KL TIMES

The Kritilabs Newsletter

November 2024

ISSUE #4

Kriti Labs

Message from Co-Founders

Dear Kritians

Is Kritilabs a 'Living Entity', like one of us?

When we talk about Kritilabs Technologies, like many other companies and organizations, it is a 'living organism' that sustains itself by its different activities. It is complex in terms of interactions between its different parts, and as a result, Kritilabs as a company, has a distinct character and personality, that is different from any of its founders, shareholders, directors and employees and also very different from any other company.

When we talk of Kritilabs as a 'living organization' what characteristics does it have in common with living beings, like humans, animals, plants, etc. A living being in nature has a

1. Mechanism to survive by building its own 'energy' and 'matter' from those in other forms and acquired from the environment. Some parts may produce for other parts to consume and produce some other ingredient and finally some parts to excrete out what the organism does not want. In short, self sustenance.

2. Mechanism for Sensing and responding to change in the environment and within themselves. This is evolution, for which strong record of its successful processes needs to be maintained and complied with, across generations, There also has to be a mechanism to change, mutate and adopt changes in the processes to be able to survive.

3. Mechanism for sustained growth and survival.

Organizations like Sumitomo (425 years) and the Swedish company Stora (700) have survived, evolved and grown. On the other hand, of the 500 Fortune 500 companies of 1990s, 95% and more have died within the last 25 years.Those companies that died young, wasted their potential that living beings have due to their being managed like an inanimate machine, controlled by levers and pulleys in a linear fashion, through a hierarchical control mechanism.

All of us collectively make up Kritilabs, we have our own individual goals, roles, identities, expertise, and ways of working, but the resultant collective behaviour is what Kritilabs identity is. KritiLabs' identity is that of a technology company that uses the collective knowledge, experience, competence of its people to provide solutions that address the problems in the corporate and social environment to which it is exposed and transforms it with its technology solutions, to a better place to live or work in.

Each individual in Kritilabs contributes to the final outcome that Kritilabs as a living organization exhibits. But how do we organize ourselves, for all our individual contributions to work in unison, with maximum efficiency and best outcomes.

In living beings, for example, if the lungs are weak or do not get adequate air to breathe, not enough oxygen is produced, if the blood does not flow at the right pressure or is blocked in its path, then certain parts of the body don't get oxygen, if the eyes and feet don't take the body out of dangerous place, then the body is prone to get injured externally or internally. If the nose and mouth are not able to sense whether the food is poisonous or not, then the risk to the body is high. Each of these parts of the body communicate with each to understand the overall situation and work towards the body's survival and well-being. No one part directs and coordinates as a program manager. What requires to be done gets done by efficient communication between different parts. It is not as though there is no conflict. A hungry stomach may say it needs to eat the available food but the sensory organs may see danger in eating it. The conflicts may lead to a temporary failure but the body is a learning mechanism. The give and take, demand and response, is precise and quick with a common objective of doing what is required for the survival and safety of the body. Learning from failures, and using the learning in similar situations in future, is the biggest characteristic of living beings and completely absent in inanimate objects.

Let us keep this discussion going to see how Kritilabs can become a great living organization by consciously developing a learning environment, to self correct from failures, to build checks and balances, to seamlessly communicate, cooperate, collaborate, and consciously arrive at decisions by consensus. Thoughts and suggestions should be forthcoming from everyone in Kritilabs in various discussions that we will continue to have on this aspect periodically.

Message from the Editor

November has brought an exciting wave of recognition and opportunity for Kritilabs Technologies. I am thrilled to share that our CEO, Srikrishna has been honored with the prestigious "Young CEO of the Year" award by FICCI TNSC, a well-deserved testament to the innovative leadership that has propelled our company forward.

We are also delighted to share the exciting news that **Kritilabs Technologies** has been honored with the **#Time2Leap National Award** for **Best Technology Company of the Year – IoT** at the **MSME & Startup Innovation Summit – 4th Edition**. This prestigious award is proudly supported by the **Government of India** and the **Government of Odisha**.

Kritilabs is continuing to rapidly add value to Govt and Corporates, through technology by the successful development of the Pump IQ system for the **Greater Chennai Corporation (GCC)**, enhancing monsoon preparedness by monitoring of city-wide pump operations. Our products and engineering is continuing their new product launches with the readiness of NFC e-Seal. Also, our teams have completed the successful installation of VAIOT Cam and Smart Lock solution at Muthalagu Finance in Madurai as well as successfully completed the Intellilock-EX Pilot with JioBP. These are important initiatives which may become huge in the future.

As part of Strategic initiatives, Srikrishna & myself recently met with the Principal Secretary, Government of Tamil Nadu, and the Managing Director of Metro Water. The discussions focused around Kritilabs' innovative water pump monitoring solutions, aligning with the Tamil Nadu government's commitment to enhancing urban & rural water management infrastructure. The meeting emphasized the critical role of real-time monitoring systems in optimizing resource utilization, reducing operational inefficiencies, and ensuring uninterrupted water supply to residents. Kritilabs' robust technology and proven track record were presented as key enablers to achieving these goals.

Another highlight this month is the presentation of our case study on Intellilock and its security applications at IOCL and BPCL accounts to the Railways Review Magazine. This feature demonstrates our role in enhancing safety and efficiency for key industry leaders and reflects our continuous push for excellence and innovation.

