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JAGRAN COFFEE TABLE BOOK

Jagran  
*Gems*

  
Jagran



# MEN OF ACUMEN

Success Stories of Entrepreneurs of Noida, Greater Noida & Ghaziabad





# MEN OF ACUMEN



**TOY**



OTA





# PROLOGUE



**Shailesh Gupta**

While keeping the focus on entrepreneurs, we at Jagran Prakashan Limited, are learning everyday how industrious our set of people who drive the country's economy can be. With this, the twenty-second Jagran Coffee Table Book, 'Men of Acumen', we are delighted to be touching upon the location, that is playing host to one of the most fast developing real estate conglomerates of present times. Noida, Greater Noida and Ghaziabad are places that are associated with bricks, mortar and large scale constructions, the architectural beauties, manifested in high rise residential blocks and luxury shopping and lifestyle set-ups. The region clearly spells prosperity.

With our genre of books extending from those on entrepreneurs, to cities, to those based on temples of a particular state and dargahs too, we are proud to say that we have covered a wide gamut of areas in the northern and the eastern parts of the country for an extended range of topics. Even when a book is centred around the enterprising lot of our entrepreneurs, we do not lose the opportunity to explore the area for its landmarks and specialities. So when it comes to the places covered this time, it is the infrastructural growth that gains precedence over everything else. This is something that has lead to the rest of the growth

profiles and benchmarks, including availability of standard education at different levels and professional courses too, that help the youngsters get the desired guidance at their very doorstep for stepping out in the industry.

However, where these books on entrepreneurs is concerned, it has been our endeavour at JPL to recognize the acumen of the fraternity that has transported their respective regions as well as the state towards an entirely new horizon. After all it is the economic aspect that spurs a better lifestyle and standard of living. Hidden amongst all this is the most important aspect of development here in multiple spheres and co-related areas and that is a comforting shower of employment opportunities. The situation is such that it is not just those living here, but as per profile requirement, candidates from far and wide zoom in here for their career enhancement.

In all, a book you will want to keep in your collection, not just for its presentation and picture opulence, but the text that makes you traverse through the lives and achievements of some handpicked entrepreneurs and a complete lowdown of the Noida, Greater Noida, Ghaziabad areas.



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# FOREWORD

Talk of Noida, Greater Noida, Ghaziabad and visions of supreme urban development sweep across the mind eye. That is exactly what our team comprising our photographer and content person found and were overwhelmed by the sheer enormity of the expanse of work spanning multiple disciplines in this genre. The skyscape from certain angles in this region, looks like a collection of beehives of different dimensions, each vying for space and attention. And believe me one still finds there is space for many more that could fit in between to jostle for place on the ground, to rear their head in the vertical growth order. With property and real estate as the buzz words, the area is an investor's paradise, while the builders and those associated with related industries including accessories, are clearly scripting their own success stories.

In fact a visit to the area, leaves one with amazement at the plethora of shopping arcades and malls, the latter particularly having shown a steady increase in the last few years. With brands opening up with

abandon, shoppers throng these outlets to quench their thirst for the latest in design and variety. Virtually transported to the land of sales, discounts and offers, the splurging community of buyers from across the state of Uttar Pradesh as well as Delhi, NCR, can practically swear they never had it so good ever.

Those looking for real estate options, are literally spoilt for choice, the offerings so many and the range so very wide. Finding the right property for investment is truly no challenge here, the only confusion rising over which one to ultimately settle for. While high end independent bungalows, farmhouses on sprawling land here, with resorts too thrown in between, line the roads, the lifestyle of people here has clearly undergone a sea change over a period of time. Many a humble farmer of the past is today sending his children and grandchildren abroad for education and has himself transformed into a globe trotter with his coffers overflowing post the sale of his landed property. He now moves in luxury cars

and has developed a penchant for buying expensive accessories like watches perhaps. Noida, Greater Noida, Ghaziabad are places that today are synonymous with prosperity.

As MNCs find this an ideal location for opening up offices, the workforce has multiplied into a humungous number of professionals too. So the manpower in different work areas that together spell growth, has spilled over in the region to make life comfortable for those looking towards earning a living as well as those looking for trained or appropriate hands for the work they need to handle.

Also, the educational and professional institutions too find the scope to grow and expand in such environs, as the scope for opportunities multiply and demand for specialized training rises. The economic spread of the region is truly mind-boggling, something you will find clearly reflected in the pages here and I am sure will enjoy reading too.



## our PHOTOGRAPHER

**Atul Hundoo**, a Master of Fine Arts in photography from College of Arts and Crafts, Lucknow, is a photographic artist with an experience of more than 15 years in this craft. With journalistic photography being his forte, he has worked with some of the top-notch newspapers, distinguished media houses and has been a part of some prestigious projects.

Atul ascribes much of his accomplishments to his guru, photographer of international repute, Late PC Little. He has earned distinction in different genres of photography, like fashion, product and sports and visual arts along with commercial & lifestyle photo shoots. In 2010, he began photography as a travel photographer. The famous and much applauded Devalaya series of Jagran Coffee Table Books was photographed by Atul across four states of Uttar Pradesh, Bihar, Uttarakhand and Jharkhand. Besides Atul has been an indigenous part of more than 12 Jagran Coffee Table Books.

Atul's concern for the environment is strongly evident in his images. The nature stretches in his landscape shots are perfect in terms of angle and frame. His photographs of people reveal a compassionate understanding of his subjects. When taking a shot, Atul stops at nothing to make it the very best. In fact at times he is almost stubborn in his efforts and takes huge risks while executing a particular shot exactly as he has envisioned it. The results thereof are there for all to see.

Working as a photojournalist Atul Hundoo frequently reinvents his creative approach to his work with the use of pioneering digital techniques. Atul's work is exhibited at many national & international exhibitions. He has held two solo exhibitions and three group shows of his photographs.

He is also invited as a guest lecturer at various institutes from time to time and has also conducted photography workshops for budding photographers.



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# Writing new milestones in growth

Situated in close proximity to the National Capital Delhi, Noida is now the most sought after place for MNC's, IT companies and residential places. The saturation and never ending migration to Delhi from people across India, eventually forced Noida to grow manifold in the last two decades.

In the early 1980's the Government of India realised that the rapid rate at which the National Capital Delhi was expanding, would result in utter chaos. So they decided to develop residential and industrial areas around Delhi in order to reduce the burden of rapid development of the capital. The two areas which were developed were Gurgaon, along the Haryana border and Noida along the UP border.

As planned expansion, Noida's infrastructure and utilities were carefully laid out at par with the most advanced existing examples in this genre. However, the 90's saw huge growth in the Indian economy and migration to metro cities like Delhi, Mumbai and Chennai exceeded all planning estimates. Noida was developed to be able to accommodate population growth for the next 20-25 years. But with the massive influx to Delhi, it was overloaded in the last just fifteen years. The Uttar Pradesh Government

then decided to incorporate the city of Greater Noida, but with better planning and only after incorporating the lessons learned from the Noida development. The idea was to create a world class city. The city was planned to be situated approximately 25kms from Noida.

Endowed with geographical blessings, Noida is also driven by a fundamental belief that infrastructure must precede industrial development. Thus all infrastructure - industrial, institutional, residential, recreational and public amenities - are not only provided since the beginning but also developed on the most advanced lines. In a nutshell, Noida can speak of a physical and social infrastructure that fuels industrial revolution. Not to mention, it is a meticulously and futuristically planned and well-laid out township without compromising on aesthetics.

Noida was ranked Best City in Uttar Pradesh and Best City in Housing in all of India in awards conducted by ABP News in 2015 (Best City Awards 2015), also Noida replaced Mumbai as the second-best realty destination, according to an analyst report. In 2006, the massive sealing drive by the MCD in Delhi, forced many traders





to shut shop in Delhi and move to other locations. Gurgaon and Noida were the favoured destinations for such people, pushing property rates, both commercial and residential, further up. In the year 2006, the Sector 18 market, a prime commercial area, set a new record for land rates in the NCR region with a plot of land being sold at an astronomical Rs. 650,000 per square meter, (approx \$15,276 per square meter), a rate that compares well against the highest rates of real estate across the major cities of the world including New York, Tokyo, Singapore and Hong Kong.

Noida has emerged today as a major hot spot for IT and IT-enabled services industry with many large companies setting up their businesses here. It is becoming the preferred destination for companies offering IT, ITeS, BPO, BTO and KPO services in various domains such as banking, financial services, insurance, pharma, auto, FMCG and manufacturing. According to a study by Assocham, the major advantages include excellent power situation, salubrious climate eminently suited to IT industries, capability to increase the pool of skilled manpower, engineering colleges and other educational institutions, low cost of setting up an IT unit as well as low recurring cost, which includes low cost of living as well.

Apart from IT sector, the media industry has also marked Noida as its hub. It is a prominent location for the Indian entertainment industry, with many films, television serials, news channel inputs and other media requirements being filmed here. The Film City, established by Sandeep Marwah, is a hub for major news channels and studios. News channels such as Zee News, NDTV, TV Today group, CNN-IBN, CNBC, NewsX, India TV are situated here. Noida's proximity to Delhi, which is the political hub of the country, makes it an attractive destination for news channels. Commercial activities have also risen in number in recent years, with a spate of new malls and multiplexes.

Famous for its lush green land and international standards the Noida Golf Course has its very own historic secret. Tucked away near the 16th hole is a 200-year-old monument that marks the spot where the East India Company fought the Marathas in September, 1803 to decide the fate of Delhi. But somehow the battle has been confined to dusty history books in obscure libraries and only the monument remains, maintaining a lonesome existence in the middle of the green golf course.





# From the pages of history

At the time of the battle, Delhi was the capital of the weak and aged Mughal emperor Shah Alam. The real power, however lay in the hands of his regent - the Maratha king Daulat Rao Scindia. It was near this monument that the Battle of Delhi was fought between the British troops led by General Gerard Lake and the Scindia Army under French commander Louis Bourquien. Another battle, 12 days later, in Jalna area of Maharashtra effectively decided the fate of the battles that historians have termed as the second Anglo-Maratha War - signifying the decline of Maratha power and the dominance of the British in northern India.

Erected in 1916, the pillar records: "Near this spot was fought on September 11, 1803, the Battle of Delhi in which



forces of the Mahrattas, commanded by M Louis Bourquien, were defeated by the British Army under General Gerard Lake."

In a letter to Lord Wellesley, the then Governor General of India, the victorious British General Lake reported that the Marathas had crossed the river Yamuna and had prepared to attack the British Forces.

In Lake's letter he wrote that there were 4,500 British troops and over 19,000 Maratha troops. Initially the Marathas had occupied a strong position but Lake had feigned a retreat and tricked the Marathas into charging. This charge proved fateful as the British managed to bayonet their opposition into the river, where many of them drowned.

The city of Delhi surrendered three days later. Today, the sole memorial pillar serves as a reminder of a battle that has been relegated to the confines of libraries and academic musings. Not open to the public, the monument often serves as a popular spot for golfers to take photographs.

However, today we find, the region comprising Noida, Greater Noida and Ghaziabad has developed into a destination for the upwardly mobile population, that is writing absolutely new definitions of progress in the country. A builders' paradise, a corporate hub and a place that speaks of jobs galore for young professionals, makes this region much sought after for the immense opportunities it offers.









# Ambition is the driving force

Peeyush Kumar Garg,  
Group Chairman, Group Eureka







Peeyush & Prashant with the staff of Maharaja Agarsain Institute of Technology

# H

e did few stints in government jobs before plunging into multi-faceted personal business in 1987. Meet Peeyush Kumar Garg, Group Chairman of Group Eureka that has a wide range of businesses from pharmaceutical, realty, education institutes, retail to jewellery shops. “Life is all about three things, ambition, ambition and ambition,” he says with a glitter in his eyes.

Peeyush, started his business empire by dabbling first in trading of pharma raw material with companies and customers. After tasting fruits of hard work he expanded into other fields and is now the owner of Rs 300 crore assets based company group Eureka. In 1987, he set up the pharma company with a mere sum of Rs 1.5 lakh but today Group Eureka is poised comfortably and is striving hard to achieve the next orbit of Rs 1,000 crores in the next few years.

