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Celebrating
Ancient
Sea Links

P5

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Business News for Profit



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The Story Behind Business News for Profit



Cogito ergo sum - I think, therefore I am

When I first envisioned Business News for Profit, I wasn't setting out to create just another magazine in the crowded world of business media. I wanted to build a platform that spoke directly to those who drive our economy forward—business owners, entrepreneurs, professionals, and investors who rely on timely, actionable information to make confident decisions.

The idea is simple, but powerful: business news should not merely inform—it should empower. It should bring clarity to complexity, uncover opportunities, and ultimately help readers grow, innovate, and profit.

How It Started

The journey began with a realization after serving the media as Journalist, Editor and Researcher for last 24 years. Across digital spaces, economic headlines often feel generic, scattered, or disconnected from the needs of real businesspeople. I wanted to bridge that gap by curating news that mattered—stories that could spark strategy, encourage investment, and provide inspiration.

From this conviction, Business News for Profit was born

Each edition brings together carefully selected reports from industries shaping our future—technology, finance, manufacturing, retail, startups, and more. We focus on developments that influence decisions, open possibilities, or highlight lessons from the

market. Every story in this magazine is chosen with one purpose in mind: to add value.

Serving Business Owners and Readers Alike

Business owners need reliable insights to navigate challenges and capture opportunities. Readers need meaningful analysis that cuts through noise. We bring both together by presenting news with context, clarity, and relevance.

Whether it's an emerging market trend, a policy change, or an inspiring entrepreneurial journey, our editorial approach ensures that each feature contributes to the knowledge and progress of our audience.

A Magazine Built With Purpose

Business News for Profit is more than a publication. It is a commitment—a commitment to meaningful journalism, to business growth, and to the ambitious minds who power our economy.

As we launch this magazine, I extend my heartfelt thanks to every reader, contributor, and partner who believes in our vision. Together, we will continue uncovering insights that lead to smarter decisions, stronger businesses, and greater success.

Thank you for being part of this vision.

— Neelakantha Achary
Editor, Business News for Profit



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CELEBRATING ANCIENT SEA LINKS



*Bali Yatra 2025:
Celebrating Ancient Sea
Links with Indonesia,
Powered
by a ₹400-Crore
Business Boom.
The festival not only
honors the legacy of the
ancient seafarers who
connected civilizations
but also inspires future
generations to value
cultural unity, trade, and
collaboration*

Bali Yatra 2025 stands as one of Odisha's most iconic cultural and trade festivals, celebrated every November in the historic city of Cuttack. The term Bali Yatra literally translates to "Journey to Bali," symbolizing the ancient maritime voyages that once connected Kalinga (ancient Odisha) with Southeast Asia, especially Indonesia.

Bali Yatra 2025 emerged as one of India's most commercially successful cultural fairs, generating over ₹400 crore in business, according to Cuttack District Collector Dattatraya Bhausaheb Shinde. The Cuttack Bali Yatra 2025, Odisha's most awaited

cultural and maritime festival, that held from November 5 to November 13, 2025.

The annual event, which commemorates Odisha's ancient maritime ties with Southeast Asia, attracted more than 60 lakh visitors over nine days, marking a record-breaking turnout. The National Pallishree Mela, a major component of the festival, alone contributed over ₹57 crore in sales, with ₹47.68 crore recorded by the eighth day and another ₹10 crore on the final day. Additionally, revenue from the auction and allocation of 2,438 stalls reached ₹6.38 crore, underscoring the scale and economic reach of this year's fair.



The 2025 edition also marked a significant milestone, with the Central government officially designating Bali Yatra as a "National Fair," elevating its profile and opening new avenues for future expansion.

Traders from across India participated, offering an extensive range of handicrafts, textiles, food products, and traditional goods. MSMEs and women-led enterprises from Odisha reported strong sales, buoyed by rising consumer demand and increased adoption of digital payments. Popular segments such as handloom, terracotta, tribal jewellery, food stalls, and amusement rides saw exceptional footfall, contributing substantially to the overall revenue.

Industry experts say the impressive business growth—up from ₹270 crore in 2024—reflects robust consumer confidence and the rising appeal of culturally rooted marketplaces. Improved logistics,

enhanced stall infrastructure, and curated cultural programs helped elevate the visitor experience. With Bali Yatra crossing the ₹300 crore mark for the first time and now approaching nearly half a thousand crore in economic activity, stakeholders believe the fair can continue to scale, boosting local entrepreneurship, tourism, and Odisha's cultural economy. As preparations begin for the next edition, Bali Yatra's influence as an economic and cultural powerhouse is expected to grow even stronger.

Historical Maritime Connections: Kalinga and Indonesia

The story of Kalinga's maritime legacy is woven deeply into the fabric of Southeast Asian history. The Sadhabas, Odisha's skilled sailors and merchants, embarked on daring voyages that linked India with Indonesia, Java, Sumatra, and Bali.

Their ships carried not only trade goods like silk and spices but also art, architecture, and spiritual

traditions. Evidence of these exchanges can still be seen today in the architectural motifs and cultural practices shared between Odisha and Indonesia. For instance, Indonesian temples display artistic influences reminiscent of Indian craftsmanship, reflecting centuries of maritime contact.

Bali Yatra continues to celebrate this ancient seafaring tradition, ensuring that the legacy of Odisha's maritime prowess and its contribution to global cultural exchange remains alive.

Culture and Commerce: The Essence of Bali Yatra 2025

At its heart, Bali Yatra 2025 is where culture meets commerce. The festival transforms Cuttack into a colorful hub of traditional art, cuisine, and craftsmanship. Visitors can explore hundreds of stalls showcasing handcrafted textiles, silver filigree jewelry, pottery, and woodwork, representing both Odia and Indonesian artistry.



The festival's culinary experience is equally captivating — from Odisha's famous Dalma, Pakhala, and seafood dishes to Indonesia's Nasi Goreng and Satay. These flavors symbolize the deep-rooted cultural exchanges that have evolved over centuries of maritime contact.

Beyond celebration, Bali Yatra also drives local economic growth. Artists, entrepreneurs, and traders gain exposure to global audiences, while workshops and interactive sessions promote cross-cultural learning and business collaboration.

Conclusion: A Celebration of Shared Heritage

Bali Yatra 2025 stands as a beacon of Odisha's maritime glory and a celebration of India-Indonesia friendship. The festival not only honors the legacy of the ancient seafarers who connected civilizations but also inspires future generations to value cultural unity, trade, and collaboration.

As Odisha opens its arms to Indonesia as the partner country, Bali Yatra becomes more than a festival — it becomes a symbol of global cultural harmony. Through its exhibitions, performances, and partnerships, the event reaffirms that history's greatest journeys are those that continue to connect people, ideas, and cultures across time and tide.



GST 2.0 is Shaping India's Economic Momentum

A Deep Economic Analysis

As India prepares for its next phase of economic expansion, GST 2.0 is increasingly being seen as the engine powering the country's momentum. From rising UPI transactions and strong festive consumption to fast-growing bank credit and improving inflation dynamics, the early signals of the reform's impact are already visible across the economy

By Bhumika Lenka

India's rollout of GST 2.0 marks one of the most significant tax reforms since the original Goods and Services Tax (GST) was introduced in 2017. Unlike earlier phases that focused primarily on unifying indirect taxes, GST 2.0 represents a structural reset—a reform aimed at simplifying compliance, lowering tax rates across key sectors, stimulating consumption, and supporting domestic manufacturing during a globally challenging economic period.

GST Mahotsav was a government initiative launched on September 22, 2025, to promote the benefits of new GST reforms. It coincided with the Navratri festival and was designed to inform citizens about how simplified tax slabs and reduced rates on various goods, like essential medicines and electronic items, would lead to savings.

As India prepares for its next phase of economic expansion, GST 2.0 is increasingly being seen as the engine powering the country's momentum. From rising UPI transactions and strong festive consumption to fast-growing bank

credit and improving inflation dynamics, the early signals of the reform's impact are already visible across the economy.

1. Rising Consumption: The Most Immediate Impact of GST 2.0

One of the earliest and most visible signs of GST 2.0's impact has been the sharp rise in consumer spending and digital payments across the country. As part of what many households are calling the "GST Mahotsav," consumers began experiencing lower prices on everyday goods following the revised tax rates. This boost in affordability quickly translated into stronger purchasing power and higher transaction volumes. In October alone, India recorded 20.70 billion UPI transactions amounting to ₹27.28 lakh crore, a historic high that reflects how tax cuts have encouraged more frequent and larger digital payments, especially during the festive period.

The festive season further amplified this momentum, with GST reductions across essential and high-demand categories—such as electronics, appliances, textiles,

packaged foods, and two-wheelers—driving substantial sales growth. Retailers and e-commerce platforms saw heightened activity as consumers took advantage of the lower prices, signalling improved sentiment and broader market participation. This surge in consumption not only highlights the immediate effectiveness of GST 2.0 but also underscores how strategic tax reforms can stimulate demand across multiple sectors of the economy.

2. Strong GST Revenues Show Economic Resilience

Despite concerns that tax cuts might shrink government revenue, GST 2.0 is demonstrating the opposite by strengthening India's fiscal position. In October, GST collections rose to ₹1.95–1.96 lakh crore, marking a 7.8% year-on-year increase even with broad-based rate reductions. This growth signals robust consumption trends, improved compliance driven by simplified procedures, and the continued formalization of the economy—all of which are helping to expand the tax base rather than diminish it.

Adding to this positive momentum, GST refunds surged nearly 40% year-on-year, significantly boosting liquidity for exporters, MSMEs, and manufacturers. The faster refund cycle is not only easing working capital pressures but also encouraging greater participation in the formal tax system. Together, these trends highlight how GST 2.0 is enhancing economic resilience by supporting both government revenue and business growth.

3. Inflation Softens as Tax Cuts Ease Prices

India's inflation has softened significantly following the implementation of GST 2.0, with both wholesale and retail prices showing a marked decline. Wholesale Price Index (WPI) inflation fell deeper into negative territory at -1.21% in October, driven by lower prices of food articles, crude petroleum, electricity,

mineral oils, and basic metals, according to the Ministry of Commerce and Industry. At the consumer level, the Consumer Price Index (CPI) dropped further to 0.25%, aided by GST rate cuts that reduced the cost of goods and services. This comes after retail inflation had already plunged to an eight-year low of 1.54% in September, reflecting broad softness in prices across sectors.

Food inflation continued its downward trend, plunging to -5.02% in October from -2.28% in September—its fifth consecutive month in negative territory. This sustained decline has eased the strain on household budgets and reinforced the disinflationary impact of GST reforms introduced on September 22. Looking ahead, the inflation outlook for FY 2025-26 appears increasingly benign, supported by favourable base effects, a robust southwest monsoon, strong kharif sowing, high

reservoir levels, and ample food grains buffer stocks.

With inflation steadily cooling, the Reserve Bank of India now has greater flexibility to maintain a softer monetary stance. The easing inflation environment may allow the central bank to consider interest rate cuts and liquidity measures that can stimulate investment and accelerate overall economic growth, further amplifying the positive effects of GST 2.0.

4. A Boost for Manufacturing & MSMEs

India's manufacturing sector, already grappling with global uncertainties and high U.S. tariffs on certain exports, is finding relief through the implementation of GST 2.0. The reform has significantly improved the cost structure for producers by lowering GST on key raw materials and reducing taxes on finished goods, which in turn boosts demand.

Old GST vs New GST 2.0

Quick Comparison

Old GST

- Complex Laws
- Higher Rates
- Manual Filing
- Less Transparency

New GST 2.0

- Simplified Rules
- Digital Compliance
- Enhanced Transparency



GST 2.0 is quickly becoming one of the most powerful drivers of India's economic trajectory for 2025–2030. Its influence spans across multiple pillars of the economy—fuelling consumption through lower prices and digital payments, improving affordability by easing inflation pressures, and boosting manufacturing competitiveness through reduced input costs.

For MSMEs, simplified compliance procedures and faster refunds have cut operating costs and strengthened working capital cycles, making it easier for small and medium manufacturers to stay competitive and expand. These benefits are especially visible in sectors such as electronics, consumer durables, automobiles, FMCG, textiles, and industrial machinery—areas that are central to India's manufacturing ecosystem.

At a broader level, GST 2.0 is helping cushion the impact of global trade disruptions. Economic advisers estimate that the reform could offset 0.2–0.3 percentage points of potential GDP loss resulting from external tariff pressures. By reducing costs, improving liquidity, and stimulating domestic demand, GST 2.0 is not only safeguarding India's manufacturing engine but also enabling MSMEs to scale more rapidly. The reform is effectively

strengthening the foundations of the industrial sector, ensuring that domestic producers remain resilient and growth-oriented despite external headwinds.

5. India's Auto & Tractor Markets See Record Sales

India's auto sector, a key indicator of overall economic health, has shown a strong and immediate response to GST 2.0 reforms. Lower GST rates on two-wheelers, electric vehicles, and passenger cars significantly boosted affordability, driving massive demand during the festive season. As a result, passenger vehicles, SUVs, and EVs registered double-digit growth, with showrooms across the country reporting record footfall and sales. This surge reflects renewed consumer confidence and highlights how tax reforms can quickly energize high-value sectors.

The outlook for the tractor and agricultural machinery market is

equally promising. GST reductions on tractors, irrigation equipment, and farm machinery—combined with expectations of a strong monsoon—are projected to push rural demand higher, supporting an estimated 8–10% growth in FY26. Together, these trends indicate that GST 2.0 is helping to drive a broad-based revival across both transportation and agricultural sectors, reinforcing its role as a catalyst for India's economic momentum.

6. Bank Credit Expansion Reflects Business Optimism

Bank credit in India is expanding rapidly, reflecting rising business confidence and stronger economic activity driven by GST-led reforms. Credit growth has reached 11.5%, outpacing deposit growth of 9.5%, creating a widening gap that highlights the economy's growing appetite for funds.

This surge is largely fuelled by MSMEs scaling up production, higher retail borrowing for consumption, and robust demand for auto and home loans. The festive season has further contributed to increased working-capital requirements, pushing businesses to seek additional financing.

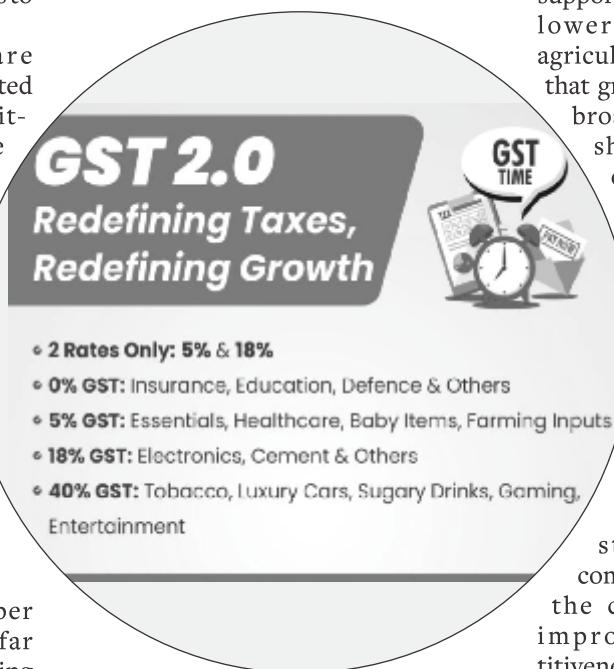
Liquidity conditions are tightening as a result of this elevated loan activity, with the credit-deposit ratio rising to 80.4%. The upward trend signals healthy economic momentum, supported by both consumer spending and business expansion. Overall, GST 2.0 is stimulating stronger financial-sector participation, particularly within MSMEs and retail lending, marking a significant boost to India's economic landscape.

7. GST 2.0 Brings Structural Reforms Beyond Rate Cuts

GST 2.0 introduces deeper structural reforms that go far beyond headline rate cuts, focusing instead on simplifying the tax system and improving ease of doing business. Key changes include reducing the number of tax slabs, speeding up input tax credit (ITC) processing, streamlining the refund mechanism, and increasing automation in compliance and return filing. These measures collectively help reduce litigation, rationalize rates across numerous product categories, and create a more predictable tax environment for businesses of all sizes.

According to the CBIC, GST 2.0 has also lowered the tax burden on a wide range of essential items, including household goods, packaged food products, agricultural equipment, and other everyday commodities. This reduction enhances affordability for consumers and stimulates demand

across both rural and urban markets. In essence, GST 2.0 is designed not only to boost immediate economic activity but also to build a long-term, transparent, and business-friendly framework that supports sustained growth.



What GST 2.0 Means for India's Economic Future

GST 2.0 is quickly becoming one of the most powerful drivers of India's economic trajectory for 2025-2030. Its influence spans across multiple pillars of the economy—fuelling consumption through lower prices and digital payments, improving affordability by easing inflation pressures, and boosting manufacturing competitiveness through reduced input costs. The reform has also strengthened the financial ecosystem by accelerating credit growth, increasing liquidity, and supporting MSMEs with smoother compliance and faster cash flows. Meanwhile, steady GST revenues, despite rate cuts, highlight stronger tax compliance and a more formalized economy.

