



Political and economic stability, higher education, rising disposable income, greater social and digital awareness are enabling the country to challenge the status quo and think afresh. India has a new narrative to share with the world, and the media and communications industry articulates the vision unequivocally.

At Jagran, we are happy to contribute to India's progress by being the trusted agent of change. Jagran Prakashan Ltd is one of India's leading media and communications group, with leadership in print, digital, radio, Out-of-Home (OOH) and activation. Across our media platforms, we offer content in 9 languages. Spanning a vast spectrum of media and communications, our 22 key service and product brands are trusted by millions of people for information and insight on issues that are relevant to their lives.

In an era where consumers have an unprecedented array of choices, Dainik Jagran, the group's flagship brand, stands out as a brand of choice for millions of Indians as they start their day. Dainik Jagran with 56 mn readers, has been the largest read daily of India as per the Indian Readership Survey (IRS) since 2002. It was voted as the most credible and trusted newspaper in India according to a Globescan survey commissioned by BBC-Reuters. Dainik Jagran is also India's most awarded newspaper brand for various consumer engagement initiatives.

The other key print brands are Mid-Day (English newspaper in Mumbai), Nai Dunia (Hindi newspaper in MP and Chattisgarh), Inquilab (Hindi No.1 Urdu newspaper) and D1 Invest.

(Youth newspaper across 4 states). With 10 print titles across 13 states in 5 different languages and a total readership of 66 mn\*, Jagran is the largest print media group of the country. \*Source IRS 2012 Q4 TR

Jagran New Media is the Group's Digital Division which offers Web, Text/Voice-based value added services and products. The Jagran Digital portfolio has portals across genres like news, education, blogging, classifieds and music. Leading across the Hindi News and Education genres, with over 50 mn\* unique visitors, the Jagran digital platform is amongst the leading news media brands on digital in India. (\*Source Google Analytics Sep 16)

The group's entry into the Radio segment has been through the acquisition of Radio City 91.1 FM - India's first and leading FM brand. Moreover, Radio Mantra, which is owned by our promoters, is under merger with Radio City subject to requisite approval. Radio Mantra, has presence in the eight Indian cities. Also, in Phase II auction, our network expanded footprint by adding 11 new markets after judiciously selecting towns with greater SEC A/B population. Together, our radio network will reach 39 important towns of India.

Radio City is a leading FM brand and has been synonymous with the category since its inception in 2001. The station is in leading positions across all operating markets, reaching out to over 45mn\* listeners across the country (\*Source A-Z Research). It's also the 1st FM station to launch Internet radio streams in India with 30 stations and 11 mn+ streams under the brand Planetradio.com. The two service brands, Jagran Engage and Jagran Solutions provide services in the Out-of-Home and Activation platforms respectively.

At Jagran, our business priorities coexist with social commitments. We are committed to combat some of the pressing social challenges through need-based interventions. Pehal, our social initiative works across a diverse spectrum of issues that range from promoting hygiene and sanitation to enhancing social sensitivity against child marriage, to empowering girls to conducting awareness campaigns against tuberculosis and diabetes, among many others.

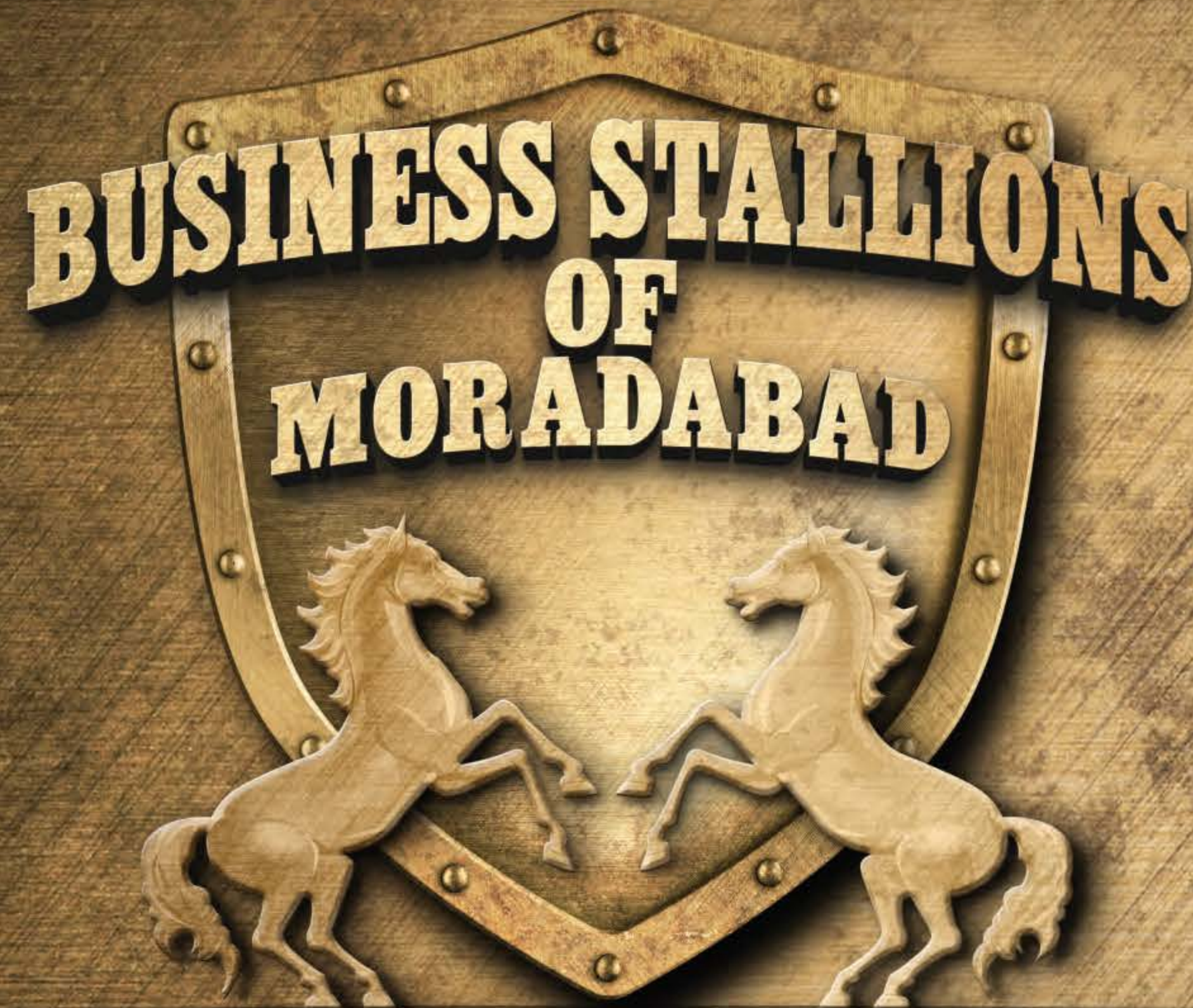
Our brand is trusted by millions of people across large swathes of the country from the urban landscape to the furthest corners of rural India. We drive discourse that our audiences are passionate about, and love to participate in. On the firm foundation of our leadership in the media and communications arena, we are enhancing scale and scope of operations for the next lap of the journey. With every passing day, we reaffirm our commitment to our vision that just like the morning sun that dispels darkness and brings warmth to the world, Jagran will transform lives through enlightening and enriching experiences.



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BUSINESS STALLIONS OF MORADABAD  
A COFFEE TABLE BOOK ON LEADING ENTREPRENEURS OF MORADABAD



A COFFEE TABLE BOOK ON LEADING ENTREPRENEURS OF MORADABAD



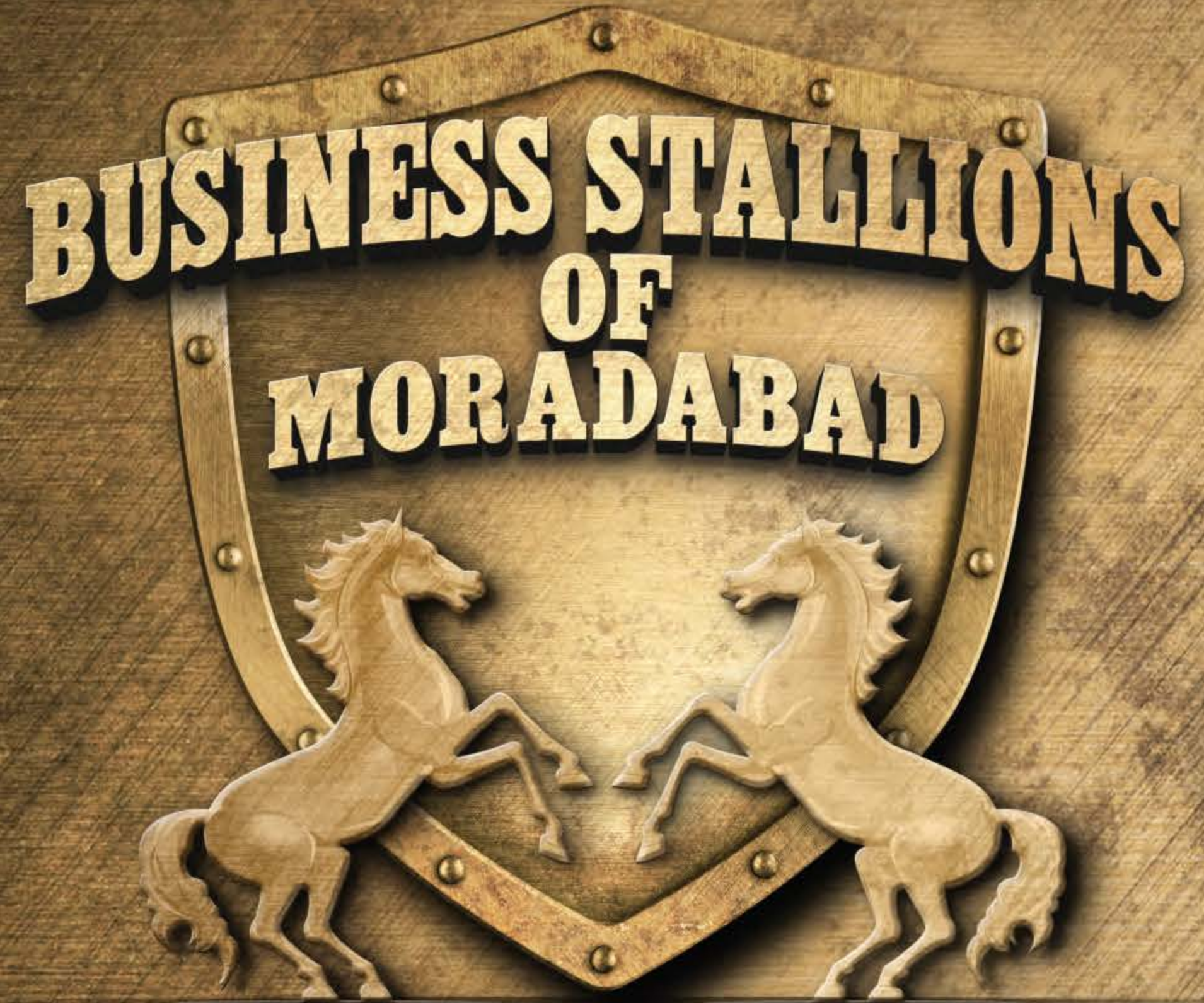
#### ABOUT THE BOOK

Business Stallions of Moradabad, brings about some of the finest success stories from the 'Brass City'. We have featured, in this book, 13 remarkable entrepreneurs, who have made it big in their lives, riding on their convictions, and of course, hard work. The city has a deep culture of entrepreneurship and ready affinity towards creation. And that's why it is replete with some of the finest businessmen of the region. This book is an acknowledgement of their immense contribution towards the city and the state at large, both economically and socially.

By bringing them together, this book shall serve as an inspiring document for the budding entrepreneurs. It showcases their pursuits, successes, achievements, brands, lifestyles and business philosophies in an eclectic blend of pictures, graphics and text. The special city sections interspersed in the pages, are additional reasons to pick this book. They carry breathtaking shots of this great city. The book, 33rd in the line of Jagran Coffee Table Books (KCTB) and 22nd under the Jagran Gems series, is another testimony to the professionalism and societal ethos possessed by the Group. The KCTB series books range from business leaders based in UP, Bihar, Jharkhand, Punjab, Faridabad and Aligarh, to having books on religion, cinema, tourism and historic cities of our country.

Following entrepreneurs have been featured in this book. Abha/Sachin Chaudhary (Anandhyam Group), Dr. Tarun/Anu/Tanu (Agarwal Brothers), Anupendra Singh (Bachpan School), Deepak Agarwal/Vinayak Gupta (Archa Deep Homes), Dr. Manjesh Rathil (DMR Institute of Neurosciences), Karamveer Singh (Temptations Food), Kuldeep Singh (K International Kitchens 'N' Interiors Pvt. Ltd.), Puneet Agarwal (M/S Alanksha Automobiles (P) Pvt. Ltd.), Rajeev Rastogi (Ratandeep Jewellers), Rishi Kumar Chabra (RDC Infotech Pvt. Ltd.), Shrin Santram (Wilsona Group of Educational Institutions), Sunil Arora and Sherry Arora (Indian Book House), Vinod Agarwal (O Group of Companies).





A COFFEE TABLE BOOK ON LEADING ENTREPRENEURS OF MORADABAD









Shailesh Gupta

## PROLOGUE

This time, Jagran Prakashan chooses Moradabad city to feature some of the path-breaking entrepreneurs, who have, through their accomplishments, brought prosperity, and have played a stellar role in the growth and development of Moradabad. The choice of city couldn't have been more obvious.