“Success is a blend of ambition to grow with an icing of hard work and an appetite to take risk,” compiles Peeyush, when asked about his success secret.

Born into a family of advocates, he never wanted to walk on the path of his forefathers. “My grandfather Late Ram Gopal Garg and father late Manmohan Garg were both advocates. But, I always wanted to set up my own business and always wanted to become the icon of the family,” recalls Peeyush.

The seed of entrepreneurship was sowed in him by his uncle Jai Prakash Agarwal who was the owner of Prakash Silk Mill, Surat. “I was very ambitious since childhood. Whenever I see my elder uncle, I get motivated and want to achieve success in a bigger form,” shares Peeyush adding that he always feels that to have an ambition is the path to success. Notwithstanding his father’s and grandfather’s career path, Peeyush walked on his own path and attained victory.





Peeyush with students of Maharaja Agarsain Public School



Students in the biology lab

## ‘Success is a blend of ambition to grow with an icing of hard work and an appetite to take risk’

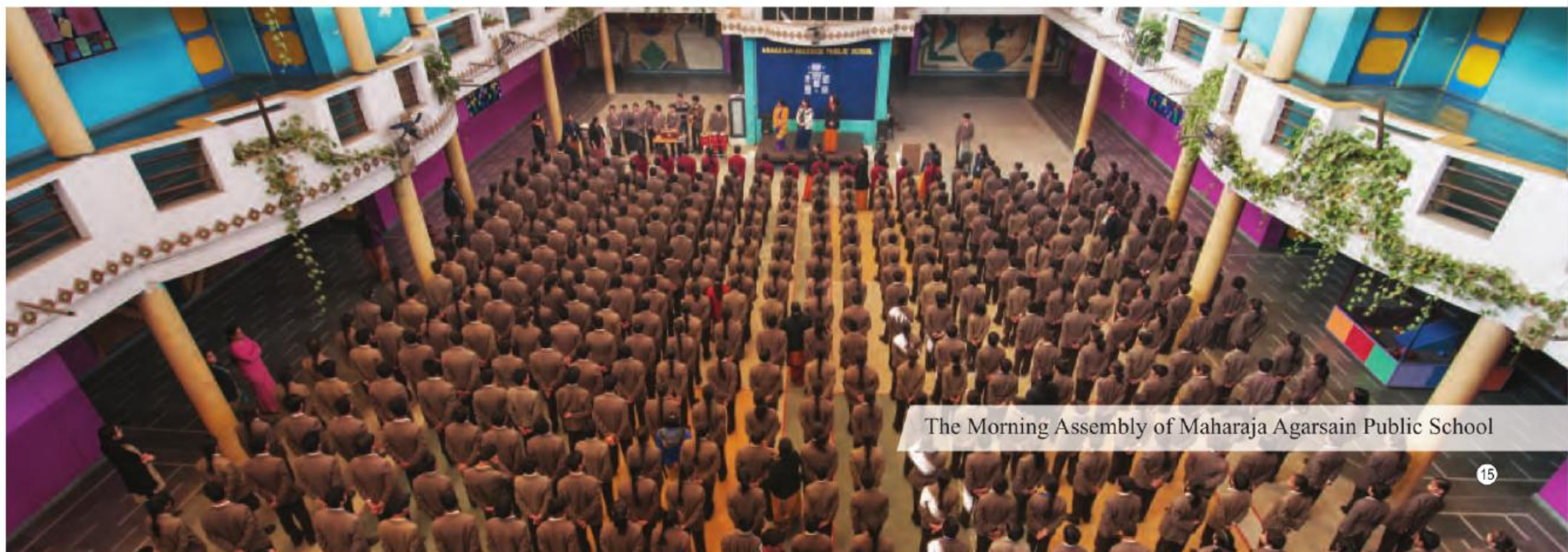
“My father wanted me to do LLB, but I feel that the life of advocate ends with his death. I work for the system of my whole family, so that they should never depend on anyone if I am not there,” says he candidly.

Today, Group Eureka consists of Eureka Labs Ltd that deals in pharmaceuticals; Sun India Medicine Pvt. Ltd, to cultivate herbs and medicinal plants; Eureka Builders (P) Ltd, which was established in 1995, initially to provide cellular cell sites to Bharti Airtel for mobile phone services.

Later on the group entered in real estate development; Eureka Home (P) Ltd for developing commercial properties; Raj Mahal Jewellers, which is a leading gold and diamond jewellery showroom of repute in Ghaziabad ; Diya Green City (P) Ltd; and lastly Maharaja Agarasain School, Ghaziabad and Engineering College at Hapur.

Diya Green City was established in 2011 and it is the first project that got approval from Uttar Pradesh Govt to construct and develop 1800 flats under Samajwadi Awas Yojna on 11.7 acre land at Raj Nagar extension, Ghaziabad.

Born in Ghaziabad, Peeyush was an ace in sports. He was the district Gymnastic champion in his 8th, 9th and 10th standard. He completed his senior secondary from the Shambu Dhayal Inter College and went for graduation and post-graduation in science stream to MMH Degree College, Ghaziabad.



The Morning Assembly of Maharaja Agarsain Public School





PK Garg with the teaching staff



Diya Green City – Rajnagar Extension (Samajwadi Awas Yojna)



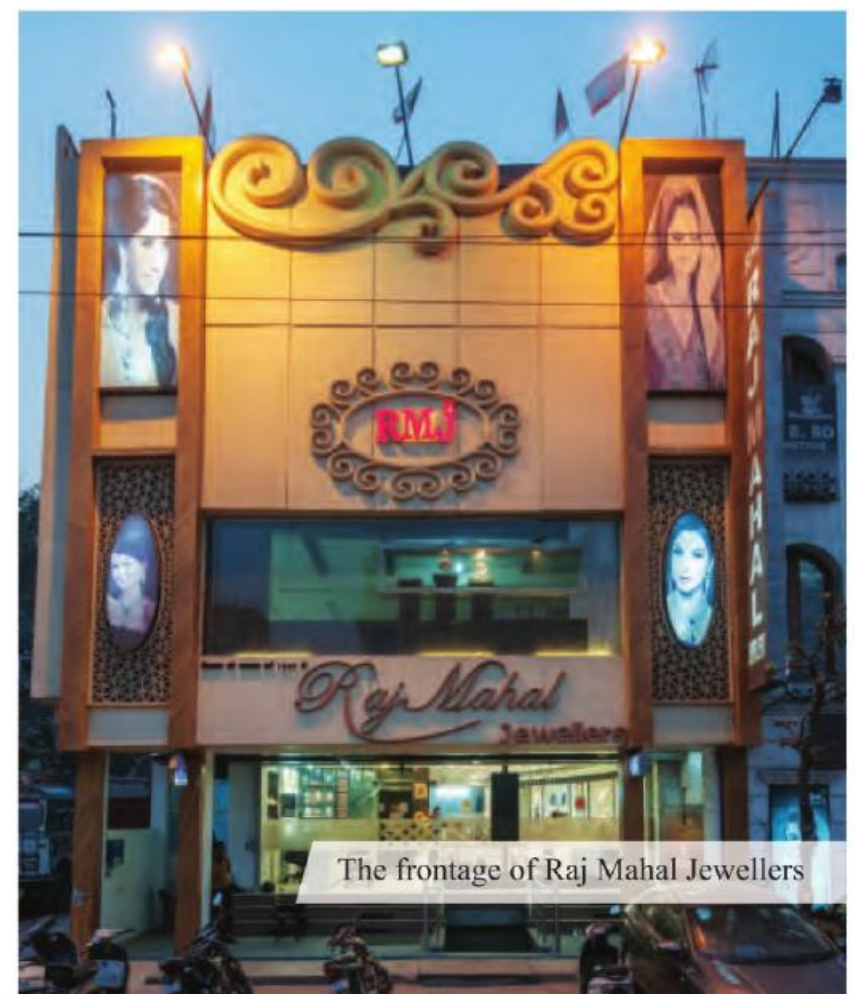
Workers in Eureka Labs Pvt. Ltd. a pharmaceutical company

It was in the year 1986 that Peeyush began his long eventful life with a government job in Ministry of Health as Research Assistant but just within the span of a year's time he realized that he was not meant for the government desk job. "As soon as joined the job, I was very active and would complete the work in minimum time. My seniors that time told me that i should better relax and live peacefully. The lackadaisical approach of officials vexed me and I started feeling that soon some rust would set in my body," confesses Peeyush.

With the spark of an entrepreneur and insatiable appetite to take risks, Peeyush resigned from "his comfortable" government job. For young Peeyush, the decision to resign from the job that many dream of, was only motivated by the wish to set up a pharma business. "My father was a very honest lawyer, when I went to him with a proposal to establish my own company, I could only convince him to give me Rs 1.5 lakh as the starting amount of my venture," he shares.

Talking about the struggle in his career he recalls, "For initial three months, there were all losses in my business and it was the most demotivating phase for me. But my grandfather would often console me saying I should have faith in my destiny and continue to work hard," confides Peeyush.

But as life is not a bed of roses, Peeyush also got his share of turmoil in the year 1989 and 1990. His father expired just after a few months of his marriage and in 1990, he lost 20 lakhs in a FMCG company.



The frontage of Raj Mahal Jewellers



## ‘For me the meaning of life is clear- do something for family and society and in life make friends not foes’

Deepa Garg, the amiable and attractive wife of Peeyush Garg shares, “Those were very tough days. So much loss financially and personally in just one year was such a pain. But even in those days, I had full faith in him and I always knew that he will come back with a roar and excel.” The other pillar of their family, Peeyush Garg’s mother’s patient and problem-solving attitude also acted as strong oars to sail across all soaring tides.

The ambition and his vision is echoed in the Group Eureka’s slogan ‘Nek rah, manzil asaan’ (righteous



The interiors of Raj Mahal Jewellers



Peeyush inspecting at a construction site

path leads easily towards destination) and risk taking attitude propelled him to enter into many ventures like telecom, realty and several others one after another.

The business he established with a small sum has now bifurcated into many branches and has now asset value of Rs. 300crore in twenty-seven years.

“In business I always yearn for credibility and transparency rather than profit. For me the meaning of life is clear- do something for family and society and in life make friends not foes,” says Peeyush quoting a verse of Mirza Ghalib, “Kuch is tarah maine zindagi ko aasaan kar diya, kisi se maafi maang li to kisi ko maaf kar diya...!”





The Garg family

Today, Peeyush is one of the major donors of Rotary, Ghaziabad as the part of philanthropist programme. “People should try to cherish the joy of giving and sharing with as many people as possible in one’s short life,” he says.

His dream project is to set up a ‘respectable home’ as he puts it, for elders who have worked throughout their life but in old age due to any constraint be it financial or family issues is facing bad times. “The ‘respect home’ would provide luxury facilities like AC, food, accommodation. In the “respect home” they would be given full liberty to carry their creative pursuit and medical insurance will be available at a very nominal rate,” he asserts.

Not only this, the second ambitious project that he now wishes to take to work for is the modernization of gaushalas in different cities of India.



Nishant & Prashant

Peeyush takes inspiration from reading autobiographies of top businessmen of the world. For him his source of strength comes from the boundless support of his family. Besides his wife and mother, he has two sons, Prashant and Nishant. And daughter-in-law Kanika Garg, feels her father-in-law’s focused attitude and approach to not waste time has helped him reach new heights of success.

Prashant is also helping Peeyush Garg in his business. “I have learnt the basics of business from dad who believes that one should never be hesitant in taking short-term losses for a long-term relationship with the client. His expertise and philanthropic



The family enjoying an evening tea session





# All lit-up by innovation

Piyush Kumar Dwivedi,  
MD, Future Choice Group









## ‘In life, there were times I got bankrupt but at that time also, I never avoided people. I had full confidence in myself’

His engineering skills were so famous that I remember, many a time, engineers from abroad used to visit him in his village.”

