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OVERVIEW

Role models worth emulating

2021 has commenced and COVID-19 continues to impact our lives in more ways than one. The transition from survival to revival during a crisis of global proportions has not been easy for any of us. A four-letter word enabled us to cope with the pandemic throughout 2020 and it will sustain us going forward as well: Hope.

This is precisely why the Forbes India Marquee Edition - Icons of Inspiration 2021 is so important. The success stories of these role models whom we can all look up to and emulate, give a much-needed glimmer of hope and the confidence that we too can overcome herculean challenges.

Reading their tales of overcoming the odds and emerging triumphant will motivate us to raise our aspirations and contemplate taking similar leaps of faith. The 'new normal' presents complex challenges; this publication provides you tools and management mantras to transcend them and emerge victorious.

VRPandya

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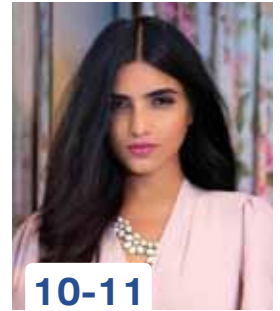
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DISCLAIMER

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TRIUMPHANT TRAILBLAZERS: SETTING EXAMPLES, RAISING ASPIRATIONS

CLEARING THE PATH FOR OTHERS TO FOLLOW, ICONS OF INSPIRATION ARE THE SHINING BEACONS THAT LIGHT UP THE DARK AND POSITIVELY INFLUENCE COUNTLESS LIVES IN MYRIAD WAYS, SAYS VIJAY PANDYA

What is the importance of inspiration in our lives and why do we need icons to inspire us in the first place? Both are valid questions and the reason for asking them at this stage is just as compelling. With the ongoing pandemic having disrupted most aspects of life as we knew it, the challenges of getting from one day to another and trying to hold on to what we had created before the COVID-19 impact can be difficult, to say the least.

However, like aircraft in a holding pattern, we have to formulate a strategy and finalise a plan to land on some airfield sooner rather than later before lack of fuel forces us down. Entrepreneurs who adopted a holding pattern in their businesses may have survived but certainly not revived. It is only the brave hearts who dared to explore new possibilities or keep going but by adopting different strategies that remained relevant even in the 'new normal.'

Those who made this extremely difficult transition by identifying hidden opportunities while managing their

business in the face of adversity are an inspiration to others. The underlying purpose behind sharing the tales of triumphant 'Icons of Inspiration,' regardless of whether it is during a crisis or otherwise, is to convey the message that if they succeeded, you can too.

Leading by example is not something restricted within an organisation; one can motivate outsiders also by accomplishing something that raises benchmarks and enhances aspirations. The same principle can be applied to people's personal lives and other areas of interest as well. Many NGOs and self-help groups, for instance, have been initiated by those who faced difficulties and underwent traumatic incidents themselves.

If you would have observed, during cricket matches, especially the T20 format, if one batsman starts clearing the boundary line with sixes and fours, his otherwise sedately batting teammate at the other end starts taking risks and lofting the ball into the stands as well. The accolades and applause received by the first one motivate the other to emulate his accomplishments

and receive similar plaudits also.

Each sector or segment, even the very niche categories, have their fair share of role models and while making a name for themselves, these 'top guns' also end up encouraging many people to join that particular field, often without even realising it. For instance, Sabeer Bhatia's success with Hotmail inspired many more to enter the field. Countless success stories would have been scripted over the years since the inspiring announcement of his selling Hotmail to Microsoft for \$400 million in 1998.

Similarly, India's first chess grandmaster Viswanathan Anand's winning the world championship five times would have spurred children across the country to take up the game and enabled them to convince their parents as well.

Inspiring the female gender have been the success stories of women like Kiran Mazumdar Shaw, Executive Chairperson, Biocon Limited and Indra Nooyi, Board of Directors at Amazon, the former Chairman and CEO of PepsiCo. Kalpana Chawla, the



HONOURING INSPIRATIONAL FIGURES

To be inspired by someone is one thing. To emulate such role models is another. To mention their names at a public forum is an honour and a privilege. There have been several instances where an individual is inspired by someone and following their footsteps, achieves success as well. Years later, the significance of such Icons of Inspiration gets mentioned, either while giving their introduction at business conferences or during the acceptance speech at awards distribution ceremonies. For inspired achievers, coming face-to-face with their 'Icons of Inspiration' can be one of the most heart-warming and cherished experiences of a lifetime.

Indian-origin astronaut has also a true inspiration for every single girl in India and across the world.

Inspiring people is not necessarily done deliberately; often it is just the way people conduct themselves in all spheres of life that makes them role models and influences those around them to do better. Taking a cue from this, many business communities have established interactive

forums where new entrants can gain insights from established stalwarts, who narrate their own experiences and share the key takeaways.

To quote noted educator Stephen Covey, 'What you do has a far greater impact than what you say' so always strive to set an example. As they say, to be inspired is great but to inspire is an honour!

SHARING STRATEGIES AND BLUEPRINTS

Sustaining oneself by emulating someone, formulating a vision for the future accomplishing milestones that provide markers for those who follow is not always based on a visible example. Icons of inspiration can end up sharing strategies and blueprints as a general observation that is only understood by someone who is hungry for knowledge and wishes to learn.

There is this ancient folk tale where a dead mouse was lying on a street. Among those passing by was a rich businessman who declared that any person who wanted to be successful could start a business with that dead mouse as the capital. A penniless young man sitting nearby heard his words and was inspired to follow his strategy.

He traded the dead mouse to a grocer who had a cat in exchange for some jaggery. Taking that and a pot of water, he went into the jungle and offered them to woodcutters who were exhausted from working in the hot sun. They gave him a few pieces of wood in exchange, which he then sold in the market. With that money he bought more jaggery and the next day took it to the jungle along with additional water. The woodcutters gave him even more wood in exchange.

In this way, he developed his business and became one of the renowned wood merchants. Years later, he met the rich businessman at a function, touched his feet and presented a mouse made of gold as 'Gurudakshina'. Surprised by the unexpected gesture, the rich businessman asked when he had imparted the guidance and the wood merchant recounted the incident that had taken place.

So 'Icons of Inspiration' do have a specific role to play and they are all the more significant in this day and age. Looking up to them is the first step of a long journey and the destination is attaining success yourself with becoming an Icon of Inspiration for others as well being the epitome of fulfilment.



SANJAY GUPTA: LEVERAGING INNOVATION AND TECHNOLOGY

APL APOLLO TUBES LIMITED HAS BEEN A PIONEER AND GAME-CHANGER IN THE STRUCTURAL STEEL TUBE SEGMENT UNDER HIS ASTUTE STEWARDSHIP

The structural steel tube segment has witnessed a major metamorphosis during the past three decades and the key driver of this change has been the market leader APL Apollo Tubes Limited. Under the stewardship of its Chairman, Sanjay Gupta, the company approached the business with a completely fresh outlook and the results have been tangible as well as impressive.