Viewed in the broader macroeconomic context, GST 2.0 is setting the stage for a period defined by rising domestic demand, expanding credit, resilient manufacturing output, and deeper tax transparency. Its targeted support for rural sectors—including lower taxes on tractors and agricultural equipment—ensures that growth remains inclusive and broad-based. Together, these shifts signal that India is entering a new phase of economic momentum, with GST 2.0 functioning as a central catalyst for sustained, long-term growth.

Conclusion

GST 2.0 is not merely a tax-cut initiative—it represents a deeper economic transformation strategy. By simplifying compliance processes, reducing the cost of essential goods, improving business competitiveness, and stimulating domestic demand, the reform strengthens the core pillars of economic activity. Its targeted support for manufacturing and MSMEs further enhances productivity and resilience, ensuring that growth is both broad-based and sustainable across sectors.

As more quarterly data emerges, the impact of GST 2.0 is expected to deepen, aligning with India's long-term aspirations for accelerated expansion. Early indicators already show rising consumption, stronger credit growth, and improved tax compliance—all of which position GST 2.0 as a central driver of India's next phase of economic momentum. If these trends continue, the reform could play a pivotal role in propelling the nation toward its \$5 trillion economy target.

Chhath Puja Festival Witnesses Trade Worth Over ₹50,000 Crore

A MASSIVE ECONOMIC SURGE FUELLED BY DEVOTION AND DEMAND



Chhath Puja, one of the most significant festivals celebrated across Bihar, Uttar Pradesh, Jharkhand, and parts of Delhi and Nepal, is not only a cultural phenomenon but also an economic powerhouse. This year, the four-day festival witnessed trade worth over ₹50,000 crore, marking one of the highest economic impacts generated by a regional religious celebration in India. As millions of devotees prepared offerings for Surya Dev and Chhathi Maiya, markets across northern and eastern India recorded unprecedented sales of puja essentials, textiles, sweets, electronics, and household products.

The grand festival of Chhath Puja generated trade worth more than Rs 50,000 crore nationwide, according to the Confederation of All India Traders (CAIT). As per its assessment, conducted after the festival, revealed that over 10 crore people across India participated in Chhath celebrations. Bihar alone witnessed business activity worth about Rs 15,000 crore, followed by Delhi with Rs 8,000 crore and Jharkhand with Rs 5,000 crore.

The scale of economic activity associated with Chhath Puja has been steadily rising due to rapid urbanisation, increase in disposable incomes, and mass migration of people from Bihar and eastern Uttar

Pradesh to metros like Delhi, Mumbai, and Bengaluru. Retailers, wholesalers, and MSMEs experienced robust demand for a wide range of commodities, including fruits like apples, coconuts, sugarcane, bananas; earthen diyas; bamboo soops; puja thalis; saris; and festive wear. The price of fruits and traditional items increased due to massive demand, yet consumers continued to buy in large volumes, contributing to the festival's massive economic footprint. Wholesale mandis in Delhi's Ghazipur, Mumbai's Vashi, Patna's Mithapur, and Ranchi's markets operated round-the-clock to meet the inflow of orders from retailers.

What makes Chhath Puja economically unique is the decentralized nature of its spending. Unlike festivals dominated by urban consumption, Chhath drives commerce in both rural and urban regions

A major contributor to the economic activity was the textile and apparel sector. Markets in Patna, Muzaffarpur, Varanasi, and Gorakhpur experienced strong demand for saris, kurta-pajamas, and traditional wear used during the puja rituals. Online shopping also played a transformative role, with e-commerce platforms reporting spikes in sales of traditional clothing, puja kits, and home decor items. Meanwhile, sweet shops and food processors generated massive revenue through the sale of various items. Transport and logistics businesses also witnessed high earnings due to large-scale movement of goods and the seasonal surge in travel as people returned home for the festival.

What makes Chhath Puja economically unique is the decentralized nature of its spending. Unlike festivals dominated by urban

consumption, Chhath drives commerce in both rural and urban regions. Villages across Bihar, UP, and Jharkhand reported brisk sales of earthen lamps, bamboo baskets, and local produce—empowering artisans and small-scale manufacturers. The demand for sugarcane, in particular, generated revenue for lakhs of farmers. Tourism and hospitality also saw a noticeable boost, with hotels, transport providers, eateries, and local businesses witnessing heavy footfall in major Chhath destinations such as Patna's Ganga Ghats, Delhi's Yamuna banks, smaller towns alongside rivers and ponds.

Experts say the ₹50,000 crore trade generated this year reflects the increasing purchasing power of households and the expanding scale of Chhath celebrations. State governments contributed significantly by improving Ghats

infrastructure, enhancing security, and facilitating seamless transport arrangements. Digital payments surged as well, with UPI transactions rising sharply in the festive week, showing deeper financial penetration in rural and semi-urban belts.

As the festival continues to evolve from a traditional ritual into a massive economic event, it holds enormous potential for boosting local industries, agro-economy, tourism, and handicrafts. With rising global recognition and participation by diaspora communities abroad, Chhath Puja is poised to generate even higher economic value in the coming years. What remains constant is the festival's unmatched blend of devotion and community spirit—now paired with a thriving economic engine that benefits millions across India.



India's IPO Market Poised to Raise \$20 Billion in the Next 12 Months: A New Era for Equity Capital Markets

India's IPO market is set for an extraordinary year, with Citigroup Inc. projecting up to \$20 billion in public fundraising over the next 12 months. This optimistic forecast places India among the world's busiest equity capital markets, alongside Hong Kong, as global investors increasingly turn their attention toward the country's high-growth sectors. According to Citigroup, the surge in upcoming listings across technology, healthcare, manufacturing, and consumer sectors—combined with strong retail and institutional demand—positions India for one of its most active IPO cycles yet.

A powerful mix of macroeconomic stability, improving domestic liquidity, and growing international capital flows has created the perfect environment for companies to tap into public markets. Analysts note a strong pipeline of new-age digital startups, EV manufacturers, consumer electronics players, financial services firms, and logistics businesses preparing for market entry. Several companies postponed their IPOs during the volatile period of 2022–23, but with equity markets stabilizing and India's indices outperforming global benchmarks, many are now accelerating their listing plans. Domestic mutual funds—buoyed by record SIP inflows—continue to provide dependable liquidity, reducing the system's reliance on foreign institutional investors.

Current Market Momentum: India Already in an IPO Boom

India's capital markets are already experiencing a record-breaking year. In 2025 alone, IPOs have raised about \$12 billion, with another \$5 billion expected in October. As of September, companies had mobilized nearly ₹85,000 crore through 74 mainboard IPOs. The market is poised for an

even bigger push with the highly anticipated ₹15,000 crore IPO from LG India, expected to drive total fundraising beyond ₹1.3 lakh crore. Several high-profile companies—including Pine Labs, Meesho, ICICI Prudential Asset Management, Groww, and Physics Wallah—are also preparing their filings.

Looking ahead, Reliance Jio Infocomm Limited could deliver India's largest-ever IPO next year, potentially redefining fundraising benchmarks. Notably, the ongoing IPO boom has occurred despite foreign investors withdrawing over \$15 billion this year due to global uncertainties. Strong domestic liquidity—powered by a rapidly growing retail investor base of more than 140 million demat accounts—has kept the momentum robust.

Why India's IPO Engine Is Accelerating

Investment bankers emphasize that India's capital markets have matured significantly, offering faster regulatory approvals, smoother listing processes, and more accurate price discovery. Recent listings have delivered steady performance and attractive listing gains, boosting investor confidence. Sectors such as fintech, clean energy, manufacturing, and digital consumer brands are drawing strong institutional interest. At the same time, rising participation from first-time retail investors is reshaping market dynamics, making India one of the most democratized IPO markets in the world.

Despite global concerns—ranging from U.S. tariff pressures to uneven corporate earnings growth—India's equity markets remain resilient. The country's expanding economy, ambitious digital transformation programs, and rising consumption levels continue to attract long-term capital.

Future Outlook: A Transforming IPO Landscape

India's IPO market is now on the brink of major structural growth driven by regulatory reforms, sectoral diversification, and emerging market trends. Ongoing efforts by regulatory bodies aim to increase transparency, simplify processes, and reduce entry barriers, making public listings more accessible for a wider set of companies.

Technology, renewable energy, digital finance, e-commerce, and healthcare are expected to dominate the next wave of IPOs. Innovations in fintech, green technologies, and digital-first business models will

attract both domestic and global investors looking for high-growth opportunities. The rising emphasis on ESG investing will further boost the prospects of companies aligned with sustainability goals.

As emerging companies scale and seek new avenues for expansion, the public markets will increasingly become their preferred funding route. This shift not only diversifies India's IPO ecosystem but also strengthens the broader capital-market infrastructure.

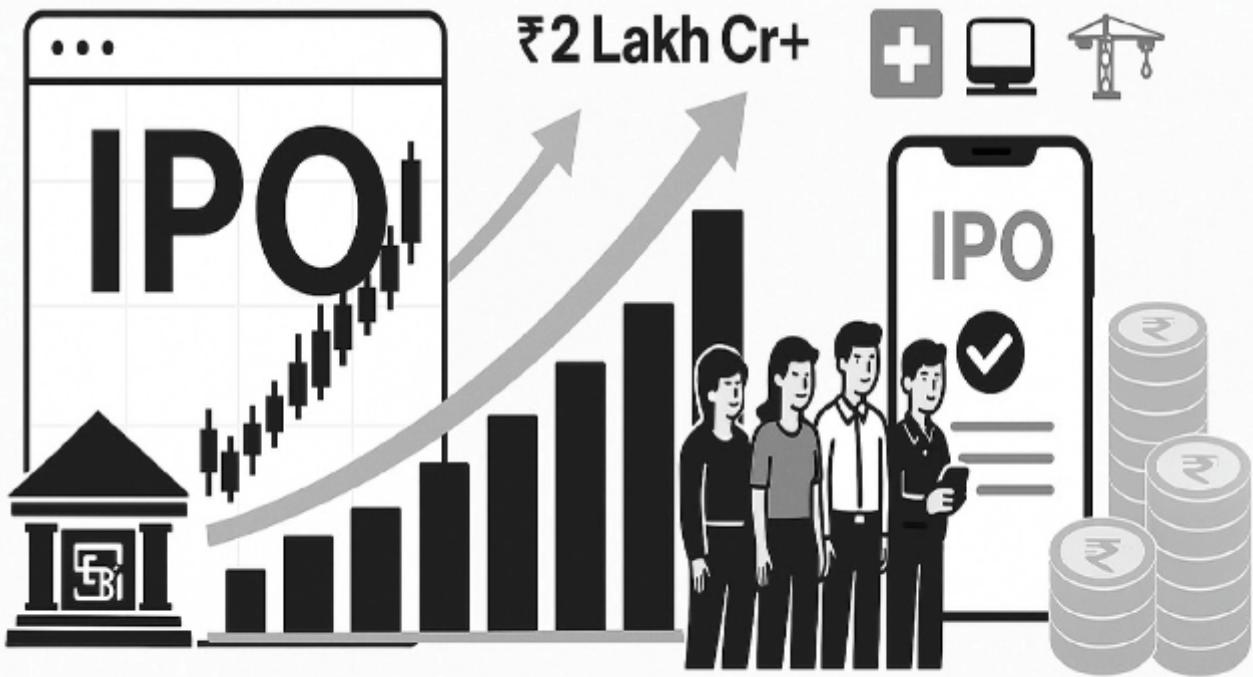
A Defining Chapter for India's Economic Growth Story

As India advances toward its

vision of becoming a \$5 trillion economy, the steady rise in IPO activity signals the growing maturity and dynamism of its corporate sector. A strong year for public offerings will unlock capital for emerging high-growth enterprises, create broad-based investor wealth, and consolidate India's position as a premier global investment destination.

If current trends continue, the next 12 months could mark one of the most transformative periods in India's capital markets, shaping the future of fundraising, innovation, and economic expansion for years to come.

India's IPO Boom 2025: A Golden Year for Market Debuts



GST 2.0: A Growth Catalyst for India's Tourism & Hospitality Education

By Sanjay Thakur

A Reform That Redefines Hospitality

India's hospitality and tourism sector stands at a pivotal moment — where policy, technology, and education converge to script a new chapter of growth. The 2025 GST rationalisation, effective from September 22, 2025, marks one of the most transformative fiscal reforms in recent years.

Under the revised framework, hotel room tariffs up to ₹7,500 per night now attract just 5% GST (without ITC) instead of 12%, while those above ₹7,500 continue under the 18% slab (with ITC). This simplified structure — along with rationalised rates for travel, food, and allied sectors — reinforces India's standing as one of the fastest-growing tourism markets, contributing 9.2% to the national GDP and supporting nearly 39 million jobs (World Travel & Tourism Council, 2024).

Driving Affordability and Competitiveness

The revised GST rates have

significantly lowered the cost of travel and accommodation, enhancing affordability for both domestic and international tourists. For instance, room tariffs below ₹7,500 now enjoy substantial tax reductions with effective savings of up to ₹490 per night in certain categories. With nearly 90% of Indian hotels operating within this bracket, the reform primarily benefits the mid- and budget-segment properties that form the backbone of India's tourism landscape.

Reform Benefits Across Tourism and Allied Sectors

GST 2.0 introduces wide-ranging changes across the hospitality value chain to promote affordability, efficiency, and inclusive growth.

- ↳ Hotel Accommodation: GST reduced from 12% (with ITC) to 5% (without ITC) — a direct 7% gain for consumers.
- ↳ Transport and Travel: GST on small and mid-sized cars and buses reduced from 28% to 18%, lowering operational costs for tourist transport operators. Luxury cars and SUVs now

attract a uniform 40% tax without additional cess, simplifying compliance for premium operators.

- ↳ Food and Household Supplies: Basic food items such as UHT milk, paneer, and Indian breads are now exempt from GST, while packaged snacks, sauces, and confectionery attract only 5%. Toiletries and tableware rates have been cut from 28% to 18%, reducing hotel operating costs.
- ↳ Construction Materials: Cement now attracts 18% GST instead of 28%, and materials like granite, bricks, bamboo, and pallets have been reduced to 5% — encouraging new hotel and infrastructure development.
- ↳ Handicrafts: Items such as idols, paintings, dolls, and toys now fall under the 5% bracket (from 12%), boosting India's cultural economy and benefiting local artisans.

These rationalisations make India's hospitality ecosystem more competitive and sustainable by reducing input costs, promoting local craftsmanship, and enhancing consumer value.





Employment Generation and Youth Empowerment

A joint analysis by the Federation of Hotel & Restaurant Associations of India (FHRAI) and the Ministry of Tourism estimates that GST 2.0 could generate between 4-5 lakh new jobs across the hospitality and tourism ecosystem between 2025 and 2027.

- ☞ Budget & Mid-segment Hotels: 2-2.5 lakh jobs in front office, housekeeping, and F&B service.
- ☞ Restaurants & Cafés: 1-1.5 lakh opportunities in culinary arts, hygiene, and service.
- ☞ Travel Agencies & Operators: 50,000-75,000 positions in travel planning, CRM, and digital marketing.
- ☞ Ancillary Tourism (Guides & Transport): 75,000-1 lakh new roles emphasizing local guiding, logistics, and soft skills.

Notably, around 60-65% of these opportunities will benefit youth under 35, strengthening India's demographic advantage. The hospitality sector's multiplier effect ensures that every direct job generates 1.6-1.9 indirect jobs, positively impacting farmers, transporters, suppliers, and artisans. Tier-II and Tier-III cities are expected to emerge as key growth hubs, with reduced tax burdens driving new hotel investments and destination development.

Integrating Policy into Education: The IHM-Hyderabad Approach

At the Institute of Hotel

Management, Hyderabad, GST 2.0 is not merely a fiscal change — it's a classroom opportunity. The institute integrates real-world policy into academic learning through:

- ☞ Faculty Development Programs (FDPs) under NCHMCT on revenue management and ethics.
- ☞ Simulation-based exercises linking taxation, pricing, and profitability.
- ☞ AI-powered learning tools for menu planning, inventory control, and hospitality analytics.

"GST 2.0 gives our students a real-world understanding of business economics," says the Principal, IHM-Hyderabad. "By linking policy, education, and practice, we are shaping professionals who are not only skilled but visionary."

Fostering Entrepreneurship and Innovation

IHM-Hyderabad also nurtures innovation and entrepreneurship by mentoring startups in food, lodging, and tourism; promoting sustainable and tech-enabled hospitality models; and encouraging creative participation in national and global competitions. These initiatives empower graduates to emerge as changemakers — driving employment, sustainability, and community development.

Reforming Policy, Reshaping Futures

The 2025 GST reforms represent a landmark moment for India's hospitality industry — making it

more inclusive, competitive, and youth-centric. At IHM-Hyderabad, this transformation aligns seamlessly with the institute's mission to blend policy insight, industry readiness, and innovation.

"Hospitality is not merely about service — it's about creating experiences," says the Principal. "GST 2.0 provides the industry with structural stability to focus on quality and sustainability rather than compliance hurdles. As India's tourism economy expands, these reforms ensure that growth remains equitable, inclusive, and future-ready."

In essence, GST 2.0 is not just a tax reform — it is a catalyst for opportunity, empowerment, and evolution. It enables businesses to grow, youth to thrive, and educators to reimagine the future of hospitality in India — paving the way for sustainable, inclusive, and globally competitive growth.