Widely known as 'Peetal Nagri' or 'The Brass City', Moradabad is known worldwide for its high quality brass handicrafts, that are exported all over the world, particularly to regions like Europe, Britain, USA, Middle East Asia, Germany, Canada and North America. Moradabad Special Economic Zone (SEZ), the only Uttar Pradesh government developed SEZ in northern India, provides excellent infrastructure, supportive services and sector specific facilities for the handicraft trade and other sectors. The city is a hub of business, and its proximity with the national capital, provides ample opportunities for the traders. Entrepreneurship, which is in the blood of the city's residents, is not a career for them; rather, a way of life. And some of them attain achievements, which not only adore them, but also reflect the region's growth and prosperity.

For interesting insights into the real world of entrepreneurship in Moradabad, I am extremely pleased with this the 29th Jagran Coffee Table Book- 'Business Stallions of Moradabad'. Hats off to the ever enterprising entrepreneurs of the city, as they make the region proud, and give its people new hopes to grow. The personalities which are being featured in the book, perfectly define the entrepreneurial spirit, which inspires others to think big. They are a perfect blend of passion, adaptability, leadership and ambition, and are role models.

It is always a pleasure to connect with our readers through our meticulously planned and showcased, premium publications of JCTB. Will keep bringing out quality books and shall continue to recognize and honour the game changers in entrepreneurship, whom we call Jagran Gems. Congratulations to the JCTB team and all associated colleagues.



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# FOREWORD

## Benul Beshak

Moradabad has a long standing tradition of entrepreneurship; especially small and medium enterprises. The city has been a hub of commerce and labour intensive industries. With a plethora of young, hard-working and ambitious businessmen taking the mantle from the previous generation, Moradabad has witnessed tremendous growth. The never-say-die spirit of the city has given itself some of the finest business minds, whose stories are a source of inspiration for the people of UP and the country at large. This book is a tribute to 13 such entrepreneurs, who, with their determination and imagination, have earned an enviable name for themselves in the business ecosystem of the region.

Moradabad is cut out for business. Renowned for its brass work, it has carved a niche for itself in the handicraft industry throughout the world. The modern, attractive, and artistic brass ware, jewelry and trophies made by skilled artisans are the main crafts. The attractive brass wares are exported to countries like USA, Britain, Canada, Germany and Middle East Asia. Recently other products like iron sheet metal wares, aluminum artworks and glass wares have also been included as per need of the foreign Buyers. Mentha is also exported in a big way from Moradabad. These products are very popular in foreign market and are being exported in thousand of crores every year.

Apart from this, Moradabad has made rapid strides across sectors like, metal trading, food, education, infrastructure, tourism, handicraft and agriculture, etc. Family and joint businesses mean that the trust and family values thrive in the city. Some of the business houses are very old, and have grown generations after generations. The 13 distinguished entrepreneurs featured in the book are handpicked for their imagination, vision and fortitude. It has been a remarkable experience for the JCTB team, while coming across such dynamic souls. Their inspiring stories have a domino effect, not only on the people around them, but also on people like us who tell their tales, with alacrity, to our readers.

The requisites for success are the same in all classes of business: good judgment, application, diplomacy, executive ability, nerve, push, stick-to-itiveness, integrity, a thick skin, and a pleasant smile. These entrepreneurs are complete embodiment of all these virtues. No wonder they have climbed the success ladder so fast and so doggedly. I congratulate all these visionary tycoons, and also the Jagran Group teams, who have put together a wonderful chronicle of the Business Stallions of Moradabad. Have a nice read!



## OUR PHOTOGRAPHER

### Kunwar Ji

Kunwar Ji is a Lucknow based photographer, and a renowned name in the art in the region. A Masters in Fine Art Photography from Lucknow Arts College, Kunwar Ji has been working in the field of photography for the past seven years. He has participated in many photography festivals like 'Aura', 'Dharohar' and have won lot of acclaims and awards. Recently, his pictures have been selected in 1st Jodhpur International Contest. Along with this, he has also done Art Direction in TV advertising, for Uttar Pradesh Tourism. He has also done Vrindavan TVC (2015) and commercials for a range of reputed clientele.

A fine sketcher and multi-talented Kunwar Ji, has also done live speed painting, live portrait sketching and classical 'khyal Gayaki' at the Lucknow Mahotsav, 2016. He believes in the philosophy – 'While there is perhaps a province in which the photograph can tell us nothing more than what we see with our own eyes, there is another in which it proves to us how little our eyes permit us to see'.

Kunwar Ji is a staunch believer in aesthetics. He maintains that a great photograph is a full expression of what one feels about what is being photographed in the deepest sense, and is, thereby, a true expression of what one feels about life in its entirety. As a part of JCTB project, he has done a tremendous job in bringing out the best from the participants of this coffee table book.

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## THE 'BRASS TACK' CITY OF MORADABAD

Moradabad is a great historic city and a commercial hub of Uttar Pradesh. It was established in 1600 by prince Murad, the son of the Mughal Emperor Shah Jahan. Situated on NH 24, a four-lane highway that connects New Delhi to Lucknow, at a distance of 170 kms from the national capital, the city is nicknamed Peetal Nagri, (City of Brass) for its famous brass handicrafts industry. It also has divisional headquarters of the Northern Railways (NR). In 1632, the Mughal Emperor Shah Jahan appointed Rustam Khan, the governor of Kather Sambhal to capture it and he set up a fort at this place and named it as Rustam Nagar. Later on, it was named as Moradabad after Shah Jahan's son Murad Baksh, and this name persisted. Material development of the city was started after the construction of a Jama Masjid on the orders given by Shah Jahan to Rustam Khan in 1637. It passed into the possession of the British in 1801.

Moradabad is a prominent commercial town of North India. It is famous for its beautiful brass handicrafts. In fact, Moradabad has an international distinction of being among the largest centers for copper-ware export in the world, and is known worldwide for its high quality brass handicrafts that are exported all over the world particularly in the Europe and the North America. The brassware industry in Moradabad bloomed in early 19th century and British took the art to foreign markets. Other immigrating artisans from Banaras, Lucknow, Agra and many other places formed the current cluster of brassware industry in Moradabad. In 1980's various other metal wares like brass, iron, aluminum, etc. were also introduced to the art industry of Moradabad. New technologies like electroplating, lacquering, powder coating, etc. also found its way to the industry.



Some of the artisans have their in-house manufacturing units and workshops. Otherwise different tasks take place in different small manufacturing units. These units consist of furnace, moulding tools, polishing machine, etc. It is not a technology intensive industry and hand powered labour predominates. The process of making a brassware includes a master craftsman and other skilled craftsmen. This task comprises a team of skilled artisans having a considerable expertise in various areas required in the making of a brassware. For instance, a skilled engraver is needed for the task of engraving, a skilled enameller needed for the task of enameling; similarly many others are required for additional responsibilities. Moreover, this traditional craft is probably 500 years old and these artisans learned this traditional art form from their ancestors and forefathers engaged into this practice from many generations.

Presently this craft and artisans involved in this practice are encountering certain challenges and crisis. Due to increase in the prices of brass and coal the brassware industry also suffered a major setback. Also because of the inadequacy of basic infrastructure like electricity, water, health and sanitation and impoverished condition of the artisan, the brassware industry is already in crisis. Because of no subsidies in both coal and brass and exploitation of artisans by both importers and exporters, this traditional craft practice is in threat. For example many artisans don't want their children and coming generation to pursue and continue this historic tradition and many of the artisans have already left this craft. Even the artisans who are involved in the process of casting (dhalai) are suffering from serious diseases like tuberculosis, asthma, skin diseases and many other diseases because of the poisonous gases from coal imported from China, which is cheaper as compared to the indigenous coal from Jharkhand. Due to frequent electricity cuts, none of the artisan can work without generators, they can't do the work of finishing and polishing without proper supply of electricity. Serious initiatives are necessary to strengthen Moradabad to face the challenges and competitions in brassware from China and other countries.

Its brass industry apart, Moradabad has lot to offer to the visitors. As with other cities and towns in India, temples and other religious sites form the backbone of the community. Some of the main temples here include Sita Temple, Bade Hanuman Ji Temple, Chandausi - Kunj Bihari Temple, Sai Temple, Pataleshwar Temple and the Lord Shani Temple. Given its Mughal lineage, there are several monuments that stand testimony to that particular era of Indian history. Some of the most notable ones include Najibudaulah's Fort, Mandawar Ka Mahal and the Jama Masjid. While in Moradabad



visitors can also see the nearby Chandausi ('Chand' means moon and therefore, Chandausi is like a moon). This scenic town cultivates the mint plant in large scale and the main product is the mint oil. For some family fun and relaxation, you can head to Prem Wonderland and the Prem Water Kingdom. The Raza library in Rampur caters to the literary buffs and is a treasure trove of Indo-Islamic learning and arts.

The city, sitting on the banks of the Ramganga river (a tributary of the Ganges), is divided into enclaves, viharas and sectors. In recent years, the city has seen massive development in all spheres. Traditional businesses have now converted into industrial export houses. Anywhere in this city, there are many export houses in every corner. There has also been a massive spurt of several posh high-end societies and townships across the city. Time has also thrown up the pillars of popular culture in Moradabad, like shopping malls, high-end hanging out places, cinema halls, book markets and cultural centres, etc. The city has made remarkable progress in the areas of infrastructure, education, tourism, industry and commerce, etc. People here are diligent, innovative and self-driven. The thread of entrepreneurship runs deep through the fabric of the city. Its markets are always abuzz with activities.

When it comes to dining, there are hundreds of joints that can be offered to you by the Moradabad. The most famous is the Maxim. This has delectable cuisines from all over the world. Bukhara is another fine dining restaurant while the '24 hour dining' is a café that offers meal and snacks. People here have good living standard. Taste matters a lot in their life. The street food galore in Moradabad, with a wide mix of north and south Indian, Chinese, Mughlai, continental, and our own authentic Uttar Pradesh cuisines. Nothing can be compared with pleasure of eating Moradabadi biryani, moong daal, jalebi, khasta, roasted meat, litti-chikha, kachauri, and the list goes on. If you love UP, Moradabad is surely the place to be!





## ABHA CHAUDHARY SACHIN CHAUDHARY

Founders  
Aryadhyam Group



## THE HAPUR HURRICANE



Sachin with his colleagues at the office

"I read human beings, not books." This dramatic assertion best summarizes Sachin Chaudhary, the dapper 32-year-old business tycoon who straddles the real estate market with the consummate ease of a veteran. Born in 1984, Sachin has achieved in this short life-time what many would not have achieved in a lifetime. A jat from the Babugarh Cantonment area of Hapur, Sachin's father Shri Kalu Singh was a landlord with over 100 bighas of land. Education was never a priority in his family, and Sachin hardly ever understood the importance of schooling in his village. He recalls, "One day I saw a bunch of young boys and girls in uniforms, with bags slung across their shoulder, so I asked my mother where they were going. My mother nonchalantly remarked that they were going to school. When I told her that I too wanted to go to school, I was admitted to the local government school in the area."

When he was in class VII or so, one day he heard his father telling his mother that he was selling 10 bighas of family land to keep up with the household expenses. Sachin thought that he himself was whiling away time playing cricket, while his father was forced to sell land. He then decided he will move out from his ancestral village and branch out on his own since this was not the kind of life he was looking for. However, he loved his parents deeply and shares that his father was so unconditional in his love for his son, that he was willing to forsake all his land holdings to realize his son's dreams.

"I READ HUMAN  
BEINGS,  
NOT BOOKS"





UP's Deputy CM Sh. Keshav Prasad Maurya felicitating Sachin Chaudhary



Sachin Chaudhary distributing free plots for the martyrs' families

Post his 10th class, Sachin, armed with two shirts and two trousers, left home for good and found himself in Moradabad which became his Mecca for business ventures. He recalls vividly, "It was the year 2001 and I was ready to live out my dreams. I joined the famous multi-level marketing (MLM) firm Amway at the age of 16, and made rapid strides in this sector. His ability to communicate with people gave him great convincing powers. Added to this was his drop-dead handsome looks, his towering personality and his booming voice which struck an emotional chord in his team members.

Acutely aware of his educational shortcomings, Sachin joined KGK Junior college and started working in the night in order to become a good student. It is here that he realized his natural hunger for knowledge and realized the true value of education. So, when he passed with over 65% in his junior college (class XII), Sachin was confident that he could conquer the world. By now, Sachin was the go-to young lakhpatis and the year was 2003. Since he loved body building and athletics, his family and friends suggested he join the police force. Getting into a government job was his mother's dream and Sachin duly accepted this challenge.



Sushmita Sen felicitating Sachin Chaudhary at Hope Foundation Awards, 2017

"Soon, I was selected to join the police force and my name appeared in the list of selected candidates. There was much to celebrate about, but my joy was short-lived when on the next day, the list of selected candidates was tweaked to accommodate the political caste interests of the then party in power," he laments.

Sachin was crestfallen and his world came crashing down. To add to his woes, his closest friend had shortchanged him in bank dealings and the dice was well and truly cast. As he himself says, "Overnight, from a crorepati I became a roadpati." But not given to take no for an answer, Sachin overcame many odds and joined another MLM firm which is today one of the 10 best market networking firms in the country. By now, he was making Rs 10 lakh a month and had become the youngest toast of the town. He had become so adept at convincing people, that he could take the dark out of the night-time and paint the daytime black!

Finally, in the year 2015, he launched his famous real-estate firm Aryadhyam Infra-builders and within five years, he shaped it into a Rs 400-crore firm. How did he succeed where so many real estate firms went under, especially after demonetization? He is quick to respond, "I start when others fail. I decided to offer a host of plots and developed colonies and on the way notched up many record sales in one day. My company holds the record of selling 300 plots in one day, and I challenge anybody to better this feat."

