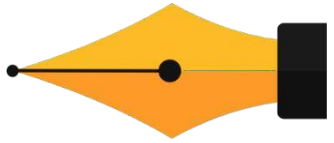




The Yellow Coin Communication
Company Credentials



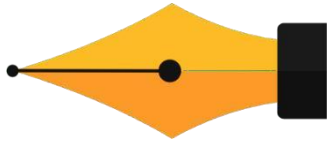
We Ensure
REPUTATION
REACH
RESULTS



WHO ARE WE



- Founded in 2012, TYC Communication is a full-fledged brand communication company that serves a variety of industries.
- Apart from Delhi-NCR, TYC Communication has a noticeable presence in more than 180 cities across the country.
- TYC Communication is proud to serve more than 200 brands in different domains.
- TYC Communication is one of the few communication agencies in India that have expertise in both traditional and digital verticals.
- Specialised in serving the clients on projects as well as retainership basis, we help businesses to achieve both long-term and short-term PR goals.



OUR SERVICES



A growing business has multi-faceted needs and we take it upon ourselves to ensure that they are satisfied with our inventory which comprises a myriad of services.



Public Relations



Social Media



Content Marketing

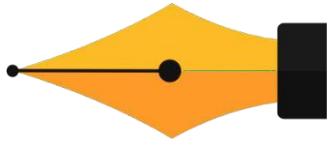


Influencer Marketing

“

Mitsubishi Electric India

The team at TYC Communication is really amazing at discovering fruitful PR opportunities and that has taken a lot of burden off our shoulders. They have been brilliant at understanding our needs and conveying the same to the media community which has definitely led to some incredible results.



SECTORS WE SERVE



Pharmaceuticals



Technology



Hospitals



Start-Ups



Food & Beverage



Automobile



Lifestyle



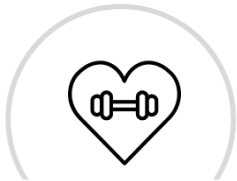
Government



FMCGs



Entertainment



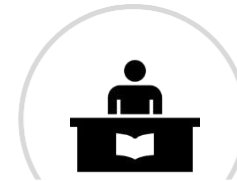
Health & Fitness



Industry Bodies



Manufacturing



Public Figures



Education

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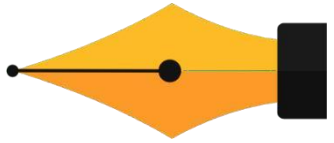
Pioneer India

The team at TYC Communication is incredibly smart, creative and strategically astute. The way that they've created media buzz on our product launches has really impressed us. Best of all, they know how to get the results.



We Create **Experiences**, Not Events





THIS IS HOW WE DO IT

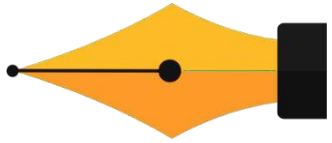


- Offering customers novel experiences with the events that leave a lasting impact.
- Innovating and updating content periodically to stay relevant and intriguing.
- Building trust with customers & increasing the approachability factor of your brand.
- High-quality touch points with prospects.
- Focus on adding value; the sales follow automatically.

“

Oncquest Laboratories

Having TYC Communication as our PR partner has been a wonderful experience. They're responsible, flexible & they have proven themselves to be excellent at keeping up with our ever-evolving needs. Their proactive nature in seizing opportunities has brought a great deal of success our way & we're thankful to them for that.



PR ELEMENTS



Industry Stories



**One-on-one /
Interviews**



**Press Conferences
& Exhibitions**



Corporate Stories



**Product Launch
/ Placement**



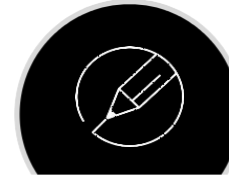
**Highlighting
Service Launch**



Reviews



**Workshops &
Seminars**



**Content
Development**



Feature Article



Press Release

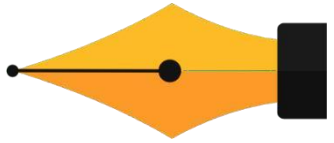


**Award Functions &
Trade Shows**

“

AKS

Making the decision to hire TYC Communication has really fared well for us. Our business has grown considerably ever since they got involved in the PR process, and our stories have been covered by some of the largest publications – which, needless to say, has been a delightful experience. Couldn't have asked for better PR partners.



CLIENTELE



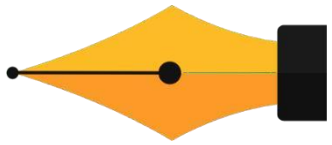
It's out there in black and white – our satisfied and prosperous client base and their flourishing businesses stand a testament to our worth as a PR agency. Check out our latest exploits to know more.

We work with small to medium businesses, corporations, government agencies and entrepreneurs from all over India and around the world.

“

IIIT-Delhi

TYC Communication has really impressed us with their unique and reliable PR solutions. The enthusiasm with which they take responsibility for the task and their commitment to the deadlines is what separates them from others in the market. The best thing about them is that they produce the results they promise.