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How to Value Your Startup in 2026

A PRACTICAL GUIDE FOR ENTREPRENEURS

Understanding Startup Valuation

How to value your startup in 2026 is one of the most pressing questions for entrepreneurs seeking investment and growth. In the ever-evolving economic landscape of 2026, startup valuation remains an essential concept that determines how much a business is truly worth. The process involves analyzing both quantitative and qualitative factors that contribute to overall business value, enabling founders to negotiate confidently with investors and plan strategically for long-term success.

Quantitative valuation factors include measurable metrics such as revenue, profit margins, and annual growth rate. These indicators reflect financial performance and help investors gauge potential returns. For instance, a startup showing consistent revenue growth or high client retention can attract higher valuations even before reaching profitability.

Equally important are qualitative factors—like the

strength of the founding team, innovation, and product-market fit—which influence how investors perceive long-term potential. A skilled, experienced team or a unique product solving a real-world problem can significantly elevate a startup's valuation.

As we move deeper into 2026, external elements such as global market conditions, AI integration, and emerging technologies will further impact valuation metrics. Entrepreneurs must therefore remain agile, informed, and proactive to effectively manage and articulate their startup's value proposition.

Key Valuation Methods for Startups

Valuing a startup requires applying the right methodology to its specific stage and market conditions. The three most commonly used methods are:

Discounted Cash Flow (DCF) Method: Estimates the startup's future cash flow and discounts it to present value, ideal for companies

with stable projections.

Comparable Company Analysis (CCA): Benchmarks valuation against similar firms in the same industry to assess market expectations.

Precedent Transactions Method: Reviews acquisition data from comparable startups to gauge realistic pricing and investor sentiment.

Each approach offers unique insights. Founders must choose the most relevant method depending on factors such as business maturity, industry type, and data availability to ensure a realistic valuation.

The Role of Market Trends and Innovations

Market trends and innovations will play a pivotal role in shaping how to value your startup in 2026. Sustainability, for example, has emerged as a powerful valuation driver. Startups focusing on eco-friendly solutions or aligning with ESG (Environmental, Social, and Governance) standards will likely attract higher investor interest.



START-UP



Similarly, the digital transformation wave—powered by artificial intelligence, blockchain, and automation—continues to redefine value creation. Startups leveraging these technologies enhance their scalability and operational efficiency, thereby boosting investor confidence. Understanding these shifting trends helps entrepreneurs align their business strategies with market expectations and optimize their valuation outcomes.

Financial Projections and Their Impact

Strong financial projections form the backbone of startup valuation. Investors rely heavily on forward-looking models that reflect revenue growth, cash flow, and scalability. Realistic assumptions grounded in market data help entrepreneurs build credibility.

Creating both optimistic and conservative forecasts demonstrates preparedness for different market scenarios. Incorporating tools such as sensitivity analysis can highlight how shifts in pricing, cost, or demand affect profitability. Presenting these projections visually—with charts, KPIs, and narrative explanations—adds clarity and builds investor trust.

Investor Expectations and Negotiation Strategies

Investors in 2026 are increasingly data-driven yet risk-conscious. They evaluate startups on parameters such as market potential, financial discipline,

scalability, and management capability. Founders must therefore prepare to back their valuation with evidence—clear metrics, realistic growth plans, and robust data models.

During negotiations, transparency is key. Openly discussing both strengths and challenges creates trust and paves the way for collaborative deal-making. Founders can also explore flexible investment structures—like performance-based milestones—to balance valuation expectations and investor confidence.

Equity Dilution and Its Implications

Raising funds often means giving up equity, but understanding dilution is vital to preserving long-term control. When new shares are issued during funding rounds, existing ownership percentages decrease. Founders should carefully evaluate trade-offs between immediate capital and future equity control.

To mitigate dilution, consider setting caps on equity offerings or using convertible notes and venture debt. Strategic fundraising ensures growth capital without compromising decision-making authority.

Legal Considerations in Valuation

Legal diligence is integral to accurate valuation. Startups should maintain organized documentation, protect intellectual property, and ensure compliance with regulations. IP rights—patents, trademarks, and

copyrights—often represent substantial intangible value, especially in tech-driven sectors.

Conducting periodic audits and consulting legal professionals can help avoid valuation disputes and enhance investor confidence. Legal transparency not only mitigates risk but also strengthens the startup's credibility.

Future Outlook: The Evolution of Startup Valuation in 2026

Looking ahead, startup valuation in 2026 and beyond will increasingly rely on technology-driven precision and transparency. AI-powered analytics, blockchain-based financial records, and real-time market data will redefine how startups are valued.

Entrepreneurs who stay informed, embrace innovation, and integrate compliance-friendly practices will have a competitive advantage. As investor expectations evolve, valuation will no longer be just about numbers—it will be about trust, adaptability, and long-term vision.

Conclusion

Mastering how to value your startup in 2026 requires a blend of financial acumen, strategic foresight, and adaptability. By understanding valuation methods, leveraging technology, and aligning with investor expectations, entrepreneurs can secure fair funding while maintaining control. In 2026's fast-changing startup ecosystem, knowledge and preparation remain the most valuable currencies.

Why Family Business Needs Strategic Advisory and Why Women Should Lead It

Somewhere between a founder's vision and a family's future lies a fragile, often unspoken hope: that the business they built will outlive them with its soul intact. But hope alone is not a strategy. Too many family businesses crumble not from a lack of talent or heart, but from a lack of structure, focus, and a clear sense of what comes next. That's where strategic advisory steps in, not as an interruption of tradition, but as a steward of it.

Family businesses are strange creatures. They carry within them the tenderness of legacy and the ferocity of competition. They grow out of garages, dining rooms, and late-night conversations. But as they expand, they face a unique kind of turbulence. The lines between family loyalty and business logic blur. Decisions get delayed out of politeness. Successors are chosen based on birth order rather than merit. And emotions, though beautiful, begin to cloud judgement.

This is where a strategic adviser makes a quiet, crucial entrance. Not to tell the founders how to run their empire, but to ask the questions no one else dares to: What happens if you're not here tomorrow? Who's holding this together? What does this business look like twenty years from now?

Founder led businesses often operate on instinct. That works brilliantly, until it doesn't. The very traits that make founders successful, speed, passion, improvisation, can become bottlenecks in the absence of systems. Strategy consulting doesn't kill the spirit of entrepreneurship. It protects it. It

offers structure without stifling, and direction without domination. Think of it as a semicolon in the story of a business. Not an end, not a new beginning, but a pause long enough to link what has been with what could be.

And in this pivotal moment of transition, one truth is becoming clearer: women are uniquely equipped to lead.

In many families, women have been the informal glue, managing crises, smoothing tensions, balancing egos. But when that same wisdom is given ...

Not because it's trendy to say so, but because the data, and more importantly, lived experience, backs it up. Women, especially those who have grown up within the folds of a family business, possess an intimate understanding of both the emotional undercurrents and the operational gears. They've been listening long before they were allowed to speak. Now it's time they're heard.

Women lead differently. Not less decisively. They tend to view succession not as a transaction, but as a transformation. They ask different questions: Who will care about this legacy? Who will preserve the culture? How do we grow without losing our roots? Governance under women tends to be more collaborative, more inclusive, and more durable over time. Not just because of skill, but because of perspective.

In many families, women have been the informal glue, managing crises, smoothing tensions, balancing egos. But when that same wisdom is given a seat at the strategic table, the results can be revolutionary. Growth becomes purposeful. Decisions become generational. And succession becomes not a scramble, but a ceremony.

The world doesn't need more leaders who shout. It needs those who listen, who understand complexity, and who value continuity as much as change. Strategic advisory offers the scaffolding for that kind of leadership. And women, especially in the context of family business, are often the quiet architects already holding the pieces together.

In the end, legacy isn't just about what you leave behind. It's about who you trust to carry it forward, and how well you've prepared them to do so. Structured strategy isn't the enemy of family values; it's their best defence. And women, often underestimated and rarely unprepared, might just be the future that legacy has been waiting for.



By Shradhha Sarin, Engagement Manager, The Sherpas | Part-time Consultant, CoWe

Transforming E-Waste Management

Turning a Global Crisis into an Economic Opportunity

From Waste to Wealth: Unlocking the Economic Potential of E-Waste Management



Introduction to E-Waste Management

E-waste management refers to the processes involved in the recycling, disposal, and treatment of electronic waste, which encompasses discarded electrical and electronic devices. As technology evolves and becomes more integrated into daily life, the volume of e-waste generated globally has surged, leading to significant environmental challenges. This growing accumulation of electronic devices, such as computers, mobile phones, and appliances, presents a unique dilemma regarding their end-of-life disposal. Proper e-waste management is crucial for mitigating the adverse effects associated with improper disposal, which can lead to toxic pollution and environmental degradation.

The significance of e-waste management lies not only in environmental conservation but also in the potential economic benefits it offers. When electronics are disposed of irresponsibly, hazardous materials like lead, mercury, and cadmium can leach into the soil and water sources,

posing health risks to communities and ecosystems. Conversely, the proper recycling and repurposing of e-waste can recover precious metals and other valuable materials, thereby transforming what is often viewed as waste into a source of wealth. This transition from waste to wealth highlights the necessity for effective e-waste management strategies that prioritize environmental safety while tapping into economic opportunities.

In today's technological landscape, where rapid innovation often leads to quick obsolescence, the management of electronic waste is of paramount importance. By embracing sustainable practices, businesses and individuals can support a circular economy that reduces the demand for raw materials and minimizes the ecological footprint. Ultimately, recognizing the potential of e-waste management can drive policies and initiatives that evolve alongside technological advancement. This approach not only protects the environment but also fosters

economic growth through the development of a robust recycling and resource recovery industry.

The Economic Value of E-Waste

E-waste, or electronic waste, represents a rapidly growing segment of global waste, containing a plethora of valuable materials. Among these materials are metals such as gold, silver, copper, and rare elements like lithium. The recovery of these resources from end-of-life electronic products not only supports environmental sustainability but also offers substantial economic benefits. In fact, the extraction and recycling of these materials can add significant value to national economies, particularly for countries like India.

The economic potential of e-waste recovery is underscored by the presence of precious metals. For instance, it has been estimated that one metric ton of e-waste can yield approximately 30 to 40 times more precious metals than a similar amount of gold ore.

This highlights not only the richness of e-waste but also the untapped opportunity for revenue generation. By investing in advanced e-waste recycling technologies, India could save billions in foreign exchange by reducing its dependence on imported metals and minerals.

Moreover, the value derived from e-waste management extends beyond direct monetary gains. Recycling these materials enhances resource efficiency and mitigates environmental impacts associated with mining and production. As India aims to boost its economy and achieve self-sufficiency in critical resources, focusing on the recovery of precious metals from electronic waste becomes increasingly important.

Furthermore, the government and private sectors can collaborate to create robust frameworks for e-waste management, encouraging responsible disposal and increasing public awareness about recycling benefits. Strategically recovering these valuable materials not only positions India as a leader in sustainable practices but also helps navigate the challenges posed by fluctuating global commodity markets. By the year 2030, transitioning to a circular economy through effective e-waste management could significantly enhance India's economic landscape, reducing its reliance on imports and promoting domestic industries.

Creating Green Jobs through E-Waste Recycling

The growing challenge of electronic waste (e-waste) has prompted a re-evaluation of waste management strategies globally, with e-waste recycling emerging as an avenue for job creation and economic growth. By establishing formal e-waste recycling systems, communities can directly engage in sustainable practices while simultaneously generating a range

of employment opportunities. Positions can be found in various sectors, including collection, dismantling, and material recovery, forming a comprehensive job network that benefits both the environment and the local economy.

Successful initiatives, such as Delhi's integrated e-waste eco-park, serve as landmark examples of how localized infrastructure can drive job creation. This facility not only processes e-waste responsibly but also employs individuals in various roles, from transportation and inventory management to technical expertise in material recovery. Furthermore, the structured approach in Delhi has inspired a framework that can be replicated in other regions, leading to sustainable job opportunities in areas historically plagued by unemployment. The eco-park model demonstrates the potential for a circular economy, where e-waste is not merely discarded but transformed into valuable resources through skilled labour.

Bhopal's e-waste clinic similarly highlights the potential for job generation within the context of e-waste management. This clinic combines the dismantling of electronic devices with educational outreach, training individuals in safe recycling methods while fostering a culture of environmental responsibility. As local populations become educated about e-waste issues, they are equipped with the skills necessary to participate in the recycling process, thereby creating additional employment avenues. These examples illustrate the powerful synergy between effective e-waste management and green job creation, showcasing how proactive policies and community involvement can lead to a healthier environment and a more robust economy.

The Circular Economy and E-Waste

The concept of the circular

economy represents a transformative approach in which resources are utilized, reused, and recycled efficiently, thereby minimizing waste. In this model, products and materials are kept in use for as long as possible, ultimately creating a system that contributes to both environmental sustainability and economic resilience. Incorporating e-waste management into the circular economy framework can substantially impact global manufacturing processes.

One of the primary benefits of integrating e-waste management within the circular economy is the reduction in manufacturing costs. When electronic devices reach the end of their life cycle, valuable components and materials, such as metals and plastics, can be recovered and reused. This practice not only reduces the need for new raw materials but also lowers overall production costs, as manufacturers can source reclaimed materials instead of purchasing newly mined or produced ones.

Additionally, a well-implemented e-waste management system plays a crucial role in reducing carbon emissions associated with the manufacturing process. Production activities typically contribute significantly to greenhouse gas emissions, primarily through the extraction and processing of raw materials. By recycling and reusing e-waste, manufacturers can decrease their carbon footprint, which aligns with global efforts to mitigate climate change. The reduction in emissions can also bolster brands' reputations, as consumers increasingly seek environmentally responsible companies.

Furthermore, the circular economy model decreases the pressure on mining industries, which often face significant environmental and social challenges.

By prioritizing the recovery of materials from e-waste, industries can alleviate the demand for new mining activities, thus conserving natural resources and reducing the negative impacts on ecosystems and communities. This shift not only contributes to sustainable development but also fosters a more responsible approach to resource management in the electronics sector.

Strengthening E-Waste Management Systems

The increasing volume of electronic waste, or e-waste, in India underscores the urgent need for the strengthening of its e-waste management systems. Reflecting on the current landscape, much of India's e-waste management is handled by the informal sector, which operates outside the purview of regulatory frameworks. This poses significant risks not only to the environment but also to the health of workers involved in the e-waste recycling process. Therefore, a significant area for improvement lies in the formalization of these informal operations.

To enhance the efficiency of e-waste disposal, it is essential to develop policies aimed at training and certifying informal workers in responsible e-waste management practices. By providing these workers with formal training, they can be equipped with the necessary skills and knowledge to perform their roles safely and effectively. This step would pave the way for the establishment of best practices, ensuring that e-waste is handled in an environmentally conscious manner.

Furthermore, integrating informal workers into the formal recycling system can significantly streamline the e-waste management process. Resources, such as access to technology and tools for safe processing, should be made available to these workers. By offering necessary resources, the formal

sector can leverage the vast capabilities and local knowledge of informal workers, transforming them into valuable stakeholders in the recycling value chain.

Additionally, collaboration among government agencies, NGOs, and the private sector can foster an ecosystem where e-waste management is prioritized. By creating a robust framework that acknowledges the role of the informal sector while ensuring compliance with environmental regulations, India can achieve a more sustainable e-waste management system. This approach would not only address the pressing e-waste crisis but also unlock the economic potential inherent in recycling and resource recovery.

Ensuring Fair EPR Pricing and Regulation

Extended Producer Responsibility (EPR) serves as a pivotal framework in the management of electronic waste by establishing a collective responsibility for producers to handle products at their end of life. To ensure the effectiveness of EPR systems, it is vital to develop a fair pricing model that reflects the true costs associated with recycling and waste management. Fair EPR pricing should provide adequate financial incentives for producers while also safeguarding consumer interests and environmental integrity.

Fair pricing mechanisms encourage manufacturers to prioritize sustainable product design. When producers face reasonable costs associated with their products' lifecycle, they are more likely to invest in creating products that are easier to recycle, thereby optimizing the e-waste management process. Additionally, transparent pricing can enhance competition among recyclers, leading to improved services and innovation in waste management technologies.

Strict regulation and enforcement are essential to the success of EPR initiatives. This includes overseeing the registration of producers and their compliance with pricing models that reflect both economic and environmental responsibilities. With the advancement of digital tracking technologies, it is now possible to monitor the issuance and transfer of EPR certificates effectively. Such tracking would create a system of accountability among recyclers and producers, ensuring that funds collected are utilized for their intended purpose—environmental protection and resource recovery.

Implementing these measures helps to establish a trustworthy system where both producers and consumers can actively participate in e-waste management. Clear guidelines and stringent regulations foster a culture of compliance and responsibility, ultimately transforming the landscape of electronic waste. By ensuring equitable EPR pricing and rigorous oversight, we can unlock the economic potential of e-waste, benefiting both the environment and the economy.

Expanding E-Waste Recycling Infrastructure

As the global reliance on electronic devices continues to grow, so does the amount of electronic waste, or e-waste, generated. In order to effectively manage this surge, it is vital to expand the e-waste recycling infrastructure. Establishing regional collection centres serves as a critical step in improving accessibility for consumers and businesses alike. These centres can facilitate the collection of e-waste, making it more convenient for individuals to dispose of their unwanted electronics responsibly. By positioning these centres in strategic locations, we can encourage higher participation rates in recycling programs.

