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**WORK SAMPLES**

# **Technical Write-ups**

# How Agile Metrics can help you achieve superior product outcomes

In recent years, there has been a noticeable increase in the implementation of **Agile Methodology**for software development. However, it is not without any reason. Its successful implementation has enabled businesses to benefit from a faster, efficient, and cost-effective product development process. Recent studies by Harward directly link the adoption of Agile processes by a firm to its higher profit and growth. On its own, though, an **Agile Methodology**won't prove as beneficial for product development. To unfold the full value of Agile, it needs to be integrated with **Agile Metrics.**

**Agile Metrics**are quantifiable measures used to monitor the productivity and effectiveness of agile workflows. They are an invaluable tool for teams to measure progress in the form of continuous improvement and to ensure delivery of a high-quality product. **Agile Metrics** are indispensable for scheduling, observing, and understanding growth over a period of time. Here are some of the criticalmetrics that can significantly enhance your product development process.

Robust **Agile Metrics** to boost product development cycle

1.    **Agile Metrics**for product quality

The quality of a product is more important than its technical prowess. The following **agile quality metrics**ensure the delivery of a high-quality product.

a. Escaped defects tracking

This metric enables you to lower the possibility of defects in the product. It tracks the number of defects in your product after its market release. The metric allows teams to revise their product development and testing processes according to the number of errors reported. This metric can spare your teams from unexpected damage through its timely bug identification.

b. Net Promoter Score (NPS)

                       Another useful quality metric, NPS, can be utilized to grasp customer satisfaction regarding your product. You can find out from an index ranging from -100 to 100, how much people are willing to recommend your product to others. This metric enables you to effectively gauge the ever-changing user dynamics and preferences and refine your product accordingly.

c. Failed Deployments

Regarded as one of the most crucial **agile quality metrics**, Failed Deployments assists in evaluating the total number of deployments. Using this metric, development teams can better understand how reliable testing and production environments are. It helps you to decide whether a particular release can move to the production level or not.

2. **Agile Metrics** to determine the productivity

It is essential to predict a team's productivity for timely completion and delivery of tasks. Here’s a list of the most essential agile productivity metrics to measure and boost your team’s efficiency.

a. Lead Time

The time between a product’s delivery request to its actual delivery is termed as lead time. It is an essential metric providing precise time calculation and estimates for every single process. Lead time constitutes all the processes involved under product completion. A shorter lead time points towards an efficient development process.

b. Velocity

The velocity metric enables you to evaluate the average number of completed business needs or story points over previous sprints. It measures current team productivity and forecasts its future efficacy. A surge in velocity indicates increased efficiency. Similarly, a decrease in it will point towards falling productivity.

c. Sprint Burndown Report

This metric helps you monitor the progress of a sprint carefully and discern the agility of your team. It helps the scrum teams (who organize processes into sprints) predict the workload at the commencement of a sprint. The goal is to complete the workload by the sprint’s end. The report helps in determining the value that the sprint has been able to deliver.

d. Epic and Release Burndown

These metrics greatly assist teams to handle the addition of new features that were initially not included in the project’s scope. These metrics ensure uninterrupted productivity of your team when confronted with sudden changes.

3.**Agile Metrics** for actionable project insights

Agile project metrics provide data insights on your product development process. It helps development teams to avoid the occurrence of issues that may hinder a smooth development process. Here are some key agile project metrics to ensure a seamless development process.

a. Cumulative Flow

Cumulative flow measures the progress of workflow. It provides a comprehensive overview of every task's status in a sprint, release, and across all software development teams. It helps you detect bottlenecks instantly in one diagram. Using this metric, you can boost the product development process by taking the necessary steps to speed up your workflow.

b. Code Coverage

This metric helps you measure the quantity of code covered through unit tests. It shows the percentage of code covered in a raw visualization. Code Coverage can be automatically run as part of every build. Although it doesn’t include other kinds of testing, it does provide a good overall picture of your product quality.

4. Team Heath Metrics

Autonomy and collaboration are essential to an agile workflow. They cannot take place in the presence of a dissatisfied team. Following two metrics will help you assess the comfort level of your team.

a. Team happiness

It is based on a self-reported scale and reflective questions. For example, what would increase the level of your happiness?

b. Team morale

It can be assessed by asking team members to rate statements like ‘I’m proud of my contribution in the team.’ These statements can be rated by the team members on a scale of 1-5 or 1-7. It helps you to gain a clearer idea about their well-being.