"I START WHEN OTHERS FAIL"



What has further endeared Sachin to the masses is his love and passion for the armed forces. He says this is one profession where sacrifice is the essence of their existence. "I once dreamt of being an army officer. I will do so much for the armed forces that no one can match me. Only this year, my company distributed eight plots to martyrs on Shaheed Diwas and I now aim to spend 8% of its profits in this CSR activity," he shares with pride. Only last year, he unfurled an 1100-metre national flag in the city to express his love for the forces and the country.

Always one to believe in sending business proposals, Sachin says, the more proposals you send, the more you are likely to get them accepted. Using the same yardstick, in the year 2009, he called up his then-to-be-wife Abha, whom he met once incidentally in 2005, and proposed to her asking whether she was willing to marry him. It was this memory that prompted him to make this proposal.

"THE DAY YOU  
FORGET YOUR BAD  
HABITS, YOU WILL  
FORGET YOUR GOOD  
MEMORIES"



Gym time!



Style, Luxury, Substance



Sachin with wife Abha and daughter Aradhya



Sachin and Abha in a candid mood

Talking about those days, he jokingly remarks "The day you forget your bad habits, you will forget your good memories." Abha was a post graduate and was pursuing her Ph.D and came from a family of educators. She agreed to meet him and despite initial family misgivings, she married her knight in shining armor.

His wife Abha Chaudhary is enamoured by Sachin's passion to perform and says, "He does everything with his heart in it. His infectious energy rubs off on all of us working in Aradhya." She goes on to share that the company is named after their five-year-old daughter Aradhya and Sachin even took paternity leave for two-and-a-half years to nurture her and bring her up. He worked from home during this period. He has her pet name Radhika tattooed on his right forearm and has her footprint emblazoned on his left arm. "He dotes on her, she is his life line," she says, even as she signs off with a smile.





**AGARWAL BROTHERS**  
**DR. TARUN AGARWAL**  
 NEUROPHYSICIAN, NEURO CARE CLINIC  
**TANUJ AGARWAL**  
 OWNER, MOHAK MEDICOS  
**ANUJ AGARWAL**  
 DIRECTOR, HOTEL MB GREENS CLARKS INN

## TALE OF THREE BROTHERS



Dr. Tarun Agrawal seeing a patient at his clinic

"The exorbitant thing about being a doctor is that the patients believe a doctor can cure anything and everything. They have massive expectations from us and it's quite difficult to explain to them that we are not Gods," muses Dr. Tarun Agarwal, one of the most prominent neurophysician of Moradabad. Born to Late Shri Ashutosh Prakash Agarwal, an ex-railway employee and Smt. Vinla Agarwal, Dr. Tarun Agarwal is a courteous man and a famed professional in the city. Catering to a large number of patients per day at his clinic, popularly known as the Neuro Care Clinic in the town, he is a man with too much to deal with and care about, every day.

Not only a household name in the city but being the eldest of the three siblings, Dr. Agarwal also has a significant place in the hearts of his younger brothers. Blessed with an amiable and a pro-active personality, he is an inspirational icon for many, including his family. "He is like a father figure for us and we seek his suggestions in all our matters," says Anuj Agarwal, the youngest of the three. An assiduous person himself, Anuj speaks with delight when questioned about the bond between the brothers. "Both me and my elder brother Tanuj are whole heartedly devoted towards Dr. Tarun. He has sacrificed a lot for us and this is what has placed him on a high pedestal."

"WE BELONG TO AN ORDINARY FAMILY, BUT BY GOD'S GRACE, WE HAVE DONE EXCEEDINGLY WELL."





Grand façade of Clarks Inn



Tanuj and Anuj Agrawal at their Mohak Medicos office

Sharing further details about himself and the family, Anuj says, "We are three brothers in the family. I have completed B. Tech from electrical branch, but I guess life had different plans for me. At present, I look after the entire management of the clinic and also the retail shop of medicines below the clinic. I also hold directorship in Hotel MB Greens Clarks Inn and Prem Wonderland and water kingdom in Moradabad. My elder brother, Tanuj has pursued a course in accountancy and is presently involved in the wholesale business of medicines (Mohak Medicos). The eldest one is Dr. Tarun who is a doctorate in the field of neurology and is practicing since last 25 years. It wouldn't be wrong to say that the three of us complement and complete each other."

Speaking about the strenuous moments in their lives, he adds, "We belong to an ordinary family, but by God's grace, we have done exceedingly well. We were happy even when the means were less. In fact, we are happy with whatever we have achieved till now. The biggest achievement is that there has not been single news of controversy in our personal and professional lives till date."



Prem Wonderland and Water Kingdom

Revealing details about the family further, Tanuj shares, "The entire family is an ardent devotee of Lord Krishna and together, we love to visit Vrindaavan. In fact, it is a must, once in a year, for our family." A perfect example of love and affection, the Agarwal brothers exhibit a single soul inhabiting three different bodies. The intimacy and love that they display is beyond words to describe.

Speaking about the technological advancements and public awareness in his field, Dr. Tarun says, "I was probably the first one to establish a neuro clinic in Moradabad. Initially, it was difficult to educate the people about the same but gradually we succeeded. At present, along with the technological advancements in the field of neurology, there has been a significant improvement in the level of public awareness as well. Now, people are much more aware as to what comes under the scope of neurology. There have been manifold advancements in the field since the last 10-20 years, especially in the diagnostic part. Amongst all these, the introduction of MRI in the field of neurology has certainly brought about a revolution."

Conversing about his relationship with the patients, he says, "I share a cordial relationship with my patients. I am an emotional man and at times I do get attached while dealing with them but then, a doctor needs to exhibit an impassionate behaviour, while dealing with his subjects. He cannot show his emotions, lest the patient gets worried. That's a crucial part of our profession."

"NOTHING GOOD  
WILL HAPPEN IF YOU  
PRAY ONLY, KARMA IS  
EQUALLY IMPORTANT"



On the other hand, when asked about his success mantra and the source of his unending zeal, Tanuj says, "My work is my hobby. I believe in sheer dedication towards my profession. When people come to us with a gratifying smile, all the tiredness vanishes into thin air. Also, I believe in hard work much more than destiny. Nothing good will happen if you pray only, Karma is equally Important. The existence of God may be a controversy but there is always a superpower that you need to believe and fear," he adds.

Busy as a beaver throughout the day, the Agarwal brothers are not only committed professionals but are also involved in myriad of social activities. "We organize a camp on National Epilepsy Day in November every year, where the patients are diagnosed, treated and provided medicines free of cost. We have a staff of around 300 employees and we provide free medical aid to them. None of our staff members are poverty stricken. We take care of all their needs. Apart from this, we also run a charitable trust in the name of Aasho Charitable Trust that looks after the interests of epilepsy patients and the environment at large," shares Anuj Agarwal.

"THE ENTIRE FAMILY IS  
AN ARDENT DEVOTEE  
OF LORD KRISHNA  
AND TOGETHER, WE  
LOVE TO VISIT  
VRINDAAVAN"



Dr. Tarun with Avral, Anita and Riny



Family that flourishes together!



Dr. Tarun and Tanuj: Chai pe Charcha



Dr. Tarun, Tanuj and Anuj with beloved mother Vimla Agarwal

Contented with the achievements in his life, Dr. Tarun shares his plans for future with delight. "I am satisfied with what I am. After all, somewhere or the other you have to draw the line in profession," he says. However, his younger brother Anuj has different plans in store. Exhibiting a progressive approach, he says, "We wish to acquire more hotels on lease. Other than that, I have plans to open up a retail shop of general medicines soon!"

Married to Smt. Anju Agarwal, Dr. Tarun is blessed with a son- Mohak, who is at present pursuing his MBBS from Maulana Azad Medical College in New Delhi. Other than his work, he is fond of music, especially the old and the spiritual melodies. Tanuj is happily married to Rachna, and is blessed with son Ritvik and daughter Riny, while Anuj also has an adorable life partner in Kshipra, with son Avral and daughter Anita.



## ANUPENDRA SINGH

DIRECTOR  
BACHPAN SCHOOL



## THE PASSIONATE PATRIOT



Beautiful façade of Bachpan School

One look at his imposing aura and one gets the impression that he belongs to Defence Services or Indian Police Force. There is a certain influence in the way he walks, talks or greets you. No wonder as per his confession, if not an entrepreneur, he would have been a serving army officer. "I always wanted to join the Indian Army. In fact I got the exam forms after my 12th but my father denied it as I was the only son," he says. Mr. Anupendra Singh, Director, Bachpan School and a renowned social worker in the city of Moradabad, is extremely affable, contrary to his perceptibly gruff exteriors.

Talk about the inception of school and he tells us- "I was watching TV at my sister's house when she suddenly advised- 'Why don't you open a school?'. I had no money at that time as I come from a middleclass background; my father was a government servant. . But somehow things started falling in place. My sister, my maternal aunt helped and my mother too was extremely supportive. We started with three classrooms in 2007 in the same campus."

It was not a smooth ride to entrepreneurship for Anupendra. "Initially my father was not happy with my decision. Also I was coming out of heavy losses from my medicine business that I started while I was studying, but never did I lose hope and stayed on."

"IF PEOPLE REMEMBER  
YOU AFTER YOU LEAVE  
THIS WORLD; THAT IS A  
LIFE WELL LIVED"





Students engrossed in the school's library



Taare zameen par...

"By God's grace, we started doing well and once my father saw the tireless work we were doing, he too came on board. Today we have over 28 classrooms, around 400 students and we plan to expand soon. And today, I can proudly say that we are among the best playschools of Moradabad," he elaborates. Anupendra, who did his early schooling from Moradabad and Dehradun, went on to Meerut for his Intermediate, but all through his academic career, one thing he excelled in, was sports. "I have played at national levels, be it cricket or cycling; I would have been a boxer had I not met an accident in my childhood," shares Singh. Were there any other ambitions apart from being in Army? "I was never interested in a regular job even while I was pursuing law. I won't say I had entrepreneurial ambitions but I wanted to be a man of my own making," he asserts.

Anupendra credits his wife Mrs. Preet Singh for being a solid support in his journey, who today presides over day to day functioning of the school. "She comes from an affluent background, still she is extremely grounded. Today my social work keeps me extremely busy.



Come to learn, go to serve

It is only because of her deft handling of the school administration," he shares. We ask him what drives him to excel, he says, "To be frank, I can't stand injustice or compromise on ethics. Neither I do harm or speak ill of anyone, nor can I stand anyone causing harm or disrespect to anyone."

Another fascinating aspect of Anupendra Singh's personality is his indomitable patriotism. Talk of the nation and he is ready to give his all! There is passion in his voice as he talks about the topic that is close to his soul. "I will credit my upbringing for this; also my school. Even though I was in a catholic school, the prayer there was 'Nation first'. All my life I have tried to live towards one goal- "If people remember you after you leave this world; that is a life well lived," he quips!

What separates Bachpan from other schools? Anupendra confidently replies, "I think what is missing today from our education system, is value system. Instead of pushing our students into unending pursuit of percentages, we are instilling values in our students. Believe me, even if you are not a topper, but have values, you will eventually be a successful person in your life. And this is what we teach students of Bachpan, and this is what probably separates it from the rest."

He shares one of his touching experiences. "Last year a lady with two of her daughters, committed suicide in front of moving train; one of the daughter survived. I reached out, took media's & local social agencies' help and on the fourth day, her extended family contacted us and we were able to unite her with them, he reminisces and adds- "Even in my school, many of the students are taking education free of cost."

"IF PEOPLE REMEMBER  
YOU AFTER YOU LEAVE  
THIS WORLD; THAT IS A  
LIFE WELL LIVED"



We are joined by Mrs. Preet Singh and their two lovely kids- Devyash and Masoom, who greet us with 'Ram! Ram!' Such is the commitment of Singh, that he virtually has no personal life. "I am always occupied with social work. Any time of the day or night, if anyone needs me, I make sure that I am available for help," he asserts.

Ask him of his inspirations or reading habits, he shares, "I am only fond of reading biographies of freedom fighters and if you ask me who inspires me, it is our honourable Prime Minister Narendra Modi." He has no qualms in joining active politics. "I think it is imperative that committed and good people join active politics. We can't sit back and crib that system doesn't work, we have to get into the system and try to change it," he utters optimistically. We ask Mrs. Singh what it means to be Anupendra Sungh, and she smiles as she says, "He is extremely hard working. Once somebody touches his heart, he can go to any extent for that person. At the same time, often he gets little aggressive, but people can put up with that, I think!" She always was sure about him scaling heights.

"PREET COMES FROM AN AFFLUENT BACKGROUND, STILL SHE IS EXTREMELY GROUNDED"



Preet, Devyash, Masoom and Anupendra



Devyash and Masoom with their grandfather and grandmother



Made for each other!

"My only complaint is that due to his extremely hectic schedule and social commitments, we miss out on holidays, but I understand that his social engagements are extremely important."

As we walk towards their house for a cup of tea, we ask Singh to sum up his life and promptly comes his reply, "Tan samparpriti, mann samparpriti aur yeh Jeevan samparpriti; hey matrabhoomi tujhe iske siva aur kya du. These lines I have grown up with and are still close to my heart." Ten years from now, where does he see himself? "All I want now is to take my school to greater heights, and it should be known as region's best school. Politics is an ongoing process, it will continue but I will never stop trying to give my humble contributions in bringing social changes." He signs off on an optimistic note.





