

K-LINK INDIA

COMMUNIQUE BULLETIN

APRIL - 2023

WHAT TO FIND INSIDE?



STRAIGHT FROM THE HEART -
K-LINK INDIA DIRECTOR - MR. JEGIATHESAN SUBRAMANIAM



EDITORIAL – MRS. SHANTHINI PILLAI - DIRECTOR - K-LINK INDIA



NEWS & VIEWS ON INDIAN ECONOMY



DigitALL – HOW IT ENSURES GENDER EQUALITY IN THE AGE OF
TECHNOLOGY



FROM THE MANUFACTURER OF AYURVEDA PRODUCTS -
DR. ROOPAM BHATT (DIRECTOR – WELEX LABORATORIES)



FROM THE MANUFACTURER OF AGRO PRODUCTS –
MR. RAVINDRA NAMBIAR (MANAGING DIRECTOR – CROPEX PRIVATE LIMITED)



WINNING WAYS WITH K-LINK INDIA PREPARING WOMEN TOWARDS
MICRO ENTREPRENEURSHIP



TRIUMPHANT TALES – MR. T MAHESH (MANAGER)



ABOUT OUR PRODUCT – K-FLAX



K-LINK INDIA ACTIVITIES



DIRECTOR DESK



STRAIGHT FROM THE HEART



Mr. Jegiathesan Subramaniam
Director of K-LINK India



It has been an eventful Fiscal Year 2022-23 for K-LINK India and we all look forward to oil grease our Direct Selling Business Network Machinery, in order to create more triumphant tales of the people who get associated with us. Through this address, I would like to thank K-LINK INDIA Direct Sellers and our stakeholders who have contributed to our continued growth through their engaging business strategies.

March being the month where celebrations of womanhood are observed across the globe to recognize and empower each one of them. This year's theme for International Women's Day announced by United Nations is DigitALL Innovation and technology for gender equality which focuses on providing equitable opportunities to women in the technology sector which in turn propels the inclusive growth of each person in the economy.

K-LINK India celebrates India's euphoric G-20 achievements and in upcoming Fiscal Year, we have come up with a vibrant Direct Selling Business Opportunity Plans for youth and women in India which promotes their aspirations and imagination.

The hallmark of K-LINK India business expansion strategy is based on empowerment of Direct Sellers through Smart Training Modules, which makes them competent in competitive and changing marketplace.

Digitalization and Social Media proficiency are a way forward of excellence for Direct Sellers and K-LINK India believes in developing Smart Direct Sellers who are trained and equipped to win in the changing market landscapes.

At K-LINK India we have a win – win business opportunity platform for women Direct Sellers throughout India, who have always been the driving force of our business expansion strategies. Women from all walks of life have transitioned and transformed themselves by getting associated with K-LINK India.

Engagement model of K-LINK India is based on providing each citizen of our country with excellence opportunities in its Pan Direct Selling Business Network. K-LINK India Women leaders are narrative builders in our march towards continuous success.

In Fiscal Year 2023-24, we look forward to articulate Direct Selling Business strategies which are in line with aspirations of Emerging India. For K-LINK India the core backbone for its business perseverance is consultation mechanism and an open-door engagement policy which we practice.

Let's shake hands and welcome onboard a winning team

Mr. Jegiathesan Subramaniam
Director of K-LINK India



EDITORIAL

Mrs. Shanthini Pillai

Director of K-LINK India

As we celebrate International Women's Day worldwide, it is essential to recognize the critical role that women play in driving economic growth and development. Women entrepreneurs, business leaders, and professionals are making significant contributions to economies worldwide, and their impact is increasingly being recognized and valued. This year's theme is DigitALL Innovation and technology for gender equality, which inspires women from different walks of life to expand their potential leading to new heights of success.



I am delighted to share that we have added a column, 'News & Views on Indian Economy,' in this bulletin, which will keep us all updated on the latest news and economic developments.

At K-LINK India, we are committed to nurture a gender-equal environment that empowers women to achieve their full economic potential. Through our, Regular Team Bonding meets, we develop this closed camaraderie among women direct sellers, which strives to uplift each of them. These skill training programs contribute significantly towards the interpersonal development of women Direct Sellers.

With the vision to enlarge its long-term business prospects, K-LINK India has been flexible in its business propagation and strongly advocates the empowerment of Women Direct Sellers.