Our Dev**ice-as-a-Service (DaaS)** model remains at the forefront of these successes, delivering value and flexibility to our clients. This edition of KL Times showcases these accomplishments alongside stories of our talented teams and the projects that fuel our collective drive.

November is a time to acknowledge our wins, reflect on our journey, and set our sights on future goals. I invite you to dive into this edition, celebrate our progress, and keep the momentum strong as we move forward together. There are a number of puzzles, games, brain-teasers, pattern-recognition, health-tips etc in this edition. Please take some time to work on them and respond with answers. They try to bring more usage of your right brain as well..

It is not "all work". During November, our Platforms and IT function had an outdoor event with cricket, football and badminton games. Fostering team spirit among employees is just as important as achieving targets and deadlines

Warm regards
Dr.RV
Editor, KL Times

1. FICCI Young Leader Awards:

Kritilabs CEO, Srikrishna, won the "Young CEO of the Year" at the FICCI Tamilnadu State Council's "TN Young Leadership Summit & Awards 2024" held on November 5th at the Leela Palace. He received the award from the Minister for IT & Digital Services, Govt of Tamil Nadu, Dr.Palanivel Thiaga Rajan. FICCI (for those who are not aware) is the largest and oldest industry body in the country and has been in existence for more than 90 years.

2. Times of India Coverage:

Dr. Rajaram Venkataraman, Strategic Advisor at Kritilabs, was featured in a Times of India article discussing new government initiatives aimed at transforming North Chennai and Thiruvallur into innovation hubs. IT, ITeS, GCC's, Fintech and Startups are set to foray into one of State's oldest manufacturing hubs, North Chennai and Thiruvallur. Tamil Nadu Govt is setting up 3 facilities in North Chennai & Thiruvallur to turn the traditional manufacturing hub into an innovation and knowledge center.The State Govt has announced a slew of initiatives including the TN Tech City at Madhavaram, Tamilnadu knowledge city in Uthookottai in Thiruvallur district and a 21 storey TIDEL Park at Pattabiram near Avadi. Dr RV's views have been shared along with those of the Director of IIT Madras, Prof.Kamakoti as well as CII's Head of GCC Task Force, Mr.Ramkumar Ramamoorthy in that article.

3. Kritilabs has been honored with the "Time2Leap National Award"

We are delighted to share the exciting news that Kritilabs Technologies has been honored with the #Time2Leap National Award for Best Technology Company of the Year - IoT at the MSME & Startup Innovation Summit - 4th Edition. This prestigious award is proudly supported by the Government of India and the Government of Odisha, and is hosted by Summentor Pro. The awards ceremony & celebrations are expected to take place on 16th and 17th January 2025 at Vivanta Bhubaneswar, Odisha in front of Ambassadors of 20 countries.

4. Kaustub, our dairy consultant at Kritilabs

Kaustub of Kritilabs attended the 4th Dairy Innovation Summit in Jaipur on November 21-22, joining national dairy industry leaders. Kritilabs has established relationships with clients such as Bihar's Sudha Dairy and TN's Aavin.

Mr. Srinivas Sajja, MD, NCDFI.

Mr. Ram Chandra Chaudhary, Chairman, Ajmer Dairy

Mr. Chandramani Behera, SGM, Snowman Logistics.

Dr. J. Parekh, Senior Dairy Research Professional.

Dr. G. S. Rajorhia, Former President IDA & Board of Directors, NDDB.

5. Application to TGS 100:

Kritilabs is participating in TGS 100, TiE's annual global startup challenge, which provides early-stage tech startups with opportunities for exposure and networking with key industry players. This prestigious event offers global startups the chance to showcase their products, network with investors, and connect with industry leaders. Recognizing top technology and technology-enabled startups based on their IP, business model and traction, TGS 100 provides unparalleled exposure to venture capitalists, angels, and entrepreneurs.

6. Visit from Puneet Vij of Kritilabs USA:

Puneet Vij from Kritilabs USA visited the India headquarters and met with various teams, strengthening international collaboration and knowledge sharing.

7. High-level Govt meetings

Srikrishna (Kritilabs CEO) and Dr. Rajaram Venkataraman (Dr RV – Strategic Advisor) had strategic meetings with Mr.Kumar Jayant IAS, the Principal Secretary of the TN Government's Department of Information Technology and Digital Services and Dr.T.G.Vinay, I.A.S, the Managing Director of Metro Water.

In this photo, Dr.RV is seen with Mr.Kumar Jayant, IAS, Principal Secretary, Department of IT and Digital Services, Govt of TN

Optical illusion: Only a true genius can spot a ladder in this classroom

Optical illusions like this one aren't just fun and games. This optical illusion might just be the perfect test for your eyes and brain. Imagine walking into a classroom filled with eager students, shelves packed with books, and a lively atmosphere of learning. Now, picture this: there's a ladder hidden somewhere in this scene, and only those with a keen eye can spot it in just nine seconds. Ready to put your visual skills to the test?

Why are optical illusions so fascinating?

Optical illusions are a wonderful way to exercise your brain and improve your cognitive abilities. Here's why you should dive into more optical illusions:

1. Solving optical illusions challenges your brain, promoting mental agility and flexibility.

2. Regularly engaging with these puzzles enhances your analytical thinking and problem-solving capabilities.

3. These activities often require memory recall, which can help improve your memory function over time.

4. They push you to think outside the box, fostering creativity and innovative thinking.

5. Working on these puzzles demands concentration, helping to improve your attention span.

6. The fun and engaging nature of these puzzles can be a great way to relax and relieve stress.

A Glimpse into Collaborative Learning and Industry Insights

Senior Manager - HR Invited to CPAT TVS: The visit of Senior Manager - HR MR. Hariprasad to CPAT TVS on 20th November was a remarkable event, highlighting the importance of collaboration between academia and the corporate world. The visit focused on bridging the gap between theory and practice, fostering knowledge-sharing, and understanding the evolving expectations of the industry.