Conclusion

Companies that follow the**agile product development cycle** benefit from enhanced visibility and predictability and can rapidly and flexibly respond to change. Adding structure to a flexible product delivery approach is how an **agile product development cycle** distinguishes itself from other development methodologies. You can deliver a product with much more value when you break your process steps into shorter segments. It also allows you to release it in less time.

Making agile metrics a part of your workflow brings more precision to the product development process. A careful selection of metrics and collectively drawing insights from its data will optimize your team’s productivity and enable them to deliver a high-quality product.

# How Can Infrastructure Automation Bring More Agility to Production

We live in an era of automation. It's a term that is not unknown to any industrial sector today. In fact, [Gartner](https://www.gartner.com/smarterwithgartner/gartner-top-10-trends-impacting-infrastructure-operations-for-2020/) predicts that by 2025, more than 90% of organizations will deploy an automated architecture. The rising consumer demands make scalability an essential requirement that none can ignore. Infrastructure automation, by speeding up time-consuming, redundant processes, contributes greatly to digital transformation.

It isn't easy to fathom agility to development and operations without an automated environment. Automation of standard processes enables speedy deployment of applications and more seamless working with less technical glitches. To drive greater efficiency and productivity, streamlining development and testing applications through [infrastructure automation](https://www.quali.com/) software is critical.

New products are being continuously churned out and put in the market to speed up the production process. Such agile production can only be brought about by automating the IT environment. Let's see how.

* One of the core techniques that enable infrastructure automation is IaC (infrastructure as code). It means managing IT infrastructure by running a script (source code). It not only allows virtual servers' deployment but also will enable you to launch configured databases, storage systems, network infrastructure, and other cloud services. Infrastructure architecture can be deployed in many stages, which makes the software development lifecycle highly efficient. It leads to accelerated productivity of the development team.
* Infrastructure automation is at the heart of DevOps, an approach emphasizing agile production. Two of its key practices are Continuous Integration (CI) and Continuous Development (CD). Continuous Integration makes sure that the developers always have access to the latest and updated code. It enables many developers to operate on a single code, consequently preventing delays while speeding up the development process. Continuous development emphasizes continuous integration, continuous testing, continuous delivery, and deployment. This strategy enables an organization to deliver products quickly without compromising on its quality.
* The automation of the monitoring process allows for continuous feedback. This feedback enables developers to troubleshoot issues quickly. An automated infrastructure ensures that security checks are regularly conducted on the software as it moves through the different stages. Ensuring regulatory compliance at all stages imparts developers with the confidence to move with their operations quickly. This increased development pace gives way to an agile production.
* Automating the provisioning, configuration, and management of your cloud infrastructure has many benefits. It frees up your staff from wasting their time on routine processes of maintenance. They can focus more on driving innovation by engaging in mission-critical processes. Your system will remain free of any security issues, through instant detection and correction of faulty configurations. All this will ultimately facilitate a more agile production.

Thus, IT automation makes it possible for developers and IT professionals to integrate their endeavors into a smooth process flow. It enables firms to have greater control over all internal processes. Thus, they can monitor their expenses and achieve economies of scale. Automating all the processes related to development, testing, delivery, and deployment creates and drives agility to production. All this ultimately makes way for more innovation.

# **What is the future of data science in 2020?**

The utilization of machine learning and the application of analytics to determine the value that lies in information is called data science. It is one of the fastest growing field. In this data centric world, information characterizes every field including medicine, government, marketing, finance, energy, and manufacturing. With the tremendous growth of data, it is suffice to say that the **future of data science** is undoubtedly filled with numerous possibilities that one can imagine.

Data science – What’s in it?

Businesses today seek to fully leverage the data that is generated in day-to-day processes. Data science tools, algorithms, and methods are helping them to remain on the top through an effective decision-making, better targeting and imparting of great customer experiences. The increasing need to access data assets has accelerated the demand for data scientists and has opened a vast field of **data science jobs**. A data driven culture is expanding in all the organizations and those that can make huge amounts of unstructured and structured data valuable and helpful are in high demand. Hence, high paying **data science careers** are becoming increasingly lucrative for most individuals.