Previously, the main applications for round shaped steel tubes included transportation of water, oil and gas with production being limited to a few big players in the market. When APL Apollo entered the fray, instead of following the prevailing trend, it transformed the entire scenario. Introducing square and rectangular tubes, which have a better load-bearing capacity even for huge structures, thereby replacing the

“*I take great pride in sharing that most of our products today are compatible for large structural, infrastructural projects and buildings such as airports, metros, convention centres, etc. As the demand has risen sharply on the back of growing usage of steel tubes in all these projects, we have also grown our capacities extensively as a company.*”

— SANJAY GUPTA
Chairman
APL Apollo Tubes Ltd.

conventional construction products; the company completely rewrote the rules of the game.

APL Apollo has strongly focused on innovation, working tirelessly to fulfil the shifting preferences based on evolving consumer requirements and providing high-quality products at competitive prices. Be it instilling the latest technology or optimum utilisation of resources, the company never hesitates in investing more in R&D, which works as a driving force behind its ever-growing ability to create new products, adopt new applications, strengthen processes, develop new markets and enhance existing market share.



THE MARKET LEADER

With over thirty years of operations, APL Apollo Tubes Ltd. has created a remarkable brand presence. The largest producer of structural steel tubes in the country, it has managed to wrest 50 per cent of the market share. Its vast distribution network across India includes a cavalcade of warehouses and branch offices in 29 cities to support its business interests at home as well as across a string of 30 countries across the globe.



Commenting on the changes that have taken place in the industry following APL Apollo's pioneering initiatives, Sanjay Gupta, says, "I take great pride in sharing that most of our products today are compatible for large structural, infrastructural projects and buildings such as airports, metros, convention centres, etc. As the demand has risen sharply on the back of growing usage of steel tubes in all these projects, we have also grown our capacities extensively as a company."

As a market leader in structural steel tube segment, APL Apollo has high stakes in India's \$200 billion construction industry. In the future, APL Apollo may explore various diversified segments in the building material category as well. The specific quantum of investment involved and the size of projects would be shared at a later date. However, its focus will remain intact on the structural steel tube segment where it foresees abundant

growth to be capitalized upon over the next 10 years.

The company is already engaged in developing high diameter, high thickness steel tubes that will instantly replace concrete RCC, metal plates and various other steel products being used currently in the construction process of high-rises and other heavy infrastructure construction.

Innovation is the key to APL Apollo's dynamic growth and Gupta emphasises upon it as an inextricable part of the company's DNA. No wonder that the firm has been successfully replacing the five conventional structural products such as steel angle channels, wood, aluminium, concrete RCC and long steel products including metal plates with its extraordinary products in this segment – which gives it an edge over its counterparts.

BUILT TO LAST

APL Apollo Tubes Limited is India's largest structural steel tubing company with an extremely strong local presence, built on its philosophy of Make in India, an extensive distribution network and world-class quality.

Headquartered at Delhi-NCR, with its world-class facilities, widely spread 3-tier distribution network, and over 800 dealers, APL Apollo is committed to strengthening India's infrastructural backbone with its structural tubes and hollow sections.

The company has the capacity to produce 2.6 million tonnes (MT) per annum and an extended distribution network of warehouses and branch offices in 29 cities across the country catering to domestic as well as 20 plus countries worldwide.

Their multi-product offerings include over 1,500 varieties of structural steel tubes, making APL Apollo one of the leading brand in India.

APL Apollo has been a pioneer in contemplating, researching, producing and then taking a lead in the market by launching a wide range of futuristic products. Surpassing the competition, APL Apollo is ruling the market as single largest company, having captured a major market share in the structural steel tubes industry.

FARHAN AZMI: SCALING HEIGHTS, ACHIEVING SUCCESS

WITH 'MR. COMMITMENT' AT THE HELM, FUTURZ HAS THRIVED ON THINKING OUT OF THE BOX AND FINDING OPPORTUNITY IN ADVERSITY

They say when the going gets tough, the tough gets going. Nothing exemplifies this more than Futurz or its Founding Partner Farhan Azmi, the company's Executive Chairman and Managing Director. Whenever the world has been undergoing a seemingly insurmountable crisis, both have been beacons of light, providing a much-needed ray of hope and infusing the kind of positivity that drives a strong resurgence.

Incorporated in the year 2008, it was a baptism by fire for Futurz as the company stood tall in the face of a global recession. With a focused Farhan at the helm, Futurz pioneered the staffing business in India, strategically leveraging that as a way out of a financially testing situation, dealing with the impact of a recession-hit economy. Emerging victorious in that battle, after that fateful year of its debut, Futurz stayed true to the course charted by its founder all through the next decade.

Cut to the present-day scenario, year 2020, where yet again in the face of an economically debilitating pandemic, Futurz has shone through with the same emphasis on strategy and tactful handling of the situation. Combined with timing and



perseverance has positioned this company a grade above its peers. Another growth driver for Futurz has been its dynamic nature, adapting quickly to challenges or market trends.

While COVID-19 has had the entire world trying to cope with an unexpected

recession, Futurz has resoundingly proven its capability as an organization that can take just about any adversity and convert that into opportunity. Futurz not only takes the cake but the icing as well for being an organisation that emerges victorious over extreme crisis scenarios in the best possible manner.

LEADING THE WAY

The success of Futurz has been largely championed by its Chairman, Farhan Azmi. Letting his work speak for himself, Farhan is usually more comfortable managing things behind the scenes rather than striving to be in the limelight. He has been instrumental in creating a brand that garners trust and confidence due to his professionalism and mantra of 'getting the job done on time.' Reflecting this spunk and tenacity are the numerous awards and accolades that Futurz and Farhan have been bestowed with over the past decade with the most notable ones being the ET Business Icons Award, the Times Power Men "Young Business Influencer" Award, an award by Ernst & Young (EY) as a key player in staffing and recognition by Staffing Industry Analyst (SIA) that has rated Futurz as one of the top 10 largest staffing players in the country. As a responsible socialite, Farhan ensures that he also gives back to society, especially underprivileged children. He regularly sponsors education and clothing for these low-income group kids.



A SUSTAINED GROWTH SAGA

Since it began operations in 2008, Futurz has grown exponentially from a single office in India's commercial and financial capital - Mumbai - to over 21 key locations across India.

International offices have already been incorporated in the UK and Philippines and the blueprints are in place to expand the company's operations still further. Today, the company is a well-known player in the staffing and recruitment industry, with global services ranging across contract staffing, permanent staffing, learning and development, recruitment process outsourcing, human resource management and human capital engagement.

The Futurz success story can be an ideal case study for the 'Make in India' campaign as it represents one of our few homegrown brands that has made it big on the global stage. Given that, it's not incidental that Futurz aims to put India on the global staffing map. With a determined vision to be the 'World's best by delivering the ultimate end-to-end human resource solutions, thereby emerging as the leading Indian human resources enterprise with a global mark,' Futurz is on the fast track.

Boosting Brand India in the process, Futurz aims at developing the country's biggest asset which is its human resources to enable collective growth for people, organisations, and nations. With a turnover over USD 40 million, a growth rate of 300 per cent Y-o-Y and a vision to be listed on Indian stock exchanges by 2025, Futurz is racing to the top!

The cherry on top is the fact that Futurz has sustained these winning ways and thrived over the past 12 years; an achievement that can be attributed to its Founding Partner Farhan's 'out of the box thinking' approach right from its inception.

Gritty and tenacious, Farhan is one of those exceptional entrepreneurs who doesn't create organizations with a focus on an exit strategy. He is a rare breed that actually cares for the organization he develops, the jobs he creates, and the customer problems he solves. Perhaps it is this consistency in thought and action that has helped him scale many heights and achieve entrepreneurial success in diverse fields.

