annual yield for NCDs ranges from 8.99 percent to 10.46 percent. At least 75 percent of the funds raised through this Issue will be used for the purpose of repayment/prepayment of interest and principal of existing borrowings of the company and the balance is proposed to be utilized for general corporate purposes, subject to such utilization not exceeding 25 percent of the amount raised in the Issue, in compliance with the Securities and Exchange Board of India (Issue And Listing Of Non-Convertible Securities) Regulations, 2021.

An additional incentive of 0.20 percent p.a. will be offered for all category of investors in the proposed tranche issue, who are also holders of NCD/bonds previously issued by the company, or group company,

“
AN ADDITIONAL INCENTIVE OF 0.20 PERCENT P.A. WILL BE OFFERED FOR ALL CATEGORY OF INVESTORS IN THE PROPOSED TRANCHE ISSUE, WHO ARE ALSO HOLDERS OF NCD/BONDS PREVIOUSLY ISSUED BY THE COMPANY, OR GROUP COMPANY

ECL Finance, Nuvama Wealth & Investment, Edelweiss Housing Finance, Edelweiss Retail Finance and Nuvama Wealth Finance. The NCDs proposed to be issued under this tranche I Issue have been rated 'CRISIL AA-/Negative (pronounced as CRISIL double A minus rating with Negative outlook)' and 'ACUITE AA-/Negative' (pronounced as ACUITE double A minus). [CEI](#)

ENTERTAINMENT PLATFORM STAGE RAISES RS.40 CRORE IN FUNDING



“

STAGE'S VISION IS TO BECOME A PLATFORM FOR ENTERTAINMENT, CONNECTION AND CELEBRATION OF CULTURES FOR ALL DIALECT-SPEAKING PEOPLE IN THE COUNTRY

Dialect-based over-the-top (OTT) platform STAGE has announced raising Rs. 40 crore in funding, led by Blume Ventures. The funding round saw participation from NB Ventures, Dholakia Ventures, TSM Ventures, We Founder Circle, Mumbai Angels, Tarmac Ventures, Tailwind Ventures, Longtail Ventures, Lets Ventures and Angel List, the company claimed. The company previously raised Rs.31 crore bringing the total capital raised to Rs.71 crore. The funding also saw existing investors who participated, namely, Better Capital, IPV, TCA, Venture Catalysts along with some angels. The capital raised will be used to go deeper into Haryana and Rajasthan, create more original content and grow the product, Vinay Singhal, Co-founder, STAGE, said. “We plan to capture 10 Percent of the over 25 million

households watching video content in Haryana and Rajasthan by mid-2024”.

STAGE's vision is to become a platform for entertainment, connection and celebration of cultures for all dialect-speaking people in the country. By 2027, we plan to launch in the top 20 dialects of the country, which have the potential to reach over 200 million households”, he added. STAGE started with Haryanavi content in 2019, and currently claims to have over 225,000 subscribers. Additionally, it has stated it adds over 25k subscribers per month, growing 30 percent on a month-on-month (M-o-M) basis. STAGE's roster includes web series in Haryanvi such as Akhada, Group-D, College Kaand, Opri Parai, among others. [CEO](#)



Manoj Kanodia,
CEO,
Inspira Enterprise India

A startup expert and BU Head Manoj brings with him 23+ years' of multi-domain experience and attained comprehensive exposure in strategizing growth across IT & Telecom service providers.

CYBERSECURITY: THE BACKBONE OF A SUCCESSFUL DIGITAL TRANSFORMATION

There is no denying the fact that the globe has undergone a significant upheaval in recent years. With the outbreak of COVID-19, corporate operations were severely disrupted, making remote working a possibility and giving digital transformations the spotlight. Today, adopting and implementing new-age transformations became critical for the survival of organizations. A Statista analysis estimates that in 2022, investment on digital transformation would total \$1.6 trillion and \$3.4 trillion is anticipated to be spent on digital transformation globally by 2026.

With digital transformations dominating the world along with smartphone penetration and internet usage reaching its peak, cybersecurity threats have also paved their way, posing a major risk for businesses. The Computer Emergency Response Team (CERT-In) of India estimated that 11.5 million cyberattack incidents occurred in India in 2021. The data and assets of enterprises are now constantly at risk due to more complex cyberattacks involving malware, phishing, machine learning and artificial intelligence, cryptocurrencies, and others. Therefore, organizations must employ the best cyber security practices to build resistance to win the digital battle against cybercrime. Some include network security, the installation of malware prevention software, secure configuration, managing identity and access management.

Importance of Cyber Security in Modern Society

Today's world is more interconnected and technologically dependent than ever before. A Statista study found that by 2030, there will likely be more than 29 billion Internet of Things (IoT) devices worldwide, up from 9.7 billion in 2020. This, as a result, has increased the volume of cyberattacks taking place in the modern society.

According to IBM, the average cost of a data breach is over \$4 million, making cybercrime detrimental to an enterprise. The majority of typical cyberattacks involve installation of spyware or viruses to damage the user's device for illicit purposes, sending threatening emails with the intent to steal user credentials, performing a SQL injection in the database to steal data, and using social engineering to persuade users to circumvent security measures through human interactions. Hence, it became more than essential to practice cyber security measures to safeguard your company's data and ensure flawless operations.

Data, without a doubt, is the most important asset for an organization. Losing data is no less than a nightmare for business owners. Particularly with increased digital dependency, data is more exposed and amplifies the chances of data theft or loss. Hence, for organizations to ensure the safety of their data, it is crucial to practice certain cybersecurity measures such as installing antivirus software, limiting data access, establishing secure networks, securing your endpoints and having a robust cyberattack management plan.

Top Cybersecurity Technologies

Blockchain Cybersecurity: Blockchain cybersecurity is rapidly gaining popularity in modern society. It contains built-in features for DTL and transparency that assists in resolving today's cybersecurity issues. Also, these characteristics of blockchain aid in managing the availability, privacy, and integrity of the information. Furthermore, as blockchain systems are decentralized, the loss of one node does not affect the network as a whole.

Cloud Technology: The flexibility and benefits that cloud computing offers are completely incomparable to those offered by traditional computing technologies. According to Gartner research, by 2025, over 85 percent of businesses will adopt the cloud-first approach, and without the adoption of cloud-native designs and technologies,

they will be unable to effectively execute their digital goals. In contrast to keeping the files on a local storage device or proprietary hard disc, cloud-based storage enables them to be kept in a remote database until the electronic device has access to the web; it can then access information and software applications for executing it.

Firewalls: A firewall is a network security tool that keeps track of all incoming and outgoing network traffic and decides whether to allow or prohibit particular traffic in accordance with the established security rules. A firewall could be made of hardware, software, or both. Firewalls are crucial since they continue to be widely used and have a significant impact on contemporary security practices. For modern businesses, it is more than necessary to install a firewall in their devices to recognize any sort of data interruption and take the desired action at the earliest.



According to a Gartner analysis, global spending on security and risk management is expected to increase by 11.3 percent in 2023. Hence, it is evident that organizations need to invest in new-age cybersecurity technologies to safeguard their data from any kind of threat

Cybersecurity: Future Ahead

Cybersecurity is an inevitable concern for businesses for a long time. In reality, given the speed of technological advancements, hackers are also developing new techniques for data breaches, emphasizing the importance of cybersecurity. According to a Gartner analysis, global spending on security and risk management is expected to increase by 11.3 percent in 2023. Hence, it is evident that organizations need to invest in new-age cybersecurity technologies to safeguard their data from any kind of threat. [CEO](#)

SUMANTA GHOSH

SENIOR VICE PRESIDENT & HEAD - TECHNOLOGY, AEGON LIFE

LEADING THE ORGANIZATIONAL CHANGE THROUGH WISDOM & EMPATHY

The insurance industry which was once predictable and stable isn't the same anymore. With the distribution needs that have become truly cross channel, customers expect products that are tailored especially for their needs. Through this all, technology has continued its advancements and as a result, industry leaders need to take array of strategic choices to succeed. It is important to keep oneself up to date with these changes, especially as a leader to command confidence and lead from the front. One such leader is Sumanta Ghosh.