## DEEPAK AGARWAL AND VINAYAK GUPTA

Founder - Partners, Archana Deep Homes

## A UNIQUE SYMPHONY OF DIVERSITIES



Deepak Gupta at work in his office

They are two diametrically opposite personalities. Where one is a man of soil, rising up the staircase of success on the basis of his sheer gut and commitment; the other is sophisticated UK educated architect who brings his dynamic modern ideas to the historic brass city. Together they form a formidable pair, one which is a symphony of earthy humility and futuristic vision. No wonder the city of Moradabad looks up to the colonizer duo of Mr. Deepak Agarwal and Mr. Vinayak Gupta and their dream project Archana Deep Homes, which consists of state of the art plush 72 flats.

Though he is a man of very few words, but what is most striking about exporter (Owner- Deep Emporium), colonizer and social worker Deepak Agarwal, is his chic white clothes. He has never worn any other colour but white all his life. Add to it his curled thick mustaches and a pistol peeping out of the holster tied to his waist, and you have quite a tough candy here, at the first glance. Quite contrary to his tough exterior, as one chats with him, he comes out to be extremely humble and soft spoken.

The chat started with his fascination for white clothes. "My father Late Shri Ashok Kr. Agarwal always used to wear white and I emulated him and hence have always worn white. More so, white symbolizes peace and cleanliness," he shares lightly.

"ONE SHOULD NEVER  
COMPROMISE WITH  
ONE'S ETHICS FOR  
PETTY PROFITS"





Deepak supervising the construction work



Vinayak inspecting one of his sites

Sharing his journey of getting into export business, he adds, "My father was in fertilizer business and in 1988 I started glass business at a very small scale. Somehow luck favoured me and I got export opportunities. Actually it was one of my cousins who was in plywood business and he suggested that I should get into glass business as it is one good upcoming sector."

Social work comes naturally to Deepak. It was not intentional, rather inherent in him. "I think I am born like this only, and it is in my nature that if someone comes to me for help at any hour, I will try and do whatever I can," he shares candidly. And it was social work that paved way for his foray into politics, which is now an extension of his personality.

He is one of the youngest entrepreneurs in the city of Moradabad. Mr. Vinayak Gupta, Architect and Urban Designer (Archna Raj Planners & Consultants) is handling more than 71 projects right now. His hot shot project (in partnership with Mr. Deepak Agarwal), Archna Deep, is talk of the town. We ask the young architect about his journey.



Vinayak, in conversation with his colleagues

"I was in class 9th when my father Dr. Rajkamal Gupta suffered a heart attack. He was into real estate business and there was no one who could take care of it. It is then, when I decided to take over the reins," says Vinayak. Inspired by the great architects like Hafeez Contractor and Le Corbusier's work, the young man realized he needs a western perspective too. Thus to hone his skills he went to UK for his master's. "I had many offers in UK and I could have easily stayed back and made my name there. In fact the Mayor of Cardiff appointed me 'Peace Ambassador'. But I always wanted to come back to my homeland and do something different and make our country proud," he adds with pride.

Today when UP government has rolled out the ambitious cattle colony project in major cities of the state, it is the young Vinayak, who has been picked to lead the pilot project commencing from Allahabad. The journey of real estate business has been stuff of fairy tales for the Guptas. His father Dr. Raj Kamal Gupta shares, "It all started with an advertisement in 1982 that I saw in newspaper about development of Rohini in New Delhi as Asia's largest residential colony. I, at that time applied for a plot with Rs. 750. Luckily in the first lot, I was allotted a plot. Later I sold that plot for one Lac and that was the inception of our foray into full time real estate business."

Vinayak is determined to make Archna Deep, a firm of national repute and he credits all his success to the strong ideals of his father. "I have seen how big a heart he has. I have never seen anyone coming to our house or to meet him, go without having food or being treated politely. It is said that real estate business involves lot of unlawful activities but I have made sure that I keep my dealings clean. I have been honest and fair in all my projects," he shares.

"I HAVE BEEN HONEST  
AND FAIR IN ALL MY  
PROJECTS"



A dedicated family man, Deepak credits his success to the rock solid support of his wife Mrs. Deepali Agarwal. Though available 24X7, he tries and spends time with his family as much as he can. He has three kids. While one of his daughters (Bhagya) is pursuing law, the other is pursuing MBA (Anchal); son Aditya will appear for his 10th boards this year. In spite of being an extremely successful exporter, he confesses that his true passion always has been to become a renowned colonizer. "Archna Deep is my first step towards that," he shares. His mantra of success has been- "Never indulge in unlawful activities and never compromise with your ethics for petty profits".

"FAMILY IS AN  
INSTITUTION WHICH  
IS THE FOUNDATION  
OF A HEALTHY  
SOCIETY"



Deepak and Deepali



Deepak with his wife Deepali, mother Ilama Agarwal and daughter Bhagya and son Aditya

In spite being so young, Vinayak's days are strictly restricted to work, but whenever he gets time, he tries to unwind with a select few. "I have a limited circle of friends. I like to play snooker, horse riding or go for long drives. I have visited over 20 countries, and I am really fond of travelling," he shares. His weakness, he thinks is his extreme affection for his family. "I am too attached to my family; I can't ever think of living away from them," he reveals proudly. His most passionate ambition is to fulfill his father's long due dream of opening a world class school and a hospital. He stays blissfully with his wife Niharika Gupta, who is an interior designer, son Reyansh, elder brother Kartikaya, mother Dr. Archana Gupta and of course his father Dr. Rajkamal Gupta.

"I CAN'T EVER THINK OF LIVING AWAY  
FROM MY FAMILY"



Vinayak & wife Niharika with son Reyansh

A Family of cult & creativity





## Dr. MANJESH RATHI

Director and HOD  
Department of Neurology DMR Institute of Neurosciences

## MIND MATTERS!



An unpretentious personality with an unremitting energy, is the best how one can describe Dr. Manjesh Rathi. An esteemed name in the field of neurology, Dr. Rathi is the Director and HOD of Department of Neurology at DMR Institute of Neurosciences in Moradabad. Born to Mr. Dilbagh Rathi, ex manager- Hotel Corporation of India Ltd and Mrs. Rajwanti Rathi in the year 1979, Dr. Manjesh originally hails from the national capital- New Delhi. "We are two brothers and I am the elder one. The younger one, Anjesh Rathi is a scientist in DRDO," shares Mr. Rathi. Taking a stroll down the memory lane, he adds, "I have always been a meritorious student, as a result of which I got selected in multifarious fields like engineering, medical and defence services. But I was always inclined towards this profession as it is the only one that gives you a unique chance to serve people."

A disciplined and confident neurophysician with Indian license and certification in Internal medicine, Dr. Rathi has a strong background of catering to the medical requirements of minority and low income population. An alumnus of SCB Medical College, Cuttack, Dr. Rathi has completed his post graduation, i.e. MD (Paediatrics) from MLB Medical College in Jhansi and DM (Neurology) from SBMCH Medical College, Chennai.

"WITHIN A SPAN OF ONE YEAR,  
THE HOSPITAL HAS BECOME THE  
CENTRE FOR CATERING THE  
HIGHEST NUMBER OF  
NEUROLOGY PATIENTS IN INDIA"





Dr Manjesh and his colleagues in the operation theatre



Life awakens...

Having a tenacious grip in the field of neurology, he is also the member of various medical associations and academies in India. "I have procured fellowship in child neurology and I am a doctorate in adult neurology as well," shares Dr. Rath with pride. With a vast experience in hospital and clinical research, the doctor has initially served the Indian Railways as a senior consultant of neurology and the Apollo Hospital as a consultant in paediatric neurology. Later, he inaugurated the DMR hospital in 2016 with the intent to serve the public, unconstrained.

At present, looking after copious patients a day, Dr. Rath is a practitioner with both hands full. Conversing about his hectic work schedule, he says, "I start my OPD at nine in the morning and it goes on till 2 am." Revealing details about the hospital, he says, "It is a 90-bed approved hospital with a staff of around 50 employees and the prime facilities of a neurologist, gynaecologist and a surgeon are available over here. The other specialities are also available on call. However, we are planning to convert it into a multispecialty hospital very soon, probably within a year or two." Further, with contentment, the doctor adds, "Within a span of one year, the hospital has become the centre for catering to the highest number of neurology patients in India."



A patient under treatment in the Neuro ICU

Describing his relationship with the patients, he says, "I am more like a friend to them. Even the staff at the hospital is patient friendly. At times, I even provide employment to the needy patients."

Sharing the details about his present and future occupancies, Dr. Rath says, "At present, I am researching on 'strokes' in young people. It is becoming a common problem affecting people below the age of 45 and I must say it is a serious cause of concern for the entire country. The disease is not only limited to the patient but it affects the entire family. Currently, I am focusing on this issue and its preventive strategies. Apart from this, we have an e-neurology centre in Assam where we have patients from around 7-8 states. I visit that centre once in every six months to look after my patients." Speaking further on the matter, he adds, "In future, I would love to do something in order to raise public awareness on the major diseases plaguing the masses. I believe that though people are gradually becoming aware of the diseases and their symptoms, but we still need to educate them on a larger scale to lower down the morbidity and mortality rate in the country."

Conversing about the social contributions that he has made, Dr. Rath says, "Every year, we pay for the fees and other rentals of approximately 5-6 meritorious students from various colleges."

"MEDICAL IS THE ONLY FIELD WHICH GIVES YOU A UNIQUE CHANCE TO SERVE PEOPLE"



"I am also running a school where we provide free education to the worthy students. Apart from this, since my roots are from Haryana, we also pay the travelling and other expenses of the needy students belonging to the state."

Dr. Manjesh is happily married to Dr. Sushma Rath, a renowned gynaecologist and laparoscopic surgeon, who at present, is serving the northern railways, Moradabad, as Senior DMO and Head of Gynaecology Department. The couple is blessed with two sons- Dilshant and Siddhant who are still very young. Conferring the credit of his success on his parents and his wife, Dr. Rath says, "It's my mother who has been the driving force behind our eminence. My brother and I were more attached to her since the beginning."

"MY PARENTS AND WIFE  
HAVE ALWAYS BEEN MY  
SUPPORTING HANDS IN  
ALL THE ENDEAVOURS"



Dr Manjesh and son Dilshant



The bond of togetherness!



Dr. Manjesh and Dr. Sushma with son Siddhant



Dr. Manjesh and Dr. Sushma in a candid moment

My father has been a hard working man throughout his life and we both have inherited this quality from him. As far as my wife is concerned, she has always been my supporting hand in all the endeavours. Professionally and personally, she handles all my issues extremely well."

Conversing about the family and the difficulties faced by a working woman, Dr. Sushma says, "Yes, it is difficult to handle both the professional and personal responsibilities but everything is possible if you have favourable support from the family. I believe that the kids get to learn a lot more in a joint family than in a nuclear family environment." Elaborating further, she says, "I am a gynaecologist in the railways and being a class I officer, I have myriad of responsibilities to fulfil. But inspite of all the back-breaking work, I have made it a point to have my lunch and dinner with the kids. Dr. Rath chips in too. "During leisure, I love to spend time with my kids. My elder son Dilshant plays guitar and other instruments really well and I love to encourage him," he shares.





Fine carvings being made on a brass utility

## MORADABAD GLIMPSES-I



Brass rubbing at a manufacturing unit





Brass melting underway



Worker giving finishing touches to the brass utilities





A lonely, lightly lit up lane of Moradabad



Peel Kothi Chowk





Fauwara Park



Fauwara Chauraha





## KARAN VEER SINGH

Owner  
Temptations Food

## THE TASTE OF LIFE



Karan Veer Singh giving finishing touches to an order

"You don't have to be great to start, but you have to start to be great." There are few who could live up to this dictum. Mr. Karan Veer Singh, the owner of Temptations Food in Moradabad, is one such man who believes in the power and magic of hard work, and has also strived hard to mark his presence in the city with the sweat of his brow. One of the most acclaimed figures of the town, Mr. Karan wields considerable clout and glory, but still maintains an extremely modest personality. "You might face myriad of problems while walking on the right track, but if you persist, you'll definitely be successful one day," he says with confidence.

Eldest of the five siblings, Karan was born in 1969 to Shri Vijay Singh, an ex railway employee and Late Smt. Sukhda Devi in the city of Moradabad. An epitome of positivity and a forthright personality, Karan Veer is also an inspiration for many. "I hail from an ordinary background and am a simple graduate from Hindu College, Moradabad. In spite of being taut with resources, I always have dreamt of living life to the fullest. In 1985, I started playing lawn tennis, which was considered to be a game of royals back then," he reminisces. Revealing the story behind his brand, he says, "It was in the year 2007 when the idea of business triggered in my mind."

"WE DO  
EVERYTHING TO  
MAINTAIN  
A GOOD  
CUSTOMER  
RELATIONSHIP  
AND EVENTUALLY  
IT PAYS OFF"





Karan Veer interacting with the customers



Karan Veer Singh with his team

We were three partners who decided to execute the plan further and in the same year we opened our first outlet in Civil Lines which is one of most posh areas of Moradabad. The first partner, Mr. Mukesh Tyagi invested the amount; the second partner Mr. Neeraj Vishnoi owned the shop while I invested my idea and labour into it. Initially, we faced a lot of criticism from the public at large but gradually, they started liking us. It was a small outlet that we started with and with 11 years of uphill battle, we have opened 17-18 outlets as on date."

Conversing further, he adds, "I used to open the outlet early in the morning and would analyze everything at the end of the day. The laptops were extremely high-priced back then, so everything was supposed to be handled manually. I used to maintain the entire database of our customers and even provide them with personal opinion on their choices. Not only this, but we also used to call our customers to obtain their feedback on our items."



Standing proud with excellence!

"Basically, we did everything to maintain a good customer relationship and eventually it paid off. Today, our brand is the most celebrated one in the areas of western UP, including cities like Bareilly, Rampur, Chandausi, Moradabad and many others. We have recently opened a large outlet in Kota, Rajasthan as well."