Moreover, the concept of e-waste banks presents an innovative approach to enhance our recycling efforts. Similar to traditional banks, e-waste banks would allow individuals and organizations to store their e-waste until they can be processed. This approach not only promotes awareness about e-waste recycling but also provides a systematic method of handling electronic devices that would otherwise be discarded improperly. Establishing eco-parks that combine collection, processing, and educational efforts would further enhance the infrastructure for e-waste management. Such parks could serve as community hubs for sustainable practices and provide continuous engagement in e-waste recycling initiatives.

In conjunction with these infrastructures, it is imperative to invest in advanced recycling technologies to boost recovery rates of valuable materials from e-waste while minimizing environmental impacts. Modern recycling methods can efficiently extract precious metals and other components, reducing the need for new material extraction, which is often environmentally detrimental. By improving the e-waste recycling infrastructure and adopting innovative technologies, society can move towards a more sustainable future, transforming waste into valuable resources and contributing to the circular economy.

Raising Consumer Awareness on E-Waste Disposal

Consumer awareness plays a critical role in the effective management of electronic waste, commonly referred to as e-waste. As the proliferation of electronic devices continues to rise, so does the necessity for individuals to understand the implications of improper disposal. Education surrounding e-waste management

not only informs consumers about the harmful effects of landfill-bound electronics but also highlights the economic potential of recycling these materials. Awareness campaigns can effectively convey the message that responsible disposal can convert potential waste into valuable resources.

To foster a culture of responsible recycling, stakeholders such as local governments, schools, and community organizations should collaborate on awareness initiatives. Public awareness campaigns can take many forms, including social media outreach, local workshops, and informational flyers distributed within communities. These strategies can help illustrate the significance of proper e-waste disposal and its direct impact on the environment and economy. For instance, utilizing social media platforms to share facts and statistics about e-waste can engage a broader audience, making the topic accessible and relatable.

Delhi's integrated e-waste eco-park, serve as examples of how localized infrastructure can drive job creation

Furthermore, integrating educational programs into school curriculums can serve as a long-term solution to instil responsible habits in young individuals. By partnering with local educational institutions, organizations can develop workshops that teach students the importance of recycling electronics and the proper methods to do so. Inviting guest speakers from the recycling industry can add credibility and create interest among students. Community organizations can also host e-waste collection events, providing a practical solution for disposal while simultaneously reinforcing the importance of recycling.

Ultimately, enhancing consumer awareness regarding e-waste

disposal requires a collective effort. It is vital to create informative content that resonates with the audience, ensuring that the message is not only heard but also acted upon. As consumers become more educated about e-waste management, the transition from viewing electronic waste as mere trash to recognizing it as a resource becomes increasingly possible.

Encouraging Sustainable Designs in Manufacturing

The growth of electronic waste, or e-waste, poses significant challenges to environmental sustainability, particularly in regions such as India, where rapid technological advancement meets burgeoning consumption. In response, there is an urgent need for manufacturers to adopt eco-friendly designs that enhance recyclability and minimize the use of hazardous materials. Emphasizing sustainable design principles not only mitigates the impact of e-waste but also aligns with broader initiatives such as India's 'Lifestyle for Environment' (LiFE) initiative, which aims to promote sustainable living practices.

Manufacturers can play a pivotal role in this transition by incorporating materials and design techniques that facilitate recycling. For instance, employing modular designs allows consumers to easily replace parts rather than discarding entire products, consequently reducing e-waste generation. By using recyclable and biodegradable materials, manufacturers can significantly decrease the environmental footprint associated with the production and disposal of electronics. Crucially, these sustainable practices not only benefit the environment but can also enhance brand reputation and consumer loyalty, as modern consumers increasingly favour eco-conscious companies.



Moreover, connecting these sustainable practices to the LiFE initiative provides an excellent opportunity for manufacturers to contribute positively to national goals while simultaneously meeting consumer demand for sustainable products. The initiative encourages businesses to rethink their design processes, considering the lifecycle of their products from creation to disposal. By shifting towards sustainable consumption patterns, manufacturers can help establish a circular economy where products are designed to be reused, refurbished, or recycled, thereby unlocking economic potential from what was previously viewed as waste.

In conclusion, encouraging sustainable designs in manufacturing not only addresses the pressing issue of e-waste management but also aligns closely with India's efforts to promote an environmentally friendly lifestyle. By prioritizing eco-friendly practices, manufacturers can contribute to a more sustainable future while potentially reaping economic benefits.

The Global Imperative of E-Waste Management

The rapid advancement of

technology has led to an unprecedented increase in electronic waste, or e-waste, which has become a pressing global challenge. According to recent estimates, the world generates over 50 million tons of e-waste annually, and this figure is projected to grow significantly in the coming years. As such, effective e-waste management has emerged as a critical issue that transcends national borders, underscoring the need for international cooperation. Developed countries, serving as primary generators of e-waste, must take responsibility for their own discarded electronics rather than shifting the burden onto developing nations.

One fundamental aspect of addressing the e-waste crisis is the establishment of collaborative initiatives aimed at technology sharing and financial support. Developed countries possess advanced recycling technologies and methodologies that can significantly improve waste management processes. By sharing these technologies with developing nations, both parties can benefit: developing countries can enhance their recycling capabilities, while developed countries can ensure that

their e-waste is processed more sustainably. Such partnerships can facilitate not only the environmental management of e-waste but also the economic development of those countries involved.

Furthermore, the implementation of global standards for e-waste recycling is essential. Current practices are often fragmented and inconsistent, leading to inefficient recycling processes that can exacerbate environmental degradation. A unified approach would help streamline regulations and ensure compliance across borders, fostering more effective management of e-waste. International organizations could play a pivotal role in spearheading these initiatives, promoting transparency and collaboration among countries.

In addressing the e-waste challenge, fostering a cooperative global environment is paramount. Only through concerted efforts can nations hope to unlock the economic potential of e-waste management while simultaneously mitigating its harmful effects on the environment and public health.



India's SMBs Enter a New Era of Confidence as Tier-2 Cities Lead AI Adoption

Introduction to the New Era of SMBs

Small and Medium Businesses (SMBs) play a pivotal role in India's economy, contributing significantly to employment and innovation. As the country progresses through the digital landscape, a profound transformation is underway, fuelled by the increased adoption of Artificial Intelligence (AI) technologies. The rise of AI has not only reshaped the strategic frameworks of these enterprises but has also redefined their operational capabilities, particularly in tier-2 cities. The recent research conducted by LinkedIn highlights this remarkable shift, illustrating how these cities have become crucial sites for AI-driven growth.

In tier-2 cities, SMBs are leveraging AI to enhance efficiency, streamline operations, and improve customer experiences. The accessibility of technology and a thriving startup ecosystem in these regions signify a departure from traditional business models. This transformation is noteworthy; it allows local enterprises to compete on a larger scale, showcasing their innovations and products not just within their immediate geograph-

hy but also on a national and international platform.

AI as a Core Business Infrastructure

Artificial intelligence (AI) has increasingly become a cornerstone for small and medium-sized businesses (SMBs) across India, particularly within tier-2 cities. Historically, the adoption of AI was viewed with scepticism, viewed mainly as a high-tech solution for larger enterprises. However, with the rapid evolution of technology and its applications in various industries, AI has transformed from an experimental tool into an essential infrastructure within business operations.

According to the LinkedIn India SMB study 2025, an impressive 96% of SMBs are either currently investing in or planning to adopt AI technologies. This significant statistic underscores the critical shift in business strategy and operational priorities among SMBs. Rather than merely automating routine tasks, businesses are now leveraging AI to gain insights into customer behaviour, optimize supply chains, and enhance decision-making processes. The integration of AI into core business functions has allowed these organizations to

innovate and remain competitive in an increasingly digital landscape.

The Rise of Tier-2 Cities in AI Adoption

In recent years, tier-2 cities in India, such as Chandigarh, Jaipur, and Ahmedabad, have emerged as unexpected leaders in the adoption of artificial intelligence (AI). This trend is particularly noteworthy as it marks a significant shift from the historical focus on larger metropolitan areas like Mumbai and Bangalore. The unique blend of factors in these tier-2 cities creates an environment ripe for innovation and growth, enabling small and medium-sized businesses (SMBs) to harness AI technologies effectively.

One of the key drivers behind this shift is the availability of a talented workforce. Many tier-2 cities are witnessing an increase in educational institutions that specialize in technology and data science, thereby producing graduates with the necessary skills to push the boundaries of AI applications. This talent pool is crucial as SMBs seek to implement AI-driven solutions to enhance their operations, improve customer experiences, and optimize resource management.

Diverse AI Adoption Patterns Across Regions

The adoption of artificial intelligence (AI) in India is significantly characterized by regional variations, with distinct approaches visible across major metropolitan areas such as Delhi, Pune, Bengaluru, and Chennai. Each city showcases unique priorities and applications for AI, reflecting the diverse economic landscapes and operational goals of the small and medium-sized businesses (SMBs) within them. This variance necessitates a localized strategy for effective AI integration, ensuring that businesses can leverage technological advancements to drive growth tailored to their specific environments.

In Delhi, for instance, the emphasis is primarily on utilizing AI for enhancing operational efficiencies and improving customer service in service-oriented sectors. Businesses in this region are increasingly deploying AI-driven chatbots and customer engagement tools, aiming to streamline interactions and respond to customer queries expediently. The political and administrative significance of Delhi also propels innovations in AI-focused governance solutions, enhancing the public service sphere by fostering transparency and responsiveness.

Conversely, Pune demonstrates a robust focus on AI applications within the manufacturing and information technology sectors. Here, SMBs are harnessing machine learning for predictive maintenance and quality control processes, optimizing production workflows and reducing waste. This manufacturing-centric approach underscores the city's historical strengths as an industrial hub and reflects the potential of AI to enhance productivity and profitability in traditional sectors.

Bengaluru, known as the tech capital of India, showcases a vibrant adoption of AI across startups and established companies alike. The focus is on developing cutting-edge products that utilize natural language processing and computer vision. The city's rich talent pool and access to venture capital make it an incubator for innovative applications, allowing for rapid iterations and developments in AI technologies.

Finally, Chennai's SMBs are integrating AI in sectors like healthcare and finance, focusing primarily on data analysis and predictive analytics. The city's long-standing presence in the healthcare sector has led to enhanced patient outcomes through AI-powered diagnostics and personalized treatment plans. By identifying these diverse patterns, it becomes clear that regional characteristics significantly influence AI adoption, necessitating tailored strategies for each locale.

Shift in Mindset: From Startup Hustle to Strategic Muscle

The landscape of small and medium-sized businesses (SMBs) in India is undergoing a profound transformation, driven by a notable shift in mindset among entrepreneurs. Traditionally, the startup culture has thrived on rapid pivots, entrepreneurship fervour, and an appetite for risk. However, with the advancing digital landscape and increasing competition, SMBs are recognizing the need for a more balanced approach that integrates hustle with strategic planning. Entrepreneurs are now prioritizing operational efficiency, data-driven decision-making, and long-term sustainability over mere growth based on agility. This evolution is catalyzed by the realization that sustainable growth requires not only innovation but also robust planning and execution.

This shift in mindset has

significant implications for how entrepreneurs approach their business models, funding, and talent acquisition. Decision-making is increasingly informed by analytics and market research rather than solely intuition or opportunity. Entrepreneurs are also emphasizing the importance of building scalable infrastructures that can support growth and facilitate innovation. The role of technology, especially AI, is paramount in this strategic transformation, providing tools that enhance productivity and drive deeper insights into customer needs and market trends.

As SMBs in India's Tier-2 cities embrace this new strategic muscle, they are likely to emerge as formidable players in both local and global markets. By blending strategy with entrepreneurial energy, these businesses can drive long-term success and contribute to a vibrant economic ecosystem.

Conclusion

India is entering a new era of SMB-led economic transformation, powered by widespread AI adoption and the rise of tier-2 cities as innovation hubs. These businesses are redefining how growth, efficiency, and customer engagement are achieved in the digital economy.

With their agility, strategic thinking, and increasing technological capabilities, India's SMBs are well-positioned to drive future economic development. Tier-2 cities, once seen as secondary markets, are now shaping the nation's AI-driven business landscape—creating new jobs, fostering innovation, and pushing India toward a digitally enriched future.

The journey has just begun, but the trajectory is clear: AI will be at the heart of SMB evolution, and tier-2 cities will lead India's next wave of economic growth.

India: A Global Leader in Sustainable Economic Growth

India is rapidly emerging as a global leader in sustainable economic growth, driven by a powerful combination of green innovation, resilient macroeconomic fundamentals, and long-term policy vision. With one of the world's fastest-growing major economies, India is simultaneously advancing climate action through large-scale renewable energy expansion, electric mobility, and sustainable manufacturing. The country's focus on clean technologies, circular economy models, and enhanced energy efficiency is attracting significant global investment, while digital infrastructure and financial inclusion are empowering millions and strengthening economic stability. As India integrates sustainability into its growth roadmap, it is setting a benchmark for developing nations and positioning itself as a key driver of inclusive, climate-resilient global progress.

Clean Energy Initiatives and Innovations

India has been at the forefront of embracing clean energy solutions, making significant advancements in renewable energy capacity in recent years. The nation's focus on sustainable economic growth is exemplified through its ambitious projects aimed at harnessing renewable resources. Among these initiatives is the National Electric Mobility Mission (NEMMP), which aims to promote electric vehicles (EVs) as a viable alternative to traditional fuel-based

transportation. This initiative not only relies on the adoption of electric vehicles but also emphasizes the importance of developing necessary charging infrastructure and incentivizing production through the Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles (FAME) scheme. By integrating electric mobility into urban planning, India hopes to substantially reduce its reliance on fossil fuels and contribute to a cleaner environment.

In parallel, the Solar Energy Expansion Program has positioned India as a global leader in solar power generation. With ambitious targets set to achieve 100 GW of solar energy capacity by 2022, India has undertaken a variety of solar projects, both large and small scale. The adoption of cutting-edge technologies such as solar photovoltaics and concentrated solar power not only enhances energy output but also ensures that energy is used efficiently. These projects are supported by policies that encourage public-private partnerships, thereby attracting investment and fostering innovation in the solar sector.

The impact of these clean energy initiatives extends beyond environmental benefits. By transitioning to renewable energy, India is on a path to stimulate job creation in various sectors, including manufacturing, installation, and maintenance of clean energy technologies. Moreover, as India works towards reducing its carbon footprint and meeting its renewable

energy targets, such initiatives play an essential role in shaping a sustainable and resilient economy, establishing the country as a beacon of sustainability on the global stage.

Sustainable Urban Development: A Model for Future Cities

As urbanization continues to rise, India faces the challenge of balancing growth with environmental sustainability. The nation's approach to sustainable urban development showcases innovative strategies that aim to create livable and resilient cities. Central to this initiative are smart city projects designed to integrate technology, efficiency, and sustainability into urban planning. These projects focus on using data-driven solutions to improve urban infrastructure, enhance public services, and reduce resource consumption, ultimately setting a global benchmark for sustainable urban growth.

The concept of green infrastructure plays a crucial role in India's urban development strategy. By integrating green spaces, such as parks and urban forests, cities can mitigate urban heat, manage rainwater, and improve air quality. For instance, the city of Bengaluru, often referred to as the "Silicon Valley of India," has launched programs to revitalize its lakes and increase green cover. Such initiatives not only enhance the ecological balance but also promote public well-being and community engagement.

Moreover, eco-friendly practices have become integral to India's urban planning. The promotion of public transportation systems, such as electric buses and metro rail networks, helps reduce vehicular emissions, mitigating urban pollution. Furthermore, initiatives like the 'Swachh Bharat Mission' encourage waste management and sanitation, striving to establish cleaner urban environments for residents. Cities like Surat have demonstrated significant improvements in waste management by implementing innovative recycling and composting processes.

Case studies of successful sustainable cities like Pune and Chandigarh illustrate that urban development can indeed prioritize environmental sustainability while accommodating population growth. These cities have effectively utilized renewable energy sources, prioritized pedestrian-friendly spaces, and developed comprehensive strategies to handle climate change. Such examples provide valuable insights into how other urban centres across the globe can emulate India's sustainable urban development practices.

Global Recognition and Influence in Climate Policy

India has emerged as a pivotal player in the global landscape of sustainable economic growth, drawing recognition for its efforts in integrating environmental sustainability with economic development. This recognition is increasingly evident in international forums, climate action summits, and comprehensive reports which highlight India as a leading case study for emerging economies. India's commitment to reducing carbon emissions, aligning with the goals of the Paris Agreement, and promoting renewable energy projects has positioned the nation at the forefront of climate policy discussions.

Major global platforms such as the United Nations Framework Convention on Climate Change (UNFCCC) provide a stage for India to showcase its initiatives and strategies aimed at fostering sustainable development. India's Nationally Determined Contributions (NDCs) reflect a holistic approach toward environmental and economic challenges, emphasizing the importance of balancing growth with ecological stewardship. These initiatives not only underline India's determination to combat climate change, but they also resonate with other countries, encouraging collaboration and shared learning in sustainability practices.

The ramifications of India's leadership extend beyond national borders, inspiring other countries to adopt similar sustainable practices. As investment strategies worldwide increasingly prioritize sustainability, India's innovative solutions and policies serve as a blueprint, demonstrating that economic progression and environmental conservation can go hand-in-hand. By fostering a culture of sustainability, India not only contributes to a greener planet but also attracts international investment geared towards climate-resilient projects.

