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Dear Friends

CES, the largest tech event globally concluded on a positive note with a major focus on AI, mobility, digital health and sustainability. Consumer Technology Association (CTA) kick-started its centennial celebration during CES 2024 - a century of igniting innovation by advocating for innovation-friendly policies, capturing emerging trends in market research, developing consensus standards, and convening innovators to solve some of the world's biggest challenges.

CES 2024 was full of innovations as over the years it has been successfully redefining the lines of innovation and techies across the globe continued to display their new wares and inventions. Thanks to CES, over the years tech enthusiasts witness numerous gadgets, innovative tech launches etc. Most products announced at CES 2024 not available immediately, a few never see the light and a few surprise us journalists as we wonder its genuine utility.

As with every year CES 2024 literally took over Las Vegas. This was clearly visible as we traversed across venues. Harnessing the power of human-to-human interaction after the night mare called COVID, CES 2024 attracted 4300+ exhibitors, including record 1400+ startups from around the globe in Eureka Park, showcasing the innovative trends shaping tomorrow and solving the world's most pressing challenges.

It was at CES 2024, Las Vegas that I had the first opportunity interact with Dr. Ravishankar Polisetty, an MD Physician with specialization in Cardiovascular Surgery. Presenting his groundbreaking Ayurvedic technology in the form of Docture-Poly he impressed many visitors including me. What surprised me was that he is also an expert in Ayurveda as well as a tech savvy Doctor with expertise as Watson Data Scientist, SW Programmer (Python, C++, Artificial Intelligence and Machine Learning). Had the pleasure of again connecting with him at his hospital and hearing talk about his vision. In a tête-à-tête with Dr. Ravishankar Polisetty he spoke with passion about his care for humanity.

India has emerged as the 3rd largest ecosystem for startups globally with over 1,12,718 DPIIT-recognized startups across 763 districts of the country. Playing a vital role in its success is Software Technology Parks of India (STPI). STPI is bolstering the tech startup ecosystem in the country by undertaking path-breaking initiatives such as Centres of Entrepreneurship (CoEs) and Next Generation Incubation Scheme (NGIS) to provide a robust collaborative ecosystem to tech startups, innovators and budding entrepreneurs in the country to build technology products and create IPRs.

Since 1966, ITB Berlin has been the World's Leading Travel Trade Show with the 2023 edition of ITB Berlin attracting 5,500 exhibitors from 161 countries and a total of 90,127 attendees from more than 180 countries with 3,000+ media members and 300+ travel bloggers. This year under the heading 'Pioneer the Transition in Travel & Tourism. Together', leading speakers from business, science and politics will discuss the industry's current and future challenges on 4 stages with a total of 17 themed tracks and more than 24,000 attendees. In ITB 2024 Sultanate of Oman will be the official host country. Taking a lead forward on this has been the Oman Ministry of Heritage and Tourism. We have previewed this event.

While I have been to Maldives 6 times, this was the first time I experienced a seaplane on my way to COMO Maalifushi. Maalifushi comprises of 65 overwater suites and jungle villas. My villa had a private pool with a sundeck and lazing on the bed I would relish seeing the Indian Ocean. In the evening I met Sobah for the first time and a truly no frills GM. What a delight it was interacting with Sobah Mohamed, GM, COMO Maalifushi as he shared his insights about COMO Maalifushi and his passion for the hospitality.



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ITB 2024: All set to welcome travel fraternity



Come March and the global travel fraternity footsteps head towards Berlin to attend the World's Leading Travel Trade Show ITB. This year will be no different feels **Chandragupta Amritkar**

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Partner Country: Sultanate of Oman

In ITB 2024 Sultanate of Oman will be the official host country. Taking a lead forward on this has been the Oman Ministry of Heritage and Tourism. "ITB Berlin is a potent platform for showcasing the variety of the many offerings that Oman can provide in the growing tourism industry," said His Excellency Salim Al Mahrouqi, Minister of Heritage and Tourism of the Sultanate of Oman. It would be a perfect platform for Oman to showcase the tourism potential, hotels, restaurants, tour operators as well as the wide and varied tourism experiences.

Strong Focus on Travel Technology

Under the new heading 'Take Travel Technology to the next Level. Together', ITB 2024 will be giving innovative Travel Technology solutions. More than in almost any other sector, change and innovation have always been the tourism industry's driving forces. Providers from over 30 countries are represented in a total of five halls (5.1, 6.1, 7.1c, 8.1 and Hall 10.1, as before the pandemic) while the popular eTravel Stage will again be a magnet with an impressive programme of panels, keynote speeches and lectures featuring the new AI and Digital Destination theme tracks.

Home of Luxury

The Home of Luxury provides a first-class platform for the luxury travel industry. On the exhibition grounds, the exhibition area at the Marshall Haus serves as a platform for luxury products, services, negotiating business, and events. The Home of Luxury comprises three exclusive, individually tailored exhibition areas: The Garden, The Nest and The Gallery. This is where luxury travel providers can present their company and products in a unique setting, meet luxury buyers in a secluded atmosphere, and

conclude business deals. The Gallery is located next to a specially appointed lounge for handpicked members of the exclusive ITB Buyers Circle, to which only 1,000 senior buyers from the leisure, business travel and MICE sectors are admitted each year.

A comprehensive programme gives luxury travel providers and buyers an opportunity to exchange views on the latest developments in the luxury travel industry and take part in exclusive events. In addition to lectures, get-togethers, networking and speed dating events, the programme also includes a 'Meet the Media' event. The 'Meet the Media' networking event gives luxury travel providers an opportunity to meet with media members covering luxury and lifestyle topics. The event will take place on Tuesday, 5 March from 2 to 3 p.m. and on Thursday, 7 March from 10.30 a.m. to 12 noon in the three Home of Luxury areas at the Marshall Haus.

Opening Press Conference

Opening Press Conference of ITB Berlin 2024 is scheduled on Monday, 4 March 2024 at 10 a.m. in CityCube Berlin (Saal A5) H.E. Salim bin Mohammed Al Mahrouqi, Minister of Heritage & Tourism of the Sultanate of Oman, will be heading the delegation from Oman to ITB Berlin. The attendees will be Dr. Mario Tobias, CEO, Messe Berlin, H.E. Azzan bin Qassim Al Busaidi, Undersecretary for Tourism at the Ministry of Heritage and Tourism, Oman, Charuta Fadnis, SVP, Research and Product Strategy, Phocuswright and Norbert Fiebig, President, German Travel Association (DRV). Also an opening guided tour of ITB Berlin is scheduled on 5 March 2024. In the evening at 6.00 p.m. the opening ceremony of ITB Berlin 2024 will be held at CityCube Berlin. Its exclusively for invited guests.



Innovations Galore@CES 2024



CES, the largest tech event globally concluded on a positive note with a major focus on AI, mobility, digital health and sustainability feels **Chandragupta Amritkar** after a visit to the show.

Consumer Technology Association (CTA) kick-started its centennial celebration during CES 2024 - a century of igniting innovation by advocating for innovation-friendly policies, capturing emerging trends in market research, developing consensus standards, and convening innovators to solve some of the world's biggest challenges.

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“The resurgence of CES proves that face-to-face conversations and meetings are a necessity for the technology industry. For

more than 20 years, I've said that every company must become a tech company, and the diversity of exhibitors at CES 2024 proves it. The CES footprint and conference programming span the entire tech ecosystem,” said Gary Shapiro, president and CEO, Consumer Technology Association (CTA). Fifty top corporate leaders who comprise CTA's Board of Industry Leaders, agreed that CES is the dominant event across AI, accessibility, digital health, mobility and so much more.

“CES 2024 brought the ALL ON experience for media, executives and industry thought leaders. Across the show and on CES conference stages, thousands of global brands announced new visions, products, investments and partnerships,” said Kinsey Fabrizio, CTA Sr. VP, CES and membership. “Technology is solving global challenges, and we're excited to see so many collaborations and partnerships start here in Las Vegas, and produce a show where attendees come to meet, dream and solve.”

CES 2024 Highlights

Artificial Intelligence – AI led the global conversation at CES 2024. Companies highlighted the enormous potential of AI to improve our world with cutting-edge applications that will transform how we communicate, do business and take care of one another.

Human Security for All – CES established access to technology as the eighth pillar of the Human Security for All (HS4A) global campaign, which focuses on the critical role technology plays to improve every aspect of the human experience. Tech is a catalyst for tomorrow, powering solutions to pressing global challenges. This week at CES, Force for Good released a new report at the CES Research Summit on tech's influence on human securities. Aligned with CTA's CES 2024 Tech Trends to Watch, the report proved that universal connectivity and leveraging AI across human securities will improve our world.

Keynotes – For the first time, beauty brand L'Oréal Groupe took center stage for a CES keynote. Joined by partners and actress Eva Longoria, L'Oréal shared a vision of inclusive beauty tech



improving lives across the world and highlighted new products and acquisitions.

CEOs from Best Buy, Elevance Health, HD Hyundai, Intel, Nasdaq, Qualcomm, Siemens, Snap and Walmart also took to the keynote stage to present new collaborations across industries, highlight partnerships with enterprise tech leaders and announce new products.

Startups – Eureka Park grew this year with a record 1400+ startups including country pavilions representing France, Italy, Israel, Japan, Korea, Netherlands and Ukraine.