What drives the **future of data science**

1. Comprehensive ML-based automation

Machine learning algorithms are at the heart of data science. They have enhanced this field in countless ways, Quantum Computing, Advanced Personalisations, and Code Free Environments, to name a few. The steady improvement in Machine Learning software is making ML tools easy to use as well as enhancing the quality of algorithms. The **future of data science** is filled with advances in this field. ML-based automation in the form of software robotics, RPA, Chatbots will largely replace repeatable knowledge work jobs. Thus, product marketing and customer service will see a huge transformation.

1. Widespread innovation in Big Data analytics

The **future of data science** in 2020 will see data scientists create their own sets of data processing elements. Easy to use machine learning and deep learning algorithms will greatly impact the **future of data science** by improving the present machine learning models. Businesses utilizing these algorithms in their data analytics will likely gain a competitive edge in the global market. More integrated platforms with automated features for data management will emerge.

1. Dominance of Augmented and conversational analytics

Augmented analytics will be incorporated by business analytics vendors in their solutions to carve out their unique presence and differentiate themselves from others through predictive analytics. Cloud computing, and the expansion of IoT and connected devices will greatly contribute to it. A connection of apps, devices, and people working in synchronicity will pave the way for an intelligent digital mesh. It will be complemented by another emerging feature, conversational analytics which will add a new dimension to the insights gained from data.

1. Rapid demand for data scientists

The increasing amounts of data, enhanced machine learning algorithms, and computing assets are the three leading factors influencing the **future of data science**. According to Harvard Business Review, the popularity of **data science jobs** is reaching new heights. Finance, professional services, and I.T sector are the frontrunners in providing exciting **data science careers**, as they reap the most benefits of data analytics. Thus, there is no doubt that big data will play a crucial role in the future, consequently elevating the services of a **Big Data Company**.

**Future scope of data science** in various industries

The progress and technological advances in data science have made its impact felt across every industrial sector. Data can be said to rule our lives these days. Consequently, the scope of **data science careers** has immensely expanded. **Data science jobs** like data analysts, data engineers, and data developers have registered an all-time high. Let’s see what the **future of data science** has in store for various industries.

* Finance and banking

Blockchain technology will be increasing applied in finance and banking. It will enable banks to facilitate quicker payments, minimize operational costs and create more interoperable capital markets. Data science will help finance and banking institutions to engage meaningfully with customers through a greater comprehension of their patterns of transactions.

* Healthcare

Data science has the potential to dramatically improve people’s health and protect them again critical health conditions. Data is leveraged for enhanced diagnostic accuracy and detecting and identifying cures for various incurable diseases.

* Manufacturing

Data science in manufacturing will be used to ensure quality assurance and performance of products. New processes for product development will be created keeping in mind aspects of sustainability and energy efficiency. Thus, data analytics offers the advantages of rising productivity and minimized risks.

* eCommerce

eCommerce is the foremost industry for which data analytics is crucial. They will benefit hugely from data analytics by predicting purchases, profits and losses through an in-depth understanding of customer behaviour. Improved shopping pattern analysis, efficient customer service, forecasting upcoming operational plans, and seamless online payments are only a few areas where data science will make an impact.

Data science is thus a multifaceted field having widespread applications in various sectors. Organizations all over are increasingly realizing its importance and benefits. Although still in its initial phase, data science’s contribution to changing our daily lives has been immense and the future will only see its progress further.

# **Non-Technical writeups**

# **Imposter Syndrome – Can Corporates Help Fight It?**

A staggering number of women at workplaces suffer from Imposter Syndrome. Corporates can help prevent it through certain strategies that build a supportive work culture.

Recent [research](https://www.rbs.com/rbs/news/2019/05/60--of-women-put-off-starting-a-business-due-to-imposter-syndrom.html) by NatWest has shown that nearly 60 per cent of women who thought of starting a business hasn’t done so because of the inability to believe in their success. This persistent feeling of self-doubt that characterizes Imposter Syndrome is becoming prevalent in workplaces globally. It has prevented many women from rising in their careers, giving up their dreams of entrepreneurship, and become fearful of taking challenges.

What makes women especially susceptible to these debilitating feelings than their male counterparts? Brian Norton, a well-known psychotherapist, explains it as a result of long-standing narratives of being undeserving of success that women are exposed to their whole life. Researches reveal that women are less likely to be promoted to a senior level as compared to men. For example, a close to 68% of men hold manager-level positions as opposed to a mere 32% of women. Imposter Syndrome thus can rightly be seen as a result of this ongoing lack of gender parity in workplaces everywhere.