Sharing experiences from some of the most strenuous moments in his life, he says, "There were times when I miserably failed in many of my attempts and underwent a lot of financial crises. But somehow, I managed to cope up with it. I believe that right approach and critical thinking are the two essentials required to battle with difficulties and this is what eventually helped me grow." Conferring the credit of his success, basically to his life, Mr. Singh further adds, "I am of the opinion that I have received excess of everything. Temptations is a brand today with approximately 400 plus employees. We have toiled hard to make it a success and I owe the credit of my fortune to everything and everyone in my life. My stars, my hard work, my thinking, my wife, children, friends and the almighty, they all have contributed to what I am today." He shares proudly.

Broaching on his big plans, Karan Veer speaks with elation. "In future, we are planning to come up with a project wherein we'll teach culinary skills, free of cost, to 10-15 students, and within six months they'll be paid a salary of 10k. Within a year, we plan to train 40-50 students on an average." On being questioned about his vision for Temptations, he adds, "We are aiming to open many more outlets, initially within the state itself. We'll be coming up with three other outlets in Badayun, Pilibhit and Kashipur by March-April of this year."

"TEMPTATIONS IS A  
BRAND TODAY  
WITH  
APPROXIMATELY  
400 PLUS  
EMPLOYEES"



Summing up the point on an inspirational note, he says, "I believe, that if you increase the percentage of your positive thoughts in a day and set aside the negativities, you'll soon see your life changing, for good!"

A successful entrepreneur with a fine temperament, Karan Veer is happily married to Smt. Anamika Singh and is the father of two lovely kids- daughter Ria and son Aditya. While the former is in Class 11th, the latter is in 2nd standard. "I had always wanted to marry an educated girl with not so sound financial background. I met my wife through a matrimonial ad in the newspaper. She is from an educational background and was in a teaching job when we got married."

"MY WIFE, CHILDREN, FRIENDS AND THE ALMIGHTY, THEY ALL HAVE CONTRIBUTED TO WHAT I AM TODAY"



Music and vocals' session



Karan Veer and wife Anamika with daughter Ria and son Aditya



Karan Veer and Anamika

"Her father was a lecturer in a government college and there were six children that he had to raise, out of which four were daughters. The two sons were pretty young then. In spite of being the only source of income, he had educated all his daughters well. This is what attracted me the most towards the girl and her family," says Karan Veer. When asked about her husband, Mrs. Anamika smiles and says, "He seldom gets angry and this, I think is one of the best part about him. It's been 17 years of our marriage and he never bothers me with his problems. He only tells me when it's all sorted." Apart from my work, Karan Veer loves to play lawn tennis and is strikingly fond of all sorts of music. Besides this, the whole family is an adherent follower of Sri Sri Ravishankar Ji Maharaj.



The Temptation Man!





**KULDIP SINGH**  
Managing Director  
K International Kitchens 'N' Interiors Pvt. Ltd.

## THE HORSE IN HARNESS



Kuldip, Renu & Khagendra with office colleagues

The following story narrated by Kuldip Singh best describes his rise on the business firmament of Moradabad. "If you compare the physical features of a blue bull with a pedigree horse, you will find striking similarities. Both are physically strong and have tremendous stamina. But while a horse allows itself to be tamed and harnessed, the blue bull simply refuses to be reined in." This marks the difference of those who succeed in life and those who don't, says Kuldip Singh, founder of K International, makers of modular kitchens and furniture.

Highly articulate and conversant, this multi-talented civil engineer would have probably been a man of letters if he hadn't plunged headlong into his kitchen business which he launched in the year 2007. A PG diploma engineer, known for his sound academic credentials, Kuldip hails from a Jat farmer family. He loved his job and never thought he would launch his own brand comprising six exclusive showrooms, and 25 franchises across north India. He has emerged as a key player in the modular kitchen business, all within a decade. "Even my background went against me," he shares. "People from the Jat community opt for bank jobs, or at best become police officers."

When asked as to what does the letter 'K' stand for in his firm K International, Kuldeep smiles wistfully and says: "You guess?" He then goes on to answer after a slight pause, "K stands for kitchen, if you please. However, more importantly, it stands for my mother Kamla."

"WE HAVE MADE MODULAR KITCHEN PEOPLE'S NEEDS THUS CONVERTING IT FROM A LUXURY ITEM INTO A NECESSITY"





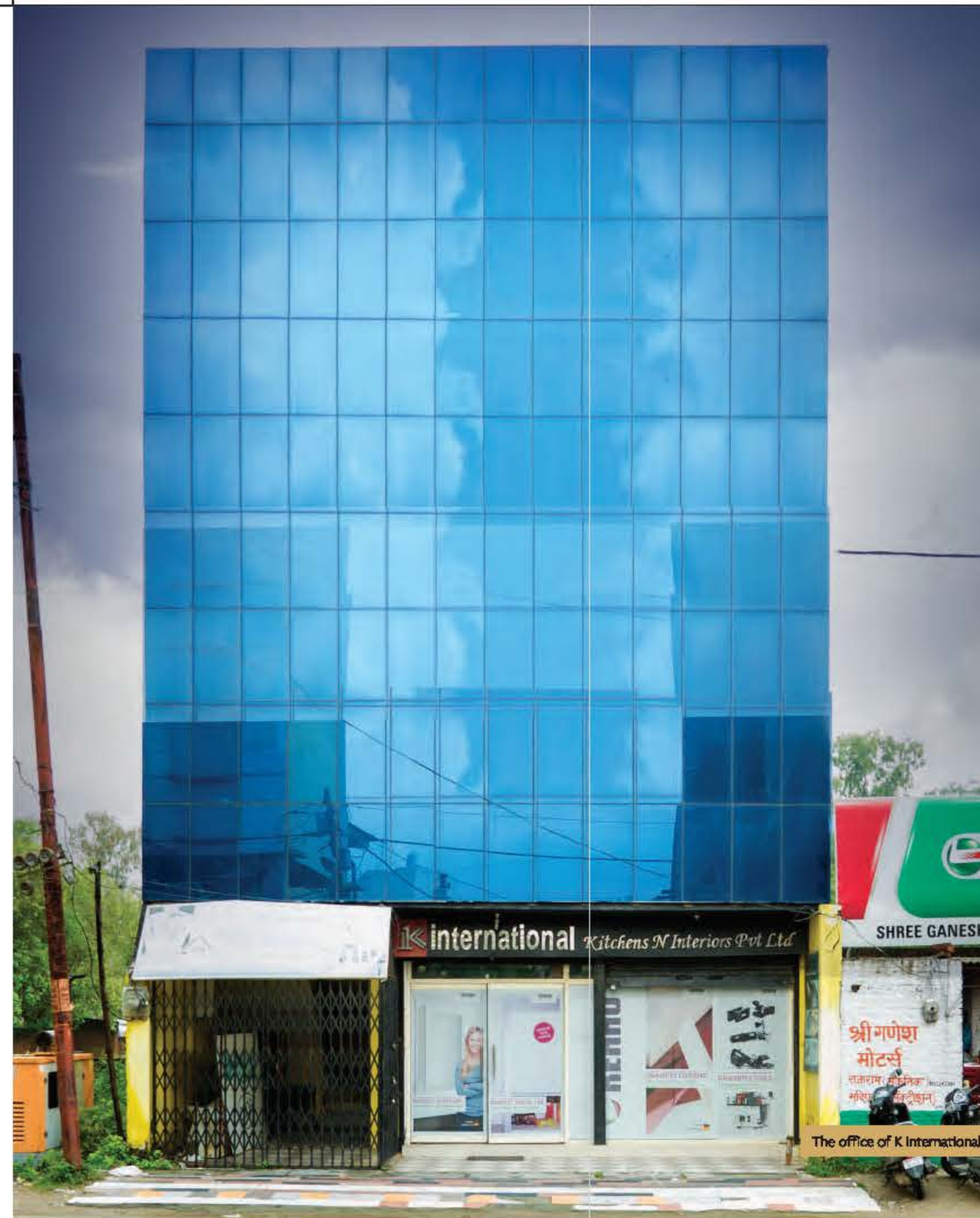
Modular kitchen developed by K International



Renu, Khagendra & Pancharm Singh engaged at one of the sites

"My parents are my higher power." His father Shri Pancharm Singh, who was a government officer in the agriculture department, is known for his upright moral character. "I run the Kamla Pancharm Foundation in my parent's honour since there is so much I learn from them, on a daily basis." As a tribute to their contribution in his life, Kuldeep is busy constructing an ultra-modern house for his parents in his village and has aptly named it Kamla Pancharm Ashirvaad. "I want to give them what they did not have in life. My parents are my support system, it is they who helped me reach where I am today. It is they who have instilled the lofty qualities of idealism and honesty in me."

For over 15 years, Kuldeep did various stints in private construction firms. As a college-going student in Moradabad, he loved to write stories and poems. He was a favourite anchor and debater and loved to read Premchand, Dinkar & Ghalib. Giving an instance of how as a young student he impacted lives around his peers, he said he was once challenged to stop drinking tea (which he loved) since he was dead set against college students smoking. He readily took up the challenge and 23 years later, he still does not do so. His strong resolve and positive demeanour made him a natural leader.



The office of K International

At an earlier point in time, he says, he loved to go cycling. Since it was very difficult for his father to buy him one, Kuldeep decided to earn it himself. This was in class X. Once he would return from school, he would ask his mother to make him home-made glue. He would then get down to making paper envelopes. Once he had enough envelopes, he caught hold of a commission agent and managed to earn Rs 180, good enough to buy him a second hand bicycle. He goes on to add that what was more striking was the fact that he completed his class X at the tender age of 14.

A businessman given to anecdotal learning, Kuldeep offers poetic insights on what was his vision behind setting up this company dealing in modular kitchens and furnishing. He narrates another one of his insightful stories to elucidate the vision of his company K International. There was once a young artist who loved to paint. Not prone to making money out of his paintings, his elder brother who lived in the US, was intrigued. One day to find out his younger brother's motive in making paintings, he sends one of his staff members posing as a customer. The elder brother's associate offers the painter an astronomical sum to buy one of his paintings, but the latter politely refuses. Later, when the elder brother questions his younger sibling as to why he did not sell his paintings when the money offered was so good, the younger brother retorts, "My joy is in the making, not in the fruit of my labour." This desire to excel without looking at rewards, is the vision behind K International.

"I RUN THE KAMLA PANCHAM FOUNDATION IN MY PARENT'S HONOUR SINCE THERE IS SO MUCH I LEARN FROM THEM"



Talking about how he launched his business, Kuldip shared that 2002 was the turning point. He moved to Mumbai to work in a modular kitchen factory, and it was here that he learned the ropes. He worked variously in the manufacturing department and marketing department and realized the immense potential in the modular kitchen business. Finally, in 2007, he decided to make a foray on his own, and thus was born K International. Today, he has a manufacturing unit that is based on state-of-the-art German technology. The service network and his personal touch have taken his business to great heights.

His wife Renu Singh, is his partner and is totally devoted to her husband's business interests. "When I married him in 1998, I did not know how to use a mobile phone. He inducted me into the business and today I handle the showroom and manufacturing unit. It is I who give him all the stress. He is my support system. Whenever things get a little hot, my husband, my

"HE INDUCTED ME  
INTO THE BUSINESS  
AND TODAY I HANDLE  
THE SHOWROOM AND  
MANUFACTURING  
UNIT"- RENU SINGH



Kuldip, Khagendra, Om & Uttkarsh



Kuldip, Renu & Khagendra

two sons Uttkarsh (16) and Om (13), and I drive off to the mountains to recharge our batteries. We have a flat in Nainital, to drive away our blues," she shares.

Kuldip's brother-in-law Khagendra is his Man Friday. Khagendra cleared the written civil service examination 10 years ago, and still decided to join Kuldip in his venture. "Kuldip ji is my mentor and role model. He is my go-to man. He always challenges me to do better. He and I together, made modular kitchen people's needs, thus converting it from a luxury item into a necessity," Khagendra shares. This is the kind of admiration that Kuldip evokes. He even fought elections for an MLA's seat in 2012, and wishes to use politics as a change agent. Time to sign off and doff our hats to this poet-entrepreneur!



A happy and blessed family



Kuldip and wife Renu with father Pancham Singh, mother Kamla and sons Uttkarsh and Om





**PUNEET AGARWAL**  
Managing Director and CEO  
M/s Akanksha Automobiles (R) Pvt. Limited

## DRIVEN BY PASSION



Puneet Agarwal with his office staff

"I react instantly on anything and everything. This is both the nice and bitter thing about me. Never do I think twice before taking a decision," says the savvy entrepreneur, Mr. Puneet Agarwal, the owner of M/s Akanksha Automobiles (R) Private Limited in Rudrapur, Uttarakhand. Born in the year 1982 to Shri Surendra Agarwal, a successful entrepreneur in the field of food grain industry and Smt. Santosh Agarwal, young Puneet is a topper in real life who believes in working his heart out. Speaking about his family and educational background he says, "I was born and brought up in Kichha, Uttarakhand and I had completed my basic education from there itself. I completed my BBA from Saraswati Institute of Management and Technology in Rudrapur. We have two rice mills in Kichha by the name of Hanuman Trading Company and Hanuman Industries, owned by my father and at present, is being looked after by my younger brother Sumit." Puneet is the eldest of three siblings, which also include sister Neha.

An acclaimed name in the field of automobiles, Puneet is not only a known business tycoon in the region, but is also a very transparent personality, adorned with a go-getter attitude in life. "In 2003, we purchased the unit- Akanksha Automobiles Private Limited in Moradabad.

