



Jagran Prakashan Limited is one of the leading media houses in India with interests spanning across Print, Radio, Out of Home, Activations and Digital.

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.

Founded in the year 1942 - a time when the freedom struggle of India reached its crescendo and found expression in the Quit India movement. Dainik Jagran was launched with the vision of its founder, the late Shri Puran Chandra Gupta, to "Create a newspaper that would reflect the free voice of people." This vision was as much a reflection of the time when it was propounded as it is today - when Dainik Jagran markets control the political destiny of the largest democracy in the world.

Realizing the power and importance of youth, the group launched I Next, India's 1st Bilingual compact daily. I next covers 4 states and has in a very short span of time become the lifeline of over 2 million youthful readers. True to its philosophy of maintaining a relationship with its readers, the group launched 2 magazines - Jagran Sakhi targeted at women and Jagran Josh Plus targeted at Youth. Both the titles are brand leaders in their respective domains and have a dedicated franchise of readers.

In April 2010, the company has acquired the Print Business of Mid Day Infomedia Limited, publishers of Mid Day English, Mid Day Gujarati and the largest read Urdu daily of India, The Inquilab with a total readership of 2 million.

In April 2012, Jagran Prakashan Limited acquired the iconic Nai Dunia newspaper of Madhya Pradesh and Chhattisgarh. Placed amongst the Top 10 Hindi newspapers in India, Nai Dunia has several firsts to its credit.

With 11print titles across 13 states in 5 different languages and a total readership of 68 mn, Jagran is the largest print media group of the country.

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 9 portals across genres like news, education, blogging, gaming, health, classifieds, ecommerce and Music. The Jagran Digital network has winners like Jagran.com which is the No.1 Hindi News portal, Jagrajosh.com, the No.1 Education portal and Onlymyhealth, the No.2 Health portal in the country. Leading across diverse genres of Hindi News, Education and Health, Jagran New Media, with 9.5mn

unique visitors on the web, and 9.7 mm Unique Visitors on the Mobile platform, is one of the top digital media networks in the country.

In June 2015, Jagran Prakashan Limited concluded the acquisition of Radio City from Music Broadcast Private Ltd (MBPL). Radio City has a national footprint with 20-cityoperations, including Mumbai, Delhi, Bangalore, Hyderabad, Jaipur and Lucknow amongst other cities. It is a leading FM brand and has been synonymous with the category since its inception in 2001. The station has ruled the airwaves, by being No.1 in Mumbai & Bangalore for over 318+weeks (as per RAM) and consistent No.2 (as per IRS) across all operating markets, reaching out to over 22mn listeners across the country.

To the advertisers, Jagran symbolises a huge market and a one-stop shop which provides complete solutions. With this objective, Jagran Solutions was set up to handle below-the-line marketing activities events, promotions, road shows, product launches et al. The need to be holistically relevant saw the group launch Jagran Engage - the Out-Of- Home advertising solutions division. Today, both Jagran Solutions and Jagran Engage are rated as industry leaders and have won awards at both the national and international levels. Jagran Solutions with over 50 national and international awards has the proud distinction of being the most awarded agency in the activation industry.

Business apart, Jagran is a keeper of the nation's conscious. Its commitment to society has taken many shapes but the one that needs special mention is the philanthropic body initiated by the group - the Shri Puran Chandra Gupta Smarak Trust. This trust has launched several projects in association with reputed organisations like World Bank, World Diabetes Foundation, UNFPA and UNICEF.

As we move forward, the underlying objective is to expand presence across a range a media platforms, evolve the traditional media business, develop newer media businesses, and leverage synergies for overall growth.

Jagran stands for credibility, and nation building. For over 70 years, this iconic voice of freedom and free expression has been benchmarking standards of excellence that have inspired readers and industry alike. 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. In this process, all Jagran brands will consistently enrich the lives of their customers through exemplary and engaging content and brand connect experiences and ensure value accretion for all stakeholders.



PROLOGUE



Shailesh Gupta

Entrepreneurs of Lucknow, the capital of the most populous state of Uttar Pradesh, come into focus in this Jagran Coffee Table Book, 'Trailblazers of Lucknow'. As we went through the profiles one by one, the grit and determination to make it big, shone through each personality. Fighting all odds, making all past success records in their respective families beat a hasty retreat, they literally crossed impossible boundaries to make things possible and realise their dreams.