Today, Piyush who carries his father’s attitude of hard work is managing the business empire of water- plant and machine trading, EPC of the water and beverage plant and LED lights. His company that he set up in 1997, earlier known as Aqua International and Ambience Water Ltd, has done installation of turnkey projects for top-notch MNCs.

The parent group in 2013 launched brand Future Choice Group and more than 140 franchises have joined it. The company aims to take its franchise network upto 500 in 18 Indian states by 2018 and 500 abroad.

Presently, Future Choice has its headquarters in Noida with regional offices in Mumbai and Hyderabad. Its overseas offices are located in USA, Thailand and UAE.

“After completing my post-graduation in Arts, I decided that I wanted to do business but I was clueless about the options. I had also realized that Auraiya is not my fortune-maker so I moved out of the district and came to Delhi in

1997,” he says. For this young and enthusiastic lad who dreamt of striking the world of business and making it big, Delhi International Fair guided him to dabble in the right field.

“From Delhi International Fair, I learnt and liked the start-up idea of water-treatment plant. I decided to take up this idea as I found that this start-up idea is still unexplored and has a long way to go. I started a company by the name of Aqua International (now merged with Future Choice Group) and became supplier of the treatment plant. I started selling out the plants to many top water-companies, and the business went great guns,” he smiles with a sense of pride.



Piyush Dwivedi with his team



Piyush owns different brand names





Piyush with his range of products

Some people are born with a silver spoon in their mouth but others pave their own way to success. Piyush Kumar Dwivedi, Founder and Managing Director of Future Choice Group, a young man from a small town of Uttar Pradesh is one such example of few men who have created their own path and reached to the zenith of success. Established in the year 1997 with just Rs 30,000, Future Choice Group is now racing towards a turnover of 20,000 crore by the year 2020 providing employment opportunities to over 15 lakh individuals. The group is presently flourishing in the water and beverages industry, LED manufacturing and distribution and software development.

Hailing from the small district of Auraiya, Kanpur, Piyush Kumar since childhood wanted to plunge into business and wanted to carve a niche for himself. His father Late Mr. MM Dwivedi was a multi-talented man. By profession he was lecturer in a government school and he also owned a bookshop. "My father is my source of inspiration; he was hard working and was very strict. He used to get up at four clock in the morning to reach his workplace- a government school, and after school he used to manage his bookshop. His sound technical knowledge of various equipments was the talk of the town.



The main office of Future Choice Group







Sangeeta and Aadrika posing for the camera



## ‘I started selling out the plants to many top water-companies, and the business went great guns’

The fruits of his risk-taking and hard-work approach encouraged him to take the next bigger steps towards his dream. His wife, Sangeeta Dwivedi with whom he shares the full credit of his success, also pushed him to take the leap. “I have a strong belief in God, I also knew that whatever Piyush would do, he will excel in it. After the success of the first business we discussed it with the astrologer and he also gave ascent to do something bigger,” says Sangeeta.

Talking about what spurred the start of Future Choice Group, Piyush quips, “I am a strong believer in the power of the Lord. In 2008, when I was mulling over the options of expansion of business, I went to Mahakaleshwar Jyotirlinga- Ujjain and as soon as I entered the temple this name ‘Future Choice Group’ came to my mind. I immediately got the brand registered and in 2013 I launched the Future Choice Group.”

The group vision is to provide best value to consumers, partners and its stakeholders by setting new standards in the industry through innovation, quality products, return and social responsibility. Future Choice Technology Pvt Ltd, another division of the company has recently forayed into LED manufacturing and is working to set-up 120 units of local manufacturing plant under Make In India and Start-up concepts. It is supported by extensive distributor network and retail chain to become the most preferred brand in the industry.

For Piyush, who was an average student in his childhood, success stories of business tycoons like Laxmi Niwas Mittal, Ratan Tata are his guiding light. “I love to read biographies of top businessmen. If you see everyone has started from scratch and by sheer hard work and dedication they have reached the pinnacle of success.”



Piyush with wife Sangeeta & son Aayush



“Also, for any start-up, employee is the main asset. In my company I select best brains from other top companies and everyone makes goal-oriented efforts without pressure,” he adds.

For two ladies behind his success, his mother Smt Prema Dwivedi and his wife, Sangeeta, Piyush is the game-changer. “For me Piyush is the complete man, who knows how to excel in all spheres of life,” says Sangeeta.

The joy of love and affection from their ‘love at first sight’ is still sparkling in their relationship. The duo has recently celebrated 23 years of their wedding in February. “I met Sangeeta at a family wedding and after a glimpse of her; I was swept off my feet by her beauty and simplicity. After about 6 years, luck took its divine move and we got married at a very young age, when I was just 23 years old and Sangeeta 19,” Piyush says with a smile.

The front-facing attitude and confidence in oneself are the few of the qualities that Sangeeta likes about him. “He is very jovial, friendly and a down-to-earth person. Today it is with his endurance and labour that he has reached the height of success. Even with his busy schedule he takes care of his family especially his mother, with whom he is very attached,” says Sangeeta.

Today, the Dwivedi couple is blessed with two children son Aayush and daughter Aadrika. The family loves to go on vacation and their holidaying hotspot is Dubai. They also share a common



Getting ready for a meeting



Sangeeta with Shahrukh Khan, Kajol & Manoj Joshi in an event sponsored by Future Choice Group

fondness for cars. The family has more than a dozen cars including Jaguar- XF, LandRover -Discovery and Fortuner.

Piyush is also an ardent lover of movies and music. “Sunday mornings we get up in the morning at around 7 and then Piyush tells us that we are going for a morning show of any movie. The whole house gets messed up and everyone starts getting ready, making it seem as though everyone has office and the Sunday morning doesn’t look like a holiday,” chuckles Sangeeta.

For Piyush’s son, Aayush, his father is his inspiration. “Dad’s dedication and positive approach inspire me. For me, he is the perfect example of A gentleman who works hard and also shares the fruits with society. Dad’s social activities and his kind nature towards poor and weaker sections guide me to live life in a correct manner,” says Aayush.

“One thing that I have learnt from my father is to never give up hope and be focused in whatever business you do,” shares Aadrika.

Future Choice Group is now working on various other projects like solar energy, health and wellness, interior designing by the name FCINTERIO and also setting up its own production house. The group in coming times will come up with the business of grooming by setting up spa and salons all over India. Its style studios will be called Glamour Studios and spa as Ya Spa.





The couple during a morning yoga session



Piyush & Sangeeta in conversation



Piyush distributing clothes among the poor

"So, if they can reach why not us too?" he questions. Also, his confidence in his own self and meeting people even in difficult times is another quality that he carries.

"In life, there were times I got bankrupt but at that time also, I never avoided people. I had full confidence in myself," he confesses.

The quest of learning new technology and business idea is the propelling factor in the growth trajectory of Piyush. "I try to attend every trade fair, seminar and exhibition all around the world. When you go and attend these fairs, you get to learn about the technological advancements and also the scope of attempting new business avenues," he shares.

Decoding his psalm of achievement, he affirms, "One should always be open to taking risks in life. I am a 200% risk-taker. Take new risks and be innovative in your business style. I give assured profit to all my clients, franchises and gave attractive schemes like buy-back. Always try to ponder what clients want from you and what different you can offer to your clients."

**'In my company I select best brains from other top companies and everyone makes goal-oriented efforts without pressure'**



Standing in front of Future Choice Group stall in an exhibition



# It is all about being 'Accurate'

Poonam Sharma,  
Group Director, Accurate Group of Institutions









**'I have seen my father  
working hard.  
People get inspiration  
but it is the hard work  
that matters'**

Spread over 16 acres of land in Knowledge Park III of Greater Noida and giving a unique amalgam of nature and technology to students, Accurate Group of Institution has been awarded Asia's best B-School by CMO Asia, Singapore, in year 2012, with many other prestigious awards like Excellent Placement Award in Uttar Pradesh by CMAI supported by AICTE and AIU in year 2013, 2014 and 2015, Best Business Management Institute in NCR by Worldwide

Achievers in 2015, it has also been ranked amongst top 5 in placement in India by Go Getter (In Flight-Go Air-Airlines) with many more awards.


Poonam Sharma thanks her dad CL Sharma for inspiring her. CL Sharma's first establishment was Accurate Transformer LTD, an entity listed on the Bombay stock Exchange. Emphasizing on her father's mission, Poonam says, "His vision was to provide unparalleled services in the field and with sustainable efforts, strived to take it to the top rung in its line of operation."

The group's three flagship ventures today are the Accurate Institute of Management and Technology (AIMT), Accurate Institute of Advanced Management (AIAM) and the Accurate Institute of Architecture and Planning (AIAP). The institutes cater to the modern day need and aspiration of students with comprehensive and innovative learning platforms.



The grand campus of Accurate Group of Institutions





**I**n a land obsessed with patriarchy, meet a lady who is young, beautiful and is managing more than 4,500 management and engineering students, Poonam Sharma. She has carved a place for herself in society and she has recently been conferred with the Young Edupreneur Award. Group Director of Accurate Group of Institutions, she is a firm believer in karma. “If you don’t excel means you have not worked up to the mark,” she says guilelessly.

Established in 2005 by well-known industrialist CL Sharma, Poonam’s father, today Accurate Group of Institutions boasts of a student body of more than 4,500 in engineering and management courses. The group’s guiding mission is to “impart vibrant, comprehensive, and innovative learning.”

Born in a typical Brahmin family in Ghaziabad, Poonam’s childhood aim was no different from an ordinary girl’s. She recounts, “Like a girl in any Brahmin family could dream of, I too just wanted to get married and settle down. I never expected that I would be heading any institute at such a large scale.”

Her father’s struggle and hard work has inculcated in her the zeal to do ‘karma’ persistently and thereby taste the fruits of success. “I can say that I was born with a silver spoon in my mouth, with all facilities and luxuries of life. But I have seen my father working hard. People get inspiration but it is the hard work that matters. A good fortune is the end product of hard work and there is no substitute for it,” she says in a matter of fact way.





## 'We have 100 percent placement and that has helped us to become one of the most prestigious institutes in the North'

Poonam's perseverance, out-of-the-box ideas and hard work has resulted in Accurate Institute standing tall and big among the ocean of other institutes. The institute ensures 100% placement for all its students that it vouches for. "We have 100 percent placement that is one of the major factors that has helped us to become one of the prestigious institutes in the North. Also, we have a very strong network of alumni called Alma-Connect, where students can tell us about the academic knowledge, experience that were ignored when they studied. It helps us immensely to fine-tune our curriculum and make it more apt with industry demands," she explains.

A placement cell, Centre for Corporate Relations (CCR), has been set-up at Accurate to bridge the gap between the students' and corporate world. The CCR not only works on final placement, it also arranges summer internship for students.

The institute to bridge the gap between industry requirement and academic inputs, on a frequent basis also organizes seminar, webinar and conferences.

Poonam has a vision to become the best in the field of management and engineering education. "I want to set a benchmark in the field of education. Accurate should have its own identity without any comparison with IIMs or others," she explains. Talking about her plans of expansion she says, "We are already in the process of establishing ourselves as a university."

Known to be a tough boss, Poonam is the 'lifeline' of her family. The youngest after two sisters Meera and Anu and brother Deepak, Poonam is the apple of the eye for the entire family.



Students in the library



Poonam with dignitaries during the convocation ceremony



An interactive session in a class





Poonam in a meeting



Teacher taking class with full devotion



A meeting in progress

The courses have been devised in such a format that they address the corporate and management practitioners of India.

The institute not only has a digital well-stocked library , state-of-the-art computer laboratories, architecture studio, survey labs, model making and photo-lab, it also grooms the overall personality of students engaged in extra-curricular activities and tour to foreign universities such as University of Auckland, New Zealand, and other countries.