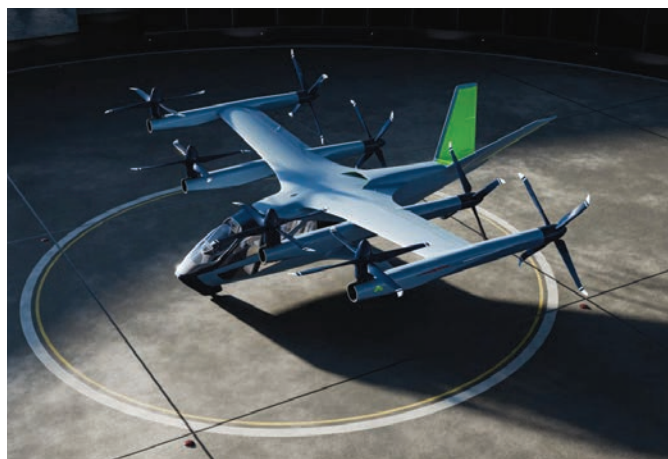
Mobility – With 600+ mobility exhibitors, CES is one of the world's largest and fastest growing global auto, mobility and transportation events. Exhibitors displayed the ecosystem of mobility, with global unveils highlighting the future of autonomous vehicles, electric vehicles, micro-mobility, software-defined vehicles and flying cars, plus the future of assistive mobility and safety systems.

Exhibitors included: BMW, Honda, Hyundai, Kia, Magna, Mercedes, Paccar, Recaro, Sony, Supernal, Togg and Vinfast.

Sustainability – Exhibitors at CES 2024 showcased their commitment to sustainable solutions through technologies, products, and services to reduce emissions and waste by streamlining electrification, developing renewable energy sources, and experimenting with new technologies such as battery recycling.

Exhibitors included: 3M, Caterpillar, Doosan, Goodyear, Jackery, John Deere, HD Hyundai, Kubota, Midbar, Nasdaq, Panasonic, Siemens and SK Group.

Digital Health – Tools and technologies aimed at lowering costs, improving health equity and saving lives were highlighted. Innovations included digital therapeutics, mental wellness, sleep



tech, women's health tech and telemedicine.

At the CES Digital Health Summit, Mark Cuban and his Cost Plus Drug Company broke news about a new partnership, while capacity crowds joined the Digital Health mixer and programming with officials from the FDA and across the health policy space.

During the CTA Foundation pitch contest, eight startups pitched their health tech to a standing-room-only audience. Congratulations to Augmental, the grand prize winner, and Proxy Health, the winner of the audience choice and patient safety prizes.

Exhibitors & Sponsors included: Abbott, American Medical Association, American Psychological Association, Dassault Systèmes, Humetrix, Moderna, NuraLogix, Philips, ResMed, Withings, Xenco Medical.

Accessibility & Innovation for All – CES 2024 fostered a platform centered on universal design for the diverse tech industry to come together and converse on the next wave of innovation. CES featured sessions on diversity in the tech industry, a wave of new technologies

that will improve lives and advances in accessible gaming. CTA also announced a new investment partnership in TFX Capital, which supports veteran entrepreneurs in tech.

Attendees saw, heard and touched advancements in the health space, ensuring technology bridges the gaps in care through improved eye testing cameras or using AI-driven speech technology to simulate a natural voice for those with disordered speech. Nuance Audio Hearing Glasses by EssilorLuxottica transformed what glasses can do.

CES 2024 by the Numbers*

- 2.5+ million net square feet of exhibits, 15 percent bigger than CES 2023
- 4300+ exhibitors, including 1400+ startups within Eureka Park
- 135,000+ attendees, a record 40+ percent from 150 countries, regions and territories
- 5000+ global media and content creators
- 60% of Fortune 500 companies
- 250+ conference sessions with 1000+ speakers
- CES 2024 Innovation Awards program received 3000+ submissions, a record high, and included AI as a new category
- 25,000+ pieces of media content led to 160+ billion impressions of CES 2024

*pre-audit figures



C Space: Entertainment and Content – CMOs, CCOs and CXOs converged across CES for conversations and exhibits, including at C Space, which spanned ARIA, Vdara and Cosmopolitan. Attendees from the marketing, entertainment and media industries explored the tech trends impacting content consumption, AI, programmatic and connected TV, advertising and consumer behavior—including catering to Gen Z.

Gaming & E-Sports – Gaming has evolved from the console and PC entertainment-focused days into a social platform used by most adults globally. The push for controllers and other gaming accessories with inclusive design standards will allow more consumers to become gamers. Similarly, advancements in captioning technology and hearables will ensure the entertainment sector improves accessibility.

Exhibitors included: AARP: AgeTech Collaborative, Bandai Namco, EssilorLuxottica, Garmin, LG, Meta, Microsoft, Netflix, Nvidia, Razer, Samsung, SpaceX/Starlink, Whispp and Ubisoft.

Innovation Policy Summit – At a moment of global uncertainty and rapid technology advancement, government leaders shared an optimistic view of regulation to empower tech innovation,

including in AI. 160+ international, federal, state and local government officials and staff participated in the Leaders in Technology Program and IPS, which convened top innovators and policymakers to discuss the future of pressing tech policy issues, including privacy, health innovation, trade policy, competition, artificial intelligence and self-driving vehicles.

Senior government officials at CES 2024 included U.S. Senators John Hickenlooper (D-CO), Ben Ray Lujan (D-NM), Cynthia Lummis (R-WY), Catherine Cortez Masto (D-NV) and Jacky Rosen (D-NV), FDA Commissioner Robert Califf, FCC Commissioners Brendan Carr and Anna Gomez, FTC Commissioner Rebecca Slaughter, Deputy Assistant to the President and Deputy National Security Advisor for Cyber and Emerging Tech Anne Neuberger,



Chair of the U.S. Consumer Product Safety Commission (CPSC) Alexander Hoehn-Saric and Assistant Secretary for Investment Security at the U.S. Department of the Treasury Paul Rosen. CES also attracted dozens of government officials from around the world and international organizations, including UN Envoy on Technology Amandeep Singh Gill.

CES 2025 is scheduled in Las Vegas from January 7-10.

Integrative healthcare by Sai Ganga Panakeia

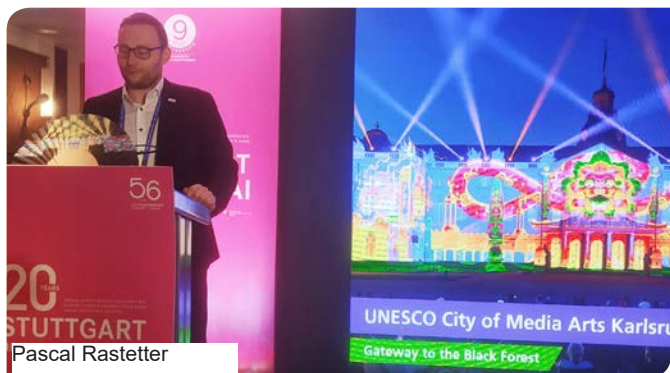
While at CES 2024 there were several Indian companies exhibiting their products what truly caught my eyes was state-of-the-art technology Docture-Poly developed by Sai Ganga Panakeia (SGP). Developed by Dr. Ravi Shankar Polisetty, it truly is breaking new ground in Integrative healthcare. In the realm of Poly Scientific Ayurveda SGP approach has been meticulously honed through the treatment of nearly 28,000 patients in advanced stages of illness, resulting in remarkable enhancements in their quality of life, prolonged symptom-free periods, and overall improved clinical results.

The wealth of knowledge they have accumulated over the years has been harnessed into a sophisticated system comprising 17 machine learning and 17 artificial intelligence algorithms. These algorithms function synergistically to provide tailored healthcare solutions, encompassing personalized dietary plans, customized exercise regimens, targeted fitness routines, herbal supplements, yoga postures, and pranayama exercises.

“With the invaluable assistance of Docture-Poly, your unique digital medical assistant, you can anticipate the highest standards of preventive care. SGP technology is meticulously designed to empower you with proactive health management, safeguarding your well-being, and aiding you in achieving optimal health outcomes. Our vision is to see SGP as a global leader in Biotechnology and Personalized Medicine providing cure to dreadful diseases integrating with methods of Ancient and Modern Medicine by 2029,” said Dr. Ravi Shankar Polisetty.



Karlsruhe: An UNESCO City of Media Arts



Stuttgart meets Mumbai (a two day wine festival) saw my friends from Karlsruhe make their gracious presence in Mumbai with the Karlsruhe team lead by Pascal Rastetter, Managing Director, KTG Karlsruhe Tourism GmbH and my good old friend Martin Wacker, MD KME Karlsruhe Marketing and Event GmbH.

Karlsruhe Tourism GmbH this year had organised a key note presentation on "UNESCO City of media arts" Karlsruhe – Gateway to the Black Forest" to the top Indian travel community and select media people. Making the presentation as engrossing and a delight to the audience Pascal Rastetter focused not just on the culture and tourism aspect but also on the business prospects.

In 2019, Karlsruhe became the first and so far only city in Germany to be awarded the title Creative City of Media Arts by UNESCO and to join the international UNESCO Creative Cities Network (UCCN). "As a UNESCO Creative City we are committed to the UN Sustainable Development Goals, in particular the role of creativity and culture in building sustainable urban societies," said Pascal.