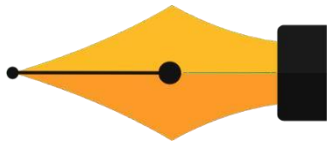
CLIENTELE



Big Corporates / Institutions



BY
Shahnaz Husain



CLIENTELE



Small & Medium Enterprises



Advocate
Dr. VIVEK
SINGH



TELEMATICS WIRE

IMPACT



FFAB



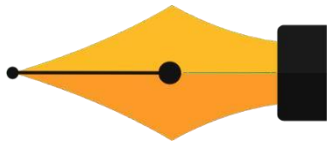
Mr. Anirban
Sarkar

अतुल्य! भारत
Incredible India



REM





CLIENTELE



Some Additional Clients We've Served

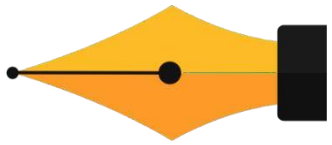


Ms. Arushi
Nishank



3RD ANNUAL
PASSAGE TO PROSPERITY





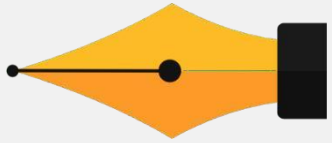
CLIENTELE



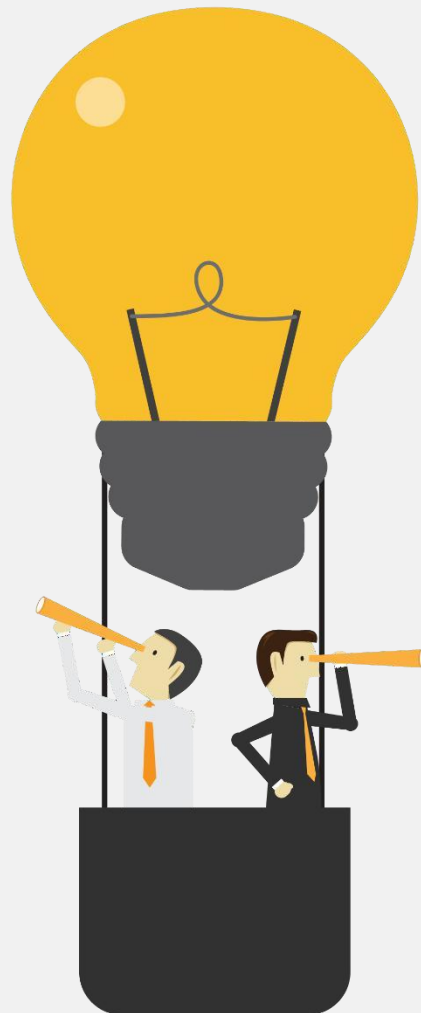
Some Additional Clients We've Served



We have served more than
200 reputed brands
in the market so far
nationally & internationally.



A SNEAK PEEK AT OUR WORK IN THE RECENT MONTHS



No matter whether the times are good or bad, PR is a marketing strategy that never fails. We are sharing some of our work for a few clients as a part of PR and Social Media.

Client :: Sesderma



Sesderma Lab has come up with COVID-19 medicine known as Lactyferin which has cured more than 75 patients in Spain and 300 more test has been conducted in other countries. TYC Communication helped the client to promote the same in the media and bring the initiatives to the knowledge of government (ICMR) through various media activities.

ET GRAPHICS

ICMR Antibodies
The Indian Council of Medical Research will see if the plasma of a recovered Covid-19 patient can be a potential treatment option for severe cases of Covid-19 patients. The idea is that the recovered person would have developed antibodies – prove as a shield – which could act as a shield.

Sesderma Protein Supplement
Sesderma in a statement to ET said that its vitamin supplement drug has “successfully cured 75 patients” in Spain and it will be starting trial of this drug in 300 more patients in Madrid and Valencia. The company said it has made an offer to ICMR to treat 30 to 40 patients with this drug, and was waiting for a nod from the regulator.

Beacon Pharma Favipiravir
Beacon Pharma, a generic drugmaker from Bangladesh, will start clinical trials to see if the anti-viral drug Favipiravir is a safe option to treat Covid-19. In an interview to ET, Monjul Alam, senior vice-president, Beacon Pharma, said that the company is looking at the safety profile of the drug compared with HCQ that is being widely used by frontline workers handling Covid-19 patients. Favipiravir is an anti-viral drug of Japanese drug maker FujiFilm.

Scientists in Australia Molecules
Researchers in Australia, in a study published in the Nature magazine, said that they have identified six drug candidates from more than 10,000 compounds that may help treat Covid-19. The research tested the efficacy of approved drugs and drug candidates in clinical trials and other compounds, PTI reported.

Economic Times

स्पेन में एक दवा से कई मरीज ठीक
Sesderma कंपनी ने अपने एक बयान में बताया कि उसकी विटामिन सप्लीमेंट दवाओं ने स्पेन में 75 प्रतिशत मरीजों का सफल इलाज किया। साथ ही 300 और मरीजों पर इसका ट्रायल मैड्रिड और वेलनसिया में चल रहा है। इस कंपनी ने बताया कि उसने आईसीएमआर को भी ये सलाह दी है कि वे 30-40 मरीजों पर इस दवा का परीक्षण करें।

Navbharat Times

HEALTHCARE WORLD

Leading Exporters of - Activated Carb
Quality exporters of all types of activated carbon granules at best price
India: india.rwtwaterchemicals.com

Lactyferin Forte Solution For COVID-19 Prevention, Treatment
Sesderma Laboratories communicates the effectiveness of Lactyferin Forte Solution in the prevention and treatment of COVID-19 infection

April 2020
by BW Online Bureau

Print this article
Font size 16

Spain, a Spanish company specializes in Nanotechnology, has managed to produce an effective drug named Lactyferin (LF) after the COVID-19 strain. Lactyferin (LF) is known to exhibit medicinal properties and strengthen the immune system, as the COVID-19 strain targets immunocompromised people, LF can turn out to be a very potent medicine against the virus.

Its activity is associated with the effect of acting as a competitor of cell membrane receptors commonly used by viruses to enter the cell. Specifically, Lactyferin is an ACE2 blocker and prevents the binding of the protein S from the virus spike to the host cell, preventing the virus from being fused to the cell membrane. The nanoliposome also has a beneficial action related to its biocompatibility and biodegradability, as it can reach the target cell more quickly, where it settles before the virus. Lactyferin can also suppress replication of the virus after the virus enters the cell as in the case of AIDS (Puduo et al, 1998).

Also, since the liposome that encases the Lactyferin is made of soy lecithin (phosphatidyl choline), the medicine is biodegradable and biocompatible, which it means it is very safe.

"More than 75 patients affected by COVID-19 have been successfully treated to date with moderate to severe clinical features. Seeing the effectiveness of the medicine, the Madrid local authority has asked for the use of Lactyferin as well. It has been also proven by us that from certain doses Lactyferin is able to prevent COVID-19 infection. In addition, we have contributed to the success of compassionate treatments with Lactyferin in at least 4 intubated hospitalized patients with high-risk and virtually evicted analytical signs," said Dr. Gabriel Senante Sammartino, CEO and Founder of Sesderma Laboratories.

"The sheer scale on which this catastrophe has encompassed the world has brought us to a point where we desperately need a cure for this disease and looking at the test results and patient response, I believe Lactyferin can help shift the tide in our favour," he further added.