"AKANKSHA IS A  
WELL-RESPECTED  
BRAND NAME IN  
WESTERN UP AND  
UTTARAKHAND"





Plush Honda two-wheeler showroom of Akanksha Automobile



Grand Nexa Showroom of Akanksha Automobiles

It was a Maruti dealership and this is how I first stepped into the business of automobiles," he reminisces. Further, sharing details about the business, he says, "In 2007, we started a new company in Rudrapur by the name of Akanksha Automobiles Rudrapur Private Limited. Thereafter, in 2009, Akanksha Auto Wheels Private Limited was established in Moradabad, where we became the authorized dealers of Honda Scooters and Motor cycles. We were two partners initially, but in 2011, we separated our ways and I got the chance to handle the entire business in Uttarakhand. At present, I have two dealerships of Honda. The first one is in Moradabad and the second I have recently established in Gazrola, by the name of Akanksha Bikes Pvt. Ltd. We also have a branch in Pagwada and a unit in Bilari, Moradabad, as well."

As far as the Maruti dealerships are concerned, the group cover two districts- Uddham Singh Nagar and Champawat district with outlets in Champawat, Tanakpur, Khatima, Sitarganj, Rudrapur, Bazpur, Jaspur and Kashipur. All these outlets provide 3s facilities to the customers. The company is soon coming up with a True Value outlet in Rudrapur and a Nexa workshop in the city to provide a unique experience to the Nexa customers.



Puneet with his team at Akanksha Maruti, Rudrapur

Reminiscing the most problematic days of his life, he says, "It was the time when we first purchased Akanksha Automobiles in 2003. It was a sick unit with extremely low goodwill. It was quite a cumbersome job to revive the unit, especially when no one in the market was ready to lend us anything in its name. Gradually with a lot of efforts, it paid dividends and we managed to sell over 700 vehicles within the first year of its purchase. We have learnt a lot from that experience. Today, Akanksha is a well-respected brand name in Western UP and Uttarakhand. People have faith on us and it's all a collective effort." He adds with elation.

Behind every effort is passion and behind every passion is someone with the courage to try. This courageous temperament was reflected in the attitude of the young entrepreneur who strongly believes in toiling hard towards achievement of his goals. "I believe that a person has the capacity to learn throughout his life. The willingness to accept and imbibe the changes is essential to be successful in life. You need to have a burning desire, along with 100% dedication in case you wish to achieve something big," he muses.

"THE WILLINGNESS TO  
ACCEPT AND IMBIBE  
THE CHANGES IS  
ESSENTIAL TO BE  
SUCCESSFUL IN LIFE"



With a smile on his face, he ends up saying, "Right now, I have to strive a lot in order to take this business up to great levels. But, I want to work only till the age of 50. After that, I won't take so much pain. There's a lot that God has bestowed me with and I am quite happy with that."

Married to Smt. Priya Agarwal since 2005, Puneet is the father of two lovely kids- Shaurya and Kartik, who are just 12 and 6 years old, respectively. Looking after a giant empire comprising nearly 600 employees, he is a man with unending professional commitments to fulfill. Conferring the credit of his success on his family, he says, "As a child, I have been more close to my mother. However, it was my father who guided me towards this business. It was just after class tenth when I joined my father's mill. Since then, he has never stopped me from doing anything and I will forever be thankful to him for that."



Not a child's play!



Puneet and Priya: Made for each other

In fact, I have inherited the risk-taking aptitude from him. He taught me to stick to my words no matter what. As far as my wife is concerned, she really cares a lot for me and my family. Though I regret not being able to give sufficient time to the family, she understands well the fact that I am working hard only for them. I wouldn't have reached up to that level without her support in life. Last but not the least; my employees have been my perennial strength so far." He signs off with satisfaction.

"I WOULDN'T HAVE REACHED UP TO THIS LEVEL WITHOUT MY WIFE PRIYA'S SUPPORT IN LIFE"



Snooking away with fun



The perfect picture!





## RAJEEV RASTOGI

Owner  
Ratandeep Jewellers

## A RATANDEEP AMONG MEN



Rajeev showing his creations to a customer

An air of easy affability and a degree of understated elegance greets you as you enter the tastefully done Ratandeep Jewellers, in the swank Civil Lines area in Moradabad. The moment Rajeev Kumar Rastogi gives you a welcoming look from behind his wide-rimmed spectacles, you get the feeling you are in safe hands. Such is the calm that exudes from his persona. He hails from a goldsmith's family who used to cater to the needs and dreams of the famous Rampur Nawab's family. Right from his great grandfather's times, the gold jewelers have been known for their trust and fair play.

Rajeev Rastogi's cool and calm visage lends a sense of mystery to the glitzy surroundings, even as he delicately picks up a polished stone, cleans it with a soft & fine muslin cloth. He then, like a poet, embarks upon giving you the finer details of the gem in his hand. His body language takes on a different meaning when he explains the merits of the shining stone in his hand. You can see that here is an expert speaking from both experience and expertise, even as his eyes glisten from behind his glasses.

"My father Shri Kahya Lal Rastogi had a business house, but since I had a flair for diamonds, I branched out on my own in 1992." Why was his shop called Ratandeep Jewellers? He smiles wistfully and says, "Most people call me by this name, since they marvel at my unmatched ability to spot diamonds." "It is in Jaipur that I earned my spurs and over time, I have honed my skills as a diamond merchant."

"IT IS THE TRAINED  
EYE THAT SPOTS A  
REAL DIAMOND"





Elegant and beautiful Jewellery of Ratandeep Jewellers



Rajeev and Akshat with their staff

His family and he are on very good terms and his decision to open Ratandeep Jewellers had his family's backing. He says, however much you may train, the intuitive grasp in identifying gems and precious stones does not come with mere training.

Rajeev Rastogi explains spotting a diamond in simple terms. He says there are four Cs that matter- carat, cut, color and clarity, and that are the touchstones to identifying a real diamond. They don't set the price, just the basis to determine the price. He goes on to tell us that diamonds are unique, just like the love it expresses, but unlike love we must put a value on a diamond. In the final analysis, the price of a diamond is whatever two people agree it is.

"Yeh asliyat mein nigahon ka khel hai (It is the trained eye that spots a genuine diamond)," he muses. Since diamond business depends a lot on faith and trust; that is why it calls for high ethical standards. "My business mantra is based on trust and relationships. If you build healthy and long-lasting relationships, money is bound to follow." The purity of stone, be they brown, white or black is a fine art that is a blend of training and intuition, in equal measure. When asked if it is in his DNA, he smiles wryly and says, "That is for you to decide."



Akshat with his grandfather Karanahya Lal Rastogi

Giving a run down on how he mastered this art, he says: "In earlier days, we didn't have carat meters to determine the purity of diamonds but these days there are scientific tools to do this job. Today, there are exclusive labs which train you in the science of gemology. The Gemology Institute of America (GIA), California is where my son Akshat studied and did a course in diamond manufacturing." Rajeev is a forward-looking entrepreneur-gemologist and is keen that GIA certification becomes the benchmark for his business.

On his part, Rajeev was a travelling diamond merchant who operated out of Bareilly. It was in 1978 that he came into the family jewellery business. "I used to periodically visit the diamond hub of Surat, pick up supplies and then come and sell them to merchants in Bareilly. At that point in time, my family business was going through a low, and I decided to pitch in, with my bit." His family was very keen that he be well educated, so it was in Bareilly College that he did his LLB. It is during his studies that his guru M C Rastogi taught him the nuances of his trade. He was the perfect Jauhari, (goldsmith), he says. He also found him to possess a calm visage, was a great listener and a great decision-maker.

"MY BUSINESS  
MANTRA IS BASED ON  
TRUST AND  
RELATIONSHIPS"



A man of many parts, Rajeev has enjoyed pride of place among the business community in Moradabad. He went on to become District Governor, Rotary International District 3100, in the year 2010-2011. He did the club proud by launching welfare schemes and his most famous initiative was in procuring 600 artificial limbs from an Ambala-based prosthetic limb manufacturer. There was such enthusiasm among the people that his club received more than 1000 applicants. "We then had to find 400 more donors, which we managed to do. It was a very gratifying moment in life," he says. Rajeev knows the true meaning of unconditional service and well knows the value of life. He is not one to put a sticker on his head, when he does something for others.

When asked about what role money plays in his life, Rajeev says, "It is important in a small town like Moradabad, but trust and relationships are what makes me go round." How does he maintain his cool to keep business stress at bay? "You cannot get sunshine in an AC room. I have a lovely lawn in my house and there is nothing like taking a walk on the grass and keep my cool."

"WE LOVE TO GO ON  
VACATIONS AND  
BANGKOK IS OUR  
FAVOURITE HOLIDAY  
DESTINATION"



Rajeev and Alshat with Kunhaiya Lal Rastogi



The eternal bond of love and kinship



Rajeev and Hema with son Alshat

He had enrolled for LL.M in 1988, with Rohilkhand University. In 1989, he went to his Nan's house in Bareilly and there he met his to-be-wife, and it was love at first sight. When asked if he found the perfect diamond in Hema Rastogi, a convent-educated young lady from Sofia College, Ajmer, Rajeev smiles indulgently. They were married in November the same year. Hema loves to dote over her husband. She says, "It goes to my husband's credit that I have remained the same since I got married. Rajeev is so simple that he comes to work in his ubiquitous WagonR and drives himself. We love to go on vacations and Bangkok is his favourite holiday destination. When I sent my son and daughter to Dehradun for studies in 2002, my husband was my entire universe. Till date he takes very good care of me." Rajeev and Hema's daughter Ishita is married to Abhinav Rastogi and is blessed with a son, Yuvraj.

She shares that he loves to be with his friends to chill out. "His childhood friends are still with him, and Rajeev loves to take advice from them. Even when he goes for his walks, he loves to go with his baraat of friends" she says. They say still waters run deep. Rajeev Rastogi truly lives this dictum to the hilt.



Rajeev and Hema





## MORADABAD GLIMPSES-II

72

Famous Moradabadi daal platter



Street Moradabadi daal

73





Brij Ghat in the night



Moradabad Junction entry





Kaanwariyas on a roll



Manokamna Shri Hanuman Mandir









## RISSHI KUMAR CHABRA

Chairman  
RDC Infratech Pvt. Ltd.

## HOTSHOT HOTELIER & ENTERTAINER



Risshi Chabra with his colleagues

There is a strong element of cinema in whatever Risshi Chabra does. He has always had a larger than life persona, and whatever he does is different and unique. The man, credited with ushering in the 'hotelling revolution' in Moradabad, Risshi, has dreamt big and delivered bigger. Living life as if it were a stage, Risshi has undoubtedly pioneered the concept of Moradabad's first three-star hotel and has also been instrumental in bringing the discotheque culture to the Peetal Nagri. "I have always played in the gaps and whenever I did a gap analysis about the hospitality and entertainment needs of this historic city, I have done wonderfully well," shares Risshi, as he animatedly shares the rags-to-riches story of his now illustrious family. His infectious energy levels, his affable demeanor and his sparkling eyes are his giveaways.

"My father Shri Bhagwan Das Chabra was not a man of means," says Risshi even as he gets a tad emotional. "He worked as a dishwasher at the then famous Shankar Sweets (on the railway road) for over 20 years, when lady luck smiled on him. His dedication and hard work had not gone unnoticed with the owners and they promoted him to the bill desk. He shone in the new task assigned to him and sooner than later, the owner asked him to become a partner in the sweet shop.

"IF YOUR MANAGERS  
ARE NOT HELD  
ACCOUNTABLE, YOU  
WILL LOSE YOUR  
BUSINESS"





Plush Interiors of the Paradise Hotel

However, he gently turned down the offer since he thought he could not rub shoulders with his boss. He then opened a small sweet shop in the vicinity which he christened Bhagwan sweets," he shares enthusiastically. And herein began the Risshi Chabra family saga. His father's honest and ethical way, coupled with his innate ability to inspire others with his sheer positivity, became the bedrock on which Risshi built his hotel empire.

Despite his father's modest income, he sent Risshi to the famed Birla School in Nainital since he wanted his son to imbibe traditional Indian Gurukul values so that he had the right sanskars (values). After spending eight years in the school, he returned home on vacation only to find that his father's accountant had run away with the shop's collections. Life turned full circle for Risshi. Deeply concerned with his father's plight, Risshi decided to cut losses by becoming actively involved in running Bhagwan Sweets. Soon, he was thinking of innovative ways to further his father's sweet shop business. The young Risshi struck up a novel idea to attract more business. "Close to Bhagwan sweets, were two cinema halls, Saroj Cinema and Dilshad Cinema. I decided to woo cine-goers by offering fresh lassi and juices. Within no time, I found that the footfalls to the shop had started increasing," he shares.



Risshi inspecting the buffet quality at the hotel

Risshi was barely 15 when he joined his father in running his business. He had also simultaneously completed his schooling. Once his school education was completed, Risshi plunged headlong into realizing his dreams. He became more innovative when he launched a thali for Rs 2 in his father's shop. The thali system became a big hit and soon the innate risk-taking abilities of Risshi came to the fore. By the time, he turned 22, he had decided to play it big. He did a gap analysis and found that there was no standard AC hotel in the city of Moradabad, despite the fact that it was on National Highway 24 and was close to Jim Corbett Park and Nainital.

After convincing his father, he took the first floor of Bhagwan Sweets on rent and built four-five hotel rooms. Calling it Arya Niwas, Risshi notched up success and realized that his business plans had begun to grow wings. He then embarked on a bigger venture when he asked his father to help him buy a piece of land in Buddha Bazaar Crossing, on GMD road. The year was 1988. Since he needed money to construct his hotel, he started doing the rounds of banks for a loan. It is here that the SBI Evening branch manager Mr. Chandok pitched in to help him. He got a princely sum of Rs 7.5 lakh as loan and thus was born the first 15-room AC Paradise Hotel in Moradabad.

