Influence 360

WOMEN OF INFLUENCE
THE QUALITIES OF WOMEN
AND THEIR IMPORTANCE FOR
A BETTER WORLD

**SUSTAINABILITY
& SOCIAL IMPACT**
**CELEBRATING EARTH DAY
IN A TRUE SENSE**

AI WITHOUT BORDERS
THE GLOBAL LEADERS REDEFINING
THE FUTURE OF INTELLIGENCE

HOW VISIONARY MINDS ACROSS CONTINENTS
ARE SHAPING A COLLABORATIVE, ETHICAL, AND
TRANSFORMATIVE AI LANDSCAPE.

WEAVING INFLUENCE — A TAPESTRY OF PURPOSE, INNOVATION, AND PLANETARY WISDOM

Welcome to the inaugural edition of **Influence 360,** where we don't merely observe change—we spark it. In a world of chaos and creativity, our mission is to showcase ideas that influence minds, inspire movements, and ignite transformations.

In **Navigating Business Success,** "The 3Cs – Company; Customer; Competition" isn't just another framework; it's a tale of resilience drawn from monumental endeavours such as Mundra Port, showing how vision, agility and trust can turn uncertainty into strategy and risk into legacy.

Our **Future Fintech Frontiers** section takes you to the edge of U-Commerce, where mobility, ubiquity and real-time personalisation converge. Here, technology doesn't just facilitate transactions—it anticipates them, forging a new language of value and trust.

From digital gateways to the green corridors of our planet, Sushama Oza's "Celebrating Earth Day in a True Sense" urges us to transform annual rituals into year-long curricula. If Earth Day is to mean more than a hashtag, its themes—Invest in Our Planet (2023), Planet vs. Plastic (2024) and Our Power – Our Planet (2025)—must become sustained symphonies of stewardship led by communities, classrooms and corporations.

In **Innovation 360,** our cover story "AI Without Borders" pays homage to the visionaries who see intelligence as truly boundaryless. This isn't just about algorithms; it's about emotional resonance, ethical frameworks and the human responsibility to ensure that AI serves society, not the other way around.

Next, "A Badge That Superpowers Visibility, Connect and Follow-Through – The Smashing Saga: IPL!" celebrates influence as spectacle. The Indian Premier League transcends cricket, turning stadiums into stages and players into icons, proving that entertainment can be one of the most potent vessels of influence.

Finally, in **Startups & Scaleups,** we shine a light on 50 impactful startups to watch in 2025 and dissect how AI is enabling smarter entrepreneurship. These ecosystems—bubbling with ideas and capital—are proving grounds for daring minds who embrace reinvention.

What does Influence 360 stand for? Continuity, not fleeting moments; integration of earth and enterprise, data and dharma, purpose and power; and above all, people—the builders, thinkers, innovators and reformers. True influence isn't measured by popularity but by perseverance and the courage to reimagine tomorrow.

Dear reader, you're not just an observer; you're a co-creator of impact. As you turn these pages, may you awaken a voice that is bold, curious and relentless in its quest to leave not just a footprint, but a lasting legacy.

Dr. Akshita Bahuguna
Editor-in-Chief

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MAY/JUNE 2025

GLOBAL STARTUP ECOSYSTEM :
A DETAILED ANALYSIS

How Artificial Intelligence Is Enabling
Smarter, Leaner Startups?

Startups operate in an environment defined by limited resources, aggressive timelines, and high expectations. Scaling a business under such constraints requires not only ingenuity but also strategic deployment of tools that enhance efficiency and decision-making. Artificial Intelligence (AI), once considered the domain of large enterprises, is now emerging as a practical and accessible solution for early-stage companies aiming to accelerate growth while maintaining operational discipline.

Although AI is often surrounded by buzz and speculation, its real-world utility is increasingly evident. For startups, AI is no longer a futuristic aspiration—it is a present-day advantage. When applied judiciously, AI can streamline workflows, augment decision-making, and enable scale without a corresponding increase in headcount or complexity.

Below are several key areas where AI is delivering measurable impact for startups.

OPERATIONAL EFFICIENCY THROUGH INTELLIGENT AUTOMATION

In resource - constrained environments, time is a critical asset. Founders and early teams are often stretched thin across multiple functions—from customer service to admin operations. AI-powered automation tools can help alleviate the burden of repetitive and low-value tasks.

Virtual assistants, powered by natural language processing (NLP), can manage calendars, route emails, and provide basic support interactions. AI-driven chatbots are increasingly capable of handling Tier 1 customer inquiries, ensuring 24/7 responsiveness while freeing human agents to focus on higher-order interactions.

These solutions not only increase productivity but also allow startups to redirect focus toward strategic initiatives that demand human judgment and creativity.

ACCELERATED DECISION-MAKING WITH REAL-TIME INSIGHTS

Startups often lack the luxury of dedicated data science or business intelligence teams. Yet data-driven decision-making is essential, especially when agility and adaptability are core differentiators.

AI-driven analytics platforms can autonomously process large volumes of structured and unstructured data, identify patterns, and surface actionable insights. From tracking user behavior and monitoring churn signals to forecasting demand and optimizing pricing, AI empowers startups to make faster, evidence-based decisions without investing heavily in manual reporting or analysis.

The ability to extract real-time intelligence from data reduces reliance on intuition and enables organizations to respond proactively rather than reactively.

ENHANCING PRODUCT DEVELOPMENT AND ENGINEERING VELOCITY

Speed-to-market remains a competitive advantage in product-led startups. AI is increasingly being embedded into software development lifecycles to enhance both velocity and quality.

Machine learning tools now support automated code generation, intelligent debugging, regression testing, and security scanning. These capabilities streamline quality assurance and reduce development bottlenecks. Additionally, AI-assisted development environments (AIDEs) offer real-time suggestions, documentation lookup, and code refactoring options—allowing engineers to focus on building differentiated features rather than resolving repetitive issues.

By integrating AI into DevOps pipelines, startups can shorten release cycles, improve code reliability, and maintain agility without compromising product integrity.

OPTIMIZING TALENT ACQUISITION WITH AI-DRIVEN SCREENING

Recruitment is one of the most resource-intensive activities in a startup, particularly when scaling across multiple functions in parallel. AI offers a compelling solution for streamlining candidate sourcing, evaluation, and shortlisting.

Advanced AI tools can parse resumes, assess skills, and match profiles against dynamic role requirements using natural language understanding. Some platforms further evaluate behavioral cues and responses in interviews to identify alignment with organizational culture and values.

This data-driven approach minimizes unconscious bias, improves consistency, and accelerates hiring timelines—allowing founders and HR leaders to focus on strategic engagement and onboarding.

MAKING AI ACCESSIBLE FOR STARTUPS OF ALL SIZES

Contrary to popular belief, AI adoption is no longer limited to large enterprises with extensive R&D budgets. The rise of AI-as-a-service (AIaaS) platforms, open APIs, and pre-trained models has significantly lowered the entry barrier for startups.