Sumanta Ghosh is the senior Vice President and Head of Technology at Aegon Life, which is a digital life insurance company. Sumanta is National Institute of Technology (NIT), Rourkela alumnus and believes that one can be a successful leader by broadening their horizon of learning and knowledge and tries to instill the same in his team -members.

In an in-depth conversation with CEO Insights magazine, Sumanta shares with us his professional journey and the various lessons he has gathered along the way. Here are some excerpts from the conversation.

EE

AEGON LIFE ENVISIONS TO TRANSFORM LIFE INSURANCE IN INDIA BY MAKING IT EASY AND ACCESSIBLE FOR EVERYONE

COVER
STORY

Sumanta Ghosh is a leader who works with his team to achieve organizational goals. He is the senior Vice President and Head of Technology at Aegon Life and NIT, Rourkela alumnus and believes that one can be a successful leader by broadening their horizon of learning and considers his team as the most important stake holder.





Tell us about your professional background and experience and what inspired you to join Aegon Life.

I completed my MCA from Regional Engineering College (REC) and started my career with a company called CMC, which later got acquired by Tata Consultancy Services (TCS). After 3.5 years after joined TCS and worked at development, designing and architecture of software for 9-10 years. By this time, I had 13-14 years of experience and I thought of building up a technology platform or a software product from scratch and got this opportunity from a Telecom Software Product Company. I was also the enterprise architect for the company and got the opportunity to architect Telecom BSS Software. After acquiring as much knowledge as I could working in various companies and verticals of the industry, I wanted a leadership role and was roped in by Aegon Life in 2018 wherein they wanted to do a digital transformation journey to convert the company from a traditional insurance company into a technology driven insurance company. Aegon Life wanted to have a core platform built on technology and Cloud.

I also set up a team from scratch for the same and in 2020, took over as the Head of Technology for the organization.

What is the motivation behind your daily routine as the senior vice president and head of technology at Aegon life?

One of the key motivations is learning. I believe in 'stay hungry, stay foolish' kind of learning because in our field things are changing rapidly. As a technology leader, I should be aware of the changes and should also be able to mentor my team and teach them how to adapt to these changes. We have to be always curious, adaptive, up to speed in terms of knowledge in this era of fast paced technology that's ever evolving. Solving new problems and creating something new every day are some other motivations that drive me to do my work every day.

Could you tell us about the unique experiences NIT Rourkela offers and what did you learn from the campus beyond academics?

Apart from the academics, one of the key things to learn is how to work as a team and how to be open to learning about different cultures and diversity, yet stay unified and come up as one team and batch. We meet people from different cultures, cities, states and backgrounds and we should be humble and kind towards each other. During our initial hostel and college days used to be difficult because we had people from different states in the country, but we understood that these differences are less important than the common goal that we had to achieve as a batch. Also, as a student, the hardships that come our way are the real learnings because it helps us to be steady and equips us for challenges that the world holds for us. It also teaches us to be humble, work as a team and how to handle pressure.

How would you define Aegon Life as an organization and its position in the market? What makes it different from other players in the market?

In comparison to traditional finance houses, Aegon Life is agile, nimble, flexible in applying changes and provides freedom at work for solving new challenges which every techie needs and appreciates. From the market perspective, we are at a transformation phase because we started as a traditional insurance company but around 2018-19, we decided that we would reshape ourselves into a technology driven insurance company. With a compact size of two hundred and fifty people on the team, we are India's only digital insurance company where everything is digital. "We are doing data driven underwriting by means of artificial intelligence and machine learning, so the customers don't even need to upload documents. We are also enabled to issue life insurance policies in the shortest time possible sometimes within one day because of novel technology and innovations".

Going forward, what are the changes in market behavior that you anticipate and what are the opportunities that you foresee?

In the field of technology, Cloud has taken up the front but there are many changes that are coming up in cloudification as well. So, the future cannot be predicted because what seems new today has improvements to it tomorrow in technology. The future will see Digitalization, AI, machine learning in all the organizations but orchestration is as

important because it will allow everything to be stitched together to facilitate smooth functioning.

In the insurance business, Indian Government and Insurance Regulatory and Development Authority of India (IRDAI) are promoting insurance that is easy to understand, can penetrate rural areas and different sets of people including self-employed individuals by means of financial transaction, technology and internet. This will change the way people look at insurance, make them more aware and help insurance companies have a better market in places that couldn't be explored earlier.



In the light of your strong experience within the industry, what advice would you give to the budding industry leaders and what are your leadership and success mantra?

There are two principles I lead by, first is knowledge and another is empathy. Knowledge and wisdom are required to become a good leader because that's when people feel confident to approach you for problem solving. So, deep knowledge about technology is important in our industry. At a personal level, empathy is important to understand the team. What it takes for certain members of the team to deliver a service comes with empathy and to some extent I enforce empathy also because it allows us to learn from our mistakes. Trying to lead by knowledge and empathy is not easy but it is the only way to success because that is how it has been for me. [CEO](#)



Amit Chopra,

Managing Director, India & South Asia,
Thermo Fisher Scientific

Amit hails from strong professional experiences across P&L, commercial, manufacturing, M&A and innovation management in India and Asia Pacific, in technology intensive businesses. Below is an excerpt of the interview with Amit, who takes CEO Insights into the country's emerging healthcare landscape

THE EMERGING HEALTHCARE LANDSCAPE

India is expected to make significant investments towards building state-of-the-art healthcare infrastructure

India is forecasted to be one of the fastest-growing economies this year and is anticipated to increase its GDP by 3x from the current \$3 trillion to \$9 trillion by 2030, according to the Confederation of Indian Industry (CII). Technological advancements and enabling policies among other factors have given a boost to the Indian healthcare industry and are positively impacting economic growth. Also, during the pandemic, for the first time, the government's budgeted expenditure on the health sector reached 2.1 percent of GDP, against 1.3 percent in the previous fiscal year. The government's efforts on ensuring 'Health for All' is opening opportunities to strengthen the healthcare infrastructure and bridge the gap in the healthcare delivery system. Collaborative efforts of the government, industry and academia will provide further impetus to the sector.

I would like to share some emerging themes in technology and policy that will drive future growth:

Emergence of Molecular Diagnostics & Next-Generation Sequencing: Molecular diagnostics, which involves analyzing the DNA/RNA for the emergence of a specific infection, has witnessed



rapid development in the last decade. RT-PCR tests, once considered a niche technology, have become a household name. The Indian molecular diagnostics market is projected to grow at a CAGR of around 10 percent till FY 2026, with a rise in the infectious diseases. Furthermore, the government's initiative to increase healthcare funding to improve the country's molecular diagnostics capabilities will also have a positive impact on the market in the coming years.



Thermo Fisher has been at the forefront in the fight against COVID-19; from developing one of the first COVID-19 RT-PCR detection solutions to partnering in vaccine making

Next-Generation Sequencing: NGS is another transformative area that is being adopted in clinical oncology to help advance personalized treatment for various cancers and other diseases. NGS allows clinicians to test many genes of cancer simultaneously and identifying rare cancer mutations, among other applications. With India's cancer burden set to rise to 29.8 million in 2025 from 26.7 million in 2021, NGS will play a crucial role in providing information for

prioritizing interventions that can be tailored to a patient's particular cancer.

Precision Medicine: While there has been a leap in the advancements in medicine, drug efficacy remains an area that needs addressal. India is in the early stages of adoption of precision medicine or personalized medicine which is bound to move the needle from a one size fits all approach to a more targeted approach to patient care. A wider adoption of precision medicine will usher in a new era for healthcare, where decisions are made based on an individual's clinical, molecular and lifestyle information. Precision oncology is forecasted to accelerate targeted therapy treatment and improve patient outcomes.