‘I don’t deserve it’, ‘I won’t be able to live up to everyone’s expectations of me’. These are some of the recurring thoughts that appear in the minds of women struggling with Imposter Syndrome. Naturally, the increasing presence of this phenomenon has the potential to curtail nationwide economic progress. Can corporates do something about it? Indeed. Let’s explore the ways by which corporates can help women overcome it.

1. Encouraging women to speak up

Employers can start by ending the silence that surrounds this issue that prevents women from addressing it openly. Have discussions around how self-doubt hinders their ability to rise to new challenges. It will help in fostering a sense of psychological safety as women will begin to realize that they’re not alone in feeling like this. Talking about it will enable more of them to confront the issue and eventually take steps to address it.

1. Create a mentorship programme

Corporates can setup mentorship systems to help women alleviate imposter distress. When they come up with their negative self-talk, divert their attention to their accomplishments and strengths. **Find opportunities for interaction between women leaders and others in junior positions.** Let these women leaders share their struggles and imposter stories with them. As a consequence, a moment of self-doubt will turn into a moment of inspiration.

1. Develop a strong onboarding system

This process starts with modifying your existing system of recruitment. Start by designing reasonable job descriptions that don’t intimidate women while applying. [Harvard Business Review](https://hbr.org/2014/08/why-women-dont-apply-for-jobs-unless-theyre-100-qualified) reports that women don’t apply for a job until they feel like they meet 100% of its criteria. Compare that to men, who don’t hesitate to forward their job application, even if they meet only 60% of the same criterion. Job descriptions should consist of essential qualities that a candidate should possess. Refrain from giving an unending list of perfect employee characteristics. It will only make women even with an adequate talent to consider themselves not eligible enough for the position.

1. Encourage greater participation

It is often observed that women refrain from voicing their own opinions in meetings. Organizations should work towards breaking this silence of women. It can be done by building a friendly eco-system in the workplace. **Women should feel confident to speak up and participate not only in conferences but also in normal workplace activities**.

1. Train and educate the managers

Managers exert the most influence on their employees. A lack of their employees, especially women’s ability to communicate openly with them, can exacerbate Imposter Syndrome. Managers should undergo intensive training on recognizing imposter syndrome in employees and taking steps to eliminate its presence. Instead of brushing away the criticisms that make employees feel not good enough, they should work towards empowering them.

Managers can coach them to manage their self-doubt in a way that will enable them to believe in their abilities and strengths. Providing constructive feedback is an effective way to help women fight their inner critic and recognize their potential.

The first step in combating Imposter Syndrome is to create a supportive work culture. Encouraging open relationships right from the beginning can go a long way in countering the imposter feelings that crop up in women. If this syndrome is not dealt with in the workplace, then it has the potential to hinder its growth. What use are of capable minds that are a stranger to their own efficiencies and strengths? The path towards diversity and inclusion begins with people who are fully confident of their talents to forge ahead.

Meta description: Imposter Syndrome affects more women than men. It inhibits them to realize their full potential in life. But corporates can combat it by taking specific actionable measures.

# **WHY DIVERSITY AND INCLUSION PROGRAMMES ARE FAILING**

In the corporate world, the shift to diversity and inclusion (D&I) measures is primarily for promoting innovation in the organizational ecosystem and improving financial health. The trend for diversity and inclusion has stormed the corporate culture to broad base the talent hunt and infuse novel ideas in the organizational performance. However, the organizations are puzzled that the D&I programmes are not proving useful over time. Much time and resources have been invested in implementing these programmes. Still, as Stanford and Harvard sociologists in a study have found, the 'workplaces are more segregated' now than they were before. Several studies show that companies worldwide are spending vast amounts of money annually on diversity & inclusion programs. However, despite substantial investments, the intended results are not forthcoming. The company executives, HR departments and recruiters claim to believe in the principle of diversity and inclusion. Still, when it comes to hiring the best candidate for the job, the unconscious biases choose the candidate who may appear to be in line with company’s targets. Does it mean that organizations are still struggling to incorporate the D&I programme culture to be useful in the real sense? A research study published in Harvard Business Review states that underrepresented group, including women, racial and ethnic minorities and LGBTQ+ reports gaining no benefit from diversity and inclusion programs.