The objective of the Visit

The primary aim was to Share with the educational institution the importance and vital skill needed in the technical world, Also sharing the need for particular skill requirements in the IOT and electronics industry while strengthening relationships with CPAT TVS. This engagement sought to align HR strategies with industry trends and identify synergies for mutual growth.

Key Highlights

Knowledge Exchange

The exchange emphasized the integration of new-age skills such as data analytics, Artificial intelligence, Machine learning and the importance of fostering a culture of continuous learning.

Opportunities for Collaboration

Discussions opened avenues for internships, management trainee programs, and research projects. The Senior Manager underscored the importance of grooming talent aligned with organizational goals.

Learning languages

He has reiterated the importance of learning new languages and adding it to the course curriculum. Particularly Hindi which universally increases the opportunities of the budding professionals.

Impact of the Visit

This visit served as a testament to the proactive approach in creating a talent pipeline ready to tackle industry challenges. By engaging with CPAT TVS, the Senior Manager demonstrated how HR leaders can play a pivotal role in shaping the future workforce, ensuring alignment with organizational strategies while fostering industry-academic partnerships.
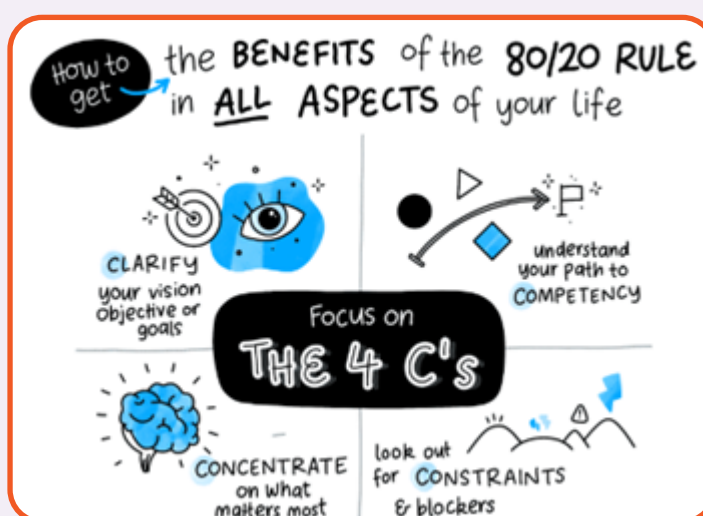
The 80/20 Principle: The Secret to Achieving More with Less

The 80-20 rule, also known as the Pareto Principle, is a familiar saying that asserts that 80% of outcomes (or outputs) result from 20% of all causes (or inputs) for any given event. In business, a goal of the 80-20 rule is to identify inputs that are potentially the most productive and make them the priority.

Key Takeaways:

1. The 80/20 principle: 80% of results come from 20% of efforts.

2. Identify the vital few: Focus on the 20% of efforts that generate 80% of results.

3. Eliminate the trivial many: Remove or minimize the 80% of efforts that only generate 20% of results.

4. Apply the principle universally: The 80/20 principle can be applied to various areas, such as business, personal productivity, and investing.

5. Achieve more with less: By focusing on the vital few, you can achieve more with less effort, time, and resources.

Applications:

1. Business: Identify the 20% of customers, products, or services that generate 80% of revenue.

2. Personal productivity: Focus on the 20% of tasks that generate 80% of results.

3. Investing: Identify the 20% of investments that generate 80% of returns.

4. Quality control: Focus on the 20% of defects that cause 80% of problems.

Benefits:

1. Increased efficiency: By focusing on the vital few, you can reduce waste and increase productivity.

2. Improved effectiveness: By eliminating the trivial many, you can achieve more with less effort.

3. Enhanced creativity: By applying the 80/20 principle, you can free up resources and time to focus on creative pursuits.

Products and Engineering

Products and Engineering Newsletter Content November

Top News

Pump IQ: Revolutionizing Chennai's Rain Preparedness

We are thrilled to announce the successful development of the Pump IQ system for the Greater Chennai Corporation (GCC), enhancing monsoon preparedness by monitoring of city-wide pump operations.

Key features include motor ON/OFF monitoring, Low battery alerts, real-time location information, ensuring efficient pump management across 213 sites. The project, completed within just one week, showcases outstanding teamwork and dedication.

This achievement was made possible by the incredible efforts of our team members: Abinesh A, Magesh K, Poornima R, Gayathri V and Vignesh S along with other teams like IT and Sales.

This initiative reflects our commitment to smart urban solutions that bolster disaster resilience and infrastructure management

Product News

Unlocking the Future: NFC e-Seal Ready for Market Launch!

The NFC e-Seal is now officially ready for market launch, following the completion of its innovative design! This state-of-the-art solution is set to transform asset management by offering an efficient and secure method for tracking and managing assets in real time.

With compatibility across both Android and iOS platforms, the NFC e-Seal enables seamless integration into existing operations. It boasts advanced read-write capabilities and easy scanning, ensuring superior performance and boosting efficiency for businesses focused on asset tracking and compliance.