Treatment with Lactyferin has already begun in Madrid at the Irsioma Hospital and today itself the medicine will be tested on 300 patients at different hospitals in Madrid and Valencia. Seeing the overwhelming success of the medicine against the COVID-19 strain, Sesderma has initiated an official contact with the health authority of Valencian community.

Business World

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ASIA EDITION

Detect total Bacteria and Fungi in 3 hours
Obtain on-time QC results for the patient safety
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SARTORIUS

HOME Pharma BioTech MedTech BioServices Specials Healthcare COVID19 Country

COVID19 - Sesderma Labs produces Lactyferin to counter the COVID-19 strain
10 April 2020 | News

The company has approached ICMR to conduct its own trial to verify the effectiveness Lactyferin

SARTORIUS
Application Note
Next-Generation CAR-T Cell Therapy in Cancer Treatment
[Download](#)

For early phase clinical bio manufacturing - see Luina Bio

6th Healthcare Policy Asia Pacific Summit 2020
June 16-18, 2020, Pan Pacific Singapore

Biospectrum Asia

2020-04-13 19:39:05

लॉकडाउन 2.0 पर 'राष्ट्र संदेश'

स्पेन को मिली कोरोना की संजीवनी ?

स्पेन की कंपनी Sesderma की दवाओं का कोरोना पर असर

कोरोना वैक्सीन बनाने में लगीं महाशक्तियां

कोरोना BREAKING

15 राज्यों के 25 जिलों में 14 दिन से कोरोना का केस नहीं

Zee News

Client :: Shahnaz Husain



We are working to highlight Shahnaz Husain as the internationally renowned brand for organic beauty care, based on Ayurveda, blending ancient traditions with advanced techniques. We have tapped the leading media houses, magazines and online portals to cater success stories, achievements of Shahnaz Husain, product reviews, tips and recommendations etc.

BEAUTY

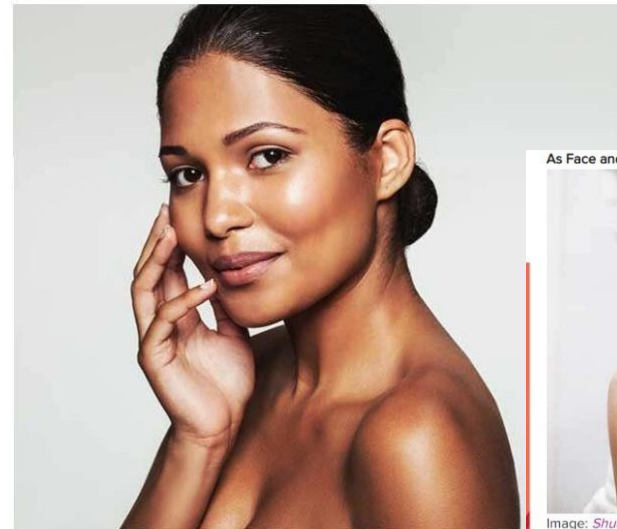
Entrepreneur Shahnaz Husain on putting India on the world's herbal beauty products map

By Debolina Biswas | 6th Apr 2021



"Ignore the naysayers and follow your dreams," says entrepreneur and pioneer of herbal beauty care in India, Shahnaz Husain.

Your Story



Femina

As Face and Body Scrubs



Image: Shutterstock

Sesame seeds can easily be used in scrubs for face and body. In fact, it would help to remove tan. Take sesame seeds, dried mint leaves, one tablespoon each lemon juice and honey. Crush the sesame seeds coarsely and powder the dried mint leaves. Mix them with lemon juice and a little honey and apply on the face and arms. Sesame seeds help remove tan and produce an even colour tone. Mint has a stimulating effect and adds a glow to the skin, while honey moisturises and softens the skin. Rub gently on the skin. Leave on for a few minutes and then wash off with water.

Since sesame seeds are rich in nutrients, the oil can also be used for the hair. In fact, it helps to keep the hair and scalp free from problems like dandruff and fungal infections. In fact, it is said to promote hair growth and check hair loss. Applying warmed sesame seed oil on the hair helps hair that has been subjected to chemical lotions, dyes and colours. It nourishes the hair and softens it. In fact, sesame oil treatments are said to prevent split ends and add shine to the hair.

Client :: Oncquest Laboratories



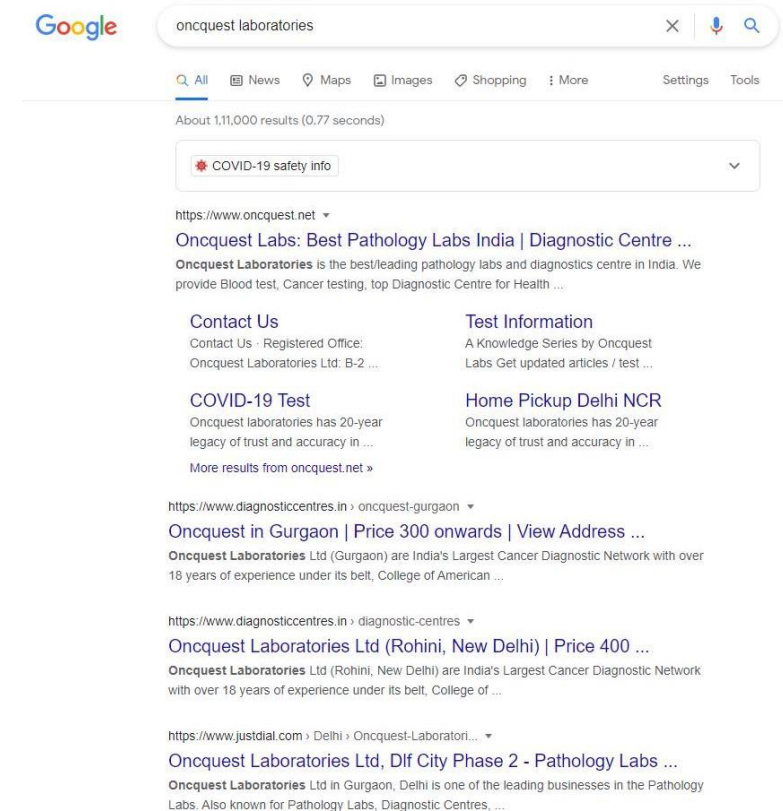
Oncquest Laboratories is the best/leading pathology labs and diagnostics centre in India. We have been handling their PR from 2017 till date.