StartUps prioritized building modular, AI-powered solutions specifically designed for growing businesses. Our test automation engine, for instance, generates and executes test cases with minimal manual intervention, enabling faster development cycles. Additionally, our platforms support intelligent scheduling, hiring workflows, and risk analytics—offering startups enterprise-grade capabilities without the overhead.

These tools integrate seamlessly with existing systems, ensuring that startups can benefit from AI without the need for wholesale digital transformation.

AI AS AN ENABLER, NOT A SUBSTITUTE

While the promise of AI is significant, it must be understood as a tool—not a panacea. AI cannot compensate for a flawed business model or poor leadership. It cannot replicate human creativity, empathy, or vision.

What it can do is elevate performance across functions by removing inefficiencies, enhancing insight generation, and enabling scale. When used strategically, AI complements human capabilities rather than replacing them—helping founders and teams focus on innovation, differentiation, and long-term growth.

SMARTER COMPANIES, NOT JUST FASTER ONES

AI represents a transformative opportunity for startups seeking to do more with less. From automating routine processes to accelerating product development and enriching decision-making, AI enables lean teams to operate at enterprise-level efficiency.

However, success lies not in adopting every trending tool but in aligning AI with your unique operational needs. Thoughtful implementation, grounded in real business objectives, will ensure that AI serves as a strategic partner—amplifying your team's capabilities and helping you scale with clarity and control.

When harnessed correctly, AI doesn't just help startups move faster. It helps them move smarter. ■

By: **Praveen Puram**

Co-founder and CEO, Ideology Media, Spearsoft, Managing Partner, Influence 360 for North Americas

CONCLUSION: BUILDING

50 IMPACTFUL STARTUPS TO WATCH IN 2025

As we step into 2025, the business landscape is undergoing rapid transformation, presenting both new challenges and remarkable opportunities. Visionary leaders and entrepreneurs are asking: Which sectors will spearhead the next wave of innovation? Which startups will disrupt traditional industries and reshape the future?

At Brand Vista Consulting, we've anticipated these questions. Through rigorous research and strategic foresight, we've identified the 50 most promising startups to watch in 2025—companies that are not only breaking new ground but are poised to make a lasting impact. Each featured startup has been selected based on key innovation signals—including recent funding rounds, government grants, major product launches, or strategic partnerships. These markers of momentum and potential provide a strong indication of future success. To provide structure to our findings, we've categorized these trailblazers by major economic sectors, although many operate across multiple domains, reflecting the increasingly interconnected nature of innovation today.

TOP STARTUPS ACROSS INDUSTRIES:

TECHNOLOGY & AI

1. Unacademy, India – Online education platform empowering learners with accessible content.
2. Cure.fit, India – A health and fitness platform integrating physical and mental wellness.
3. webAI, Austin, Texas - webAI empowers businesses to harness the power of AI directly on their own devices, eliminating the need for cloud infrastructure and ensuring complete data privacy.
4. Suno, Cambridge, Massachusetts - Suno is an AI music generation startup that allows users to create original songs with AI.
5. Da Vinci, USA - Empower your industrial operations with Da Vinci, the cutting-edge smart manufacturing software leveraging AI and IoT for unparalleled efficiency and insight.
6. Spearsoft.ai, USA - Our enterprise-grade solutions help you harness the power of artificial intelligence while maintaining security, scalability, and performance.
7. Sriya.AI, USA - Sriya.AI was founded on a simple but powerful belief: when decisions impact lives, revenue, or public trust — AI must be more than just smart, it must be accurate and precise.

E-COMMERCE

8. Licious, India – Online meat and seafood delivery.
9. Verishop, Dallas, Texas - Verishop is an online marketplace that curates a selection of everyday luxury brands for everything from fashion and beauty to home and more.
10. Whatnot, San Francisco, California - Whatnot is a livestream shopping platform that's changing the game for interactive ecommerce.
11. Maisonette, Brooklyn, New York - Maisonette is a curated online marketplace that specializes in high-end children's clothing, accessories, and home decor.
12. Flowspace, Los Angeles, California - Flowspace is a technology-driven fulfillment platform that provides on-demand warehousing and logistics services for ecommerce businesses.
13. Nykaa, India – Leading beauty and personal care marketplace.
14. BigBasket, India – Online grocery delivery giant.
15. Urban Ladder, India – Furniture and home decor e-commerce platform.

HEALTHTECH

16. Pharmeasy, India – Online pharmacy and healthcare services.
17. Practo, India – Platform for booking doctor consultations and health services.
18. Touchland, Miami, Florida - Touchland is a modern hand sanitizer company that reimagines personal hygiene products.
19. Kinship, Corte Madera, California - Kinship is a clean and sustainable skin care line that aims to deliver effective and ethical skin care products that boast certifications from the Forest Stewardship Council (FSC) and Ocean Waste Plastic (OWP).
20. Crown Affair, New York - Crown Affair is a hair care brand focused on elevating daily hair rituals with high-quality, sustainable products.
21. Eight Sleep, New York - Eight Sleep is a sleep fitness company that produces smart mattresses and sleep tracking technology.

FINTECH

22. Mercury, San Francisco, California- Mercury is a digital banking platform designed specifically for growing startups.
23. Melio, New York - Melio is a business-to-business (B2B) payments platform that helps small businesses and their suppliers simplify the process of paying and getting paid.
24. Capchase, New York - Capchase helps other startups secure non-dilutive capital through recurring revenue financing.
25. Coast, New York - Coast offers a fuel card and fleet management platform for small to medium-sized businesses.
26. Propel, Brooklyn, New York - Propel is a fintech company that developed the Fresh EBT app, which helps low-income Americans manage their food stamps — also known as Supplemental Nutrition Assistance Program (SNAP) — benefits.
27. Razorpay, India – Online payment gateway for businesses.

28. Groww, India – Investment platform for stocks, mutual funds, and more.
29. CRED , India – Credit card payment rewards platform.

AGRITECH

30. DeHaat, India – Comprehensive solution for farmers, offering services from seeds to market linkage.
31. Ninjacart, India – Fresh produce supply chain platform.

EDTECH

32. MagicSchool, Boulder, Colorado - MagicSchool is a leading AI platform for education, renowned for its widespread adoption and user satisfaction among educators globally.
33. Jolt, Tel Aviv, Israel - Jolt is a workforce education platform that compiles a network of learning spaces intended to provide users with business training and useful skills.
34. Sana Labs, Stockholm, Sweden - Sana Labs uses AI to create an innovative learning experience that prioritizes personal learning needs in order to effectively deliver training and courses to teams.

35. Campus, Sacramento, California - Campus provides an innovative online platform that offers an alternative to traditional higher education while arming students with an associate's degree in an array of subjects.
36. Praktika.ai, Wilmington, Delaware - Praktika.ai is an advanced AI avatar language tutoring platform that revolutionizes personalized learning experiences.
37. Eruditus, India – Executive education programs in partnership with global universities.
38. Classplus, India – Mobile-first SaaS platform for coaching centers.