This smart, scalable solution provides enhanced security, improves accuracy, and simplifies processes, making it the ideal tool for modern asset management. Embrace the future of technology with the NFC e-Seal!

ALS e-Baton: A Redefined Handheld Experience

The ALS e-Baton has undergone a transformative design upgrade, elevating its performance, usability, and aesthetics. This enhanced version prioritizes ergonomic comfort and functionality, catering to the needs of diverse operational environments.

Just like Apple's MagSafe charger, we've introduced a magnetic holder for the ALS e-Baton, offering a seamless and convenient way to hold the device. This magnetic attachment ensures the e-Baton stays firmly in position, enhancing the overall user experience.
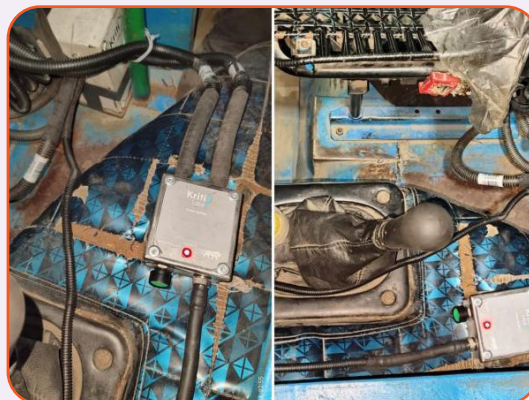
Incorporating valuable user feedback, the upgraded design delivers a more efficient, intuitive, and visually refined experience, setting a new standard for handheld solutions.

Power Bank Add on for BPCL: Upgraded for Enhanced Functionality

We are excited to announce an upgrade to our existing Power Bank solution for BPCL!

The new version now supports dual lock connectivity, allowing two locks to be powered continuously without interruption. This enhancement ensures improved reliability and seamless operation, meeting the growing demands for efficiency and security in critical applications.

Pilots and Installations

Muthalagu Finance Goes Live: Successful Installation in Madurai!

We are delighted to announce the successful installation of our VAIOT Cam and Smart Lock solution at Muthalagu Finance in Madurai! This advanced system is now gearing up for a pilot phase, focusing on person entry and exit monitoring. Designed to enhance security and operational efficiency, this solution represents a significant leap in integrating AI-driven monitoring technologies in banks and NBFCs.

A big shoutout to our amazing team—Hemal V, Neeraja U, and Murugan K for their dedication and effort in making this possible. Special thanks to other teams like Sales and IT for their invaluable contributions

Successful Completion of JioBP Intellilock- EX Pilot!

We are proud to announce the successful completion of the Intellilock- EX Pilot with JioBP! This milestone underscores our commitment to delivering innovative solutions that set new benchmarks in safety and security for critical operations.

The Intellilock EX system combines advanced IoT technology with robust safety features, ensuring seamless access control and operational excellence.

Events and Participation

1. **Asia's Largest AI and Cloud Conference 2024 (TechXConf) :A Deep Dive into AI and Cloud Innovations**

Our team attended **TechXConf 2024**, Asia's largest conference on Artificial Intelligence and Cloud Computing, held on **November 15-16** at the Chennai Trade Centre. With over **70+ speakers** and **60+ sessions**, the conference covered the latest innovations in AI and Cloud technologies.

This was an exceptional opportunity for our team to engage with industry leaders, explore groundbreaking applications, and stay updated on the rapidly evolving tech landscape. The event provided invaluable insights and networking opportunities that will shape our future efforts in delivering world-class solutions. We're excited to leverage these learnings to continue pushing the boundaries of innovation!

Attendees:

1. Tamilmaran T
2. Vidushi A R
3. Hemal V
4. Gayathri V
5. Mangai
6. Rajavendhan G
7. Neeraja U
8. Nithesh K

2. YTL Talk Series Ep. 5: Insights into AI Agents with Arun Ayyar

On November 22, 2024, at the IIT Madras Research Park, our team had the opportunity to attend YTL Talk Series Episode 5, where Arun Ayyar, Director of Santa Fe Research Pvt Ltd, delved into the fascinating world of AI Agents.

Arun, an expert with experience in machine learning and natural language processing, shared valuable insights on how AI agents function autonomously to make decisions, interact with their environments, and achieve their goals through advanced data processing and learning algorithms. His talk covered key topics, including use cases of AI agents and the critical design considerations involved in creating these intelligent systems.

The attendees are as follows:
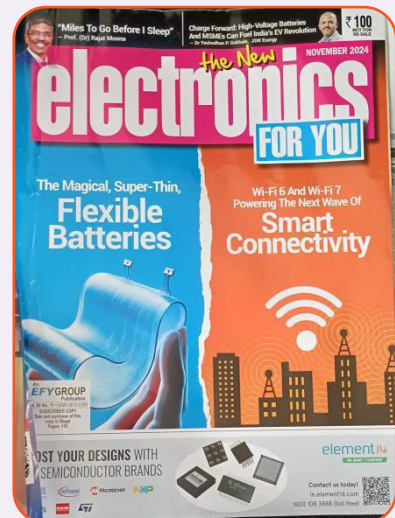
1. Hemal.V
2. Neeraja.U

Spotlight Chronicles

"Unlock the Future: November month Electronics for You (EFY) Magazine is Here!"

The November Edition of EFY Magazine has arrived! Packed with the latest in electronics and innovation, it's your gateway to fresh ideas and trends.

Find it in the S&M Consortium Building, Second Floor Library. Don't miss the chance to explore—happy reading!