**Resistance from within**

There may be several reasons why D&I programmes do not produce the desired results. Resistance by the employees could be one as they feel victimized or feel singled out as members of a diverse group. The success of D&I programmes is hampered when there is growing resistance at all levels, both explicit and subtle. Mandatory diversity training may also lead to animosity toward other groups afterwards. Another reason for D&I programme ineffectiveness is the organization's straitjacket approach in implementing the programme. The failure in D&I programme is attributed to it being not tailored according to the specific needs of the organization. Diversity and inclusion affect the workforce dynamics of an organization. Therefore, the D&I programme, which fails to induce desired behavioural change, remains ineffective, much to its disappointment.

**Inconsistent approach**

 Another reason for the failure of D&I programs is the way an organization adopts it.

Wherever the programme is adopted infrequently to tide over a crisis, it proves ineffective. Inconsistency in adopting this programme results in employees' unfavourable attitude towards it and makes it appear like a patchwork. The company's approach of considering diversity as a problem to be fixed rather than an opportunity for innovation is a significant reason for the failure of the D&I program's failure. D&I programs do not produce substantial results when stagnation sets into them, and efforts are not made to update them. They should always be ever-changing and ever-evolving. If D&I programs focus on numbers and tick in the box activity, their success is quite bleak. Number driven recruitment strategy to achieve diversity in the workforce is incomplete and ineffective.

**Need for effective communication strategy**

 Lack of communication strategy in D&I programs is yet another reason for their failure. Diversity is not just including different categories of people in the workforce but also their inclusion. It requires the HR department to build the relationship through carefully designed communication strategies. Inclusion is not possible through programmes and compliance.

The ecosystems in Indian corporate houses are not ready to imbibe diversity culture as their leaders are still not supportive of such programs. For them, several other issues warrant more attention and resources. D&I being at the bottom of the priority list of business leaders, it is generally assumed that it would not impact the organization's performance if D& I goals are not met. In the name of diversity and inclusion programs, PR exercises are conducted sporadically, and they fail to make tangible changes in the work culture. The reason why these efforts are not yielding desired results is that even when the practicalities of the working environment are changing, people's core beliefs are not thus impacting the outcomes of D&I programs.

Some other factors impact the implementation of diversity programs. They include a lack of stakeholder support, failure in mobilizing support and investment to implement the programs in a committed way. It results in their failure, as seen in the majority of Indian business houses.

To avoid failure of D&I programs, organizations need to create an ecosystem that not only understands diversity as an integrated element of the organizational culture but also accord importance to inclusion in a systematic and institutionalized manner. D&I programs must evolve a way of working that is inclusive and supports the needs of a diverse set of employees. This ecosystem transcends across the vision, to the policies and processes, to leadership and the infrastructure. And to build a sustainable ecosystem, it is critical to understand the root cause of the imbalance. The solution thereby becomes more straightforward with a more significant and sustainable impact in making D&I programs successful.

# 9 Great Leadership Books to read and lead the world

One of the most important things that we can do to broaden the horizons of our thought process is to read. It is an invaluable skill that allows us to shed our preconceived notions and makes us view the world from a different perspective. There isn’t a period in history when people have not penned their experiences, struggles, and insights onto pages for the world to know and learn from.

Yet reading isn’t something that figures on the list of many as an essential activity to be undertaken for their own good. ‘Leaders are Readers’ is a well-known phrase that emerging and current leaders need to imbibe to excel in the roles they have envisioned for themselves. Spending time reading **Leadership Books** can be a highly effective exercise providing numerous benefits like enhanced communication, emotional intelligence, organizational efficiency, and stress reduction that collectively builds a sense of **positive leadership**. It is an indispensable trait that acts like a two-pronged weapon enabling you not only to find more opportunities and win in competitive situations but also to preserve the well-being of your organization. **Positive leadership** helps you to bring about a change in the world by completely changing the way your entire team functions for the better.

Given below is a list of timeless **Leadership Books** written by leaders who have successfully scaled the corporate world. **Leadership Lessons** penned in these books will enable existing leaders to thrive in their role and make the most out of their resources. At the same time, it will inspire those who are ready to shoulder the responsibilities that come with becoming a great leader.

**13 must read Leadership Books for every entrepreneur out there**

1. **Leadership and Self-Deception** by The Arbinger Institute

Sometimes, you dont even realize that you’re deceiving yourself. If you find yourself struggling with teamwork, leadership, motivation, and communication, chances are you might be stuck ‘in the box’ of self-deception and sabotaging your progress. Its time to self-assess your current strategies used at personal and professional fronts. The book enables you to become aware and break out of destructive behaviours hampering your performance on both levels.