We all know that our society has undergone a massive paradigm shift; earlier in India, Joint families were the norm; however, with liberalization and urbanization in the country, the families have become nuclear in nature. With the rising cost of living across Indian cities and its rural outback, the safety net shared financial guarantees, which was earlier provided to an ordinary couple by the Joint family system, is not there in a typical nuclear family household.

Direct selling allows women to opt in the comfort of their homes. Self-employment through Direct Selling is the binding factor for Women leading them to own their financial independence all by themselves. Women Direct Sellers at K-LINK India augment a path forward to self-reliance, nurturing them to develop their inner self-confidence and communicate with prospects. The timing, the product, and the flexibility provided in the direct selling business enable a larger community of women to run businesses in the comfort of their homes. This directly impacts the local economy, ensuring social inclusivity and instilling unwavering determination to be self-sufficient financially, which is very important for women.

Let us reaffirm our commitment to promoting gender equality and supporting women's economic advancement. Through our mentorship programs, we at K-LINK India inculcate entrepreneurial self-efficacy among our women Direct Sellers.

Together, we can create a world where all women have the opportunity to succeed and thrive every day with confidence and an attitude of 'Let's do it together as ONE & for each other as ONE.'

Thank you!

Mrs. SHANTHINI PILLAI

Director of K-LINK India



NEWS & VIEWS O

INDIA

ECO

N

OMY

India is one of the world's fastest-growing economies. As per Economic Survey 2022-23, the economy is expected to grow at 7 % for the year ending March 2023. Young India is a key driver of growth. With a median age of 28, India's workforce is expected to continue growing for several decades, providing a large and dynamic workforce for businesses. Young India has adopted digitalization in a big way and that is enabling growth.

The adoption of digital technologies has transformed the way businesses operate and has improved access to services for consumers. The Indian government's Digital India campaign has been instrumental in promoting digitalization. The focus on technology and innovations also led to the creation of a robust startup ecosystem in recent years. India boasts over 100 unicorns now.

Foreign Direct Investment has been a significant growth driver. In 2022, India attracted over \$84 billion in FDI, making it one of the top destinations for foreign investors. FDI has helped to create jobs, improve infrastructure, and boost economic development.

Sectoral strengths have made the Indian economy resilient and growth-oriented. Agriculture continues to play a crucial role in the Indian economy, contributing around 15% of the GDP and employing over 50% of the population. Infrastructure and manufacturing remain the focus sectors. The government's 'Make in India' initiative aims to boost the manufacturing sector's contribution to GDP and create millions of jobs.

The Indian economy has now been driven by solid demand and structural reforms. The country is addressing the challenges of inflation, unemployment, fiscal deficit, and skill development. Growth with employment is the key to achieving the target of becoming a developed country by 2047 or India@100. Several sectors have been contributing significantly. Over the years, the Indian Direct Selling industry has outperformed in providing skill development, employment, and income generation opportunities. According to the World Federation of Direct Selling Association, around 7.4 million Direct Sellers are employed in the Direct Selling industry in India. Direct selling companies provide Skill development by imparting quality training to their Direct Sellers. Women constitute nearly 50% of Direct Sellers in India and that indicates their financial stability. Overall, this industry plays a very critical role in uplifting and developing the skills of individuals.



DigitALL

How it ensures Gender Equality in the Age of

TECHNOLOGY

On International Women's Day 2023, we observed the theme DigitALL Innovation and technology for gender equality. The theme highlights the importance of promoting gender equality and empowering women in the digital economy. DigitALL aims to promote women in the technology sector and promote their leadership and entrepreneurship, further encouraging young women to pursue careers in technology.

Here are some ways how DigitALL ensures Gender Equality in the Age of Technology:

Encouraging Women's Participation: Being digitally equipped with the necessary preliminary knowledge opens equal opportunities for women to participate in the technology sector. This encourages women and girls to pursue careers in technology and provides training and capacity-building programs to develop their skills.

Promoting Digital Literacy: Digital skills such as coding, software development, and cybersecurity enable women to become active participants in the digital economy.

Addressing Online Harassment: DigitALL aims to address online harassment and gender-based violence in the digital space. It provides resources and training to women and girls on how to protect themselves from online harassment and how to report incidents of abuse.

Bridging the Digital Divide: DigitALL aims to bridge the digital divide between men and women by promoting access to Information and Communication Technology infrastructure, services, and devices. The program provides support for initiatives that increase women's access to ICT, such as community-based telecenters, mobile apps, and online platforms.