OTHER EMERGING CATEGORIES

39. Formo, Berlin, Germany (Food & Beverages Start Up) - Formo is pioneering animal-free dairy products.
40. Utho, India - Trusted as a top cloud service provider in India.
41. All4U.in, India - Leading top Home maintenance brand.
42. Zepto, India – 10-minute grocery delivery startup
43. Infraspeak, Porto, Portugal - Infraspeak works to streamline and optimize the facilities management industry by providing an intelligent, maintenance-management platform.
44. Zypp Electric, India -Zypp Electric operates an electric vehicle-as-a-service platform that aims to produce zero emissions and make India carbon-free for last-mile deliveries.
45. Mindtrip, Palo Alto, California - Mindtrip is an AI-powered travel planning assistant that creates personalized itineraries based on users' preferences and interests.
46. Felmo, Berlin, Germany - felmo provides a variety of veterinary services for pets from the comfort of customers' homes.
47. Drift, Sydney, Australia - Drift is a decentralized exchange protocol built on the Solana blockchain, focusing on perpetual futures trading.
48. Simpono Gadgets, India - One of the finest Security gadgets brands in India.
49. Goel Medicos, India - Trusted Healthcare brand in India.
50. Digital Script, India - Guides you through the dynamic realm of digital marketing. ■

AI WITHOUT BORDERS: THE GLOBAL LEADERS REDEFINING THE FUTURE OF INTELLIGENCE

HOW VISIONARY MINDS ACROSS CONTINENTS ARE SHAPING A COLLABORATIVE, ETHICAL, AND TRANSFORMATIVE AI LANDSCAPE

Today, AI is evolving at a pace faster than most revolutions in history. It no longer lives in labs or sci-fi imaginations—it shapes real lives. Algorithms now diagnose diseases, generate poetry, power autonomous drones, predict climate patterns, and write code. AI is redesigning education systems, streamlining governance, and reimagining the economy. Its influence touches everything—from defense strategies to farming techniques.

What makes this moment extraordinary is that AI knows no borders. Data flows beyond nations, models are trained on global languages, and open-source communities fuel breakthroughs across continents. We stand at the birth of AI diplomacy, where collaboration—not competition—must guide our course. And rising with it is a new philosophy: techno-humanism, the belief that technology should elevate human dignity, not replace it.

But with such power comes pressing questions. Who are the minds steering this ship? What values do they carry? Is the AI we're building inclusive, or does it cater to the privileged few? As machines grow more intelligent, it is not just about what they can do—but about who we become in the process.

This is the story of AI's global guardians—and the future they are shaping.

THE GLOBAL COLLECTION OF AI LEADERSHIP

AI's rise is not driven by one nation, one lab, or one genius. It is the result of a global chorus of minds, each contributing a verse to the symphony of intelligence. Across continents, a rich mosaic of leadership is shaping how AI evolves—and for whom.

In the United States, pioneers like Sam Altman (OpenAI) and Dario Amodei (Anthropic) are pushing the boundaries of generative models. Their work powers tools like ChatGPT and Claude, now household names in digital interaction. The U.S. remains a hotbed of private innovation, where Silicon Valley still hums with disruptive energy.

Across the Atlantic, the European Union is choosing a different path—one of responsibility. The EU AI Act is the world's first comprehensive attempt to regulate artificial intelligence, placing human rights and transparency at the core of development. Europe's leadership is legal, ethical, and deeply structural.

China, meanwhile, has declared its ambition to lead the world in AI by 2030. Backed by its AI 2030 Roadmap, massive state investment, and companies like Baidu and Tencent, China is building AI not just for consumers—but for governance, surveillance, and statecraft.

In India, innovation meets inclusion. Indigenous language models are making AI accessible to millions. Institutes like IIT Madras and AI startups like Sarvam are ensuring that the Indian linguistic and cultural diversity is part of AI's global fabric.

In Africa, AI is being woven into the soil—literally. In Kenya and Ghana, grassroots innovators are building AI tools for precision agriculture, drought prediction, and rural healthcare.

And in the UAE, a futuristic vision blooms. The Mohamed bin Zayed University of Artificial Intelligence is the first of its kind, blending research and policy under one roof.

AI leadership today is a map

with many capitals. And its most powerful leaders aren't just coders—they're translators between vision, value, and the vast future ahead.

BREAKING THE SILOS: AI WITHOUT BORDERS

Artificial Intelligence was never meant to be confined within borders. The problems it seeks to solve—pandemics, poverty, climate change, inequality—don't carry passports. If we are to build an AI that truly serves humanity, it must be born from collaboration, not competition.

Around the world, efforts are underway to dissolve the silos of innovation. International research consortiums are emerging—teams of scientists, thinkers, and engineers from every corner of the globe, united by code and purpose. Platforms like Hugging Face are

leading a quiet revolution. By open-sourcing powerful models and tools, they are giving small labs and local innovators access to capabilities once locked behind corporate walls.

AI for sustainable development is not a dream—it's happening. From AI-powered disaster response systems in the Pacific to health prediction tools in sub-Saharan Africa, the technology is aligning with the UN's Sustainable Development Goals (SDGs). AI, when designed inclusively, becomes a force multiplier for progress.

Global institutions like UNESCO, the UN, and the OECD are beginning to sketch ethical blueprints. They're asking the hard questions: How do we build trust in systems we can't always see? How do we ensure that algorithms don't deepen

divides?

But challenges remain. Nations fear losing control. Tech giants protect their data. Regulatory frameworks differ wildly across countries. The race to lead often overshadows the need to share.

Still, a new kind of diplomacy is rising—AI diplomacy. It's not about treaties alone, but about shared values: openness, equity, and accountability. It's about ensuring that no nation, no community, is left behind.

To truly break the silos, we must stop treating AI as a competitive edge—and start treating it as a collective responsibility. In the intelligence of machines lies the test of our own humanity.

ETHICAL HORIZONS AND THE LEADERSHIP CONUNDRUM

As AI grows smarter, the world

must grow wiser. Intelligence alone isn't enough—ethics must guide the algorithms. Today, we face a moral crossroads. Bias in datasets, surveillance without consent, algorithmic discrimination, and the spread of misinformation are not just technical glitches. They are reflections of deeper social fault lines.

Who decides what is fair? Who gets to train the machines that will shape our futures?

Voices like Timnit Gebru and Joy Buolamwini have raised the alarm. They've exposed how facial recognition systems often fail to see people of color accurately, how algorithms mirror societal prejudices, and how oversight is dangerously thin. Their work reminds us that invisible harm is still harm, and silence is no solution.

Meanwhile, thinkers like Yoshua Bengio, a pioneer of deep learning, are now advocating for slower, more responsible AI. He calls for global cooperation, not just competition, and warns against the unchecked power of corporate labs.

In response, a new wave of ethical AI labs, fairness audits, and human-centered design principles is emerging. These are spaces where technology is tested not just for performance, but for principle. Where questions like "who benefits?" and "who gets hurt?" are asked before a line of code is written.

Still, inequality shadows innovation. Many parts of the world remain underrepresented in AI datasets, research teams, and leadership circles. When AI doesn't see everyone, it doesn't serve everyone.