Preventive Diagnostics: Traditionally focusing on curative care, Indians have now realized the critical role played by preventive healthcare in maintaining the quality of life. Seventy percent of treatment decisions are based on lab results, a fact that necessitates the need for providing affordable, accessible diagnostic facilities. Another key factor driving this sector is the rise in the lifestyle diseases and the willingness to spend more on healthcare, which has led to greater awareness to sustain and prolong wellness.

Digitization & Data Analytics in Healthcare: Data science and digital tools such as Artificial Intelligence and Machine Learning, in an enabling ecosystem, are creating cutting-edge transformation



in the industry. In fact, big data analytics is expected to grow faster in healthcare than other industries. Clinical experts now rely on customer-centric digital solutions to enhance patient outcomes.

Make in India: Even today, 80 percent of the medical equipment is imported. However, with the government introducing enabling policies that encourage and strengthen indigenous capabilities, this scenario is likely to change soon. The country has already demonstrated its Make in India capabilities in the field of vaccine development and manufacturing. Various Indian and global biopharmaceutical companies are now including vaccines as a part of the product portfolio and have created an overall infrastructure to meet the needs of India as well as globally. In fact, India already meets more than 50 percent of the global demand for vaccines. By 2026, India's vaccine industry is anticipated to grow to \$4 billion from the current \$2 billion. India is also the world's largest provider of generic medicines by volume and has the highest number of biosimilar products approved globally.

Competitive Federalism between States: Competitive federalism and the Public Private Partnerships focus are enabling rapid growth of startups and accelerating investments in the biotech sector. The country has rapidly emerging Dept. of Biotechnology supported biotech parks in Bengaluru and Hyderabad and aims to be a \$150 billion biomanufacturing hub globally.

Collaborative Eco-System across Industries: As India ushers in the era of digitization, it is imperative that there is collaboration across private and public

industries, including research and government, to enable more innovation and accelerate development of technologies. In doing so, we are enabling an ecosystem that will advance research and create a more broadly skilled workforce. Research parks are being set-up by premier institutes in India and are being equipped with end-to-end workflows by leading companies.

Thermo Fisher Scientific is playing an enabling role in providing an impetus to the Indian healthcare industry

Thermo Fisher Scientific Inc. is a world leader in serving science, with annual revenue of approximately \$40 billion. Our Mission is to enable our customers to make the world healthier, cleaner and safer. Whether our customers are accelerating life sciences research, solving complex analytical challenges, increasing productivity in their laboratories, improving patient health through diagnostics or the development and manufacture of life-changing therapies, we are here to support them. Our technologies, products and services help customers around the globe in laboratories and clinics, on production lines and out in the field. Thermo Fisher has been at the forefront in the fight against COVID-19; from developing one of the first COVID-19 RT-PCR detection solutions to partnering in vaccine making.

Further, Thermo Fisher Scientific is making strategic investments in the areas of precision medicine for oncology, cell and gene therapy, companion diagnostics, liquid biopsy, direct-to-consumer, and more through product introductions, partnerships, and facility expansions. [@30](#)



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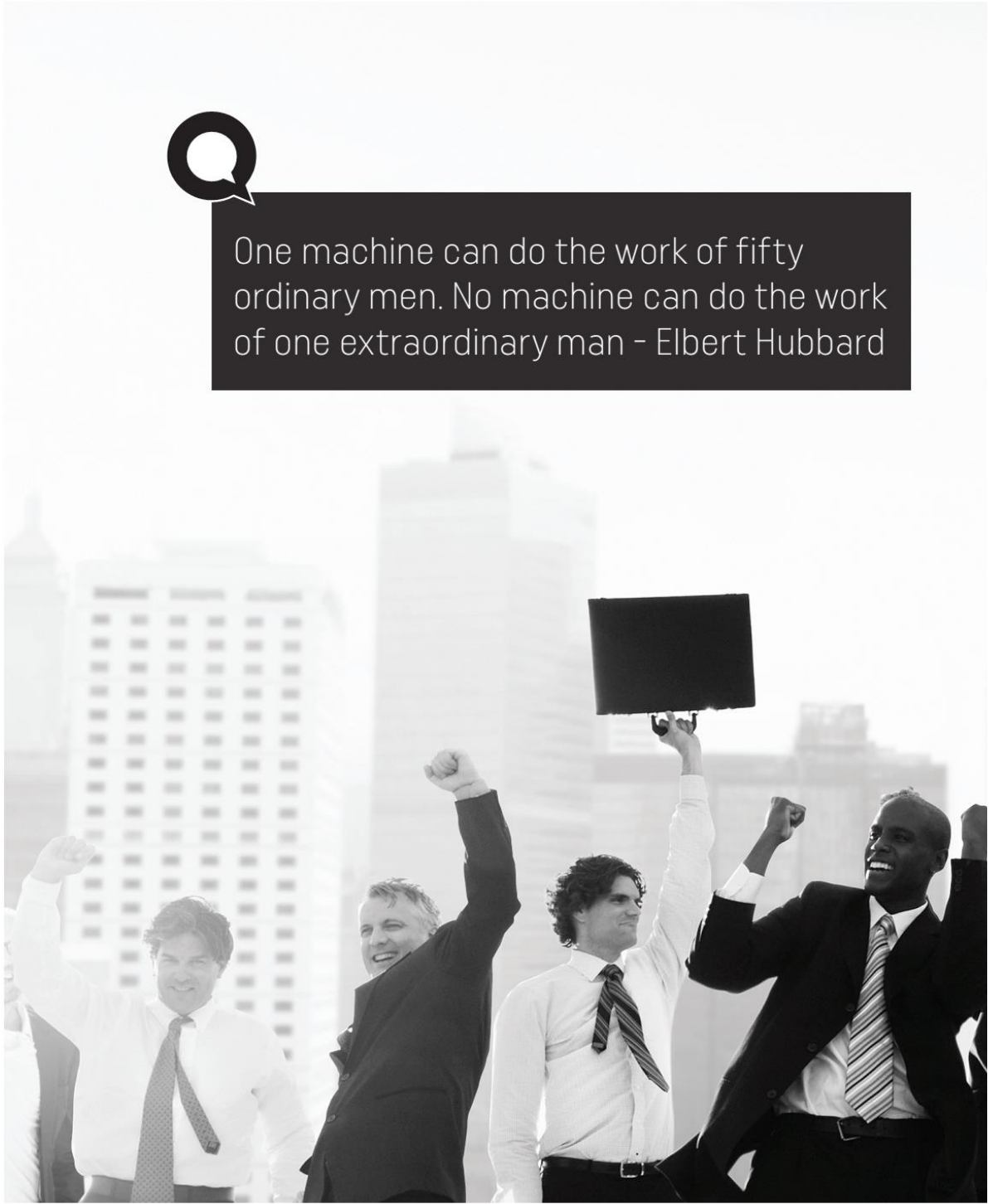


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One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man - Elbert Hubbard





CEO *Insights* TOP 10
NIT ROURKELA
ALUMNI LEADERS 2023

NIT Rourkela: Enter to Learn & Leave to Achieve

In this tech-led modern world, the impact of information technologies on individuals, organizations, industries, the economy and society is prolific, thus making it is crucial to empower the world with significant technology prowess so that every challenge across industry and business functions can be addressed. And, to comprehend these emerging needs of technological evolution, NIT Rourkela slips into the frame by producing quality Engineers and Scientists in Graduate and Post-Graduate levels in various branches of Engineering and Science and enables the tech leaders and entrepreneurs of tomorrow to deliver a limitless growth horizon.