Karlsruhe is a city where media art in its various forms is part of life. With the ZKM | Centre for Art and Media, Karlsruhe is home to one of the most important media art institutions worldwide. The ZKM is also curatorially involved in the SCHLOSSLICHTSPIELE Karlsruhe, a media art spectacle that delights tens of thousands of visitors every summer with impressive projection mapping shows and makes media art in public spaces an experience for everyone.

From a tourism perspective Karlsruhe recently increased their room inventory from 6000 to 8000 rooms resulting in better pricing for tourists. "For any tourist visiting black forest area, Karlsruhe

can be the base city. Tourists can stay for a week as Karlsruhe is in the middle of most attractions. From here you can reach to most touristic place in Germany, France and even Switzerland within 2 to 3 hours. If guest have limited time they can see Karlsruhe through our Hop on Hop in bus within a day," said Pascal.

The city is at the heart of the Karlsruhe Technology Region, one of the most dynamic and successful economic regions in Europe. Over 4,200 companies are active in the IT and media sector alone. "I foresee great potential for tech exchange between India and Karlsruhe," said Pascal.



India Summer Days Karlsruhe (19 - 21 July 2024)

In 2024, the India Summer Days will be held from July 19th to 21st. The event will showcase Indian culture in the form of an Indian village. The focus of the numerous offerings is once again on culture, culinary delights, hands-on activities, music, dance, tourism, yoga as well as lots of information on destinations. In addition, Indian handicrafts, books, jewellery, textiles and, of course, spices await guests visiting the bazaar during the festival weekend. And of course, the authentic Indian cuisine on offer also invites visitors to experience India by taste.

"This year again it will be a part of our southern Germany's largest family festival DAS FEST.

Goa tourism will be the official partner state. With free admission, the India Summer Days will again celebrate the strong German-Indian partnership of many years," said Pascal.

Karlsruhe – A city to fall in Love

Having been 5 times to Karlsruhe, it's a city that you can't fail to fall in love with. Lots of greenery, palaces, world's first interactive museum, dynamic marketplace, convenient to reach most locations by a green transport – cycle. Add to this it's a tech savvy city with lots of educational institutes.

Karlsruhe is in the shape of a fan with a geometrical focal point from where 32 streets and paths radiate like the rays of the sun. Then there's the ZKM: the world's largest culture factory and the world's first interactive museum. Karlsruhe's market square (Marktplatz) is the heart of the city where visitors can admire the symbol of the city of Karlsruhe, a pyramid of red sandstone measuring some seven metres in height. The unusual structure covers the tomb of Margrave Karl Wilhelm. The city has all the clubs, bars and pubs that a night owl could ask for including traditional brewery pubs.



STPI Tech Startup Ecosystem

India has emerged as the 3rd largest ecosystem for startups globally with over 1,12,718 DPIIT-recognized startups across 763 districts of the country. Playing a vital role in its success is Software Technology Parks of India (STPI). STPI is bolstering the tech startup ecosystem in the country by undertaking path-breaking initiatives such as Centres of Entrepreneurship (CoEs) and Next Generation Incubation Scheme (NGIS) to provide a robust collaborative ecosystem to tech startups, innovators and budding entrepreneurs in the country to build technology products and create IPRs.



Arvind Kumar



STPI as one of the leading tech startup incubators in India has set up world-class in emerging technology domains to empower startups to ideate, build prototype, develop minimum viable product, test the efficacy of product, and eventually strive for commercial launch. To strengthen research, innovation, testing, calibration and quality assurance of products developed by startups, STPI has established over a dozen of labs including ESDM Lab, AI & CV Lab, Data Analytics Lab, IoT Lab, AR/VR Lab, VFX Lab, MoCap Lab, AVG Lab, EV Lab, Mobility Lab, Medi Lab, Blockchain Lab, FinTech Sandbox, AgriIoT Lab, FabLab, SMARTLab, Characterization Lab, and Atal Incubation Centre (AIC) on pan-India scale to enable startups leverage these facilities for building innovative technology products and solutions in an indigenous manner.

In order to build leadership and to build next wave of budding entrepreneurs in the emerging sectors of technology like Internet of things (IoT), Block Chain, FinTech, Artificial Intelligence (AI), Augmented & Virtual Reality (AR/VR), ESDM, Data Science & Analytics, Medical Electronics & Healthcare, Gaming & Animation, Machine Learning, Cyber Security etc., Government of India had announced setting up of CoEs by STPI in specific domains spread across India. STPI CoEs enable a 360 degree support ecosystem in the form of Infrastructure (Hardware & Software labs), Knowledge & handholding, Funding & Investment opportunities, Mentoring & Networking to nurture innovative start-ups in emerging technologies and make India a “Product Nation”.

“In the dynamic realm of innovation, India emerges as a vibrant thread, weaving a remarkable story of entrepreneurship. As the third-largest startup ecosystem globally, India is adorned with 110+ unicorns. The government is playing a pivotal role in nurturing the seeds of innovation. In the symphony of startup growth, it is the guiding hand of governance that shapes a robust ecosystem where entrepreneurial aspirations flourish. STPI, through its flagship initiatives including CoEs and the NGIS, provides the requisite support such as world-class infrastructure, policy support, mentoring, funding and global market outreach to the tech startups across the country. In the pursuit of technological excellence, STPI has collaboratively established 23 domain-specific CoEs in emerging technologies and also implemented NGIS scheme in 12 tier 2/3 cities of the country. Through this robust tech startup ecosystem, STPI has so far nurtured 1000+ startups while enabling them to create 1200+ marketable products/services in various emerging technologies like AI, Computer Vision, IoT, Data Analytics, AR & VR, ACES Mobility, FinTech, MedTech, AgriTech, and many more, for building innovative products,” says Arvind Kumar, Director General, STPI.

Centres of Entrepreneurship

Out of the 25+ New CoEs planned by STPI, 23 CoEs across emerging technologies are launched. These include

- Electropreneur Park at Delhi
- MOTION at Pune
- NEURON at Mohali
- FINBLUE at Chennai
- IoT OpenLab at Bengaluru
- APIARY at Gurugram
- Electropreneur Park at Bhubaneswar
- IMAGE at Hyderabad
- OCTANE in North East (Group of 8 CoEs)
- VARCOE at Bhubaneswar
- MEDTECH at Lucknow
- FASAL at Akola
- AIC STPI Bengaluru
- Kalpataru at Vizag
- EmTek at Rourkela
- Efficiency Augmentation at Bengaluru



STPI - 23 Centres of Entrepreneurship

A CoE is a domain-specific specialized incubation facility for start-ups in the area of emerging technologies where the highest-standards and best-practices in terms of infrastructure, technology, leadership, mentoring, training, research & development, funding, networking for the given focus area is made available. STPI CoEs are building innovation driven emerging tech-startups ecosystem in collaborative manner pan India.

STPI has successfully launched 23 CoEs in a collaborative manner in emerging technology domains and targets to support 1,900+ startups while enabling them to create marketable products/services with IPRs/patents in various emerging technologies like AI, Computer Vision, IoT, Data Analytics, AR & VR, ACES Mobility, FinTech, MedTech, AgriTech, and many more, for building innovative products.

MedTech

To nurture startups in the field of medical electronics and health informatics by harnessing emerging technologies while developing affordable high-quality equipment, STPI has set up MedTech CoE at Lucknow to provide a comprehensive ecosystem with incubation facility, mentoring and academic support, lab access, funding & marketing support & IP facilitation.

Facility: 18,000 sq. ft. plug & play infrastructure

Target Beneficiaries: 50 startups over 5 years

Kalpataru

A CoE on Industry 4.0 at Visakhapatnam is being set up to promote innovation and entrepreneurship in Industry 4.0 by providing access to the required infrastructure, laboratory, and other facilities such as mentoring, academic support, funding support, industry connect and market access for strengthening the domestic manufacturing of affordable Industry 4.0 products and services.

Facility: 6,000 sq. ft. built-up space & laboratories

Target Beneficiaries: 175 startups in 5 years (physical & virtual)

Efficiency Augmentation

The Efficiency Augmentation CoE at Bengaluru is a multi-disciplinary research centre to support startups that would build products and solutions to increase efficiency of industrial production and operations, service sector and Government projects by leveraging emerging technologies like AI, ML, Big Data, IoT etc. The CoE has a well-equipped lab along-with plug & play incubation space and other support and services like seed funding, mentoring, market assistance, networking etc.

Total Beneficiaries: 100 startups in 5 years

Neuron

To identify and support potential cutting-edge IT entrepreneurs especially in the field of AI, IoT, Big Data and audio-visual Gaming, STPI has endeavoured to setup Neuron CoE at Mohali,

which will significantly contribute towards product development, IP creation and employment generation from the region.

Facility:

- 33,000 sq. ft. raw incubation space
- 575 plug-n-play seats including labs

Target Beneficiaries: 100 startups in 5 years

Electropreneur Park, Delhi

To promote a vibrant and sustainable ecosystem of R&D, design & engineering and innovation in Electronics, STPI has set up Electropreneur Park (EP) in Delhi in association with the Ministry of Electronics and Information Technology (MeitY), Delhi University (DU) and India Electronics & Semiconductor Association (IESA).