ACHIEVEMENTS TILL DATE

- Since the inception of work, we have achieved more than 500 coverage for the client so far.
- We have cracked top profiling stories and electronic panel discussions for Dr. Ravi Gaur, Director of Oncquest Laboratories. Per year coverage ratio is around 160 –170.
- If you Google them or keywords related to Cancer Diagnostic diseases they are working on, there is plenty being said about their research and achievements upto several pages.
- Apart from health stories we have achieved business story in media like Times Now Electronic Channel for Dr. Ravinder Deep Singh Sethi, COO, Oncquest Laboratories.

TARGETS FOR THE YEAR

- This year we plan to achieve 150+ coverage for Onquest in top print, electronic and online media. The focus would be on Coronavirus testing, Cancer diagnosis, TB, Diabetes, Thyroid diseases on which the client is working. We will place Oncquest Laboratories' expert point of views in the industry.
- We are planning to crack all the top news channels which we haven't achieved so far for Dr. Ravi Gaur.



FEW RECENT COVERAGE



BW HEALTHCARE
— by Dr. Band Gaur

HOME HEALTHCARE PRODUCTS TECHNOLOGY MEDICINE PHARMAS REGULATORY PEOPLE COM

Shield Against Colorectal Cancer

299

A recent survey conducted by Abbott, the global healthcare and research firm, found 22 per cent of the adult population in India suffering from constipation, with 13 per cent of people suffering from severe constipation.

Photo Credit: Shutterstock



27 February, 2020
by Dr Band Gaur

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[Find more](#) — 18 +

In India, people still avoid talking openly about their digestive health problems with their family, friends, and even medical practitioners, despite the modern culture gaining massive popularity. With increasing income and consumer spending power, people have been visiting to the modern lifestyle or dietary habits that have deleterious effects on an individual's health, especially on the digestive system. The incidence rate of gastrointestinal disorders such as constipation, colitis, irritable bowel syndrome, hemorrhoids, and colon polyps are rising steeply with the rapid urbanization of India. A recent survey conducted by Abbott, the global healthcare and research firm, found 22 per cent of the adult population in India suffering from constipation, with 13 per cent of people suffering from severe constipation. While benign constipation is uncomfortable and bothersome, it does point towards serious health concerns such as digestive cancers. Chronic constipation is one of the early symptoms of colorectal cancer, a formidable digestive cancer with 1.81 million new cases globally in 2018, as estimated by the World Health Organisation (WHO).

Understanding colorectal cancer

In the medical terms, adenomatous polyps (adenomas), when they grow abnormally fast in the inner lining of the colon or large intestine develops into cancerous tumours. This might take place only in the colon (a condition called colon cancer) or in the rectum (rectal cancer) or in both (colorectal cancer). During the initial stage, one might not able to experience any grave symptoms, other than mild constipation or occasionally abdominal pain, flat, rectal stools, severe diarrhoea, constipation, gradual weight loss, chronic constipation, irritable bowel syndrome (IBS), and anaemia are the common symptoms of developing colorectal cancer and require immediate medical attention and treatment. Any delay in medical counselling can worsen the condition and decrease the chances of complete cancer cure.

Colorectal cancer: Curable or not?

[behalthcareworld.businessworld.in/article/Shield-Against-Colorectal-Cancer/27-02-2020-1851149](#)

VIDEOS CORONAVIRUS INDIA BUSINESS ENTERTAINMENT SPORTS HEALTH TECH PH

Programs Anchors Show timings

[in](#) [in](#) [in](#)

लॉकडाउन न होता 8 लाख 20 हजार मरीज हो

डॉ. रवि गोडसे डॉ. राजवीर पुरोहित डॉ. रवि गोड

कोरोना BREAKING

कोरोना वायरस की वजह से 242 लोगों की मौत

शहर में अबतक कोरोना के 7529 केस

INDIA टीवी
SAT 17:42

SYSKA LED Saves 70% Power

India TV

#IndiaLocksOutCorona
UNPRECEDENTED ANNOUNCE

#IndiaFightsCORONAVIRUS
TOP DEVELOPMENTS

SPAIN DEATH TOLL UP 30% IN 24 HOURS

Play (N)

4:15 / 32:07

TIMES NOW

Times Now

Private Labs May Move SC Over Testing Order

May also seek govt intervention as they feel free testing will be financially unviable

Biswarup Gooptu, Teena Thacker & Divya Rajagopal

New Delhi | Mumbai: India's top private diagnostics laboratories are thinking of moving the Supreme Court, seeking to reconsider its order directing free testing for Covid-19 virus infections. Simultaneously, they are also lobbying with the government to intervene in the matter, as the apex court had, in an interim order on Wednesday, asked the government to ensure that private labs conduct the tests free of charge.

The labs, including SRL Diagnostics, Max Labs, Dr Lal Path-Labs and Core Diagnostics, are in the process of drafting a petition that is expected to argue that testing for free is a move that is financially unviable.

The plea is also likely to contend that some private labs may even be forced to shut down if tests are conducted free of charge.

"The Covid-19 pandemic has achieved enormous proportions; thus, all essential services including those being offered by the applicants have suffered a major setback... the revenue of the applicants has been completely denuded; however, the overhead costs to be borne by

them remains fixed," the draft petition, a copy of which ET has accessed, read. Since private labs import the test kits, costs have increased due to higher global demand, the petition said.

"There are costs involved, raw material, manpower, for example, as we don't manufacture testing kits... Technicians have to be provided with personal protective equipment, but the cost of these PPEs is not reimbursed," the CEO of a leading diagnostic company told ET on the condition of anonymity.

A number of India's leading diagnostic laboratories started conducting the tests at a government mandated price cap of ₹4,500 per test after the Indian Council of

Medical Research (ICMR), the country's nodal health research body, gave approvals to some labs to start testing for Covid-19 infections on March 24.

"Government or corporates, through their CSR funds, should reimburse ₹2,000-₹2,500 to private labs so that their material costs are recovered," said GSK Velu, managing director of Neuberger Anand Diagnostic Laboratory, a private lab chain that is conducting tests for Covid-19 infections.

"We will do tests free of cost for now, but we don't know how long we can afford this," said Ravi Gaur, chief operating officer of Oncquest.