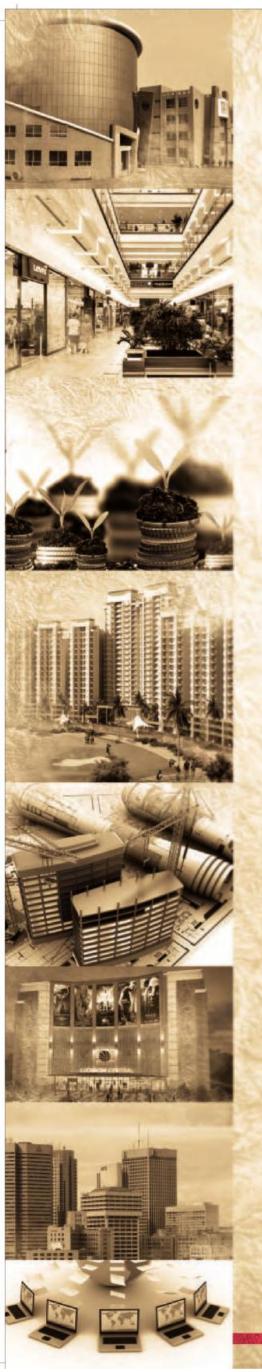
For the city that has people known to have inherited the laidback traits of the Nawabi era, also known to go in more for the service option, rather than large investments and businesses, this book comes like a whiff of fresh air. It lets you know that Lucknow has lots more than what is immediately visible. The resolve and spirit of enterprise is worth an applause and the results are there for all to see.

The affluence and general well-being is more than just evident as multiple malls dot the city and brands find a grand representation across. With the graph of employment opportunities steadily rising and the standard of living undergoing a major upswing, the city has completely revised its data in terms of a spending populace. And so there we go into the orbit of better, multi-discipline,

high-end schools, a high-rise apartments galore, with food, bakery chains too making a debut here. Thanks to these entrepreneurs, today's Lucknow is sure in the throes of a makeover.

No wonder the skyline has registered a distinct glow as the architectural spirals hit a new high to match the march forward. So to incorporate this imprint on the city, two special sections focus on the skyscape that has undergone a metamorphosis of sorts. With work still in progress to transform areas and resurrect old structures, the pictorial display captures all this and more in terms of prosperity and the mini metro look and feel of this state capital.

Also the Smart City concept of the government, combined with multiple individual path-breaking plans exclusively for this prime city of North India, has taken Lucknow several notches higher within a short span of time. As the officialdom goes into a spin to make the city stand up and carve a niche for itself to stand among the lot of growth-oriented cities, the entrepreneurs have ensured the city's entry into the haloed precinct of the high and the mighty. A book the Trailblazers of the city as well as Lucknowites would want to possess for sure!



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The book you hold in your hands is written on leading entrepreneurs of Lucknow. Most of the time, when we come across success stories, it sets us thinking that perhaps these entrepreneurs know some magic, which lies beyond us, magic that we can only think and dream of, but never live.

But when you come to know them better, when you explore deep into their ostensibly formidable journey, through the various unknown terrains they traversed, unraveling the most important mysteries of life, you begin to understand that they are people just like us.

They are people who live, love and breathe, just the way we do. They deal with the same challenges, the same setbacks and the same heartbreaks that we all experience, when we go out in this world to earn a living for ourselves and for the people we love.

What makes them different is not what was served to them on the platters of life, but what they did with, what was served. It lies in the fact that no matter what was served to them, they responded to it with acceptance, responsiveness and gratitude.

All of them rose above themselves, their personal limitations, as well as the ones that prevailed in the business environment of this phenomenally diverse country, with patience, passion and perseverance. They dealt with the ordinary, everyday challenges of life, in extraordinary ways.

This, the nineteenth coffee table book from Jagran Prakashan Limited, throws the spotlight on some renowned entrepreneurs as well as their business culture.

Many entrepreneurs faced very odd situations but they never turned their back to any adversity which came in their way. Instead they faced it with courage and passion. Every crisis was faced with a relentless vigour, to turn into an opportunity and then the opportunity transformed into success.

'Trailblazers of Lucknow,' is a humble tribute to their inspiring and uplifting work, to their honesty, hard work and commitment, to their dream, to what they believed in, and to the spirit of Magical Realism, whose essence is service to mankind.

We hope that these real-life heroes inspire you evoke the very best in you, so that your dreams not just stay in your eyes and your heart but it illuminates the path of success for all.

