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CELEBRATING THE GAME CHANGERS!



There are leaders and there are those who lead. For the first time ever, The Times of India Group has created a unique platform to identify, encourage and provide recognition to professionals and businesses who have believed in innovation behind progress and success. Times 40 Under 40 is set to honour and applaud 40 of the brightest corporate leaders, entrepreneurs, artists, sports persons, musicians and business professionals across South India Under the age of 40. They represent the opportunity for growth in South India and our country as a whole. The list is very dynamic and includes people from all walks of life, who have created something new and different, or redefined the way things are done. These pain breakers, trail blazers, achievers and rising stars were felicitated by a renowned Bollywood actor and former Chairman of Film and Television Institute of India, Anupam Kher. This will be telecast on ET NOW.

Times 40 Under 40 is a unique property conceptualised by Optimal Media Solutions, a division of Times Group. The event recognizes, rewards and empowers excellence. Innovation, leadership and best practices in the industry. It gives deserving youngsters a chance to share their success story and show-case their achievements, to inspire many more and pave the way for a better tomorrow.

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HUMANITARIAN EFFORTS THAT MAKE A DIFFERENCE



Harsha M Perikal wears many hats; a born leader and social servant, he's always open to help people in distress. He is the son of Perikal M. Mallappa who served as a Minister, Govt. of Karnataka taking a mere Re.1 as salary.

Harsha, by birth had a passion to serve the society. He ventured into social service at a very young age. He has however always maintained a low profile as he believes publicity is the worst enemy of social service and makes service invalid. Hence, he has never publicised his good deeds.

"Social Service is the gift of God" says Harsha. For the poor, downtrodden and exploited people in the society who were left destitute by their own families, he has always been a saviour.

"The intent to serve people is in my blood, as my father and grandfather were also involved in social service and helped people in difficulty. My father is a self-made entrepreneur politician and social worker. Even in his retired life, he continues to inspire me to achieve more and serve people selflessly," he says.

"Behind every successful man, there is a woman." This proverb holds true to Shruthi Harsha Perikal. She has always supported her husband in all his ventures, so he is able to manage his businesses while setting time aside for social service.

She is extremely passionate about uplifting women in distress. She has empowered women across age groups supporting women labourers, child welfare, education of girls and providing facilities for poor girl students.

Born and brought up in a middle class family, she is keenly aware of the real difficulties which people face. The couple believes in welfare of humanity. They extend a helping hand to students of Government schools and provide food for flood victims, disabled and orphan homes. They also help empower poor girls and women.

Recently, Harsha M Perikal and his wife provided CCTV cameras, sanitary pads and other basic necessities for Girls College in Basavanagudi, helped orphan children in Bull Temple road and worked for the welfare of Agarbathi laborers. They have also felicitated the state's women achievers and provided food and other daily essentials during Chennai floods.

All these efforts are small instances of the service done by Mr. and Mrs. Harsha M Perikal. Going forward, they would like to continue working for the upliftment of society and would like to contribute in their own small way to make the world a better place to live in.

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ately, Trell has enabled more than 500 brands to reach millions of users in their native languages with the help of KOLs content, and further simplifying the process of discovery for each product at the click of a button. This matchmaking by Trell has helped thousands of KOLs from tier 2 and 3 cities, live their passion to become micro-entrepreneurs. Overall, the impact of social commerce (an industry pegged to become worth \$70 billion by 2030) will be significant in generating self-employment opportunities and boosting the economic growth of the country in the next 10 years.



(From L to R) Co-founders - Bimal Kartheek Rebba, Arun Lodhi and Pulkit Agrawal at the Times 40 Under 40 awards