"I HAVE LEARNT  
THE  
NEED TO KEEP  
CHANGING  
AND REINVENTING  
THE BUSINESS"



The year was 1991 and Risshi began to hard-sell his high-end rooms to bankers and other professionals. His never-say-die attitude and his ability to think big helped him carve a niche in Moradabad. By 5:30 in the evening, all hotel rooms would be full and he would put up a 'sold out' board, which became the talk of the city. There was no stopping the hotelier with the Mikas Touch, as he then started the city's first outdoor catering business and here too, he was a big hit. In the year 2002, he launched an exclusive 850-member club called Mansarovar Paradise, he earned the title of Moradabad's doyen of club culture. Today, his 45-room 3-star hotel which is on the same property, is the pride of the city.

Risshi's son Dippak Kumar Chabra, married to Apparna, is busy teaming up with his father since this past one-and-a-half years to see that the Mansarovar Paradise becomes an aspirational property that will be the pride of Moradabad. An MBA from Amity University, Singapore, Dippak says, "My father's story is a saga of true grit. He is my inspiration and he never fails to tell me that if your managers are not held accountable, you will lose your business. I have learnt the need to keep changing and reinventing the business, so that we stay at the top."

"GHAZALON KI GADDE  
BICHHATA GAYA AUR  
ASMONON KI  
BULANDIYAN  
CHHOOTA GAYA"



Chabra family at the dining table



Risshi and Meenaa



Risshi and Dippak

The duo spends 16 hours a day to keep the hotel going. Between 11 pm to 12:30 pm is story-telling time and his dad never fails to remind him- 'Smart tik gaya aur idiot thuk gaya' (The smart will last while the idiots will get knocked out).

Risshi's wife Meenaa R Chabra wears a cheerful visage even as she reminisces about her husband. "He has been a fighter to the core and he is my role model. Even though I am a post graduate in Economics, I was not at all computer-savvy. My husband came to my rescue and got me tuitions in computing and also helped me work on my English. Today, I am comfortable in social circles and handle the accounts of Bhagwan Group of Hotels. He always believed that women of the house need to be empowered."



## SHIRIN SANTRAM

Director  
Wilsonia Group of Educational Institutions



## WHERE EXCELLENCE REIGNS



Seeking proud memories

When Shirin Santram (born on 8th July, 1946), set about building the Wilsonia English school, popularly known as 'budha-budhiya' school, launched by her illustrious father and mother Rev H R Wilson and Mrs. Virginia Wilson in the year 1966, little did she know that her Wilsonia Group of Educational Institutions would become the landmark it is today. Her father was a renowned Methodist Church Pastor and he, along with his wife, set up a school for tiny-tots way back in 1966. It was housed in their bungalow compound situated on what is called Civil Lines area. The school got its name from the name of the Bungalow 'Wilsonia' in Civil Lines.

The good Pastor's daughter Shirin lights up when she talks about nurturing the first English medium school in Moradabad. "To me Wilsonia is like a child, which we have nurtured and proudly watched grow over the years. I was in London with my husband when my father and mother reached out to us nine siblings to come back to Moradabad to run the school which they had so lovingly set up. The year was 1977. My brothers and sisters were doing very well and most of them were into academics. I was an Isabella Thorburn College graduate and had also done professional stints in Ethiopia, so when my parents reached out to me, I packed my bags and headed back from London, where my husband was then posted."

When Shirin returned she found that there were some 80-odd children who were enrolled in the school and more parents were interested in sending their kids to the Wilsons.

"EDUCATION IS  
OUR RELIGION;  
KNOWLEDGE OUR  
GOD"





Accomplished staff of Wilsonia Degree Collage



Students slogging it out in the laboratory

This was another reason why the senior Wilsons wanted help. Soon enough, our lady in shining armour, set about in giving a professional makeover to the school. The next five years were a flurry of activities. But the path to success was fraught with unseen dangers. When In 1979, students moved up to higher classes, nobody bothered to get the school affiliated to a school board. Panic buttons were pressed in 1981, when she wanted her school to get an Indian School Certificate (ISC) board affiliation. She had to rush to Delhi and Lucknow time and again. Since she was not too familiar with academic audits, school board affiliation was mired in red tape.

At that point in time, students started leaving and there were nine students left, who were supposed to appear for their class X examination. Finally, the first ICSE batch passed out in 1983 and the first Class XII ISC batch appeared in 1988. By that time, her school had earned its spurs and would soon become the top class English medium school of the region. "My unflinching commitment finally paid off," shares the Director. "Education is our religion and it is our personal attention to detail that has made this possible," she says with a sparkle in her eyes.



'Holy be your name'

The group's second building was constructed in 1988 and was named after the Co-Founder Mrs. Virginia Wilson. This is now the boys' section of the school from classes V to XII; the total strength of this branch alone being nearly 1000 students. Further, her love for her students ensured that she could brave all odds to make it the best school in the region. However, there were vested interests who did not want her to succeed. While constructing the building in Civil Lines, they threatened her to not continue constructing her school or else she may have to pay with her life. Shirin handled this with her calm and poise. "Whenever I faced daunting odds, I overcame them with the strength of my prayers," she reveals.

It was in the year 1997, when her son, who had completed his Master's in English from the Lucknow University, decided to strengthen his mother's hands. A St. Stephen's graduate Asheesh Santram, brought in academic rigour and decided to help his mother in achieving her ultimate dream of making Wilsonia an English medium centre of higher learning, of repute. "My mother is my role model and my inspiration. I am what I am because of her. Of course, we do differ over issues, but it is her will that prevails ultimately," shares Asheesh with a smile and gratitude.

"NOTHING IS MORE  
HEARTENING THAN  
TO SEE MY STUDENTS  
SOAR SO HIGH"



Soft and mild-mannered, Asheesh, who himself studied in his mother's school, has impeccable credentials. He completed his MBA from the University of Hull, and then did stints in KLM Royal Dutch Airlines, and also with Radisson Hotel, Delhi. He took over the reins of the Westend Branch in Hartala in 1997, while in the year 2000, the Wilsonia Degree College came into being. On July 8, 2000, the college had the proud privilege of getting formally affiliated to Rohilkhand University. The college runs BBA, B. Com and BCA courses. Asheesh is now planning to take it to the PG level and help take the teaching-learning process to that of a university in the coming decade.

Today, Wilsonia students are known for their skill and grooming, since extra-curricular activities form the bedrock of learning. In keeping with its strong middle-class roots, the group is proud of its lineage and boasts of luminaries like cricketer Piyush Chawla, and former President of St Stephen's College, Aman Luke. "I feel like crying with joy when I see my students soar high in the sky. I love to see them make their mark as gentlemen. Today, one of my former students Kunal Sircar is a high-profile surgeon in the US while other, Vivek Chaturvedi, is a surgeon at G.B. Pant Hospital, Delhi."

"Wilsonia is like a child, which we have nurtured and proudly watched grow over the years"



Asheesh and Shwetagana



Asheesh and Shwetagana

"Many of my students have made their mark in Harvard, Cambridge and NASA," she shares proudly.

On his part, scholar-poet Asheesh continues with his mother's legacy of giving students the personal touch as he teaches them English. A poet of some standing, Asheesh is presently pursuing his Ph.D in English Literature and has a book of poems under his name. Published by Rupa, it is mysteriously titled 'Sonnets about Nothing', and in his poems, he comes across as a warm and sensitive artist, who is endowed with a deep sense of art and history. When in one of his poems he asks, "A raised hand has power to help or to hit; to which of these ends will your hand submit?", be rest assured it is Asheesh's hand that helps a Wilsonian glow on the academic firmament.

His sister Sangeeta Revis has recently donned the mantle of the girls' school and her vision compliments that of her brother. Asheesh is married to Shwetagana, who is also the Principal of the CBSE school- Wilsonia Scholars' Home. Their daughter Aashinina and son Abishay complete this wonderful family.



Shirin and Sangeeta



Shirin, Shwetagana, Sangeeta and Asheesh





## SUNIL ARORA AND SHERRY ARORA

Owners  
Indian Book House

## THE LEARNING HOUSE



The fine façade of Indian Book House

"The education eco-system of the country has been changing quite rapidly. Apart from the academics, children are also getting increasingly involved in several other personality oriented activities. The focus should be on the overall development of a child," says Mr. Sunil Arora, the owner of Indian Book House, Moradabad. A successful entrepreneur and a man with a pragmatic approach in life, Mr. Sunil was born to Shri Ramesh Kumar Arora, an acknowledged businessman and Smt. Veena Arora, a respected socialite. In the year 1969, born and brought up locally, he is a commerce graduate from Hindu College, Moradabad.

"At a very tender age of around 15, I joined my father and helped him carry forward our age old business of books. Back then, we had a small shop by the name of New Oxford that sold general books of all kinds. Later, my wife Sherry and I ventured into a slightly different line and established the Indian Book House that supplied educational books to the schools affiliated with CBSE and ICSE Board," shares Mr. Arora. Conversing further, he adds, "It was difficult to carve a niche for ourselves, initially. The things were totally different from what we had but my father had a strong goodwill in the market. Along with the reference of the old shop, we approached various schools for an opportunity. Eventually, I got my first order and I'll forever be indebted to everybody who put faith in me. I was only 21-22 years old then," he reminisces.

"WE HAVE WORKED CLOSELY  
WITH THE LEADING  
PUBLICATIONS AND SCHOOLS IN  
THE COUNTRY"



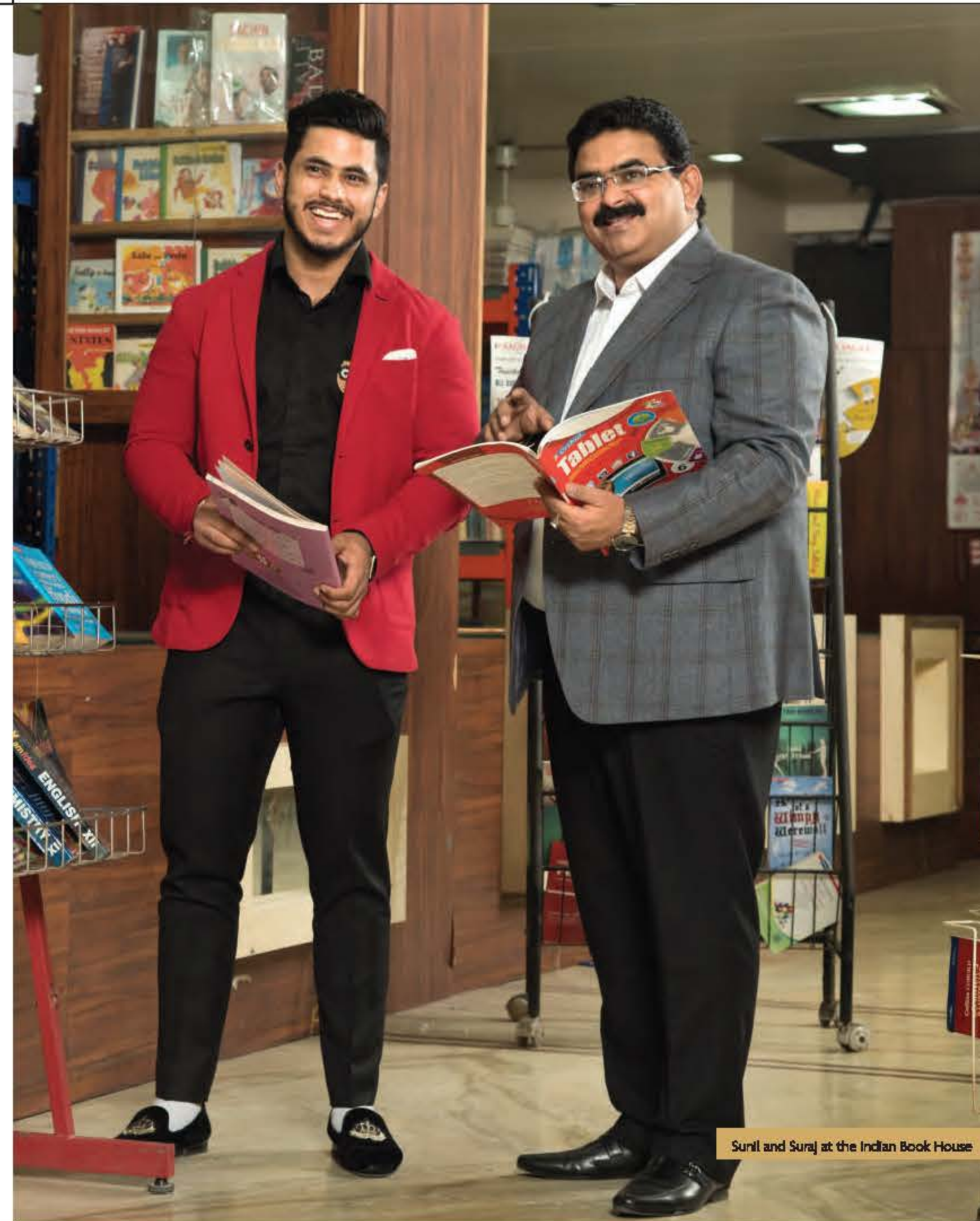


Sunil Arora with wife Sherry and son Suraj, at their uniform store



Book trading section of the book house

With gleaming eyes, he adds, "At present, our offices are spread across Uttar Pradesh and Uttarakhand, and we have worked closely with the leading publications and schools in the country. With an effective supply and inventory management system, we provide books to approx 50,000 students per year, across various schools. I guess It's a record in itself!" An acclaimed personality of the city, Sunil is not only restricted to the line of books but he is also the proud owner of Hotel Sai Orchid and Grand Sai in Moradabad. Sharing details about his hotel ventures, he says, "In 2013, I established a budget hotel in the city by the name of Sai Orchid. It was a small hotel comprising seven rooms initially, which gradually increased to 14 rooms at present. In 2016, Hotel Grand Sai was inaugurated. Compared to the former, it had 32 rooms, a restaurant and even a small banquet." Apart from this, Anil is also engaged in the business of school uniforms.



