

Indianpreneur



Pallavi
Ahluwalia



Anjali A.
Deswandikar



Sanjay
Hegde



Sridhar Amujala
(Shree)



Abhishek
Joseph



Prashanth
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IN USA 2023**

JUNE-JULY 2023





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Indianpreneur

JUNE-JULY EDITION | VOL-1 | ISSUE 5

INFLUENTIAL INDIANPRENEURS TO WATCH IN USA 2023

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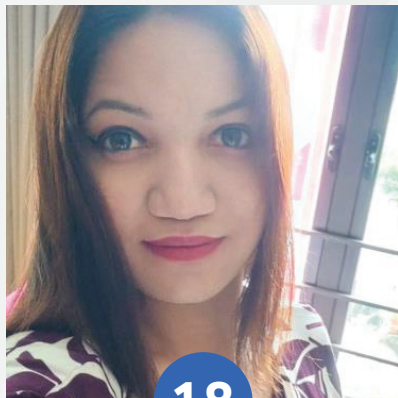
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**PALLAVI
AHLUWALIA**

INFLUENTIAL INDIANPRENEURS TO WATCH IN USA 2023

Behind some of the startups, established as well as IT companies in the United States, Indians are the significant impulse. We are familiar with Sundar Pichai and Microsoft CEO Satya Nadella, who are Indian origin tech leaders. Also Indian IT companies like Infosys, Wipro, HCL, TCS who are also having presence in the US market. But apart from these, there are numerous other Indian entrepreneurs who are breaking the boundary of limit with their skills, capabilities, hard work and successfully doing business in America and ofcourse making India proud with their achievements. We all know the United States Of America (U.S.A) is the largest economy in the world and India is one of the largest populous countries in the world where the skilled manpower can be provided at low cost. The US economy uses Indian business & IT companies services to save money in business. We can see the shift of Indian leaders in the US market. There is no doubt Indian leaders are dominating worldwide. This edition of the Indianpreneur, a list of “Influential Indianpreneurs to Watch in USA 2023” is to provide insights of few such Indian entrepreneurs whose story is inspiring and influencing other leaders and startups in their leadership journey.



INFLUENTIAL INDIANPRENEURS TO WATCH IN USA 2023

**Pallavi Ahluwalia**

Managing Attorney

**Stavya Spine Hospital and
Research Institute**

www.ahluwaliaalaw.com

Dallas (Main Office) & Houston, Texas USA

Pallavi Ahluwalia is the Managing Attorney and owner of Ahluwalia Law Offices, a leading boutique law firm known to many in the immigrant communities in Dallas and the East Coast.

As an Attorney, Pallavi represents companies and individuals. She takes on a full suite of representation – representing companies with their corporate needs as well as immigration requirements.

**Sanjay Hegde**

Founder and President

Blue Ring Investors

www.blueringinvestors.com

USA

Sanjay Hegde is the founder and president of Blue Ring Investors LLC, a North Carolina based company. As a well-seasoned real estate investment specialist of over 7 years', he specializes in establishing customer relationships and overseeing multimillion-dollar corporate accounts for companies in the U.S. and abroad.

**Abhishek Joseph**

Head Of Sales (Global Business)

Early Steps Academy

www.earlysteps.co

Boston, Massachusetts

Abhishek, a sales leader and entrepreneurial by profession and marketer at heart. Counselling kids and helping them shift to a digital education world is what he loves. While doing so, selling a vision and glimpse of the future with growth hacking is what he enjoys the most.

**Anjali A. Deswandikar**

Design Director

Lollypop Design Studio

lollypop.design

San Jose, California, United States

As an expert in strategising design business requirements, her area of expertise includes interpreting client briefs and turning them into creative solutions, delivering high-quality products, overseeing design teams, and trouble-shooting design problems.

**Sridhar Amujala (Shree)**

Founder, CIO

Raise Networks, Inc.

raisenetworks.com

USA

To help companies combat these challenges, Sridhar Amujala (Shree) founded Raise Networks, Inc. with a vision to streamline and assist their infrastructure processes, IT operations, and deployments.