The Economic Times

Client :: Pearson VUE



Pearson VUE has been a pioneer in the computer-based testing industry for decades, delivering more than 16 million certification and licensure exams annually in every industry from academia and admissions to IT and healthcare. We are handling their complete PR activities and helping them to tap potential print, electronic and online media houses to feature their activities.

Assessing students online

Computer-based testing model has evolved as a prime assessment tool. Divyalok Chetan Sharma offers some tips for students who take tests online



In the changed scenario and with the launch of various digital learning initiatives, the role of e-assessments has become pertinent in shaping the country's higher education and professional qualifications landscape. The pandemic has further given a big push for online assessment methods.

In recent years, an increasing number of institutes have transitioned from paper-based testing to computer-based testing (CBT) in order to make the assessment process more efficient, secure and flexible.

Computer-based tests enable institutes to offer their exams globally and are much more convenient for candidates. Instead of having to test all candidates on the same day at a single location, CBT allows candidates to choose a test centre and time convenient to them.

While traditional methods of paper-based testing are still prevalent, they are being fast-replaced by computer-based tests as the latter has been successful in eliminating several issues which are inherent to the traditional methods.

Paper-based testing carries the risk of papers getting lost or leaked, and despite the best efforts from the invigilators, cheating persists. CBT can tackle leaks

by revealing encrypted exam papers to individual candidates after login. Also, with the help of smart algorithms, CBT can deliver multiple exam papers in the same format and same level of difficulty. By randomising the content and order of questions in individual CBT exams, candidates are discouraged from trying to copy from others.

Another attraction of any online examination or computer-based test is that it reduces administrative and logistic tasks required for paper-based testing, including physically delivering exam papers to test centres and marking them. A further advantage is the varied option of content or item types in a CBT mode such as video questions, drag and drop etc., which

are not possible in the traditional testing method. CBT enables educational institutes to get comprehensive data to investigate issues such as test bias, or systematic errors in the measurement process that differentially influence scores for groups defined by age, education, culture, ethnicity or gender.

Candidates under 18 are also permitted to take computer-based tests with a parent or guardian's permission.

While most candidates will testify to the benefits of CBT, some still feel more comfortable with the pen-and-paper exams that they are accustomed to. Also, it is felt that CBTs are more suitable to those from urban areas who are comfortable

using digital gadgets rather than those from rural and poor households. Also, there have been instances of proxy test taking.

Exams delivered directly to individual candidates via internet-based testing and online proctoring will only work if candidates use equipment which meets the specifications recommended by the test publisher with regards to operating system, random-access memory, as well as reliable and stable internet connection speeds.

Nevertheless, CBT is going to evolve as the prime assessment tool. So, let us take a look at some tips for computer-based test-takers:

Before the test day, make sure you visit

your exam programme's home page in advance to ensure you have all the necessary documentation needed to verify you as a test candidate.

Go through the study guides and do some quick revision. Check your computer set-up in advance and make sure everything is working properly to avoid any technical glitches during the exam.

Arrive at the venue before time so you can get settled comfortably. Go through all the test instructions and abide by the guidelines.

Don't panic! Take your time and carefully read the questions before answering. (The author is with a computer based testing solutions provider)

PERSPECTIVE

Future of assessments

Computer-based testing (CBT) is redefining the evaluation process of the education system as we know it

■ DIVYALOK CHETAN SHARMA

To equip the youth of India with relevant skills for their professional journey, the Indian Government is focusing on digitising the education sector. This can be seen from initiatives like the New Education Policy (NEP) 2020, SWAYAM, the National Digital Library, Virtual Labs, e-Yantra, and FOSSEE.

With many people turning to online learning, certifications are now being granted on the basis of computer-based testing (CBT). The convenience, security, and efficiency that CBT brings to the table outshines the traditional pen-and-paper based method of testing. Scheduling a computer-based exam through a test centre is convenient for both the examiner and the test-taker.

The latter doesn't have to travel to a test centre and, since they're being monitored remotely, any irregular behaviour can be easily flagged, thereby maintaining the integrity of the test.

This way, both students and professionals can gain new certifications without having to take time off from work or travel long distances. The organisation offering the exam

can deliver the test globally, without any geographical constraints. CBT also allows the candidate to choose the date and time according to their convenience.

Added benefits

With CBT, the problems of the traditional test are nullified. A digital test paper is uploaded to the test centre on the day of the exam and encrypted. Furthermore, with the help of AI, different question papers can be set at the same difficulty level and, by randomising the order of questions and possible answers, each question paper becomes different.

Another major benefit of CBT is that it significantly reduces logistical expenses of procuring answer sheets, printing question papers, transporting answer sheets to the evaluation centre, and so on. Offering CBT in small test centres can offer a valuable alternative to pupils who are unable to take their exams in schools.

However, with the majority of rural India still not having access to high-speed Internet and technology penetration still being quite low, people who haven't been exposed to technology are often sceptical. The National Testing Agency (NTA) has already started tutoring students in rural areas on how to take tests on computers. By participating in regular mock tests, students have become more confident and are better able to understand the benefits of CBT.

As AI and machine learning continue to advance, we can be sure that CBT will shape the future of assessment in India.

The writer is Senior Director, Client Development (India and SAARC), Pearson VUE India.

10/5/2020

The evolution of Computer-Based Testing (CBT) in India and beyond - The Times Of India - Delhi, 10/5/2020

The evolution of Computer-Based Testing (CBT) in India and beyond

Test owners in India recognise the need to adopt global assessment method in order to improve the evaluation standards, writes Divyalok Chetan Sharma

India has the largest youth population in the world with 365 million people classified as young adults according to a recent IBEF report. The political drive to upskill a growing population provides huge opportunities for the education sector in general and online learning and testing.

According to TechSci Research, the online assessment market in India is expected to reach \$750 million by the end of 2021 as technology penetrates the education sector. With government's aim to support digital learning and digital literacy through initiatives, such as SWAYAM (a popular open online courses), National Digital Library, Virtual Labs, e-Yantra and FOSSEE, the role of e-assessments has become more pertinent in shaping up India's higher education and professional qualifications landscape.

