



India is in the hearts and minds of **Amway's** global family, says **Milind Pant**, CEO, Amway Global. Announcing a donation of \$1 million (about ₹7.5 crore) to support the country's Covid relief efforts, he says this will be used to facilitate resources like ventilators and oxygen concentrators.



"We are committed to supporting our colleagues and friends here during these tough times," Pant adds. "We will get through this together and emerge even stronger." Concur **Anshu Budhraj**, CEO, Amway India: "Over the last one year, we have been working together with our 550,000 distributors and 1,000

employees all over the country and have raised ₹2.5 crore for our front-line workers and community." The additional amount from its global parent will further enable the Indian arm to work with and support the country, he says. The FMCG direct selling company's distributors and employees have spent 'countless' voluntary hours supporting various community initiatives to help spread the message of immunity and preventive healthcare, he adds. The company has also taken critical measures, including a mass vaccination drive, access to medical services and absorption of medical expenses as well as providing centres for its affected employees' recovery. ♦



Dealing with the hazards of plastic waste has become a major issue today. India alone produces 9.46 million tonnes of plastic waste every year, 43 per cent of which is used for packaging – most of it single-use. The real green and sustainable solution for the industry is to take a leap from recyclable plastic and move towards bio-compostable plastic, which will dissolve in the soil to make a strong positive impact on plastic waste management. Mumbai-based **Hi-Tech International**, which provides technology solutions to industries like plastics, packaging, aluminium, paper and telecom, is one of the few entities to get into the manufacturing of a plant-based bio-polymer, named 'Dr Bio', which can be used to replace single-use and multi-use plastic products with bio-compostable plastic. The company has set up its manufacturing facility (spread across 250,000 sq ft) in Ludhiana for commercial production of the polymer. Dr Bio is the only Indian biopolymer to have received approval from the Institute of Petrochemicals Technology. "Through this polymer, we are uniquely positioning ourselves to redefine and transform the plastic industry towards sustainable bio-compostable plastic. This technology and product will go a long way in resolving the problem of single-use plastics," says **Mukul Sareen**, director, business development, Hi-Tech group. ♦



SMEcorner, a new age Fintech lender and NBFC under the trade name DigiKredit Finance, has announced the appointment of **Vinit Barve** as chief, strategy & investor

relations. Barve has over 14 years of experience and in his current role he will be responsible for the growth strategy & fund raising initiatives at SMEcorner. "We are excited to have Vinit on board in a leadership role," announced Samir Bhatia, founder & CEO, SMEcorner, speaking on the appointment. "He joins SMEcorner at an exciting time, when the company is poised to grow exponentially in the coming years. Our organisation will greatly benefit from Vinit's acumen and knowledge in strategy and investor relations, which he

has accumulated over the years working in various financial domains. We wish him very best and success in his new role." Prior to joining SMEcorner, Barve has served as an investment banker with Investec India, where he used to head the Fintech vertical. He spent about seven years advising various clients in lending, insurance, insurance broking, and payments. Prior to Investec, he was a part of the BFSI Investment Banking team at Ernst & Young. Barve holds a postgraduate diploma in Business Administration from IIM Ahmedabad. ♦



Headquartered in Delhi, **Holisol Logistics** provides supply chain solutions to original equipment manufacturers (OEMs) and retailers. Launched in June 2009 by Manish Ahuja, Naveen Rawat and **Rahul S. Dogar**,

the company, backed by a workforce of over 200 supply chain professionals, offers tech-enabled end-to-end supply chain logistics platform to its customers. Its solutions include multi-channel fulfilment for B2B and B2C retail, integrated packaging and logistics and returnable packaging solutions for auto-components, agriculture and heavy engineering industry. Holisol's AI and ML-driven supply chain solutions system, provides complete end-to-end visibility of supply chain processes in terms of the key parameters relevant to the organisation. Holisol creates a value-proposition

of 'design-implement-manage' for offering customers an experience of working like their own extended team with affordable, strategic and operational expertise. "After spending years in the industry with the leading companies, we realised the market need for an organisation, which can understand customer's business and design solutions that fit their business needs, instead of offering a product, which requires customer to fit in," comments Dogar, managing director & co-founder, Holisol Logistics. "We also recognised the need to digitise the supply chains as a must". ♦