**Alpesh Patel**

CEO

Ravkoo Health

ravkoohealth.com

USA

As an entrepreneur, Alpesh Patel believes that every problem has a solution and brings the opportunity to learn and improve. He begins by never giving up and making a true effort to find the right solution.

**Mahendra Kondla**

Founder

TekCommands

tekcommands.com

USA

Mahendra Kondla holds Masters Degrees in Computer Applications from Madras University and Business Administration from Sri Krishnadevaraya University. He has an excellent track record of thousands of customer satisfaction in managing and developing IT solutions and has been in the industry for years.

**Prashanth Chandrasekar**

CEO

Stack Overflow

stackoverflow.com

New York, NY

He is CEO of Stack Overflow and is responsible for driving Stack Overflow's overall strategic direction and results. Prashanth is a proven technology executive with extensive experience leading and scaling high-growth global organizations.

**Mohini Chauhan**

Manager: Data & Analytics Products

Unilever

www.unilever.com

She is an enthusiastic researcher working on technologies that are changing people's lives in a better way. I work full-time as a Product Manager and deal with products across the domains of Analytics and AI. In my spare time, I deliver sessions for corporations onsite and offsite globally.

**Priven Reddy**

CEO

Kagiso Interactive

kagisointeractive.com

Experienced Chief Executive Officer with a demonstrated history of working in the information technology and services industry

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Sanjay Hegde

Founder & President,
Blue Ring Investors LLC



blueringinvestors.com

‘One of the key ingredient to achieving any anything is education’.

Sanjay Hegde is the founder and president of Blue Ring Investors LLC, a North Carolina based company. As a well-seasoned real estate investment specialist of over 7 years’, he specializes in establishing customer relationships and overseeing multimillion-dollar corporate accounts for companies in the U.S. and abroad.

Sanjay is on a mission to build safe communities for people (and their families to live in) who cannot afford to buy their own homes, while assisting hard-working professionals from healthcare and other industries to invest and manage their commercial real estates.

Sanjay is a full-time investor and coach who seeks to help investors gain financial freedom in a span of few years through smart investment opportunities. Blue Ring Investors LLC has over \$62M of assets under management in emerging markets such as the Carolinas, Georgia Texas etc.

1. Tell us about your entrepreneurial journey (personal & professional) and when you got started on it.

With a formal education in Pharmacy from India, I didn’t have a license to practice in the US. To top it off, due to personal constraints, I didn’t have the opportunity to apply to American universities. With that being the root of my obstacle, I had to step out of my comfort zone and look for jobs unrelated to the pharmaceutical trade.

I started working for Saft, a company that manufactured lithium batteries for space, defense, and industrial applications, at \$7.50 an hour. With time, I climbed the ladder to a level where I was the designated Director of Sales for America and Asia, overseeing \$200M+ in

“

America certainly is the land of opportunities. I have been very fortunate to grow in my career. When I started with Blue Ring Investors LLC, I was lucky to partner with Dr. Jeannette Birnbach who shared the same vision

”

sales. Soon after, I became the VP of sales for a competitor company in 2015. During that time, I was actively investing in single-family homes and passively in multifamily and self-storage syndication.

However, being immersed in my career had its setbacks as it took away time from my family. I missed out on my son growing up, and although my wife never complained, she single-handedly raised our kids when I was focused on my personal growth in my career.

► **Educational Qualifications:**

Pharmacy, Interior Design

► **Awards or recognitions**

received: Featured in Markets Insider, Yahoo Finance, Silicon India, IE Magazine, CEO Views

However, that all changed when my son met with an accident while I was on a business trip.

As hard as it was, it was an eye-opener as it got me questioning my priorities.

I realized I needed to make time for my family. In doing so, I realized how crucial it was to create a safe and nurturing environment for a child.

After all, children are the future and how they are raised is of paramount importance. The idea inspired me to create Blue Ring Investors LLC

where I could help hard working professionals could passively invest in high return assets to attain time freedom sooner while able to help those who cannot afford to purchase their own homes find a safe and secure space to live in and raise their family.

Multifamily real estate investment is compared to alternatives like in the stock or bond market. Furthermore, several passive investments are not publicly traded, meaning they also benefit from a degree of price stability not seen in publicly traded debt and equity markets. A passive investment provides investors with the benefits of multifamily ownership without the hassle of managing the property. This enables them with a passive income and gives them time to pursue other interests.