Rise of CBT

In recent years, an increasing number of test centre owners have transitioned from paper-based testing to Computer-Based Testing (CBT) in order to make the assessment process more efficient, secure



and flexible. Test owners in India recognise the need to adopt global assessment methods to improve the assessment standards and attract more international students. CBTs enable test owners to offer their exams globally. The format also allows candidates to choose a test centre location and time that is convenient for them. This is especially beneficial for professionals looking to acquire career-enhancing certifications with minimal disruptions. While traditional methods of

paper-based testing are still prevalent, they are being fast-replaced by CBT as the latter has been successful in eliminating several issues which are inherent to the traditional methods.

CBT can offer increased security in several ways. Firstly, CBTs can tackle leaks by exclusively revealing encrypted exam papers to individual candidates after login.

(The author is senior director, Client Development (India and SAARC), Pearson VUE India)

Times of India

Deccan Herald



The Hindu

Client :: Risers Accelerator



Risers Accelerator was launched in March 2019 and since then we have been handling their PR and social media activities. It has been an inspiring experience to witness the journey of the brand since its inception till today as becoming a known name among investors and startups circles.

ACHIEVEMENTS TILL DATE

- The client is not less than a PR baby for us. Right from their launch, we have taken care of entire communication & content marketing for them.
- Till date we have achieved more than 80 to 90 PR coverage for the brand and most of them includes profiling stories of the company directors. Being 5 company directors handling different verticals of operations, we have managed to achieve 20 to 25 profiling stories and 40+ industry stories of the group.
- We have arranged more than 40 pitches from different start ups for the group to screen and invest with the help of PR and SM activities.
- We have provided them next level PR apart from coverage, including event participation, seminars of startups, workshops etc. With the support the group has become a big name in the investment / start-up funding sector in such a short span of time.

TARGETS FOR THE YEAR

We shall be connecting the group members to more relevant media and industry players. Our target is to increase the brand visibility to a level that industry players and innovative startups begin to approach them directly for their funding and mentorship requirements. We shall also be creating a networking platform for them for a higher recall of the brand.

FEW RECENT COVERAGE

TECHNOLOGY

In Brief: Pegasystems rolls out free app to help clients track Covid-19; Risers Accelerator backs NuNu TV



Tech Circle

Fighting COVID-19: Risers Accelerator Funded Company Cosmeto Food Produces and Distributes Free Hand Sanitizers

By Chander Sood - April 8, 2020



8th April 2020: To combat the COVID-19 crisis, Cosmeto Food, a Risers Accelerator funded company, manufacturer of organic skincare products, has started manufacturing hand sanitizers. The company has fast established itself as an organic manufacturer and has now set up a special plant in Nalagarh, Himachal Pradesh, just for producing quality hand sanitizers.

According to WHO (World Health Organization) one of the most effective ways of fighting COVID-19 is to regularly sanitize your hands in order to kill any COVID-19 strain that may have found its way to your skin through contaminated surfaces. The hand sanitizers, therefore,

Will coronavirus pandemic lead to job losses? The fear is real but so is hope

Updated: March 24, 2020 06:38 PM IST

- The United Nations recently estimated that globally over 24 crore people could lose their jobs due to the coronavirus pandemic.
- IMF has already cautioned that coronavirus recession could be shodder than the global financial crisis of 2008-09.



Covid-19 or commonly known as coronavirus has created uncertainty across the world. Business operations have suffered immeasurably and share markets are practically in a free fall. While work from home is the new mantra imposed by companies, lockdowns are in place and more importantly social distancing is necessary, production has come to a grinding halt and supply chains have been broken.

Given the unprecedented situation when money is at forfeiture, can companies continue giving salaries to their original workforce strength for a long time? Or is the already predicted recession going to hit the job market and is a job crunch inevitable?

The United Nations has recently estimated that globally over 24 crore people could lose their jobs due to the coronavirus pandemic. The International Monetary Fund (IMF) has already cautioned that the coronavirus recession could be shodder than the global financial crisis of 2008-09.

It is hard to estimate the extent of job losses for the simple fact that no one knows for how long this crisis will last, but considering that we have been asked to stay home, aviation, tourism, and hotel industries are sure to take an instant direct hit.

"If we are going to remain quarantined for another quarter, one can expect massive job losses in sectors such as tourism, transport, real estate, construction, and manufacturing. Many workers in these sectors are daily wage earners who won't be able to manage their household in case of layoffs," says Vijay Kuppala, Co-founder, Orwealth.

Umesh Mehta, Head of Research of Samco Securities seconds Kuppala's thoughts.

Another aspect is that given the threat of survival, consumer credit can take a serious beating and so will demand for consumer discretionary. Consumer buying habits will take a hit as one's consumption pattern is likely to change.

Businesses/houses might also be forced to change their daily operation patterns which will have a cascading effect.

"People across the globe will travel less and businesses will largely communicate digitally both internally and with customers. That will entail heavy and permanent job losses in MNCs, travel and tourism, consumer discretionary businesses including autos, jewellery, etc," Mehta notes.

The uncertainty about when things will go back to normal has also cast a cloud over one's earlier expenditure planning.

Income will now go into primary necessities like essential goods, education, and health. Luxury and other things, which means, are going to struggle for another six months, opines Pravin Khandelwal of Risers Accelerator - a group of entrepreneurs hailing from a diverse range of industries.

"People will now work on appraisal efficiency. The companies will try to gain maximum efficiency from the existing people, working hard would be culture from now on. Technology will also see a boost in the coming times. Salaries may take a hit and companies are definitely going to cut the manpower and lay off the non-productive people," he says.

Most companies have already stopped new hiring for the next three to six months.

On the other hand, Honey Katiyal, Founder of investors Clinic has a different perspective. He believes that it is a temporary scenario. The government has implemented strict regulations and awareness programmes at an early stage and the learnings from China, Italy will work for India's benefit.

"The outbreak can be controlled before it reaches Stage 3, which is also very important for saving the Indian job market scenario in the long run," he says.

What we can hope is for a quick medical solution to the menacing coronavirus. If the crisis ends soon, impact on jobs may be minimal. As Andy Dufresne says in Shawshank Redemption, "Remember, Red. Hope is a good thing, maybe the best of things."