Asked how she began her journey with Accurate, she candidly answers, “After my studies in 2006, my dad asked me to accompany him to office. To which I said okay, but was not holding any position then. It was only in 2007, when my surprise suggestion during company’s meeting brought the leader within me to the front.” Poonam still cherishes the day when in 2007, when her father with other professionals were discussing the new Post Graduate Diploma in Management (PGDM) programme she suggested and introduced the first time foreign collaborated and certificate trip for PGDM students. “In 2007, on my suggestion we started foreign certificate trip programme. We went to Singapore and students got the certificate from Nanyang Technology University (NTU). We are pioneers in foreign collaboration certificate programme for PGDM students,” says Poonam exultingly.

One well-timed and skilled advice awoke the entrepreneur in Poonam and from then onwards she started managing one of the most prestigious institutes of Greater Noida.





## 'I am a very religious person too so whenever I get the time I read the Bhagavad Gita.'

I am a very religious person too so whenever I get the time I read the Bhagavad Gita."

Soaring high in her work area, she wishes to buy a chopper for herself that she thinks would be her most prized possession. So when will that be? She answers smilingly, "May be by next year."

When asked, for a young girl who is heading an institute is there any problem that she faces, Poonam says "We sometimes do faces challenges and problems but my staff is my army that can take on any problem easily. Today's youngsters are more prone to depression, suicidal tendency and other emotional issues. The need the hour is to have proper communication and two way dialogue with them so that they can address their life issues with ease."

Ask Poonam is their any secret that she wants to share with us. "One thing many people including my family don't know about me is that sometimes I also bunk my office. I may sound like an extremely busy person who

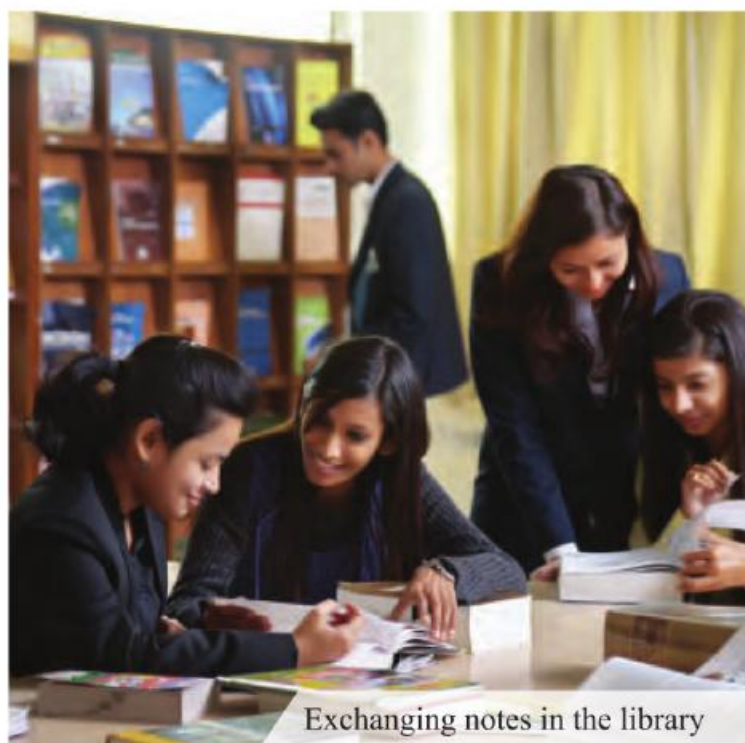


Students interacting on the campus

refuses to take a call, and would tell everyone that I am in a meeting but actually I might be sitting in some mall enjoying my cup of coffee, or doing some shopping," she honestly answers amidst laughter.



Chetan Bhagat with a student of Accurate Institute



Exchanging notes in the library



Students playing pool





Boman Irani being welcomed by Poonam and others

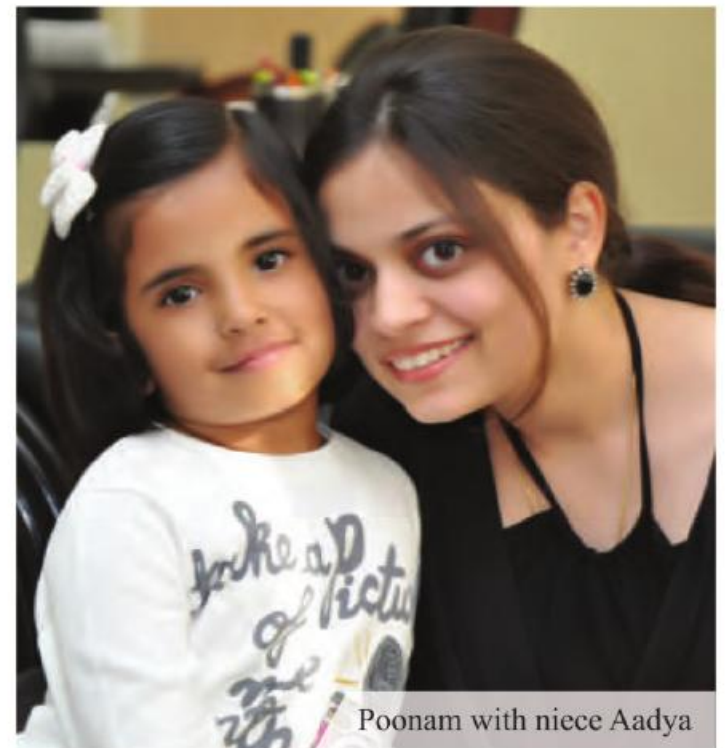
“She might seem to be tough among business associates, or staff but is a real cutie pie at home. Her caring, understanding and loving nature makes her popular among all family members. She is the favourite aunt of her nephews and niece Aditya, Aadya, Aanya and Aatharva,” shares Poonam’s elder sister Meera.

For her mother Phuspha Sharma, she is the prettiest and cutest of all siblings and the most mature and amicable. “She is still the doll of the house. Who sometimes also throws her tantrum at us,” adds her mother.

Ask Poonam how she strikes the right chord to balance time between her work and family she says, “My family is my strength and I am at any time available for them.”

The success of Accurate takes its root from its Group Director passion to excel who has crafted the success path for the institution that it can compete with any world-level institution. Accurate follows unique and updated teaching learning methodology by providing an environment that stimulating the innovative ideas in students which could equip them to walk at pace with the world. The institute also prepares its pupils to face the challenges of tomorrow and accustoms students to explore beyond conventions.

So is it all work and no play for Poonam? To which she speaks her heart out, “I am very particular about work and I put my 100 percent in whatever I do. But it is not work all the time. I love to play with my nephews and nieces. Since I am a gadget freak I love to go shopping.



Poonam with niece Aadya



## *A Unique Blend*

It is development galore in Noida, Greater Noida, and what a combo, starting from sprawling worship areas to malls and even nature spots that attract tourists, like the Okhla Bird Sanctuary. One finds the place literally buzzing with multifarious activities. While the Dalit Prerna

Sthhal attracts visitors of all caste and creed, so does the Buddha International Circuit of Greater Noida, where people just troop in to take a look as well as rest in the cool and well laid out expanse. One of the most happening malls of the NCR region, Great Indian Place or GIP as we call it, is a perfect destination for the brand hungry shopaholic. And in the midst of the concrete jungle that the region is recognized for, the bird sanctuary is a sure respite. So with development, the region also promises an amazing variety that the people here love.







# Exotic Glimpses 1







A wide shot of Rashtriya Dalit Prerna Sthal









The GIP Mall









Buddh International Circuit, Greater Noida





















# Building dreams is his passion

Sanjeev Jain,  
CMD, Rishabh Group





## ‘The group forayed into architectural business, with the formation of the organization, National Architect and Engineers’

Today, Rishabh Group aims for a turnover of 1050 crore in the next five years. Having a renowned actor Farhan Akhtar as its brand ambassador, Rishabh Group is entering into becoming a multi-faceted organization incorporating real estate development, hospitality, education, media, solar power generation and entertainment. The group has more than 10 realty projects in its kitty, including Rishabh Paradise,

Indirapuram, Studio 0 Towers, Vaishali, Cloud 9, Vaishali and Indirapuram, Rishabh Corporate Tower Karkardooma, National Arcade-Ghaziipur.

So what is the USP of the group? The answer to this comes directly from the heart, “We adhere strictly by what we promise. Our project delivery is on time always and we never compromise on credibility and commitment.”

In 2008, the group forayed into low-rise building development and started its Jaipuria Enclave in Kaushambi, Ghaziabad, which was delivered on time.

It was in 2010 that Rishabh Group launched its Cloud 9 project in Indirapuram, Ghaziabad and as promised, in 2014 it gave away its possession. Till 2015, almost 800 families were living in Cloud 9, Indirapuram.

Confides Sanjeev Jain, “Rishabh Group has come a long way in the last two decades.



Sanjeev in office



Sanjeev & Kavita conducting a meeting with the staff



Sanjeev & Rishabh





Sanjeev and Rishabh discussing a project with others

**T**he importance of being focused and be toiling to achieve one's goals of life, are things that drive Sanjeev Jain's success story. CMD of Rishabh Group, that has more than 20 lakh square feet of residential and commercial development in its kitty, and an estimated turnover of 1000 crore, Sanjeev Jain knows well how to weave dreams into reality and aspires to attain strong intensification and expansion of real estate and investment ventures.

Sanjeev opened his eyes into a family of civil engineers and architects in a small town Baraut, 52 kilometers from Meerut. His father Naresh Jain was a civil engineer and his uncle Vaibhav Jain was an architect. Born in the family of ones who were into the business of building people's most prized possession, a

home, Sanjeev since childhood aimed to become an architect and a builder. "Since childhood I was very clear about my career. My uncle was a passout of IIT-Roorkee in the year 1970 and I too wanted to follow in his footsteps and so I did," says Sanjeev happily.

After completing his schooling from Meerut, he studied B.Arch from IIT-Roorkee. Hard working by nature and having a patient approach, defines his life. In 1992 when he graduated from IIT-Roorkee and had no big dreams, Sanjeev found himself struggling for a decent job. Till 1998, he practiced as an architect on a freelance basis.

"The struggle after graduation compelled me to switch over to real estate business in 1998. I started constructing kothis and floor buildings" shares Sanjeev.



**‘Whenever we choose any location we make sure that it is one of the prime locations, has perfect connectivity and plethora of amenities, activities and facilities’**

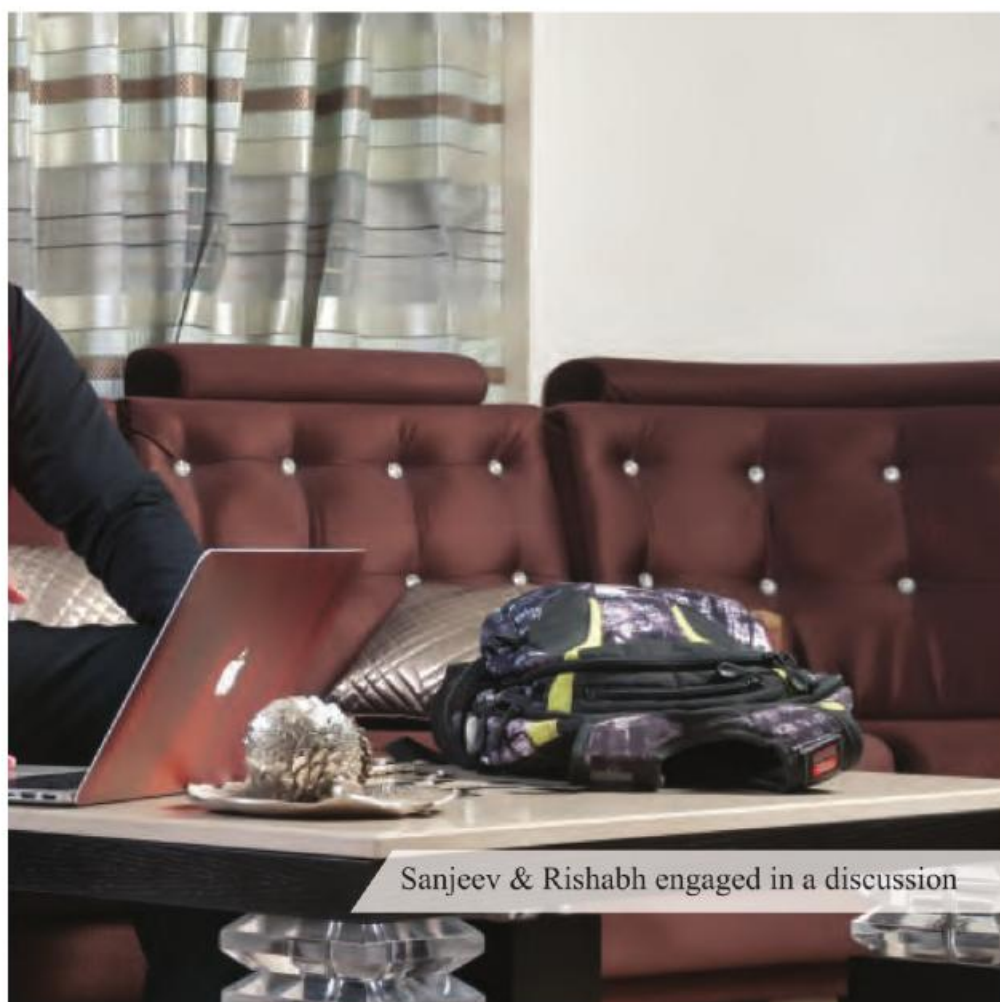
very focused on the successful accomplishments of the projects. It was our motto that till 2015, we had no outstanding loan or NPAs (non-performing assets) in any bank. And that is an achievement for the group.”