I think this is a win-win for both our investors and our tenants. Additionally, it provided opportunities to healthcare professionals as well as to those in other professions who lack the time and resources to vet opportunities and manage their investment in commercial grade investment properties.

2. As an Indian, have you faced any challenges while running a business in the US market?

America certainly is the land of opportunities. I have been very fortunate to grow in my career. When I started with Blue Ring Investors LLC, I was lucky to partner with Dr. Jeannette Birnbach who shared the same vision. Despite being a man of color, I wasn't posed with obstacles in that area. So much so, we even had a diversified group of investors hailing from different ethnic backgrounds.

What I've noticed is that the people in the United States are welcoming and will give you a fair chance to make it true with your promises. It is why you will see so many successful Indians in the US who have put in the work and earned the trust and respect of the people.

3. Tell us about your company's product/ services. What is the plan for your company?

We are keen on growing our portfolio for investment grade commercial properties in Multifamily, Senior Housing and Student housing asset classes.

Moreover, we look to educate investors and students who wish to learn how to make passive income from multifamily syndication investments as a way to give back to the community. Regardless of our circumstances such as the pandemic, I want to bring hope by helping them put forward something unique to the table.

4. Please attach an open message to all those Indian entrepreneurs who are working towards making it big in this competitive world.

I can't emphasize this enough, 'dream big' and go after it hard. People often decide to put their dreams aside for a more 'realistic' approach.

Enjoy your work- If it's a job you hate, then being successful at it might only mean filling your life with something you hate to do. Focus on doing something you love. When you've found what you're passionate about, you get the motivation to keep moving forward. Being successful in something you're passionate about would lead to the fulfillment of your dreams.

'Don't give up'- It's the easiest thing in the world to give up from a failure. The only way to push forward is if you have that burning desire to succeed. Take every failure as a lesson.

'Take action'- One cannot expect to go from point A to point B without moving; just having the potential is not sufficient. To bring those ideas to life, one must act upon them.

'Good network of people'- Cultivate good relationships! You'll never know who will come to your aid and help you in a big way.

▶ **Book:** Supreme Influence "Change Your Life with the Power of the Language You Use"

▶ **Holiday Destination:** Maui, Tahiti, Paris, Rome, Barcelona, Dubai, St. Lucia but nothing beats coming to India and meet my family and friends.

▶ **Hobby:** Riding my motorcycle, cooking, reading business and self-help books, hiking, and sketching.

▶ **Role Model:** Ratan Tata

▶ **Motivational Mantra:** Everything in the world was built by people no smarter than you. Forget your competition, but never forget why you started.

'Have a positive attitude' - Always maintain a positive state of mind. The key to achieving success in whatever you want comes down to the way you approach it mentally.

5. There is a wave of startups in India, What advice would you offer them if they are planning to go global?

It is crucial to know that business is done between people who are liked and trusted. Every country has their own culture, pain points and style of conducting business; it is important that your business addresses these pointers before conducting business in their country.

Try to understand their business ethics and put tools and structure in place to carry out the business seamlessly.

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Anjali Deswandikar

Design Director, Lollypop Design Studio



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1. Tell us about your journey (personal & professional). when you started your entrepreneurial journey.

I am from Mumbai, a city that never sleeps. My dad was an architect, photographer and avid traveler. My mom has been a homemaker, teacher but a highly disciplined one. With them I spent all my vacations while growing up traveling across the country and exploring different places, people, cultures. I studied Physics and Computers as my major for Bachelors to feed the constant curious mind. I then followed a design path to enter the world of creativity. Doing a diploma in design gave me a toolkit to enormous ways of thinking about a solution to any problem.

Today I have spent more than 20 years in the field of design working in the areas of graphic design, e-learning, visual design, UX design, Research and building design teams and design practices. I am a design leader and I have developed my expertise into building sustainable design teams that grow and last long.