From staffing to real estate, education to fisheries, and now making a foray into logistics, this dynamic young businessman has been able to create a personal brand of trust and confidence due to his professionalism. In the corporate world, people refer to him as **'Mr. Commitment,'** due to his reputation of always getting the job done on time.

Farhan's mantra for success in life is 'Success is not final, failure is not fatal: it is the courage to continue that counts.' He believes that the only way to get on that road to success is to quit talking and begin doing. Farhan is most actively involved in his staffing business, being instrumental to the success of Futurz, propelling it from an initial team of 3 employees to hundreds of employees and tens of thousands of associates on its payroll today.

With one foot firmly grounded in his staffing business, Farhan has contributed immensely and consistently towards the evolution of the sector domestically. Having also ventured into the global recruitment and staffing markets, he is making inroads into the lucrative logistics sector as well. Having built a strong career through team leadership, business management and overall strategic management, Farhan spearheads the Futurz Group, as the leader of an organisation that plans to make the next Indian conglomerate.

ZARINE MANCHANDA: PUSHING BOUNDARIES, EXPANDING HORIZONS

THIS YOUNG ENTREPRENEUR MANAGES THREE BUSINESSES AND STILL DEVOTES TIME FOR SIGNIFICANT CHARITY WORK THROUGH HER FOUNDATION

Initiating a new venture is admirable; initiating three ventures and managing to successfully balance the varying demands of the entire trio of businesses put together is quite an achievement. Now add a non-profit charity foundation to the mix and the response is usually one of astonishment. The thought that first comes to mind when one meets rising entrepreneur Zarine Manchanda is 'How does she find the time and what's her secret for balancing out so many responsibilities?'

Zarine's inherent strength, which enables her to for all intents and purposes 'move mountains' while dealing with the multiple challenges of different businesses and her dedication to social work, stems from her faith in the almighty. "The only voice I listen to is Gods. I know I am closest to him when I serve the poor, so I strive to bring proper intentions and good karmas in everything I do. This way I know my journey is blessed, and I know my businesses will grow to a worldwide platform the more I please God. I will pave the road to my empire in this way," she affirms.

The tangible results of this approach have been evident during 2020, a year most people want to forget. For Zarine Manchanda, on the other hand, it has been quite a memorable year. This young woman has started three businesses bearing her name even as Mumbai, India and in fact, the entire world was badly impacted by COVID-19. She sustained the charity work that's so close to her heart - feeding and clothing Mumbai's neediest residents - through her non-profit charity foundation, which also bears her name.

The first observation on meeting Zarine is that she appears to be a study in

contradictions. She speaks from the heart, and has a soulful, spiritual demeanour. She doesn't obsess over profit and loss statements, doesn't pour through spreadsheets and doesn't speak of returns on interest (the usually revered ROI). But make no mistake, this is a determined, ambitious young woman seeking global fame with worldwide ambitions through a carefully orchestrated marketing and branding campaign that has captured the attention of multiple news outlets and publications throughout India, and even in Hollywood.

Zarine's life story is a study in contradictions as well. She was born into a prominent family in Himachal Pradesh; her father is a politician and minister, also a successful businessman and hotelier. She grew up near Dharamshala and also in Delhi having all the luxuries in life. "Of course I was blessed growing up in the family I did. We travelled; I went to the best schools. Honestly, it was a 'princess' lifestyle, which



I could easily still have been living out to this day."

Instead, Zarine insisted on making her mark and moved to Mumbai three years ago to pursue her dream of becoming an actress. Pointing out that "I never use my father's name, I wanted to take it on my own, to be as self-sufficient as possible," Zarine says, "My parents are amazing, my father is my idol and I am so thankful that all that I have is because of him. But still, I am determined to make it on my own and so my initial days in Mumbai were challenging. And so I traded Mercedes for rickshaws, honestly."

As it turns out, the very challenges of making it in the glamour industry opened doors for this entrepreneur. "It was challenging to crack into Bollywood. But



UNIQUE INITIATIVES - CONCEPT TO CREATION

Following her accomplishments with the Zarine Manchanda Foundation, the young entrepreneur established her own interior design company, Zarine Manchanda Interiors (www.ZarineManchandaInteriors.com). “I have always loved interiors and my design tastes are unique,” Zarine underlines. This firm designed another of Zarine’s businesses, a simple but luxurious café in Versova, Andheri called Zarine Manchanda Café (www.ZarineManchandaCafe.com) which opened in October. The café’s slogan is ‘Delicious, Luxurious Spiritual Charm’, and the USP is the staff providing a blessing after ringing Tibetan Bells from Dharamshala (the home of the Dalai Lama) each time an order is brought tableside.



slowly I realized that I had much more to offer. I know I have good DNA – my mother instilled good values in me, and I watched my father’s business and political fortunes first-hand through his business acumen and charisma. I knew that I could ‘make it’ in Mumbai even if it meant changing my career trajectory, to focus on other ventures and endeavours, which is what I did,” she recalls.

Sensing her political ambitions, she was advised to build her base by being a social worker and focusing on helping the poor. She established the Zarine Manchanda Foundation (www.ZarineManchandaFoundation.com) in 2018, with an office in Aarey Colony. Through her focused approach, coupled with the tireless and capable efforts of her Area Manager Ajay Singh, the Foundation has administered well over 100 charity programs in Aarey’s slum cells and even in tribal areas. The website showcases

hundreds of photos and videos of these programs, motivating others to follow her commendable example. The Foundation is one of the top-rated NGOs on Justdial. Zarine emphasizes, “I’m grateful that we have the enthusiastic support of the Mumbai Charity Commissioner’s Office, they have been our biggest advocate and this is a true endorsement of our efforts.”

According to Zarine, 2020 has been a great year despite the ever-present COVID crisis. “In 2021 and beyond, I want to expand each of these businesses and to push my boundaries as an actor, social worker, café owner and interior designer. As I make more money, I will always give 25% of my profits to my Foundation so that I can help the poor and follow God’s plan for me. This way I can be an inspirational role model, to make my family – and myself – proud.” With this multiple business expansion, Zarine’s star is clearly on the rise, setting the stage for even bigger success stories.

A DREAM COME TRUE

Zarine’s longtime goal of being an actress was fulfilled when she established a production house, Zarine Manchanda Productions (www.ZarineManchandaProductions.com) in 2020. The company is aligned with a Hollywood company, Lotus Entertainment Group, a film production and talent management firm based in Los Angeles. The Managing Director is Peter Ziebert, who spends half the year in Mumbai, and is also Zarine’s manager. The companies are developing a web series and feature films as part of Lotus’ ‘Hollywood in India’ agenda. Zarine is playing a lead role in the web series, titled #Me Too Meets Aarey”, to be directed by Arunaraje Patil, a National Award-winning director and one of India’s first women directors.

Zarine shares that “The story is close to my heart as it involves three women experiencing the trauma of unwanted #Me Too incidents. It’s a supernatural story, a collision of real and imaginary worlds set in Aarey Colony, Mumbai’s most beautiful location – but also known as its most haunted place.” Peter Ziebert explains that the web series was created to launch Zarine’s career. “I attended dozens of her charity programs in Aarey, even in the remote tribal areas. These were inspiring experiences, and they became the creative seed for this story.”

