

Dear Reader,

Social media and influencer marketing are transforming consumer behaviour in India. In today's digital world, social media has become a central part of how people discover and purchase products. With the growth of internet access in India, particularly through the Digital India initiative, platforms like Instagram and YouTube have become essential spaces for brands to reach their audience. Instagram Reels and YouTube Shorts, has become a major driver of consumer behaviour.

Influencer marketing plays a key role in this landscape. Consumers today look for authenticity and trust in the voices they follow. Influencers who connect with their audience on a personal level can have a real impact on purchasing decisions, whether through a relatable story or a product recommendation.

Localization is important in India's diverse market. Influencers who speak the local language and understand regional nuances are often more effective in engaging their audience and driving conversions, especially in smaller cities where the middle class is expanding.

Our core competence lies in using social media to continues shaping shopping habits for our clients to stay adaptable, in the current scenario. At Krazyfox we help ensure that marketing strategies resonate with the Indian consumer, leading to stronger connections and business growth.



Vishal Srivastava
CEO
Krazyfox


BUSINESS NEWS

Akshay on CAA Board

Akshay Shah, Director, RK Group has been nominated to the Columbia Alumni Association Board for 2024-25. Wishing him great success. Congratulations!

Chairman's Excellence Award

RK Group proudly announces The Chairman's Excellence Award for Anamika Kapoor, Finance Head, Westbury Kommerce. Her outstanding performance, hard work and dedication has had a significant impact on productivity. Wishing her much success!



New CAA Board Members for 2024-2025

On July 1, eight alumni will officially be new Columbia Alumni Association (CAA) board members: Reed D. Auerbach '81SIPA, '82SIPA, '85LAW; Prisca Bae '00CC; Carlos V. Cruz '88CC; Jennifer Anglade Dahlberg '93CC; Elle Littlefield '12GS; Robert Rooney '89CC; Akshay Shah '14SEAS; and Grace Wu '00SEAS.



RK GROUP

CHAIRMAN'S EXCELLENCE AWARD

Presented to

Anamika Kapoor

Finance Head

EMPLOYEE ENGAGEMENT

Open Hour at RKW

Mahendra Chordia, CEO, RKW has launched an initiative to foster a culture of open communication and transparency. "Open Hour with Mahendra" is designed to create an environment where employees can freely share their thoughts, contributing to the company's advancement and their own well-being. These sessions have been a dynamic platform, sparking vibrant discussions, from leadership initiatives like open-door policies, transparent financial updates in business meetings, to branding strategies enhancing social media presence, every topic a step toward progress.

Fortnightly sessions cover 8% of the headcount in each session, with the aim to cover all employees in six months. The enthusiastic participation thus far reflects positive employee engagement.

A unique aspect is the "Thought Treasury," where employees can present key industry trends, discuss technological advancements, regulatory changes, and evolving consumer preferences, helping the organization stay abreast of industry developments and identify strategic implications.



Fun Fridays at Hubs



Fun Friday was celebrated at our various Pan India hubs bringing joy to employees who gathered to enjoy snacks and engage in conversations. These events provide a relaxed atmosphere for team members to unwind and bond with each other outside work.

Father's Day Celebration



Father's Day celebration held at the corporate office where employees came along with their superdads and spent quality time in the office enjoying a variety of games, comedy events and fun snacks

International Yoga Day



To celebrate International Yoga Day, a week-long Yoga Pose Challenge was organized with enthusiastic participation from team members who shared inspiring yoga poses. The event highlighted the physical and mental benefits of yoga, encouraging everyone to continue practicing and fostering a health-conscious community.

World Emoji Day



On World Emoji Day an interesting "Guess the Emoji" game on Fruits, Countries, and Movie names that brought the team together for some fun and engagement. Everyone's enthusiastic participation truly made it a memorable experience.

NEWS FROM OTHER ENTITIES

Great Kapital All Hands

Pooja Agarwal (VP-Growth and Partnerships), Som Shankar Naskar (Software Engineer), and Bharath CK (Manager-Finance) received certificates of appreciation at the All hands meeting held on 15th July.



Celebrating our CAs at HO

CA day was celebrated on 1st July with full gusto at RK Group Gandhinagar



Fun and Work @ Westbury

"Shake a leg", Zumba Fun Dance was held on 20th June



"Put the pieces together", a Jigsaw Puzzle tournament brought team spirit out on 5th July 2024



Prize distribution at the 1st Quarterly Townhall held on 2nd August 2024 at Westbury Kommerce.