(Photos: all coronavirus-related content from Reuters)

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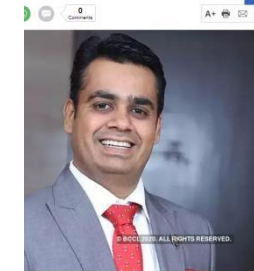
Startup Success Stories

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Grow Rich', 'Good To Great': Accelerator boss shares must-read

Earnings from his favourite books, and how he came to get them

Last Updated: Mar 17, 2020, 05:22 PM IST



Pravin Khandelwal on any other form of reading

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Economic Times

Startup Success Stories

CNBC TV 18



Client :: IIIT Delhi



IIIT Delhi is a government aided technology research institute. We have been handling their PR services since 2016.

ACHIEVEMENTS TILL DATE

- Till date we have achieved more than 2000+ coverage for the client.
- All their researches have been given good placement in top media like The Times of India, Indian Express, The Economic Times, ANI, NewsX etc. with the help of PR, which has brought national and international recognition to the client, and helped them explore more avenues to grow both physically and intellectually.
- With COVID 19 and technological advancement by the Institute to fight the menace, we have been able to garner 20+ coverage in top publications for their single research.
- Top journalists like Mohammad Ibrar from Times of India and Rhythm Kaul from Hindustan Times have already covered IIIT-Delhi's researches and achievements.

TARGETS FOR THE YEAR

Our target for next quarter is to get as many researches of the institute recognized by top publications as possible and even take their achievements to international level too with the PR support. In a nutshell, we hope to achieve 2500+ coverage.

FEW RECENT COVERAGE



EXPRESS FEATURES

TAKING cognisance of the fake news and misinformation circling around coupled with a dearth of fact-checking avenues, two professors from the Indraprastha Institute of Information Technology (IIIT) Delhi, joined hands and developed the WashKaro app. One is Dr. Tejprakash Sethi, a Clinician Data Scientist and an Assistant Professor of Computational Biology and the other is Ponnuram Kumaraguru, Professor of Computer Science and Dean of Students Affairs.

WashKaro provides right information in the right format at the right time. It is targeted at the layman and the daily updated content is delivered in Hindi as bite-sized audio for those who may not be able to read.

It also delivers government advisories from official pages and contains a Symptom Tracker (based upon WHO) for people to know if they are safe. With abundant information about the pandemic, it serves as a conduit of verified



Fact-checking fake news on Covid

information compared to other social media sources.

"Wrong information about COVID spreads faster than the disease itself. So, we focused on stopping this with AI and medical expertise working together. WashKaro is the first AI-powered Infodemic Management App that provides a suite of tools to keep users safe by providing au-

thentic audios in Hindi, Bluetooth-based physical distancing, and self-tracking," said Dr. Sethi. "It doesn't need internet or location services and no data is stored anywhere on any server," he adds. "The current Covid-19 situation demanded a multi-channel app approach, and WashKaro is a satisfying collaboration of medi-



WashKaro is the first AI-powered Infodemic Management App that provides a suite of tools to keep users safe by providing authentic audios in Hindi and Bluetooth-based physical distancing.

Dr. Sethi, Clinician Data Scientist

cine and computing," said Prof. Kumaraguru, who has been working on fake news and misinformation for a while now under his research theme of 'saving lives'.

Among the many features that WashKaro has is CovidTracer and onAir. CovidTracer tells people if they are around any COVID-19 positive person, while onAir uses Artificial Intelligence technology to cross-reference news with WHO documents.

This ensures that people are shielded from misinformation and hoaxes.

Available for Android users, the app functions as an Infodemic Management Suite. Its iOS version is currently under development.

Distance to the Earth is crucial to the quality of service that satellite internet can provide

REPORT BY ANITA AGRAWAL FOR NEW DELHI

It was 4:30 am in South Island, New Zealand when Matthew Snowden was sitting "60 or more starlink objects" moving in a line across the sky at the speed of an aircraft. What Snowden was seeing that morning was actually a collection of 60 satellites launched by Elon Musk's company SpaceX using the Falcon 9 rocket in Florida a few days ago. He posted the same on Twitter.

SpaceX is building a constellation of broadband satellites called Starlink that will orbit closer to the earth's surface, which is why they can be seen clearly.

This was the fifth such collection to be launched in space by SpaceX since May 2019. SpaceX has put as many as 12,000 such satellites into orbit, while broadband service via satellite is expected to start in the US by mid-2020.

Starlink is facing competition from Richard Branson-backed OneWeb, which launched 34 satellites in space, also in February. Its first constellation will include 648 satellites providing global coverage in 2021. Not to be left behind, Amazon plans to launch a constellation of 3,000 broadband satellites that will operate at 500 km.

At present, only 5,687 satellites are orbiting space, according to United Nations Office for Outer Space Affairs. What separates Starlink and OneWeb from the other is that they are a lot lighter. A Starlink satellite weighs 227 kg and a OneWeb satellite weighs 150 kg and orbits much closer to Earth (Starlink will orbit at an altitude of 550 km compared to large sat-

ellites and communication satellites that operate in medium earth orbit between 2,000 km and 35,000 km or the satellites in geostationary orbit, which are above 35,000 km, have the widest view of the planet, and are used for weather and imagery. Satellites closer to the earth have a smaller coverage area, which is why a larger number is required to cover a larger area.

Geostationary satellites which are bulky and far away from the earth, which causes signal degradation and the distance incurred more than half-second lag, which is critical for most large businesses. For these reasons, the use of satellite internet is not wide spread," said Sanat K. Biswas, assistant professor of electronics and communication engineering, IIIT Delhi.

The satellite's distance to Earth is key to the quality of service. The reason existing communication satellites offering internet services are not very dependable is because they are placed far away from the Earth's surface, leading to issues such as latency and interference. Latency is the time taken by data to travel from transmitter to receiver.

According to a December 2019 report by Deloitte, existing satellite broadband services have median latencies of 594 to 682 milliseconds, which is not favourable for internet-enabled gaming and video-conferencing. Terrestrial broadband services, which use fiber, cable, or DSL, digital subscriber line to transmit data have a latency of 2 to 57 milliseconds. With 5G, operation hope the latency will drop to as low as 1 to 2 milliseconds. SpaceX claims Starlink will bring down latencies to as little as 25 milliseconds, which is close to the latency of 4G services.

In terms of internet speeds, we may not see a huge difference from what existing satellite internet providers like Viasat offer. Viasat is offering speeds up to 100 Mbps using geostationary satellites, which is on par with the 4G speeds available today.