AGARWAL PACKERS AND MOVERS-DRS GROUP DAYANAND AGARWAL ('BADE BHAIYA'): VISIONARY LEADER AND MENTOR



Dayanand Agarwal ('Bade Bhaiya') seen along with his sons AK Agarwal and SK Agarwal

AGARWAL PACKERS AND MOVERS-DRS GROUP HAS BECOME A HOUSEHOLD NAME IN THE PACKING AND SHIFTING SEGMENT UNDER THE AEGIS OF 'BADE BHAIYA'

When you think of shifting residence or moving goods, the first name that comes to mind is Agarwal Packers and Movers-DRS Group. And when you think about its founder, Dayanand Agarwal, Chairman-DRS Group, the words '**Bade Bhaiya**' follow automatically. Building an empire in any field of business requires vision and an ability to motivate the team, which implements that vision as well. Dayanand Agarwal has more than proven himself as a visionary leader and mentor and a successful businessman over the past three decades.

Right from his decision to enter the transport business about three decades ago in the year 1984 with 'Agarwal Tempo Transport of India' to the present day DRS Group, which is a household name in the packing and shifting segment, the success story of '**Bade Bhaiya**' is an inspiration for all members of the business community.

Citing hard work, dedication and vision as the pillars on which the business evolved and developed, '**Bade Bhaiya**' initially concentrated on the movement of small parcel items from the local industrial Area on the outskirts to Hyderabad city every day. This strategy of catering to a hitherto neglected sub-segment, gave the astute

businessman an edge over the competition.

While the other transporters avoided it because of the overheads involved, Dayanand Agarwal made this sub-segment the company's USP during the debut phase. Capitalising on the situation, he started adding to his client roster and what had started off as a single truckload of parcels every day gradually increased to only 100 full truckloads daily.

Growth requires a motivated team and Dayanand Agarwal proved to be truly their '**Bade Bhaiya**' guiding the staff to work like an owner rather than an employee. Reflecting this, in the year 2018, he decided to share 5% of the profit with them as an incentive. He believes that when the staff needs are taken care of, they will take care of the company.

In the year 1988, he conceived the idea of packing and shifting household goods with a focus on the defence and banking sector officials, who were subject to periodical transfers. The concept was well received and it was how the then brand Agarwal Household Carriers - today known as Agarwal Packers and Movers-DRS Group (**Bade Bhaiya**) - set forth on its eventful journey as pioneers in the packing and moving segment.

In 1991 it became a private limited company, DRS Transport Private Ltd, with his two younger brothers joining the family business. Subsequently, during the mid-nineties, A. K Agarwal and Sanjay Agarwal also joined the family business. Later on, as it ventured into warehousing activities, the company was rechristened DRS Logistics Private Limited.



A GLOBAL PLAYER

AGARWAL PACKERS AND MOVERS-DRS GROUP (BADE BHAIYA)

has expanded its horizons and is now also into the relocation of homes internationally. The company has a tie-up with relocation companies in around 100 countries across the globe for the clearance of goods from airport/ seaport and delivery at their local destinations. The company is a member of the International Association of Movers (IAM) as well.

www.agarwalpackers.in

As the business developed, the network of branches widened and their fleet of owned vehicles grew in tandem. Agarwal Packers and Movers-DRS Group, became synonymous with the relocation of homes and a household name in the packing and shifting segment. An infusion of private equity investment took place, a key milestone.

The business witnessed a split in March 2009, followed by the formation of DRS Dilip Roadlines Private Limited in July 2009, with the blessings of the well-wishers, staff and the support of loyal customers. A decade since its inception, it has been converted into a public limited company, listed on the National Stock Exchange (NSE) as DRS Dilip Roadlines Limited.

Over the past one decade DRSDRL has grown steadily and is presently having a turnover of about Rs. 200 crore with an owned fleet of around 500 vehicles and extending service through 100 branches across the country. The company's brand Agarwal Packers and Movers-DRS Group (**Bade Bhaiya**) is patronized by thousands of customers every month. It has been honoured with the Pride of India Award-2019 by AITWA, TAA VIRTUOSO Award for Best Packing Company—2019, Inspiring Business Icons Award-2019 and the Business Wizards Award by India Today.

They say imitation is the best form of flattery and this is perhaps best reflected in the way competitors of '**Bade Bhaiya**' have attempted to confuse prospective customers and divert them with variants of the reputed and trusted brand name. However, such attempts have proven to be futile as the public's faith in '**Bade Bhaiya**' remains as strong as ever. When faced with such a dilemma, people are advised to confirm the complete name of the original, reliable brand: Agarwal Packers and Movers-DRS Group (**Bade Bhaiya**).

The company has also been concentrating on the development of warehouses after the split and has developed around 1.2 million sq. ft. The company's IT needs are taken care by an in-house IT team. An online vehicle tracking system has been incorporated and app developed for customers, which provides quotations instantly and also facilitates tracking consignments.



Innovation in service and packing techniques is an ongoing process in the company, taking customer feedback and requirements into consideration. Reflecting this is the company's launch of the CHAPP (Car, Household, Artefacts, Plants and Pets) Van in the year 2015. A new concept, this composite container vehicle has been created to shift all these items together. It has witnessed tremendous demand from customers and the CHAPP Van innovation has been recognized and mentioned in the Limca Book of Records. It has also received an 'Exclusive Honour' from the World Book of Records in the year 2018.

The company has also conceptualised another innovation, the Double Decker Vehicles (DDV) for additional safety in the movement of household goods like washing machines, dishwashers, television sets, microwave ovens, computers, home theatres, crockery items, artefacts, etc. These items are stacked in the bottom portion of the deck and protect the items from jerks and the weight of other items placed over the deck.

The company has ventured into transportation of Over Dimensional Consignments (ODC) with a fleet of trailer vehicles for transporting certain special type of goods like boilers, project equipment, etc. The future vision is to focus on making Agarwal Packers and Movers-DRS Group (**Bade Bhaiya**) global and drive the company towards the numero uno position in the relocation segment.

GIVING BACK TO SOCIETY

Deprived of a formal education himself, Dayanand Agarwal felt that he should start a school so that at least others could get a better education. His sons, Anjani Kumar Agarwal and Sanjay Kumar Agarwal took their father's vision forward and established DRS International School in the year 2003. In 2009, the management decided to expand the education opportunity to other places across the country. A new company MDN Edify Education Pvt Ltd was incorporated.

With the franchise model, Edify Schools has extended to around 50 schools across the country: Edify Kids (pre-school), around 150 schools; Edify World School (K-12) and Edvisor, to extend advice to different schools in whichever area it is required. The D N Welfare Trust founded by Mr Agarwal and his sons, gives financial assistance mainly to the staff members, packers, drivers, junior staff's kid's education and their family's health.