Many of them grew up in a middle-class family with financial and emotional difficulties surrounding them, but managed to maintain a distance from envy and greed, which so often smoulder in an early life of troubles and insecurities. Rather, these people developed the unusual power for positive thinking. It helped them maintain their equilibrium and keep them cool during problem and crisis. This trait has never gone away.

Another important goal of the book is to inspire managers, leaders, producers and entrepreneurs to enable them to apply new ways of learning, working, thinking and creating strategies for change. In times of critical need for systemic innovation and entrepreneurial actions in this era all over the world, tools for realising new strategic approaches to successfully realise long-term goals in a sustainable way are more important than ever before.

The book focuses on innovative thinking and entrepreneurial actions and emphasizes the necessity to cultivate a more entrepreneurial climate in city. For Smart City concept our practices are successful only if based on the generation, development and realisation of innovative ideas for achieving a sustainable mode of operations with a long-term perspective.

City is looking to implement lessons on preservation of traditional architecture, here ageold monuments are meticulously preserved in sync with development of modern skyscrapers. Lucknow is home to the Islamic architecture and the Mughal heritage of India.

We have focused to show the change. In our picturesque section we show, how the old city and its scenario has taken shape from Mughal Heritage to Smart City.

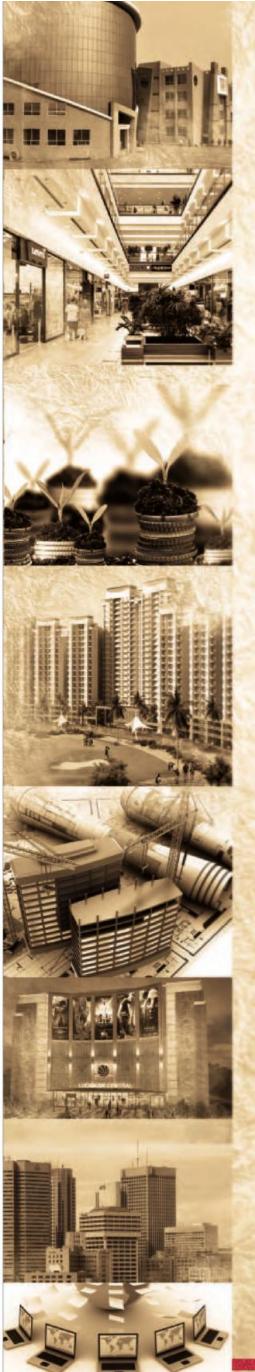
'Trailblazers of Lucknow,' the coffee table book from Jagran Prakashan Limited, is an ode to these entrepreneurs who, with their knowledge, innovation, hard work and their penchant for excellence have helped the region emerge as a foremost business destination of the country.

We hope the pages will inspire and enlighten readers with a peek into the life stories of these dedicated individuals who are an epitome of humanity and a source of inspiration for other to follow and emulate.

Happy Reading!







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.