Facility: 10,000 sq. ft. built-up area equipped with World-Class RF & Power Lab Facility

Target Beneficiaries: 58 startups over 7 years

Electropreneur Park, Bhubaneswar

To replicate the successful collaborative model of Electropreneur Park, Delhi, STPI has set up its 2nd ESDM CoE at Bhubaneswar to develop, promote, incubate, mentor and create breakthrough innovations in Electronics Systems Design and manufacturing (ESDM) while emphasising product development and IP creation.

Facility: 7,500 sq. ft. built-up space at STPI-Bhubaneswar

Total Beneficiaries: 40 startups in 5 years

FinBlue

To build an ecosystem for R&D and product innovation in FinTech, STPI has set up FinBlue CoE at Chennai to offer an integrated programme for startups to scale through a first-of-its-kind incubation facility which provides support in terms of funding, infrastructure, sandbox, mentoring, IP facilitation, technology and regulatory support and market access.

Facility:

- 10,000 sq. ft. at STPI-Chennai to accommodate
- 100 units with ready-to-work P&P space

Target Beneficiaries: 58 startups in 5 years

IoT Openlab

To create a technological platform for enabling innovative startups to develop disruptive IoT-based applications, products and solutions, STPI has set up IoT Openlab CoE, which provides a comprehensive ecosystem with technology support, mentoring, academic expertise, access to funding, industry connections and market access.

Facility: 4,200 sq. ft. of ready-to-work plug & play space and Laboratory

Target Beneficiaries: 500 startups over 5 years (physical & virtual)





IMAGE

IMAGE, a CoE in Gaming, VFX, Computer Vision & AI, at Hyderabad has been set up in collaboration with MeitY and Govt. of Telangana to provide industry and academia, support product development and innovative solutions in the focused areas under the guidance of business leaders and technical & domain experts. The CoE provides access to the required infrastructure and labs for startups for the development and validation of solutions, from design and prototyping to product development.

Facility: 10,000 sq. ft. incubation space including labs
Total Beneficiaries: 140 startups over a period of 5 years

Motion

To build an ecosystem for research and development and product innovation in the Automotive sector, STPI has set up Motion, a CoE in Autonomous Connected Electric Shared (ACES) Mobility at Pune, which provides mentoring, incubation facility, academic support, industry connect and IP facilitation.

Facility: 7,000 sq. ft. plug & play infrastructure and labs
Total Beneficiaries: 51 startups over 5 years



VARCoE

To create a high-potential ecosystem for carrying out R&D activity and skill development in Virtual and augmented Reality, immersive visualization and applications and foster innovation, technology development, product development, IP creation, technology incubation and entrepreneurship, STPI has set up VARCoE at IIT Bhubaneswar.

Facility: 5,600 sq. ft. ready-to-work plug & play space and laboratory with education and skill development platform
Total Beneficiaries: 300 Startups/Incubatee/Students/Professionals/Researchers over 5 years

EmTek

To identify and evaluate promising startups primarily focusing upon Industry 4.0, AI(Artificial Intelligence), ML(Machine Learning), IIOT(Industrial IOT), Cyber Security and Data Analytics, STPI has set up CoE on Emerging Technology at Bhubaneswar & Satellite Centre at BPUT,

Rourkela in collaboration with MeitY, Electronics & IT Department (Government of Odisha), STPI, STPINEXT, Biju Patnaik University of Technology, Odisha, Rourkela and IIIT Bhubaneswar with State of the Art Lab in Industry 4.0, startup experience centre and incubation.

Facility: 5000 sqft space at Fortune Tower, STPI Bhubaneswar and reserved 6000 sq. ft. built-up space for the Satellite Centre at BPUT, Rourkela
Total Beneficiaries: 150 startups in 5 years

Fasal

Fasal, a CoE in IoT in Agriculture, is set up at Akola to create a robust incubation infrastructure for enabling innovative agri startups to leverage a collaborative ecosystem



20th Asia-Africa Business & Social Forum 2023- Panel Discussions at Dubai, recognized as Global Indian of the Year and World's greatest brands of the Year 2023



Presented the concept of Poly Scientific Ayurveda that lies behind Docture-Poly Device at GITEX Conference held at Dubai 2023



Poly Scientific Ayurvedic Speech at British Parliament on the occasion of Yoga Day 2023 at UK

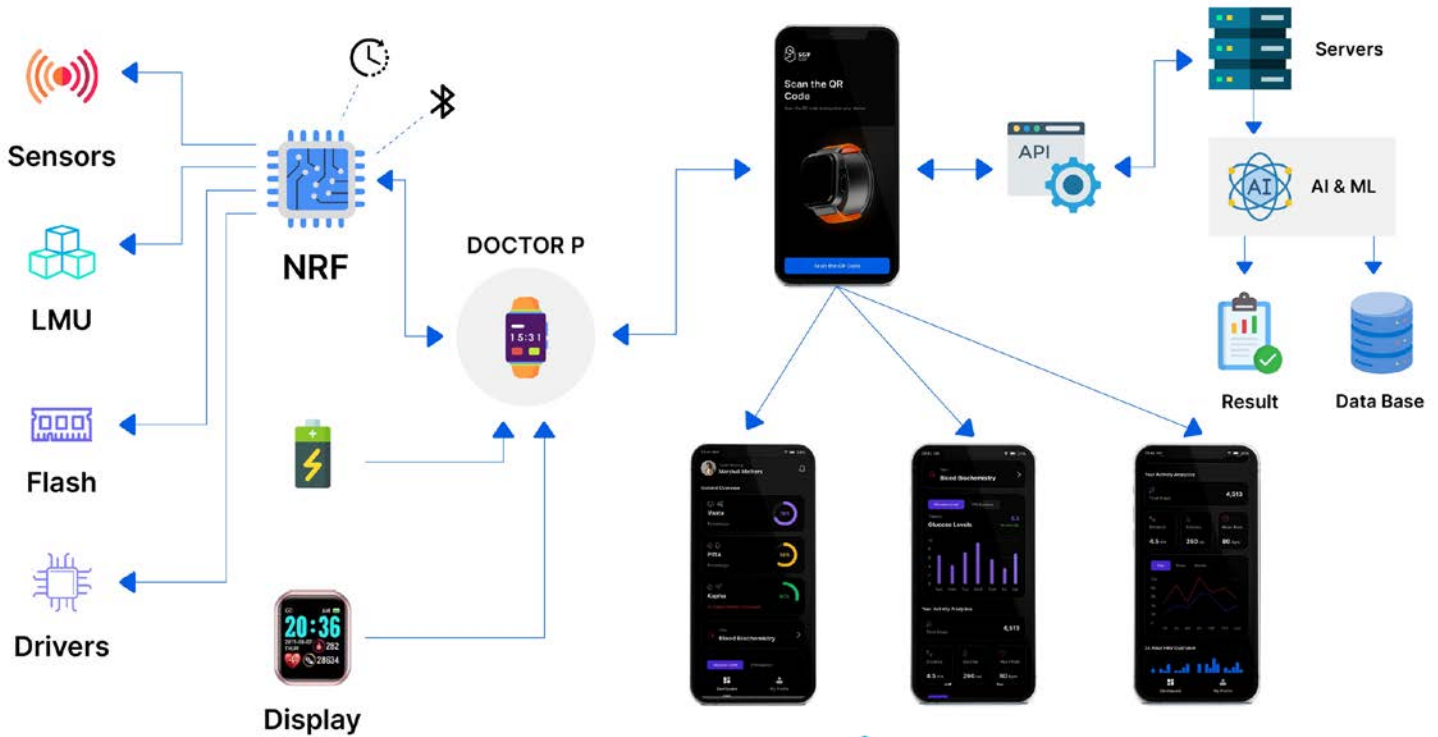


SGP
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Docture-Poly

Your Digital Doctor Assistant

Introducing the Docture-Poly
Revolutionizing Healthcare
for a Better Tomorrow



DOCTURE-POLY Dashboard

- Smart Health VPK Monitoring
- AI-Powered Health Insights
- User-Friendly App Integration
- Secure and Private- health data
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with technology support, mentoring, academic expertise, access to funding, industry connect and market access for developing path-breaking products focused on Digital Farming, Smart Techniques for Crop Protection and management, Forecasting using Predictive Analytics and hydroponic VF Systems with other Agri IoT technologies to enhance farmers' income.

Facility: 10,000 sq. ft. at Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola with

40-seater ultramodern incubation centre with domain-specific physical lab facilities for R&D

Total Beneficiaries: 25 startups in 3 years

Octane

OctaNE, an internetworked group of 8 CoEs & SIZs at the 8 capital cities of North East, comprising IoT in Agriculture CoE/SIZ at Guwahati, Emerging Tech (AR/VR) CoE/SIZ at Imphal, Gaming & Animation CoE/SIZ at Shillong, Data Analytics & AI CoE/SIZ at Agartala, IT Applications in Graphics Design CoE/SIZ at Kohima, IT Application in Healthcare &

AgriTech CoE/SIZ at Gangtok, Gaming & Entertainment CoE/SIZ at Aizwal & GIS Applications (including Drone Technology) CoE/SIZ at Itanagar.

