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Sitaram Gupta



Kartik Singhal



Mauris Noronha



Riddhi Patel

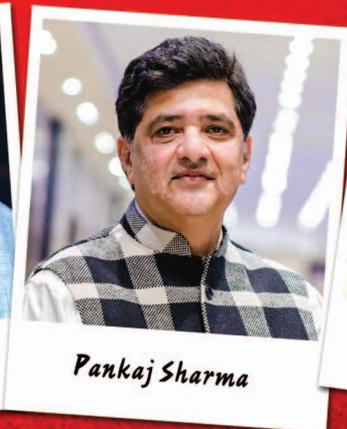
ENTREPRENEURS 2021



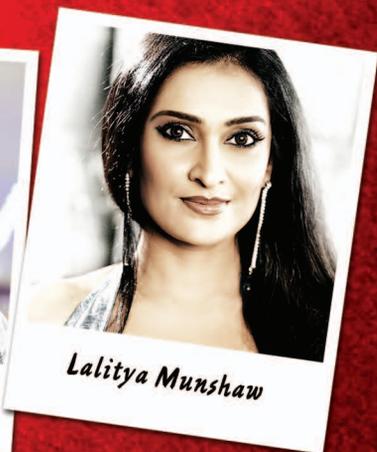
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OVERVIEW

Starting from scratch

The mother of a multi-million dollar conglomerate's founder was once being interviewed. Among the questions posed was whether she felt proud of what her son had achieved in terms of his career. She smiled, nodded and then wistfully spoke, "I just wish he had a steady job..."

So being an entrepreneur is clearly no picnic. The benefits of being a self-starter can seem very attractive but it's not all sunshine and roses. At the end of the day, entrepreneurship entails being responsible and the buck most definitely, stops at you.

So why do people opt for entrepreneurship? Is it the power trip of being in-charge, the freedom to take decisions by yourself, not being answerable to any boss (although demanding clients and customers can bring you down to earth pretty fast) or the thrill of initiating change?

This issue presents the stories of some select achievers who took that leap of faith and emerged triumphant; read them and get inspired!

VRPandya

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MISSION: IMPOSSIBLE – SEPARATING FACT FROM FICTION

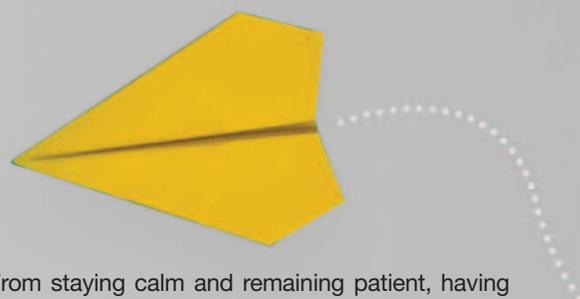
THERE'S USUALLY A LONG AND EVENTFUL JOURNEY FROM BEING A VISIONARY TO ACHIEVING THAT VISION; MOST OF IT GOES UNNOTICED BUT THAT DOESN'T REALLY MATTER TO ENTREPRENEURS AS LONG AS THE DESTINATION IS WORTH IT, SAYS **VIJAY PANDYA**

In the movie Mission Impossible 2, the character of Ethan Hunt, played by Tom Cruise, responds to his new assignment by describing it as 'difficult.' IMF Commander Swanbeck, the character essayed by Anthony Hopkins, reminds him that this is not Mission: Difficult but Mission: Impossible. "Difficult should be a walk in the park for you!" he points out. That, in a nutshell, sums up the life of an entrepreneur any way you look at it. Rather than get into applauding inspiring role models or analysing the reasons behind failed attempts, let's try to examine the concept of entrepreneurship through the subliminal messages in a poem titled 'If' penned by Rudyard Kipling. While the poet probably never intended this work to be a primer for entrepreneurs, it's amazing, how relevant his words are for them, especially in this day and age.

*If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or, being lied about, don't deal in lies,
Or, being hated, don't give way to hating,
And yet don't look too good, nor talk too wise;*

FLIGHTS OF FANCY AND GROUND REALITIES

If entrepreneurship is living a dream, it also entails enduring several nightmares along the way. So why do we have so many entrepreneurs and why are they looked up to as inspirational role models by so many? There's a perception among many people that entrepreneurship is 'cool' while others use terms like 'risky' and 'stressful.' Well, guess what, they all apply. Venturing out on your own is not a concept for the faint-hearted to try out. It's not a game that can be played and paused if you start losing, not a casually accepted challenge you can back away from and certainly not an exam paper with multiple-choice questions. Yes, being your own boss gives you opportunities to plan out each aspect of the excursion from concept to creation along with the strength to bridge the gaps that are encountered with strong will and determination. At the same time, you also have to face threats in the form of competition from different sides and the weakness of being on your own for all practical purposes.



From staying calm and remaining patient, having faith in yourself without getting overconfident, not overdoing things or getting affected by things that happen around you, it's basically a list of dos and don'ts that any entrepreneur – aspiring or existing – would do well to follow.

*If you can dream—and not make dreams your master;
If you can think—and not make thoughts your aim;
If you can meet with triumph and disaster
And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to broken,
And stoop and build 'em up with wornout tools;
Surviving triumphs and adversity, letting your eye
roam the sky while keeping your feet on the ground,
coping with manipulation and misinterpretation,
being wise enough not to be misled by hearsay and
above all, repairing the damage instead of being
overwhelmed by it, the guidelines are spot on.*

*If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on";*

Entrepreneurship is often about taking risks, which may or may not pan out. Managing such situations without letting the world know what you have undergone is an essential trait for any entrepreneur. Staying true to your course against all odds is perhaps the most important mantra for success.

*If you can talk with crowds and keep your virtue,
Or walk with kings—nor lose the common touch;
If neither foes nor loving friends can hurt you;
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run—
Yours is the Earth and everything that's in it,
And—which is more—you'll be a Man, my son!*

In conclusion, entrepreneurship is about staying true to yourself and not being influenced by people or events around you. Make sustained efforts and on succeeding, reap the rewards that await you.

MIRROR, MIRROR, ON THE WALL

They say the toughest part of being an entrepreneur, is having nobody else to blame. Trying to convince the boss when you need a day off can be especially frustrating, because you are effectively playing chess while being your own opponent. Playing the percentages or gambling that the boss won't notice that tiny mistake or missed task is futile, to say the least. Even being your sounding board is fraught with danger, unless if you have a split personality (in which case you have no business being in business for yourself in the first place!).

On a lighter note, there are two popular social media memes about the Facebook co-founder Mark Zuckerberg, which ironically keep doing the rounds on WhatsApp. The first one extols the advantages of being an entrepreneur while in college: Mark was the luckiest student ever because his mother would always admonish him to 'stop wasting time studying and concentrate on Facebook instead.' The second one is a subtle comment on foolish aspirants who should most definitely not take the plunge into entrepreneurship: Why did he need to buy WhatsApp, Mark Zuckerberg could have just downloaded it for free on his smartphone!

With that, let's move on from pondering over the mysteries of entrepreneurship and gain insights from the success stories of those who have made a mark with their entrepreneurial ventures in the pages that follow.