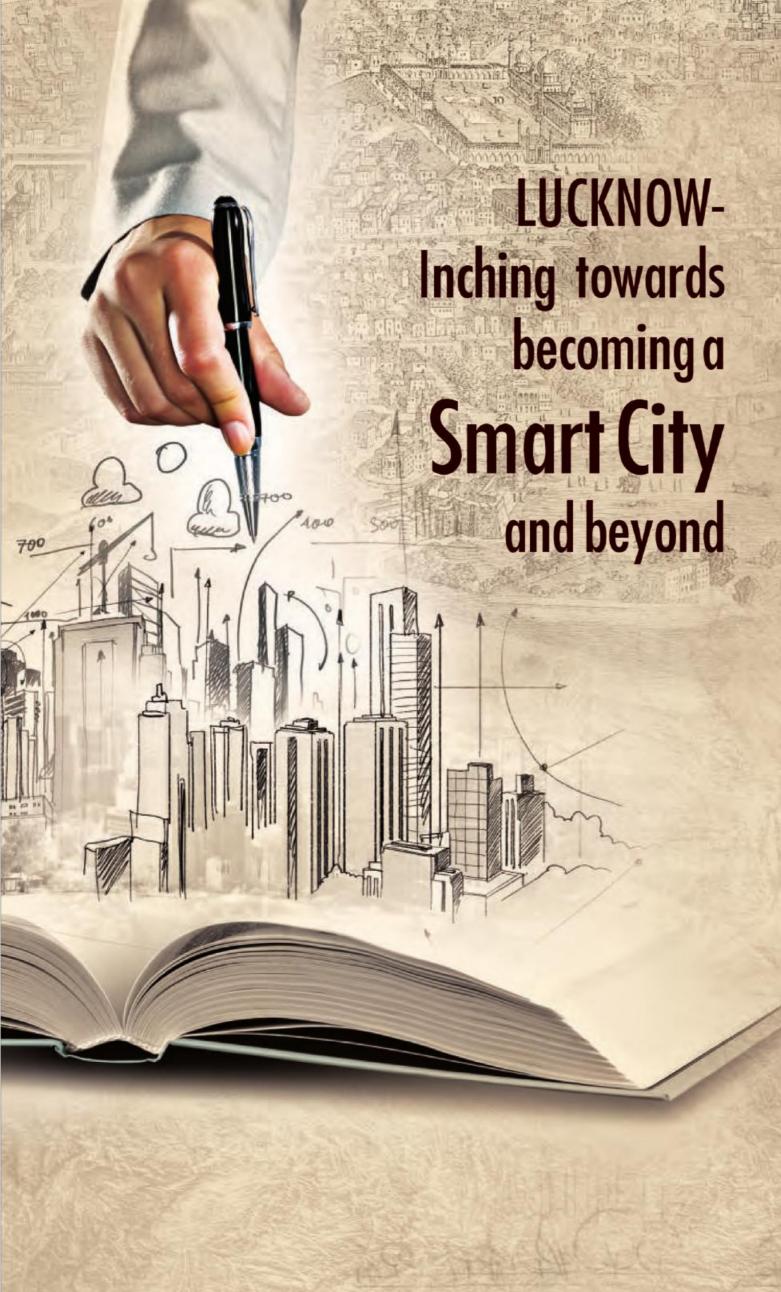
Atul's concern for the environment is strongly evident in his images. The nature stretches in his landscape shots are perfect in terms of angle and frame. His photographs of people reveal a compassionate understanding of his subjects. When taking a shot, Atul stops at nothing to make it the very best. 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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CONTENT



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Across India, rural to urban migration is what has necessitated the need to launch Smart Cities. After Independence, most developmental programmes have been made with rural orientation since more than 70 percent of the population lives in the rural areas, but the fact remains cities are engines of growth for the economy of every nation, including India. Nearly 30% of India's current population lives in urban areas and contributes 63% of India's GDP.

With increasing urbanization, urban areas are expected to house 40% of India's population and contribute 75% of India's GDP by 2030. This requires comprehensive development of physical, institutional, social and economic infrastructure. All are important for improving the quality of life and attracting people and investments to the cities, setting into motion a cycle of growth and development. Keeping all this in mind, development of Smart Cities is a step in that direction. So in a nutshell, the Smart City concept will help improve the quality life of the people through advancement in urban amenities and the Government of India has formulated an ambitious plan to make 100 Smart Cities all over the country. This can be made to happen through e-governance, made possible only through long term planning building further on the basic infrastructure.

A Smart City is one that uses technology to make optimal utilization of resources to make cities more competent, sustainable and people-centric. The basis of the Smart City concept is that apart from physical infrastructure, soft

intellectual and social capital is citizens. The next transformation critical for modern urban in urban India would involve

levelopment. This is achievable placing the concerns of citizens at

through the use of technology, especially information and communication technology (ICT).

In the last two decades, urban infrastructure in many cities has been improved. Lucknow is no different Modern airports, flyovers, bridges and expressways can be found in most big cities in the country. However, the quality of urban services has not kept pace with the population explosion in most of our major urban centres. Overcrowding has led to a space crunch, which is motivated due to lack of efficient and scientific utilization of urban

infrastructure in the form of the quality of lives of most

the centre of any urbanization strategy something which Smart Cities aim to achieve in the next few decades.

The 18 cities of the State of UP included in the proposal are Lucknow, Kanpur, Varanasi, Allahabad, Agra, Bareilly, Meerut, Ghaziabad, Moradabad, Mathura, Jhansi,

Aligarh, Muzaffarnagar, Saharanpur, Rampur, Gorakhpur, Faizabad and Ayodhya. Under the Smart Cities Mission, cities which qualified to be developed as Smart city would get a Central assistance of Rs. 500 crore over a period of five years with Rs. 100 crore to be given each year for the development of public and civic amenities and to plan their growth. State Government has formulated a proposal of developing three Smart, or ultramodern hi-tech cities in Allahabad which will be known as Sangam City, the Trans-Ganga Pariyojana, in Unnao district near Lucknow and one in Noida and Greater Noida.