Facility: Physical infrastructure including 1000-seater state-of-the-art incubation (200-Guwahati, 150-Shillong, 100-Imphal, 150-Agartala and 100 at each at Kohima, Aizawl, Gangtok, and Itanagar)

Total Beneficiaries: 367 startups in 5 years

Apiary

Apiary, a CoE in Blockchain Technology is set up at Gurugram in collaboration with MeitY, Govt. of Haryana, Padup Venture, IBM, Intel, GBA, and FITT to identify and evaluate promising startups in the field of Blockchain Technology and nurture them to develop path-breaking products in the focused areas including Finance, Agriculture, eGovernance, and Supply Chain.

Facility: 7,000 sq. ft. ready-to-work plug-n-play with lab & computing infrastructure at STPI-Gurugram

Total Beneficiaries: 100 startups in 5 years

Next Generation Incubation Scheme (NGIS)

NGIS is a futuristic & comprehensive incubation scheme entrusted by the Ministry of Electronics and Information Technology (MeitY) to STPI for implementation. NGIS has a vision to promote and support innovative startups working towards software product development (including embedded electronics) through a synergized pan-India approach. NGIS focuses on start-ups from 12 Tier-II locations across India viz. Agartala, Bhilai, Bhopal, Bhubaneswar, Dehradun, Guwahati, Jaipur, Lucknow, Prayagraj, Mohali, Patna, Vijayawada.

NGIS targets to incentivize 300 select start-ups with seed funds of up to 25 Lakh.

NGIS' offerings encompass the following:

Physical Incentives

- Ready to work P&P incubation within the constraint of lockdown and thereafter.
- Full-fledged security and vulnerability testing of Software Products through the dedicated Software Product Security Testing (SPST) facility.
- Additional facilities and services of the pan-India domain-specific CoEs of STPI may be leveraged.

Soft Support

- Mentoring support.
- Access to VCs for funding support.
- Networking opportunities/Industry connect and Go-to market support for exhibiting/showcasing products/solutions through various National/International events/workshops/exhibitions.
- Advisory Services such as HR, Legal, Accounting, IPR/Patenting & others.

Financial Incentives

- Cloud Credits from leading third-party service providers.
- Startups who are in the ideation stage may be selected under a pre-incubation programme and mentored for up to six months to evolve their business plan & solution around the proposed idea. Each intern (start-up under pre-incubation) will be paid Rs. 10,000/- per month for a period of 6 months.
- Seed funding of up to Rs. 25.00 Lakhs will be provided to each beneficiary/supported startups based on the innovativeness of the idea, novelty of solutions, strength of the team and soundness of the business proposal.



AI Product Range



Laptop



AIO PC



Tablet PC



Mini PC

AIoT Product Range



OPS 1.0 / 2.0

(Options for Intel Core i7 / Core i5 / Core i3)



2-in-1 Tablet PC



Education Laptop



Panel PC

Design Manufacturing



Digital Signage



Solar Solution



Point of Sale



Self Checkout Kiosk

Annual Production Capacity
1 Million Devices and
Adding ...

Selected for :

- The Make in India Scheme, IT Hardware PLI 2.0
- Intel's Make In India Initiative

OEM / ODM for AI & AIoT Design & Manufacturing Services Company

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“SRM has a placement policy with which a student can acquire at least 7 Offers”

One of the most important department in any university or reputed college is the placement cell or career guidance centre. It plays a crucial role in helping students secure their dream jobs and is considered an essential department. The staff chalks out a comprehensive, developmental program for students providing them valuable resources, training, and opportunities to join/choose suitable companies to kickstart their careers. Playing a vital role is the director at the centre. SRM Institute of Science & Technology has been fortunate to have the dynamic and forward thinking **Dr. N. Venkata Sastry, Director, Career Centre, SRM Institute of Science & Technology**. In an interaction with our editor he highlights the numerous functions of the department and the difference it makes. Excerpts



What is the main role of your career guidance and placement cell?

At SRM we call it as “Career Centre”. Our Career Centre is the focal point of career development for the students of the university. The Career Centre in SRM Institute of Science and Technology plays a vital role in making SRM a favoured destination for many national and international organizations to recruit fresh talent nurtured at the Institute. The Career Centre facilitates the placements of SRM’s College of Engineering & Technology, College of Management, College of Science & Humanities, College of Medical & Health Sciences, College of Law, College of Agriculture Sciences, College of Architecture and Hotel Management.

There are three major areas that we concentrate on

- Helping the budding and young minds of SRM to build interpersonal skills, Industry related skills in emerging Technologies by establishing Centre of Excellence, Higher education and Entrepreneurship Aspirations
- Conduct Campus Recruitment Programmes
- One stop destination for all the external and internal entities and stake holders for all the needs of Career Related initiatives

Apart from these there is continuous institute-industry interaction, Pre-Joining learning initiatives, participating in industrial exhibitions, fairs, seminars to promote useful interaction with the industries and alumni activities are some of the initiatives of Placement Office. The excellent infrastructure of the Career



Centre facilitates activities like pre-placement talks, written tests, group discussions, and interviews as per the requirements of the recruiting organizations.

How does your cell help students enhance their employability?

The Career Centre encompasses the Placement Office, Academic Interfacing Program (aimed at bringing in the latest and emerging technology skills bridging the gap between academics and dynamic industry) and the Career Development Centre.

Career Development Centre helps to identify the interests and capabilities of students in relation to their career goals and academic progression. Students are encouraged to pursue their passion. Intensive coaching and training is provided in personality development and in shaping their leadership qualities.

The Placement Office besides, placement and training holds workshops, events like Hackathons, Quiz etc., conferences, talks by expert, internship, industrial visits to enable students to be up-to-date with contemporary trends and be ‘Market Ready’ by the time of graduation.





Any particular training assistance that you would like to highlight?

We have recently formed a team called the Academic Interface Program which focuses on the skill-based demands, trains the students on the current industry skills, Performance Insights Dashboard where the students are given a heads-up on the role-based requirements of a specific company, Solicit, Review & work on technical feedback from the recruiting employers.

Which are the major companies that come to your campus?

We have an array of all the top players from each sector. Just to give you a glimpse of the few of 100s of companies visiting SRM are :

1. IT Companies - TCS, Cognizant, Accenture, Wipro, Capgemini, Infosys, LTIMindtree
2. Product Companies – Google, Adobe, Atlassian, Oracle, Freshworks
3. Analytics – MuSigma, Quantiphi Analytics, Tiger Analytics, Latentview Analytics
4. BFSI – Wells Fargo, Morgan Stanley, Barclays, JP Morgan, BNY Mellon, Natwest
5. Core – Maruti Suzuki, Ford, Renault Nissan, Anand Group, Murugappa Group, Bajaj Auto, Tata Motors, Mahindra & Mahindra, JK Tyres, CEAT
6. Banking – Federal Bank, Axis Bank, IDBI Bank, City Union Bank, IndusInd Bank
7. Manufacturing – Wheels India, Havells India, Nestle, Exide
8. Pharma – Astrazenica, Roche, Johnson & Johnson, Novartis, Cipla

What about International placements?

We have been actively conducting International Placements from the time of our inception. We have companies recruiting students for overseas locations starting from Agriculture Sciences to Core Engineering students from varied pool of Companies.

With newer trends what qualities do employers look for in students nowadays?

In today's dynamic job market, employers often look for a combination of technical skills, soft skills, and personal attributes in students. Some of the newer trends and qualities that employers commonly seek include:

- Adaptability and Resilience

- Critical Thinking and Problem-Solving
- Digital Literacy
- Emotional Intelligence
- Communication Skills
- Industry-Specific Knowledge and Specializations

How large and useful is your alumina network?

SRM has an active and engaged alumni network which significantly enhances the effectiveness of a placement office by providing valuable resources, support, and opportunities for current students and recent graduates as they transition into the workforce.

We have at least 50+ of our Alumni at CEO levels in some of the top MNCs in the World.

How do you go about inviting Industry personnel periodically to enrich the knowledge base of students?

We at SRM Career Centre, Engage & Connect with our Industry patrons over and beyond campus recruitments by inviting them for Tech Talks, Hackathons, Panel Discussions, Centre Of Excellence, Labs, Faculty Development Program, Student Development Program, Management Development Program, Industry visits etc.

When does the SRM campus recruitment season begin?

That's where we score. We have an evergreen season i.e., we invite and bring in companies throughout the year.

Can one student accept more than one offer?

SRM has a placement policy with which a student can acquire at least 7 Offers.

Seven offers. That's exceptionally great.

On a personnel front what made you enter the academia field?

My forte is sales, marketing and related administration of non-formal education programmes that value-add the formal curriculum of young minds. It was by accident on a bright January chill morning in the year 2000, I was asked to help campus placement team and suddenly I found a natural fit to my skills and I am here today. Blessed to have great mentors and well wishers who helped me to excel and achieve success. Today I work with the hopes and aspiration of 6000 + graduates year after year.