CHIRAG M. PAN: YOUNG DYNAMIC GAME CHANGER

PAN HEALTHCARE HAS REVOLUTIONISED THE HYGIENE AND HEALTHCARE INDUSTRY WITH ITS INNOVATIONS AND SET UP AN EXTENSIVE NATIONWIDE NETWORK WITHIN JUST THREE YEARS OF ITS INCEPTION

Values are the pillars of any company's building blocks to achieve their vision. Maintaining world class quality, making a positive impact in their employees lives and overcoming or outmanoeuvring the competition by taking technology in their stride are values close to PAN Group of Companies. With a rich history of more than 3 decades of unstoppable progress which started from a humble yet aspiring beginning in cotton trading to now a 2000 crore business conglomerate with a strong presence in various industries like cotton, cement, steel, agricultural

equipment, laminates and renewable energy, commodities broking and advisory services

Providing customers with products made with quality in mind, like JAYCOT brand cotton which has carved a niche out for itself amongst many international clients. HI-Bond Cement has established itself as a trustworthy name in the region in a short period of time.

PAN Healthcare Pvt. Ltd. was founded as one of diversification of PAN Group of Companies, with a vision to become the leading player in Indian Hygiene industry. Under the leadership of Chirag M. Pan, Managing Director & CEO, PAN Health manufactures baby diaper pants, adult pants, sanitary napkins, and also markets a full range of baby and feminine hygiene care products. With a strong management team comprising Directors Amber Patel and Jatin Patel, PAN Health operates from an ISO 9001-2015 compliant, world-class manufacturing facility, having facilities like clean-hygiene production area, extensive storage space for raw material and finished goods alike.

Their plant is fully automatic having a total capacity to manufacture more than 850 million hygiene products including baby



diapers (pull-ups), adult pull-up diapers and sanitary napkins.

Elaborating on the scope of the venture, Chirag M. Pan, says, "Back when we were children, diapers simply meant Import, a luxury available only to the privileged. The very idea to make hygiene products like baby diapers, adult diapers and sanitary napkins in India which were at par with products made by MNC and make it available to all in need at an affordable price levels, lead to the conception of PAN Health. PAN Health was founded with a passion for quality and entrepreneurial spirit and it has now grown to be one of the largest indigenous companies in the Indian hygiene industry. We, at PAN Health, wish to be one of the most trusted names in the hygiene and healthcare industry and strive to offer world-class products. We are currently operating in the Indian market with brands like Little Angel for baby diaper pants, Liberty for adult diaper pants and Everteen for sanitary napkins."



IMPACTING LIVES OF MILLIONS

At PAN, we believe in putting people first and making a positive impact on society is a key to any business's success. From the time Mr. Mansukhbhai Pan, Group Chairman, started a small time trading business in Rajkot, he has been very active at all possible social fronts. Standing up to the call of Aatmanirbhar Bharat by PM Narendra Modi, was another positive triumph of our vision. Setting up an advanced large scale industry to manufacture previously grossly imported products, and side by side positively affecting families of more than 7000 employees and channel partners associated with us, has been the journey PAN Group.

While COVID-19 and the resultant precautions including the phased lockdown brought many businesses to a halt or slowed them down, PAN Health remained unaffected with the determined resolve

to provide our customers with essential hygiene products.

With arrangements to providing safety of home to all employees at our manufacturing facility, in these difficult times in line with all necessary government guidelines meant we were back to supplying hygiene products to our customers immediately during the lockdown.

The PAN Health Sales Team members were relentless in their effort to make essential hygiene products available to people in need even in the difficult time of COVID 19 Lockdown. Bringing smiles to people faces at times when getting common household products was an issue, helped PAN Health earn the trust of our customers.



Pan Health also offers various innovative products like NEUD natural hair inhibitor, an advanced formulation for permanent hair growth reduction of unwanted body hair and Nature Sure® which is a range of 100% pure and natural products for the health, wellness and personal care of the entire family.

Entering market segments where several global and Indian brands already had a presence, PAN Health carved out a niche for itself with innovative offerings and a strict emphasis on quality control with internally specified systems and

processes that extend beyond the topmost international certifications. Focusing on the convenience aspect and approaching product development from an end-user perspective, PAN Health took rapid strides forward with its products catering to the entire spectrum of age groups and genders.

For instance, Liberty, which is the first range of adult diaper pants manufactured in India, was conceptualised after numerous years of research and development. It is made with a special innerwear like shape makes it easy to wear independently, without having to rely on someone else

as would be the case with conventional diapers. Moreover, additional supporting elastics give users the confidence to wear it in their busy routine lifestyle.

Today, PAN Health stands poised to raise benchmarks even higher in the hygiene and healthcare industry with all the necessary ingredients in place to take the success story forward at an accelerated pace.

AN ENVIABLE ACHIEVEMENT

Among the factors that distinguish PAN Health is its widespread network and distribution set up across the nation. An extensive Pan-India reach that takes its products to every part of this country starting from the strategically located manufacturing facility at Rajkot, Gujarat with access to road, rail, air and sea from which it moves to mother depots and then further on to channel partners, distributors and eventually a vast number outlets. It is a truly enviable feat that the competition, including other players who have been in the sector for years, was unable to accomplish before PAN Health showed that it could be done.



UDAY RAJ MISHRA: HOLISTIC MANAGEMENT, STRATEGIC APPROACH

AMAR POLYFILS PVT. LTD. AND ITS THREE UNITS HAVE CONSOLIDATED THEIR POSITION AS LEADING PLAYERS IN THE FISHING, HEALTH AND POULTRY INDUSTRIES UNDER HIS CHARGE

Unity in diversity is more than just an expression. For Amar Polyfils Pvt. Ltd. and its three units – Amar Polyfils, Amar Aquatic and Amar Sterilised Fishmeal, it is the mantra for success that has enabled them to stamp their presence in the fishing, health and poultry industries and gain recognition as its top performers.

The company's success story has been largely scripted by the focused blueprint for growth formulated its Director, Uday Raj Mishra. With 31 years' experience in the field of man-made technical fibres, he began his career with India's largest tyre cord and acrylic fibre manufacturing company. After joining the Amar Group in 1998, he was given charge and has looked after the all-round management of Amar Polyfils since then, including production policies, marketing policies, financial policies and personnel policies, with a focus on continuous learning and implementation.

Another contributor to the company's progress is the visionary director of Amar Polyfils, Ram Babulal Panjari. A young and dynamic entrepreneur with excellent managerial skills, he also possesses 23 years of experience in this business. He looks after expansion, diversification and valued customer relations.

Today, Amar Polyfils is one of the leading manufacturers of fishing nets, ropes and twines. With a strong presence in the global market for the past two decades, it is supported by the continuous development of new technology. Finished goods are constantly checked to ensure that they meet the increasingly strict requirements of countries to which Amar exports. It has modern technology and machinery imported from South Korea, Thailand and China to manufacture products of matchless quality.

The company's myriad product offerings, catering to different segments also play a key role in driving sustained development. Amar Polyfils Pvt. Ltd., the main unit of the company produces the following items:



HDPE Net - Amar Polyfils produces a large variety of various types of nets including fishing nets, agriculture nets, sports nets, safety nets and many sorts of customised, tailor-made nets as well. The company has incorporated a special manufacturing technology to make the knots much tighter. The customer's specific requirements can be met with LSM and DSM techniques, with UV treatment for more advanced processes.

PP Rope - Diamond brand ropes are known for their excellent strength, being lightweight with controlled elongation, high flexibility and high abrasion resistance.

HDPE Twine - Amar is one of the few manufacturers in India using high-quality prime grade raw material to make the net softer with high strength, more shiny and compliant with all international specification.