Whereabouts of the Institution

The founding stone of NIT Rourkela was laid by the first Prime Minister of India, Jawaharlal Nehru. Initially it was established as a Regional Engineering College (REC) Rourkela on 15th August 1961 and later in 2002 granted autonomy and started functioning independently. Located on the head of the steel city Rourkela, the institute got recognition by govt. of India as a premier institution of repute and got developed into a center of excellence under plan funding. Today it imparts quality education in the area of 20 departments which offer B.Tech., B.Arch, B. Tech-M. Tech Dual, M.Tech., M.Sc., Integrated M.Sc., MBA and PhD degree.

Achievements so far

As a source of knowledge and expertise for the society and a preferred destination for potential learners, it has bagged many awards and recognition both in terms of national and international level. NIT Rourkela was ranked 801-1000 in the world by the Times Higher Education World University Rankings of 2020 and 190 in Asia. In India it was ranked 16 among engineering colleges (including IITs) by the MHRD by the National Institutional Ranking Framework (NIRF) in 2020 and 32 overall. With these unmatched achievements it has created a highly influential and active network of alumni across the globe. These techpreneurs and leaders are making a huge impact in all sectors of society and accentuating economy, both in India and abroad.

In this issue of the **CEO Insights** magazine, a list of '**Top 10 NIT Rourkela Alumini Leaders - 2023**' is provided to the readers in corporate and different sectors, for informing on the excellent services leveraged by the Leaders in diverse domains. The listing is prepared by a team of industry veterans, CEOs and VCs, and the CEO Insights magazine editorial board.



AKRAM ANSARI
FOUNDER & DIRECTOR

Bless N Bliss
Ranchi
blessnblissfoundation.org

A social entrepreneur works for the betterment of the society and nation at large and creates job opportunities for the youth by contributing in the eradication of unemployment

ASUTOSH NAYAK
CEO

Koel Fresh
Rourkela
koelfresh.com

Experienced Business Consultant with a demonstrated history of working in the management consulting industry

BISWOJEET KIRO
FOUNDER & CEO

Yoobbel
Bhubaneswar
yoobbel.com

An entrepreneur currently building a platform for entrepreneurs, influencers or any potential individual who wants to start their own apparel brand

DUSHYANT GADEWAL
ASSISTANT VICE PRESIDENT

Peoplestrong
Gurgaon
peoplestrong.com

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MITRABHANU PATI
SALES & TECH DIRECTOR

Imerys
Paris
imerys.com

An experienced leader with knowledge of ceramic engineering and international business management skills, offering high-performance mineral solutions for the Asia Pacific Ceramics industries

SIDHARTHA MOHANTY
CO-FOUNDER

Areteans Technology Solutions
Hyderabad
areteanstech.com

A pioneer in the field of Pega implementation and developed Areteans Technology Solutions to aid businesses in carrying out Pega deployments for digital transformation and evolution

CP GURNANI
CEO

Tech Mahindra
Pune
techmahindra.com

An accomplished business leader with extensive experience in international business development, start-ups and turnarounds, joint ventures, mergers and acquisitions

HARI PRASAD PIDIKITI
DIRECTOR- TECHNICAL

D C S
Hyderabad
dcs.in

Holds extensive experience in the mechanical excavation of rock without blasting and is instrumental in promoting high wall mining technology in India

RUSSI CHATTERJEE
DIRECTOR - ENGINEERING

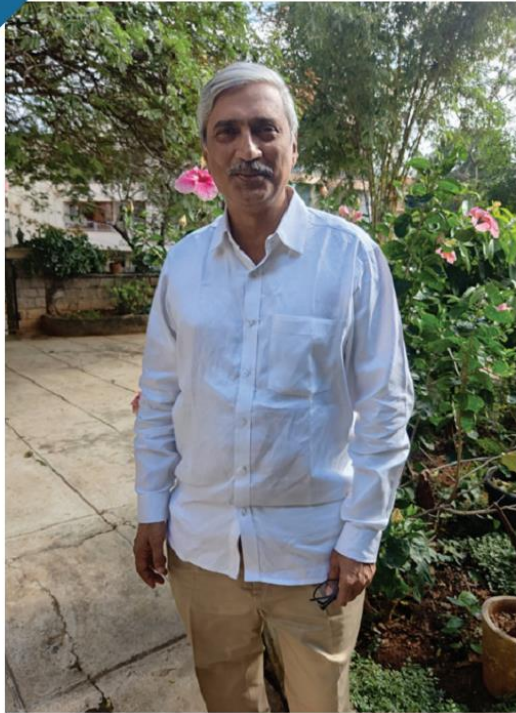
Jodo
Bangalore
jodo.in

A technocrat with 12 years of industry experience, having held various prominent roles in several industrial verticals, with the majority of his engagements being with early-stage startups

SUMANTA GHOSH
SENIOR VICE PRESIDENT & HEAD - TECHNOLOGY

Aegon Life
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A leader who aims to achieve goals for his company with cutting edge technology



HARI PRASAD PIDIKITI

BUILDING INNOVATIVE EQUIPMENT SOLUTIONS

NIT has been producing thousands of courageous and intellectual minds who are setting new benchmarks in the technology and business ecosystem globally. One among such achievers and change-makers, Hari Prasad Pidikiti, describes his journey with NIT to be phenomenal and enduring, which ultimately helped him to evolve into the individual that he is today. Owing to his association with technology, he is an ardent problem solver driving DCS in the right trajectory as the Technical Director. It is indeed a pleasure for CEO Insights to engage in an exclusive conversation with Hari Prasad. Appreciating his leadership traits and continuous learning journey, we bring to you insightful snippets of the interaction. We sincerely hope that our endeavour will motivate several youngsters to promote leadership bound to innovation.

Give a brief account of your professional journey.

After completing my bachelor's degree from NIT Rourkela in 1986, I subsequently pursued M.Tech (Machine Design) from IIT Delhi. Post this, I entered the construction industry through our family-owned business called West Coast Construction Company. The company faced headwinds and we had a major setback, almost shutting down the shutters. I wouldn't call it a failure but a steep learning curve. In 1994, we laid the foundation of DCS with six promoters, including me.

We started off with an open excavation for a hydroelectric project in Nagaland. Since then, we have scaled the business by leaps and bounds and then entered into the mining business. We got into surface mining because we have been always trying to find a different niche for ourselves; as I was also very passionate about machines. We were one of the early pioneers to deploy surface miners in limestone mining and the first in coal mining through a joint venture. We could reach up to a production rate of almost one lakh tons of coal production

**HARI PRASAD PIDIKITI,
DIRECTOR- TECHNICAL,
DCS**

Hari Prasad has extensive experience in the mechanical excavation of rock without blasting. He was involved in a very successful development of an Indigenous surface miner and was instrumental in promoting high wall mining technology in India.

per day by surface miners in the early 2000s. We then moved into promoting Highwall mining and then entered into underground mining.

We found that our niche could be underground mining as several opportunities were emerging and requiring customized engineered solutions resulting in a value proposition for both us and our clients. We started working in that direction and completed a complex underground mine construction project for The Singareni Collieries, which was a major breakthrough for our reputation. We then explored the shaft sinking segment, where there were not many players. We could Pioneer, expand and establish ourselves as the market leader in the country for shaft sinking, while striving to reach international standards in the next five years.



Hari Prasad brings his experience in technology absorption, innovative equipment solutions, and the latest maintenance techniques required for the successful execution of projects

How would you describe the learning experience at NIT Rourkela? What are the most important lessons you have inoculated from the institute and carried in your journey so far?

NIT has made us competent engineers. I often find people not having the basic engineering skills, we witness them a lot during recruitment processes. I was actually fortunate to be in Rourkela because we learned everything practically, in fact, we had a superminicomputer – Vax 11/780, when I was in the final year, imported from the US. Whatever learned back then is helping me even today.

Share about the growth journey of your brainchild in different segments of construction and mining.