The Way Forward: A Blueprint for Emerging Economies

The sustainable development model pioneered by India serves as a significant reference point for emerging economies navigating the complex balance between economic growth and environmental sustainability. As these nations strive for rapid advancement, India's strategies underscore the necessity for a holistic approach that emphasizes the intertwining of ecological stewardship with economic resilience. The framework established in India illustrates that it is possible to prioritize economic

progress while simultaneously protecting the environment.

One of the essential takeaways for other emerging economies is the importance of innovation in attaining sustainable growth. By investing in green technologies, India has successfully showcased how innovation can drive economic performance in a manner that is environmentally friendly. Investment in renewable energy sources, waste management, and sustainable agriculture not only contributes to higher GDP growth rates but also reduces ecological footprints. Additionally, fostering a culture of research and development is crucial, allowing countries to create localized solutions tailored to specific environmental challenges.

Long-term planning, as evidenced by India's approach, is another key aspect that should be adopted by emerging economies. Strategic visions that integrate short-term goals with long-term sustainability objectives can ensure that economic development initiatives are aligned with ecological integrity. These nations can benefit from creating robust policies that support sustainable practices, encouraging businesses to adopt environmentally responsible methods. Moreover, government and private sector collaboration is vital in implementing these policies effectively, bringing together resources, expertise, and innovation necessary for meaningful change.

In conclusion, by taking cues from India's sustainable development practices, other emerging economies can formulate their own blueprints for progress that harmoniously blend economic growth with ecological sustainability. Such collaborations and strategic investments pave the way for a future where economic and environmental priorities coexist and thrive, ultimately contributing to a sustainable global economy.

India's Medical Tourism Boom: Healthcare Meets Global Opportunity

CITIES LIKE DELHI, MUMBAI, BENGALURU, CHENNAI, HYDERABAD, AND AHMEDABAD HAVE BECOME MEDICAL HUBS OFFERING SPECIALIZED HEALTHCARE SERVICES

India's medical tourism sector is experiencing transformative growth, positioning the country as a premier global destination for advanced, affordable, and high-quality healthcare. Over the past decade, India has steadily carved out a niche in the international healthcare landscape by combining world-class medical treatment with cost efficiency, cutting-edge technology, and a patient-centric approach. Today, medical tourism is no longer a complementary industry—it has become one of India's most dynamic economic opportunities, drawing millions of patients from Asia, Africa, the Middle East, Europe, and even North America.

This boom is driven by several key factors: an expanding network of internationally accredited hospitals, a skilled pool of medical professionals, breakthrough adoption of digital health technologies, and strong government support through policies designed to attract foreign patients. As global healthcare costs rise and waiting times increase in many countries, India's robust medical ecosystem continues to attract those seeking quality treatment at competitive prices.

A Global Hub for High-Quality, Affordable Healthcare

One of the primary reasons for India's rise as a medical tourism powerhouse is its ability to deliver top-tier healthcare at a fraction of international costs. Procedures such as cardiac bypass surgery, orthopaedic replacements, oncology treatments, cosmetic procedures, fertility

assistance, and advanced diagnostics cost 50–80% less in India than in Western countries. Despite the lower cost, quality remains uncompromised, with many Indian hospitals maintaining world-class infrastructure, advanced medical equipment, and internationally trained specialists.

Cities like Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, and Ahmedabad have become medical hubs offering specialized healthcare services. Many hospitals, such as Apollo Hospitals, Narayana Health, Fortis Healthcare, AIIMS, Max Healthcare, and Manipal Hospitals, are globally recognized for their clinical excellence. Additionally, several Indian healthcare facilities hold international accreditations from bodies such as the Joint Commission International (JCI) and the National Accreditation Board for Hospitals & Healthcare Providers (NABH), ensuring compliance with global standards.

International patients are increasingly choosing India because of the seamless blend of high expertise, personalized care, and affordability—a combination not easily found elsewhere.

The Role of India's Skilled Medical Workforce

India's healthcare sector is powered by one of the world's most skilled and diverse medical workforces. Indian doctors, surgeons, nurses, and technicians are recognized worldwide for their expertise, precision, and experience in handling complex procedures. Many Indian medical professionals hold global qualifications and have trained

or practiced in leading medical institutions abroad.

This abundance of skilled specialists enhances India's competitive advantage and helps international patients trust the system. Specialties such as cardiology, oncology, organ transplantation, orthopaedics, ophthalmology, neurology, dentistry, and fertility treatments are in particularly high demand among foreign patients.

Moreover, India's focus on continuous upskilling and its strong medical education system ensure a steady supply of trained professionals for the rapidly growing sector. The availability of multilingual staff also makes communication easier for patients from diverse regions, increasing comfort and confidence in their treatment experience.

Medical Tourism and the Digital Health Revolution

India's digital transformation has significantly strengthened its medical tourism industry. The integration of telemedicine, AI-driven diagnostics, robotic surgeries, virtual consultations, digital health records, and remote monitoring has revolutionized patient care.

Telemedicine platforms allow international patients to consult Indian doctors even before traveling, enabling seamless pre-treatment evaluations and smoother decision-making. AI and digital diagnostics enable faster and more precise detection of medical conditions, while robotic-assisted surgeries improve accuracy in procedures such as orthopaedics, neurology, and minimally invasive surgeries.

Additionally, India's Unified Health Interface (UHI) and National Digital Health Mission (NDHM) are creating an ecosystem in which health records, prescriptions, and diagnostics can be digitally managed—facilitating faster service delivery for both domestic and international patients. These technological advancements elevate India's medical tourism competitiveness and ensure that treatment outcomes match or surpass global benchmarks.

Piyush Goyal's Vision for Medical Tourism

During the 22nd CII Annual Health Summit, Union Commerce and Industry Minister Piyush Goyal articulated a compelling vision for India to emerge as a leading global hub for medical tourism. This vision underscores the importance of not only expanding healthcare services but also enhancing the infrastructure and capabilities critical to attracting international patients. Minister Goyal emphasized that India's diverse medical landscape, which includes advanced treatment options and highly skilled healthcare professionals, positions the nation uniquely within the global context of medical tourism.

Central to Goyal's vision is the notion of strengthening nursing capacity across healthcare institutions. A highly trained nursing workforce is integral to providing quality care, ensuring patient safety, and enhancing clinical outcomes. By investing in nursing education and training, India can foster a more robust healthcare environment, which can further support the influx of medical tourists. Minister Goyal's remarks suggest that prioritizing nursing excellence will not only improve patient experiences but also contribute to the overall reputation of India as a destination for medical care.



Moreover, Goyal identified the significance of integrative healthcare, which combines modern medical practices with traditional healing systems. This holistic approach caters to the varied health preferences of international patients, many of whom seek treatment that encompasses physical, mental, and spiritual well-being. By promoting a multifaceted model of care, India can differentiate itself from other medical tourism destinations, thereby amplifying its attractiveness to a global clientele.

In essence, Piyush Goyal's framework for medical tourism emphasizes the strategic enhancement of nursing capacities alongside a commitment to integrative healthcare solutions. This vision not only sets ambitious goals for the Indian healthcare sector but also highlights the critical elements needed to realize its potential on the global stage.

Economic Impact and Future Opportunities

India's medical tourism industry is currently valued at \$7–9 billion, and estimates suggest it could reach \$13 billion by 2027, driven by increasing global demand and rising

healthcare costs worldwide. The sector contributes significantly to employment generation, foreign exchange earnings, and the growth of allied industries such as hospitality, travel, pharmaceuticals, medical equipment, telehealth, and wellness.

The future holds immense potential:

- ☞ Expansion of medical tourism clusters in tier-2 cities
- ☞ Greater adoption of AI, robotics, and precision medicine
- ☞ Integrated health packages combining treatment + tourism
- ☞ Strategic international partnerships with governments & insurers
- ☞ Growing demand from new markets in Eastern Europe, Latin America & Central Asia

As healthcare systems in many countries struggle with shortages, high costs, and delays, India is uniquely positioned to fill the gap with high-quality, affordable, and innovative medical solutions.

Conclusion

India's medical tourism boom is a testament to the nation's evolving strengths in healthcare quality, technological innovation, and global outreach. With a world-class medical workforce, advanced hospital infrastructure, affordable treatment costs, and a seamless digital ecosystem, India continues to solidify its position as a leading global healthcare destination.

The fusion of modern medicine with traditional wellness, coupled with strong government support, positions India not only as a medical hub but as a holistic healing destination. As global demand rises and India expands its capabilities, the medical tourism industry is set to become one of the country's most powerful engines of economic growth—where healthcare meets global opportunity.

Daamaira x Strrot: A Landmark Collaboration in India's Luxury Home Décor Space

Founded by Anmol Gupta and Deepali Gupta, Daamaira Home & Living was built on the belief that true luxury lies in timeless design and attention to detail

Daamaira Home & Living, one of India's rising names in luxury décor, hosted an exclusive collaborative evening with Strrot, a leading design and lifestyle brand known for its global aesthetic and creative vision. The event, held at the Strrot Store in R.K. Ashram, New Delhi, was a celebration of refined design, modern living, and artistic expression.

This partnership marked Daamaira's first-ever collaboration with an Indian luxury brand, signalling a new era for contemporary décor in India. The evening was graced by Ms. Naho Shigeta, owner of the iconic Japanese brand Noritake, who attended as the Guest of Honour, highlighting the growing global interest in Indian design and creativity.

The guest list featured top journalists from Hindustan Times, magazine editors, media

professionals, leading influencers, and renowned designers including Gaura Batra. The mood of the evening reflected Daamaira's ethos, where luxury is intentional, elegant, and deeply personal.

Founded by Anmol Gupta and Deepali Gupta, Daamaira Home & Living was built on the belief that true luxury lies in timeless design and attention to detail. Based in India, the brand curates décor collections that blend modern aesthetics with enduring appeal.

"Daamaira is about creating homes that reflect individuality," said Anmol Gupta, Founder. "We focus on designing pieces that bring beauty, balance, and emotional resonance into every space."

"For us, luxury is not just about how something looks, it's about how it feels to live with," added Deepali Gupta, Co-Founder. "Our pieces are made for people who appreciate elegance, subtlety, and authenticity."



Strrot, founded and curated by Sidhant Lamba, has become synonymous with cutting-edge design and creative partnerships, featuring collaborations with international brands such as Seletti, Driade, and Lotus Arts de Vivre.

The Daamaira x Strrot collaboration was a coming together of two design perspectives, Daamaira's "Luxury Living, Thoughtfully" philosophy and Strrot's innovative, experiential approach. The event showcased a curated range of décor and lifestyle pieces that reflected a shared commitment to meaningful design and elevated living.

As the evening drew to a close, guests were left inspired by the union of creativity and purpose that both brands represent. Together, Daamaira and Strrot are setting new benchmarks for Indian luxury, one that celebrates timeless design, collaboration, and homes with a distinctive sense of soul.

8 Factors That Can Derail Your Property Investment

Experienced real estate investors recognize that anticipating obstacles is equally important as identifying opportunities. Ignoring possible dangers might reduce profitability & jeopardize long-term objectives. Let's examine 8 of most pressing challenges, along with concrete measures for protecting your returns.

1. Rising cost of capital – reduces real returns

Borrowing costs influence both your financing expense and the benchmark yield you seek to outperform. India's policy repo rate rose from 4.0% in January 2020 to 6.75% in August 2025, a 2.75 percentage point increase, while consumer inflation averaged 5.1% yearly throughout the same period. When your mortgage interest rate or other cash returns equal or surpass inflation, your 'real' profit approaches zero.

Strategy: Get fixed-rate loans when borrowing costs are low. Also, choose micro markets with above-

average rental & capital appreciation.

For example, Moshi, Punawale, Ravet, Wakad, Pimpri, and Pimple Saudagar in Pimpri-Chinchwad Municipal Corporation (PCMC) have all delivered above-average rental yields of about 4-5% and capital appreciation of 8-12% CAGR over the last three years, thanks to PCMC's metro and superior highway connectivity, proximity to IT/industrial hubs, and rapid infrastructure upgrades. In another scenario, in 2024, rentals in Hyderabad's IT corridor increased by 7.8%, compared to a national average of 4.6%.

2. Taxes – a predictable drag if not managed

Stamp duty, registration fees, annual property taxes, and capital gains taxes can all devour 15-30% of your overall earnings. For example, buying a Mumbai property for Rs 1.2 crore in 2015 and selling for Rs 2.4 crore in 2025 results in a 20% tax on half of the profit, reducing your net gain to just 24% over 10 years.

Strategy: Consult a tax professional to maximize potential deductions including first-time homebuyer stamp duty refunds, Section 80C principle deductions, and Section 24(b) interest write-offs. Consider adding Real Estate Investment Trusts (REITs) to reduce pass-through tax rates.

3. Regulatory surprises and compliance risks

Land-use regulations, environmental approvals & registration requirements may change rapidly. In 2023, Maha's RERA rule required projects to refile docus within 90 days or face suspension; A Pune developer saw resale prices drop 12% within 2 months of RERA registration expiring.

Strategy: If you have invested in land for development, consult with a legal expert before registering for RERA or obtaining land titles. Also, keep an eye on local planning boards for rezoning requests or infrastructure plans that may affect growth possibilities.



4. Oversupply and changing demand patterns

What's blazing hot today may cool tomorrow. Bengaluru's Whitefield corridor added 15,000 units between 2021 and 2024, exceeding demand and resulting in a 9% price reduction in early 2025. Meanwhile, CBD office demand fell 14% as hybrid work gained hold, while peripheral business parks experienced 6% annual value improvements.

Strategy: Monitor absorption rates; less than six months of inventory indicates good demand. Favour mixed-use complexes that combine residential, retail, and office space to diversify income streams. Integrated townships are excellent investments from this standpoint.

5. Sales and liquidity constraints

Real estate is inherently illiquid, and forced transactions frequently result in 10-to-20% discounts. During Pune's 2020 COVID shutdown, 'urgent sale' listings sold at significant discounts. If debt commitments or situations necessitate a speedy leave, discounts can deplete equity.

Strategy: Maintain cash reserves that cover 12-18 months of expenses and financing charges. Maintain loan-to-value (LTV) ratios below 60% to decrease refinancing risks.

6. Natural Disasters and Safety Risks

Floods, earthquakes, and cyclones may all devastate property

values overnight. Thane's low-lying suburbs had major monsoon floods in September 2022, resulting in an 8-10% value decrease and Rs. 250 crores in insurance claims. While ordinary plans cover structural losses, they rarely address market depreciation or company interruptions.

Strategy: Avoid high-risk floodplains and earthquake zones whenever possible. Invest in comprehensive, flood-adjusted insurance riders and set up emergency maintenance funds.

7. Opportunity cost of capital

A Rs. 5 crore investment in a Mumbai property yields a net rental yield of roughly 4% per year, whereas an identical amount invested in, say, a data centre or a luxury property in a popular vacation destination earns 7-8% for a comparable credit risk. Failure to compare other assets may lock you into inferior allocations.

Strategy: Conduct thorough opportunity-cost evaluations, comparing predicted internal rates of return (IRR) for various asset categories, including residential, industrial warehouses, REITs, and infrastructure loans. To maintain flexibility, consider allocating a portion of your portfolio to liquid securities such as REIT units or bonds.

8. Macroeconomic and geopolitical shocks

Interest rate changes, currency volatility, and political tensions all have an impact on the real estate market. The 2022-2023 China-

Taiwan impasse reduced foreign direct investment in India's housing industry by 15% while delaying project launches by 10%. Crude oil price spikes frequently drive central banks to hike borrowing costs, putting pressure on both developers and buyers.

Strategy: For large projects, prefer local currency financing and consider interest-rate swaps. Also, stay up to date on global developments and shift your focus to resilient segments such as logistics parks if cross-border threats worsen.

Developing a Strong Investment Plan

No one flaw will shipwreck every transaction, but the cumulative effect of these risks can be disastrous. Always calculate 'real' net gains after deducting all taxes and inflationary effects. Diversify across asset classes and markets, combining residential holdings with commercial, industrial, and alternative assets to smooth returns.

Maintain prudent leverage and liquidity, and if you are serious about your real estate investments, always seek expert advice – work with chartered accountants, legal experts, and local market analysts to negotiate complexity and avoid issues.

By incorporating these risk-mitigation measures into your investment strategy, you ensure that your real estate holdings not only expand, but also withstand changing market cycles and unexpected shocks.

Anil Pharande is CMD of Pharande Spaces, a leading real estate construction and development firm famous for its township projects in Greater Pune and beyond. Pharande Promoters & Builders, the flagship company of Pharande Spaces and an ISO 9001-2000 certified company, is a pioneer of townships in the region. With the recent inclusion of Puneville Commercial into one of its most iconic townships, Pharande Spaces taken a major step towards addressing Pune's current and future requirements for fully integrated residential-commercial convenience.



Are you Buying Your Dream Home or a Nightmare



By Akash Pharande, Managing Director – Pharande Spaces

When we ask new first-time home buyers why they regret their purchase, the answers are very different depending on where they live. The 'regret' factor when buying a home is very much related to social values, which are a group of factors that don't fit into a single mould. What is important in Australia or Canada may not mean much to an Indian. Still, there are some things that everyone regrets, no matter where they live or what culture they belong to.