Lucknow, most popularly known as the city of heritage, art, culture and tradition, is one of them.

from place to place. It is an awesome opportunity for Lucknow to revive its economy by merging technology with heritage art, culture and tradition. So the most important question arising is, 'Can heritage Meet Technology'?

The population of Lucknow is more than 4.5 million or approximately 50 lakhs and it is a huge pressure on resources. So it is a tough task to manage the urban amenities in a proper manner. As many as 50 lakh vehicles are already registered and every year 80,000 new vehicles join the road. In fact urban planning is the most complex process. So firstly one must understand what kind of city existed in earlier times. Lucknow in reality has a 115years-old infrastructure, with most of the existing urban amenities belonging

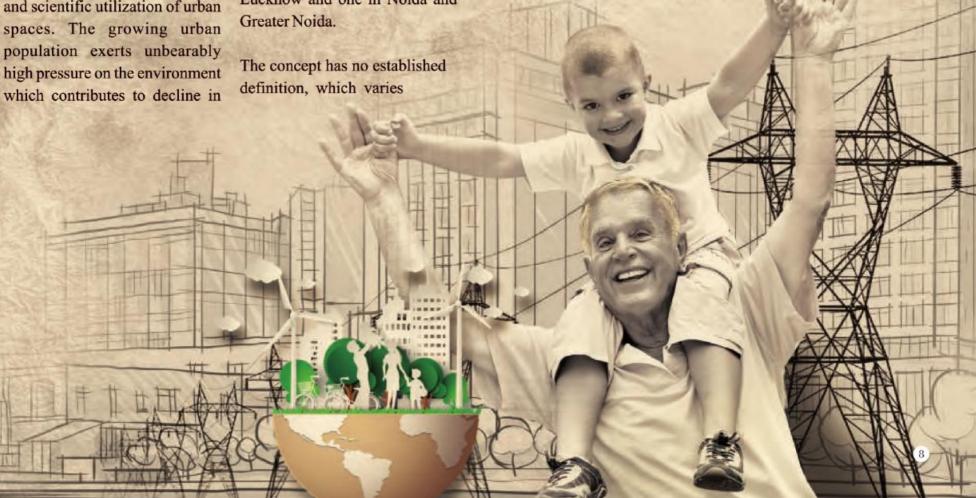
to that particular time period.

In this scenario it is urban mobility that throws up the most serious problems for Lucknowites. The expanse of roads is far less in comparison to the number of vehicles, as it has hugely increased in the last one decade. So comfortable mobility is an important functional aspect for facilitating free movement within the city.

The four categories of cities proposed for Smart City are Brown Field, Retro Fitting, Green Field and Pan City.

Brown City is the existing old city and most of the UP cities come under this criteria.

Retro Fitting will introduce planning in an existing built-up area to achieve Smart City objectives, along with other objectives, to make the existing area more efficient and livable. In Retro Fitting, an area consisting of more than 500 acres will be identified by the city.





This will be in consultation with citizens. Depending on the existing level of infrastructure services in the identified area and the vision of the residents, the cities will prepare a strategy to become Smart.

Green Field is the easiest type of smart city to develop in terms of infrastructure and it requires a minimum of 500 acres of land.

Pan City comes under well developed cities. It needs just improvement in urban amenities through technological intervention. Sewerage and solid waste management is the key for the improvement of these cities. Urban mobility can be managed through intervention through bus services and metro rail network.

Waste

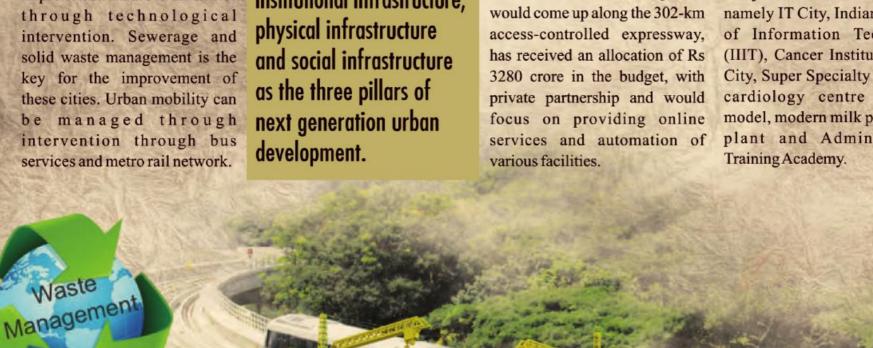
Service level improvement plan is also an important way to manage the basic amenities in a proper manner but then all this is only possible through Smart governance and Smart services from the government side. The culture of the city too should be retained and taken care of while balancing the demography and geography of the city.