As mentioned, the company has grown from strength to strength proving its project management

& execution capabilities in terms of nurturing, developing, and retaining project management personnel at all levels from senior project managers to field engineering supervisory staff to Heavy duty drivers, construction machinery operators, maintenance engineers/technicians. We have acquired a vast array of construction and underground mining equipment and a large fleet of heavy-duty vehicles, and more, in varying capacities. We have also obtained qualifications and extensive experience in the underground mine infrastructure and were instrumental in introducing eco-friendly mining methods in the mining industry in the country.



What are the measures you have implemented to ensure a sustainable business, despite being in the mining space that is not renewable?

We felt possibly coal mining is not a sustainable business from a really long-term perspective, but we have always wanted to build a sustainable business model. For this, we have begun to focus more on hard rock underground mines than coal as the business growth was taking all our available resources. We have signed on for projects in Manganese, Copper, Uranium, and Chromite underground mining with PSUs as well. However, we are still continuing to focus on sinking shafts for coal mines because some of the coal blocks are being privatized – bringing a lot of opportunities in that space. We continue to innovate but most of the major developments are already adopted and we are continuously making our services more satisfactory and reliable. Along with sustainability, our focus is majorly on the safety of people who are working in the mines. For this, we have developed machines at 25 percent cost of imported alternatives available, but on par with the efficiency. [\[3\]](#)



MITRABHANU PATI

BRINGING AGILITY, TEAM WORK & SUSTAINABILITY WITH EVERY STEP

A dynamic business strategist, innovator, growth hacker, and an alumnus of NIT Rourkela, Mitrabhanu Pati (Sales & Tech Director, Imerys) has over 20 years of substantial experience in refractories and mineral industries and is currently leading as Ceramics Sales & Technical Director for Imerys Performance Minerals Asia Pacific, managing its sales and technical support. Imerys (a French MNC) mines, designs, produces, and handling revved-up mineral solutions for the global ceramics industries. He joined the organization in 2018 as the General Manager Sales & Marketing in India, responsible for the markets in Bangladesh, India, and Sri Lanka, and was later took up responsibility for Asia Pacific sales covering six manufacturing sites within the continent.

Prior to Imerys, Mitrabhanu was associated with the Tata Group for nine years leading its international business for TRL, and later led Trl Krosaki Refractories for over six years as its Business Head in the United Kingdom, setting up growth plans in Western Europe. These sixteen years with the Tata Group have greatly influenced his career and shaped him as a successful leader in the industry. Leveraging such powerful experiences, Mitrabhanu is currently leading a massive multicultural team with people from five different nationalities and supporting almost 800 odd ceramic customers across Asia. He is a global leader with astounding leadership & management skills and hands on experience in sales, marketing, product management, operation, and post-M&A integration, and P&L management.

Let's hear it from him.

Throughout your professional journey, what has been the mantra that helped you to deliver positive outcomes?

I believe in the mantra of approaching a problem with the perspective of finding a solution. " You need to believe, every problem has a solution. If there is no solution to

MITRABHANU PATI, SALES & TECH DIRECTOR, IMERYS

Having a Diploma in Advance Management from XLRI Jamshedpur and a Bachelor in Engineering in Ceramic Engineering from NIT Rourkela, Mitrabhanu is leveraging 20 years of experience in refractories and mineral industries to build unique growth strategies for Imerys in Ceramics minerals.

the given problem, only then it is a fact'. And, I have been leveraging this mantra in every step of my career. Being humble, I motivate myself every day to be a better version of myself. I always look for challenging opportunities which also brought me back to India and made me take up a more challenging & customer-facing job at Imerys.

Tell us about the unique experiences NIT Rourkela offers and what did you learn from the campus beyond academics.

NIT Rourkela is a dynamic experience with significant exposure in terms of multi-state cultural scenarios which has been a unique advantage for my career it gave me a chance to get along with different people from different states, reflect on their different cultural aspects and understand their perspective This diversifying experience helped me in transforming myself from having a completely regional personality to multicultural personality. I have gained many vital learnings from this institute, like, how to work along with teammates to manage crises without adequate resources. This, I believe, is a vital skill that I practice as a business leader even to this day.



Sustainability of natural & physical resources is the most important topic that today's business leaders must administer to broaden the concept across the value chain of each business

Tell us about Imerys as an organization.

Imerys is a global leader in mineral-based specialities delivering high-value-added, functional solutions to a huge range of industries, from construction and sustainable energy to consumer goods. Imerys provides expert solutions based on processing and refining mineral resources, synthetic minerals and formulations.

What kind of leadership approach do you follow to lead teams?

My leadership approach depends on different circumstances, teams and organisations. I believe in adapting my leadership style to a given situation. Sometimes, I lead from the rear, like a shepherd

tending to a flock. I usually lead from the front when there is change within the business, helping teams to embrace the change or if I have a new team; in that case, I lead by example. I also practice deliberately leading from behind as this enables established teams to flourish, be empowered, and believe in themselves. Giving autonomy to teams can reap wonderful rewards.

What are the changes in market behaviour that you anticipate, and what are the opportunities that you foresee?

With the growing awareness of sanitation and real estate construction industries in India, the ceramic industry will continue to grow by +7 to 10 percent in the coming years. Fundamentally, we'll see having a toilet OR tiles paved house will be shifting towards bathing solutions and better architectural design houses with higher leaving standards for young Indians. Many foreign companies are carefully looking into India to take advantage of its growth market. But with the growth in production & consumption; the nuance of greenhouse gases will increase. The industry needs to work simultaneously on carbon emission controls. These controls are not very robust right now but the government of India and key manufacturers having strong aspirations to manage greenhouse emissions makes me believe in the notion of saving energy and reducing carbon emissions in the industrial process. I strongly believe that the sustainability of natural & physical resources (such as minerals) is the most important topic that today's business leaders must administer to broaden the concept across the value chain of each business. On this principles, Imerys as a company positioned very well than its regional competitors.

What would be your advice for upcoming leaders in the industry?

As leaders, we must never forget that we are working with both categories of employees; millennials whom we cannot afford to replace in our companies, and Gen Z who bring new ideas into the business. They both have different thought processes, and the leaders in this traditional Ceramic industry need to think of ways to engage people of both generations yet give them the freedom to work at their own pace. It is going to be a challenge, and we need to manage this with agile leadership. My simple suggestion is - Define the goal but not the path to reach the goal. [G30](#)



Sudeep Kumarsen,
Vice President,
Gi Group

Sudeep holds about 20+ years of experience in New Business Acquisitions, growth in existing business and profitability with expertise in sales force planning, hiring, training, productivity matrix development and implementation.

DIVERSITY AT WORKPLACE

Diversity at workplace means employment of talent who vary in age, gender, race, culture, religion, ethnicity, region, sexual orientation, learning exposure, and education level. Diversity exhibits multiple benefits to the employer and employees ranging from greater creativity to innovation and enriched employee experience and engagement. Diversity has evolved into a focus area for most organizations worldwide and businesses across industries are stepping up to create an environment in which every individual's needs are acknowledged and respected. As we make our way through the 21st century, entering most workplaces will bring us face-to-face with infrastructural changes aimed at making the workspace more conducive to diversity and inclusion. From easily accessible pathways to inclusive washrooms and common areas, offices are taking myriad steps to bolster diversity in the workspace.

Alternatively, many workspaces today strive to create safe working conditions for women and individuals belonging to the LGBTQIA+ community. However, despite these progressive alterations, the actual abilities of the minority groups are largely ignored, leading to multiple hindrances on their way to the top of the corporate ladder. In simple terms, organizations and the workforce need to realize that diversity is not merely relegated to conducive infrastructure – rather, it is a drastic change in the underlying

mindset and this pivot can only be affected through consistent reinforcement.

Appreciating & Accepting the Need to be Inclusive

Organizations will be inclusive only if they accept diversity as seen in the outside world and, as a result, have adequate representation from each community. Empathy and acceptance of each individual in an organization is essential, but more importantly, they must be included as normal team members, respecting their diverse abilities and differences and making them comfortable. Efforts to handhold, mentor and train them so that they adjust to the work environment would be necessary. Creating ally ship and groups to share challenges and successes would also be extremely beneficial.