Before we get into this, it's important to think about why people make decisions about buying a home that they later regret.

Dream Homes Don't Come at the Lowest Price

No matter where in the world we look, the main reasons are being impulsive and focusing too much on getting a low price. There are many reasons why people act on impulse, but wanting to get a good deal too much is something that needs to be looked into more. When you buy cheap real estate, you get cheap.

This means that the cheapest property you can buy is not the best choice, at least not in terms of price. Location, available civic and social infrastructure, and the presence of good amenities and facilities all affect property prices. If one chooses the cheapest available property, there is

bound to be a compromise on these very important factors – and it is these factors that lead to satisfaction with one's home purchase in the first place. It's normal to feel bad about buying a house like this, and it usually happens before you even move in.

Harrowing Daily Commute

Another common regret is ending up too far away from work. In a growing economy like India, work is the most important thing, and 90% of the population's lives are controlled by their jobs, no matter how senior or how much they make. Buying a home that adds more than 20 minutes to your daily commute will have a big impact on your quality of life, mood, and even your finances. People who lived in rental homes before buying their own home feel the negative effects of living too far from work even more. Families in India can usually rent homes that are close to where their income earners work because rent is relatively cheap there.

There is no doubt that owning a home after years of renting is a source of pride, but the distance from work can make this happiness much less intense. This is one of the main reasons why integrated townships in India work so well. These kinds of townships have both residential and commercial office spaces, which makes them the perfect mix of residential and commercial areas.

In India, the ultimate definition of a 'dream home' is a house in a gated township that is also very close to where you work.

Education Must Be Accessible

One common reason why newlywed regret buying a home is that there aren't any kindergartens or schools nearby. This is something that comes up only when they are expecting children. A house may be perfect in many ways, but not having good play schools at first and then primary schools can be a big problem. Parents may worry about their children's health, comfort, and safety because there aren't any of these kinds of places within a reasonable driving distance.

Crime Rate Matters – A Lot

For similar reasons, buying a home in a neighbourhood with a lot of crime by accident can lead to a lot of regret. Even low-end housing projects usually have some level of security for the people who live there, but the world outside the gates is out of control. Safety and security have become a big problem that is getting worse in all Indian cities. In many ways, buying a cheap home always means losing peace of mind, not least because of a constant fear for life and property.

'Upcoming' Infrastructure – Lifestyle in Limbo

Another big reason why new homebuyers regret their purchase is that the infrastructure isn't good enough. People often decide to buy a house based on false promises from brokers, developers, and previous owners about the availability of water and electricity. Buyers may end up regretting their purchase too late because they can't always tell how often these very important resources will be available after just one inspection. In India, the availability of these resources can even change with the seasons. This type of regret happens most often in places that are not part of a city.

The Real Estate Regulation Act (RERA) is now in effect, and misleading promises are against the law, but only if there is proof of them. To put it another way, it is now against the law to market or advertise properties in a

way that is not honest. But it's clear that verbal promises can't be tracked, and sadly, many property buyers have had to regret taking too many verbal promises at face value.

It is clear that doing enough research and thinking ahead before buying a property can help you avoid a lot of regrets. In that sense, the idea of due diligence needs to go beyond the usual meaning of 'legal health check-up' and go deeper. It makes sense for people who want to buy a home to have a list of things they need and things they don't want. You should talk to other people, especially homeowners who are both happy and unhappy, before making this list. This can help a lot to make sure that your dream home doesn't turn into a nightmare later on.

About Author:



Akash Pharande is Managing Director – Pharande Spaces, a leading real estate construction and development firm famous for its township projects in Greater Pune and beyond. Pharande Promoters & Builders, the flagship company of Pharande Spaces and an ISO 9001-2000 certified company, is a pioneer of townships in the region. With the recent inclusion of Puneville Commercial into one of its most iconic townships, Pharande Spaces taken a major step towards addressing Pune's current and future requirements for fully integrated residential-commercial convenience.



5 Best Places to Visit in South India This December 2025

Planning a December 2025 vacation? Discover South India's top travel destinations offering a perfect mix of beaches, hills, culture, and spirituality



By Rekha Nair

Introduction to December Vacations in South India

Are you planning a vacation this December 2025? South India welcomes travellers with its perfect blend of scenic beauty, cultural diversity, and pleasant winter weather. Known for its serene beaches, lush hills, and rich traditions, this region transforms into a paradise during December, offering travellers the best of nature, heritage, and relaxation.

December is also the season of festivals and celebrations across South India, where visitors can experience local traditions, vibrant fairs, and community gatherings. From temple festivals to Christmas and New Year festivities, every corner of South India exudes a festive spirit. Whether you're seeking a rejuvenating escape, an adventure, or a cultural deep dive,

South India in December promises unforgettable experiences.

Here's a curated list of the 5 best places to visit in South India in December 2025 for a perfect year-end getaway.

1. The Serene Backwaters of Kerala

Kerala, often called "God's Own Country," tops the list of must-visit destinations in South India during December. The state's enchanting backwaters—especially in Alleppey and Kumarakom—offer tranquillity and scenic charm unmatched anywhere else.

December's mild weather makes it ideal for houseboat cruises through palm-fringed canals. In Alleppey, travellers can glide across the calm waters, observe village life, and enjoy freshly prepared seafood onboard. Kumarakom, situated along Vembanad Lake, is perfect for birdwatching, kayaking, and soaking in nature's beauty.

Apart from its landscapes, Kerala's December calendar is filled with cultural festivities and traditional performances such as Kathakali and Mohiniyattam. Together with its soothing Ayurveda spas and delectable cuisine, Kerala's backwaters promise the ultimate December retreat.

2. The Hill Stations of Ooty and Kodaikanal

For those seeking a cooler December escape, the hill stations of Ooty and Kodaikanal in Tamil Nadu are timeless favourites. Nestled in the Western Ghats, both offer lush greenery, serene lakes, and crisp mountain air—perfect for couples, families, or solo travellers.

Ooty, known as the Queen of Hill Stations, features scenic tea plantations, the famous Nilgiri Mountain Railway, and the picturesque Ooty Lake. December's misty mornings and cozy evenings make it a haven for relaxation.

Kodaikanal, on the other hand, charms visitors with Coaker's Walk, Pillar Rocks, and the serene Kodai Lake. Trekking, cycling, and nature photography are popular activities here. Together, Ooty and Kodaikanal offer a refreshing contrast to the coastal heat, making them among the best places to visit in South India in December 2025.

3. The Coastal Beauty of Andaman and Nicobar Islands

If a tropical island escape sounds appealing, the Andaman and Nicobar Islands are a dream come true. December brings calm seas, mild sunshine, and crystal-clear visibility—ideal for water sports like snorkelling, scuba diving, and sea walking.

Havelock Island's Radhanagar Beach, rated among Asia's finest, is perfect for swimming and sunset views. Meanwhile, Neil Island and Port Blair offer coral reefs, marine life, and historical attractions such as the Cellular Jail.

For those who prefer eco-tourism and tranquillity, several untouched islands provide opportunities for nature walks and quiet beach picnics. With their pristine beauty and mild December weather, the Andaman Islands remain one of the top winter destinations in South India for 2025.

4. The Cultural Heritage of Mysore

Mysore, Karnataka's royal city, stands as a symbol of South India's grandeur and history. Known as the Cultural Capital of Karnataka, Mysore enchants visitors with its majestic Mysore Palace, illuminated in the evenings to stunning effect.

December, the city's festive aura lingers from the Dasara celebrations, offering visitors a glimpse into traditional arts, music, and dance. Devaraja Market buzzes with local spices, silk sarees, and handicrafts—ideal for souvenir shopping.

SOUTH INDIA IN DECEMBER: TRAVEL TIPS & TASTY BITES

TRAVEL TIPS

- Book early:** Peak season—reserve accommodations and transport in advance.
- Pack smart:** Light layers, comfortable shoes, sunscreen are essentials.
- Stay connected:** Use rail networks or domestic flights efficiently.
- Embrace local culture:** Attend festivals and try local cuisines.
- Sustainable travel:** Opt for eco-friendly resorts, support local artisans.

MUST-TRY SOUTH INDIAN DISHES

	Kerala: Appam with stew, Karimeen fry, and Sadya.
	Tamil Nadu: Dosa, idli, and Chettinad chicken.
	Karnataka: Bisi Bele Bath and Mysore Pak.
	Andhra Pradesh: Pulihora and spicy Andhra curries.
	Pondicherry: French croissants, seafood platters, and filter coffee.

Mysore's December weather is cool and perfect for sightseeing, from the Chamundi Hills to the Brindavan Gardens. With its royal charm and cultural vibrancy, Mysore is a must-visit for those wanting to experience the essence of South Indian heritage this festive season.

5. The Spiritual Calm of Pondicherry

Pondicherry, or Puducherry, is the ideal destination for travellers seeking peace, spirituality, and seaside serenity this December. Known for its French colonial architecture and meditative atmosphere, this coastal town blends European charm with Indian warmth.

Visitors can explore the Sri Aurobindo Ashram and Auroville, both havens for meditation and self-discovery. The beaches—such as Serenity Beach and Promenade Beach—are perfect for unwinding or yoga by the sea.

The weather in December is pleasantly cool, making Pondicherry

ideal for walking tours, café hopping, and exploring its colourful French Quarter. Whether you seek inner peace or laid-back leisure, Pondicherry offers a holistic December escape.

Conclusion: Discover the Magic of South India This December 2025

From misty mountains to tranquil beaches and cultural capitals, South India in December 2025 offers something for every traveller. Whether you're cruising through Kerala's backwaters, exploring Ooty's hills, diving in the Andaman Islands, or meditating in Pondicherry, each destination promises a unique and memorable experience.

This December, let the warm hospitality, vibrant festivals, and breath-taking landscapes of South India rejuvenate your spirit. Plan your journey, pack your bags, and get ready to explore the best places to visit in South India in December 2025—where every sunrise feels like a celebration of life.

Skincare in India

Why Inclusivity and Honesty Must Lead the Way



India's skincare narrative is changing, and that too at a fast pace. Contrary to earlier experiences, customers are now demanding products that can enhance, rather than 'fix', their skin. They are gravitating towards companies that are moving away from superficial branding and focusing on those they can connect with at a deeper level. Additionally, the consumer today wants to tell his or her own story and not look at brands that define it for them.

Are Brands Keeping Up with the Consumer Demand?

Customers want their individuality to not just be respected but also catered to. Given the diversity of demographics in the Indian subcontinent, the focus is now on inclusivity, as well as transparency and honesty. There are real-life differences among individuals, stemming from characteristics such as age, lifestyle, climate, or just skin type and concern. Brands are gradually reading the room and picking up on consumer demand. However, there is still a long way to go before Indian companies ditch the 'one-size-fits-all' narrative.

In addition to women, brands must also cater to men and non-binary individuals. Concerns like fungal acne or hard water usage are rarely treated as separate issues by brands, even though they are common in the Indian subcontinent. Indian skin does not need a single uniform to fit everyone, but an entire wardrobe of options, which will vary for each person.

Skin Trends vs Skin Health: What Should We Listen To?

Popular ingredients like niacinamide, peptides, hyaluronic acid, vitamin C, and retinol dominate shelves as well as our social media feeds. Most consumers encounter them as trendy ingredients, not something that will support their skin health. While these ingredients might have merit, using such potent actives without proper education can result in sensitive or even damaged skin.

Brands must now focus on customer education and training that breaks free from 'more is better'. The narrative of skincare must be focused on skin healing and health, not on pushing ingredients in vogue. The way forward is to create content that educates and partners with dermatologists over influencers. Brands must now ask the question of how to educate customers, not promote the next trendy ingredient.

Formulated for India: Not Just Made in India

Indian skincare brands usually work with imported formulas, which are made in Western countries, suited to their climate and skin type. Locally, concerns around hyperpigmentation, acne, dark spots, and excessive sun exposure are widely prevalent. The ask now must be to make formulas in India for the local skin type, tailored according to the climate and concerns. It is about time that companies understand how to build a credible, medical-grade brand

which has the same credibility as global brands.

Is Healthy Skin Still a Privilege in India?

The barrier of access is not just an e-commerce limitation but also a deficit of credible dermatologists in smaller towns. Affordability of potent formulas is another challenge, especially in smaller towns and cities, where commodities in general are cheaper. To truly democratise skincare, brands must look at creating formulations that are effective, safe, and affordable, backed by credible science.

They must also rework distribution and outreach. That is, can these products reach the local grocery stores, the village dispensary, or the regional e-commerce platform in local languages? Until then, 'good skin' will remain a luxury, not a right available to all.

Looking Ahead

Looking ahead, it is time to replace words like flawless, bright, and white complexion with healthy, personalized, and resilient skin. For the vision to materialize, we need more investment in research and consumer insights, which must be rooted in people's lived experience. Only after we have addressed these fundamentals can we delve into answering all the questions the Indian customer demands.

By Saurav Ojha, Co-Founder,
Iberia Pharmaceuticals

VST FIELDTRAC Strengthens its European Presence at AGRITECHNICA 2025

Equipped with Stage V-compliant engines and refined ergonomics, these upgrades underscore the brand's commitment to delivering European standards of performance, comfort, and environmental responsibility



Building on the strong and growing acceptance of its VST FIELDTRAC brand across Europe, VST Tillers Tractors Ltd. showcased an expanded, feature-rich range of products at AGRITECHNICA 2025. The company's participation reaffirmed its commitment to innovation, versatility, and customer-focused engineering excellence.

At AGRITECHNICA 2025, VST showcased its latest attachment-ready models, featuring provisions for front TPL, front PTO, and under-belly mower compatibility — enhancing versatility across agricultural, municipal, and landscaping applications. Equipped with Stage V-compliant engines and refined ergonomics, these upgrades underscore the brand's commitment to delivering European standards of performance, comfort, and environmental responsibility.

The displayed models include:

- ↳ 929 FIELDTRAC Black Special Edition (24.5 HP) with Mid ROPS
- ↳ 929 FIELDTRAC (24.5 HP) with Cabin + Standard Bucket Front Loader
- ↳ 932 FIELDTRAC with Cabin + Grabber Bucket Front Loader
- ↳ 929 FIELDTRAC HST (Hydrostatic Transmission)
- ↳ 939 FIELDTRAC (35 HP)

With the model specific features and an attachment-ready architecture — including provisions for front TPL, front PTO, and under-belly mower compatibility — broadening their functional range across multiple European applications without the introduction of new implements at the show.

Feature Usability and Advantages

Hydrostatic Transmission (HST): Offers seamless speed variation, superior manoeuvrability and effortless control, reducing operator fatigue and improving precision during loader operations, mulching, and mowing.

Cabin Comfort: The factory-fitted cabin provides enhanced operator protection against dust, cold and noise — ensuring longer, more comfortable working hours in varying weather conditions typical of European climates. It also improves visibility and ergonomics for municipal and vineyard operations.

Front Loader Options: The front loader and grabber-bucket combinations allow quick handling of materials such as soil, gravel, compost or waste, supporting municipal maintenance, landscaping and estate management.

Mid ROPS Design: The Mid-mounted ROPS offers safety and a

low overall height, making it ideal for orchard, vineyard and greenhouse work where canopy clearance is limited.

Attachment-Ready Design (front PTO, front TPL, under-belly compatibility): Enables rapid conversion for snowblade or snowblower use in winter, rotary broom or brush for street cleaning, and flail or mid-mount mowers for park and verge maintenance — features widely valued by municipalities, vineyards, golf courses, and small-holding contractors.

The product features are well-suited for the need of compact, versatile tractors in Southern and Central Europe, particularly for municipal contracting and horticultural sectors. The positive feedback from the visitors, distributors and channel partners reinforces VST's strategy for a stronger European presence.

"Our participation at AGRITECHNICA 2025 reinforces VST's commitment to delivering compact, reliable and sustainable mechanisation solutions for the global market. The encouraging response from our European distributors validates our design direction and future roadmap," said Antony Cherukara, CEO, VST Tillers Tractors Ltd.

India's Tribal Renaissance: Inclusive Growth through Development and Empowerment

As India prepares to celebrate Janjatiya Gaurav Divas on November 15, commemorating the birth anniversary of the legendary tribal freedom fighter Birsa Munda, the nation stands witness to a transformative chapter in tribal welfare. Across the country—from the hills of Tripura to the heartlands of Jharkhand and Odisha—the government's focused efforts on education, housing, healthcare, connectivity, and skill development are reshaping the lives of Scheduled Tribes (STs), reinforcing the vision of "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas."

A Historic Commitment to Tribal Development

Over the past decade, India has seen an unprecedented expansion in tribal development initiatives. The Ministry of Tribal Affairs' budget has grown by more than 200%, from ₹4,296 crore in 2013–14 to ₹14,926 crore in 2025–26—demonstrating the government's unwavering commitment to inclusion and equality.

Two flagship initiatives—Pradhan Mantri Janjatiya Unnat Gram Abhiyan (PM JUGA) and Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PM JANMAN)—stand at the heart of this transformation. While PM JUGA focuses on the comprehensive development of tribal villages, PM JANMAN targets the holistic upliftment of Particularly Vulnerable Tribal Groups (PVTGs) across India.