RIDDHI PATEL: TRANSFORMING GUJARAT'S SKYLINE



THE JOINT MANAGING DIRECTOR OF **PARSHWANATH CORPORATION LIMITED** HAS PLAYED AN ESSENTIAL ROLE IN THE COMPANY'S RISING GROWTH WITH NOTABLE VENTURES AND PROJECTS REFLECTING HER FUTURISTIC VISION

Taking a reputed real estate brand to an even higher level by adapting it to be in sync with the digital era, creating one of life's necessities - shelter - while also focusing on social causes, could be a tall task for anyone. However, for Riddhi Patel, Joint Managing Director of Parshwanath Corporation Limited, it's all in a day's work.

A quintessential entrepreneur who has been in the real estate industry for more than two decades now, she has been remarkably leading the sales and marketing sector of the Parshwanath Corporation since 1997. More than qualified for the task at hand, Riddhi has an Executive Master's from the world's top-ranked educational institution, 'The London Business School'. She has also been conferred with a Certificate in Digital Marketing from the same prestigious LBS.

A FORMIDABLE MANAGEMENT TEAM

Parshwanath Corporation Chairman Rushabh Patel is a well-known dynamic business leader in the real estate industry with more than thirty years of experience. He has been heading the Parshwanath Group since 1997. Parshwanath Corporation also has a next-generation leader in Director Raj Patel. With an enormous land bank at its disposal and great passion to create the extraordinary, coupled with the exceptional vision and leadership of its owners - Rushabh Patel, Riddhi Patel and Raj Patel - Parshwanath is now geared up to broaden its horizons incredibly by venturing into many mega projects in upcoming years.

Riddhi has played an essential role in the rising growth of Parshwanath Corporation with her exceptional contributions. Highly passionate when it comes to the real estate industry, Riddhi's futuristic vision is reflected in all her ventures and projects. With her leading the transformation, Parshwanath Group is now geared up to spread its wings by venturing into many mega projects in the coming years.

Riddhi aspires to deliver world-class lifestyle experience and ensure value creation for all her customers. She points out, "When our customers put absolute faith in us, we feel our work is meaningful. It's a matter of great professional satisfaction."

Along with her sales and marketing skills, Riddhi is a dynamic management leader too. With her vibrant management portfolio, she also incorporates her expertise and skills into the organisation's strategy, finance, HR and future projection plans. Highly dedicated, Riddhi is geared up with a masterplan to move the organisation forward, taking it even higher to the next level of digital era.

Riddhi strongly believes that giving back to society is imperative, having initiated an innovative charity project called 'Parshwanath Scholarships', in association with Mahavir Charitable Trust. With an endeavour to build the new India, this project is aimed at supporting higher studies of deserving IIT aspirants belonging to economically challenging backgrounds. Riddhi is also involved with many other charities causes supporting health and education to underprivileged society.

Looking forward, Parshwanath Corporation is spreading its wings as the most preferred infrastructure company in the state by operating within the boundaries of ethics,



● CHAIRMAN RUSHABH PATEL, MANAGING DIRECTOR RIDDHI PATEL, DIRECTOR RAJ PATEL

compliance and integrity and providing the best quality products and services that elevate lifestyle and value creations for customers with beautiful harmony between ultramodern infrastructure, eco-friendly lifestyle and luxurious amenities. The core values that drive Parshwanath are transparency, customer satisfaction and value for money. The group has evoked and admired by exceptional goodwill laying the foundation of the 5P's as perfect product, perfect pricing, perfect timing, precision in construction practices and pure ethics.

With growing new edge development concepts, new technological innovations and elevating lifestyle, Parshwanath has created a large number of cutting edge commercial and residential lifestyle projects to fulfil the requirements of new-age consumers with modernization and luxury development.

ONE OF THE LEADING REAL ESTATE GIANTS OF GUJARAT SINCE FIVE DECADES WITH 121 SUCCESSFULLY ACCOMPLISHED PROJECTS

Some of the landmark projects are Parshwanath Habitat, Parshwanath Metrocity, Parshwanath Atlantis Park, Parshwanath Homes, Parshwanath Esquare and Parshwanath Business Park.

Parshwanath projects have always delivered breakthrough results. The scope for further development and expansion is always factored in while planning a new project. It is ensured that maintenance of premises is perfectly planned right from the beginning to maintain harmony and ambience. All projects have optimum breathable FSI, large open spaces for utilities are created to deliver the ultimate living experience.

Parshwanath have been the pioneers in introducing the water meter system for first time in Ahmedabad, with digital centralized reading for each unit for reducing maintenance costs. History is witness to the fact that their customers have got the benefit of transparent pricing methods on all projects. A very professional approach to follow the stipulated time-frame for project implementation is ensured. Parshwanath projects are developed as state of art technology to ensure global standards and have all the ingredients for a safe and secured living. Overall, value for money is ensured to every buyer.

Considering the booming market in the real estate development, real estate is the



● VISIONARY FOUNDER LATE SHRI NAVNIT PATEL, CHAIRMAN RUSHABH PATEL WITH HONOURABLE PRIME MINISTER SHRI MODJI

future of India. With 54 years of marathon in real estate development, the huge success attained, great trust earned, and inspiring leaders like Riddhi Patel at the helm, Parshwanath Corporation is considered one of the top future players of the Industry.

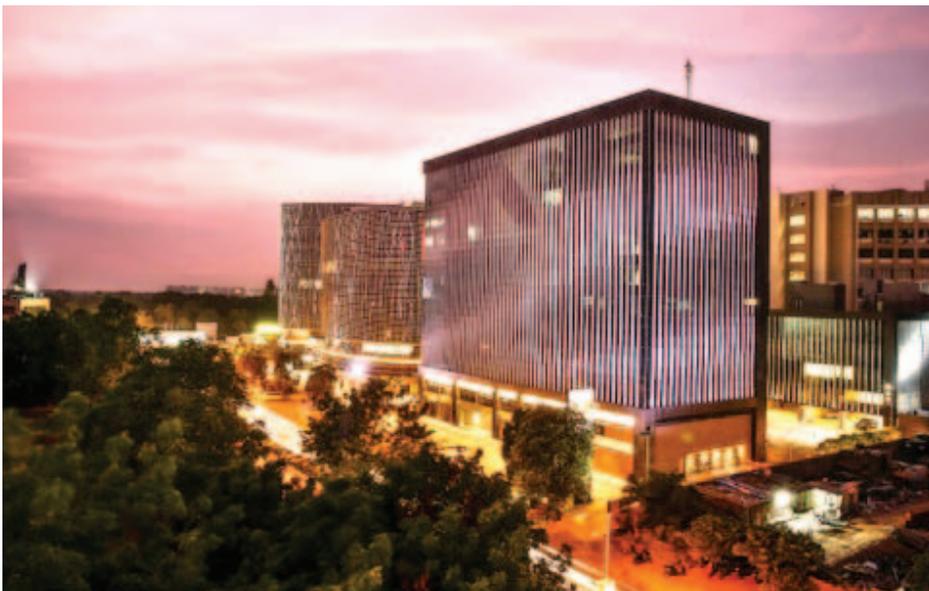


● RUSHABH PATEL, CHAIRMAN, PARSHWANATH CORPORATION LIMITED

ORIGINS AND EVOLUTION

Parshwanath is one of the leading real estate giants of Gujarat since 1967, and has delivered 121 projects accomplished residential and commercial projects in and around Ahmedabad. The company has successfully completed its 54th year of fulfilling dreams of more than millions of satisfied customers. It's visionary founder, Navnitbhai Patel established Parshwanath group with the sole mission of providing 'Ghar nu Ghar' or affordable dream homes to the common man.