A company with a diverse workforce will benefit from the insights of all its employees, who bring a wide array of expertise and resources

Fostering a Cultural Shift

Diversity necessitates a collective approach and contribution from all employees. It requires an environment where employees listen intently, acknowledge the other person's feelings, own up to their misjudgments, and open up conversations respectfully. There is a tremendous need for education and sensitization programs aimed at fostering a cultural shift in the organizational DNA towards Diversity. This can only happen through a responsible approach and a focus on the end objective.

Bridging the Systemic Divide

Yes, facilities like gender-neutral and accessible washrooms, period leave, conducive organizational policies, biodegradable sanitary napkin dispensers,



and more, are important for an inclusive and sustainable environment but, at the same time, it is also imperative that organizations take consistent steps towards bridging the systemic divide and bring employees on common ground. Not only will it help them accept each other's abilities but it will also fuel collaboration and inclusion in decision-making and other organizational activities. A culturally diverse workplace is a powerhouse of new ideas, the employees are inclined to learn about other cultures on their own, which shows interest in and respect for their coworkers' identities. This also boosts the morale and fosters collaboration by creating an environment of curiosity, learning, mutual respect and love.

What are the benefits of workplace diversity?

Companies with diversified workforce experience many advantages over those who don't have diversified employees. Workplace diversity is not just something that improves your company's reputation. Workplace diversity also has many direct, tangible benefits. A diversified workforce enhances Increased creativity, Increased problem-solving, leading to Increased profits, Improved employee engagement, Reduced employee turnover, Improved company reputation and also Improved hiring results. A company with a



diverse workforce will benefit from the insights of all its employees, who bring a wide array of expertise and resources.



A diversified workforce enhances Increased creativity, Increased problem-solving, leading to Increased profits, Improved employee engagement, Reduced employee turnover, Improved company reputation and also Improved hiring results.

Steps to improve Organization’s Workplace Diversity?

The first step in improving your company’s workplace diversity is hiring more diversified employees. In order to make that happen, you should make your hiring process more inclusive and inviting for people with different characteristics. Below are the 3-focus areas and these needs to be implemented to make an impact

(a) Hire staff from diverse talent pools will give you access to a greater range of talent.

(b) A diversified panel of interviewers brings more value to the table to understand the candidatures from diversified arena.

(c) Share examples of successful diversity programs done in other organizations or within same group entities and look for ways and means to adopt them and be open for the same.

(d) It is always top down, walk the talk and hence, very important that we leaders exhibit the same seriousness and respect to the diversity initiatives in an organization.

Promoting an Inter-connected Approach

Many organizations struggle with adopting an inclusive mindset because the employees do not feel connected to their specially-abled colleagues. They either consider them a source of inspiration, or an object of pity, thus removing the human element from the equation. Our specially-abled colleagues are neither super-heroes nor weaklings – they are just like us and they want to be viewed through the same lens that we use to view ourselves. Removing this barrier will help drive a diverse mindset and this can only be done through an inter-connected approach.

Being a true peer ally is all about authenticity and building a culture that appreciates an individual’s different background, ethnicity, and belief system. It requires policies that promote diversity, employee-led task forces, a variety of opportunities for connecting outside of the typical workday, recognizing achievements and structured feedback mechanisms. Yes, it is not an easy task, but then, nothing worth achieving has ever been truly easy. [G30](#)

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Wealth Management: We understand the intricate financial demands of HNIs, families, and businesses, and we provide them with customised products and services to fulfil those needs. We use our collective resources and broad industry network to build the best wealth management and advisory solutions for our customers, assisting them in achieving their financial and strategic objectives.



Corporate Finance: Project Funding, Working Capital, Corporate Loans, Debt Restructuring, Structured Finance, Supply chain Finance, Equipment Finance, Bill discounting both anchor and supply side, Green Energy Funding, Movie/ Media funding, Overseas funding and structured trade finance.



Investment Banking: RNB offers investment banking and strategic consulting services to address these challenges at multiple levels, right from entry to exit of businesses. We provide seamless solutions to a wide range of clients by leveraging our connects across various industries, multiple product groups and geographies. Our rich experience and strong institutional investor relationships help clients meet their strategic, financing and growth objectives.

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RUSSI CHATTERJEE

A TECHNOCRAT WITH A PROVEN TRACK RECORD OF 12 YEARS TAKING EARLY-STAGE STARTUPS TO GREATER HEIGHTS

**RUSSI CHATTERJEE,
DIRECTOR - ENGINEERING,
JODO**

Russi, who was brought in Mumbai, was exposed to computing at a young age and has been fascinated by technology since middle school. He is an open-source enthusiast who has been using Linux for over 20 years and contributing to various OSS software projects. Russi is intrigued by several fields of research and actively reads journals to stay updated. He is also a casual gamer, manga and anime follower, audiophile, and board game geek.

Hobbies: - Reading textbooks (complex systems, pure math, social sciences, tech)

- Computers, software and hardware, Gaming, Manga, and Anime.

Favorite Cuisine: - Indian

Favorite Book: - The geometry of biological Time by Arthur Winfree.

Favorite Travel Destination: - Himalayas

India is the third largest startup ecosystem in the world with 81,000 government-recognized startups across 656 districts. With 107 unicorns, India minted 19 unicorns in 2022 itself. India's startup population is expected to surpass 100,000 by 2025, resulting in the creation of over 3.25 million jobs. At the same time, total funding for Indian startups is expected to surpass \$150 billion with total value creation exceeding \$500 billion. Indian startups are known to have solved problems and disrupted the IT, education, healthcare, and agriculture, among other industrial sectors. "I have a hunch that enterprises of the future won't be huge oligopolies trying to do everything, but rather small businesses doing a few things extremely well", says Russi Chatterjee.

Russi Chatterjee is a technology professional for 12 years who has held various prominent roles in several industrial verticals, with the majority of his engagements being with early-stage startups. Building and designing teams and collaborative structures churning out high-quality products, Russi Chatterjee has domain experiences in AI/ML, fintech, adtech, healthcare, social networks, IoT, and technical experiences in data science, deep learning, data engineering, backend, frontend, DevOps, embedded systems. Russi Chatterjee, who was up in Mumbai, was exposed to computing at a young age and has been fascinated by technology since middle school. Currently, Russi Chatterjee is the steward of governance as the Director at Jodo, the first 'vertical' payments company of its sort.

In an exclusive interview with CEO Insights Russi Chatterjee enlightens us more about his professional journey and Jodo.

Could you give a brief account of your professional background and experiences? What is the motivation that fuels your daily routines?

I've been a technology professional for 12 years, having held various roles during this period including management, engineering, data engineering, data science, and machine learning, in various domains including fintech, ad-tech, language tech, healthcare informatics, social media, and IoT. Most of my engagements have been with early-stage startups. Growing a business from scratch, wearing multiple hats at the same time, and being a part of high-growth rocketships are what keep me motivated.



Could you describe the distinctive experiences NIT Rourkela offers and what you gained from the campus beyond academics?

The campus was all about knowing and growing with people. Having grown up in a protective home, NIT Rourkela gave me the freedom to explore, meet people from all parts of the country, build lasting friendships and learn to live in a society as a whole.

How would you define Jodo as an organization and its position in the market? What is the unique proposition that your organization offers to clients?

Jodo occupies a distinct market position, the first 'vertical' payments company of its sort. Usually, payment is a process that is tied to multiple processes in any business. The usual payment companies tend to be very thin in their offerings as in they tend to build and provide generic payment solutions without

delving deeper into corporate operations. Jodo, on the other hand, caters to educational institutes and seeks to address challenges specific to the education sector. This enables us to offer consumers tailored products that meet the needs of that industry.