PM JUGA: Transforming 63,000 Tribal Villages

Launched by Prime Minister Narendra Modi from Hazaribagh, Jharkhand on October 2, 2024, PM JUGA—also known as the Dharti Aaba Janjatiya Gram Utkarsh Abhiyan—is India's largest-ever tribal development program. With a budget of ₹79,156

crore, it aims to benefit over 5 crore tribal citizens across 63,000 villages in 549 districts.

Seventeen Union ministries are collaborating to bridge gaps in housing, education, healthcare, roads, digital access, clean water, and livelihoods. The program's major targets include:

- ₹ 20 lakh pucca houses under PM Awas Yojana–Gramin
- ₹ 25,000 km of rural roads through PM Gram Sadak Yojana
- 1,000 mobile health units under Ayushman Bharat Health Infrastructure Mission
- 5,000 tribal villages with broadband connectivity via BharatNet
- 8,000 upgraded Anganwadi Centres under Poshan Abhiyan
- 25 lakh LPG connections through PM Ujjwala Yojana
- 1,000 hostels and Ashram schools under Samagra Shiksha
- Solar electrification, water supply under PM Surya and Jal Jeevan Mission

Aligned with the UN Sustainable Development Goals (SDGs), PM JUGA integrates economic empowerment, environmental conservation, and social inclusion—building resilient and self-reliant tribal communities.

Tripura: Leading by Example in Inclusive Budgeting

In the north-eastern state of Tripura, Chief Minister Dr. Manik Saha recently announced that over 40% of the 2025–26 state budget has been allocated for Janajati (tribal) area development—a record commitment toward inclusive growth.

Through initiatives such as PM Kaushalya Yojana, Mukhyamantri Dakkhata Yojana, and the Swabalamban Yojana, Tripura has expanded skill development and self-employment opportunities for its tribal youth, particularly among the Reang (Bru) community.

The Tripura Skill and Entrepreneurship Policy 2024 has already enrolled 35,000 youth for training in emerging sectors such as AI, renewable energy, healthcare, and IT services. Notably, some of these skilled candidates have been sent to Japan for employment—marking a first in the state's history.

Jharkhand: The Epicentre of Tribal Heritage

The state of Jharkhand, the birthplace of Birsa Munda, remains at the core of India's tribal identity and resurgence. On Janjatiya Gaurav Divas 2024, Prime Minister Modi launched several landmark projects from Khunti and Hazaribagh, including:

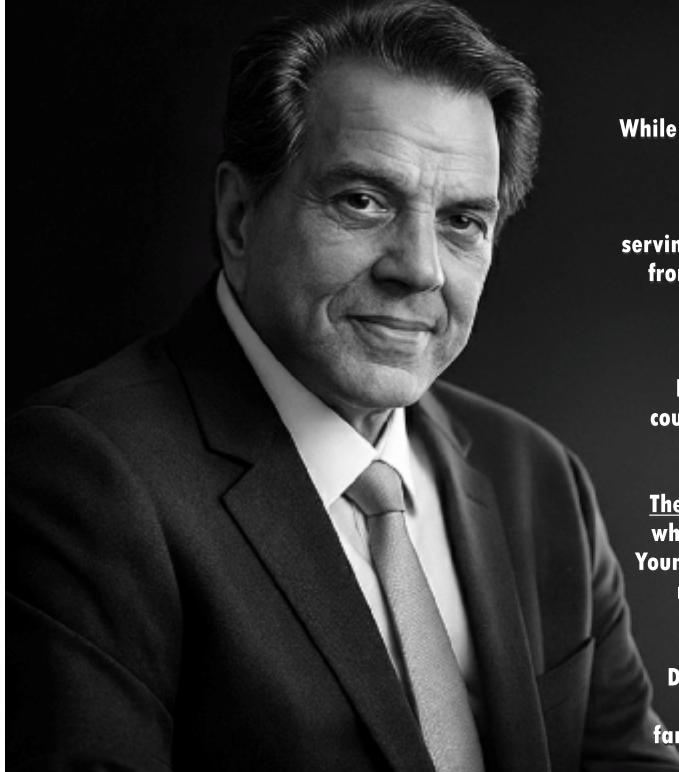
- PM JANMAN, focused on saturating PVTG families with essential amenities
- 40 new Eklavya Model Residential Schools (EMRS) and foundation stones for 25 more
- Infrastructure projects worth ₹7,200 crore across road, rail, and energy sectors
- Tribal art and culture exhibitions, alongside the unveiling of a Birsa Munda statue by Union Home Minister Amit Shah

These initiatives reaffirm Jharkhand's dual role as a symbol of tribal pride and a hub of modern development.

Odisha: Expanding Opportunities and Protecting Heritage

Home to one of India's largest tribal populations, Odisha continues to lead with progressive welfare policies for Scheduled Tribes. The Constitution (Scheduled Castes and Scheduled Tribes) Orders (Amendment) Bill, 2024 expanded the ST list to include communities such as the Muka Dora and Konda Reddy, granting them access to reserved benefits in education, employment, and political representation.

The Rise of the 'He-Man'



Lesser-Known Facts

While his public persona is well-documented, several intriguing facts about the star often remain in the background:

Political Stint: Dharmendra briefly ventured into politics, serving as a Member of Parliament (MP) in the 14th Lok Sabha from 2004 to 2009, representing Bikaner, Rajasthan, for the Bharatiya Janata Party (BJP).

A Poet at Heart: Beyond his cinematic achievements, Dharmendra is known to be a private poet who often pens couplets in Urdu/Hindi, showcasing his sensitive and artistic side.

The Original Choice for 'Zanjeer': The role of Inspector Vijay, which became synonymous with Amitabh Bachchan's "Angry Young Man" image, was initially offered to Dharmendra, who reportedly could not take it up due to scheduling conflicts.

A Passionate Farmer: Despite the glitter of Bollywood, Dharmendra remains deeply connected to his roots. He is a passionate organic farmer and often spends time at his farmhouse in Lonavala, engaging in agriculture and living a simple life away from the city's hustle.

Dharmendra Singh Deol, affectionately known as Dharmendra, is one of Indian cinema's most iconic and enduring stars. Spanning over six decades, his career is a captivating tale of a handsome village boy who conquered the silver screen with his irresistible blend of rugged charm, earnest emotion, and versatile acting prowess.

Early Life and Beginnings

Born on December 8, 1935, in the village of Nasrali, Punjab, Dharmendra's roots were humble. His father, Kewal Kishan Singh Deol, was a school headmaster. A quintessential small-town boy, young Dharmendra was captivated by the magic of cinema and, in a particularly dramatic move, won a talent contest sponsored by a film magazine. This victory provided his ticket to Bombay

(now Mumbai) in the late 1950s, marking the beginning of his cinematic odyssey. He made his debut in 1960 with the film 'Dil Bhi Tera Hum Bhi Tere', quickly establishing himself as a romantic hero in films like 'Anupama' and 'Satyakam'.

The transition to action and comedy in the 1970s cemented his superstar status. Films like 'Mera Gaon Mera Desh' and the legendary 'Sholay' (1975), where he played the iconic character Veeru, earned him the title of the "He-Man" and "Action King." His comedic timing, particularly alongside Hema Malini, was equally lauded, showcasing a range few of his contemporaries possessed. He has appeared in over 300 films, establishing a legacy that is both vast and varied.

Family and Personal Life

Dharmendra's family life is as

public as his professional career. He first married "Prakash Kaur" in 1954, with whom he has four children: sons "Sunny Deol" and "Bobby Deol", both successful Bollywood actors, and daughters Vijeeta and Ajeeta. In 1980, he married actress "Hema Malini", his frequent co-star and "Dream Girl," with whom he has two daughters: Esha Deol and Ahana Deol, both involved in the arts. Despite the complexities of his personal life, Dharmendra remains a central patriarch figure to his large, close-knit family.

Dharmendra's career is a testament to perseverance and versatility. From the innocent romantic hero to the powerful action star and the beloved father figure, his warmth and magnetic screen presence ensure that he remains a beloved figure in the hearts of Indian film fans globally.

Priyanka Chopra gets emotional as husband Nick Jonas calls her the 'Desi Girl'

Global icon Priyanka Chopra Jonas is on cloud nine after her husband and singer Nick Jonas shared her picture from her recent Globe Trotter event, calling her the 'Desi Girl'.

Thank you for this great honour, says Sai Pallavi after receiving Kalaimamani Award

Actress Sai Pallavi, who recently received the Tamil Nadu government's prestigious Kalaimamani Award from Tamil Nadu Chief Minister M K Stalin, has now penned a note of gratitude for the honour.

Shekhar Kapur raises concern over AI's rapid rise and its impact on Bollywood

Filmmaker Shekhar Kapur has sparked a fresh conversation in the film industry by highlighting the rapid rise of AI-created performers and their growing influence in global entertainment.

Pointing to virtual personalities already being signed by major agencies and appearing in upcoming OTT projects, he noted that the shift could significantly impact action-heavy and large-scale productions. On Monday, the veteran director took to his Instagram handle and shared a thought-provoking note. While acknowledging AI's impressive advancements, he emphasized that it still falls short of capturing the emotional depth delivered by seasoned actors, raising important questions about how Bollywood will adapt to this evolving landscape.

Rajkummar Rao and Patralekhaa embrace parenthood, blessed with a baby girl

Bollywood couple Rajkummar Rao and Patralekhaa have embraced parenthood for the first time as they welcomed a baby girl.

The new parents made the happy announcement on social media with an adorable post that read, "We are over the moon God has blessed us with a Baby girl...Blessed parents Patralekhaa and Rajkumaar."

Sharing the exciting news in a joint post, Rajkummar and Patralekhaa penned the caption, "The greatest blessing God has given us on our 4th wedding anniversary."

Veteran actress Kamini Kaushal dies at 98

Veteran actress Kamini Kaushal, widely considered India's oldest living film actress, has passed away at the age of 98.

According to reports, she had been battling age-related health complications. A family friend shared that Kamini's loved ones prefer to keep a low profile and have requested privacy during this difficult time. The source was quoted saying, "Kamini Kaushal's family is extremely low profile, and needs privacy."

Education is dead, says director Ram Gopal Varma

Stating that the Artificial Intelligence (AI) wave will not wait for universities, ministers, or outdated boards to adapt, popular director Ram Gopal Varma has cautioned that it will simply erase what doesn't evolve and that the first victims will be the students.

Taking to his 'X' to register his thoughts on the advent of AI and its impact on education, director Ram Gopal Varma wrote, "Education is dead. Hey students wake up and CELEBRATE the DEATH of EDUCATION. The explosion of AI will be in direct proportion to a public acknowledgement by all concerned, that our present day education system is dead."

Kunaal Roy Kapur says AI has largely democratised filmmaking

Actor Kunaal Roy Kapur, who is

receiving a lot of positive response for his streaming show 'Thode Door Thode Paas', has shared his opinion on the emergence of AI. The actor has said that people feared that AI will affect filmmakers but in reality, the technology has only given rise to millions of filmmakers across the world.

Shreya Dhanwanthary calls ChatGPT 'the plastic surgery of vocabulary'

The latest guest to grace actress Pooja Bhatt's audio podcast series, 'The Pooja Bhatt Show' is actress Shreya Dhanwanthary. The two ladies had an insightful chat on how the growing impact of ChatGPT is affecting everyday life.

We could hear Shreya telling Pooja that recently, people have been sending her text messages with ChatGPT. To this, Pooja said that she is not surprised at all, as people do that to sound intelligent and more polished.

Disagreeing with the host, Shreya said that, on the contrary, ChatGPT makes everyone sound similar and has become like the 'plastic surgery of vocabulary'. Citing an example, Shreya said that as she was talking to a director friend of hers, he asked her if she was using ChatGPT

Mammootty bags 12th Kerala State Film Award; Manjummel Boys & Feminichi Fathima shine

Legendary actor Mammootty, 74, reaffirmed his unparalleled stature in Indian cinema by winning the Kerala State Film Award for Best Actor for his riveting performance as Kodumon Potty in Rahul Sadasivan's critically acclaimed Bhramayugam.

This latest honour marks Mammootty's 12th State Award — and his eighth for Best Actor — a remarkable milestone in a career spanning over five decades and more than 400 films across Malayalam, Tamil, Telugu, and Hindi.

A Spectacular Moment for Indian Cricket



Indian cricket is living through a golden chapter—one that will be remembered for its emotion, dominance, and historic achievement. In a rare convergence of success, both the Indian men's and women's teams brought home major international titles this season. While the men clinched the Asia Cup with commanding authority, the women etched their legacy by winning the ICC Women's World Cup. Together, these victories mark a turning point not only in Indian cricket but in the story of Indian sport itself.

A Resurgent Men's Team Reclaims Asian Supremacy

The Asia Cup triumph was more than a trophy—it was a statement. After a challenging period marked by injuries, transitions, and experimentation with combinations, the Indian men's team entered the tournament with renewed clarity and confidence. Their campaign was defined by tactical precision, depth in batting, disciplined bowling and the calm leadership that held the squad together.

Key performances came from seasoned players who embraced responsibility as well as emerging

talents who seized the opportunity to shine. The bowling attack, long seen as India's backbone, once again proved decisive—delivering breakthroughs in crucial moments and defending competitive totals with remarkable composure.

Beyond the scoreboard, the Asia Cup victory carries deeper meaning. It reinforces India's position as a cricketing powerhouse in the region and restores momentum ahead of major ICC tournaments. For fans, it was a reminder of the team's resilience and its ability to rise when expectations are highest.

Women's World Cup Glory: A Defining Moment in Sports

If the men's victory brought joy, the women's World Cup win brought pride—of a different, profound kind. India's women's cricket team has been on an upward trajectory for nearly a decade, but this World Cup triumph marks the arrival of a new era. It is not just a win; it is a watershed moment for women's sports in India.

The team displayed grit, technical excellence, and an unshakeable belief in their collective ability. From stunning batting

performances to strategic brilliance on the field, the squad delivered a tournament campaign that blended artistry with aggression. Their journey captured the imagination of a nation and inspired millions of young girls who now see cricket as a viable, celebrated path.

The World Cup win also reflects the impact of improved infrastructure, increased visibility, and professional leagues that have strengthened Indian women's cricket. But at its heart, the triumph belongs to the players—many of whom come from diverse socio-economic backgrounds and have broken barriers to reach the global stage.

A Dual Triumph and Its National Impact

For India, the simultaneous success of both teams represents far more than sporting glory. It symbolizes:

1. A Cultural Shift

Cricket in India has long been a unifying force, but the women's triumph—echoing alongside the men's—signals a cultural shift where achievements are celebrated with equal enthusiasm.

2. Inspiration for the Next Generation

Young boys and girls, across cities and villages, now have new role models and new dreams. The victories will likely stimulate greater participation in sports at all levels.

3. Investment and Growth

These wins will deepen commercial interest, expand



sponsorship opportunities, and enhance the ecosystem around cricket. Women's cricket, especially, stands to gain significantly in terms of funding, training, and long-term visibility.

4. National Confidence

At a time when India is asserting itself globally—economically,

politically, and culturally—success in its most beloved sport adds to the confidence.

The Road Ahead

While celebrations continue, both teams now face the challenge of sustaining this momentum. For the men, refining bench strength,

managing workloads, and preparing for global tournaments is critical. For the women, the focus must be on consolidating talent, strengthening domestic structures, and ensuring that the victory becomes the foundation for consistent global dominance.

A Golden Cricketing Moment

The dual triumph of the Indian men's and women's teams is a

spectacular moment—one that blends heritage, ambition, and national pride. It is a year that will be remembered in cricketing history as India's moment of double glory. As the tricolour rose twice on the international stage, millions celebrated not just the wins, but the spirit of a nation that continues to dream, compete, and excel.

Formula 1: Norris braces for 'difficult' Las Vegas GP despite back-to-back wins

Fresh off consecutive victories in Mexico and Brazil, championship leader Lando Norris has tempered expectations ahead of the Las Vegas Grand Prix, admitting that McLaren could face their toughest weekend of the season under the Strip's cold night lights.

Norris, who now holds a 24-point advantage over teammate Oscar Piastri, was blunt when asked whether Las Vegas' conditions might help McLaren this year. "Hinder, for sure. I think it was our worst race last year, so I'm not really looking forward

Rajasthan Royals reappoint Kumar Sangakkara as head coach ahead of IPL 2026



Rajasthan Royals have reappointed Kumar Sangakkara as head coach of the franchise, in addition to continuing his role as Director of Cricket.

Sangakkara previously served as head coach of the Royals from 2021 to 2024, a period that marked a noticeable rise in the team's performance and consistency. Under his leadership, Royals reached IPL 2022 final & returned to the playoffs in 2024, reaffirming the Royals' status as one of the most consistently competitive sides during that period. "Norris told Sky Sports.

Adani Group partners with Indian Pickleball League to boost debut season

Indian Pickleball League (IPBL), the nation's first official league for the sport, has teamed up with the Adani Group, which becomes the Powered By partner before the inaugural season. This partnership combines IPBL's energetic league structure with Adani's established experience in sports, demonstrating a mutual dedication to boosting the sport's development across the country.

Recognised as India's sole official national pickleball league sanctioned by the Indian Pickleball Association (IPA), under the Ministry of Youth Affairs & Sports, the IPBL will debut from December 1-7, 2025. It will be held at the KD Jadhav Indoor Hall, Indira Gandhi Stadium in New Delhi, featuring city-based teams along with top Indian and international players in a fast-paced, competitive, and TV-friendly format.