Exploring AI and Technology in Pop Culture: Movies to Watch

Here are more science fiction and technology-based films that delve into futuristic concepts, artificial intelligence, robotics, and the impact of tech on society:

1. The Imitation Game (2014)

Synopsis: Based on the life of Alan Turing, this film depicts how he and his team of codebreakers worked to crack the German Enigma machine during World War II. It's an inspiring story of how computing and electronics paved the way for modern-day technology.

Why Watch: The film showcases the early days of computing, highlighting Turing's groundbreaking work that shaped electronic engineering.

2. Person of Interest Series

Synopsis: The Person of Interest series follows the story of Harold Finch, a reclusive billionaire, who creates an advanced AI system known as "The Machine" to predict potential threats to national security. However, The Machine also identifies individuals not tied to national security but whose lives are at risk. Finch teams up with former CIA operative John Reese to prevent these threats, using their unique skills to protect the "irrelevant" people from harm.

Why Watch: This series combines elements of technology, artificial intelligence, and crime-solving, providing a gripping narrative that explores the ethics of surveillance, the power of data, and the lengths people will go to protect others. It's a thrilling look at how advanced technology intersects with human decision-making, making it a must-watch for fans of action, drama, and thought-provoking storytelling.

Health Corner

"Wellness Watch: Simple Steps to a Healthier You"
5-Minute Desk Stretches for Office Workers

Highlight simple stretches to relieve tension in the neck, shoulders, and back. Include visuals or short descriptions like:

- ◆ Shoulder rolls
- ◆ Desk push-ups
- ◆ Neck tilts
- ◆ Seated spinal twists

Brain Teasers

Network Protocols

If a computer is assigned an IP address 192.168.1.15 and the subnet mask is 255.255.255.0, what is the network address for this device?

Hint: Perform a bitwise AND operation between the IP address and subnet mask to find the network address.

Mixed Math Pattern

What comes next in this sequence?

3, 9, 18, 30, 45, ___?

Binary Pattern Recognition

What comes next in the binary sequence?

101, 110, 111, 1000, 1001, ___?

Code Decryption Challenge

Coded message: "Jjcv rjxxflj zcfy" Can you decode this message by shifting each letter backwards by 5 in the alphabet?

Hint: This is a Caesar cipher. Shift each letter in the message backwards by 5.

(Hint: It's related to the flow of electrons in a circuit.)

Knowledge Corner

What is VR?

Virtual Reality (VR) is a technology that immerses users into a fully digital and interactive environment using devices like VR headsets and motion controllers. Unlike augmented reality, which overlays digital elements on the real world, VR creates a completely separate, simulated reality.
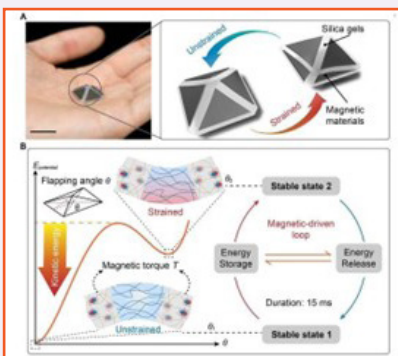

Key applications include gaming, education, healthcare (e.g., surgical simulations), real estate (virtual property tours), and training programs for industries like aviation and military. With advances in hardware and software, VR is becoming more accessible, delivering lifelike graphics and intuitive interactivity to revolutionize experiences across various domains.

It offers endless possibilities for innovation, from immersive storytelling to advanced problem-solving scenarios.

NewsFlash Central

Soft Robotics Redefined: Advanced Jumping Robot Unveiled

Researchers at Zhejiang University, China, have developed a bistable soft jumper with unmatched jumping speed and height. Using elastic, deformable materials, the robot achieves takeoff speeds over 2 m/s, response times under 15 ms, and leaps 108 times its body height.

Its bistable mechanism enables energy-efficient jumping and hopping modes. Real-world tests, including navigating pipelines and amphibious terrains, highlight its potential for applications like cleaning and exploration in confined or rugged environments. This innovation marks a new milestone in soft robotics.

Squishy Circuits: A Low-Cost Breakthrough in Bioelectrical Monitoring

Researchers at UMass Amherst have discovered a novel use for homemade play putty, transforming it into a low-cost, conductive material for monitoring brain, heart, muscle, and eye activity. Made from everyday ingredients like flour, salt, and vegetable oil, these "**squishy circuits**" offer an affordable alternative to traditional gel electrodes, costing just one cent each.

Despite their simplicity, squishy circuits deliver performance on par with commercial tools, measuring bioelectrical signals such as EEG, ECG, EOG, and EMG. They are reusable, moldable, and accessible for both research and education, opening new possibilities for cost-effective biomedical innovations.

Quality Month Celebration: Word Search Puzzle Game

(Quality: from Compliance to Performance)

As part of our Quality Month celebration in November 2024, we bring you an exciting Word Search Puzzle focused on Quality Management. This activity is a fun way to engage with the important principles that drive our commitment to quality. Take a moment while solving the puzzle to think about how quality influences our daily operations and helps us achieve our goals. Participants search for key terms like "Plan," "Incident," and "Standards".

Once you've completed the puzzle, be sure to send your answers to HR on or before 2nd Dec 2024. Let's work together to keep quality at the heart of all we do!