In January 2018, I started as a design/location lead for Lollypop at Mumbai as its second location. I had to step into all types of roles to grow the Mumbai location and design team while handling projects and making sure we made profits for that location. From my upbringing, I practiced a disciplined and hard-working approach towards things until they are done, a freedom to experiment new things and take up any challenge. From my education of science and design, I brought a methodical and structured way of working to the design projects and to the design teams. From my past experience of working with bigger and smaller companies, my background helped me to streamline/set new processes and career paths for the design team, hiring structure, and learning initiatives.

2. Share an insight, if any challenges you faced while running a business in the US market as an Indian.

In January 2022, I moved to San Jose, California to start the design studio and expand design services in the US. Every land has its own flavor and challenges. The US has a great design and tech maturity. The Bay area is the land of Startups. While selling design services I had to speak the same language that is understood by the startups or other companies who are interested in taking our design services. The other challenge was approaching these companies and building the trust with our design team and capabilities. The biggest learning was, offer what's needed for the time, build trust and then move forward.

Educational Qualifications

- B.Sc. (Major in Physics and Computers)
- Diploma from CDAC in Advance Computer Arts
- P.G. in Instructional Design from Symbiosis
- Certified Usability Analyst (HFI)

Here's the list of podcast I have given:

A Tactical Guide To Building Self Sustainable design team:

<https://lnkd.in/gn4r6KVR>

Building Design Teams That Scale with Anjali Deswandikar:

<https://podcasts.apple.com/in/podcast/building-design-teams-that-scale-with-anjali-deswandikar/id1350595015?i=1000581446046>

How to achieve business goals & add value through design:

<https://www.youtube.com/watch?v=y-mqqQ7dzNM>

Inclusivity in Design : A panel discussion on International Design Day'21:

<https://www.youtube.com/watch?v=iUvWweMb8CI>

Most Loved:

• **Book**

Master your Emotions - Thibaut Meurisse

• **Holiday Destination**

Pangot, Uttarakhand

• **Hobby**

Pottery

• **Role Model**

My Father, Arun Agnihotri

• **Motivational Mantra**

You have one life to execute what you intend. Don't let things happen to you accidentally and you see life pass by. You have a great power in this life to change as many lives as possible!

3. Tell us about your company's product/ services. What's the future plan?

Lollypop.design is a global design studio that offers curated services like Design Audit, User Research, Usability Testing, UX, UI and Data Visualisation. Currently, we have eight design centers around the world. We have US studios in Dallas, San Jose, and Salt Lake City. Among our US clients are Collebra, Cisco, Avesha, MissionBio and others, and we have worked with industries HealthTech, eCommerce, Fleet Management, Cloud Services, SportsTech, Media & Entertainment. Future plans are to expand not just in the US but globally in countries like Singapore, Australia as well.

4. Please attach an open message to all those Indian entrepreneurs who are working hard towards making it big in this competitive world.





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Lollypop.design is a global design studio that offers curated services like Design Audit, User Research, Usability Testing, UX, UI and Data Visualisation

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In this competitive world to make it big and to disrupt, you need an edge over your competitors. One needs to build the business slow and steady in early stages with more focus on Marketing and Sales. If you are building a product, Discovery & Onboarding are the key for Disruption.

5. There is a wave of startups in India, What's suggestion would you like to give them if they are planning to go global?

Startups come with unique challenges,

- a. Not all startups know design
 - b. Different thoughts within stakeholders
 - c. They come in with a very scratchable idea
 - d. Their competitors have set a high benchmark
 - e. 3 basic elements to play with - Time, Budget, Go-to-Market
- If a startup wants to go global then launching the product at the right time in the market and doing constant research/testing to build a strong case study is important. When going to another country, speaking the language of the new country through Marketing is the key along with tweaking the product to fit the users of the new land.



Mohini Chauhan

Manager: Data & Analytics Products



www.unilever.com

I am an enthusiastic researcher working on technologies that are changing people's lives in a better way. I work full-time as a Product Manager and deal with products across the domains of Analytics and AI. In my spare time, I deliver sessions for corporations onsite and offsite globally.

I have also been part of many international and national conferences across the globe and have written white papers and research articles. My interests include Metaverse (Extended Reality), Artificial Intelligence, Machine Learning and Networks as well.