Overall, DigitALL's promotion of innovation and technology for gender equality is an important step towards reducing the digital gender divide and empowering women and girls in the digital economy.

The business opportunities offered by Direct Selling gives equal opportunities for both men & women to strive and build a network, the business does not differentiate it is the same for both the genders. Inclusion of DigitALL gives women Direct Sellers the opportunity to streamline their businesses through various social media platforms & expand their reach of prospects.

By providing equal opportunities and support for women in the technology sector, DigitALL focuses on working towards a more inclusive and equitable future for all which direct selling avails to the generic public.



FROM THE MANUFACTURER OF
AYURVEDA
Products

Dr. Roopam Bhatt
(Managing Director – Welex Laboratories)



K-LIQUID
CHLOROPHYLL



Chlorophyll can be found in all green plants. This includes leafy greens and other veggies we commonly eat, plus certain types of algae or bacteria. While chlorophyll is totally natural, a similar semi-synthetic mixture called chlorophyllin is made in laboratories to be used in supplements, such as those marketed as “liquid chlorophyll.” These supplements have been in existence for more than 50 years and are commonly used to treat skin wounds, body odour, digestive problems, other health concerns with practically no side effects at all.

The chlorophyll definition is “The green substance in plants that makes it possible for them to make food from carbon dioxide and water.” There are two main forms of chlorophyll found in nature: Chlorophyll-A and Chlorophyll-B. There is a small difference between the two types, basically that each absorbs light from the sun at slightly different wavelengths. In natural plants containing chlorophyll, there is a ratio of 3:1 chlorophyll-a (a bluish-black solid) to Chlorophyll-B (a dark green solid), which both work together to reflect the dark green pigment that’s visible to the human eye.

Plants and algae use chlorophyll to trap light from the sun that’s needed for photosynthesis, which is why chlorophyll is considered a “chelate.” In fact, it’s considered the single most important chelator found in nature, since it gives plants energy, which then give us energy.

Chlorophyll-A and Chlorophyll-B are both fat-soluble, meaning they won’t dissolve in water and are absorbed by the digestive system best when they’re consumed with at least a small amount of fat (lipids). Synthetically made chlorophyllin is soluble in water, however, which means you can take a chlorophyllin supplement without needing to eat a source of fat to fully dissolve it.

On a molecular level, the structure of chlorophyll is very similar to heme, which is a part of haemoglobin present in human blood. Heme, is what makes blood appear bright red once exposed to oxygen, is bound to proteins forming haemoglobin. Haemoglobin carries oxygen to the lungs and other respiratory surfaces to be released into tissues throughout the body.

It is a well-known fact that plants cannot survive without Chlorophyll. Thus, we can wonder about the benefits of chlorophyll for us human beings.

K-Liquid Chlorophyll helps to neutralize oxidants, which means effectively decrease oxidative damage caused by factors like a poor diet, chemical carcinogens, UV light exposure and radiation.

K-Liquid chlorophyll is manufactured from finest Alfa-Alfa plant which has its roots 30ft below ground. This chlorophyll from fresh green leaves of Alfa Alfa has potent anti-inflammatory activities against dangerous bacteria and other environmental toxins. It helps turn off a pro-inflammatory cytokine called lipopolysaccharide-induced TNF- α , making it a promising treatment option for inflammation and related chronic diseases that conventional medicine has failed to control.

Another one of the big benefits of K-Liquid Chlorophyll comes as a surprise. It helps to promote weight loss by controlling appetite hormones and improving obesity-related risk factors, all without the scary side effects of most commercial weight-loss supplements.

The primary reason why K-Liquid chlorophyll is considered a superfood is because of its strong antioxidant and anticancer effects. Chlorophyll benefits the immune system because it’s able to form tight molecular bonds with certain chemicals that contribute to oxidative damage and diseases like cancer or liver disease. These are called “procarcinogens” substances, and some of the types that chlorophyll can help block include:



K-LIQUID CHLOROPHYLL



- Polycyclic aromatic hydrocarbons found in tobacco smoke
- Heterocyclic amine toxins found in meat cooked at high temperatures
- Food-borne toxins, including aflatoxin-B1, a type of dietary moles (also called a fungus) found in many grains and legumes, such as corn, peanuts and soybeans.
- UV light that can cause skin damage in excess.