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C	I	E	C	N	A	N	R	E	V	O	G	A	S	T	C	E	F	E	D	U
B	U	G	W	N	E	C	N	A	M	R	O	F	N	O	C	N	O	N	P	K

The participant who finds the most words will be named the winner and will receive a special appreciation award

An evening of unwinding and bonding amongst the Platforms & IT

In today's fast-paced corporate environment, fostering team spirit among employees is just as important as achieving targets and deadlines. And though it is easy to say team spirit, developing that needs trust and confidence from everyone. And what better way to build this than going to play and have a casual drink.

That is why, the Platforms and IT team, went on to play a game of cricket, football and badminton on the Friday evening. Why so many games, we know we are not going to play for India, hence we thought of at least satisfying everyone's wishes and have some fun.

Building Connections Beyond Work

The outing was not just a game and an opportunity to relax. We wanted it to be an opportunity to connect and discover what the individuals are beyond what the exhibit at office, where they have to conform to the norms. And it did prove out to be exactly same, as people who have never opened up much in office started cracking jokes, making pun and enjoying the day.

The session was packed with energy, with not just the guys alone playing cricket, but the ladies also taking to the field and playing with such energy and fun.

Why Such Initiatives Matter

In an era where workplace stress is a growing concern, activities like these remind employees of the importance of unwinding and have a laugh. For some, it was a chance to rekindle their love for the sport, while others discovered hidden talents, the banter which few people can make.

Taking to field, helped us breaking hierarchies, stereotypes and ensured everybody is being approachable, and it would make a difference in work as this breaking of ice will continue there as well. The point to learn is, "When we play as a team on the field, the values of coordination, communication, and resilience naturally translate back to the workplace."

What's Next?

All of us when we left for the evening, knew for sure, when we come into office on Monday there will be an enhanced level of trust and bond between us.

As we left for the day, we decided that we should come out at least once a month. And if any of you want to join us, feel free to join. More the merrier.

The turf is called Smashers turf and is located near SRP, walkable from office and ensure an easy commute. So its easy to once a month and have some fun.

Spotlight

Who I Am:

I am Madhusudanan (aka Madhu) a passionate engineer turned leader with over 23 years of experience in building software products, modernizing systems, and driving innovation. I thrive at the intersection of technology and business, creating solutions that solve complex challenges while delivering real value. From enhancing enterprise systems to mentoring global teams, I find joy in transforming bold ideas into impactful realities.

What I've Achieved:

- I have led several modernization of legacy applications, delivering solutions like the 360-degree customer view and real-time order management platform. These efforts not only enhanced efficiency but also resulted in $150M annual cost savings.

- I spearheaded digital transformation initiatives, introducing cloud-native architectures, DevOps practices, and predictive analytics to bring startup agility to enterprise-scale operations.

- I take pride in fostering team excellence, building global cross-functional teams and achieving 99.98% platform availability for critical business applications while delivering measurable outcomes.

How I Work:

I believe in collaboration, ownership, and impact. My leadership style focuses on empowering teams, aligning stakeholders, and ensuring every solution is scalable, secure, and customer-centric. I approach challenges with a balance of strategic vision and hands-on execution, ensuring timely delivery and exceptional quality.

Why I Do It:

Technology is my canvas for creating change. I'm driven by the belief that innovative and well-crafted solutions can transform how businesses operate and how people engage with technology. My goal is to create products and systems that enable success and make a meaningful difference.

What Drives Me:

I'm fueled by a passion for progress —whether it's streamlining operations, adopting emerging technologies, or creating high-performing teams. Ultimately, my focus is on delivering solutions that drive value, efficiency, and long-term impact for organizations and customers alike.

Personal

I am married with 2 boys who are keeping their mother busy at home. I enjoy listening to any kind of music. I have been a National Maths Olympian and a researcher. I am also pursuing research in NIT Trichy in Cryptography.

I enjoy eating any Veg food.

Ms. Vinothini Vijayan started with Kritilabs Technologies as a store executive 4 years ago and have been working as an admin executive for the last 2 years.

With over 9 years of experience in various positions and responsibilities, She has previously worked with reputable firms such as Reliance Communications, Michelin Tyres, Velammal New Gen School, and Avtar Consultancy.

Vinothini has done a Bachelor of Commerce degree (B.com CS) from Ethiraj College for Women.

Enhancing Flood Management in Chennai with IoT-Powered Solutions

The **Greater Chennai Corporation (GCC)** is taking decisive steps to fortify the city's resilience against the challenges posed by monsoon-induced flooding, especially in its **critical subway network**. Subways, integral to Chennai's urban mobility, are often vulnerable to **water inundation** during heavy rains, creating risks to public safety and disrupting transportation. To address these challenges, GCC has partnered with KritiLabs Technologies, leveraging advanced **IoT-driven solutions** to enhance the city's flood management capabilities. KritiLabs is proud to contribute to this initiative, strengthening GCC's vision of a safer and more resilient Chennai during flood times.
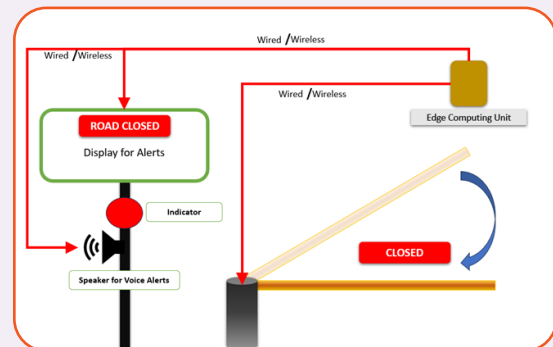
A key solution currently being implemented is the IoT-Based Water Pump Monitoring System, which is being deployed across **213 pumps** covering subways and other flood-management installations. Powered by KritiLabs' patented **AI²oT™ platform**, this solution provides real-time pump monitoring, operational analytics, and alerts to ensure the pumps are functioning optimally when most needed. The platform enables proactive maintenance, reduces energy consumption, and ensures operational efficiency, significantly mitigating risks associated with pump failures during critical periods. This transformative solution underscores GCC's commitment to robust flood management practices and KritiLabs' dedication to driving urban resilience through cutting-edge technology.