Studied and nurtured in Kendriya Vidyalaya across the country, I had the privilege to travel and understand the culture and discipline. It was the time of my childhood and adolescence where I grew, I played, I made my career base and with the security of my surroundings in the cantonment I never felt any downside of being so free.

Initial days started from New Delhi followed by West Bengal, then Punjab and Making round back to New Delhi. During these transitions, I had travelled to many other states for events like sports, Family outings and what not.

Talking about my post school life, attended the college from IP university and gave my best in those 4 years of my life. The course, the faculty and my dear friends really helped me into understanding what's new in the market by trend and technology. It was my college time, when I figured out the career objective and interest/passion.

My first placement was in Google Gurgaon Campus where I learnt about the real-life work and how the giant technology company is making it possible and easy for millions of people.

Throughout my professional career, I have had the opportunity to work on a variety of projects and achieve several notable accomplishments. Here are some examples:

About my work and domain of industries I belong to :

My work industry list starts off with Analytical domain.

1. Implemented a cost-saving initiative: In my previous role as a manager in Data&Analytics, By analysing our analytical requirements and identifying areas where we could streamline operations, we were able to increase profitability and improve our bottom line. Global product managing and aligning to the daily need from Data & Analytical aspects really helped me boosting my perspective about technology and user needs.

My role from Telecommunication Industry:

As part of development and Operations team, I had the pleasure of understanding the product requirements and create them from scratch to see it taking real face. Along with this, I lead the surface where things were getting here and there

and took out the team from the verge of crisis.

2. Developed a successful marketing campaign: As a marketing specialist for Metaverse project from region (India), I led a team in developing and executing a successful marketing campaign that increased our company's brand awareness and innovation and generated an increase in productivity. By leveraging social media, email marketing, and targeted advertising, we were able to reach our target audience and drive results.

My role from Advanced Technological Industry:

3. Designed and launched a new product: In my role with multiple hat jugglings, in my own prototype, I oversaw the design and launch of a new product that became my biggest selling item. By conducting market research, collaborating with cross-functional teams, and implementing a strategic marketing plan, we were able to create a product that met customer needs and exceeded sales expectations. It was for the research product I made for Indoor Navigation without Internet. Implemented a new software system: As an IT specialist, I led the implementation of a new software system that improved our company's efficiency and productivity.

About the product:

Sensor-based GPS systems are a promising technology that can improve the accuracy and reliability of positioning, especially in challenging environments such as indoors and urban areas. By combining GPS signals with data from other sensors, sensor-based GPS systems can provide more accurate and reliable positioning, reduce power consumption, and lower costs. However, sensor-based GPS systems also face some challenges, such as sensor drift, sensor fusion, and privacy concerns.

Nevertheless, sensor-based GPS systems have a wide range of applications, from indoor navigation to smart cities, and they are likely to become more widespread and sophisticated in the future.

Apart from my full-time work, I always had this passion about technology where I can create and experience something new out of curiosity. It's been more than 7 years now, since I have been an active participant for various conferences, tech events, talks and meet-ups.

In addition to these achievements, I have also had the opportunity to present my work at several international conferences. Here are some examples:

1. Injectable tech: A novel approach for secure data transmission in Media [ICICT_2019]:

This paper is about a chip that is made to be injectable that contains information about a person's Biometrics. Using this chip, a person can unlock doors, and cars and enter some buildings (considering the building access is already recorded/granted in the chip). The main juice of the concept lies in the design of the chip and the secret transfer of information between the devices. A Prototype started by 3Square Market.

2. Environment Aware Holotar integration with Healthcare [Stockholm Tech Show, Sweden_2022]:

This paper is a working model of my research into Extended reality incorporated with healthcare. The target here is to get the patient from the diagnostics to a remote doctor where the doctor can examine the patient exactly like he/she is with the patient. The benefit from this tech side is that the movement and transportation time will reduce to elimination keeping healthcare fast and more successful. This model has already

secured vendors/clients from healthcare in India and Sweden.

3. Anonymized searches and their tracing **Anonymized searches and their tracing [ICICT_2019]:**

The paper is about making the internet secure and traceable even in the conditions of traffic containing anonymous users with browsers like TOR(Onion Router). The algorithm is designed and built in such a way that it decodes the traffic IPs and segregates them into 4 main categories.