Sunil and Suraj at the Indian Book House

The savvy business tycoon Sunil is married to Smt. Sherry Arora who toils day in and out along with her husband to manage the entire affairs of the business. The couple, interestingly, met at their grandparent's house in Meerut during one of their school vacations and tied the nuptial knot in the year 1989 after a long courtship period. "We were only 19 when we got married", says Mrs. Arora with a smile. The paradigm of 'an ideal match', the Punjabi couple is blessed with three children- two daughters and a son. While the daughters Cherry and Gauri are now married, Suraj, the youngest of the three, is a graduate, and is presently pursuing a degree in law from Invertis University, Bareilly.

"My son looks after the entire administration of the hotels. He is actively involved with us to take the business forward to the next level," shares Sunil with enthusiasm. Sherry, who with intense conviction looks after the uniform business of the family, shares details about the same. "It has been five years since the inception of this business. Starting with the supply of uniform to a single school, we now supply school uniforms to a lot of schools in Moradabad, Ghaziabad, Bahjoi, Chandausi, Nainital and Rampur. In fact, we have our own in-house school uniform facility which helps us to cater to the individual needs of students."

**"WITH AN EFFECTIVE SUPPLY AND INVENTORY MANAGEMENT SYSTEM, WE PROVIDE BOOKS TO APPROX 50,000 STUDENTS PER YEAR, ACROSS VARIOUS SCHOOLS"**



As a piece of advice to all the working women, she says, "It is very important to keep yourself busy. I have managed both home and business simultaneously while my kids were small. It's not about choices but it's all about the way you manage things. Yes, things are a bit difficult for the working women, but then, one can't have everything all the time."

Apart from being a busy beaver throughout the day, Mr. and Mrs. Arora are fond of travelling. Being from a Punjabi background they have a huge appetite for good food but in the words of Mr. Arora, they are also extremely cautious on the health part. "I have never consumed alcohol, paan masala or cigarettes in my entire life. We start our day with our regular dose of exercises. While I go for a walk early in the morning, Sherry stays at home and performs yoga under a specialised trainer," he shares. Speaking about his hobbies, he says, "I played cricket really well."

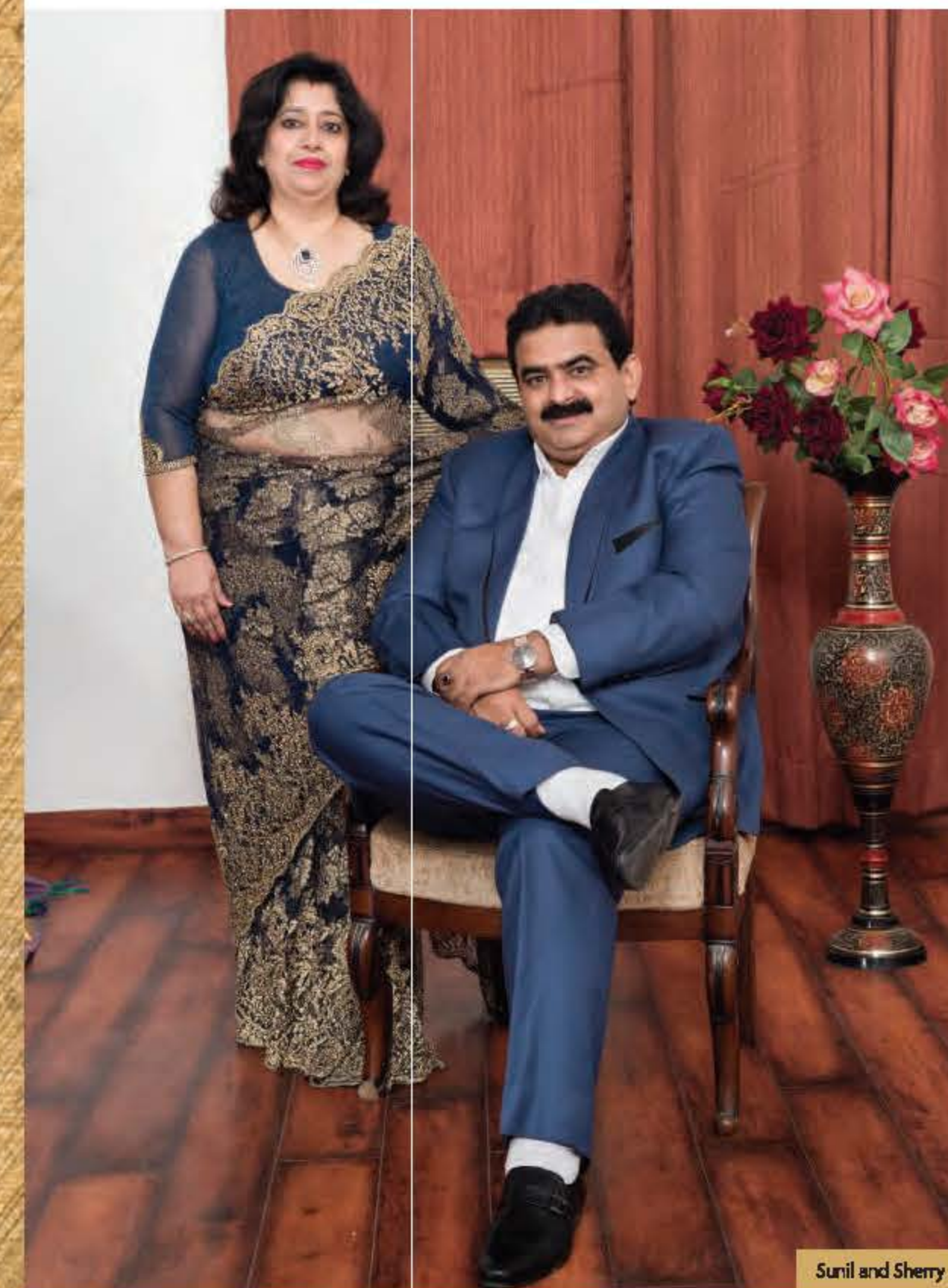
"WHILE I GO FOR A WALK EARLY IN THE MORNING, SHERRY STAYS AT HOME AND PERFORMS YOGA UNDER A SPECIALISED TRAINER"



Some proud collections



Sunil and Sherry with son Suraj, father Ramash Kumar Arora and mother Veena Arora



Sunil and Sherry



Sunil and Suraj

But that was once upon a time. At present, my entire focus is on my business. Sunil, who firmly believes that in order to be successful, a proper vision is a must, speaks about his future plans with buoyancy. "Within a span of 15 years, we have achieved great heights owing to our vigorous efforts. I think I have set up an example for others and I am quite contented with what I have. However, as a part of long term planning, I have plans to set up a four star hotel in Moradabad. Apart from this, we wish to establish a chain of hotels in the nearby tourist cities," he concludes.



## VINOD AGARWAL

Founder & Managing Director  
Omsons Group of Companies



## THE POWER OF CHANGE



Front view of the Group's hotel- Holiday regency

Owner of a coveted export house, region's only five star hotelier, a social worker par excellence and the sitting Mayor of the city of Moradabad, Vinod Agarwal dons so many hats with aplomb. As we spend a day with him, we realize that Agarwal squeezes 36 hours somehow in 24 hours. Attending one social engagement after another, while constantly being in touch with his staff at the Mayor's office and amidst all this, he makes sure to take note of ongoing work at his new furniture factory that is soon to be inaugurated. As you enter the city of Moradabad, you see Vinod Agarwal's face on hoardings at every nook and corner, that is testimony to the huge popularity he enjoys among the people of the brass city.

In his own words, he has merely carried on the exemplary work of his father Shri Om Prakash Agarwal. "My father hailed from Sonapat, Haryana and came down to Moradabad in the late 1920's. We were a simple business family and at the time of my birth, we had forayed into export business of utensils and handicrafts. Post my graduation from Agra University, I joined family business. While my brother used to travel for business, I used to take care of local markets. Soon after completing my studies, I set up a stainless steel's rolling unit that gradually grew into utensil factory," he shares.

"WE HAVE BUILT OUR  
BUSINESS ON THE  
STRONG IDEALS AND  
VALUES OF OUR ELDERS"





Vinod Agarwal and Ankur Agarwal with their team



Vinod Agarwal getting briefed by his colleagues

Success was not offered to Agarwal on a platter, he had to really work hard for that; he elaborates, "I still remember I used to travel from Moradabad to Delhi, Jaipur, Bhillwara, Udaipur, Ahmedabad, Surat, Mumbai, Pune, Belgaum, Bangalore, Madras, Madurai, Cochin, etc. to name a few. I used to take this whole route every second month, that too by bus!"

The business then started flourishing with the family setting up one industry in Gandhi Dham, in addition to our ancestral firm- Jyoti Prasad Om Prakash. "It was after my marriage in 1979 that we set up one more unit named Omsons India Handicraft, that expanded by leaps and bounds. Today, all my brothers have their own flourishing businesses and I own majority three companies-, Omsons Holiday Inn Pvt. Ltd. (Holiday Regency), J O Export International, J O Cast and J O Papers," shares Vinod Agarwal.

The Agarwals did not stop at export business only. They came up with the most ambitious project of opening a five star hotel (only one in the region) in 1995. Vinod Agarwal and his brothers laid the foundation of Holiday Regency. "We already had this land that was being used for farming. One of our business associates from Brazil came here in 1995 and gave us the idea of opening a hotel in partnership."



Vinod Agarwal and Ankur Agarwal inspecting one of the Industrial batches

"Luckily, this area was being developed as New Moradabad by the government. In 1997, we started the work on the hotel. We have not made any profits out of this project till date; rather for the initial six years, we had to pump in money from our own pockets to keep it running. But now it is standing on its own feet and we take pride in the fact that we gave something of this quality to this city," says a proud Vinod Agarwal.

Not only business, but the motivation for selfless social work too came to Agarwal from his father. "My father Shri Om Prakash Agarwal, inspite of being a businessman used to do lot of social work. I used to accompany him to all his engagements and finally he passed on the baton on to me. Politics was a natural extension and I came in active politics in late 1980's. My initial involvement in religious work and social welfare brought me into the notice of top leadership of BJP and since 1993 all major politicians started knowing me by my name," he asserts.

Rewarding his tireless social work, BJP offered the ticket of Mayor to Agarwal in 2000, but Moradabad being a woman's seat, Vinod's wife Late Mrs. Veena Agarwal was elected as Mayor, whose contributions are still part of folklores in the city. "She remained Mayor for two tenures- 2002-2006 and 2012-2016. In fact in 2012, she won by historic margin of 71,000 votes, that is a record for any election in Moradabad," shares Agarwal proudly. After her unfortunate demise in 2016, due to heart attack, Vinod won the by election and now is the sitting Mayor. "Before Beena was Mayor of the city, this city had numerous problems. There were no developed roads, sewers used to overflow, there was filth everywhere and there were no street lights."

"I HAVE NEVER BEEN SCARED; I KNOW TOMORROW IS UNKNOWN ENTITY SO LIVE YOUR TODAY TO FULLEST"



"Today I can proudly say that we painstakingly worked towards making Moradabad worthy of being the brass capital of the county. There has been a lot done for beautification of the city, roads have been made four lanes, there is LED lighting and now we are working towards making the parks beautiful. I am committed to realize all of my late wife's unfinished projects," says an emotional Vinod Agarwal.

Vinod Agarwal's two daughters are happily married and his son Ankur Agarwal takes care of the family business and is not very keen on politics. Ankur says, "We earn our livelihood through business and if I too get involved in politics, who will take care of it? I always knew I am going to be a businessman since my college days. My father is involved in business on day to day basis, but it is now on me to take it to even greater heights." Even though Ankur is not interested in politics, he supports his wife Priya Agarwal, who is slowly trying to fill in the boots of her late mother-in-law. Her work for 'Beti Bachao, Beti Padhao' is lauded by the city and its people. "After my mother-in-law passed away, it was a big setback and somebody had to carry on her immense work. I am not ambitious for any political positions, but I want to bring about a difference to the lives of under-privileged girls, their education and well-being," says Priya Agarwal.

**"DON'T GO FOR  
UNREALISTIC GOALS,  
EARN LITTLE BUT EARN  
HONESTLY"**



Vinod Agarwal with Ankur and sons-in-law Himanshu Gupta and Anuj Agarwal



Fun and family time!



Ankur and Priya with son Ayan and daughter Ashvi



A candid family tête-à-tête

The family, inspite of such hectic schedule, tries to take out time for holidays. They recently, along with grandkids Kaashvi and Ayaan, went to UK. "When I am not working, my spare time is utilized for spiritual and religious activities. We try to go for family dinners or catch a movie together once a week," says Vinod Agarwal, and adds, "I am fond of dressing up nicely. I have a huge collection of Nehru jackets and blazers. I can say I am fond of cars; my favorite still being Ambassador, though we have Mercedes Benz and Porsche as well."

When we ask if he is ever scared of losing anything, he replies, "I have never been scared. I know tomorrow is an unknown entity, so live your today to the fullest. There is nothing worse than death, so why be afraid of anything," he adds. His advice for young entrepreneurs is- "Don't go for unrealistic goals; earn little but earn honestly!"