Complementing this is the proposed **Vehicular Access Control System (VACS)** currently in the tender phase, which aims to prevent accidents in waterlogged subways. Using IoT-enabled **water level sensors, boom barriers, and real-time alerts**, the system will automatically restrict vehicular access to subways when inundation levels cross predefined safety thresholds. **Digital displays** and **voice announcements** will provide timely information to commuters, ensuring safety and minimizing disruptions. With its intelligent automation and focus on commuter well-being, VACS aligns perfectly with GCC's flood management goals.

KritiLabs Technologies takes immense pride in collaborating with GCC on these innovative solutions, contributing to the city's preparedness against monsoon challenges. Together, these initiatives symbolize the power of technology in shaping a safer, smarter, and more resilient Chennai.

Technical Support

The Technical Support Team plays a pivotal role in ensuring seamless operations and customer satisfaction. This team is the first line of defense for addressing issues, ensuring system integrity, and maintaining a productive environment for both customers and internal stakeholders. The functionality of a Technical Support Team is diverse, encompassing problem-solving, client education, and proactive issue prevention. Their contributions significantly impact the organization's operational efficiency, customer retention, and overall success.

Core Functionalities of a Technical Support Team

1. Technical issue Resolution

The primary function of technical support is to resolve customer and internal issues efficiently. This includes addressing:

👉 Troubleshooting software and hardware related issue.

👉 Assisting with device or software configurations.

👉 Identifying and resolving workflow disruptions.

2. Customer Communication and Education

The team serves as a bridge between technical products and users by:

👉 Providing **step-by-step guidance** to resolve problems.

👉 Educating customers on product features and best practices.

👉 Offering personalized reczommendations to maximize product usage.

3. Proactive Monitoring and Maintenance

Technical Support Teams often adopt a proactive approach to minimize disruptions by:

👉 Conducting **regular system checks** to prevent failures.

👉 Monitoring customer accounts for signs of recurring issues.

👉 Updating software and hardware to avoid compatibility issues.

4. Knowledge Management

The team creates and maintains a robust repository of technical resources such as:

👉 FAQs, troubleshooting guides, and user manuals.

👉 Internal training materials for new team members.

👉 Articles that empower users to resolve minor issues independently.

5. Collaboration with Development Teams

Technical Support Teams often work closely with product developers to:

👉 Provide **feedback** on recurring issues to improve products.

👉 Suggest feature enhancements based on user feedback.

Contributions of Technical Support to the Organization

1. Enhanced Customer Experience

A responsive and knowledgeable Technical Support Team fosters a positive customer experience by:

- 👉 Reducing response times.
- 👉 Ensuring clarity and empathy in communication.
- 👉 Resolving issues effectively on the first attempt (First Call Resolution).

2. Operational Efficiency

By addressing technical issues promptly, the support team prevents disruptions that could hinder organizational productivity. For example:

- 👉 **Internal Support:** Ensuring employees have functional tools and systems.
- 👉 **External Support:** Minimizing downtime for customer.

3. Data-Driven Decision Making

Technical Support Teams generate valuable insights by analyzing:

- 👉 Ticket trends (Common complaints, peak times).
- 👉 Customer feedback (Satisfaction surveys, product improvement suggestions).
- 👉 Performance metrics (Resolution times, SLA adherence).

4. Strengthening Brand Reputation

The team acts as the face of the organization when interacting with customers. Positive experiences with technical support often translate to:

- 👉 Higher Net Promoter Scores (NPS).
- 👉 Positive reviews on public forums.
- 👉 Increased trust in the brand.

5. Cost Optimization

Effective technical support reduces operational costs by:

- 👉 Resolving issues before they escalate into major problems.
- 👉 Reducing repeat tickets through permanent fixes and user education.

Future Trends and Expanding Role

The role of the Technical Support Team is expanding with advancements in technology. Future trends include:

- **Automation and AI:** Using chatbots to handle routine inquiries, freeing up human agents for complex issues.
- **Predictive Analytics:** Anticipating issues before they arise using advanced data analysis.
- **Integration with IT and Security:** Collaborating with cybersecurity teams to address vulnerabilities.
- **Customer Success Focus:** Shifting from reactive support to proactive customer success initiatives

Conclusion

The Technical Support Team is an indispensable pillar of any organization, bridging the gap between technology and its users. Their functionalities go beyond resolving issues to include education, innovation, and collaboration, all of which contribute to the organization's success. By prioritizing customer satisfaction, operational efficiency, and proactive strategies, the Technical Support Team ensures that the organization not only meets but exceeds expectations in a competitive market.

SibiRajan.P (Assistant Manager-Technical Support)

Group of professionals focused on providing prompt and effective solutions to technical challenges. Proactive approach and commitment ensure that all issues are addressed, keeping operations running smoothly. As the backbone of our operations, renowned for their problem-solving skills, technical expertise. Handing a wide range of challenges, including troubleshooting, ensuring device reliability, and supporting field executives on the ground. Experience has been a blend of learning, growth, and collaboration, ranging from managing IoT projects to resolving complex technical issues. Team's perseverance and teamwork consistently deliver exceptional results for our clients.