In conclusion, my work and achievements demonstrate my ability to drive results, think strategically, and collaborate with cross-functional teams to achieve success. My international conference presentations have allowed me to share my knowledge and expertise with a wider audience and to learn from other researchers and industry professionals. I am committed to continued growth and development and look forward to future opportunities to make a positive impact.

A Journey about how I landed to my passion:

I believe that research and early inquisitiveness are essential components of academic and personal growth. They foster a sense of curiosity and drive to explore the unknown, leading to new discoveries and insights. Here is a sample writing on research and early inquisitiveness:

From a young age, I have always been curious about the world around me. I was the kid who constantly asked “why?” and “how?” and never seemed satisfied with the answers. This early inquisitiveness led me to pursue research opportunities in high school and college, where I discovered a passion for scientific inquiry and problem-solving.

During my undergraduate studies, I participated in several research projects that allowed me to explore different fields of study and develop my

research skills. One project involved investigating the effects of environmental factors on plant growth, while another focused on the development of new materials for energy storage. These experiences taught me the importance of careful observation, data analysis, and collaboration with other researchers.

After completing my undergraduate degree, I decided to pursue a graduate degree in a field that aligned with my interests and goals. I was accepted into a program that focused on the intersection of engineering and environmental science, which allowed me to combine my passion for research with my desire to make a positive impact on the environment.

Throughout my graduate studies, I have been involved in several research projects that have allowed me to explore a variety of topics, from renewable energy sources to water quality monitoring. These projects have required me to develop a range of skills, including experimental design, data analysis, and technical writing. They have also given me the opportunity to collaborate with researchers from different disciplines and institutions, which has broadened my perspective and expanded my network.

My research experiences have taught me the value of persistence, attention to detail, and a willingness to take risks and try new approaches. They have also taught me the importance of communicating my findings and ideas to others, whether through presentations, publications, or informal discussions. By sharing my research with others, I hope to inspire others to pursue their own interests and contribute to the advancement of knowledge.

In conclusion, through my research experiences, I have developed a passion for scientific inquiry and a desire to make a positive impact on the world. I am committed to continued growth and learning and look forward to future opportunities to contribute to the field of science and engineering.

There is a lot more about everyone’s life and this is the max I can hold on paper about my life so far into the work and interests.





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Abhishek Joseph

Head of Sales (Global Business), Early Steps Academy



Early Steps Academy

earlysteps.co

The spotlight on the ever-growing presence of thriving Indians doesn't seem to be dimming. That said, in this session, we have shone the light on Abhishek Joseph.

Entrepreneurial and sales leader by profession and a marketer at heart, Abhishek is on the quest to create a business that makes a difference.

His secret to climbing the ladder of success is by relying on the learning and experiences he's had over the years. His passion doesn't end there! Abhishek counsels and helps kids get on board the digital educational world. Furthermore, he drives a vision by providing a glimpse of the future with growth hacking.

1. Tell us about your personal & professional journey and when you started on it.

I have always been a part of the EdTech industry, starting my career with Extramarks Education India Pvt Ltd. Post that, I moved to Vedantu and then to Planetspark. Fast forward to the present, I am the Head of Sales (Global Business) at Early Steps Academy.

As of now, I have over five years of experience in the EdTech industry. In the foreseeable future, we plan to scale our business at Early Steps Academy to a level where we impact 3 Billion students across the globe.

2. Were there any challenges you faced while establishing Early Steps Academy? Also, what inspired you to get into this industry?

The program at Early Steps Academy, built by Sneha Biswas, an IIT Kgp and HBS alum, offers a unique and different approach. We provide a program similarly based on the Harvard case method of learning. Initially, we found it

LinkedIn:

<https://www.linkedin.com/in/josephabhishek/>

Most loved book : The Holy Bible

Holiday destination : Goa

Hobby : Play keyboard, guitar or chess

Role Model : My dad

Motivational Mantra : Every morning, I wake up and think about the ambitious dreams that to are yet to be achieved. This helps me stay motivated in life to work harder each and every day to make them a reality.