Ethical leadership in AI isn't just about fixing the flaws. It's about changing the foundation.

It's about making sure that empathy, inclusion, and justice are as core to AI as code.

Because in the end, the greatest intelligence isn't artificial—it's ethical. And the future of AI will be shaped not just by what we build, but by what we refuse to overlook.

THE NEW COLD WAR OR A COLLECTIVE RENAISSANCE?

As artificial intelligence reshapes global influence, the world finds itself caught between two futures: one of strategic rivalry, the other of shared renaissance. At the heart of this unfolding drama lies a silent, high-stakes contest—the AI race between the United States and China.

On the American front, ChatGPT, developed by OpenAI, has become a cultural and technological landmark. Founded in 2015 and backed by Microsoft, OpenAI's mission is to ensure that artificial general intelligence (AGI) benefits all of humanity. Since its public debut in 2022, ChatGPT has become a global tool for learning, productivity, and creativity. With each upgrade—now reaching GPT-4 Turbo—OpenAI balances performance with ethical caution, offering APIs, tools like DALL·E and Codex, and research on safety and alignment.

Meanwhile in China, a new contender has emerged: DeepSeek, an AI company based in Hangzhou and backed by hedge fund High-Flyer. Founded in 2023 by Liang Wenfeng, DeepSeek launched its flagship chatbot and the DeepSeek-R1 language model in January 2025. It's trained on massive Chinese datasets and tuned for national needs—making it not just a product, but a piece of China's digital sovereignty strategy.

While the EU seeks to govern this landscape with the AI Act and India balances alliances with autonomy, the risks loom large. Military AI, autonomous weapons, and digital surveillance present real dangers. The line between innovation and exploitation grows thinner.

So we must ask: Will AI serve as a tool of hegemony—or humanity?

Now is the moment for a bold idea: an AI Peace Accord, a Digital Geneva Convention. A shared global framework to protect ethics, rights, and dignity in the age of algorithms. Because the real race is not against each other—it's against the worst versions of ourselves.

EDUCATION, ECONOMY & THE CULTURAL SHIFT

As artificial intelligence reshapes the world, countries are racing to prepare their people—not just for new jobs, but for a new way of thinking. From bustling metros to rural classrooms, AI literacy is becoming as essential as reading and math.

Global education systems are adapting fast. Finland teaches AI basics in schools. Singapore has nationwide upskilling programs. In India, platforms like SWAYAM and initiatives by IITs are bringing AI learning to the masses. From blue-collar workers learning predictive maintenance to white-collar professionals mastering prompt engineering, reskilling has become a global

Timeline of AL: Key Global milestones

The Genesis Era

1956
The term "Artificial Intelligence" is coimed

1960s-1970s
Early AI programs and algorithms are developed

Data Awakening

2009
Google's self-driving car peoject begins

2012
AlphaGo beats human champion at Go

The AI Boom

2020
GPT-3 ushers in the era of large language modells

2022
Generative AI reaches mass adoption

AI Everywhere

2023
Focus on AI safety and regulation

2025
AGI debates and universal

priority.

The economy, too, is in flux. Automation is transforming industries. Entire job categories are fading, while new roles—AI trainers, ethicists, data curators—are emerging. Small businesses now use AI for logistics, marketing, and customer support. Gig workers partner with bots. Corporations are no longer just hiring talent—they're integrating human-AI teams.

But this shift isn't just technical—it's deeply cultural. The traditional work ethic, built on repetition and routine, is giving way to creative thinking, adaptability, and emotional intelligence. People are learning to collaborate with machines, not compete with them.

Psychologically, it's a challenge. There is excitement, but also fear. What does it mean to be "useful" in an age where machines can write, draw, and even empathize?

And then there's the question of identity. AI can help preserve dying languages and digitize ancient scripts. It can document oral traditions and archive folk knowledge. But it can also flatten cultures—standardizing speech, aesthetics, and values in the name of efficiency.

So the future depends on balance. Education must humanize AI. The economy must empower, not replace. Culture must evolve, not vanish. Because the AI-driven world isn't just about machines—it's about what kind of humanity we choose to bring with us.

THE FUTURE: COLLECTIVE INTELLIGENCE FOR HUMANITY

The horizon of artificial intelligence is expanding faster than we can chart it. What comes next may change not only what we do—but what it means to be human.

Artificial General Intelligence (AGI) is no longer a distant dream. Systems that can reason, adapt, and learn across domains—much like the human brain—are being quietly developed in labs around the world. Then there's Quantum AI, where qubits could exponentially amplify machine intelligence, cracking problems that stump even the best classical computers.

Imagine AI-governed cities—where traffic lights learn in real time, policies are adjusted through real-time feedback, and civic services anticipate needs before they arise. These aren't science fiction anymore—they're blueprints waiting for bold hands.

But with power comes responsibility. The race must not be to the fastest intelligence, but to the wisest one. We need to shift from an intelligence-first mindset to a wisdom-first worldview—one rooted in empathy, foresight, and collective good.

The most promising future is not one where AI replaces us, but where it amplifies our global consciousness. A future where algorithms help heal, not divide. Where machines enhance the best of what makes us human—curiosity, compassion, creativity.

To get there, we need more than code—we need courage. Courage to ask: Who are we building this future for? What dreams guide our design? What fears are we encoding into these systems?

So here's the question we must all sit with:

ARE WE DESIGNING AI FOR THE WORLD WE TRULY WANT—OR FOR THE ONE WE FEAR?

Because in shaping AI, we are ultimately reshaping ourselves.

And the future of intelligence—artificial or otherwise—will reflect the soul we put into it.

CONCLUSION

As we stand at the edge of the AI era, one truth is clear: the future demands inclusive, ethical, and borderless innovation. We cannot afford to let intelligence outpace integrity—or allow progress to be owned by a few. The choices we make today will define whether AI becomes a force of division or a bridge to shared human advancement.

What we need now is visionary leadership—rooted not in dominance, but in shared values, bold ethics, and collective purpose. The world doesn't just need smarter systems. It needs wiser stewards.

At Influence 360, we believe AI should be a partner to humanity, not a replacement. It should uplift, not overshadow.

This is just the beginning. In future editions, we'll dive deeper—especially into how women leaders are shaping the AI narrative with empathy, resilience, and innovation.

Because the future isn't just being built.

It's being led. ∎

By: **Dr. Akshita Bahuguna**
Founder, FutureIcons Group

GLOBETROTTER:
YOUR PASSPORT TO GLOBAL NEWS

A snapshot of major international business news, trade deals, policies, and economic shifts across continents.

AFRICA LAUNCHES UNIFIED CURRENCY EXCHANGE PLATFORM

Africa is advancing financial integration with the launch of the Africa Currency Marketplace, an initiative by the Pan-African Payment and Settlement System (PAPSS). This platform aims to enable direct currency exchanges across African nations, reducing reliance on the US dollar and fostering a unified African capital market. Supported by 15 central banks and integrated with 150 commercial banks, it addresses liquidity and currency exchange challenges by allowing seamless transactions between local currencies. For instance, businesses can bypass dollar conversions, enhancing trade efficiency Stan Zézé, CEO of Bloomfield Investment, highlights that the marketplace could stabilize African currencies, improve liquidity, and catalyze the creation of a unified capital market. However, challenges such as robust financial infrastructure and regulatory alignment remain critical for successful implementation. Zézé also emphasized the importance of private rating agencies in ensuring investor confidence through unbiased assessments, contrasting with concerns over a publicly controlled agency proposed by the African Union.