“Poly Scientific Ayurveda aims to provide natural and sustainable solutions to various health issues”

It was at CES 2024, Las Vegas that I had the first opportunity interact with **Dr. Ravishankar Polisetty**, an MD Physician with specialization in Cardiovascular Surgery. Presenting his groundbreaking Ayurvedic technology in the form of Docture-Poly he impressed many visitors including me. What surprised me was that he is also an expert in Ayurveda as well as a tech savvy Doctor with expertise as Watson Data Scientist, SW Programmer (Python, C++, Artificial Intelligence and Machine Learning). Had the pleasure of again connecting with him at his hospital and hearing talk about his vision. In a tête-à-tête with Dr. Ravishankar Polisetty he spoke with passion about his care for humanity. Excerpts



As a doctor, your main focus is on Ayurveda. Why is that?

As a medical doctor, my primary focus has always been on the health and well-being of people. However, delving deeper into the understanding of health has revealed genuine complexities. For instance, one of the initial challenges I encountered was finding ways to mitigate the side effects of pharmaceutical drugs while still providing effective treatment. This led me to explore alternative solutions to assist patients dealing with such side effects.

Furthermore, as we amassed data, particularly in areas like diabetes management, it became evident that differing organizations proposed varying guidelines and values. For example, when discussing HbA1c levels, there is discrepancy among different associations. While some advocate for values below 5.5, others suggest different thresholds ranging from 6.5 to 8. Additionally, conflicting findings from trials such as the ACCORD trial have highlighted the complexities of managing diabetes, especially in patients with concomitant conditions like ischemic heart disease.

This complexity extends beyond diabetes management. Recent research has even questioned traditional markers of heart health, such as high-density lipoprotein (HDL) and low-density lipoprotein (LDL) levels, suggesting that both high HDL and low LDL may contribute to heart diseases. These findings underscore the ongoing challenge of defining normal parameters for various health indicators.

In light of these complexities, I turned to Ayurveda for insight. With a history spanning thousands of years in India, Ayurveda represents a wealth of knowledge and practices that have contributed to the overall health and longevity of our civilization. Exploring Ayurvedic principles offers a holistic approach to understanding health and provides valuable insights for modern medical practices.

Ayurveda is an ancient system of medicine that believes in the holistic approach to healthcare. It not only treats the symptoms but addresses the root cause of the ailment. Poly Scientific Ayurveda aims to provide natural and sustainable solutions to various health issues.

I understand. You also believe a lot in Rishi-Scientists.

Indeed, Chandraguptaji, I hold a profound belief in the wisdom of our ancient Rishi scientists, for they were far from the simplistic saffron-clad figures often misconstrued in today's world. These luminaries were authentic pioneers of science,



as evidenced by their profound insights. Consider the words of Jagadguru Adi Shankaracharya, who emphasized the importance of basing actions on empirical evidence. He urged people to view "Shastra" not merely as scripture, but as a repository of scientific knowledge, demanding evidence for every action undertaken.

These ancient Rishis, devoted to the welfare of humanity, exercised great influence without resorting to coercion. Instead, they appealed to the altruism of Kshatriya kings, urging them to contribute generously towards spiritual endeavors that uplifted society. Simultaneously, these scholars delved deep into the scientific underpinnings of Vedas, exploring concepts like Panchabhautik constructs and Vatapitta Kapha-based theories. Their scholarly works, including the Sulabha Sutras, Agastha Samhitas, and Vaiseshika Pramanas, are repositories of profound scientific knowledge.

For instance, the parallels between Newton's first law and the Vaiseshika Nyaya demonstrate the prescient understanding of fundamental principles by ancient Indian scholars. My faith in these Rishis stems from their rigorous scientific approach. Unlike blind faith, my beliefs are grounded in scientific evidence that withstands scrutiny in the modern world. As a scientist, I advocate for the dissemination of knowledge supported by empirical evidence, regardless of its origin.

I reject the artificial divide between Eastern and Western science, recognizing that scientific inquiry transcends geographical boundaries. Any knowledge that is reproducible, methodical, transferable, and subject to peer review constitutes science in my view. The Rishis exemplified these principles, as evidenced by the robust scientific foundation underpinning ancient scriptures.

The Darshanas, elucidated by the Rishis, served as blueprints for practical experimentation, culminating in the creation of Samhitas—compendiums of scientific literature derived from meticulous empirical investigations. These selfless scholars, characterized by their agnostic stance and unwavering commitment to truth, left behind a legacy of verifiable, repeatable, and scientifically sound teachings.

Rishi-Scientists are those who combine the ancient wisdom of the Rishis with modern scientific knowledge. This fusion allows us to harness the best of both worlds, creating innovative and effective solutions. I believe in their ability to bridge the gap between traditional and contemporary medicine.

Interesting. You often talk about Vata, Pitha and Kapha.

Certainly, I often discuss the principles of Vata, Pitta, and Kapha, which serve as foundational concepts in Ayurveda. These doshas are not merely abstract notions but are intricately interconnected with the physiological, metabolic, immunological, and neurological processes within the human body. Essentially, they represent the fundamental constructs governing health and vitality.

Vata, originating from the elements of air and space, embodies qualities of movement and change. Pitta, primarily derived from the fire element with minor influences from water and air, encompasses transformative and metabolic functions. Kapha, rooted in the earth and water elements, signifies stability and nourishment. This classification offers a top-down perspective, organizing the myriad biochemical pathways into three broad categories.

However, delving deeper into Ayurvedic principles reveals a bottom-up approach, wherein molecular pathways align with Vata, metabolic processes with Pitta, and assimilative functions with Kapha. This nuanced understanding is crucial, as it provides a holistic framework for comprehending the body's intricate workings.

While modern biochemistry acknowledges the presence of numerous chemicals within the body, Ayurveda offers a comprehensive classification based on solubility profiles. This ancient science recognizes approximately 8.4 million chemicals, meticulously categorized according to their properties and interactions. Despite the loss of much ancient knowledge, the Rishis' insights endure, with their classifications facilitating an understanding of the countless interactions within the body.

The brilliance of the Rishis lies in their ability to distill these interactions into three primary agents—Vata, Pitta, and Kapha—complemented by 15 sub-doshas and 21 organoleptic categories. This systematic approach underscores their profound understanding of the human body's complexities.

By detecting and balancing these doshas across the body's seven tissues and 42 organs, one can achieve health and harmony, as articulated in the ancient scriptures. This holistic perspective on health contrasts with the fragmented approach often seen in

modern medicine, particularly evident in conditions like diabetes, where conflicting standards abound.

In conclusion, Vata, Pitha, and Kapha are the three doshas in Ayurveda, representing the fundamental energies that govern our body and mind. Understanding the balance of these doshas is crucial for maintaining good health. Each person has a unique constitution, and by harmonizing these energies, we can achieve a state of balance and well-being.

Your focus is mainly on terminally ill patients with chronic disorders. Why is that?

This is indeed a pertinent question to address. Why do I focus specifically on terminal and end-stage disease patients? The rationale behind this targeted approach stems from a critical examination of the current state of Ayurveda, particularly in terms of its empirical data and statistical significance. Allow me to elaborate further.

In contemporary medicine, scientific proposals necessitate robust data sets to substantiate their efficacy. Unfortunately, Ayurveda, despite its rich historical legacy, lacks the extensive patient data sets characteristic of Western medical research. As a trained modern medical practitioner, I cannot advocate for any approach devoid of scientific rigor or empirical evidence.

While my personal affinity towards Ayurveda is profound, I am acutely aware of the imperative for data-driven practice. Without comprehensive data, it is impossible to ascertain the scientific validity of any medical system. This is where the disparity lies—Western

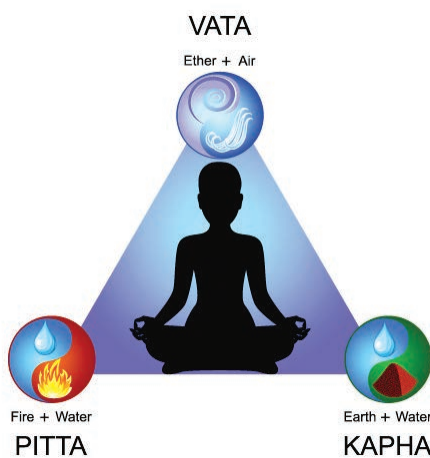
medicine has amassed vast amounts of data over decades, facilitating evidence-based decision-making.

For instance, consider the staggering volume of data generated by Western medical interventions such as coronary artery bypass graft (CABG) surgery. Over the past 75 years, more than 180 million patients have undergone CABG procedures, with over 420 million grafts inserted. Such extensive data sets are unparalleled and form the basis for clinical decision-making in modern medicine.

In contrast, Ayurveda's lack of comparable data poses a significant challenge when evaluating its effectiveness vis-à-vis modern medical interventions. How can one confidently assert the superiority of Ayurvedic remedies over conventional treatments like CABG without robust empirical evidence?

However, this does not imply that Ayurveda lacks efficacy. On the contrary, there is ample anecdotal evidence and historical precedent attesting to its therapeutic benefits. Yet, bridging the gap between traditional wisdom and contemporary scientific standards necessitates a proactive approach.

End-stage patients, often deemed untreatable by conventional medicine, present a unique opportunity to test the efficacy of Ayurvedic interventions. Through personalized dietary regimens, fitness routines, yoga, pranayama, herbal formulations, and home remedies, we endeavor to improve their quality of life and survival outcomes.