Rishabh Jain says he owes his success to his wife Kavita Jain who is an Interior Designer. Her stint with interior designing is evident in every inch of their multi-storey house situated in Ram Vihar, Delhi. The house is beautifully decked with finest pieces of showcase and furniture. For Sanjeev, it is with Kavita’s hard work that he has attained success. “My

working time is atleast 12 hours from 9 am to 9 pm, but most of the time I have to stay in office for longer hours. I am able to work just because of Kavita, as I am free from other family duties.” The couple got married in 1992 and has excellent understanding. Sanjeev Jain is a complete workaholic, the working days stretch not only from Monday to Saturday but he even works half days on Sundays. “I know that Sanjeev is passionate about his work and I totally respect that. He has attained the pinnacle of success because of hard work and dedication. I always make sure that he should be kept out of the hustle-bustle at home and should be given most cherishing and refreshing moments at home,” says Kavita Jain.

The couple is blessed with two sons. Rishabh and Nishant. For Rishabh it is the biggest gift of his father that he named his company after him. “As for me, I feel the sense of pride and honour, when my friends say that the group’s name is Rishabh,” says the Jains’ elder son, Rishabh, who is pursuing his BArch from School of Planning and Architecture, Delhi. The younger son Nishant Jain, is studying in Chicago, US. “Nishant is a genius in science. He has developed many unique models of planes and Hoovermatic Boats,” says Kavita.

For Rishabh, his father is his inspiration and the father-son duo’s common topic of interest is buildings.



Sanjeev & Rishabh engaged in a discussion



Rishabh doing workout





Sanjeev & Kavita relaxing at home



Sanjeev with wife Kavita & son Rishabh

"The group forayed into architectural business, with the formation of the organization National Architect and Engineers. The organization with a dedicated team of professionals, having outstanding design capabilities has been a source of courage and encouragement to move forward, it has also won accolades for its innovative approach in designing of residential and commercial edifices."

Their ongoing project Cloud 9 Towers, Vaishali is in the advanced stage of construction. "The project is not just a housing project but it is the new way of living in a suave and trendy cosmopolitan lifestyle," says Sanjeev.

In the present scenario of property market retarded growth, when unsold housing inventories are multiplying in numbers and residential property market is falling, when asked how the group is keeping up with the industry challenges, Sanjeev has ready answers. Very calmly he answers, "The property market bubble has negligible impact on us. Our mantra to that is that we never compromise on location. Whenever we choose any location we make sure that it is one of the prime locations, has perfect connectivity and multiple amenities, activities and facilities. This way our buildings are always in demand and there is no problem of unsold inventories." Defying the current scenario of lack of confidence in house buyers where he is afraid of buying a property, at Rishabh Group they say, "We are







Rishabh & Nishant on dirt bike in Dubai

architecture, easy accessibility and other unique features.

The group is currently working around the clock on its one of the most ambitious projects to redefine new side of luxury comfort and indulgence through its Great Gatsby Club of India. The club with gaming facilities, fitness programmes, swanky restaurants with international cuisines and impeccable services of skilled staff, is all set to revamp the definition of clubbing.

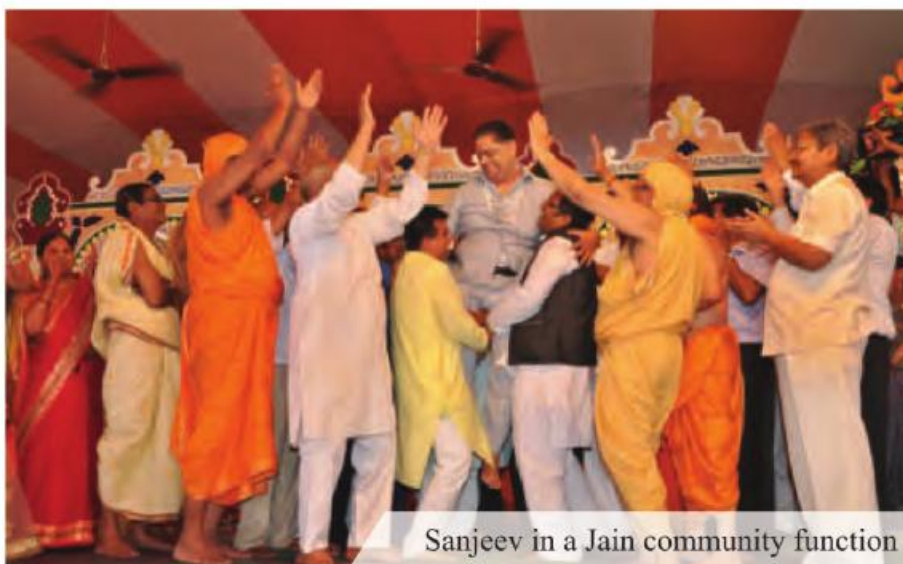
For Sanjeev Jain one of the projects that is very dear to him is his solar energy project. The group is implementing a 10MW solar energy power generation project in Rajasthan and 500KW project in Uttarakhand. "We have an in house team of professionals with experience and expertise in the field of planning and implementation of solar power projects," says Sanjeev Jain.

"Dad is very strict and straight-forward. He has made it clear that first I need to get first-hand experience and training before joining the office."

Sanjeev Jain is extraordinarily spiritual by nature. His faith in Jainism fetched him "Jain Ratna Award." He has also recently started "Mangal Kalash TV" catering to Indian culture traditions values and Bhakti drama among masses. "Mangal Kalash aims to deliver purity, wisdom and knowledge of secrets of ancient India. It is one of its kinds to broadcast religious discourses of various saints of all religions. It is the only channel in India with an ideology of Sarva Dharma Sambhav," says Sanjeev Jain.

Sanjeev Jain, due to his unparalleled hard work and calm approach has got many awards like Rajeev Pahchan Award 2012, Emerging Builder of the year 2011, Rajeev Gandhi Realty Award, 2010 and Sapphire International Award, 2011.

Rishabh Group also developed shopping centres, schools and solar energy production units. Its Angel Mega Mall-Kaushambi, Rishabh IPEX Mall, Patparganj, Delhi, have won praises for inspiring

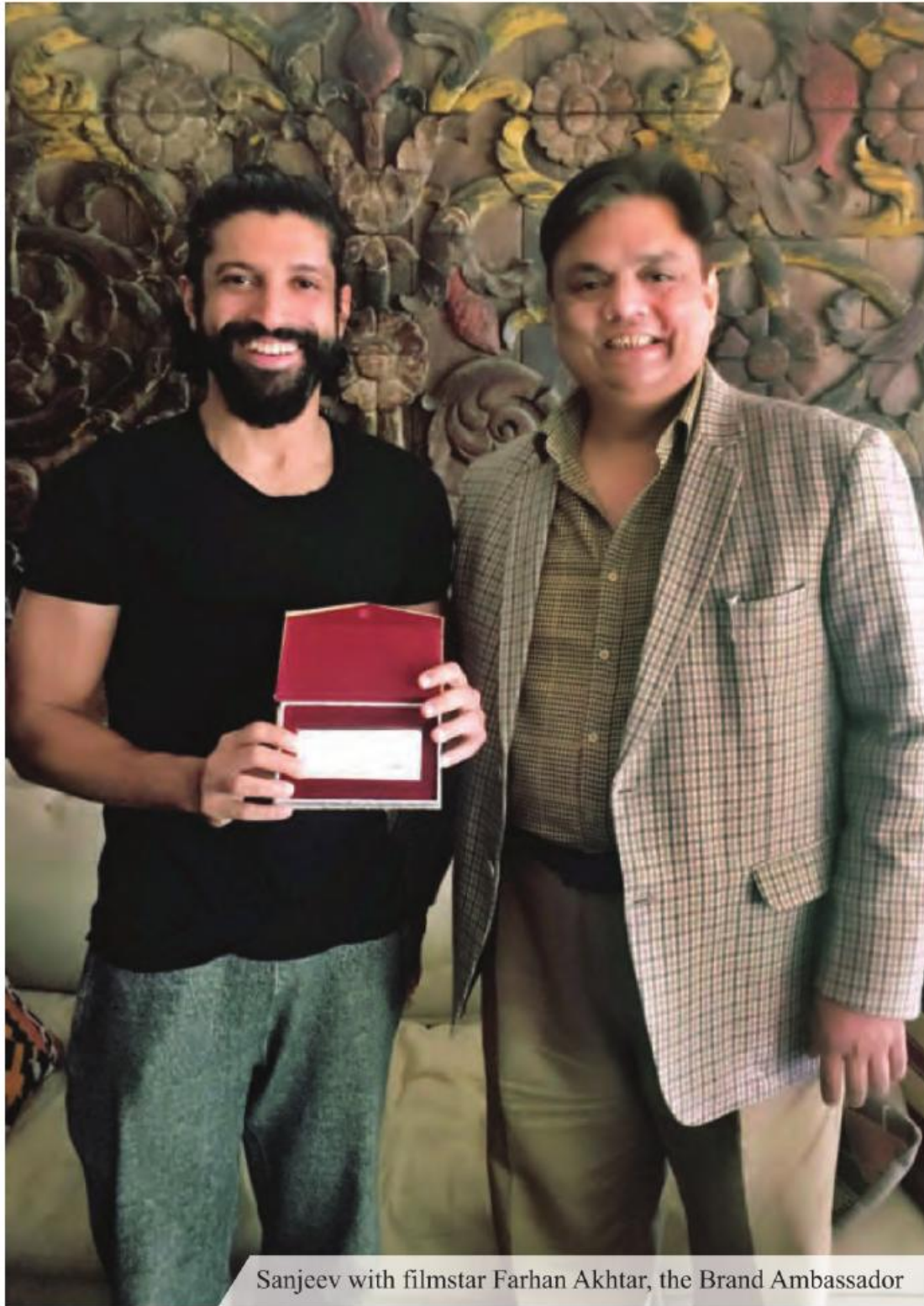


Sanjeev in a Jain community function



Sanjeev Jain participating in a religious function





Sanjeev with filmstar Farhan Akhtar, the Brand Ambassador

**‘We have an in house team of professionals with experience and expertise in the field of planning and implementation of solar power projects’**

“I and dad majorly talk on buildings. Whenever we are out in India or abroad we discuss buildings and technology, designs and other related various aspects.”

Though the elder Jain is studying in one of the finest architecture institutes of India, yet Sanjeev Jain has made it clear that Rishabh should be kept away from the family business till he gets some training and completes his studies.