Growing a business from scratch, wearing multiple hats at the same time, and being a part of high-growth rocketships are what keep me motivated

Going forward, what are the changes in market behavior that you anticipate, and what are the opportunities that you foresee?

I tend to employ the tools of complex systems to predict and reason my predictions. In the abstract, I see degree distributions of both social and business networks becoming flatter. This implies that the previous generations saw large, centralized businesses, whereas I now see a shift toward increased decentralization, such as individuals or small teams tackling niche use cases. I have a hunch that enterprises of the future won't be huge oligopolies trying to do everything, but rather small businesses doing a few things extremely well. Similarly, the preceding generation was all about centralized platforms in the social arena. Now, it's all about individual creators.

In light of your strong experience within the industry, what advice would you give to budding industry leaders?

Building a brand and a network is more vital than ever. This is especially true for engineers, who are often an introverted lot. Leadership is a skill that cannot be taught; rather, it must be learned by being in the company of great leaders. Developing observational skills becomes the key to learning to become a leader. [CEO](#)



SIDHARTHA MOHANTY

INDUSTRY PIONEER IN PEGA IMPLEMENTATIONS, DRIVING BUSINESS CHANGE & EVOLUTION THROUGH STRATEGIC PARTNERING WITH ORGANIZATIONS

When it comes to cloud-based applications for improving customer relationships and business processes, Pega is unrivalled. Pega's AI-powered software is used by the leading marquee organizations across the world to improve each & every interaction with their customers across all channels and drive successful outcomes. Using the Pega application development platform, businesses can rapidly create and improve applications to better serve their customers as well as employees and fuel digital transformation through out the globe. With these advantages in mind, Sidhartha Mohanty along with other industry veterans founded Areteans Technology Solutions to assist organizations in delivering Pega implementation for their digital transformation and evolution.

In addition to his work at Areteans, Sidhartha co-founded and served as Director (Technology) for Incessant Technologies. Over his 18 years in the IT industry, 14 of them have been spent focusing on the Pega/BPM space, where Sidhartha excels. In addition to having built frameworks in Pega and Java, he has a particular understanding of the importance of creating enterprise business solutions.

Below is an excerpt of Sidhartha Mohanty's exclusive interaction with CEO Insights magazine.

How would you describe the learning experience at NIT Rourkela? What are the most important lessons you have inoculated from the institute and carried in your journey so far?

The exposure to other cultures that I gained during my journey has been invaluable to me. Moreover, half of the students at NIT Rourkela were from outside of my

**SIDHARTHA MOHANTY,
CO-FOUNDER,
ARETEANS TECHNOLOGY SOLUTIONS**

Sidhartha completed his BE in Mechanical Engineering from NIT Rourkela. In his professional journey so far, Sidhartha has been part of various companies like Kaashyap Technologies, IIC Technologies, and Virtusa. He is also the Co-Founder of Incessant Technologies and Areteans.

native state, and half were from Orissa. As a result, I was exposed to a variety of cultures and gained diverse perspectives on the world at large. Further more, it assisted me in expanding my professional connections through networking with alumni. On top of that, having this newfound knowledge equipped me to deal with the many challenges I faced out there by myself, as well as gave me the resilience to tackle several situations I encountered throughout my entrepreneurial journey.

Under your administration, what are the kinds of technological impacts that are enhancing the consumer experience through your solutions?

Our primary emphasis as a system integrator is on learning about our client's businesses, their business challenges, and their goals and targets so that we can help them achieve their desired results and business outcomes. The primary focus is on maximizing the effectiveness of the applications we create for our customers to drive incremental ROI for the customer through intelligent automation and AI and Machine Learning led data-driven approaches

We use Pega Technology to solve business problems for our customers. Areteans is the largest pureplay SI in the world that is focused only on Pega. Our focus and mastery of one technology help us to focus on solving customers' business problems rather than trying to master technology. Pega provides customers a no code/low code AI-driven platform to create enterprise solutions in the area of Martech, Intelligent Automation, and CRM



How do you develop efficient corporate growth strategies?

Our Company's vision drives our growth strategy. Our vision is to drive successful business outcomes for our customers. Our collaborative model with the depth of knowledge on the technology to support our customers and drive their growth defines our success and that has led to our own growth. An efficient growth strategy depends on how efficiently we implement our vision on the ground.

For our vision to succeed, our consultants focus to understand the business of our customers and use that perspective to build the right solution for our

customers. With this focus, our customers see us as their partners to drive business excellence, not just Pega Implementation Partners.

In just seven years, we have seen remarkable growth in our organization, increasing its membership to significant numbers in the specialized field of Pega.

My Colleagues are the key pillars for this growth. If my colleagues continuously learn and grow in their roles, the company succeeds. Personally, my most important focus in the company is to help my colleagues grow faster in terms of their careers.



While Pega is fundamental to who we are as a company and what we do, our main emphasis is on the business goals we help our clients achieve

What is the future destination you are heading towards?

AI and decisioning is a key aspect of our growth strategy and we are making the entire company enabled on decisioning. Decisioning is an application of AI and Machine Learning that blends data, rules, and analytics to make smart decisions about what to talk to customers about, and on what channel, at any given time. Put simply: it's the brain that lets personalization deliver on all the promises.

We are part of Omnicom group which is one of the biggest media agencies in the world and apart from the creative aspects, they focus on Martech. Decisioning is the key to personalizing messaging be it to upsell or cross-sell an offer or identifying the next best conversation with the customer. Being part of the bigger group helps us to reach out to the right customers

As we grow, we want to grow with our colleagues. Our Mantra is Groom internally, Hire Later. The growth of our colleagues is paramount to our growth. We've designed a program termed 'step up' to promote every employee to the next level of enablement through experiential learning.

In addition to that next year, our customers are placing a greater emphasis on digital transformation. We've seen tremendous expansion across the board with our clientele. While APAC and Europe are certainly important to our business, we will be placing a particular emphasis on the American market in the next year. These are the three main areas we expect to expand into next year. [CEO](#)



Amitabh Kapoor,
CHRO,
ICCS

Amitabh, an HR leader, has worked more than two decades in designing and executing people strategy for companies with extensive experience in helping set up and scale talent operations for high growth for startups.

HOW AUTOMATION IN HR IS CHANGING EMPLOYEE EXPERIENCE

Every organization recognizes the value of human resource management. In fact, HR processes are a crucial component of every business, whether recruiting staff, providing training, or ensuring that labor regulations are followed. But the HR department's operations are thought to be rather manual. The HR team takes it upon themselves to personally do each task, which could take a lot of time.

The manual approach used in HR processes is being replaced by automation as a result of technological advancements. As a result, HR procedures have been made simpler and take less time. HR automation, to put it simply, is the act of employing software to digitize and automate time-consuming and monotonous human resources tasks like paying employees, tracking time, and administering benefits.

HR Automation: Key Benefits

Increased Output: All document-driven tasks have become digitalized via HR automation, increasing productivity and efficiency across the entire organization. It facilitates the tracking, gathering, and digital analysis of many forms of data, allowing the HR staff to conduct quick analysis and reach valuable judgments in no time.

Reduce Data-Driven Errors: Data-driven errors are bound to take place where the manual approach is concerned. Previously all HR processes were undertaken by the HR team themselves, which were time-consuming and prone to errors as well. But with the advent of HR automation, all HR processes got digitalized, which turned out to be a boon for the HR teams as their processes got simplified, thereby producing accurate and time-oriented results.

Quick & Smart Business Decisions: With HR automation, you get access to accurate, in-time and error-free data, which in turn gives you enough time to analyze the data and make quick, smart and valuable decisions that would prove to be beneficial for the company.



With HR automation, you get access to accurate, in-time and error-free data, which in turn gives you enough time to analyze the data and make quick, smart and valuable decisions

Paperless Documentation: Due to HR automation, the need to produce the manual hard copy of reports and documents got eliminated, which in turn reduced the risk of loss or theft. Additionally, the expenses of storage and printing for paper-based procedures also got reduced due to digital records.