Our ongoing research endeavors, encompassing over 28,000 patients, have yielded promising results. Preliminary data analysis indicates a remarkable 63% success rate in achieving symptom-free and drug-free survival—a testament to the potential of Ayurveda in addressing complex medical conditions.

In essence, my targeted approach towards end-stage patients represents a proactive endeavor to generate empirical evidence and validate the therapeutic efficacy of Ayurveda within a modern scientific framework.

Terminal illnesses often require a comprehensive and compassionate approach. Ayurveda, with its emphasis on holistic healing, can offer palliative care and improve the quality of life for these patients. It's about providing comfort, alleviating suffering, and supporting individuals through their journey.

Moving on to technology, how did you go about making a Non-Invasive tracker?

The concept of a non-invasive tracker originated from my practice of pulse diagnosis, a technique rooted in Ayurvedic tradition. Conducting routine Nadi Pariksha, as outlined



in Ayurvedic scriptures, involved assessing pulse characteristics at various pressure points on both hands using different fingers. This method allowed for the identification of Vata, Pitta, and Kapha imbalances within the body, each characterized by specific pulse qualities described metaphorically as serpent-like for

Vata, frog-like for Pitta, and swan-like for Kapha.

Through translational Ayurvedic research, we ventured to understand the physiological implications of Vata, Pitta, and Kapha imbalances, pioneering the creation of animal models to generate empirical data. The culmination of over three decades of research, spanning more than 150 person-years, led to the development of the D-O-C-T-U-R-E-P-O-L-Y tracker—Dr. Poly, for short.

Dr. Poly represents a groundbreaking advancement in health technology, providing an elucidative and comprehensive VPK (Vata, Pitta, Kapha) fingerprint tracker along with a rough estimation of blood biochemistry. Leveraging sensor technology and Python programming, we encoded data points derived from clinical experience, fundamental research, and translational studies into an innovative algorithm.

This sophisticated algorithmic framework, informed by NLP (Natural Language Processing), correlates VPK data to allopathic signs and symptoms, offering personalized insights into metabolic, ionic, and assimilative pathways across all 42 organs. By analyzing an individual's VPK fingerprint, Dr. Poly dynamically recommends suitable dietary plans, exercise regimens, yoga

practices, pranayama techniques, and home remedies tailored to their unique physiological profile.

In essence, Dr. Poly represents a convergence of ancient wisdom and modern technology, revolutionizing personalized healthcare delivery by providing actionable insights based on individualized VPK assessments. This pioneering approach empowers individuals to optimize their health and well-being in alignment with their inherent constitution and dynamic physiological needs.

The Docture Poly Device was developed with a commitment to non-invasive healthcare monitoring. We integrated advanced sensor technologies to collect relevant health data without invasive procedures. This innovation allows for continuous monitoring, empowering individuals to proactively manage their health.

What is your mission and where do you see SGP in 5 years?

My mission is rooted in a simple yet profound objective: to infuse sustainability into existing technologies worldwide. Drawing from India's rich civilization and millennia of accumulated knowledge, I have dedicated myself to the revalidation and modernization of Ayurveda—the ancient healthcare system embedded within Indian Samhitas. My aim is to adapt this holistic approach to healthcare to suit the needs of contemporary populations and demographics, thereby presenting it as a viable solution for treating end-stage diseases globally.

By leveraging the principles of polyscientific Ayurveda, my goal is twofold: to alleviate the suffering of patients burdened by debilitating diseases and to contribute to the economic prosperity of nations. This approach not only saves lives but also conserves financial resources, benefiting both individuals and national economies. I firmly believe that true benefaction lies in simultaneously improving the well-being of individuals and the fiscal health of nations.



Through rigorous scientific experimentation and careful implementation, my vision is to mainstream polyscientific Ayurveda on a global scale. By strategically targeting the end-stage market, we aim to capture a substantial portion of the estimated \$1.2 trillion market annually. This ambitious goal serves as a driving force, propelling me to tirelessly pursue the advancement and adoption of polyscientific Ayurveda.

Looking ahead, I am optimistic about the transformative potential of our mission. Even if we achieve just 1% of our objectives within the next five years, it would mark a significant milestone in our journey towards a healthier and more prosperous future.

Beauty of Bahrain

Nestled in the heart of the Arabian Gulf, Bahrain offers a blend of cultural heritage and inspiring modernity. This small island nation proudly boasts an interesting legacy, vibrant souks, stunning islands, renowned Formula 1 Grand Prix, and a warm, welcoming atmosphere. With its wealth of historical landmarks and dynamic escapades, Bahrain promises an unforgettable travel experience for adventurer enthusiasts and culture aficionados alike says **Pooja Amritkar**

Arriving into Bahrain past mid night we proceeded to The Gulf Hotel Bahrain, a legendary 5-star hotel established in 1969, known for its luxurious accommodations, fine dining and event facilities. Our home for four days, we indulged in their lavish breakfast buffet before heading out to witness the beauty of Bahrain.

Historical Marvels

Our first stop was The Al-Fateh Mosque, one of the largest mosques in Bahrain. Opened in 1988, the mosque accommodates up to 7000 worshippers. Its floor boasts Italian Marble, the grand central chandelier hails from Austria, doors are crafted from Indian teak wood, and hand-blown round lamps are sourced from France. Everyone is welcome to visit the mosque and experience its tranquillity.

Next, we visited the Bahrain National Museum which provides an overview of Bahrain's extensive history, pearling occupation, archaeological wonders and cultural evolution. The floor depicts the map of Bahrain and the museum houses a vast collection of artifacts, including the majestic Dilmun Burial Mounds, dating back over 4,000 years. The museum provides a remarkable glimpse into the soul of this enchanting land.

Bahrain Fort, recognized as a UNESCO World Heritage Site is one of the most important historical sites in the nation. Inhabited since 2300 BC, this majestic fort is a silent witness to the flow of history and the civilizations that have flourished over the millennia.

Cultural Exploration

Bahrain encompasses a rich history in pearl diving and trading, with pearl shucking standing out as a unique activity worth experiencing. We tried our luck at opening oysters, eager to find pearls and admittedly very small, we did uncover a few pearls to take back home.

A'ali Pottery holds a special place in Bahraini culture and the village has a stunning array of pottery, intricately designed vases, ornate lamps and decorative tiles. We unleashed our creativity by trying pottery making under the guidance of skilled artisans at Delmon Pottery.

On the last day, we explored Manama Souq, a vibrant market of narrow alleys lined with decorative shops selling traditional handicrafts, spices, textiles, gold jewellery, Arabic perfumes and lovely souvenirs. In the vicinity of the souk, we witnessed a remarkable convergence: a 200-year-old Hindu temple, a



Synagogue, a Sunni mosque, and a Shia mosque - a poignant reflection of Bahrain's rich cultural tapestry.

Culinary Delights:

Bahrain has a diverse array of dishes that tantalize the taste buds. My favourite was the seafood machboos, a fragrant rice dish and pecan date tart, a delightful dessert with ice cream. Another must-try is the local Karak chai, made with black tea, cardamom and evaporated milk and Arabic coffee, made from green coffee beans and cardamom. Block 338 is a lively street, home to Bahrain's best bars and restaurants, Coco's café being my personal favourite.

Adventure Seekers

Bahrain hosts the famous Formula 1 Grand Prix, taking place annually at the Bahrain International Circuit (BIC). The circuit is known for its challenging layout, long straights, tight corners, and varying elevations. We tested our skills at the Karting Circuit next door, an exhilarating experience for sport enthusiasts and adventure seekers alike. Suit up and hit the track

Peaceful Retreat

The place that stole my heart was Jarada Island. A small disappearing island, on the coast of Bahrain, offering an idyllic escape from the frenetic pace of city life. Accessible by a scenic hour-long boat journey, the island greets everyone with the soothing rhythm of the waves and the comforting feel of soft white sand. We enjoyed a delicious BBQ lunch and with no visitors during our visit, the island acted as our private paradise. One of the finest nature getaway spots in Bahrain, it's the perfect place to relax and rejuvenate the soul.



On the last day interacting with Hameed Ali, GM, The Gulf Hotel Bahrain, was a delight. He highlighted the 10 signature restaurants, 3 bars, and 3 cafes in the property, serving a wide array of cuisines spanning from Italy to India. As a hotspot for Indian weddings, the hotel offers comprehensive facilities including a ballroom accommodating up to 2000 guests and Rasoi a fine-dining restaurant operated by the Michelin starred Chef Vineet Bhatia..



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COMO Maalifushi: Luxury at its best



It was when in July last year I was scheduled to visit COMO Cocoa Island, that Doris Goh, VP, Commercial, COMO Hotels and Resorts e-connected me to Sobah Mohamed, GM, COMO Maalifushi. He was super quick in responding and inviting me to cover his resort too. His well worded email impressed me and I decided to visit COMO Maalifushi in last week of January, coinciding with Indian Republic Day (January 26th).

While I have been to Maldives 6 times, this was the first time I was going to fly on a seaplane. On arrival at Velana International Airport, I was met by the COMO airport rep, who did my check-in at the Manta Air sea plane counters. I was then transferred to the new seaplane terminal, just 5 minutes drive. I was amazed to see the seaplane terminal (was informed it can accommodate more than 50 seaplanes) as seaplane is the preferred mode of transport several resorts for those located in outer tolls. The four-story building has spacious lounges many dedicated to particular luxury resorts, arrival lobbies and boarding gates.