The family enjoying a weekend at Dubai





Sohan & Lalita receiving awards for their achievements

**‘I have no desire, no fear,  
I just work hard as my  
God guides me where to  
put in the best of my efforts’**

“My actions and inspiration start from his guidance. Whatever I have earned in my life is just because of the blessings of Guruji,” shares Sohan Lal.

For him, Lehar’s success story also takes root from Guruji’s blessings. “In 2000, I was working in a private firm Subhagya Advertising, which I joined in the year 1975. One fine day, I was sitting in front of my boss and I still don’t know what happened that day, that my inner self told me to put forth my resignation. I immediately told my boss I was breaking this 25-year alliance. He was shocked and so was I over my words, but then I got inspiration from Guruji to start my own firm Lehar,” reveals Sohan Lal. As they say that the wheel of time repeats

itself, Lehar recently overtook Subhagya Advertising in its major merger activity process.

Today Lehar has more than hundred top clients including government and public sector, realty and university/ educational institutions clients such as Central Public Work Department (CPWD), Agriculture and Processed Food Products, Export Development Authority, MMTC Ltd, Food Corporation of India (FCI), State Bank of India, Punjab National Bank, Khadi Gramodhyog Bhawan and many others.

Sohan started his career quite early just after completing his 11th, with Ahuja Radio Company in 1967 with the first salary of 167 rupees.



Sohan in a meeting with the staff



The Design Department of Lehar Advertising







**‘The need of the hour, therefore, is a brand-building solutions provider with a comprehensive range of services to cater to all budgets clients’**

Any organization success depends on the work attitude and approach of its employees, “We have the best of creative individuals who have vast industry experience and expertise. We work in a family where any employee can come to me at any time with any hurdle or issue,” says Sohan Lal.

Sohan Lal gives full credit for his success to his better half, Lalita Chawla, who also happens to be the Director of the company and has earlier worked with Public sector enterprise, NTPC, Delhi.

He says, “In every up and down of my life, Lalita gave me full support and strength. Today, she is my best friend and is truly my soul mate.”

The two share perfect bonding and at the age of 67, Sohan Lal never forgets to show his love to his wife. “Sohan recently threw a surprise birthday party for me in the office. It was the first time that he planned something secretly. When I entered the office, all staff and employees greeted me, the office was beautifully decked up with balloons and flowers and a lovely cake was waiting for me,” shares Lalita Chawla smilingly.

The couple is an embodiment of spirituality and each day starts and ends with the prayers and praises for Guruji.



Sohan Lal relaxing between work



# A

s you enter his office in plush South Delhi's Alaknanda Market, the love for his wife is evident from the huge photo frames of hers on the walls of his office and as you start talking to him you will soon discover his simple and spiritual way of living. Meet the 67-years old Sohan Lal Chawla, Founder and Managing Director of Lehar Advertising Private Limited.

Lehar is country's one of the most promising, enthusiastic, innovative and result-oriented advertising agencies with a 52 crores turnover.

"We started Lehar in the year 2000 with a very limited infrastructure but we have made our position in the market with our dedicated and expert team," says Sohan Lal, introducing Lehar.

Born and brought up in Delhi, Sohan Lal's idea of living revolves around spirituality and

simplicity. His office and his home are as sober and facile as his personality, with no gimmick or splurge of his opulence, Sohan has paved his way to success with his unremitting faith and love for humanity.

"I have no desire, no fear, I just work hard as my God guides me where to put in the best of my efforts," says a complacent Sohan Lal.

Sohan Lal got his inspiration from his mother. Born into a simple middle class family, he imbibed family values and enduring faith in God from his childhood. His father Late Ram Prakash Chawla was a commission agent in Sabzi Mandi, Delhi while his mother Parviti Chawla was a lady with high religious values. Sohan Lal is an avowed follower of his guru Avtar Singh Maharaj (Guruji) of Punjab.



Sohan Lal with all the staff members of Lehar Advertising



Love and respect for each other in their relationship is so abundant that it can give any young-age couple a lesson. The duo complement each other very well, “Lalita is my best half. When I started my business, knowledge of computer working was prerequisite for me. She taught me how to work on computers smoothly. She completes me in whatever area I lack in,” chuckles Sohan. The duo never misses going on evening walks holding hands.

The couple has a simple and most modest way of living. They both love to go on grocery shopping together; their house situated near Alaknanda Market also reflects their simple yet spiritual temperament.



In selfie mood



The Chawlas visiting the Statue of Liberty





Sohan & Lalita getting felicitated at an awards function

He, in 1971 did graduation from Delhi University in the commerce stream, later he joined IAS advertising and then Subhagya Advertising.

At the age of 52, when people mull over retirement plan and post retirement life, Sohan started his maiden stint in business with Lehar Advertising. Ask him how he managed to take the risk of entering into the business and creating a space in the market for his company, he cracks his business secrets, "We brought a new concept of classified selling in different style. We strive hard to give our customers the best value for money. Brand building has become one of the key objectives of almost all organizations today and creating visibility and recall value are the main objectives behind it. The need of the hour, therefore, is a brand-building solutions provider with a comprehensive range of services to cater to all budgets clients," says Sohan Lal.

Talking about the emblematic quality of his venture, Sohan Lal says, " We believe in multi-media advertising, advanced printing and packaging, consistent quality, creativity and rapid response to clients' query are check points for us, that has carved a place for Lehar in the market," says Sohan Lal.



On a walk hand-in-hand



The couple taking a tea break



# One who believes in taking up challenges

**Subhash Jain**  
**Edupreneur &**  
**District Governor (2018-19)**  
**Rotary District 3012**







The couple praying in front of Guru ji's picture .



Sohan Lal with Avtar Singh Maharaj (Guru ji) in a function

“We have come a long way in the shortest possible time with the blessings of Sant Avtar Singh Ji, with his blessings continuing to shower upon us, we firmly believe that we will attain new heights excellence in the field of activities,” says Lalita Chawla.

The two have no children and they don't complain for that too. “It was all in destiny. We two are enough for each other. What we don't have means that God never wanted us to have,” says Lalita Chawla.

**‘We believe in multi-media advertising, advanced printing and packaging, consistent quality, creativity and rapid response to clients’ query’**



## 'I strongly feel that when you are leading - be it your office or your family, you have to be patient and calm'

“To the extent that I wouldn't even go to my grandparents' house. So my mom had to leave me with my father, which meant I would stay at home for many hours when my father went to work,” he quips.

After completing his schooling from Delhi, he moved to Ghaziabad to pursue his graduation and post-graduation in law. In Ghaziabad only, where he



Subhash with winners in an event

made life-cherishing friends, he also underwent a change of personality and from introvert -he become - what he describes now- “an extraordinary extrovert” person.

“My childhood dream was to become a doctor, but I couldn't make it. To become a tax consultant and an educationist is serendipitous for me and now I think I was destined for it.” Mr. Jain started his career with a meager Rs 80 salary per month in December, 1979 working as a tax consultant in city-based tax consultancy. “My first job was also unplanned but I worked very hard and did my level best. Working as an employee in a city-based group, I experienced the ‘pain of an employee’ ranging from witnessing delay in salary, bad job atmosphere and mistreatment. I worked in the company till July 1992 and my last drawn salary was a mere 1200 rupee per months.” It was from here that Subhash Jain's story of aspiration and inspiration began. After leaving his job and experiencing the hardship of an employee, he dreamed of achieving something big in life and convinced his brother Neeraj to set up an export company but finance at that time was the real challenge.



Subhash Jain taking feedback from students



Subhash with teachers







## 'In my life, I always look forward to challenges. You need to take challenges in a positive way. They keep you going in life'

The school inculcates the attitudes, values, interests and achievements in co-scholastic activities that reflect the complete personality of students.

Towards the journey to success, he gains his strength from imperturbable support of family, friends and colleagues. His motivating light is renowned writer, Sandeep Maheshwari. He says, "By reading his books, I have learnt to sail through ups and downs and reach the ultimate goal of self-contentment and joy."

Asked how he manages to strike a balance between profession and family, he says, "You have to manage time. And the mantra to manage time is to have discipline. If you have discipline in your life then you are living your life hundred percent."

As the word itself is 100%. (DISCIPLINE: 4+9+19+3+9+16+12+9+14+5=100%) I never leave anything for tomorrow, whatever comes to me I dispose it off on time".

Today Mr. Jain feels indebted to his wife Babita, who belongs to Panipat, Haryana for her unwavering support. He says she is a true soul partner to him. "Our marriage was arranged, but I appreciate Babita for accepting my family so well. The biggest gift that she has given to me is our two children, Naman and Nidhi." Subhash Jain was married to Babita in 1982. For

Babita Jain, Subhash is her idol. "Subhash is the perfect man, one who is always on the go, who does work more than the day allows but still never fails to spend quality time with his family." The couple is now the head of a loving family of one daughter Nidhi who is married to Rishabh Garg and blessed with two children Devank and Arnaa and son Naman, married to Monika and blessed with daughter Svava.



Subhash & Kavita



Subhash & Kavita with granddaughter Svava





Subhash & Naman posing for the camera

# H

e has created a lasting impression among his peers and on society as such, with his sheer hard work and amicable approach to life. Meet Subhash Jain, District Governor Nominee Declared (DGND)- District 3012 and an educationist who has the penchant for time management and adheres to the thought that the essence of life is to live together in unity. This is his spirit of togetherness with which he treats his employees and co-workers and his offices have a negligible attrition rate. "For me, the gist of life is to live with generosity and fellowship. I strongly feel that when you are leading - be it in your office or with in your family, you have to be patient and calm, quite like the President of India who cannot pronounce punishment but can give mercy. Even in my schools and offices, I have ensured that if any student or employee comes to me for any help or for any other issue, then in most of the cases, I do the needful."

He is a man who has many colours with several feathers in his cap. He holds top-notch positions such as leading tax consultant, Chairman of Silver Line Prestige School, Ghaziabad, President of Independent School's Federation of India, Vice-President of UP Technical Institution Foundation, Chairman of District Youth Service for Promotion of Educational Institution, Secretary of College of Engineering, Roorkee, among others.

Born into a family of Air Force personnel, Subhash's childhood was enriched by the several postings to different corners of the country that his father, Mr. Indrasen Jain undertook during his service. But Subhash as a child was a shy kid. "We are 4 brothers and one sister and all are born in different states. As a kid, I was very introverted and shy. I was hostile to new surroundings.



## If you have discipline in your life then you are living your life hundred percent

“There is so much to learn from him ranging from how to manage people and relationships to how to be with people and others.”

When there are two businessmen at home and that too from different generations, conflict of thought and approach is bound to happen so we asked Naman how he deals with it if there is a difference of opinion between him and his dad, to which he answers, “Yes, many times there are differences between us but we have a very cordial relationship. He is my best professional critic and I get to learn a lot from his real life experiences. Suppose I have some business idea then my dad is the first person with whom I discuss, and he questions me on every plausible clause. For me to prove my idea to him is mandatory, as I have full confidence that if dad nods that means I am on the right path.”

The father-son duo has a common fondness for cars and that too predominantly in black. The two have a range of cars from Audi, Mercedes to Porsche. Both have common interests of home decor and cooking.

“Subhash never takes office problems home, whenever he is at home, he is with family and friends only. The only problem is that since he loves cooking, he is a food critic at home. And on Sundays, he turns into a chef and tosses up some delicacies for us,” adds Babita Jain.

For Nidhi her dad is her role model. “I wish every human being could be like him. He is calm, composed and very disciplined. Now, since I have become a parent, I really admire him. He never scolded us or lost patience. He never denied or held us back even when there was any problem in the family. Today, I have so much respect and love for my dad.”