This development marks a pivotal step in Africa's economic integration, potentially unlocking new trade opportunities and reducing forex risks. Experts view it as transformational for intra-African trade, which currently accounts for only 16% of total trade volume. The initiative could reshape Africa's financial ecosystem and bolster economic growth.

JPMORGAN MODEL SEES

U.S. RECESSION RISK RISE

JPMorgan Chase's model indicates a sharp rise in recession fears among financial markets, with the probability of a U.S. recession now at 79%, up from 73% last month. This spike reflects growing concerns over economic instability as investors weigh factors such as tightening monetary policy and global uncertainties. The model analyzes market trends, including equity performance, bond yields, and credit spreads, to assess recession risks.

Recent data shows that U.S. economic growth is slowing, with signs of weakening consumer spending and business investment. The Federal Reserve's aggressive interest rate hikes to combat inflation have added pressure on the economy, raising fears of a potential downturn. JPMorgan strategists suggest that these elevated recession probabilities could lead to increased volatility in financial markets as investors adjust their portfolios to mitigate risks.

The report also highlights the impact of geopolitical tensions and banking sector vulnerabilities on market sentiment. While some analysts remain optimistic about a soft landing for the economy, JPMorgan's findings underscore the growing apprehension among market participants. As recession concerns intensify, policymakers face challenges in balancing inflation control with economic stability. This development signals heightened caution in global markets and could influence investment strategies in the coming months.

PEABODY REVIEWS $3.78 BILLION ANGLO DEAL AMID MINE INCIDENT

Peabody Energy is reassessing its $3.78 billion acquisition of Anglo American's steelmaking coal assets in Australia following a recent fire incident at the Moranbah North mine in Queensland. The fire led to the evacuation of workers and a temporary halt in operations. Peabody is evaluating all options related to the deal, maintaining dialogue with Anglo American to understand the full impact of the incident. The company is preserving its contractual rights, which may allow it to renegotiate terms or invoke clauses related to material changes in asset conditions.

The deal, finalized last year, includes an upfront payment of $2.05 billion, deferred payments of $725 million, and potential additional payments tied to coal prices and the reopening of the Grosvenor mine. Anglo American's divestment is part of a broader restructuring strategy to focus on copper and other minerals. The incident has created uncertainty for the deal's completion, initially expected by mid-2025. Peabody's review could lead to changes in the deal's valuation or timeline, impacting both companies' strategic plans in the coal sector.

UK BANS HIDDEN FEES AND FAKE REVIEWS ONLINE

The UK has implemented new regulations to protect online consumers by banning "sneaky" hidden fees and fake reviews. The measures, part of the Digital Markets, Competition and Consumers Bill, aim to enhance transparency in online shopping. Mandatory fees, such as booking and administration charges, must now be included in the advertised price, preventing "drip pricing" where additional costs are added during checkout.

Consumers previously spent £2.2 billion annually on these hidden fees, which often led to unexpected expenses at the end of transactions. The ban does not apply to optional fees like airline seat upgrades or baggage fees.

Additionally, the law prohibits businesses from using or commissioning fake reviews, requiring online platforms to take steps to prevent and remove such reviews. The Competition and Markets Authority (CMA) will enforce these regulations, with potential penalties for non-compliance reaching up to 10% of a company's global annual revenue. This move is expected to create a fairer market environment, empowering consumers to make informed purchasing decisions and saving them money by avoiding unexpected charges.

ITALIAN ASSET MANAGERS SEE 24% INFLOW RISE IN MARCH

Italian asset managers experienced a significant increase in net inflows during March, with a total of €3.69 billion ($4.04 billion), marking a 24% rise from the same period in 2024. This growth was driven by a strategic shift towards high-margin offerings, with net inflows into these assets more than doubling to €2.28 billion. Despite global market volatility and trade tensions, Italian asset managers have shown resilience, with Banco BPM's acquisition of a 90% stake in Anima Holding highlighting the trend of banks expanding into asset management to bolster revenue streams amid declining interest rates.

The asset management sector faces pressure to consolidate due to rising technology costs and competition from passive investment products. However, companies like Fineco and Banca Mediolanum have demonstrated robust performance, with Fineco's diversified revenue structure and Banca Mediolanum's strong inflows exceeding expectations. The future impact of global market conditions on investor behavior remains uncertain, but for now, Italian asset managers are navigating these challenges effectively.

EU REGULATOR WARNS OF CRYPTO STABILITY RISKS

The European Securities and Markets Authority (ESMA) has issued a warning about the potential risks cryptocurrencies pose to financial stability. While the crypto market remains relatively small, accounting for about 1% of global financial assets, its growing integration with traditional finance could lead to broader stability issues. ESMA's executive director, Natasha Cazenave, emphasized that disruptions in the crypto market could initiate or exacerbate financial system instability, even though current risks are minimal.

The warning comes as global markets face volatility, partly due to U.S. economic strategies that are easing barriers between cryptocurrencies and traditional banking. In contrast to the EU's cautious approach, the U.S. has been more supportive of crypto, with President Donald Trump advocating for relaxed regulations. The EU has implemented the Markets in Crypto-Assets (MiCA) regulation to provide a comprehensive framework for crypto oversight, focusing on financial stability and consumer protection. ESMA's caution highlights the need for continued surveillance of the crypto sector as it evolves rapidly and becomes more intertwined with traditional financial systems. ∎

By: **Anand Sandil**
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THE 3CS–COMPANY; CUSTOMER; COMPETITION - THE FUNDAMENTAL PILLARS

"In the Dynamic Dance of Business, Three Forces Take the Lead — The Company's Vision, the Customer's Voice, and the Competition's Challenge. This Story Explores How These 3 Cs Interact, Influence, and Ultimately Shape the Path to Sustainable Success."

Some assignments, in one's professional journey, especially in green field monumental projects and their formative experiences, truly shapes not only the organisation but also chisels one's own resilience and character. Those formative years of learning unlearning; falling back and rising again, gets so etched in you, that it always becomes a perennial source of inspiration and formidable mental strength that NOTHING IS IMPOSSIBLE. They remind us that setbacks are merely stepping stones to success and personal growth, instilling the belief that, with determination, nothing is unattainable. One such assignment for me was working with the Adani group to develop Mundra Port—and having the chance to witness the berthing of its first vessel. That very first day it created a maritime history for being the only Indian port capable of berthing a panamax (70,000 Mt Plus) alongside. I become too nostalgic to those mix moments of uncertainty; anxiousness; anticipation, excitement and eventually pride, as the vessel touched down—a moment that solidified Mundra Port's role as a pioneering hub in global commerce from its very first day. Thereafter, it was a repeated story of creating firsts – breaking its own and the industry records. Being part of a project that set a new benchmark in port infrastructure is no small feat; it's a testament to the vision, risk taking; turning challenges into defining opportunities innovation and relentless pursuit of excellence on how modern design can overcome historical limits that reshape & rewrite maritime trade and connectivity.