K-LIQUID CHLOROPHYLL



FROM THE MANUFACTURER OF

AGRO
PRODUCTS



Mr. RAVINDRA NAMBIAR
(Managing Director - Cropex Private Limited)

Importance of 
Organic
Agriculture



Agriculture has been the oldest industries on this planet earth. The art and science of cultivating crops was mastered by our dextrous ancestors. Tired of collecting food by hunting and gathering the intelligent human being decided to venture out into cultivating the crops and rearing animals – the practice which was started almost 10,000 – 12,000 years back. Over all these centuries and millennia the techniques of cultivation practices also went on evolving with the evolution of human intellect and need for higher yields and superior quality of the output. Over the period, growth in agriculture resulted in rise of civilizations. Improved cultivation practices enabled people to produce surplus food which could be stocked & stored and could be used if the crops failed or could even be traded for other goods.

This unique development also made it possible for people not engaged in agriculture to venture out of that geographic location to a new location and demographic bloom started taking place ushering the opportunity for doing something more. This surplus food also paved way for people to work at other tasks unrelated to farming there by giving an opportunity for other enterprises to take shape and grow.

It is estimated that in the 1900's, an average farmer could produce food sufficient to sustain a family of four or give throughout the year. Many of today's farmers can not only feed their own families but hundreds of other people who have to depend on these agriculturists for their grains, vegetables, dairy and poultry needs. Thus arose the necessity of higher outputs from a given piece of land.

With industrial revolution and development of synthetic and chemical fertilizers focus got shifted mainly to higher yields. By now agriculture as an industry had taken the shape of profit making tool. All efforts got focused on how the yields can be increased irrespective of unparalleled damages caused by these chemicals. With the increased yields also came the problem of higher incidences of disease and pest attacks. Now the agriculture industry started looking for ways to curb this new menace. There came a plethora of synthetic chemical based fungicides, insecticides and pesticides. Initially it was all a rosy picture with the diseases, pest control and farmers also getting better yields. But just a span of few decades, the monstrous side of these chemical inputs started getting unveiled.

Havoc created by rampant use of chemical fertilizers:

Rampant use of chemical fertilizers started showing its adverse impact on the quality of soil in terms of hardening of soil thereby reduced soil aeration, chemical run off in the water use for irrigation resulting in oxygen depletion, soil acidification due to excess nitrogen, damages to topsoil. Apart from this, the excessive use of synthetic fertilizers also has the harmful effect on animal health as well as human health.



Importance of **Organic** *Agriculture*



Devastating effect of synthetic pesticides:

Use of synthetic pesticides on the one hand has helped the farming community to save crops and outputs getting damaged from diseases, insects and pests but on the other hand they have contributed to a great extent in creating hazardous outcomes resulting in most unfortunate instances of massive human deaths, diseases and even neurological disorders. Major hazards of these synthetic toxic pesticides are:



- Human health hazards – Illnesses and allergies – Cancer, birth defects, neurological disorders
- Environmental hazards – Reduced biodiversity, Pollinator decline, Water pollution, Pesticide resistance

Major Pesticide Tragedies in India:

Globally, there have been several instances of major pesticide tragedies. Significant ones which have come to light in India being the bhopal disaster, the endosulphan disaster, the plight of punjab and many unreported / lesser reported cases.



Importance of
Organic
Agriculture



Need for **Organic** *Agriculture*

In order to combat this great hazard of the synthetic chemical fertilizers and pesticides, there arises a dire need for a safer alternative in the form of Organic Agriculture. Organic Agriculture aims at maintaining and improving fertility, soil structure and biodiversity, and reduce erosion; reducing the risks of human, animal, and environmental exposure to toxic materials as well as fine-tuning farming practices to meet local production conditions and satisfy local markets. Use of safe and natural inputs for providing effective nourishment to crops and soil in the form of holistic nutrient supplements derived from natural resources can significantly control the rampant use of chemical fertilizers. For preventing the crop damage because of diseases, insects and pests, highly safer as well as effective Organic alternatives are available in the form of Organic formulations for the effective management of fungal and viral diseases as well as wide ranging pests.



Genuine Organic Inputs **vs** **Questionable Organic Inputs:**

While several formulations are available in this segment, the industry is also riddled with some doubtful and questionable cases where the products may not be genuinely organic. In order to address this alarming situation, almost all countries have adopted a protocol for Organic Norms. In India, the Organic Agriculture Programme is driven by APEDA under the title NPOP – (National Program for Organic Production). Under NPOP, there is a provision for using the Inputs which are approved for use in Organic Production. This “approval” makes the genuine inputs stand out from the questionable inputs ensuring that no synthetic and harmful and hazardous chemical is used for the production of safer crop.