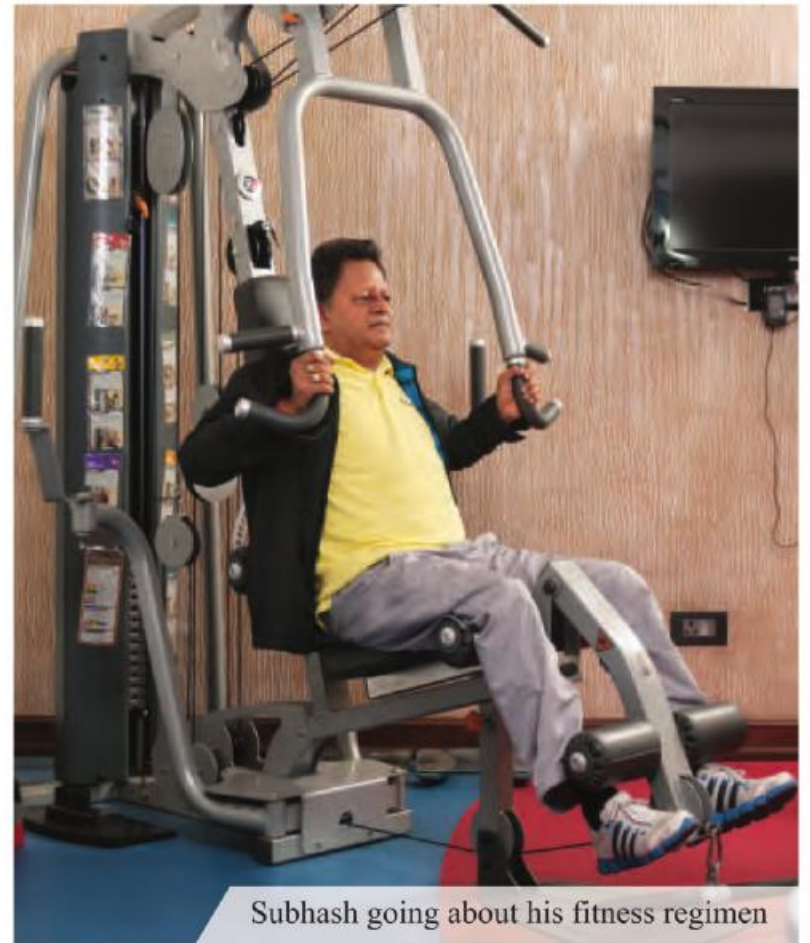


Subhash with his favourite car





The Jain family



Subhash going about his fitness regimen



Subhash trying his hand in the kitchen

Subhash Jain's drawing room walls reflect his love and affection to his family where lots of photographs of memorable moments are displayed. There is a galaxy of photos from his childhood to his marriage, to their children's marriage, and many important family functions are showcased to take you through his whole life journey in a few seconds. The attachment and emotion that he has with each of his family members is also evident from another memoir of cards that comprise marriage card of Subhash Jain and Babita Jain, their children's marriage to the naming ceremony of their grandchildren. For other family members, Subhash is the source of inspiration. Son Naman who is looking after Roorkee Engineering & Management Technology Institute (REMTECH) at Shamli, says, "My father is my professional partner too and whatever I have learnt working with him, is incredible. I wish I could be his mirror-image.



Subhash & Naman in the garden




Subhash relaxing on the terrace garden with his family



# *On The Growth Plank*

What is development without a clear focus on education. So besides a plethora of institutes, colleges and schools, it is the Gautam Buddh University that hogs the limelight. The imposing structure and labyrinthine corridors of the varsity are an absolute students' paradise. As residents and visitors traverse this area, Noida Gate, Pari Chowk, Surajpur Chowk are strategic points they cannot afford to miss.

With the traffic swarming, crisscrossing following the road map to various sectors, markets and adjoining regions, it is these specific points that prove to be the guide to different locations. As the gaze shifts to Ghaziabad, we bring to you a breathtaking aerial view and of course the famous Dudheshwar and Mohan Nagar temples too. A region that showcases the amalgam of the old and new with equal elan, Ghaziabad clearly reflects the qualities that make it an important part of the NCR. Overall, a region that spells growth and advancement.

A photograph of a large, curved, modern building with a facade of light-colored stone and a grid of windows. In the foreground, there are wide, red-tiled steps leading up to the building. The sky is blue with scattered white clouds. A street lamp is visible on the right side of the image.

व अम्बे डकर पुस्तकालय





# Exotic Glimpses 2







Gautam Buddha University- GBU - Greater Noida



Noida Gate





Swarn Jayanti Park - Ghaziabad



Pari Chowk





Dudheshwar Temple - Ghaziabad





Surajpur Chowk, Noida



Yamuna Expressway





Aerial view of Ghaziabad









Mohan Nagar Temple - Ghaziabad













# Hard work, patience, that paid off

Vinod Kumar Sharma,  
CMD, Aster Institutions





## ‘In childhood I had learnt that the only way to come out of any situation is to study and work hard’

Public School, Daryaganj, Delhi, topped the 12th examination in 1979. It is because of his personal challenges in life as a child that he can now empathise with the underprivileged lot, besides of course all the people who work for him. This is the reason why he keeps his office doors always open for those who may want to seek his suggestions or help of any kind.

“I have instructed all my staff to allow anyone from Patparganj who says that they know me to come directly to me. My friends with whom I have grown



White Lotus International School, Surat

up are still in contact with me. Some are tailors while others are ordinary, low-salaried workers. My sole motto is that if I can help anyone then I should do it without creating a noise about it,” he says candidly.

Once working in the fields for others for a paltry sum of Rs 3 per day, VK Sharma now owns two palace-like houses with huge lush green lawns in Noida. One is located inside the campus of Aster Public School, Greater Noida and is the most prized possession so far.


At present, Aster Institutions have more than 600 employees and 6,000 students. The group realizing today’s fast-paced and technological era is striving to stand out by providing space that helps young minds establish their identity, understand their roots, create their place in the world and also innovate to shape it into a better place.

The curriculum is designed in the manner that integrates skilled instruction into a meaningful



Aster Public School, Noida Extension





**F**rom humble beginnings, to be able to touch new heights is indeed commendable, but that is exactly what Vinod Kumar Sharma has done. Born in Patparganj, Delhi, he is one who has spent his early years struggling against odds and today he is Chairman and Managing Director of Noida's fast growing chain of educational institutions - Aster Institutions.

The group's core mission is to foster 'education for life' and today it is currently running six institutes, three public schools, Aster Public School in Mayur Vihar, Greater Noida and Noida Extension, White Lotus International, Surat, Le Crème, an international pre-school, Ghaziabad and Aster College of Education under the banner of Aster Institutions.

VK Sharma's journey is no less than that of a

typical '80's Bollywood blockbuster hero's. A childhood shorn of privileges but the never-to-be-defeated attitude and sheer hard work made him a great businessman, as the God of fortune has been showering him with blessings since a long time now.

His father, the Late Roopchand Sharma, was a watchman in Patparganj and his mother Late Angoori Devi, was a housewife who added to the family kitty by working in the fields. "Born into destitution, I know the pain of being poor. In childhood only, I had learnt that the only way to come out of this situation was to study hard and work hard," says VK Sharma with a beam of positivity.

The determination to win over the tough situation, got its major boost when VK Sharma, who did his 10th and 12th from DAV



Aster Public School, Sector 9, Greater Noida



**‘My sole motto is that if I can help anyone then I should do it without creating a noise about it’**

India. It acknowledges every child’s different learning capabilities, interests, cultural and educational background and therefore individual development of each child. To fulfill its commitment to produce good standard of teachers too, Aster has opened its college of Education in 2004, which is one of the premier institutions of Meerut University in the field of education providing B Ed and BTC courses. Besides, preparing Teacher Educators it also aims at preparing educational administrators, supervisors and researchers.

Mr Sharma is of the opinion that gadgets and exposure to technologies at an early age is hampering the development of mental capabilities of children. “Dependence on digital classrooms should be made minimal as the school should work to promote creative development of students. Government should do a proper research on impact of technology on young minds and then should bring some reforms in our policies,” he says with conviction.

Providence may have catapulted Sharma into a life of affluence, but it is his better half Asha Sharma who has stood by him as a pillar of strength and integrity throughout his entire life full of ups and downs. Sharma’s wedding story is as interesting as his early life. As an old adage says that ‘marriages are made in heaven’ Asha Sharma, says, “Though it was an arranged marriage, my parents were earlier a little apprehensive about him. Somehow I always knew that he will be able to succeed in life and today he has proved as much.



A child in the playschool



VK Sharma with teachers of Aster school

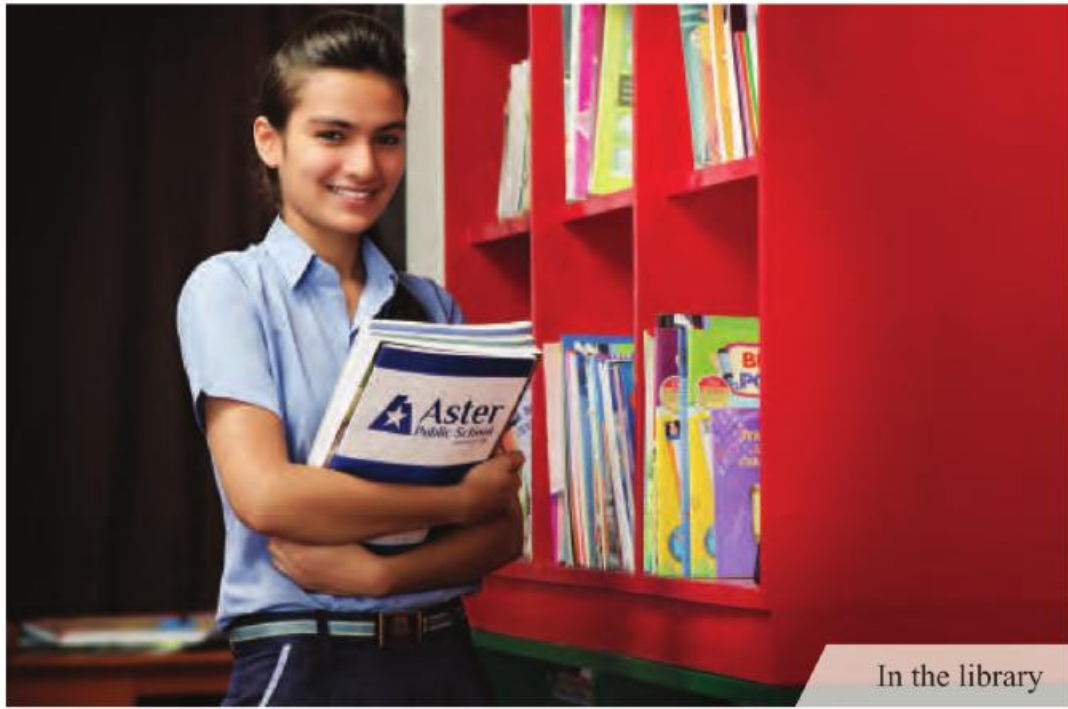


VK Sharma with Vaibhav & Siddharth





Asha Sharma keeping a close eye during a student counseling session .



In the library



Learning can also be fun!

context. The school has the best of mentors who are expert in their fields and ensure that every student not only excels in academics but also in extra-curricular activities.

Graduated in Law from Bhagat Singh College in March, 1985, VK Sharma joined the Master of Social Work course in April 1985. It was in 1986 only, that he got the first job of his life in hydraulic machine manufacturing company in Delhi with a monthly salary of Rs1700 only. “When I joined the company, I put in so much hard work and interest in the job that within two years I was made the Finance Manager of the company and within four years I was promoted as General Manager,” says he, looking back proudly.

For Mr. Sharma, his first job was the turning moment of his life. “My first job taught me various essentials of life. It shaped my personality like how to dress, how to walk, how to deal with people and various other attributes of professional life that are assisting me till now,” he quips.

The desire to do something on his own and something that could bring prosperity to his family compelled him to leave his job in 1991 when he opened his own grocery store in Patparganj and started his distribution for FMCG companies. The hard work yielded results and in 1994, following the advice of a friend he opened the playschool in Mayur Vihar named Aster Public Playschool.

After that there was no looking back and gradually Aster Institutions blossomed into one of the premier institutes of





clear vision to join the family business. During his school days whatever time he could get he used to give to his family business. While he studied law from ILS Law College, Pune, his main focus was to bring all the latest technology in the routine life of Aster and make it touch new heights.