Parshwanath Corporation Limited has contributed an enormous portion of the city's housing and infrastructure development; seldom has a single entity complemented the city's burgeoning growth so perfectly. Be it the heart of the city, the newer developed areas or the industrial dwellings on city outskirts, Parshwanath has a project in every area in and around Ahmedabad. As the group successfully celebrated its golden jubilee year in the fifth decade, the realty scope is still getting bigger and bigger every day. Ultra-modern utilitarian homes, integrated townships and giant infrastructure projects, there's more in every possible realty development on the way.



● PARSHWANATH BUSINESS PARK

SITARAM GUPTA: REDEFINING RURAL EMPOWERMENT



CONVERTING PROBLEMS INTO PROSPERITY FOR THE POOR, INDIA'S LEADING PROPONENT OF THE DISTRICT DEVELOPMENT MODEL IS A MAN WITH NOT JUST FARSIGHTED VISION BUT ALSO AN ABILITY TO TRANSLATE IT INTO REALITY

What would you do when faced with a canal seepage that leads to waterlogging on farmland rendering agriculture impossible? Sitaram Gupta epitomised the 'out of box' thinking concept when he resolved such a situation at Jeeraheda on the banks of Gurgaon canal passing through Bharatpur with the idea of turning those waterlogged farms into ponds enabling fish farming, and transforming the area into the main hub of fish production. It is just one example of his unique approach, integrating ambitious empowerment goals with economic imperatives and creating low-cost innovations.

Hailed as a pioneering development entrepreneur, Sitaram Gupta is India's leading proponent of the district development model. An engineer by training, he has conceptualised a novel approach to rural development. While converting problems into prosperity is his forte, the development visionary who comes from humble origins has proven himself to be a game-changer with his visionary zeal.

Gupta's unique insights into the mechanics of human transactions have changed the paradigm in corporate social responsibility initiatives for rural empowerment. He also created a rare convergence across a varied set of actors: local communities, CSR agencies, government agencies, financial institutions, think-tanks and

multilateral agencies. With his unique district development approach, he has successfully lifted lakhs of people out of poverty in several districts across the country and created thousands of jobs. Gupta is renowned for creating locally sustainable, replicable and long-term employment solutions for rural empowerment, as part of a holistic development vision, rather than simply relying on aid-based models.

Gupta had completed his engineering course with the help of a community loan. In 1973, he joined the Rajasthan State Electricity Board and rose through ranks to become the President of Power Graduate Engineers Association, Rajasthan. His developmental journey commenced in 1987 when as an officer of the Rajasthan

NATIONAL VISION

In 1999, through Build India Program he brought top corporates along with policymakers on the common platform to envision the future of a developed nation. He professed the idea of one district one corporate for holistic development. The concept of Aspirational Districts Program which is on similar lines came into effect much later. In 2010, he initiated the Change India Program where development is based on resources and accelerated by aspirations. He believes that national GDP is aggregate of the district GDPs. Accelerated growth in the districts can enable India to attain the 5 trillion USD economy goal. Therefore, he evolved a strategy to enhance GDP of the aspirational, lower-middle and middle-level districts.



State Electricity Board he visited a newly electrified village complete with requisite drinking water and road access but found that livelihood was still missing. He took up the challenge and made it his life mission to empower the poor.

In 1989, he left the secured government job with a bright career and plunged into social work with passion to change the face of rural India. He is among the first movers in CSR, motivating Late Dr D B Gupta of Lupin Limited to develop communities beyond his native district and away from factory locations.

The foremost contribution of Sitaram Gupta is his district development approach, which focuses on manageable viable economic entities over traditional village led approaches. He employed out of box ideas to enable the district to realize its latent potential through beekeeping, development of marketplaces, crossroad hubs, livelihood hubs of artisans, and much more.

Going beyond the poverty discourse, he adopted the Empowerment Line as his touchstone for development. Simply put, this Empowerment Line, seeks broader improvements in the lives of the people, compared to the narrow approach of calorie intake in the poverty line framework. He empowered people with development panchayats popularly known as Lupin Gram Vikas Panchayats (LGVP) for grassroots initiatives. This model is now operative in 23 districts across the country to uplift people above the Empowerment Line.

Gupta uplifted more than 2 lakh people from below poverty line in Bharatpur and Dhule, eliminating extreme poverty. He revolutionized the region by introducing beekeeping and brought Bharatpur on the world map as number one exporter and



● SITARAM GUPTA

second-largest honey-producing district. He empowered women through self-help groups and building thousands of sustainable enterprises like Tulsi mala making, garment hubs and many more. Anticipating demand in the pandemic, garment hubs were converted into mask production units making women the main bread earner in households.

He took healthcare facilities to the doorstep of the needy people and organized state-level mobile surgical camps at strategic locations in Bharatpur treating lakhs of people. A humongous task was accomplished by building 223 check dams along with rejuvenation of 7 small rivers in Dhule leading to mass vegetable cultivation and made the area tanker-free.

Animal husbandry is an immediate source of income for farmers, he procured 15,000 Murrah buffaloes for Bharatpur, which surged the productivity of milk and milk products. Similarly, he promoted, goat rearing, commercial, backyard poultry and fisheries on a huge scale.

Anticipating livelihood opportunity for skilled construction workers for PM Awas Yojna, he trained more than 7000 masons in Bharatpur to secure their employment under this scheme, this rippled to

accelerated attainment of the target. Responding to the call of PM's Swachh Bharat Mission, he undertook cleanliness and sanitation campaign in 23 districts across India.

Gupta is the first mover at the time of disaster providing immediate relief, rehabilitation and revival. Gupta rose to the occasion during the corona crisis. He provided meals, medical relief, shelter and transportation for the lakhs of migrant workers on the major highways by setting up relief counters at Nasik, Dhule, Indore, Vidihsha, Morena, Dholpur, Bharatpur, Alwar to name few. He brought succour to frontline workers and community by providing health-protective gear in 38 districts across 13 states.

During more than three decades of social service, he received the highest state and national level awards. Gupta received awards from then President, PM, Union Ministers at the national level and Governor, CMs and ministers at the state level.

BUILDING MODELS FOR WIDER REPLICATION

Gupta also evolved a vision for model block, villages, PHCs/ CHCs, schools and Anganwadi centres. These models form the foundational grid of district development model. Further, he came out with a completely new model of Resurgent Villages, with a strong focus on non-farm sector employment which was the need of the hour. It was his progressive thinking that led to the development of livelihood hubs with cluster centric approach in Bharatpur. He emphasized innovative, viable and replicable self-enterprises. He not only created jobs but job providers, creating almost fifty thousand jobs directly and indirectly. A similar model is replicated in more than 20 districts, which are leading to self-reliance and the realization of the vision of Atma Nirbhar Bharat.



MAURIS NORONHA: ALWAYS WALK THE TALK



DECLARING THAT TRUE HAPPINESS COMES FROM GIVING RATHER THAN RECEIVING, THIS **'PHILANTHROPY EVANGELIST'** HAS BEEN PLAYING FOR HIGH STAKES IN LIFE, GOING 'ALL IN' TO ASSIST THOSE IN NEED DURING COVID-19



When Mauris Noronha tells you to do just one single selfless act of giving and experience the sheer joy, it's not a Bible reference [It's more blessed to give than receive (Acts 20:35)]. Instead, he is conveying a unique approach to living that goes way beyond doing occasional good deeds merely to assuage your conscience. Embodying the phrase 'give until it hurts,' Mauris has demonstrated by example that it is possible to put the needs of others before your own. His faith in the almighty has remained steady as a rock,

more so during crises like the COVID-19 pandemic, which witnessed Mauris raising his philanthropy to an even higher level at each stage, something he continues to do even today.