ABDUL FAHEEM SHAH (Team Lead)

Over the past four years at Kritilabs Technologies, my journey has been profoundly transformative, shaping both my personal growth and professional expertise. Collaborating with a talented team on cutting-edge technology solutions has significantly enhanced my technical proficiency and refined my problem-solving abilities. Throughout this period, I have honed effective communication and leadership skills while consistently rising to new challenges within a collaborative and supportive environment. My role has involved direct collaboration with clients, deepening my understanding of their requirements and strengthening my ability to coordinate effectively with cross-functional teams. This experience has enabled me to deliver impactful and tailored solutions that align with Kritilabs' mission of driving digital transformation through IoT and AI technologies.

I am deeply grateful for this enriching experience at Kritilabs, a recognized leader in the digital transformation space. I remain committed to contributing to the company's ongoing success.

SYED MUDASSIR A.

I began my career at Kritilabs Technologies as a fresher, where I was introduced to the exciting world of IoT (Internet of Things). My current designation is in the Technical Support role, which allows me to enhance my technical skills and deepen my understanding of electronic devices both theoretically and practically. Kritilabs has provided me with ample opportunities to develop my skills, particularly in the realm of IoT and electronics, by offering hands-on experience with various devices. The company fosters a learning environment where I am encouraged to explore new technologies, troubleshoot issues, and contribute to problem-solving efforts. I successfully graduated into the full-time role at Kritilabs Technologies Pvt. Ltd., which has further solidified my expertise and passion for technology.

SREEKANTH G

As I reflect on recent accomplishments, I'm excited to share some personal milestones and highlights that have shaped my journey with our team. It's been a period of substantial growth, skill development, and impactful work, and I am grateful for every step along the way. Through hard work and a commitment to continuous improvement, I've contributed to our team's growth while also developing my own technical and support skills. By stepping into the field to identify and resolve issues firsthand, I've gained a deeper understanding of our operations and strengthened my problem-solving skills. This time has been invaluable for enhancing both my technical capabilities and support skills, enabling me to bring more value to our projects and clients.'Iam looking forward to building on these experiences and contributing even more to our team's success. As I continue on this path, I am excited about upcoming opportunities to learn, grow, and support our team's goals with dedication and excellence.

MUHAMMED SHERIN TA

My five years at Kritilabs Technologies have been transformative for my personal and professional growth. Working with a talented team on innovative technology solutions has significantly enhanced my technical expertise and problem-solving skills.

I've learned to communicate and lead effectively while embracing new challenges, thanks to the supportive work culture. The organization's commitment to innovation has allowed me to explore market trends, solidifying my role as a well-rounded professional. I'm grateful for this enriching experience and look forward to contributing to Kritilabs's continued success.

THASEER ALI KHAN

First things first, as i work in Kriti labs technologies since 2021, its a great opportunity and field for learning and experiencing new things. And in the technical support team i have very supportive colleagues. I have had the chance to experience and take part in exciting projects. Each case in the tech support team enhances my technical knowledge and skills. And also encourages us to learn by facing new challenges daily. Working here has helped me to improve in communications, technically and many more.

Still ready to explore, learn and experience new things in Kriti labs technology.

Thank you for giving me this opportunity.

SAFNA ASHRAF T

Working with kritilabs has been an enriching experience that provided an excellent introduction to the field of technical consulting. The supportive and collaborative team environment greatly enhanced my learning and professional growth and enhanced my technical expertise and problem-solving abilities, laying the foundation for future success in the field.

Thanks to the company's supportive environment and well-structured training program. The guidance provided by the trainers ensured that I could learn and grow confidently in my role.

SOURAV NAYAK

At Kriti Labs, my experience in tech support was both enriching and challenging. I played a key role in troubleshooting technical issues, ensuring seamless operations for clients and internal teams. Engaging with users helped me develop strong problem-solving and communication skills. I also contributed to system updates, enhancing product efficiency and user satisfaction. The dynamic work environment allowed me to learn about diverse technologies and improve my adaptability. Collaborating with cross-functional teams honed my ability to handle complex tasks effectively. Each resolved issue was a step towards professional growth and client trust. Overall, it was a rewarding journey of technical learning and delivering impactful solutions.

B SHREEYA SAIJAL

Joining Kritilabs Technologies as my first company in 2022 has been an incredible learning journey. I had the opportunity to work on exciting projects involving IoT-based solutions, which enhanced my understanding of real-time monitoring and security systems. Each project brought new challenges, pushing me to think critically and solve problems efficiently. I truly enjoy the hands-on nature of my work, as it allows me to directly contribute to impactful solutions for industries like logistics and fuel transport. The supportive work environment has been instrumental in helping me learn, with guidance from experienced team members and access to resources. This platform has significantly boosted my technical and analytical skills, giving me confidence in my career growth. It's been a fulfilling experience that continues to inspire me every day.

October 2024 - Issue #3

Crossword ANSWERS

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¹A
 N
 P        ²A  I
³R  F  I   D
           u
           l
⁴G    ⁵K   t
⁶P  i  l  f  e  r  a  g  e
 S    y    r          ⁷O
      l   ⁸F  a  c  i  l  i  t  y
      e    t          P
      s   ⁹I  o  T
      s    o
           n
```