Pranav Rathod, Kabita Barakoti, Roushan Kamati, Sridhar Kumar Jena, Tilson Subba, Sanjay Jena, and Parinay Raj were acknowledged for their performance.



CSR RK Trust

Kalandri Foundation

Tree Plantation by Education Minister of Rajasthan at Shree Mahaveer Govt. Girls Senior Secondary School

Shree Madan Dilawar ji, Education Minister, Rajasthan conducted a tree plantation drive at the premises of the ambitious project taken up by RK Trust to rebuild the Shree Mahaveer Govt. Girls Senior Secondary School, Kalandri. It will be a state-of-the-art school and is anticipated to be completed in 2025. The school will then be renamed as Prem Ratan Shah Memorial Govt. Girls Senior Secondary School in the loving memory of the parents of RK Group & RK Trust Founder, Ramesh Kumar Shah.



Ujwala Farm, Chaturmas 2024

Chaturmas are the four monsoon months during which all Jain monks and nuns halt their travels and stay at a temple, monastery, or residence. These four months are dedicated to vows, spiritual practices, and penance. A dozen Jain Sadhu-Sadhvi ji with 20 of their disciples are staying at Ujwala Farm, Kalandri for Chaturmas.



Ujwala Farm is an initiative by RK Trust dedicated to sustainable farming and upliftment of the rural community in Kalandri, Sirohi District, Rajasthan.

The Sadhu-Sadhvi ji Bhagwants will engage in teaching Sanskrit, Gujarati, and Mathematics as well as drawing and craft to young girls from the community, during their stay at Ujwala Farm.



Digital Fasting 2024

Digital Fasting is a movement by The Jain Foundation to reduce the excessive usage of digital devices. In less than a decade and a half, digital devices have become an extension of us irrespective of age group. As per research conducted in 2023, an average Indian spends 194 minutes on the mobile phone daily. Since there is no age limit for internet usage, children and youngsters are exposed to inappropriate and harmful content.

People have become slaves to mobile phones and the internet. WhatsApp, Facebook, Instagram, Twitter, Netflix, ChatGPT, and other artificial intelligence apps have trapped people in such a way that they spend hours on their phones. This directly impacts physical and mental wellbeing, leading to increasing cases of depression, stress, irritability, and loneliness.

Digital Fasting is a vow which commits you to not using digital devices like smartphones, tablets, iPads, computers, or TVs for specified no of hours per day

- 1) MORNING TO EVENING
- 2) SUNRISE TO SUNSET 3) WHOLE DAY
- 4) COUPLE OF HOURS (2, 3, 4, OR 5 HOURS).

If you want to share your **Digital Fasting** journey and inspire others then Join our community here

<https://chat.whatsapp.com/j8mlq7Cqh3GGHA3uvcgFHW>

Come join in the movement to gain freedom and not be enslaved by our Digital Devices !

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TheJainFoundation



www.jainfoundation.in/digital_fasting.php



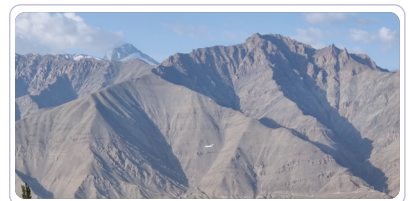
The Great Lakes of Kashmir



Sonal Shah, Akshay Shah and Mahendra Chordia went on a weeklong hike to Kashmir's Great Lakes. To challenge themselves beyond workplace. The added bonus is the camaraderie and bonds that are built.

Sun & Earth Festival at HIAL, Ladakh

Rashmi Bal from HO participated in the Sun & Earth Festival organized at Himalayan Institute of Alternatives, Ladakh <https://hial.edu.in/>. Phunsukh Wangdu aka Rencho's character in 3 Idiots is loosely based on Sonam Wangchuk, famous for the Ice Stupas of Ladakh to save precious water. The conference dealt with Global Warming, Building Sustainable Earth Structures and Passive Solar Heating.



Please send in your contributions from your own personal journey, to inspire others to reach for the stars. Write in to editorrktimes@rkgroup.biz

Thought For The Month

“Love yourself first and everything else falls into line.”

- Lucille Ball (I Love You Lucy)