The deep life-long learnings that I derived while working with Adani's on their pioneer Mundra port project, are my life long takeaways. Based on my exposure, I have crafted a 3Cs – Company; Customer & Competetion – matrix which acts like a light house in navigating ones career path. Since then and now, it has been a blueprint of success and my guiding manual which I always revisit and realign as per my professional role.

- **COMPANY:** Your organization & its culture plays a pivotal role in setting the path of success. A vibrant; agile & futuristic organization, revisits its initial set strategy continuously and realigns it to the dynamic business growth needs. Secondly, the organization creates a culture of continued mindset of Think the unthinkable. The strategic shifts of Mundra Port from an initial captive port to a commercial port; from a break bulk terminal to a container terminal, its landmark decision of going solo and building its own Private Rail connectivity of 56 KM length (unheard in the parlance of Indian Railways) etc speaks volumes of how and why the strategy of an organization needs to be strategically recalibrated and how continuously thinking the " unthinkable " approach leads one from uncertaintiesto strategic advantages eventually creating an "eureka moment". Such growing organisations extends unflinching Trust & Empowerment to the executioners of its strategy, who are the People - the forerunners; the torch bearers; the center forwards. This act, cascading it from top to down – create a cohesive team whose risk taking abilities magnifies and so is their thirst for growth. In such environments, employees are driven by a sense of purpose and shared destiny. They embrace challenges not as setbacks but as stepping stones toward a collective goal, understanding that every effort matters because they're building something larger than themselves.This transformative mindset shifts the focus from extrinsic rewards, like salaries or promotions, to intrinsic motivation fueled by passion and commitment. It creates a culture where every role – from the director to the doorman - no matter how small it might seem, contributes to a grand narrative. The latter inspires resilience, creativity, and an enduring belief that obstacles are just part of the journey toward a meaningful accomplishment.

- **CUSTOMERS:** Customers are essential to an organization's benchmarking process because they provide real-world insights into performance and expectations. Their input creates an objective yardstick against which an organization can measure its progress and identify areas for improvement. In fact, the idea of adding a container terminal at Mundra was the cumulative feedback from existing customers. Their narrative on the pain points of overly depending on the one and the only container terminal of Western India – JNPT (which was, at that time, the largest container terminal of the country) leading to congestion and its increased logistics cost associated to carrying cargo all along from West to Northern India hinterland gave a clear insight of opportunity to Mundra of taking the competition head-on. The announcement of a container terminal at Mundra was whisked by competition as a daydream project. While the then industry leaders were busy basking in their success glory, they never realized how Mundra capitalized on its inherent strength and risk taking abilities, got all bottlenecks cleared and offered the trade with a container terminal operated by none other than the world largest operator – the erstwhile P&O. A classic case of "who moved my cheese " ?

The bottom line of a customer centric organization is clear. The essence of sustainable business growth is a customer-focused approach. Listening to your customers' needs, anticipating future trends, and delivering exceptional value consistently are the pillars of success.From personalized experiences to innovative products, the way a business serves its customers truly determines its legacy.

- **COMPETEITION:** The Indian port operators, then operated as Landlords. They had a standard Tariff board and had an array of service providers – Stevedoring agents; CHA; C&F etc – all working in "silo". The customer had to do all the coordinating activities from the time of berthing of the vessel till the cargo reaching its end destination. The Adanis – who themselves were the user at these ports – knew too well of all these pain points. Hence, when they dawned the role of a port operator, they disrupted the industry of being the pioneer port offering all services as an integrated offering – " shore to door " This taking competition head-on was indeed a bold and effective strategy. And since then they lead competition with new benchmarks. This is a great approach for growth-oriented organizations. It forces companies to innovate, improve operational efficiencies, and sharpen their value proposition—all of which can ultimately accelerate market share gains. By directly challenging competitors, organizations signal confidence and position themselves as leaders willing to disrupt the status quo. Organizations must invest in continuous competitive intelligence, refine their strategies based on market feedback, and sometimes even recalibrate their value proposition if direct confrontation leads to unexpected challenges. In certain industries, particularly those characterized by rapid innovation and high consumer expectations, confronting competitors head on can push boundaries and stimulate breakthrough innovations.

Last but not the least, I firmly believe that one needs to dare to dream. In the era 1995 – Mundra, with its 10 km radius boundary, was nothing but a minor port of Gujarat Maritime Board with a vast barren land. At that time an Exim trader dared to dream to create a world class port.

Today, in a span of 30 years, it boasts of India's largest container & bulk terminal, complimented by SEZ; Industry clusters & one of the highest revenue earnings area of Indian Railways. And the same Exim trader, now belongs to the global fraternity of the most richest !!! ■

By: Ajay Saraswat
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U-COMMERCE
A FIN - TECHNOLOGY PARADIGM

Welcome to the Era of U-Commerce — Where Ubiquity, Universality, Uniqueness, and Unison Converge to Redefine Financial Technology. This Story Unpacks the Emerging Paradigm That's Transforming How We Transact, Connect, and Compete in a Digitally Driven Economy."

U-commerce, a term referring to the seamless and personalised interactions between companies and their stakeholders, has evolved through stages including Traditional commerce, E-commerce, and M-commerce. It offers continuous, customized transactions through ubiquitous networks, allowing customers to stay connected across various devices. Benefits include extensive personalisation, service availability, advanced research, and increased mobility of suppliers and customers. However, challenges like proper protocol, security, and simplicity remain in existence. U - Commerce has evolved in the following notable ways viz., Traditional ommerce, E- Commerce, M-Commerce andU- Commerce.

TRADITIONAL COMMERCE

Although traditional trade may have existed before written history, it started when our Ancestors first chose to specialise their daily tasks. Families developed skills in one of these areas and traded a bit of their output for various needs instead of every nuclear family growing food, seeking for supplies, and building tools. It started with negotiating, which finally gave way to the use of money, therefore simplifying the settlement of transactions.

Still, the basic mechanisms of trade were somewhat similar. Someone was ready to "pay" for a good or service they created that another person deemed to be desirable. Thus, the negotiated exchange of valuable goods or services between at least two parties is known as commerce, sometimes referred as conducting business, and it encompasses all the acts each side does to end the commercial transaction.

E- COMMERCE

E-commerce, sometimes referred to as Web-based commerce, is any type of internal commercial activity including the exchange and transaction of structured business data between companies and their stakeholders. The global Internet and the World Wide Web (WWW) have made the distribution channel of Web-based business the most successful. Without a doubt, Web-based commerce offers simple worldwide market access, lower distribution costs, time savings, and the development of client connections as main advantages.