Amar Aquatic is engaged in the business of manufacturing Marine Collagen powder (peptide), Orthocop, Beauticop, and MCP-All in one, cosmetic products. Marine Collagen powder or peptide is extracted from fish scales and contains about 99.99 per cent of pure protein. The product has medicinal and cosmetic value due to its anti-ageing and anti-inflammatory effects. It is antibiotic-free and sugar-free. Amar



SIGNIFICANCE WITHIN THE GROUP

Based in Porbandar, Gujarat, Amar Polyfils Private Limited was established in 1994. Its products sell under the 'Diamond' brand. Amar Polyfils Pvt. Ltd. has played a significant role in the growth of Amar Group and Hiravati Group. Amar Polyfils was once the sole company under the Amar Group. Today, the group has expanded and now has over 21 organizations under its umbrella. It is an ISO 9001-2008 certified company and has BIS license for the use of Standard Mark ISI. The annual combined production capacity for all plants is over 6,500 tons.

is the only company in India producing such high-quality marine collagen.

Due to low molecular weight, marine collagen is easily absorbed and is a very effective medium of treatment. It reduces the peeling and irritation of skin, wrinkles near eyes, pigmentation, spots and moles, post-shave irritation, mild allergy and atopic dermatitis and post-operative wounds. The skin becomes elastic, lighter and there is a healthy glow to hair and nails. The joints become more flexible and this makes exercise easier. Problems such as backache, pain in the joints as well as of the shoulder muscles are reduced. It provides energy, sound sleep, better healing and better digestion.

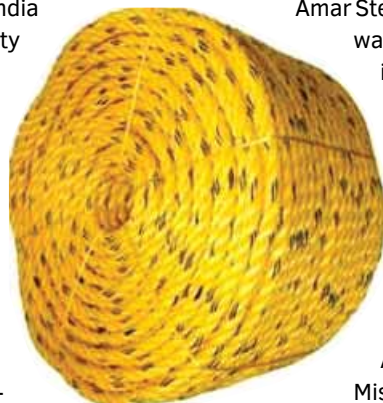
Amar Aquatic has added to the diamond brand with the following products:

Marine Collagen powder helps to replenish and rejuvenate the skin. It has anti-ageing and anti-wrinkle properties. It removes black spots, prevents hair fall, makes the eyesight clearer, and the gums firmer and stronger.

Orthocop is a wonder formulation for all types of joint pains. It forms a bundle of cartilage and increases bone density.

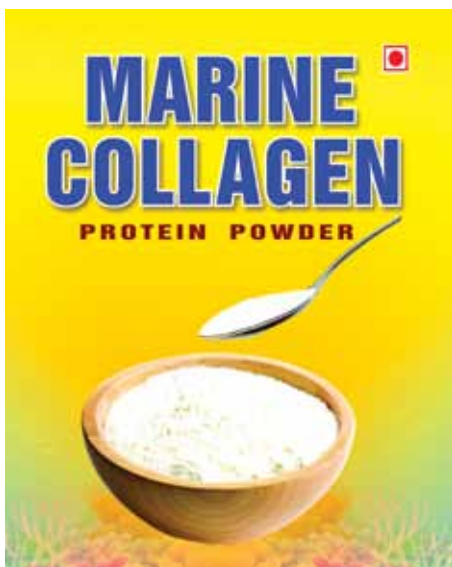
Beautycop has the power to slow the sign of ageing. It removes deep wrinkles and fine lines. Hydrates the skin, prevents the skin from becoming loose, and makes it brighter and glowing.

MCP - All in one is used as a complete health solution. It is best suited for 25 to 35 years olds as the body loses 1.5 percent collagen per year during this period.



Amar Sterilised Fishmeal uses fish waste from various seafood industries as the input material, the output is dry fish powder with high protein content. The product is used in poultry farming and aquaculture as protein supplements.

According to Uday Raj Mishra, the company's current focus is on expanding the marine collagen unit, which has received a tremendous response from all over the globe, by doubling its manufacturing capacity. "Our vision is to continuously improve our products and after-sale services quality to become the preferred choice of our customers, to maintain the state of delivering results with an entrepreneurial spirit and enhance our relations with the customers as well as employees through fair dealings as well as constant communication. Our mission is quality first, keeping the customer in focus," he asserts, signing off.



HONOUR AND RECOGNITION

- ▶ Skoch ARCHIVER Award for 2016.
- ▶ Skoch Order of Merit Award 2016 for India's Best SMEs-2016
- ▶ Skoch Order of Merit Award 2017 for Top 100 SMEs in India
- ▶ Skoch Platinum Award 2017
- ▶ Skoch Achiever Gold Award 2018
- ▶ Skoch Order of Merit Award 2018 for Top 100 SMEs in India
- ▶ Skoch Order of Merit Gold Award 2019 for Top 200 SMEs in India.
- ▶ Skoch NSE Gold Award 2019 for MSME Excellence.
- ▶ "India's Small Giants-Season 3" 2016-17 sponsored by NDTV.
- ▶ India SME 100 Awards 2015-16 amongst 41832 nominations
- ▶ India SME 100 Awards 2019 amongst 34011 nominations.
- ▶ SEBA-2018 (Small Enterprise Business Expo & Awards 2018) organised by Aspire Media.
- ▶ World Signature Awards 2019 organised by APS Research & Media
- ▶ IPSA 2019 - (International Product & Service Awards) organised by APS Research & Media
- ▶ Indian Brands of the Year 2019 organised by APS Research & Media
- ▶ The Economics Times – Business Leaders 2019
- ▶ Jewel of India 2019 organised by Indian Solidarity Council - New Delhi

PARIN MAJITHIA: REDEFINING REAL ESTATE DYNAMICS

THIS ARCHITECT AND INTERIOR DESIGNER AND SERIAL ENTREPRENEUR'S MULTI-FACETED VENTURES ENCOMPASS KEY ASPECTS OF THE PROPERTY SECTOR



A holistic approach ensures a win-win outcome in any field and the real estate sector is no exception. Meet Parin Majithia, an architect, interior designer and a real estate entrepreneur who has taken his father's legacy forward and explored new horizons by dint of hard work and vision. Going further than one could conventionally expect in the vertical, Parin has accomplished this by implementing his experience from academia and amalgamating it with the profound knowledge of real estate which already runs in the blood.

Over the years, Parin has initiated multiple ventures as the founder of Your Homes.in, RealtyRaw.com and PropMost.com, a proptech firm dealing in newly developed and under-construction property. He is also a Director at Shapar Pvt Ltd, one of the leading interiors and architecture firms, with a distinguished pan-India clientele.

Regularly securing business from multinational corporations, Shapar has been catering to giants from around the globe when it comes to requirements for building materials, sanitaryware, F&B verticals, commercial and residential spaces. The company has a consistent record in providing quality service, delivering precision-based products in the world of display-based signage branding in India with global standards.

The parameters or qualities of home selection encompass many aspects ranging from ergonomics to aesthetics

and it is important to identify something which fits the pocket. As an architect and interior designer, Parin Majithia identifies every need of the customer in a precise way and provides relevant alternatives in real estate.

Searching real estate on the internet is often misleading, with asterisk marks on the pricing flyers or billboards and even on the actual pricing mentioned on a cost sheet after the site visit. "Wouldn't it be better if the search is combined with all the vast amount of tech that we have today?" asks the real estate enthusiast.