Importance of **Organic** *Agriculture*



Advantages of Organic Production

Importance of Organic Agriculture can be summarized with following exceptional benefits safeguarding the human as well as environmental health:



- Safe food, Safe Environment which can help in eco balance.
- Better soil health & Ground water quality.
- Safety of farmer & agricultural labourers.
- Higher export potential.
- Cost of cultivation will be lower over long term.
- Chances of Pests/causal organism developing resistance to Organic Agriculture Inputs is most minimal.

Importance of
Organic
Agriculture



WINNING WAYS

WITH

K-LINK INDIA PREPARING WOMEN TOWARDS

MICRO-ENTREPRENEURSHIP

Since its operational inception in India, K-LINK India has been promoting Micro Entrepreneurship. India is a marketplace with untapped business opportunities and a diligent women workforce who have emerged as societal change agents. We believe and see that women are, in fact, the finance ministers and the main influencers in purchase decisions in a typical Indian household.

Micro-entrepreneurship is an effective way for women to gain economic independence and grow their financial status. K-LINK India strongly advocates the empowerment of the women workforce and guides them in every step towards their road to self-reliance.

Preparing women for micro-entrepreneurship requires a multi-faceted approach. We have created an eco-system that gives women a direct selling tool kit to thrive in the competitive market. This has 3 primary facets:

Skill-building & Training, Mentorship & Support and Networking & Collaboration.

K-LINK India also has surge of initiatives to promote and empower women across India. We are creating daily opportunities for connecting, networking, and collaborating as it is a valuable resource for women starting their direct-selling business. By providing these resources and opportunities, women Direct Sellers associated with us are gaining the knowledge, attaining the skills, and using the resources they need to start and write their success journey.

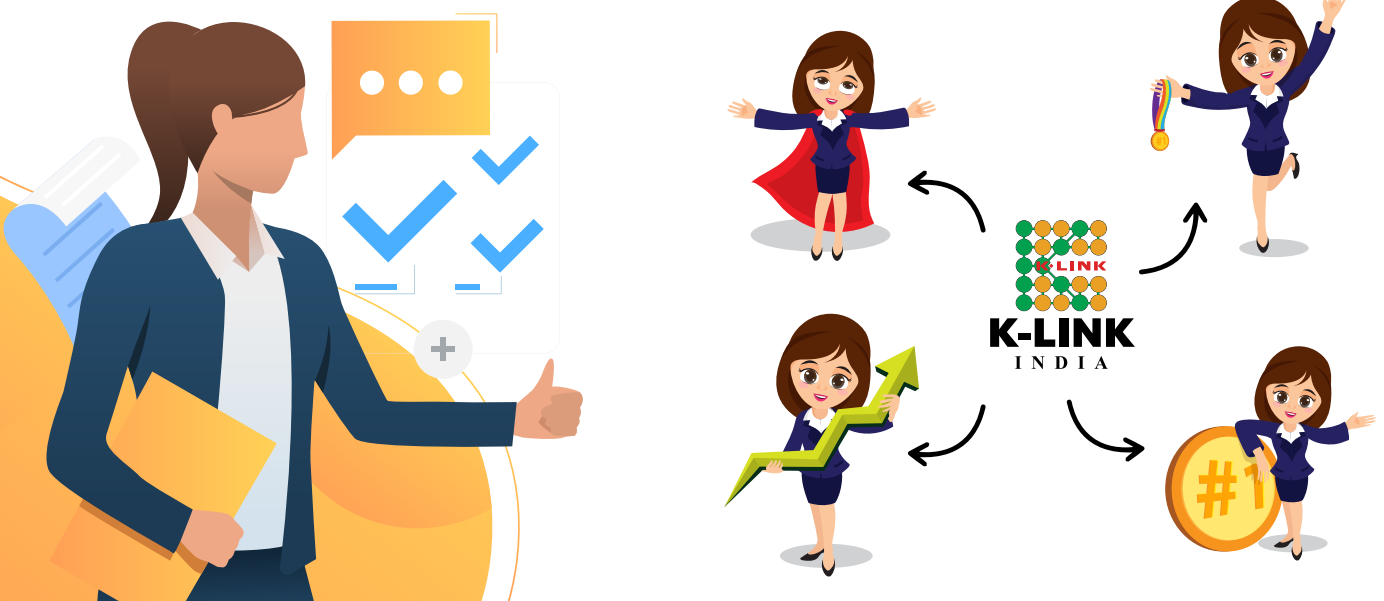
Micro entrepreneurship is the weaving catalyst for women leading them to own their financial independence. Women Direct Sellers are trained by K-LINK India to become information specialists with solid product knowledge.