The Indian Space Research Organisation also plans to launch higher throughput satellites that can beam high-speed internet at over 300 Gbps. SpaceX strives to offer internet speed of up to 1 Gbps.

While low-flying satellites will ease the latency issue, interference caused by bad weather will remain a problem. "Previously dismissed as limited technology because of high operating costs and latency, as well as the failure of early ventures such as Teledesic, satellite internet has re-emerged in recent years as a viable alternative to the time and energy-intensive practice of laying thousands of miles of fiber optic cable," pointed out Lisa Parks, writer and researcher, in an August 2019 piece on satellite internet services.

It is expected that a large number of small satellites will add to the space debris, which is already a major concern among experts. The inter-satellite LASER link of this constellation may also cause problems in the functioning of very large optical telescopes, noted Biswas.

The growing digitalization wave and demand for internet services across the world offers a huge opportunity for companies that can provide internet in areas where laying down optic fibre or setting up mobile towers is not feasible. According to February 2020 report by Cisco, there will be 5.3 billion internet users (66% of global population) by 2023, up from 3.9 billion (5% of global population) in 2018.

Satellite internet will play a critical role in making internet accessible to every home and person, while low-flying satellites will ensure the experience remains consistent. Biswas feels that satellite internet will match the existing speeds of wired and wireless internet by the end of this year when Starlink reaches its initial operational capacity. Remote areas will be benefited from this service.



Students turn teachers at this camp for govt schools

Kainal Sarfaraz

kainal.sarfaraz@timesgroup.com

NEW DELHI: Room C-12 of Indraprastha Institute of Information Technology-Delhi (IIIT-D), an autonomous research-oriented university was filled with government school students on Tuesday morning, engaged in these activities and games.

"The fact that some of the teachers here are also students like us makes learning fun and easy. They speak to us in a language we can understand," said 13-year-old Asha Kumari, a student of Class 9 in a government school in Kalkaji.

Asha was among the 190 children who were a part of a summer camp organised by students of IIIT-D. Students from five Delhi government schools around the area were taught different subjects including mathematics, science, computer science, general knowledge and

extracurricular activities, such as theatre, music and sports, among others, by IIIT-D students, who volunteered for the project.

"Even learning about electricity and energy was more interesting since we had to make models like roller-coasters and electrical circuits," she added. The activity was a part of the annual five-week long free summer camp organised by the Institute for students from nearby government schools.

"The idea came up in a conversation with the deputy chief minister of Delhi a few years ago. We thought of doing something to give back to the community," Pallavi Kaushik, assistant manager, corporate communications of IIIT-D said.

This is the fourth time the camp is being held.

Thirteen-year-old Himanshu Sharma, who studies in Class 9 in RPV V Lalpat Nagar, vouched

for it and said that learning mathematics and science was never so much fun. "Further, there is also no fear of marks or grades. We can learn and understand things more clearly," he said adding excitedly that the food provided to them by the institute was also "very tasty" and one of his favourite things about the summer camp.

Apart from regular subjects, the summer camp also focuses on personality development, communication and life skills.

The camp also helps in dealing with time management. Earlier, we were just dealing with our homework. But now, we manage to attend this camp and also find time to finish our homework," said Abhishek Anand, Class 9 student in a Kalkaji government school.

Thirteen-year-old Himanshu Sharma, who studies in Class 9 in RPV V Lalpat Nagar, vouched

IIIT-D Scans Social Media Use with AI to Predict Personality

Develops solution along with Mahindra Ecole Centrale

Prachi Verma
@timesgroup.com

New Delhi: Researchers at the Indraprastha Institute of Information Technology, Delhi (IIIT-Delhi), have developed a solution based on artificial intelligence (AI) that analyses an individual's social media activity to predict personality and social behavior, including tendencies towards depression.

Working with Mahindra Ecole Centrale of Hyderabad, they have developed the system using machine learning, natural language processing and social network analysis. This, they say, analyses content posted by an individual on social media, including Twitter, based on 70 categorical features.

"This system helps in understanding the functioning of society and provides wide possible applications, such as internet advertisement, poll analysis, understanding depression, counter-terrorism etc.," said Tannoy Chakraborty, faculty member at IIIT-D and the lead researcher on this project. "This was a paid exercise. Once we gathered enough data, we started building our AI models."

Data from over 32,000 users

Real Intelligence
The system uses machine learning, natural language processing & social network analysis

Analyses content on social media based on 70 categorical features

Provides wide possible applications such as internet ads, poll analysis, understanding depression

IIIT-D CLAIMS ACCURACY RATE OF 80-85%

was collected from the top 50 cities, with at least 500 users being selected randomly from each city. "We chose only those profiles that posted more than 100 tweets and were at least one year old," said Chakraborty.

IIIT-Delhi and Mahindra Ecole are currently working with researchers from the Post Graduate Institute of Medical Education and Research (PGIMER), Chandigarh, to understand the status of general mental depression in India. The model is also being used by a leading software services company for its recruitment process, he said.

"This research can (also) be used for political campaigns, but we are sceptical and progressing cautiously as we do not want to repeat the story of Cambridge Analytica," Chakraborty said.

The Morning Standard

एप पर हिंदी और अंग्रेजी में कोविके से जुड़ी खबरें प्राप्त होती हैं, इसका पता और आगे चलकर कोरी सेवकपलन पर पेट करने की भी सुविधा मिलेगी

Innovative solutions by IIIT-Delhi give India upper hand

KAUSHAL SARKAR

NEW DELHI: Indraprastha Institute of Information Technology (IIIT), Delhi has come up with several innovative solutions to help government officials in their work. The first of these is the WashKaro app, which is currently available for Android users (iOS version is under development). It functions as a complete 'Infodemic Management Suite' due to which it was also presented at the WHO on April 15 in a video conference.

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Millennium Post

Hindustan

E-Rickshaw & E-Boat launch by PM Modi in Varanasi





Jadi Buti Diwas at Patanjali Yogpeeth



"Champions of Change Awards (CCA) 2019" at the coveted residence of former President of India Pranab Mukherjee





Rashtriya Gyan Diwas Celebration at Constitutional Club Of India



SHAHNAZ HUSAIN



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and harbour no
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day and the sun will
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Begin again with
renewed vigour
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FENA

BETTER PRODUCTS, CLEANER WORLD



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