M-COMMERCE

It is designated that the Online business of which correspondence and exchanges using Flexible (handheld) devices inside pubic as well as confidential companies. (Balasubramanian, Peterson, & Jarvenpaa, 2002). M-commerce exists apart from any other technology that might have same capabilities. Furthermore, the fundamental differences between internet business and M-trade may be regarded as portability, accommodation, restriction, and personalisation depending on the several spheres of countries and districts.

U-COMMERCE

Beyond the value level of traditional commerce, u-commerce enables continuous, customised conversations and transactions between companies and their several stakeholders by means of ubiquitous networks. (Watson & Co., 2002). U-business will be discussed with main characteristics following:

UBIQUITOUS

Every corner of the earth will eventually have networked computers buried in it. Techies will thus install low-cost microprocessors and network connections into every consumer-durable item. With the help of the wireless network or electrical wiring mechanism of the neighbourhood, all these gadgets will be able to link to the Internet.

GLOBALLY

Customers can employ universal devices that enable them to remain connected across a satellite or wireless network, wherever they are, therefore simplifying their connectionis the proprietor. That suggests people wish to just use any regular device or structure established in the same rules anywhere and anytime on the earth without any restriction.

CUSTOMISED INFORMATION

It is easily fit for every person's particular needs, and the current situation. Unique assessment of implies that purchasers will get data depending on the hour of day and the person's area, current job, or variety of jobs (e.g., vacationer, parent, worker, supervisor), and their communicated or learnt inclinations (i.e., learnt by the service- provider systems).

HARMONY

Harmony is the result of different communication frameworks coming together at a gathering place or event. For instance, all phones—office, house, and mobile—have the same, unique voice and mail architecture.

BENEFITS OF U-COMMERCE

Following are the illustrative benefits of U-Commerce.

EXTENSIVE

PERSONALISING

Customers may now access goods and services anytime and anyplace because to e-commerce ubiquity. Customised advertising and content delivery based on consumer mood, location, or time would thus help online businesses. Business can thus interact with clients more individually.

EXTREME SERVICE AVAILABILITY

The terms scalability and high availability are not very common since the demand for reliable and effective infrastructure meant to serve critical systems drives their increasing relevance. Though controlling rising system load is a daily concern, reducing downtime and avoiding single points of failure are equally vital. Consumers give top priorityfor great availability; hence E-Commerce ubiquity becomes a must-have.

ADVANCED RESEARCH REPLACES BUYERS AND DEALERS

Combining data from several sources helps E-Commerce analytics to better grasp target consumer behaviour and preferences. E-Commerce analytics helps business to be able to make data-driven decisions for higher sales volume. Thanks to E-Commerce ubiquity, companies can include some elements to their analytical report like location, time, and habit.

The increasing mobility of suppliers and customers

Three trends—digitalisation, connectivity, and customer centricity—tell the industry it should consider offering mobility solutions. Both mobility and the necessity of quick assistance are rising. Providing a first-rate customer experience depends on remote connection to the

consumer wherever they may be.

U-COMMERCE OBSTACLES

Following are the illustrative obstacles during the implementation of U-Commerce.

1. Norms: It suggests that correct protocol must be applied. For instance, the user of an online purchase of a good has to login into his or her account and submit the required data. The product will be put solely on entering the required payment information.

2. Security: Since sensitive data is being shared among several platforms or parties in U-commerce, transaction security is vital. Therefore, it becomes required of all the concerned parties to exercise required care to prevent dishonest behaviour.

3. Systems: Different systems are used to compute and distribute value among the consumers in a transaction chain so that data across the several transaction components may be smoothly integrated.

4. Simplicity: Since most of the populace who are not tech-savvy cannot participate in U-Commerce, making it accessible all around the world is one of the toughest issues for the company. Therefore, it becomes essential to make it as simple as possible for everyone.

EPILOGUE:

U-commerce has evolved through various stages, including traditional commerce, e-commerce, m-commerce, and u-commerce. Traditional commerce involves specialized tasks and transactions, while E-commerce involves the exchange of structured business data between companies and their stakeholders. M-commerce is an online business that uses flexible devices for correspondence and exchanges within public and confidential companies.

U-commerce offers continuous, customised conversations and transactions between companies and their stakeholders through ubiquitous networks. It is ubiquitous, with low-cost microprocessors and network connections installed in consumer-durable items. Customers can use universal devices to stay connected across a satellite or wireless network, simplifying their connection. Customized information is easily fit for individual needs and preferences, and harmony is achieved when different communication frameworks come together at gatherings or events.

Benefits of U-commerce include extensive personalizing, extreme service availability, advanced research replacing buyers and dealers, and increasing mobility of suppliers and customers. However, U-commerce faces challenges such as implementing correct protocol, security, systems, and simplicity.

Norms in U-commerce include proper protocol, security, systems, and making it accessible to everyone. By addressing these challenges, businesses can improve their customer experience and ensure the success of U-commerce. Additionally, addressing the increasing mobility of suppliers and customers is crucial for providing a first-rate customer experience.

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By: **Dr. Paresh Shah**
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THE QUALITIES OF WOMEN AND THEIR IMPORTANCE FOR A BETTER WORLD

Women possess qualities that are crucial for making the world a better place. These qualities are the driving force behind the success, sustainability, and progress that women bring to every field they touch. Let's delve into some of these qualities and explore how they shape the future we all aspire to create:

- **Resilience:** Women have consistently shown remarkable resilience in the face of adversity.
- **Empathy and Compassion:** One of the most powerful qualities that women bring to the table is their natural empathy and compassion. Women's deep understanding of others' struggles enables them to build inclusive and supportive environments.
- **Collaboration and Community Building:** Women excel in fostering collaboration, unity, and teamwork. Whether leading a team or building grassroots movements, women prioritize creating inclusive environments where collective efforts can lead to greater success.
- **Innovative Problem-Solving:** Women's capacity for innovation and problem-solving, especially under pressure, has been a key factor in their ability to break barriers and forge new paths.
- **Visionary Leadership:** Women's leadership is rooted in vision and foresight. They often lead with a long-term perspective, understanding that true progress requires sustainable, ethical approaches.
- **Adaptability:** The capacity for adaptability is one of the most essential qualities that women bring to the table. In today's rapidly changing world, flexibility and the ability to embrace new ways of thinking and working are paramount.

THE ROLE OF WOMEN IN SUSTAINABILITY AND GLOBAL CHANGE

Sustainability, one of the most critical global challenges, is an area where women's leadership shines. Women, especially in developing regions, have been at the forefront of environmental and social sustainability initiatives. They understand that the wellbeing of the planet is directly tied to the health and future of communities. Women are driving grassroots movements that advocate for eco-friendly practices, renewable energy solutions, and the sustainable use of resources. Moreover, women's leadership in promoting social sustainability—advocating for equal rights, better healthcare, education, and economic opportunities—aligns with the broader goal of creating a balanced, thriving world for all. ■

By: **Indrani Dasgupta**
Managing Partner, Brand Vista Consulting

CELEBRATING EARTH DAY IN A TRUE SENSE

We have been celebrating earth for almost five and half decades and over this period the strength of people participating in celebration has reached to one billion. Is it really a celebration to tick mark as task done or renewal of our commitment to do something concrete to protect our planet?