1. Good To Great by Jim Collins

One of the most thought-provoking **Leadership Books**, it answers a fundamental question plaguing business; how do you become great? Analysing the techniques and tactics of 28 businesses some of whom achieved peak growth while others who couldn’t, Jim finds the answer in the peculiar set of strategies and practices unique to both kinds of companies that made some of them great and made others stagnate.

1. First, Break All The Rules by Marcus Buckingham and Curt Coffman

So you thought that becoming an effective manager was dependent on following age old rules, isn’t it? well, it isn’t. The book hinges on an important tenet of **positive leadership** by emphasising how important employee satisfaction is for the stellar performance of any business. Afterall, how often can you meet truly satisfied employees? The realization of its importance will bring about a 360-degree shift in the perspective of every manager.

1. Start With Why by Simon Sinek

Do you know that more than being concerned about what you do, people are eager to find out why you do it in the first place? Figuring as one of the foremost **Leadership Books**, it has inspired leaders everywhere to first understand what drives them to do what they do (their ‘why’) and then communicate the same to their clients and receive their instant support.

1. The Seven Habits of Highly Effective People by Stephen R. Covey

The book can be regarded as a relic for personal growth which can also assist business leaders to deal effectively with overwhelming scenarios. It lucidly elaborates how you can change your existing perceptions to achieve success and ultimately alter the situation at hand. The book brings about a paradigm shift in the mindset of those who’ve always struggled to motivate themselves to the reigns of their lives in their hands.

1. Lean In by Sheryl Sandberg

Do you know that you don’t need to be blessed with great leadership genetics to excel at it? One of the best **Leadership Books** for women, it shows how you only need a strong will to persist and keep going even when the odds are not in your favour. Pleasing others should be the last thing on your mind if you want to step ahead at your workplace.

1. The 4-Hour Workweek by Timothy Ferriss

It may sound strange, but you can actually live your dream lifestyle without having to slog away hours at a job you hate. Timothy Ferris guides you on a path to make your life easier by demonstrating the importance of scheduling your time to execute tasks when your productivity is at its peak. Quite surprisingly its not the whole day, just 20% of it! Read this book to join the breed of the ‘New Rich’ who work less than 4 hours a week yet earn more than those who work all day long.

1. Schedule Your Success by Tom Corson-Knowles

How often do you look at your calendar and feel an exciting rush of adrenaline over the prospects of a new workday? Chances are few. If your calendar serves just as a reminder for delivering mundane tasks and chores then you might not be aware of a powerful skill that can be utilised for managing time and enhancing productivity. Full of personal insights, the book functions as a guide to fast track leaders on the path of productivity and success.

1. Delivering Happiness by Tony Hsieh

It isn’t every day that you get the advice of the founder of a billion-dollar enterprise on creating an enduring business legacy. However, Tony Hsieh, founder of the famous Zappos discloses every secret that you need to know to build a flourishing business with happy employees and customers in this bestselling book. Let this book inspire you to build something special for yourself.

Conclusion

After reading these **Leadership Books**, you will not be left to wonder if great and **positive leadership** is a result of blessed genetics, sheer good luck or a chance opportunity. Rather, you’ll be made aware of a simple truth, that it can be learned and taught. And these **Leadership Books** do just that. The books will make you realize that leadership is not just achieving business goals and targets but about nurturing essential life skills that enable you to make a difference to the world around you.

**Educational transformation after Covid19**

Education has and always will be one of the crucial sectors of our economy. The progress of a country rests on a sound system of education. Yet how can a country move forward when the significant pillars that impart learning and shape children into morally grounded responsible citizens are shuttered indefinitely.

The Covid19 pandemic has unfolded a bewildering scenario for our educational institutions and put the education process of millions of young Indians in jeopardy. As thousands of schools and colleges are forced to close their doors to their learners, parents and teachers alike are left scrambling for ways to adjust themselves to this abrupt disruption of education.

The pandemic has revolutionised the education sector and has presented us with a question that is vital to continue today: how can technology be leveraged to reimagine education?

**Employing novel ways of imparting education during the lockdown**

Imparting quality education becomes even more essential for a developing country like India, known for its vast chasm between people concerning their income and privileges. It has forced our policymakers and educationists to evolve the education system and equip it against any such future onslaught.