Ideal Operating Cost: All HR procedures, such as hiring, training, and other ones, got digitalized through HR automation, which improved organizational growth at the lowest possible operating cost. Recruitment was viewed as a time-consuming and expensive procedure prior to the introduction of HR automation, but after automation came into play, hiring was made simple, effective, and affordable.

Impact on Employee Experience When Digitalization took Hold

There is no denying the fact digital transformations have played a great role in simplifying our lives. But as they say, there are two sides of a coin; this rapid technological and societal change has rendered many individuals worried, isolated, and disoriented. This has affected both employee well-being generally and

workplace engagement specifically. Especially after the outbreak of COVID-19, working from home became the new normal. Adhering to this, businesses enforced the necessary changes in a short period of time without using the proper change management techniques. As a result, employees felt confused, overloaded, excluded, dissatisfied, and anxious. Outside of the comprehensive instruction to work from home or use a particular technology, employees frequently did not receive advice or support on how to continue fulfilling job requirements or how they would be evaluated.

However, in this ever-changing climate, businesses should take some steps to monitor their personnel. The success of your staff depends on effective communication. Additionally, it is important to confirm they have the tools they need to work from home with them. Assist them in practicing optimal production by providing a flexible work environment.

Role of HR Automation in Altering Employee Experience

It is not a secret that automation has proved to be beneficial for companies in terms of simplifying work processes, reducing manual work, eliminating the room for human errors and producing accurate results, which in turn helps in quick decision making. But on the other side, the personal connection has significantly reduced, which has led to low employee engagement. The out-of-work interactions are no longer a thing. There is a need for new digital technologies to keep employees linked in the evolving landscape of digital workspaces when they are geographically dispersed. Companies must devise strategies to foster camaraderie among employees and maintain their motivation.

Road Ahead

Since the incoming of HR automation, HR processes have been simplified, which has led to quick business decision-making. Previously due to the manual approach, HR processes were considered time-consuming and prone to errors which in turn affected the credibility of the results. But with automation in the picture, less time is spent gathering information and more time is spent analyzing, which produces accurate findings. However, the way digital workspaces are being used now necessitates the development of new digital technologies that keep workers engaged and provide them with a positive experience. Companies must develop original techniques to enhance the entire employee experience and give workers a sense of belonging among one another in place of isolation, tension, and disorientation. [GEO](#)

HR: CULTIVATING THE WORKFORCE TO ACHIEVING BUSINESS GOALS

By Anuja Karlmarx, Director - Human Resources, ITW India

Anuja, a prominent people officer, holds 19 years of experience in the field of Human Resources out of which 10 years in Manufacturing and nine in Corporate Environment.



Below are the essential elements derived by Anuja Karlmarx, Director Human Resources, ITW (Automotive Division), with a conversation with CEO Insights Magazines, from the transforming role of an HR. With nearly two decades into the HR domain, Anuja speaks about the core functions of what it means to be a HR in today's dynamic technology driven world. Dive in to the meaningful insights of Anuja about the HR world.

In conversation with AnujaKarlmarx, Director Human Resources, ITW India (Automotive Division)

Define culture and what is the holistic approach when it comes to building and maintaining culture?

Culture is something which is evolved in a period of time. When we equate a family and organization, culture is the integral part in a Family, as well as, to an organization. The cardinal principles of culture should be clearly defined at the start. Every organization should carry the baton called culture and pass it to each and every one running at the same for a winning post called a good culture. Every now and then culture building exercise should take place in the organization to reinforce it in the Company, due to the emerging new blood who should be taught the organization culture. Our culture depicts the following in general.

1. The way we treat our employees.
2. The way the Employees also should be in the organizations.
3. The way employees should treat our customers (Internal, Peers, External).

How does technology shape the HR management and increase the organization's efficiency?

Technology growth is constant. As we are aware of how technology made the globe smaller to the size of a Tennis Ball to an Atom. Likewise, it is to the function of HR. Daily establishment functions are automated. Time spent on these tasks will considerably reduce. Hence more concentration should be on the strategies and human element which binds and promotes organizational.

What is the most talked about concept in business forums?

HR operations linked with strategy are nothing new and have been operating like this for nearly two decades. But awareness and importance of HR function is more visible and talked about today in all the business forums and conferences.

Signify L&D's value to cultivate a workforce to be ready to meet the requirements of their employers.

Learning and Development is a continuous Process. Whatever we learn today becomes irrelevant tomorrow, to stay updates at a faster and constant space. It is essential in matters concerning technological innovations. With reference to the analogy of a Tread Mill, we have to run at faster pace to stand in the same place. Similarly, organizations should remain relevant with the change we have run at the faster pace

What should be the focal point when syncing into the concept of remote-working and learning?

Remote working has become the norm; it is both convenient and challenging. LMS gained growth at faster pace and we as organizations should capitalize it. Remote working and LMS go hand in hand. On the flip side, we may lose the human element or the Warmth which should be take care. Otherwise, all of us will function like robot. To make you spell bound in learning in remote is challenging and we should pay attention to the unseen details which would be the key to success.

How should a HR help people to find a new pathway forward?

The role of HR has to take a turn. They should engage in developing their Talent in the new era. At the same time whatever People were doing with great efforts and getting appreciation for that has now become simplified. Hence the challenge is to push themselves which will drain them. Hence HRs should be able to deal with all the insecurities of employees and encourage them to advance. Continues Improvement is the key. [\[3\]](#)

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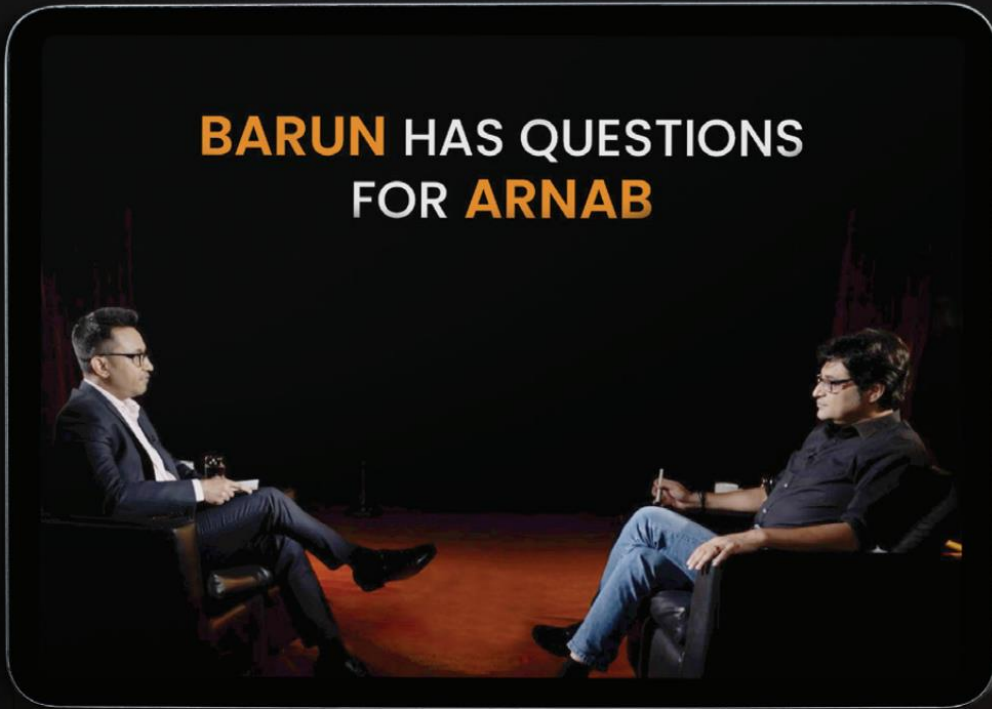
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