“

The program at Early Steps Academy, built by Sneha Biswas, an IIT Kgp and HBS alum, offers a unique and different approach. We provide a program similarly based on the Harvard case method of learning

”

challenging to make people understand the value of what we cover in our programs. However, now we have introduced a demo session which simplifies and helps people comprehend better.

3. As an educational leader, what message would you like to give the readers?

There is enormous scope in the EdTech industry and a lot to get done for the future leaders of our country and the world at large. I hope in time there will be more startups coming forward to work for the betterment of the education industry.

4. During the Pandemic, every industry had challenges. What challenges did you face, how did you overcome them?

Yes, the Pandemic posed plenty of challenges. For instance, the EdTech industry had to migrate to an online medium so that learning was not impacted for the children. On the brightside, the online medium of education ensures global exposure to children who are unable to attend a traditional class format.

5. According to you, what is the advancement in this industry in terms of technology? Do you think adapting to such advanced technologies has brought you to this elite position?

The EdTech industry surely needs more tech involved in its products. The adoption of tech to impart knowledge to students will help reach out to more students with less effort and time.



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Shree Amujala

Founder, CIO, Raise Networks



raisenetworks.com

Opportunities for Indian Entrepreneurs in US

India has emerged as a hub of entrepreneurship in recent years. With a booming startup ecosystem and a growing pool of talented entrepreneurs, India is quickly becoming a global leader in

innovation and business. Many Indian entrepreneurs are now setting their sights on the United States, which offers a wealth of opportunities for those looking to expand their businesses.

The US has long been a hub of innovation and entrepreneurship, with Silicon Valley in California serving as the epicenter of the tech industry. It's no wonder that so many Indian entrepreneurs are looking to establish a presence in the US. The US market offers a large and diverse customer base, access to capital, and a wealth of resources and support for startups.

One of the biggest advantages of expanding into the US market is the sheer size of the customer base. The US has a population of over 330 million people, with a highly diverse range of backgrounds, interests, and needs. This presents a huge opportunity for Indian entrepreneurs looking to introduce their products and services to a new market.

In addition to the large customer base, the US also offers access to a wealth of capital. The US is home to some of the world's largest investment firms and venture capital funds, which are always on the lookout for promising startups to invest in. Indian entrepreneurs can tap into this pool of capital to fund their expansion plans and take their businesses to the next level.

Another advantage of expanding into the US market is the access to resources and support for startups. The US is home to a vast network of incubators, accelerators, and other support organizations that are dedicated to helping startups succeed. These organizations offer a range of services, from mentorship and coaching to funding and networking opportunities.

One of the key challenges that Indian entrepreneurs face when expanding into the US market is cultural differences. The US has a highly individualistic culture, with a strong emphasis on competition and self-promotion. This can be a challenge for Indian entrepreneurs, who are accustomed to a more collectivist culture that values community and collaboration.

To overcome this challenge, Indian

entrepreneurs need to be prepared to adapt their business practices and communication styles to better fit the US market. This may mean adopting a more assertive and self-promoting approach to marketing and sales, as well as learning to navigate the nuances of US business culture.

Despite these challenges, many Indian entrepreneurs have found success in the US market. Now that global market is in trend, many venture capital investors interested to invest the money in India and operating their corporate headquarters from India and expanding their office foot print to US and Europe markets.

To help companies combat these challenges, Sridhar Amujala (Shree) founded Raise Networks, Inc. with a vision to streamline and assist their infrastructure processes, IT operations, and deployments.

"We are a single-point technology services provider that helps clients manage and strategize their entire IT infrastructure and operations portfolio by understanding their corporate business model," says Shree.

From over 25 years of experience in IT strategic designing, network, systems architecture, security, and deployment/management of cost-effective state-of-the-art IT, Shree thought of the idea to start a technology services provider company that empowers IT operations by deploying top talent associates, technology excellence, and proven strategies with faster results. Before establishing Raise Networks, Shree worked for Meru Networks and played a key leadership role by driving IT operations to prepare the company as it went public. In addition to managing Raise Networks, Shree is the head of IT for Fiserv (OnDot Business Unit), a multi-billion-dollar financial technology company and serves leadership roles for Analog Inference, TechTiera, and other key clients in the technology space.