There have been nationwide efforts to harness technologys' potential so that students can consistently receive an education while in lockdown. They have been centered on remote learning, distance learning, and online teaching. E-learning platforms have gained prominence as an effective means to curb the educational disruptions amid Covid19.

The DIKSHA portal, a part of the PM’s e-Vidya programme, contains e-learning content in the form of worksheets, video lessons, tests, and assessments. Mobile apps have enhanced the reach of education among the masses. e-Pathshala by NCERT for school children and Swayam, a learning platform for school and college students, assists students in continuing their education and updating themselves on the current assignments, tests, etc. given by their teachers.

One positive impact of the pandemic that we cannot ignore is how it has boosted the existing technological infrastructure. The prolonged lockdown has enabled Ed-tech companies to empower the educational sector by digitizing education. It has been able to bring the students, teachers, and parents on the same page. Education has become inclusive as well as collaborative. Virtual classrooms, as reality is being made possible by feature-rich video communication platforms like Zoom, Facebook live, Youtube live, Skype.

Hence, the current pandemic has encouraged government as well as private entities to come up with technologically resilient, smart teaching-learning methodologies that require a little more than a working internet connection. Covid 19 has certainly transformed the education sector and its effects will be seen even after it goes away. The partnerships formed due to this pandemic between universities and Ed-tech companies will scale up. The learning outcome of today’s education will be focussed more on the development of skills that will increase their chances of securing employment. Efforts are being made to make sure that this digital transformation is not only limited to upscale and wealthy sections of society in the future.

**Social Media Marketing: A formidable tool for every entrepreneur**

We are living in an age where the internet has made a full world shrink in our palms by making us feel indubitably connected. Never before has technology in the form of a plethora of apps, services, gadgets, etc. been utilised in such an unprecedented scale in our lives.

Right now, we are experiencing a golden age of technological boom where information and ideas from all over the world are swiftly conveyed in less than a single second. Being technologically bound 24/7 has inundated us with a massive amount of knowledge about an incredible number of subjects. These days even a child possesses an impressive database of knowledge about a variety of topics.

One thing that has led this wondrous expansion and access to knowledge around the globe is the emergence of social media in the form of Facebook, twitter, instagram, youtube, etc. These platforms have emerged as pivotal mediums through which information in various types like audio, video, etc. is conveyed to billions of people across the world. No one is left untouched by the pervasive impact of social media in their lives. Social media has made it possible for a layperson to turn into celebrity overtime.

How exactly has it happened? Enter social media marketing.

**What is social media marketing?**

In simple words, social media marketing is a process that entails developing and organising your social media in a manner that allows you to build an audience and deliver content that connects you to that audience. Hence social media marketing helps you immensely to develop and promote your brand. It increases the reach of your product or service to people worldwide. How smartly you use social media to interact and engage your target audience with your content determines your success. You need to find innovative ways and strategies to ensure that your audience never loses their attention.

Let's take an example of a well-known pizza brand, Dominoes. One of the main reasons behind their popularity is the way they use various social media outlets to promote their product by consistently engaging their audience through some well thought out campaigns on twitter like #letsdolunch and #newpizza on youtube. Campaigns like these tackle the dual issues of product promotion and product quality. It enhances potential sales of the product while also improving image of the brand in the eyes of its customers.

Emerging brands and start-ups can take a cue from this pizza giant as well as other big brands that continuously come out with such intelligent marketing techniques to bolster the influence of their service.

**Significance of social media marketing today**

It is essential to understand that the purpose of using social media varies from person to person. How an average person uses, social media might not be how you want to use it for marketing your product or service.

As we all know, the majority of people today practically live in the virtual world. Every social media platform consists of millions of active users. There are various communities, groups, forums and pages of people sharing standard views, ideas, and stuff with each other. If you can grasp the needs and interests of such communities of people in a particular social media platform and make your product or service as per their liking, it can expand the reach of your products.

Using social media consistently to interact with people regarding various aspects of your content will create further awareness about it. It, in turn, will aid you in identifying the preferences of your audience more closely. Thus, you will be able to modify your service accordingly and make it more suitable and appropriate for your potential customers.

Therefore, an effective strategy for exhibiting your product on even one of your social media platform can tremendously boost the influence and success of the service you offer.

**How to use social media marketing to grow your business?**

If you're able to chalk out a plan to use your social media in a manner which will spread the reach of your product or service to people, then the success of your service is a guarantee. While doing this, keep the following points in mind.