In all our business meetings, we have also started communicating, understanding, and explaining the pulse of the Indian consumer through the support of local veteran Direct Sellers. This has given us, and all our Direct Sellers, the confidence to create firm footprints and develop robust sales networks in their respective geographical regions lead by women leaders of K-LINK India.

To sum up, K-LINK India's Micro Entrepreneurship initiatives are geared towards creating a winning mind-set for women at the grassroots level, which resonates with their aspirations.

K-LINK India invites women to get trained, understand its products and business opportunity plans & share them with their friends, relatives, and acquaintances.

Come join K-LINK India today; it has an India-centric business opportunity plan that instils motivation and accomplishment among the women Direct Sellers.





Mr. T Mahesh
(Manager)

Om Jai Shrimannarayana!

About myself – It's Nothing I am "SIFAR" means *ZERO* Shunya in Hindi, Because I am alone is nothing. Whenever we define Success, then it's all about the TEAM who is there directly or indirectly. I also have the same. And about the Success that is Just because of the faith and confidence of 1 person "Dr. Shailendra Kumar Mishra (Senior Crown Ambassador)". And secondly the products. Basically I am a user turned into Direct Seller became a small influencer, who motivated some people to use the products and they shown faith in the products and the journey started.

Surely the team deserves the applaud sent towards me. Mr. Sunil Yadav, Mr. Avinash Pandey, Mr. Pawan Pandey, some of my staff, friends and family.

If we become user with a belief and faith we start the journey of success. The most important 2 pillars for my achievement are 1st Mentor, 2nd Supporters and Followers.

There is a long list of people towards whom I pay my gratitude who have belief in me and my doings. Today I'm feeling very good in sharing my experience and thoughts here on this platform.

This is the journey of a user became follower to a Great Leader Dr. Shailendra Kumar Mishra Sir who is definitely a very good follower of Mr. Jegiathesan Subramaniam Sir (Director of K-LINK India). So this journey of following continues to create more success stories and better leaders to make many of us successful in life.

All the very best to everyone!!

Mr. T Mahesh
(Manager)

ABOUT OUR PRODUCT

K-Flax

Our current diet does not come close to meet our daily EFA (Essential Fatty Acids) requirements. The richest sources of EFA's such as flax seeds are rarely found in our regular meals. The EFA's in K-Flax will be incorporated by the body in the formation of the cell membrane which will act as gate keeper to bring the nutrients in and to keep the toxins out of the cells.

What is Flax Seed?

Flax seeds are a great source of fiber, lignans, protein, fat, vitamins, and minerals. Flax is a yellow flowering plant that is grown for its oil rich seeds. This natural oil is highly recommended for the general well being and whole body nutrition and is considered to be nature's richest source of Omega-3 fatty acids that are required for the health of almost all body systems.

Flax Seed Oil mainly contains Omega-3 and Omega-6 Essential Fatty Acids and Vitamin-E.

Flax seed oil is the most important health promoting supplement which is in K-Flax. Nearly every system in the body can benefit from flax seed oil's natural properties, including the cardiovascular system, immune system, circulatory system, reproductive system, nervous system, as well as joints.

What are the Benefits of Supplementing with Flax Seed Oil?

Flax Seed Oil increases the body's production of energy and also increases stamina.

It eases weight loss in people afflicted with obesity. It stimulates brown fat cells and increases the metabolic rate making it easier to burn off fat.

Flax seed oil in K-Flax is also a powerful detoxifying agent.

Flax Seed Oil improves the absorption of calcium.



K-LINK INDIA

Activities

Year ^{NEW} 2023

Brings in **NEW HOPES**
& **A NEW ENERGY**

Program held at
Hyatt Hotel - Raipur, Chhattisgarh on
19th March 2023 by our
honourable guests

Mr. Jegiathesan Subramaniam
(Director of K-LINK India)
&
Dr. Roopam Bhatt
(Managing Director – Welex Laboratories)



K-LINK INDIA

Activities



Year **NEW**
2023
Brings in **NEW HOPES & A NEW ENERGY**





K-LINK INDIA

COMMUNIQUE BULLETIN

APRIL - 2023