His solution, Propmost.com is an emerging platform in 2021 providing real estate solutions, which cover all the pain points and address specific aspects of the customer's experience and property search. "We have seen a wormhole in how the modern real estate proptech startups (the so-called money multiplying famed portals) work when it comes to tech-savvy mid-aged Indians with an average 6 hours of screen time from strategy to onsite execution," he underlines.

The idea of a clutter-free interface, practically designed, with controlled filters are some of the key points that have been taken care of in the working of this most promising proptech start-up. Year 2020 had witnessed the world coming to a halt in all aspects of life, hitting businesses and plans hard. The real estate sector fared no different and has been deeply wounded.

People are still focused on their quest for upgrading their lifestyle with a home being on top of their list, plus an added requirement of 'work from home' in the residential segment. 2021 will be the year of a major bounce-back especially in the second quarter by which everything will almost be aligned and back from the 'new normal' with a good amount of buyers out there.



AWARDS AND ACCOLADES

The NextGen Managing Director of Majithia Real Estate, Parin Majithia has been conferred with several awards and accolades such as 'Dynamic Real Estate Entrepreneur of the Year' at The Economic Times – Industry Leader Awards West 2020, where his name was announced by Bollywood actor and Padma Shree award winner Anupam Kher. He has achieved excellence in performing the highest number of sales against all the International Property Consultants (IPCs) in and across the Mumbai Metropolitan Region(MMR).

Parin has been keenly working on his new venture, which has an integration of services related to design and execution in the residential and commercial sector. It will be India's first proptech portal fused with design and execution consolidated. "There is a lot of potential in the market and lots of gaps waiting to be filled. We just need to be present at the right place at the right time to lead the change."

Parin Majithia is highly motivated when it comes to the working dynamics of real estate. He has racked up record numbers in terms of conversion ratios, visits and walk-ins in major projects of MMR due to sheer hard work, multi-tasking skills and result-oriented planning. His next goal is to market Indian real estate across the globe.

Parin plans to reach out in the most renowned locations overseas where people of Indian origin are still looking out for a property back home in every category ranging from the affordable to luxury segment. This is one of his major aspirations for the year 2021 and the real estate sector should watch out for the name 'Parin Majithia' in the days to follow.

A TALE OF TRANSFORMATION

Majithia Real Estate was founded by the late Mohanlal Nathalal Majithia. It has a rich tradition, brand value and goodwill of 40 years within the Mumbai real estate fraternity. Originating from Anand Nagar, Dahisar (East), situated in Mumbai's northern suburbs, the firm with a strong foundation is now being taken forward by his son, Parin Majithia.

Describing the change that has taken place over the past four decades, Parin recalls, "Back in the late eighties, my father was focused on 'mandate broking', which basically involved selling buildings through a single-origin sale point of contact. In those days there were only organic and referral leads. It was a much simpler process and transactions took place in the conventional way, there was a lesser volume of development happening. Today, it is a whole new era of new-age searches, a denser market with humongous options available to the client with a difference of merely Rs. 5-10 odd lakhs buffer in the affordable segment."

Parin's vision is to provide tailor-made or custom fit real estate solutions for those seeking property, giving the maximum level of customer satisfaction during the experience with greater ease during the entire process. "Multiple variables magnify when a customer does his home search, be it on the internet or reaching out to family or a friend. Being accompanied by the right companion in this journey to find the desired dream home is essential as not everyone buys a home in the normal routine course of life," he emphasises.

DR PRIYA SHAH: THREE CHEERS FOR 30 YEARS OF MATCHMAKING!

MARRIAGES MAY BE MADE IN HEAVEN BUT THEY ARE BEAUTIFULLY SHAPED ON EARTH BY HER BUREAU, WHICH ENABLES PEOPLE TO FIND THEIR PERFECT MATCH SINCE THE PAST THREE DECADES

2021 means many things to many people but it has a very special significance for Dr Priya Shah as the year marks a significant milestone of her career - 30 Years of being a Matchmaking professional. This spirited entrepreneur has been steadily receiving congratulations from one and all ever since the New Year commenced. It has been an unexpected but eventful journey, which began with Dr Priya Shah identifying one of the critical factors that shape people's entire lives. They say it is more difficult to find the right spouse than the right house and this is where her marriage bureau, 'Priya Shah: The Match Maker' facilitates the process.

A fashion designer by training, Dr Priya Shah opted to make this field her vocation because she genuinely wanted to make a difference to people's lives. Her own marriage experience had given her insights into one of life's biggest problems faced by people the world over, multiple flaws in the process normally followed for matching prospective life partners.

On getting married when just 18 years old, she encountered a situation that was far removed from her expectations when it came to interactions with her in-laws. She was caught unawares by the myriad differences that arose between them after the wedding. After a while, it became clear to Dr Priya Shah that she was contending with irreconcilable differences.

While it was certainly was not the experience she had looked forward to, there was still a positive outcome, an understanding and supportive life partner. Dr Priya Shah's husband stood by her side and that made all the difference.



Realising the predicament they were in, the young couple eventually decided to move out. With neither set of parents being supportive in any way, they had to fend for themselves.

As they racked their brains to come up with a solution, Dr Priya Shah reflected on what had happened with her marriage. Realization dawned that if Dr Priya Shah's parents would have followed a systematic and specific approach while identifying a match, the possibility of her going through the trials and tribulations

as a young bride could have been either minimized or perhaps, even avoided.

Making it her life mission to guide families so that they could avoid a recurrence of what had happened with her marriage, she founded her marriage bureau, 'Priya Shah: The Match Maker.' Starting on a hitherto unplanned, uncharted career path and that too with a newborn baby was not an easy assignment. Stepping into an intensely competitive market was an even greater challenge. But Dr Priya Shah proved equal to the task.

RENDEZVOUS WITH DR PRIYA SHAH

Recognising the scope for the support group and numbers-driven approach, Dr Priya Shah gradually organised get-togethers where prospective brides and grooms could interface in an informal setting along with their parents. The facility of exploring a variety of eligible candidates under a single roof at a safe and secure venue made it a win-win proposition and Dr Priya Shah has hosted up to a 100 people during some of these 'meet and greet' events. With many requests for Indian brides even from persons of Indian origin residing across the globe, Dr Priya Shah extended her horizons beyond borders. The United States of America witnessed her overseas debut and the success story continued there as well.

When Dr Priya Shah ventured into this profession in 1991, her primary focus was making people cognizant of that fact that matchmaking confers a responsibility and the implications can be life-changing. She exhorted people to adhere to an ideal path during the quest for their child's life partner, conveying that the problems faced by newly-wed couples, especially brides, can be greatly reduced. As each day passed, she gained in confidence and overcame all sorts of obstacles ranging from those faced by entrepreneurs to those posed by competitors.

Crediting her husband for his unconditional support all through and their deep love for each other that sustained them during the testing times of her career, Dr Priya Shah is emphatic that one has to be extremely focused and strongly motivated from within to be a successful entrepreneur in the matchmaking field.



Identifying problem areas based on experience and conceptualising pragmatic solutions that can be applied in real-life scenarios was time-consuming and seemingly endless, like being on a treadmill day in and day out for years on end. Describing matchmaking as a business which takes up all of one's time, mental focus and energy,' Dr Priya Shah affirms that one has to be prepared for absolutely no holidays or time off.