**1. Identify your target audience:** There is a considerable probability that the product/service you offer is geared towards a specific section of the population and not all of it. Thus, you need first to research and find out about that target audience which you think will be interested in it.

**2. Find a suitable social media platform:** Make sure you are not marketing your product on the wrong platform. The social media platform you choose must have that audience towards whom your product is catered. For example, the kind of audience facebook has is considerably different from that of snapchat. Likewise, if your product or service is related to any food item then instead of choosing Pinterest, you'd want to advertise about it on Facebook and Instagram.

**3. Regularly engage with your audience:** The more you engage and interact with people, the more are the chances of your service gaining influence. Keep your audience and followers consistently updated about the various aspects of your product; ask them questions. Ask for ways in which they think your service can be further improved. Establish a connection with your audience. When you incorporate their suggestions in shaping your product/service, they will feel that they have a say in it. It gives a boost to your brand value. Always involving your audience in conversations about your product will make them less prone to incline towards an alternative to your service.

**4. Monitor your progress:** You need to make sure that you are achieving the goals that you had set. It means checking how much the awareness about your product has spread. Were you able to generate more traffic than before? Did your product or service feature on some influential blog or page? Has the response of your audience changed for the better about your product? These things can be known by various tools which are now available to track the progress of your product marketing over different social media.

We can thus say that a consistent and powerful presence on social media can go a long way in shaping your business. If your still not employing these media efficiently, then you are surely losing out on a big chunk of potential customers that might be waiting for a service just like yours.

**Digital Fitness: The new invincible face of fitness**

Today, technology has permeated all aspects of our lives. Fitness, by default, is no exception to it. In the past few years, there has been an undeniable shift towards fitness being no longer associated with crowded gyms and parks. People dont need to wait for a piece of equipment to complete a set or wait for the instructions on the next set of exercises from a trainer. Now they have the freedom to workout wherever and whenever they desire in the comfort of their own home. It is the new face of fitness.

The fitness industry had efficiently utilized technology to shield and expand its influence even before the pandemic arose. Fitness was always present in the form of various workout apps on our phones from as early as a decade ago. But it is only now that it has seized technology and the virtual world, thus managing to flourish against the pandemic-induced gloom.

During the past few years, we have observed a constant inclination of people towards making fitness fit into their routines as per their convenience. This means leveraging technology to make anything from yoga, pilates to HIIT workouts easily accessible at any time of the day. To capitalize on this rising interest of people fitness personalities and established chains of fitness studios and classes have been quick in developing a variety of workout apps and streaming workouts live in them.

**The rise of fit-tech: movement trackers, wearable technology, and synchronized Bluetooth devices**

The digitization of fitness has been accelerating at a remarkable pace today. More and more people are eager to invest in the latest gadgets and devices like movement trackers that keep a tab on every inch of their activity. Similarly, wearable technology in the form of Apple Watch Series 4, Fitbit's latest charge 3, Bluetooth headsets, heart rate sensors, etc. has been geared towards those who are very keen to achieve highly specific fitness goals.

**The age of burgeoning fitness apps**

Fitness apps have been proliferating on google play store, and on them, one can find an incredibly diverse array of workout choices. Popular fitness apps include Onyx, Runnin'City, PumaTrac. These apps practically take over the responsibility of your entire fitness regimen without making you squint for a trainer or a professional. Also, no one is stranger to the world of Myfitnesspal and Weightwatchers the insanely popular apps on which the majority of calorie-conscious individuals rely on tracking their daily intake. A multitude of similar apps equipped with a tremendously rich database of food items has burgeoned, making it a child's play for people to accurately find out about the correct portion sizes.

**Accountability, inclusivity, and interaction**

If you thought that this technologically revolutionized experience of fitness is bound to leave you alone indoors beside a screen flashing workout moves and an app proactively measuring your calories, think again. Digital competence offers more than this. You will never feel sequestered amid a technologically enhanced fitness environment.

Most of these apps enable people to come together and form communities. These fitness communities can be found on various social media platforms also. They help people to bond over their shared interests in different areas of fitness, thus promoting social interaction and engagement. Besides, it also boosts accountability on the part of people and helps them to effectively stick to a healthy routine for a long time.

Digital fitness is undoubtedly here to stay. It does not matter if you are a novice or a seasoned athlete, this virtual zenith of health and wellness is here to dramatically disrupt your fitness journey for the better.