So what is it about this man who epitomises concepts like 'Be the change you want to see' that sets him apart? The assistance that he extends to people in need is quite important, no doubt, but even more significant than that are his motivation for doing so and the circumstances in which he does it. Mauris emphasises that it is undoubtedly a positive achievement if we can start getting people to share the surplus things that they have. However, it will be a far bigger accomplishment, if we can convince them to share even when they do not have enough for themselves.

Mauris firmly believes that the quantum of happiness gained from an act of giving gets multiplied when it done despite facing financial constraints. He credits his school principal, Fr Francis Carvalho, who helped

EXTENDING HELP ACROSS DISTANCES

At one stage, Mauris' friends pointed out that helping the people in need that he came across, the radius from his residence had been gradually extending further and further. Leveraging social media platforms would enable him to help people in need from even farther distances connect with him for help. Thus began a new chapter and while hitherto not into social media at all, Mauris found his reach magnified considerably on Facebook. While requests for food poured in from all over India, responding to some of them was impractical due to the distance. However, Mauris catered to as many requests as possible, including places as far as Pune, Nashik and Ahmednagar.

him with books for his education when his family was facing financial constraints, for inspiring him. Mauris recalls how his habit of feeding the poor began precisely at that stage of life when his family was going without food, which effectively set the foundation for his life mission.

Mauris firmly believes that actions speak louder than words as people learn more by observation rather than listening. This is why he has been taking his daughter along since she was 4 years old during his interactions with the needy so that the habit of giving gets inculcated in her right from an early age.

“My main motive is to feed the hungry; it can be any of God’s creations. For the last 17 years, I have been feeding birds and animals, serving the needy people living in the slums, especially children with books, clothes and food. People are habituated to take rather than give as they believe that is the source of happiness, I’m trying to help them understand that it is the other way around. If you give let’s say a kilo of sugar to a slum dweller, the first expression you will see on their face is one of surprise. Then, as they realise what has happened, you will see a big smile and that will give you an unimaginable intense feeling of happiness,” he explains.

“During the pandemic, when the lockdown started, seeing that the watchmen, sweepers, etc. in my building had no resources, I delivered rations of 10 kg to each of them. Then I saw this senior citizen, an NRI lady venturing out to buy groceries as she was alone in the building, her sons are in the US. I told her to return home and stay safe. Realising the enormity of the situation, I took the onus of feeding not just the people in my building but anyone else who needed rations as well. I stocked tons of rations at a time in the compound, people would on average take away 1.5 tons and I would replace it the next day.”

This act of benevolence by Mauris had unexpected results, exemplifying yet another phrase – no good deed goes unpunished. Instead of being appreciative (let alone supportive), the society managing committee served him a notice, warning him that legal action would be taken if he didn’t vacate the space taken up by the rations he was distributing to everyone



in need without charging a single paisal! Mauris remained unfazed and continued to restock his ‘free food larder’ and kept it available all through the extended lockdown phase.

An international poker player and businessman by profession, Mauris was all set to prepay his home loan of Rs 70 lakhs

and migrate to Las Vegas with his family when 2020 commenced, but COVID-19 changed his priorities and he ploughed all his funds into helping those in need during the pandemic instead. “I have received more than 42 awards for the work I am doing, but for me, this is God’s work. I am just part of the source and my real awards are in heaven.”

INITIATING THE MULTIPLIER EFFECT

Mauris has been coming up with innovative methods to expand his reach. On September 8, 2020, he walked about 32 kilometres from his residence to Mount Mary Basilica, Bandra, distributing face masks and sanitisers along the way, holding up a placard exhorting people to feed at least 2-3 people in need. Cricket matches organised at a local level have become popular, so Mauris started sponsoring them if the money collected is used to feed the poor children or distribute books to them. More than 25 matches have been conducted with this format and more are in the pipeline. Similarly, if you pledge to give free notebooks to 500 poor kids on your birthday, Mauris will come over to your residence and cut the cake with you. “We have to build a system, I am not saying I will succeed, I am trying. More than 10 lakh individuals have benefitted so far and my priority to help as many more as possible. I accept no donations, only giving what I have or borrowed,” Mauris underlines.

KARTIK SINGHAL: HELPING INDIA BREATHE EASY



THE FOUNDER OF **O₂ CURE** IS A MULTI-FACETED PERSONALITY, LEVERAGING EFFECTIVE AND EFFICIENT TECHNOLOGIES TO PROVIDE BESPOKE AIR PURIFICATION PRODUCTS AND SOLUTIONS FOR DIFFERENT TYPES OF POLLUTANTS
#GettingIndiaBackToWork

Last year, when the entire world was reeling from the SARS-CoV-2/ CoronaVirus and facing economic losses due to extended lockdowns, it was a leading indoor air quality solutions brand that came to India's rescue. An air purifier model from the O₂ Cure range was successfully tested by CCMB-CSIR (Under ICMR) India and Innovative Bio Analysis Virology Lab, USA, for neutralizing the virus from air and surfaces. The company's founder, Kartik Singhal, definitely deserves a huge pat on the back for helping the nation get back to work. They have successfully done more than 10,000 installations of its Corona Virus Neutralisers with successfully tested REME-PHI Technology® in India, during the pandemic, helping #GettingIndiaBackToWork.



THE PERSON BEHIND THE PROFESSIONAL

Kartik hails from a nuclear family. He has 3 elder sisters and had his upbringing in a humble environment. An avid traveller, his passion to learn and explore new cultures, as well as meet new people found an amazing blend with business opportunities he generated and further built a distributorship network domestically as well as internationally. Kartik created a distributor channel in more than 8 countries. ZECO holds the most reputed certifications and approvals recognised internationally, making in India for the world. At the young age of 29, Kartik is an active social worker and a Paul Harris member of the Rotary International Foundation. Under his NGO, ZECO has adopted a village and 11 government girl's schools in Haryana.

Interestingly, O₂ Cure has also been backed by Actor-Entrepreneur Suniel Shetty, who entered into a strategic collaboration with O₂ Cure for getting India back to work again. Commenting on the association with O₂ Cure, Suniel Shetty said, "I felt a sense of security and honesty when I came across O₂ Cure products. Unlike other air purifier brands in the market, these products are really helpful in not only controlling airborne diseases but also neutralising the novel coronavirus (SARS-CoV-2) up to 99%."

"Also, team O₂ Cure's motivation and commitment towards providing the society with a solution to fight the deadly virus, was inspiring. Their special expertise and focus on R&D has today enabled them to offer solutions such as these, designed to offer us the much needed sense of security as our lives move back to normalcy. I am pretty hopeful that this collaboration will lead

to changing people's life for good and bringing a sense of safety around their environment," he further added. An accomplished mechanical engineer and entrepreneur, O₂ Cure's founder Kartik joined his father's business, Zeco Aircon Ltd., a 30-year-old leading manufacturer of HVAC systems, in 2013. Starting as a graduate engineering trainee, he undertook rigorous training and gained experience in each department of the company. The company's revenue grew 120% under Kartik's leadership. Entering into marketing and networking strategies, Kartik was successful in establishing a strong connect with the consultants and international clients. While ZECO has a very good presence in the B2B sector, Kartik realized that a void existed in the consumer segment of a growing air purification industry. Products offered by ZECO were (and still continue to be) far superior to others in the market. But as outdoor air quality deteriorated, demand

for air purifiers increased and price-driven consumers opted for looks rather than quality.