Working weekends and extended workdays were all part and parcel of this endeavour but she never gave up. Balancing multiple roles including that of being a counsellor when emotions run high, Dr Priya Shah has the distinction of saving many marriages, which were going through turbulent phases and would have ended up in divorce without her timely intervention.

Underlining this success are the plaudits conferred on her such as the Priyadarshini Indira Gandhi Award for 'scoring a string of outstanding achievements in a chosen field of activity' by the International Integrity, Peace & Friendship Society; Bharat Ratna Dr A.P.J. Abdul Kalam Excellence Award 2018, by Association for Rising and Talented Personalities; Century



AT THE TOP OF HER PROFESSION

Over the past three decades, Dr Priya Shah has cemented her position as the preferred matchmaker of the upper class and the elite families. It is not uncommon to find couples whom she had once united approaching her when it is time to find a spouse for their children. One also comes across family units where more than one match has been arranged by Dr Priya Shah, a compilation of happy couples within a single group of relatives.

A compendium of her experiences in this field titled Marriages of India was unveiled none other than the 'Dream Girl of Bollywood' actor Hema Malini. It was appreciated by reviewers from the media and proved to be the readers' choice as well. With nearly 9000 marriages from all over the world including India's top 1000 Indians in her portfolio, Dr Priya Shah has no plans to retire, terming matchmaking as a 'lifelong commitment.'

Best Match Maker Award 2015, by Global Achievers Foundation, Dubai; Ashok Stambh Award, 2014, by Lions Club of Bombay (Khernagar), Mumbai; Nari Ratna Award, 2011, by Shri Jinendra Vaibhav Sanstha; Mother Teresa Excellence Award, for 'Outstanding services, achievements and contributions' by the International Integrity, Peace & Friendship Society and Dr Priya Shah The Youngest Match Maker Award from The Times of India.

DR. ARYA PATNAIK: MAN WITH A MISSION

HE HAS PLAYED A VITAL ROLE IN THE GROWTH OF EDUCATION IN ODISHA OVER THE PAST THREE DECADES, GIVING IMPETUS TO MANAGEMENT AND IT LEARNING THROUGHOUT THE STATE

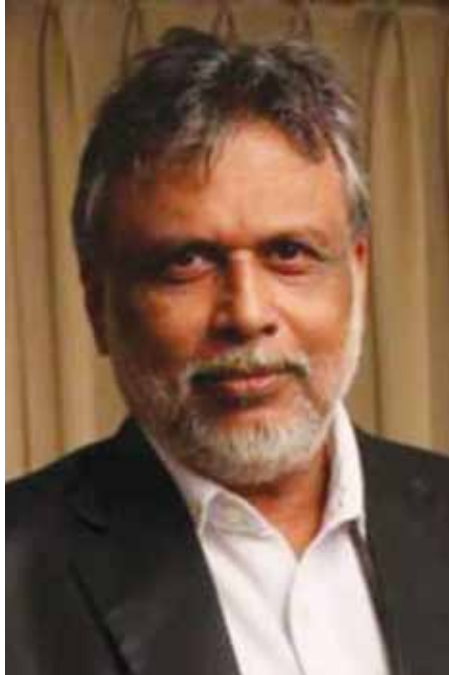
In the present-day scenario, Odisha is a preferred destination for higher and vocational education. Not many realise that the foundation for this was laid thirty years ago by Dr. Arya Patnaik, a well-known figure within education circles of the state. His contributions during the past three decades in terms of giving impetus to management and IT education in the state, especially his home town – Rourkela - have been exemplary.

Presently, he is the President of Odisha Management Colleges' Association (OMCA) and a member of the Policy Planning Board and Fee Fixation Committee, Skill Development and Technical Education Department, Government of Odisha. He is also a member of Biju Patnaik Archives and Trustee of Sahayog Health Care and Research Foundation. Dr. Patnaik is also on the board of various institutions and universities in the state as well as several Corporates.

His journey as an educationist began while he was still dazzling the corporate world with his achievements. Along with his younger brother, late Prof. Sourya Patnaik, he envisioned a world-class education system in the state; and today, that vision has become a reality in the form of Rourkela Institute of Management Studies (RIMS), which is one of the premier MBA institutes in Eastern India.

Dr. Patnaik was born in a middle-class family in Rourkela; his father was an employee of Rourkela Steel Plant of SAIL and mother a homemaker, who made sure that her three children always stay grounded but excelled in studies. Dr. Patnaik holds degrees in B.Com, LLB and MBA. He also has a PhD in Management.

Dr. Patnaik spent almost 25 years in the corporate sector, working for several PSUs and MNCs, receiving laurels for



his hard-working and go-getter attitude. Simultaneously, he also displayed an inclination towards empowering the education system of the state and began doing his bit from the 80s.

He had a major role to play in establishing top colleges of the state including Rourkela Institute of Management Studies (RIMS), UGM Mahavidyalaya, Kanak Manjari Institute of Pharmaceutical Sciences (KMIPS), Padmanava College of Engineering (PCE), and IMB. Currently, Dr. Patnaik is involved in setting up the Biju Patnaik Medical College at Keonjhar district in Odisha, under Sahayog Healthcare and Research Foundation Trust.

RIMS has flourished in the last three decades under the leadership of Dr. Patnaik. It is counted among the top B-schools of the country, being ranked A+++ by Business India in 2019 and 2020 as well as 17th in India by Business Barons in 2019. RIMS is by far the most

sophisticated MBA institute in the region, with a world-class infrastructure and highly-qualified faculty group.

In the past 36 years, the Institute has grown from strength to strength, producing brilliant minds that have gone on to serve in the corporate industry; who today enjoy senior positions in several MNCs. The Institute is affiliated to Biju Patnaik University of Technology (BPUT), Odisha for its PG Courses and Sambalpur University for its UG Courses.

Dr. Patnaik has received several awards for his contribution to society as an educationist and as a social worker. He has several published articles and interviews to his name in leading business and IT magazines of the country. A brilliant public speaker, he has addressed several prestigious seminars and conferences over the years.

The COVID-19 pandemic has made a huge dent in the lives of all, and at this juncture, what everyone needs is a guiding force, a responsibility that Dr. Patnaik has taken upon himself. An important step that he took specifically concerning education with the onset of COVID-19 pandemic was to urge, with utmost conviction, faculty at RIMS and managements of other schools and colleges to take education online for the benefit of the students. He also took steps to implement remote proctoring for online examinations (internal and University level) and successful completion of online examinations and publication of results. While COVID-19 was creating havoc, this man was putting in all efforts to ensure that no student in the region was being deprived of his or her valuable study time. As they say, not all heroes wear capes; some are just present amongst us!

www.rimsedu.org



Mr. Parin Majithia

SHAPAR

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www.yourhomes.in

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Email - parin@yourhomes.in | Contact +91 8433334441



Read more inside about Zarine Manchanda. With movie star looks, this glamorous young woman is a philanthropist who runs a top-rated charity NGO in Mumbai. She is an award-winning entrepreneur who launched three companies bearing her name during the COVID pandemic. Zarine is pictured here at her new, luxurious cafe in Mumbai.



www.ZarineManchandaFoundation.com



www.ZarineManchandaCafe.com



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www.ZarineManchandaProductions.com