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Working mothers are unstoppable, and Pallavi Ahluwalia is one such example of a driving force. She is a mother of three boys, a Managing Attorney and the owner of Ahluwalia Law Offices, a leading law firm known to immigrant communities across Dallas and the East Coast.

This noteworthy attorney, Pallavi, represents both companies and individuals by taking on the complete suite, from the corporate needs of companies to immigration requirements.

Regardless of company size, whether publicly traded corporations, small businesses or entrepreneurs, Pallavi does best in her niche to provide tailored business solutions.

She prides herself in providing guidance in H1Bs, taking on hundreds of H1B cases each quarter. She offers nuanced advice to immigrants in various categories of H1B, L1, EB1, E2, and EB 5.

1. TELL US ABOUT YOUR JOURNEY (PERSONAL & PROFESSIONAL), WHEN DID YOU GET STARTED ON YOUR ENTREPRENEURIAL JOURNEY?

I started my career when I was a mother of three boys, all under the age of 5. Although I was aware that big firms posed a series of challenges for working mothers, like many, I was keen on working on my own.



Educational Qualifications:

English honors, MA English, M Phil English and Doctor of Jurisprudence (JD)

Awards or recognitions

received: Melvin Jones Humanitarian award for service, Top 50 women attorneys by the Minority Counsel. And the most recent being the Fellow of the Texas Bar Foundation- an award and recognition reserved for the top 1/3rd of the top 1% of Texas attorneys.

My husband played a major role in this, from the initial payment to encouraging me to 'trust the journey'. My confidence to keep at it stemmed from my upbringing, a child of an Indian air force officer. That said, the unwavering diligence, research and support from family and friends made Ahluwalia Law Offices what it is today.

2. SHARE AN INSIGHT IF THERE WERE ANY CHALLENGES YOU FACED WHILE RUNNING A BUSINESS IN THE US MARKET AS AN INDIAN.

Challenges weren't related to where I came from, rather, my success as a lawyer is related to being an Indian. Every business owner thrives on their niche and product. Despite starting my law career with a portfolio of services, my interest and success was tied to immigration practice and representing companies early on and for that, I am thankful to the Indian and South Asian clientele. I didn't face any major challenges, maybe a few small hiccups that are expected as you move to the next part of your growth.

3. TELL US ABOUT YOUR COMPANY'S PRODUCTS/ SERVICES. WHAT IS IN STORE FOR THE FUTURE?

Primarily, we are a corporate immigration firm that is deeply vested in a corporation's journey of growth, expansion and hiring the best talent within the framework of the US immigration laws.

Furthermore, we set up companies seeking to establish themselves in the US through their initial phases. We are recognized for successfully taking complex immigration cases and overturning denials that companies have received while getting L1s, EB1Cs and EB1As approved.



Book: The Warmth of Other Suns by Isabel Wilkerson

Holiday Destination: Evian le Bains, Chamonix

Hobby: Cooking, entertaining, reading and traveling.

Motivational Mantra: Do your best and while at it, stay in balance.

4. PLEASE ATTACH AN OPEN MESSAGE TO INDIAN ENTREPRENEURS WHO ARE WORKING TOWARDS MAKING IT BIG IN THIS COMPETITIVE WORLD.

Stay at it. There are no shortcuts, be ethical and communicative with your customers. Work towards being recognized for the quality you provide while hiring like-minded people.

5. THERE IS A WAVE OF STARTUPS IN INDIA, WHAT SUGGESTION WOULD YOU LIKE TO GIVE THEM IF THEY ARE PLANNING TO GO GLOBAL?

The firm efficiently handles the H1B filings for companies from small to large while offering guidance on issues about immigration that any growing company in the US experiences while partaking in the US immigration process.

Growth is crucial, hence reaching out to Indian companies who are looking to set up in the US as well as keen on bringing in their C suite and other specialized workers into the US.

Placing your faith in the journey is part and parcel of the success that takes you from where you are to where you see yourself. The US welcomes businesses that add value to the country in any way, big or small-the formula for success is built into a supportive government structure which doesn't come in the way of your growth. A few initial formalities as a company owner and you are on your way to achieving your goal.

Indianpreneur