The flight from Male to Maalifushi takes around 45 minutes (may extend by 15 minutes if a stop-over is needed at another resort to drop-off/pick up other passengers – which I experienced on my return flight). The window seat helps one in admiring the archipelago from a bird's eye perspective.

On arrival I was led to my beautiful overwater villa. COMO Maalifushi comprises of 65 overwater suites and jungle villas. My villa had a private pool with a sundeck and lazing on the bed I would relish seeing the Indian Ocean.

In the evening I met Sobah for the first time and a truly no frills GM. The chef had prepared a vegetarian menu for me for dinner. COMO properties worldwide are well known for exceptional cuisine and it was no different here. For the vegetarian lovers they have several options. Sobah has been with the group for 22 years and it was great to know that he was the first Maldivian GM of an international brand hotel in the Maldives.

Had the pleasure of also meeting Edvaldo B. GM, COMO Castello Del Nero, Tuscany who was visiting the property along with his wife. Over dinner he talked passionately about his

property - located in the world-famous Chianti wine region this luxury wine estate resort is housed in a historic 12th century castle and boasts also of a Michelin Star dining restaurant.

The next day morning caught up with Nuaas Mohamed, Cluster Director of Sales & Marketing, COMO Maalifushi and COMO Cocoa Island over breakfast. He gave me a schedule activities planned for me over the next few days including a nice signature massage at COMO Shambhala Retreat that provides holistic wellness. COMO Hotels and Resorts focuses a lot on minimising their impact on the environment and supporting the domestic economy. This was clearly visible as I witnessed the teams dedication to conserve Maldives' rich marine life and encouraging guests to learn more about conservation and preservation.

On Indian Republic Day, the COMO Maalifushi team had a cake cutting ceremony after dinner in presence of the GM and DoSM (the GM had gone out for a couple of days but arrived to make sure he was present for the Republic celebrations). The staff had decorated my room too with Indian flags and nice cards with quotes from top leaders. Felt so nice by this wonderful gesture.



Sobah

Nuaas



“Our curated suite of wellness services includes treatments, experiences, products and activities”



What a delight it was interacting with *Sobah Mohamed, GM, COMO Maalifushi* as he shared his insights about COMO Maalifushi and his passion for the hospitality. *Excerpts*

What's so unique about COMO Maalifushi?

COMO Maalifushi is the first and only resort to open in the unspoilt Thaa Atoll, in the archipelago's southern reaches well regarded for



its diving and surf breaks. Combining traditional and modern architecture, its 33 overwater and 32 beach accommodations features private terraces, pools, and breath-taking views of the Indian Ocean.

The resort provides diverse dining options, including Japanese, International and Maldivian cuisine. Local seafood is served as sushi and sashimi at our Japanese restaurant, Tai, which is open in the evenings. Our all-day dining at Madi celebrates flavour and freshness, with beach barbecues, healthy salads, and COMO Cuisine classics. Our healthy COMO Shambhala menus are also available for guest looking for healthful options.

COMO Shambhala at COMO Maalifushi offers rejuvenating treatments in eight overwater treatment rooms that look toward blue horizons and twice-daily complimentary yoga classes in our open-air yoga pavilion, as well as a 24-hour fully equipped gym.

We also provide activities ranging from diving and snorkelling at night with whale sharks to surfing and Private Island picnics on our very own castaway island, Lavadhoo. Children are kept engaged with a dedicated children's play area at Play by COMO designed to inspire purposeful and creative child-directed play for children aged four to 12, with inspirational leadership that immerses kids in friendship, fun and nature.

Can you enlighten our readers regarding COMO Shambhala food and spa treatments?

COMO Shambhala is our award-winning wellness concept advocating proactive holistic wellness, combining modern science with ancient practices. Meaning “peace” in Sanskrit, Shambhala

alludes to the pursuit of balance that defines our philosophy. Our curated suite of wellness services includes treatments, experiences, products and activities. Massage therapy is a key component of any holistic healthcare regime, which is why we offer it as an integral aspect to our COMO Shambhala experience. Our offering of wellness massage

therapies are designed to complement the yoga and other activities to provide muscle tension relief, aid injury recovery, restore balance and energy to bestow a sense of deep relaxation.

Complementing these services is our signature COMO Shambhala Cuisine, a range of healthful nutrition-optimised dishes using pure ingredients in nourishing combinations. We believe that healthy cuisine can and should be both delicious and nutritious. Our recipes are detailed in our cookbook “The Pleasures of Eating Well”, authored by our founder, Mrs. Christina Ong, featuring 147 recipes reworked to bring our renowned style of taste and nutrition to the home kitchen.

What exciting activities at your resort that you think all guests must try out at least once?

We have plenty of activities for all age groups being offered at COMO Maalifushi. As the only resort in Thaa Atoll, guests are



able to enjoy a private and exclusive experience with the resort's diving, surfing, snorkelling and fly-fishing experiences.

Diving and snorkelling here is definitely a must as we are the only resort here and many of the reefs are untouched by mankind, where a pristine underwater world awaits to be discovered. Additionally, our COMO Shambhala treatments provide a rejuvenating escape for those seeking relaxation and wellness.

In addition to these highlights, we encourage our guests to immerse themselves in the following unique experiences.

Whale Shark Night Snorkel

We are the only resort in the Maldives to offer snorkelling with the whale sharks in the night. Encounter the ocean's largest fish



during a Night Snorkel adventure at COMO Maalifushi. From the beginning of November until the end of April, join us on a boat excursion as we seek out the migrating whale sharks in the warm Maldivian waters.

Surfing

Partnering with luxury surf outfitters Tropic Surf, we provide thrilling surfing experiences suitable for all levels. With a dedicated Tropic Surf guide stationed at COMO Maalifushi from April to October, guests can enjoy expert instruction and unforgettable rides on the waves. Whether you're a beginner or an experienced surfer, our carefully selected surf spots offer ideal conditions for an exhilarating session.

Lavadhoo Castaway Island

Just a five-minute boat ride from COMO Maalifushi awaits our exclusive private island retreat, Lavadhoo. Guests have the opportunity to book a private island picnic for couples or families, allowing them to bask in the sun, take refreshing swims, and enjoy tranquil naps on the untouched shores during our Castaway Picnic experience. For those seeking an unmatched adventure, they can also indulge in a night sleeping under the stars on Lavadhoo, revelling in the splendour of having this pristine paradise all to themselves.

You are again planning a Space Summer Camp. What are the highlights?

This year's Space Camp brings back the excitement with the return of NASA Astronaut Nicole Stott, known for her role as a flight engineer on the International Space Station Expedition 20 and Expedition 21.

Join us from August 5th to 14th, 2024 at COMO Maalifushi for an extraordinary cosmic adventure hosted by Play by COMO. Embark on a journey of discovery as we delve into the connections between Earth and outer space in one of the world's most exceptional dark sky locations. Led by Nicole, guests can explore the mysteries of the cosmos through engaging sessions designed to ignite curiosity and inspire wonder.

From sending "Postcards to Space" to trying "Food in Space," our immersive program blends education with adventure, offering unique experiences such as snorkel safaris, Aim Higher artwork that can only be seen from the skies and simulated rocket launches using recycled materials.

Nicole will also be hosting a dinner under the stars, where guests have the opportunity to engage with her and hear first-hand tales of her adventures in space.

Why is sustainability important at COMO?

We understand the importance of sustainability in preserving our planet and fostering a harmonious relationship with our surroundings. We acknowledge the privileges and responsibilities that come with being part of a community, and we are dedicated to celebrating local culture, supporting the domestic economy, and minimizing our environmental footprint.

Operating sustainably serves as a guiding principle that inspires and motivates us to continuously improve. It not only enhances our guest experience but also enables us to develop our teams and plan for a more sustainable future.

At COMO Maalifushi, our commitment to sustainability is evident through our EarthCheck Bronze certification. This program, tailored for travel and tourism businesses, emphasizes sustainable practices and recognizes our efforts in promoting responsible tourism.

How do you plan to entice the HNIs from India and Bollywood stars?

First and foremost, we prioritize privacy and security, ensuring a discreet and secure environment for our high-profile guests. We have in place strict privacy policies to guarantee a confidential and worry-free stay.

Additionally, we are able to create bespoke programmes tailored specifically for them, from luxury spa treatments to gourmet dining experiences, cruises on our luxury yacht, personalised wellness retreats to create an unforgettable and indulgent experience.

Tell us a little about your experience in the hospitality sector – what drove you to pursue a career in hospitality?

I've been in Hospitality industry for over 25 years, out of which 22 years are with COMO. I literally grew up with these resorts.

I joined COMO Cocoa Island in 2002 when COMO took over. I came to COMO Maalifushi in 2013 for the opening in 2014 and took over as General Manager during the pandemic.

I'm the first GM of an international brand hotel in the Maldives and a lot of friends and colleagues look to me as a role model, it gives them encouragement.

Locals used to think that the top positions were not for locals. This is changing and I like that I can contribute.

Don't forget to complete immigration through IMUGA - the online platform, which is used for immigration services. All travellers are required to submit the Traveller Declaration within 96 hours to the flight time, during arrival and departure.

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