Norway, Portugal book FIFA World Cup 2026 spots

Portugal punched their ticket to FIFA World Cup 26 with a comprehensive 9- victory over Armenia in Porto, despite the absence of captain Cristiano Ronaldo who was forced to sit out the clash through suspension after his red card in the recent defeat by Ireland.

Bruno Fernandes and Joao Neves each scored hat-tricks to propel Portugal past Armenia and to World Cup qualification. The goals came at a steady rate, beginning with Renato Veiga's header off a parry from goalkeeper Henri Avagyan. Armenia equalised when Eduard Spertsian connected with Grant-Leons' cross, but Portugal regained the lead for good on a swoop and score from Ramos following an Armenian mistake.

1st Test: India skipper Shubman Gill retires hurt due to freak neck spasm

India captain Shubman Gill was

forced to retire hurt on the day two of the first Test against South Africa at Eden Gardens on Saturday after suffering a freak neck spasm.

The incident happened on the fifth ball of the 35th over when Gill played a nice sweep off South African off-spinner Simon Harmer over backward square for four. While the shot's execution impressed the onlookers, Gill immediately clutched his neck in visible discomfort as he stood upright.

Gautam Gambhir interacts with young footballers in Kolkata



Former cricketer and current head coach of the Indian national cricket team Gautam Gambhir interacted with young football players at ITC Sonar in Kolkata ahead of Children's Day.

Gambhir engaged with the young players and motivated them to work hard, avoid shortcuts, and not let failures discourage them. Speaking about the importance of hard work, he emphasised that for any player to do well, they must first have a love for the sport.

IPL 2026: Kolkata Knight Riders appoint Shane Watson as assistant coach

Three-time IPL winners Kolkata Knight Riders (KKR) have appointed former Australia all-rounder Shane Watson as their assistant coach ahead of IPL 2026.

Watson previously worked as assistant coach for Delhi Capitals (DC) under Ricky Ponting in IPL 2022 and 2023 seasons and will now join the new KKR coaching unit led by Abhishek Nayar and mentor Dwayne Bravo. His first assignment will now be to give inputs on KKR's retentions ahead of the deadline on November 15 and prepare for the mini auction in Abu Dhabi in mid-December.

Jhulan congratulates Richa Ghosh for 'Banga Bhushan' honour

Former India bowler Jhulan Goswami congratulated Richa Ghosh after the World Cup champion was conferred with the 'Banga Bhushan,' one of the state's highest civilian honours, on Saturday. The wicketkeeper-batter played a key role in India's historic victory at the recently concluded World Cup.

The Cricket Association of Bengal (CAB) organised a felicitation ceremony at Eden Gardens for the 22-year-old to celebrate her contributions towards Team India's victory. Jhulan was a part of the event alongside the legendary Sourav Ganguly.

Jemimah Rodrigues honoured by CISF personnel at ASG Mumbai Airport



CISF personnel at ASG Mumbai airport had an inspiring encounter with India's recent World Cup-winning cricketer, Jemimah Rodrigues. The event honoured her outstanding performance in the Women's Cricket World Cup 2025,

featuring a warm welcome and a special victory cake-cutting ceremony.

During the session, Rodrigues offered insightful tips on managing pressure, staying motivated, and emphasising teamwork and perseverance. Her motivating words inspired more women to pursue sports and achieve success confidently. This interaction served as a powerful motivation for CISF personnel, reiterating the importance of dedication, discipline, and national pride.

President Droupadi Murmu hosts Women's ODI WC-winning Indian team at Rashtrapati Bhavan

President Droupadi Murmu met the Women's ODI World Cup-winning Indian team at Rashtrapati Bhavan in the national capital and congratulated the squad for their historic victory.



"Members of the Indian Women Cricket team, winner of the ICC Women's Cricket World Cup 2025 called on President at Rashtrapati Bhavan.

The President congratulated the team and said that they have created history and have become role models for younger generation. She said that this team reflects India. They represent different regions, different social backgrounds, different circumstances but they are one Team — India," the official handle of the President of India wrote on X.

Pride, Emotions, and Inspiration: PM Modi Meets India's Women's Cricket World Cup Champions

Prime Minister Narendra Modi met India's women's cricket team at his residence on Wednesday evening to celebrate their historic World Cup victory. The meeting was filled with pride and emotion as the players shared their journey from heartbreak to triumph.

India created history on Sunday by winning their first-ever ICC Women's World Cup, defeating South Africa in a thrilling final at DY Patil Stadium in Navi Mumbai. The victory has made the nation proud and inspired young girls across the country to dream of success in sports.

IPL 2026: Lucknow Super Giants appoint Tom Moody as global director of cricket

Lucknow Super Giants appointed former Australia all-rounder Tom Moody as their global director of cricket ahead of the 19th edition of the India Premier League.

"Experience. Vision. Leadership. Welcome aboard the Super Giants Universe, Tom Moody!" LSG shared on X. At LSG, Moody will join former Australia teammate Justin Langer, who remains head coach and former New Zealand captain Kane Williamson, who was recently appointed the strategic advisor.

Hyderabad's Samiksha Gariney Strikes Gold at 7th ISSO Fencing Championship

In a proud moment for Telangana and South India, Samiksha Gariney from Hyderabad clinched the Gold Medal at the just-concluded 7th ISSO Fencing Championship, held at Amity Global School, Gurgaon. The International Schools Sports Organization (ISSO) Nationals bring together the best young athletes from international schools across India to compete in various sports, including fencing, swimming, basketball, and football.

Himachal CM announces Rs 1 crore prize money for Indian pacer Renuka Thakur

Himachal Pradesh Chief Minister Sukhvinder Sukhu on Monday announced Rs 1 crore prize money for Indian pacer Renuka Thakur, who hails from the Rohru area in Shimla district and was part of the World Champion Indian Women's cricket team.



CM also spoke to Renuka Thakur over the phone and congratulated the entire Indian squad for creating history by winning its maiden World Cup. He said that he himself watched the semi-final and the final matches, and the Indian team performed outstandingly.

HYROX names INTERSPORT as Official Title Partner

INTERSPORT, a global leader in sporting goods retail has renewed the partnership with HYROX, The World Series of Fitness Racing. Across 2026, INTERSPORT will be the Official Title Partner of three key European HYROX races. The first of these will take place in Bordeaux, France, followed by Hamburg, Germany and Stockholm, Sweden.

INTERSPORT, in partnership with PUMA, will be the home for HYROX competitors to complete their pre-registration via exclusive in-store activity. This includes offering the opportunity to purchase products from the PUMA-HYROX performance range. There will also be a series of on-site activations at

each race, with INTERSPORT branding present at the Welcome arch, Start Tunnel video, the Finish Tower, the iconic Thunderdome spectator area, as well as integrated into athlete imagery.

Team India Creates History: Wins Maiden ICC Women's Cricket World Cup 2025

In a defining moment for Indian sport, the Indian women's cricket team has created history by winning their first-ever ICC Women's Cricket World Cup title, defeating South Africa by 52 runs in a thrilling final at the DY Patil Stadium, Navi Mumbai.

Under the leadership of Harmapreet Kaur, the Indian side delivered a commanding all-round performance that captivated millions and brought home the long-awaited crown after 52 years of women's World Cup history.

Kane Williamson announces retirement from T20Is

Former New Zealand captain Kane Williamson has announced his retirement from T20 Internationals to focus on his ODI and Test future.

Williamson, who drew down curtain to his 93-game T20I career months before the next T20 World Cup in India and Sri Lanka in February, will miss the upcoming white-ball series against West Indies to focus on the three-Test series in December, New Zealand Cricket said.

Williamson, who made his T20I debut in 2011, captained the New Zealand on 75 occasions – leading them to two ICC T20 World Cup semi-finals (2016 & 2022) and a final (2021).

Sahil Kumar Das Proudly Represents Odisha as First Participant at IFSC Asian KChampionship 2025

In a remarkable achievement for Odisha's sporting landscape, young climbing talent Sahil Kumar Das has become the first-ever athlete from the state to qualify for the IFSC Asian



K Championship 2025. The prestigious event will be held at the PCMC Climbing Complex, Yoga Park, Pimple Saudagar, Pune, from November 1st to 4th, 2025.

Indian boxers shine at Asian Youth Games with record medal haul



India's young boxing contingent achieved a historic milestone at the 3rd Asian Youth Games 2025 in Bahrain, finishing with an impressive three gold, one silver and one bronze medal, marking the nation's best-ever performance in youth boxing at the continental level.

In a golden morning session, Khushi Chand (46kg) opened India's tally with a confident 4:1 victory over China's Luo Jinxiu, showcasing superior ring control and precision. Ahaana Sharma (50kg) followed with a statement win, forcing a Referee Stopped Contest (RSC) in Round 1 against Ma Jong Hyang of the People's Republic of Korea. Chandrika Bhoreshi Pujari (54kg) then completed India's golden hat-trick, dominating Uzbekistan's Muhammadova Kumriniso in a commanding 5:0 decision.

Nobel Prize 2025: Celebrating the Thinkers and Trailblazers Shaping Humanity's Future

Each October, the world pauses to honour the individuals whose ideas reshape our understanding of life, society, and the universe. The Nobel Prizes—announced this year from October 6 to 13—once again spotlighted extraordinary minds whose work strengthens the foundations of human progress. From decoding the immune system's inner diplomacy to championing democracy against authoritarian pressure, the 2025 laureates remind us that knowledge remains humanity's most powerful tool.

India's connection to the Nobel Prize is rich and inspiring. As of late 2025, a total of 13 Nobel laureates are associated with India, including both Indian citizens and people of Indian origin

Physiology or Medicine: Mapping the Immune System's Inner Guardians

The 2025 Nobel Prize in Physiology or Medicine opened the week on October 6, recognising Mary E. Brunkow, Fred Ramsdell, and Shimon Sakaguchi for a discovery that has redefined modern immunology.

Their work identified Regulatory T cells (Tregs)—the body's own peacekeeping force that prevents the immune system from attacking healthy tissues. Tregs act as a braking

system, stopping autoimmune disorders such as multiple sclerosis, type 1 diabetes, and rheumatoid arthritis. The team's discoveries have paved the way for new therapies ranging from cancer treatments to safer organ transplantation, offering hope to millions across the globe.

Physics: Bringing Quantum Mysteries into the Visible World

On October 7, the Nobel Committee turned its attention to physics, awarding John Clarke, Michel H. Devoret, and John M. Martinis for proving something once believed impossible: that quantum phenomena can exist in systems visible to the naked eye.

Through superconducting circuits operated at extremely low temperatures, the trio demonstrated macroscopic quantum tunnelling and energy quantisation, bridging the gap between quantum theory and real-world technology. Their work now forms the scientific backbone of quantum computing, ultra-secure communication networks, and next-generation sensors, potentially revolutionising the technological landscape in the decades to come.

Chemistry: Designing Materials That Clean the Planet

The Nobel Prize in Chemistry, announced on October 8, went to Susumu Kitagawa, Richard Robson, and Omar M. Yaghi—the pioneers behind Metal–Organic Frameworks (MOFs), a class of highly porous materials transforming environmental science.

MOFs behave like molecular hotels, with tiny rooms that can trap or store specific substances. These materials are now used to:

- ☞ Capture carbon dioxide from industrial emissions
- ☞ Purify contaminated water
- ☞ Store hydrogen for clean energy
- ☞ Pull water from arid desert air

As climate change accelerates, MOFs offer some of the most promising tools for sustainable energy, environmental protection.

Literature: László Krasznahorkai and the Art of Endurance

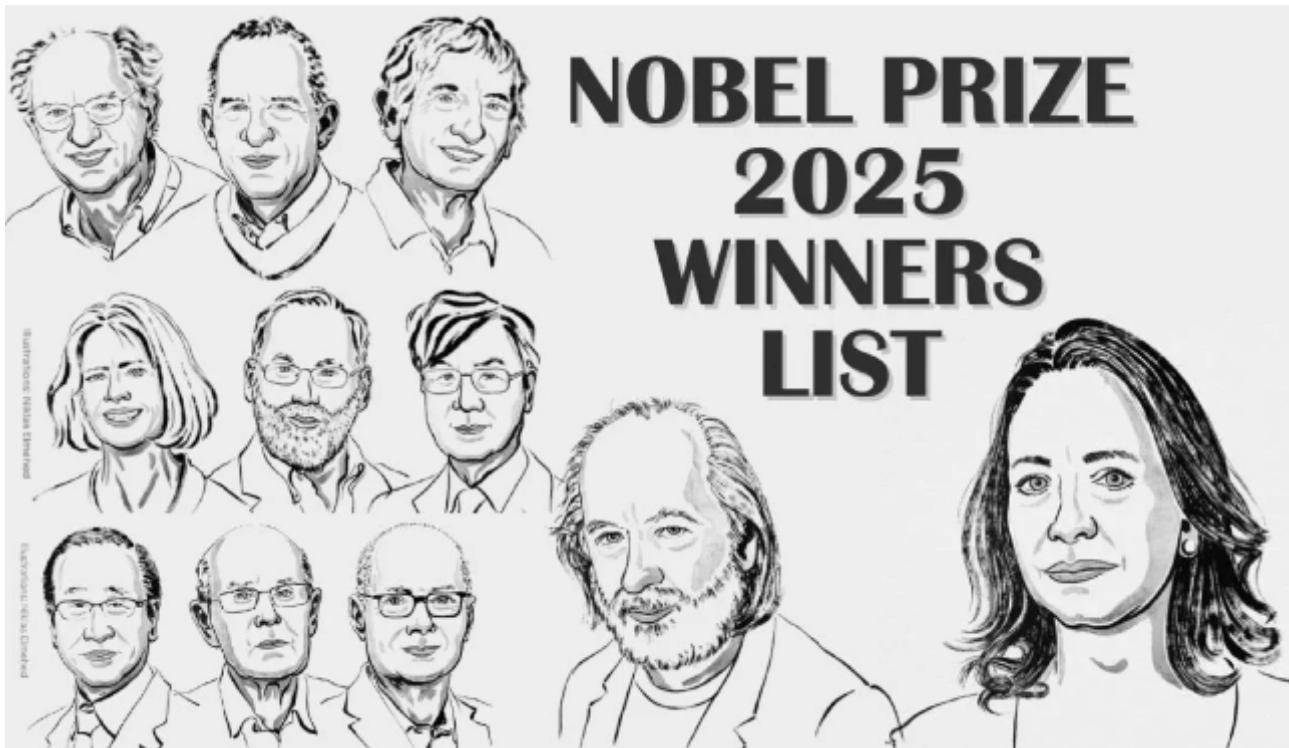
In the realm of literature, October 9 belonged to Hungarian novelist László Krasznahorkai, celebrated for his hypnotic prose and unflinching exploration of societal collapse and human perseverance.

His works—such as *Satantango* and *The Melancholy of Resistance*—are renowned for their long, flowing sentences and philosophical depth. Krasznahorkai's writing captures the anxieties of modern life while illuminating the resilience of the human spirit, securing his place as one of Europe's most distinctive literary voices.

Peace: A Courageous Voice for Democracy in Venezuela

The Nobel Peace Prize on October 10 recognised the unwavering courage of María Corina Machado, a Venezuelan activist who has spent years peacefully advocating for free elections, democratic rights, and national restoration.

Despite facing threats, political bans, and relentless harassment, Machado has become a beacon of hope for Venezuelans seeking freedom from authoritarian rule. The Nobel Committee honoured her perseverance, moral leadership, and steadfast commitment to non-violent democratic reform.



Economic Sciences: Understanding How Innovation Drives Nations Forward

The 2025 Nobel Prize in Economic Sciences, announced on October 13, celebrated the work of Joel Mokyr, Philippe Aghion, and Peter Howitt—scholars who have transformed our understanding of economic growth.

- ☞ Mokyr's research shows how historical ideas and technological breakthroughs shape entire economies.
- ☞ Aghion and Howitt introduced the influential theory of creative destruction, demonstrating how innovation replaces outdated industries and fuels long-term progress.

Together, their insights underscore why societies that invest in education, research, and open competition thrive in an

ever-changing global economy.

A Year of Discoveries, Courage, and Vision

The 2025 Nobel laureates remind us that progress is never accidental—it is the product of curiosity, resilience, and the unwavering belief that the world can be better. As we celebrate these achievements, we also honour the ongoing pursuit of knowledge that continues to push humanity forward.

India and the Nobel Legacy

India's connection to the Nobel Prize is rich and inspiring. As of late 2025, a total of 13 Nobel laureates are associated with India, including both Indian citizens and people of Indian origin. This distinguished list spans a wide range of fields—from literature and physics to peace and economics.

The journey began with

Rabindranath Tagore, the first Asian Nobel laureate, whose poetry introduced Indian literature to the world. C.V. Raman's ground-breaking discovery, Raman Effect placed India at forefront of modern physics. Mother Teresa's relentless compassion earned her Peace Prize, while Amartya Sen's work in welfare economics helped reshape global understanding of poverty & inequality.

In recent years, Abhijit Banerjee, awarded the Nobel Prize in Economics in 2019, has continued this legacy through his innovative research on poverty alleviation. Together, these laureates represent India's enduring contributions to knowledge, humanity, and global progress and continue to inspire new generations of scientists, thinkers & changemakers across the country.

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