Kartik understood that they lacked education and awareness about which purifier to buy for specific applications. To discourage random buying and encourage locally manufactured purifiers, Kartik launched the O₂ Cure brand. Offering bespoke air purification products and solutions, customized for different air pollutants, O₂ Cure has more than 20 solutions, depending on pollutants, area, application, patient respiratory issues, and various other environmental factors.

The brand offers solutions for respiratory health issues like asthma, pollen, dust allergy and others. O₂ Cure's range of products seeks to keep offices, public areas, residences and other enclosed areas free of harmful air contaminants like particulate matter (PM 2.5), bacterial, microbial, gaseous compounds, bad odour and dangerous viruses. The brand aims to give customers the best solution that suits their requirements.

O₂ Cure is not just limited to providing the best possible solution for air-related problems but also offers an optimised sustainable solution by reducing energy requirements. O₂ Cure ensures breathable air that is free from air contaminants and other hazardous substances.

The solutions and technology provided by O₂ Cure are tested, approved and backed by USA, Canada, Japan, India, China and EU as well as the testimonials of users who installed the purifier in their homes, offices, buildings, schools and other places. The solutions offered are tested and proven for PM 10, PM 2.5, PM 1, CO₂, microbial, bacteria, virus, SARS-CoV-2/ Corona Virus, toxic gases, odour, mould, fungus, asthma, tuberculosis, bronchitis, Pneumonia, swine flu, bird flu and other microorganisms causing health issues.

Over the years, ZECO has won many laurels and accolades on national and international platforms under Kartik's leadership, for introducing innovative air quality products, energy-efficient products and CSR. However, it is the most recent achievement that gives him the most satisfaction.



● **KARTIK SINGHAL**, DIRECTOR AT ZECO AIRCON LIMITED, FOUNDER OF O₂CURE

A STRONG FOUNDATION FOR GROWTH

The establishment of O₂ Cure is the cumulative result of ZECO Aircon's rich and varied experience of over 30 years in the HVAC industry. ZECO Aircon is a leading, highly sophisticated ISO 9001:2015 certified Indian manufacturer of central air conditioning and air purification systems. For nearly 25 years, ZECO has been helping businesses do business better by providing them with appropriate Air Management Solutions. The company has already carved out a niche in the highly competitive HVAC industry for itself.

With state-of-the-art manufacturing facilities grounded in the indispensable conditions of research and innovation, their diligent team develops and designs machines with cutting edge features and vigorous capacities to deliver the best quality of air we can breathe. Not only do ZECO's air purifiers control the character of air, they can steer it too. ZECO has been creating high-performance products that perform in the harshest of conditions while still maintaining award-winning energy efficiency. From industries to corporates, institutions to residences, ZECO is active and present everywhere.

PANKAJ SHARMA: SHAPING TOMORROWS LEADERS



THE PRESIDENT OF LEXICON GROUP OF INSTITUTES IS ON A **'MOONSHOT'** MISSION TO CREATE AN EDUCATION HUB THAT WILL PUT NEW INDIA ON THE MAP AND ALSO COMMITTED TO PHILANTHROPIC AND SOCIAL CAUSES



● PANKAJ SHARMA

Many people consider education as the means to an end, a stepping stone to getting employed at best. For Pankaj Sharma, a Learner for Life and Edu-preneur, it has an entirely different connotation altogether, an idea that changed into a purpose. The President of Lexicon Group of Institutes emphasises that education and learning never stop. “There is no age limit for learning. The moment learning stops, growth stops. This is my mantra for life. We are striving to make our students understand the importance of being lifelong learners. I believe that the basic education given to the students at Lexicon will also teach them values like humility, something that will stay with them even when they become successful leaders tomorrow.”

EDUCATION HUB

The Lexicon Group of Institutes, founded in 2006, is a leading education hub in the city of Pune, India. It comprises The Lexicon Schools (High Schools), Lexicon Kids (Pre-schools), The Lexicon Rainbow School (Support School for Special Children), and Lexicon Management Institute for Leadership and Excellence (Postgraduate institute for Management studies). Pankaj has worked tirelessly to manifest his vision to make The Lexicon Group synonymous with excellence, intelligence, hard work, value education, and high-quality education services.

Reflecting this is Pankaj's family journey, which starting from a small business unit evolved to achieve a dream which is now larger than life, purpose-led, and impacting the lives of countless young minds, enabling them to be confident individuals. Under his leadership, Lexicon has opened up the corridors of skills and capabilities for a wider set of specializations and created a community of happy and satisfied students. It is an endeavour to drive progress and provide a platform for the generation of today to identify their growth opportunities and be recognized in their own country, community, and culture. Also described as a passion catalyst, leadership guide and mentor, Pankaj aims to empower each student with a path of self-discovery to realize his or her maximum human potential.

Viewing his achievements solely through the lens of education would be an injustice, given the holistic approach and impact Pankaj has made on society today. His sustained efforts and contributions towards philanthropic and social causes are a testament to his belief that adding value to society benefits all and is the moral responsibility of every citizen. An orator par excellence, a leader who inspires, and a visionary not afraid to take risks, Pankaj Sharma is the strongest pillar of The Lexicon Group of Institutes.

At Lexicon, Pankaj has led the transformation triumphs, with thousands of students becoming confident, creative, and collaborative critical-thinkers of our country. The curriculum is designed with digital advancements and content-relevance, so each student of Lexicon is enabled with experiential learning, problem-solving and practical application. This balanced pedagogy of theoretical excellence and hands-on learning ensures that Lexicon students are prepared to achieve success in the real world. Pankaj firmly believes that students should experience a harmony of learning, both inside and outside the classroom, making them adept at taking on the challenges of the future.

Defining success is not an individual milestone and Pankaj has always believed that the ambition to create success for all stakeholders is the true fulfilment of any professional journey. He aspires to create

an impact through pioneering culture and eco-system of education to help create the next generation of impact makers across all spheres of life. He seeks to create leaders in his journey and approaches every phase of growth with honesty.

Pankaj spearheads the pioneering educational initiatives for the entire Lexicon Group across their pre-schools, school, special needs school, and postgraduate business institute. Under his leadership, the brand has been able to grow from one school with only 19 students to 15000 students, whom the institute caters to today, across all of their educational offerings.

Pankaj works towards instilling confidence in students and providing them with a holistic learning experience that helps develop their outlook towards life. He strongly believes in the pillars of empathy, trust and collaboration and drives them through his work – both institutional and social.

Another multi-faceted leader of the Lexicon

group is Vice-Chairman Dr. Neeraj Sharma, who is also the Director of Lexicon's Management Institute of Leadership and Excellence (MILE). A globally acclaimed name in the field of education, he is a transformational leader and a prominent corporate trainer and consultant who has conducted workshops with various government and private organizations. With a dynamic approach to education and leadership, in less than a decade of MILE's foundation, Dr. Sharma has established it as a state-of-the-art, nationally approved post-graduate institute for management studies.

His mission is to impart contemporary education with an innovative and holistic curriculum and to create business leaders and entrepreneurs of the future of our country. MILE envisions its graduates to be successful corporate leaders, who can explore, innovate and execute in today's competitive industries. Dr. Sharma believes in a pragmatic approach towards both challenges and opportunities, which help charter sustainable and scalable solutions.