“The entire family shares the clear vision to become the best in the field of education. For me, innovation is the main key. Everyday is a new day and you need to innovate on your ways to manage and handle business,” shares Siddharth.

The working style of Siddharth is quite different from his father’s as he says, “I am aggressive in my business style. I can do a thousand things at one go. We just want the work to be done. For the staff only, there is no constraint for anything –be it time, but I want work to be disposed off without wasting any time.”

After finishing Law in the year 2009, Siddharth married Dr. Shruti Sharma, a dental surgeon who practiced dentistry for a year after marriage but seeing the growth and expansion of Aster, she too joined in and started attending the school. Now Aster has started a new venture in which it plans to open more branches of preschool in the name of La Crème. The flagship branch is now opened and is presently being taken care of by her.

The younger son Vaibhav Sharma, who possesses the characteristics of calmness and patience, like his father, after completing



VK Sharma giving cycling lessons to his grandson, Kian

MBA from London, joined the business in the year 2011 and is currently taking care of the construction and the branch at Noida Extension. He is proving himself to be a backend support to the ever expanding group. He got married in the year 2013 to Charu Sharma, who is a fashion designer.

For Vaibhav, it is his father’s energy, hard work and positive nature that has helped him carve a niche for himself. “His inherent honesty, concern for the working class, and his ability to remain calm has helped us to defuse many a volatile situation,” he says.



Vaibhav and Siddharth playing pool



Siddharth & Shruti with their son





The Sharma family



VK Sharma and his wife Asha enjoying some light moments with their sons

The duo is young at heart and is full of positivity. They love to go for walks and spend time together. “Sharma ji is full of energy, zeal and joy. Even at this age he can run 10km at one stretch,” chuckles Asha.

The Sharma family is the perfect amalgam of modernization integrated with fine family values, where the older generation is guiding and aiding the young generation, that is more tech savvy and aggressive in its working style. For VK Sharma, his family is his strength and weakness too. In the hustle-bustle of life, where one hardly gets time to interact with others, The Sharma family begins its morning with interaction with all family members, laughing, talking and discussing about anything to everything.

The Aster Institute is now managed with the collaboration of all family members. Siddharth Sharma, the elder son, always had a

**‘For me, innovation is the main key. Everyday is a new day and you need to innovate to manage and handle business’**



# *A unique flair for communication*

**Vikas Khurana**

**Founder and Director, Essence Group**







**T**here are just a handful of people who have the conviction and courage to leave something well established and move towards paving their own way, struggling and facing challenges. Meet Founder and Director of Essence Group, Vikas Khurana, who left the comforts of his dad's well established business and carved his own destiny by sheer determination, self-belief and hard work. His confidence is almost contagious as he gets talking about his creativity and his successful foray into the business world with his concepts and skill sets.

"I belong to a small place called Jagadhri, near Haryana and my family is into logistics business. Since my very childhood, I thought of becoming a businessman only," says Vikas. Vikas' father Brij Mohan Khurana is an established businessman in logistics with a fleet of 35 trucks and offices pan-India. After completing his BCom from Delhi University, Vikas joined his father's decade old logistics company named Bombay Golden Transport in 1994. But soon he realized that handling logistics business is not his cup of tea. "After I joined my dad's business, I brought some changes in the working style but I soon realized that I am not made for this risky transport business. Since childhood I was always a very creative person. I used to design my own clothes and my choice of things were appreciated by all. So, I wanted to do some creative work. In the meanwhile, we have a small printing office, where I used to get really inspired by the work they used to do. In 2001, I decided to start my own company Sameera Art," he says with evident pride.

After the struggle period of two years, the company did a lot of decent stuff for many renowned clients. Later, it was a contract from TATA involving some printing work,

## Today we have more than 100 real estate projects in our kitty

that brought accolades from all. And then there was no looking back. Vikas and his dedicated team of workers, surged ahead with their grandiose plans and soon the company was one to reckon with in its specialized area of operation. Delivering with precision and keeping to tough deadlines became the company's forte in the extremely high competitive arena of projection of brand profiles.

Vikas who has a very strong belief in the blessings of Lord Krishna is very sorted and a down-to-earth person. He strongly believes that 'hard work with honesty' is the only way to success. In fact it is this belief that reflects in his persona. Though his worship style is unconventional, he is one who values traditions and operates with trust born out of absolute faith in Lord Krishna, who he thinks is leading him all along and will continue to do so in future as well.

From 2001 to 2005, Vikas tried his luck in various forms of advertising. He was the first one to launch Catmoss Brand in India, and did the complete campaign, brochures, advertising etc for the brand. However, the journey of Essence Group started in 2005 with just three people, one himself, second his friend Chander Joshi and a peon. Our few clients that time included FICCI and Catmoss. "For me and my business the turning point was when in 2006, I met with my childhood friends and neighbours too, Dhiraj Jain and Amit Jain.





Vikas Khurana in a relaxed mood



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Vikas in his office

"They were the owners of the leading realty firm Mahagun. I requested them to give me a chance to make an advertisement for them. They trusted me and by God's grace all went very well. Since then we became a leading player in realty advertising," recalls Vikas with a faraway and satisfied look in his eyes. "After the success of Mahagun Maestro, both the friends suggested that our company should get into media buying as well and they left no stone unturned to get me business. I got work from Prateek, Panchsheel, Gulshan Homz, Gaursons, Exotica, JM Housing, Crossing Republik and many more. Today we have more than 100 real estate projects in our kitty," proclaims Vikas with a sense of pride.

Vikas tells us his core strength lies in his team involving various big names like Anupam Giri, Afzal Khan, both of whom hold the role of director in the company. Afzal Khan who has been associated with Vikas Khurana for long now, says, "Vikas is truly a gem at heart. It is due to his hard work and determination that the company has grown manifold." Afzal Khan is a renowned name in the field of radio and electronics. While Khurana has an expertise in print, Afzal in electronics, the duo are creating



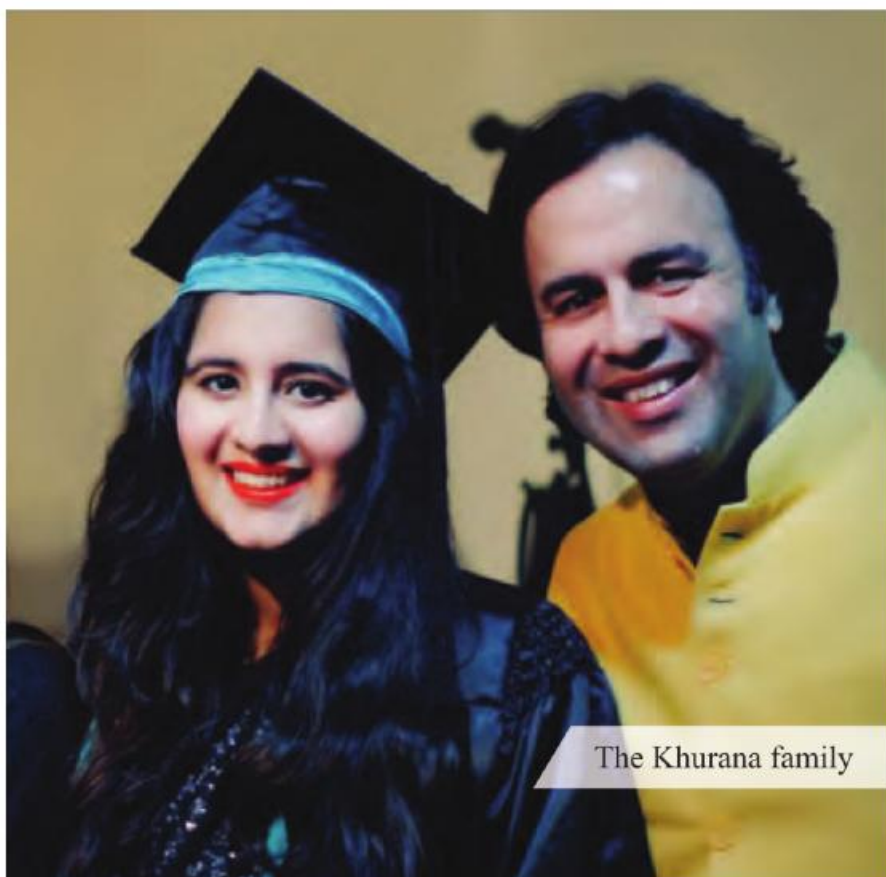


## ‘My friends are my assets. And they have redefined the meaning of true friendship for me’

waves in the market thus achieving the company’s exemplary growth. Another director Anupam Giri, is heading the creative team at Essence Group. Together they make a much sought after and a formidable trio, that the industry today looks up to and continually chases, when looking for unique and out of the ordinary solutions to fight the cut-throat competition that rules the market, spanning all possible existing genre vying for attention and space.

Today Essence Group has a team of more than 42 professionals and has an annual turnover of more than 50 crores. The group has also forayed into other fields. Essence Group is a total media solutions company with a long list of diversified clients. The group covers all aspects of advertising, from creative solutions to media buying. The group has excellent infrastructure with its

own production house of radio, design team, state-of-the-art studios and renowned photographers on need-based collaborations. The company’s digital wing is also well equipped. Apart from Essence Communications the group has also forayed into other fields like its digital wing Ads Curry that deals in culinary media solutions, ODD Outdoor Display, BookMyAd.com that gives an excellent platform for booking advertisement in any national and regional newspaper, while Le Gala is a full service event design and management company in Delhi NCR, besides Whiteplates Premium Catering Services.



The Khurana family



Vikas at work



## Vikas' main strength is his positive approach to life and his amiable behaviour that has given him lovely friends



Vikas poses for the camera

When asked about his assets in life, Vikas lets in to his little secret behind his flourishing empire. "My friends are my assets," he declares, adding, "And they have redefined the meaning of true friendship for me." He further adds, "It is the confidence and faith of my friends like Dhiraj Jain, Amit Jain, Directors of Mahagun, Prashant Tiwari, CMD, Prateek Group, Manoj Gaur, CMD, Gaursons, that I have carved a niche for myself in the field." Needless to say that all those mentioned by Vikas, have supreme faith in his friendship too and cherish their association with him. It is a two-way traffic that has finally resulted in allround positive results, accruing into tangible benefits, the ultimate aim of all commercial ventures.

Vikas is quick to lavish praise on his wife Puja when asked to list the reasons behind his success story. He disarmingly reveals that they were childhood sweethearts and got married in 1994. Sharing the story of her marriage, his wife shares smilingly, "It has been now more than 25 years that we have been together. Vikas has a very charming personality and is a very hardworking guy." Her admiration and love for Vikas is more than just evident, as over the years she has translated all her efforts to ensure being his perfect support system, both at home and at work. The couple has two kids, daughter Sameera, who is pursuing her course in architecture from the University of Southern California and son Manav, who is studying in the 11th standard in one of Noida's best schools.

Sharing more about his strengths, his wife Puja says, "Vikas' main strength is his positive approach to life and his amiable behaviour that has given him lovely friends who have always stood by his side."





Afzal Khan

## **My ultimate dream is to launch my restaurant chain, where I will also be the chef.**

Vikas who is passionate about hard work and honesty is a magnificent cook too. He says, “Cooking is my stress buster. I can cook at any time and I am never too tired to cook. In different countries, I have tried different cuisines and learnt them too,” he shares. A connoisseur of good food and an absolute foodie out to break conventional norms of both cooking and eating, nothing stops him from exploring new tastes and dishes. His excursions on holidays as a result turn out to be exotic, as he goes about picking new recipes. “It is a blessing when your husband is an amazing cook,”

chuckles Puja, who has also made a facebook page for Vikas by the name ‘Vikas Khurana’s magical dishes’.

Not surprising at all that when asked to talk about his dream project, Vikas asserts, “My ultimate dream is to launch my restaurant chain, where I will also be the chef.” So here we are waiting together with his family and avowed circle of friends, for his next masterstroke in the realm of business, albeit this time his creativity taking an altogether different route, as a hotelier perhaps!





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