The theme for the Earth Day is announced in advance so a billion people focus and work towards the same identified issue needing the immediate attention. Let us look at the themes for last three years: 'Invest in our Planet' for 2023, 'Planet v/s Plastic' for 2024 and 'Our Power-Our Planet' for 2025. Theme for 2025 is aligned with seventh Sustainable Development Goal of 'Affordable and Clean Energy' tripling the renewable energy by 2030. These themes and focused celebrations are very noble thoughts and actions. Are these enough though? We have mammoth task ahead of us. Lots of damage has been done and it is continuing in some ways too. So we have double the challenge one is to curtail and prevent the further damage to our mother earth and reverse the damage. Reduce the 'foot prints' and enhance the 'hand prints'. We all can collectively create diverse, colourful and lasting handprints.

Have we created such lasting handprints through such celebration? For one day on April 22nd- Earth day or a week or for that matter any other days related to our planet? The hype is created; there is a buzz, spike in social media activities on that day or a week, news, article, debates, speeches, events and then there is ebb tide waiting for other day to come and for celebration. During this ebb tide, do we try and take stocks of what impact was created with earth day celebration of 2022, 2023, 2024? Were there any recurrent actions and activities? Were these celebrations aimed at just creating a buzz, creating awareness? If some awareness was created, then did it get converted in changing the mind

set or attitude? Did it result in any change in people's behavior?

It will make sense if we continue working on the theme of Earth Day for entire year and beyond until it passes the test thresholds of knowledge, attitude and practice. For this a few very important target groups are children and adolescents and young adults. Especially children can inculcate good habits around these themes. They will be the harbinger of the desirable change. The other two groups can amplify the message for awareness creation and changing the mind set and while doing that we get our next generation leaders who can bring about change. When the next year and

a new theme announces, it need to be very strategically aligned with work done so far, using the strength of same target groups a new theme and activities are added. Just like good education system, new chapters are added marching towards the same common goal of saving, preserving our planet to be more beautiful and more nurturing. These continuous efforts will create a culture of doing the right things, regularly as a way of life influencing more and more people to follow the suit.

Let me explain with an example of theme of 2023- 'Invest in our Planet'. We invest in creating a culture to care for our planet by recognize why we have to

do that, where we went wrong so far, what steps can be taken, when – how soon this steps can be taken, who will be responsible for which actions, who all will be involved in this journey and how it would be amplified in the months and years to come where those baby steps- small actions become the way of life. Similarly for the theme of 2024 – 'Planet V/S Plastic'; continuing the working on a theme of 'Invest in Planet' a new concept is added to reduce the foot print of plastic to save our planet following the same process. Using the analogy of tiny but very powerful streams turning into steadily flowing river; those young kids with right kind of molding and training can

inculcate habits, influence their parents, grandparents and peers bring about desirable shift and create a culture of caring for our planet. What we had lost over so called civilization, modern way of living; our values and culture of peacefully, respectfully and sustainably coexisting with all the elements of nature returns; to start with, in a few pockets and then filling more and more spaces in the map covering diverse large population. The theme of Earth day of 2025 – 'Our Power Our Planet' also is an extension of our earlier themes. It is aligning with common thread 'Caring for Planet'.

In summary, I would emphasize that the celebration of Earth Day

(or any other day related planet) should be for an introduction of new theme to focus on in a continuous journey to care for Planet. The planet has taken care of us and continuously taking care of us. If we exploit it beyond what is endurable it will lose its property to nurture us. If we want our planet to continue nurture us, planet need to replenish, rest and refresh. If we want to create a culture of 'caring for our planet', we need to start with young kids, adolescents and young adults guided and mentored by passionate planet lovers. ■

"IT WILL MAKE SENSE IF WE CONTINUE WORKING ON THE THEME OF EARTH DAY FOR ENTIRE YEAR AND BEYOND UNTIL IT PASSES THE TEST THRESHOLDS OF KNOWLEDGE, ATTITUDE AND PRACTICE"

By: **Sushma Oza**
Advisor / Consultant - CSR & Sustainability

A BADGE THAT SUPER POWERS VISIBILITY, CONNECT AND FOLLOW THROUGH.......
-SMASHING SAGA-IPL!

How the BCCI's flagship tournament is setting new benchmarks for immersive and scalable brand partnerships.

Today in this very volatile, uncertain and unusual business macro the only way to scale up, cascade values and perform is by cut, pull and overdrive with a purpose and fulfilment of the stakeholders. And what better we resonate from none other than the Saga-Indian Premier League –A superpower platform that enhances brands-A brand of brands. Started in the year 2007 under Board of Control for Cricket in India, is not only a professional Twenty20 cricket league but also rejuvenated and recreated the sentiment of cricket lovers worldwide through an array of values within a time duration to see the match of as short as of 4-5hours with a poised and cool sirene mesmerising audience, A hallmark and a sustainable business canvas.

This creative and robust prowess carries a strong brand personality and meaningful physique resonating a global culture through an array of well planned activities pre and during the season. A Saga resembles attention, interest desire and follow-through with an impact in bottom-line.

Cricket fields have always been a place of nostalgia and with an array of emotions, across the globe. Right from early 70's to now, we see the best global and local and brands proposes through this versatile platform of cricket like- World cup, Sharjah Cup etc. This is a hunting ground to fetch credibility and mileage for all types of business-from novice to serial to portfolio entrepreneurs.

A product, an event-IPL that stamps how to be technically superior and practically robust from need diagnosis to planning to execution. Right from sponsorships to digital activations to influencer and celebrity collaborations, businesses capitalize this league to reach fans and audiences. An ecosystem witnessed by a year on year growth targeting an ala-carte of demographics, geographic and psychographics. The extravaganza loved by millions of viewers across clusters - young kids, housewives to working professionals to every ages of the lifecycles across the globe. This year the tournament features 10 teams, different signs, logos, a variety of brand personality with a physique and culture all that creates an image.

Competing in 74 matches across 13 cities in India. A mix of the best cricketers with a maximum of eight overseas players with a franchise and connects economics with entertainment and consistent engagement.

The brand enchases and empowers the equity by selling across fans from official jerseys, to accessories to memorabilia. From market space like the broadcasting to digital streaming to the market place -the stadium, creating traffic over websites and all adds to the revenue canvas of the Brand-IPL

An era of building narratives and exceeding promises through strong audience experiences, digital presence and establishing credibility to the platform though and stakeholder's satisfaction as the key stimuli.

IPL is not only a Brand, but A brand of and for brands! ∎

By: **Pabitra Ranjan Chakraborty**
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"BEAUTY LIES IN THE DETAILS OF
THE GRANDEST STRUCTURES,
AND THE FINEST." | ORA ÏTO,
CREATOR OF SHAPES, WEARS THE
VACHERON CONSTANTIN TRADITIONNELLE.

✳
VACHERON CONSTANTIN | ONE OF
GENÈVE | NOT MANY.