ACHIEVEMENTS AND ACCOLADES

Over the last few years, Pankaj Sharma and his immense contributions have been recognized at various national and international platforms.

Individual

- Featured in Forbes India in the special series titled, "Leaders of Education" edition
- Asia's Greatest Leaders 2017- Pride of Asia @ Singapore
- Edupreneur of the year 2020 from CEGR
- Edupreneur of the year 2019 from CEGR
- CEGR awards for outstanding contribution to Education, Skills, and Research
- Pride of Maharashtra Award for Outstanding Contribution to Education
- Times Education Icon Awards 2018
- Times Men of the Year Award 2018
- Lead lab Centre for Excellence for demonstrating vision & contributing towards nurturing Youth Leadership
- Asia One Award for World's Greatest Brands & Leaders
- Times Pune Visionary Award – Excellence in Education Innovative Learning 2018

Social Contribution

- Lexicon Bharat Leadership Awards 2020 by the hands of Hon. Governor of Maharashtra Shri Bhagat Singh Koshyari
- Top Private Management Institute in Western India under the management category
- Times Schools Online Education Awards
- Economic Weak Class (EWC) - Teaching 19 Students free of cost at The Lexicon International School, Kalyani Nagar since 2013. No school fees charge to those 19 students to date

RUCHIKA AND DINESH BHANGDIYA: CONCEPT GIFTING CHAMPIONS



THE DIRECTORS OF **RUCHOKS** HAVE TASTED THE FRUITS OF VICTORY IN THIS FIELD BY CONCEPTUALISING HIGHLY INNOVATIVE VARIATIONS IN CHOCOLATE, CONFECTIONERY AND BAKERY ITEMS THAT ALWAYS DEMAND AN ENCORE

Have you ever celebrated Diwali by consuming a big bunch of firecrackers with an even bigger smile on your face? If yes, then you are among those who have experienced first-hand the Ruchoks brand's pioneering offerings and savoured these exceptional chocolate creations by the Director-duo of Ruchika and Dinesh Bhangdiya.

An ISO 9001, ISO 20000 and HACCP certified company, Ruchoks, is a dominant player, a respected trailblazer in the personalised gifting market. While innovative chocolates are its speciality, the brand is also well-known for other bakery and confectionery varieties including dragees, healthy snacks, and cookies. Recently awarded by The Economic Times



UNIVERSAL CHOICE

The Ruchoks brand is especially preferred by those who send gifts and receive them as well, because their products are 100% eggless. This makes Ruchoks a hassle-free choice for both as this USP is recognised and highly appreciated by consumers. Consistency, quality and variety are some of the other attributes that have set this brand apart and made it a firm favourite of corporate giants from banking, pharmaceuticals, finance and IT sectors.

as Business Leaders and by Times of India for creativity, the company has evolved way beyond manufacturing and is today acknowledged for its accomplishments in the concept gifting space.

The origin of Ruchoks and the perfect partnership between its Directors Ruchika and Dinesh Bhangdiya can be traced back to 2009 when they tied the nuptial knot. At that stage nobody could have predicted that these two trained professionals from the design and finance fields would someday, opt to set up an entrepreneurial venture.

While she had studied to be an architect, Ruchika's keen creative mind sought a different path altogether. Even as a child, she had always dreamt of being a chef or opening a café. Having stumbled upon her passion for chocolate making during a hobby cooking class, she decided to pursue that. An accidental order turned into a satisfied and happy customer and that opened the gates to many more orders and an equal number of accolades in coming days.

Dinesh, being a chartered accountant, initially provided a helping hand as a



● RUCHIKA AND DINESH BHANGDIYA

supportive husband. However, he soon realized the potential of what had started and decided to come on-board full-time, bringing all his expertise in planning and strategizing. He started shaping the company with proper relationship with employees, vendors and customers.

From a small household kitchen to a factory on a sprawling in 20000 sq. ft. area plot, the journey has been an extremely eventful roller coaster ride. Challenges faced while starting out, like having limited capital (the business began operations with just Rs. 850 as capital), lack of labour availability, absence of machinery and most importantly, their inexperience in this industry did not stop this dedicated and hardworking power couple. Together they ensured that their brand Ruchoks surged forward by learning things as they went along while also constantly improving their products and services day by day.

The couple firmly believes that passion is all that you need to fuel your dreams. There may be many odds to be faced but it takes determination to overcome them.

The desire to deliver their best enabled them to overcome all the challenges. With continuous innovations and developments Ruchoks slowly but steadily overcame all the obstacles.

Going the extra mile and working past midnight to deliver chocolates (even during Ruchika's pregnancy) and make everyone's Diwali more joyful is just one of the examples of how a dream was eventually converted into reality.

As time progressed, Ruchoks positioned itself as the ultimate source for personalised gifting, multiplying its turnover and bottom line. Growing from a capacity of 10 kg and elevating it right up to 2,000 kg today, they have indeed come a long way.

Ruchoks offers a wide range of premium chocolates, from soft centrum to dry fruit, pralines to rocks, florentines to truffles, bombs to fudge. In fact, Ruchoks' patented designs for Diwali cracker shaped chocolates as well as other innovations like gold coins and bars have proved to be a super hit among clients.

GEARED UP FOR THE 'NEW NORMAL'

Identifying opportunity in adversity is the hallmark of an astute entrepreneur and the Ruchoks founder exemplifies this ability. When the entire world was affected by the COVID-19 pandemic and everyone was confined to their homes, Ruchika realised that the 'new normal' had created its unique requirements and set about addressing this category as well.

Addressing the novel segment of needs, which had suddenly emerged due to living with the pandemic, she came up with a range that was aimed at those concerned about their well-being. Ruchika focused on developing products that would boost immunity, along with healthy snacks for people with reduced levels of activity.

Even before the lockdown was relaxed and business resumed, she had launched her new brand 'Dibha', which immediately created a buzz among corporates. In addition to chocolates, now clients had a variety of options to choose from, like immunity booster kadhās, dehydrated fruits, healthy seeds, healthy snacks like makhana and ragi chips, and much more.

After expanding the choices available to people, the next step was bringing all products closer to larger sections of the population, so they decided to have a brand presence in the high street format as well. With 'Din & Baker', the bakery and patisserie brand opening its outlets in the prime locations of Mumbai, the company has now come even closer to its patrons. The same intense creativity, innovation, and passion have gone into developing its delicious cakes and pastries, addictive savouries, artisanal chocolates and live desserts.

SONAL BARMECHA: FOOD FOR THOUGHT!



A CHARTERED ACCOUNTANT BY QUALIFICATION, THIS ENTREPRENEUR HAS FOCUSED ON FITNESS AND HEALTH ASPECTS TO FORMULATE NEW BUSINESS RECIPES FOR UNIQUE CULINARY VENTURES LIKE **SANTÉ SPA CUISINE**

When you meet Sonal Barmecha and get acquainted with her multiple business launches in the culinary field, the fact that she is a chartered accountant by qualification comes as a complete surprise. But then, a head for numbers is always a positive trait when it comes to entrepreneurship and Sonal exemplifies that completely with a slew of solid successes under her belt.

An avid fitness and health freak, Sonal turned entrepreneur when faced with the lack of suitable venues for dining out. After constantly looking out for healthy food options, realized dawned that her specified parameters and focused approach had elevated Sonal's expectations to an entirely different league altogether. At that stage, she asked herself the all-important 'What If?' question and began ideating the concept that gradually took shape in the form of Santé Spa Cuisine.

DISCOVER ITALIAN ELEGANCE IN INDIA

The duo's newest discovery include a vegetarian Italian brand called La Magia inspired by the coast of Sicily with a strong Mediterranean influence, a space ready to transport you to a quaint little Italian town. Paying homage to art and poetry, Chef Shailendra intended to curate an evolved Italian menu breaking the usual norm in the country. Sonal affirms that the restaurant drives diners through a flavour journey of vegetarian Italian cuisine, as the catalyst with a flair for drama that will transport you to experience La Magia!

Being an outsider in the industry, Sonal decided to seek out like-minded people with domain knowledge, who could help execute this concept to its true potential. That search ended when she came across Chef Shailendra Kekade, a respected and reputed authority on the F&B industry. Both of them hit it off instantly as they persevered to create something special. His intricate knowledge of ingredients and how they marry other elements to provide a contrast or a blend of naturally occurring flavours was the piece that completed the puzzle, bridging the gap between concept and creation.

Pioneering the healthy dining concept, over some time, Santé Spa Cuisine became a preferred genre, impactful enough to be reckoned with. It appealed to connoisseurs and foodies alike who had similar eating regimes and preferences. Eventually this niche concept expanded its horizons due to the resonance with customers who were looking to consume healthy food, the equivalent of a home-cooked version even while dining out.

The USP of Santé is that it discards the use of refined ingredients, synthetic food colours, gelatin, preservatives and anything artificial. All the dishes are freshly prepared every day. Santé has a live kitchen that customises salads for patrons according to their body types and preferences.

The Spa cuisine menu comprises of freshly made salads, wholesome smoothies, cold-pressed juices, a wide variety of starters and entrees. The juices are mostly detox, chlorophyll and matcha rich, energizing and refreshing. There are appetizers, ragi base pizzas and a variety of balanced main courses which have an



● CHEF SHAILENDRA KEKADE

option of vegan, gluten-free, amino rich, protein-rich and high fibre.

The restaurant also has different types of shakes made with soya, almond, coconut and fresh A2 milk. There are guilt-free desserts made of natural sweeteners like organic honey, jaggery and stevia. The menu is curated to suit the food palate for all age groups from infants to senior citizens.

Santé uses some crockery and parts of cutlery that are made of neem wood. Neem wood is known for its antibacterial properties, which makes it hygienic to use.

Healthy eating should always be about enjoying everything in a balanced manner. At Santé, one can experience Spa Cuisine created using the freshest, wholesome, natural, organic and healthy ingredients, leveraging an expert's knowledge of combining these most simplistically to satiate your cravings.

Santé gives an honestly healthy makeover to daily food habits. They procure the freshest and whenever possible organic ingredients, greens and micro-greens from the best of farms and local businesses nearby. The restaurant also uses a lot of unrefined, non-white produce to provide earthy flavours, which are authentic to the roots.

Purely based on her perseverance, hard work and ability to create an incredible team, Sonal has successfully expanded this concept from a 40-seater restaurant to a 100-seater in just one year, and then across the country in six metros. She ended up developing a franchise model to empower women with a similar thought process. Gathering a strong community of patrons for their menu, the duo was taken by surprise at how every city had its own set of patrons to support the concept.

Along the road, Sonal Barmecha also achieved accolades from some credible publishers. Right from F&B awards to The Best Vegetarian/ Health Restaurant and even Power Woman Entrepreneurs, Sonal has been appreciated and felicitated for being consistent throughout, which she believes is a result of her thorough detailing.

Sonal emphasises that it is never too late to discover your calling and every woman should strive towards finding purpose and independence. She goes by her mantra to empower women in whatever ways possible and believes that it can create a ripple effect to bring about a positive impact across the globe in the long run.



SONAL BARMECHA

ELEVATING MY REGION'S CUISINE

Sonal was born and brought up near the Karnataka border and believes in celebrating South Indian cuisine. Chef Shailendra Kekade is also fond of South Indian food and its sheer simplicity. After the success of Santé Spa Cuisine, they set their eyes on glorifying this and bring true South Indian cuisine to Pune. That is how Yummaswami made its debut in a busy street of Pune, their endeavour to offer a balanced and healthy menu using the freshest of ingredients and pure desi ghee in all preparations. They bring about the right equation of a no-nonsense South Indian cuisine and a vibe so quirky, it matches the pace of a busy day.

With sheer simplicity and a burst of southern flavours, the menu is a journey through the south, bringing out the specialities of a wholesome sapaddam meal from Chennai. For lovers of Kerala cuisine, they offer delicious crisp appams with a variety of curries. The tatte idli, straight from Bangalore is a melt in the mouth experience. They also offer some refreshing beverages like a kaddipatta chaas.

Yummaswami is an umbrella under which Sonal also plans to launch brands like Idlified – a quick idli serving outlet with all their speciality idlis, Strang Anna's Filter Kaffe – freshly brewed strong filter coffee as the name suggests and Coconuttum – fresh coconut water offering in a new avatar. Yummaswami has already multiplied to 3 prime locations since its inception.

manufacturers in India.

LALITYA MUNSHAW: LIFETIME DEDICATION TO MELODY



A VERSATILE SINGER, PERFORMER AND AN ENTREPRENEUR WHO HAS LAUNCHED MULTIPLE VENTURES, WHICH REFLECT HER ENDEAVOUR AND MISSION TO PRESERVE, ENHANCE AND POPULARIZE MUSIC

Music strikes a vital chord in our hearts as does Lalitya Munshaw with her melodious voice and noteworthy entrepreneurial ventures, which have help listeners to explore its meaning in their lives to a greater extent. Born in Ahmedabad to connoisseur parents with strong musical beliefs, Lalitya Munshaw grew up with clear inclination towards music and came to Mumbai to pursue her passion.

Lalitya holds Master Degrees in Hindustani Classical Music and English literature. Her melodious and mesmerizing voice has always enthralled audiences. Her classical training provided a strong platform for launching her various forays into the musical arena, ranging from fusion to folk, bhajans to Sufi, film songs to Indi-pop and ghazals to lullabies.

Her special albums include 'The Versatile Lalitya Munshaw' (Romantic), 'Ganesha', 'Hare Ram Hare Krishna' and 'Guru Om' (Devotional). She has lent her voice to songs in films like Commando and Queens. Her evergreen lullabies like 'Halarda' in

TRUE ACHIEVER

While her dedication to music is evident, Lalitya has also topped the Gujarat Board in Class 12th examinations. At a later stage, after turning entrepreneur, Lalitya has received numerous awards from FICCI, GCCI, Named among the Times Power Women in Gujarat 2018 and West India 2020, Gauravvanta Gujarati, GIFA and Pandit Omkarnath.



● LALITYA MUNSHAW

Gujarati, 'Lori' in Hindi, Kids Songs and Non-stop Raas-Garba 'Aye Halo' have won millions of hearts.

Her magnificent videos, which combine enchanting audio tracks with eye-catching, relevant visuals are a 'must watch.' These albums have been launched by dignitaries such as Prime Minister Narendra Modi, Sri Sri Ravi Shanker and Bollywood Actors like Hema Malini, Rishi Kapoor, Jitendra, Sonam Kapoor, Shraddha Kapoor etc.

Having developed her unique, expressive style with a very soulful and melodious singing voice, Lalitya has become a popular performing and recording artist on the Indian as well as international circuit. She is a prolific and versatile singer par excellence and a class apart as a performer.

In her endeavour and mission to preserve, enhance and popularize music it was a natural progression for Lalitya to establish a music company called 'Red Ribbon Entertainment Pvt. Ltd.' (www.redribbon.in), which is today also at the forefront in production, distribution and marketing of various genres of music like devotional, film, fusion, folk, ghazal, et al, in multiple languages. Red Ribbon's Audio and Video Content are available on all digital platforms worldwide and its fast growing Youtube Channels are - "Red Ribbon Musik", "Bhakti Ras", "Red Ribbon Kids",



"Red Ribbon Gujarati", and Lalitya's own artist channel "Lalitya Munshaw".

Red Ribbon offers corporates and organisations, various marketing opportunities for their branding. They work in partnership with the brand to target various audiences through extensive marketing, media activities, social media promotion, events, campaigns, digital music stores, music launches, in film branding in audio/video/film, radio and television channels.

They offer bulk order of pen drives to individuals, corporates and sponsors to build their brand value and unlock greater values. This includes customised and personalised messages/ logos/ photographs. They get the choice of a wide

range of music ranging from film songs to Indi-pop, devotional, ghazal, Sufi, folk to kids music. They also get to choose their favourite artists from Lata Mangeshkar, Asha Bhosle to Sonu Nigam and Arijit Singh. The brand is guaranteed to get maximum reach as its previous ventures have proved.

Lalitya Munshaw has also set up two state-of-the-art recording studios called 'Re n Raga' (www.renraga.com) in Mumbai. They are considered among the most modern and technologically advanced recording studios in the country at the moment.

Music means different things to different people. For some, it is a lifelong passion that pervades every aspect of their existence. Many consider it a gateway that enables one to escape from the strain of daily life if only for a while. Certain people find it a useful medium to express their feelings and emotions. In the words of the bard, William Shakespeare, "If music be the food of love, play on."

Lalitya's constant search for new ways of expressing and expanding music is appreciable. She is a rare phenomenon, an established artist in her own right and also actively promoting other artists through her music label Red Ribbon. Lalitya firmly believes that "Music is enough for a lifetime, but a lifetime is not enough for music!"



STRAIGHT FROM THE HEART

Lalitya is a single woman and has travelled across the world which has contributed immensely in terms of broadening her vision and creativity. Lalitya believes that follow your dreams and what you seek will be yours. Lalitya starts her day with Yoga and Riyaz. Lalitya feels eternally grateful to God for everything that he has bestowed upon her. She also runs a charitable trust called 'Antarang', which aims to facilitate education, art and health wherever it is not available and not affordable. Her work for the care, protection and adoption of stray dogs and cats is truly admirable.

VIMAL AND VIKAS JHAJHARIA: BLENDING SCIENCE AND TRADITION



THIS INTERNATIONALLY RENOWNED FATHER-SON DUO HAS EXPERT SOLUTIONS FOR VASTU DOSHA OFFERING 'CORRECTIONS WITHOUT DEMOLITION' WITH THE HELP OF THE **VASTU SHANKHA YANTRA**

Everybody wishes they had a magic wand that has the power to eliminate all their problems or a genie who would grant their wishes. Well, while that would be wishful thinking at best, there is a real-world solution available, offered by internationally renowned Vastu expert Vimal Jhajharia, which can provide a host of benefits: the Vastu Shankha Yantra, an original conch shell, filled with metallic elements, which has been charged with positive energies and made 'pran prathisthit' or infused with the life force.

"You can experience this magic in your life with the help of this divine gift from my Guruji, the Great Himalayan yogi, Swami Murghanandji," Vimal affirms. The fact that the NextGen is also part of this venture - Vimal's son Vikas, who possesses an MBA degree from Australia - indicates just how relevant these solutions and their applications are in this day and age. In fact, the Jhajharias have been providing their services in more than 50 countries across the globe including USA, UK, Canada, Australia, Singapore, UAE, China, etc.



They say a satisfied client is the best endorsement and the Jhajharias have testimonials from many of them. Raghav Agarwal, a prominent industrialist, shares, "We were facing a lot of problems in one of our factories related to high expenses. I came to know about Vimalji and Vikasji through one of my friends and when we showed them the factories we realized that our south areas were more open and we had our machine placements in the wrong direction, mostly in east and north. Vimalji used their Vastu Shankha Yantras in different locations to rectify this defect without any demolition or changes and then miraculously the problems started diminishing one by one. It was hard to believe at first and we tried the same yantras in our house and the health and relationship amongst all the family members increased tremendously thus resulting in peace and harmony in the house."

Having recently returned to India from an immensely successful half year tour of the USA, Vikas explains, "If the entrance of the house or office is in the south or southwest, it leads to financial instability. Also, toilets in the northeast have a disastrous effect on the minds of the family members. It all can be rectified using the Vastu Shankha Yantra, which positive ensures proper flow of energy within the area, thereby helping in the overall prosperity."

While some Vastu consultants insist on demolishing walls to rectify the dosha or inherent problems, the Jhajharias stand apart with their hassle-free approach of 'corrections without demolition' using the powers of the Vastu Shankha Yantra. Vikas underlines the fact that their Vastu Shankha Yantra is not magic. "It is based on simple science; you need to try to believe in it," he emphasises.



For details of how the Vastu Shankha Yantra can help resolve your problems, contact Vikas on 9839704470 / 9830412690 / 8017793423 / 7388578888 or send an email to jhajhariavikas@hotmail.com / enquiry@vastukalp.com You can also visit their website www.vastukalp.com or follow them on social media at <http://www.facebook.com/Vastukalp>

DR PRIYA SHAH: MATCHMAKER TOASTS THREE DECADES



WITH 30 YEARS OF BRINGING THE RIGHT PROSPECTS TOGETHER, HER MARRIAGE BUREAU IS IN A LEAGUE OF ITS OWN WITH ELITE CLIENTS RELYING ON THE EXTENSIVE EXPERIENCE AND EXPERTISE SHE POSSESSES



● DR PRIYA SHAH

Year 2021 has Dr Priya Shah striding forward in her chosen profession while celebrating 30 years of being a matchmaker extraordinaire. Her marriage bureau, 'Priya Shah: The Match Maker' has the knack of connecting the right prospective bride-to-be with the correspondingly suitable boy whom she has identified as the prospective groom for her. While her education had prepared Dr. Priya for a career in the fashion design field, she opted to turn entrepreneur into a totally different arena with a simple objective: to prevent others from suffering what she had encountered in her marriage, namely irreconcilable differences with her in-laws.

The presence of her understanding and supportive life partner who stood by her side and the step of moving out to live life on their terms gave Dr Priya insights into what was lacking in society - a systematic and specific approach to identifying a match. Making it her life mission, she commenced on a hitherto unplanned, uncharted career path. 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.

Dr Priya Shah has the distinction of saving many marriages going through turbulent phases. She also organised get-togethers where prospective brides and grooms could interface in an informal setting with their parents. She 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, the USA witnessed her overseas debut and the success story continued there as well.

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 compendium of her experiences in this field titled Marriages of India was unveiled none other than the 'Dream Girl of Bollywood' actor Hema Malini. 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.'

MULTIPLE PLAUDITS

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 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.

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