The Smart City Scheme clearly identifies institutional infrastructure, physical infrastructure and social infrastructure as the three pillars of next generation urban development.

It is clear that the cities of tomorrow will be a mix of Smart infrastructure and Smart government that can empower people in government businesses and the community through innovation to build a more sustainable city across economic, environmental and social spheres. With all this, the Government aims to explore the sociopsychological aspects of technology-enabled nextgeneration cities. The Uttar Pradesh Chief Minister, Mr. Akhilesh Yadav, has reiterated that the state government has taken many steps to ensure transparency in official work in this direction and has already put all government orders (GOs) online. The provision of GOs being made available on emails is a giant leap towards both transparency in work and facilitation of the common man.

An important aspect is that the State Government is already keen to have new cities that would decongest populated cities that fall along the expressway between Lucknow and Agra. The four new 'Smart' townships that

In fact the UP government today seems to have shifted focus to infrastructure development, as is apparent from the state budget wherein significant funds have been allocated to CM Akhilesh Yadav's pet projects in the city. Many of these projects are already on track. The CM is keen on running the first metro rail before the next assembly elections so that he can showcase the project as his development model in UP. To start off the first phase of the project from Transport Nagar to Charbagh railway station, the government has made initial funding of Rs 95 crore. In future, the state government proposes to run metro rail in Kanpur, Agra, Varanasi and Meerut. The uniform of the Lucknow Metro Rail Corporation (LMRC) has been designed by the National Institute of Fashion Technology, Rae Bareli. Another big project of the Government is the development of infrastructure facilities in about 320 acre area at Chak Ganjaria farm in Lucknow namely IT City, Indian Institute of Information Technology (IIIT), Cancer Institute, Medi-City, Super Specialty hospital / cardiology centre on PPP model, modern milk processing plant and Administrative Training Academy.



Said Uttar Pradesh Chief Minister Akhilesh Yadav, during a meeting with HCL founder Shiv Nadar, "The IT city project in Lucknow is very important as opportunities and better vocational training to the youths but also bring investments and the state government wants to start it at the earliest". The state government had signed an MoU with the investment arm of the HCL in June this year for setting up a 100-acre Information Technology city which according to estimates would create job opportunities for 25,000 jobless and indirect jobs for 50,000 others.

Besides, an amount of Rs 100 crore has been earmarked towards the project to establish world class convention centre-'Jai Prakash Narayan International Centre' in Lucknow. Meanwhile, the Janeshwar Mishra Park, the picturesque garden in Gomti Nagar Extension, is claimed to be Asia's largest and modeled

after London's Hyde Park. The park spread over 376-acres of land and comprising beautiful landscapes, two huge ponds, golf course, sports centre, it will not only provide job gymnasium, cycle track, jogging track, theme gardens, children's play area and lawns, attracts visitors from all walks of life. Standing grand with its estimated cost of over Rs 500 crore, the project also includes a proposed multi-activity zone which will include facilities for cricket, football, volleyball, tennis, horse riding, skating rink, a workout zone and an adventure zone.

> A large portion of the budget has also gone towards enhancing medical infrastructure in famous hospitals of the city like SGPGI and KGMU to the tune of Rs 768 crore. Dr Ram Manohar Lohia Institute of Sciences received Rs 184 crore. Similarly, Rs 68 crore has been earmarked for setting up Super Specialty Cancer Institute on Sultanpur Road, Recognising the potential of solar energy,

Chief Minister also announced waiving off VAT on solar energy equipment and said the state was working towards setting up solar power plants and parks here. The CM said that in the under construction Lohia Housing scheme, arrangements are being made to run lights and fans through solar power. He said that a village will soon be energised through solar power and no money would be charged from villagers, adding that the state was working to ensure 16 to 18 hours power supply in rural areas and 22 to 24 hours supply in urban areas.

Drones will soon perform a special task in the state capital, apart from functioning as eyes in the sky, with the Lucknow Police planning to use them for dispersing mobs. These little unmanned mini-choppers are already in use in various sensitive parts of Uttar Pradesh for taking aerial pictures, but for the first time the hi-tech gadget will be used to control unruly crowds. Unmanned aerial

vehicles (UAVS), also known as drones, are aircraft either controlled by 'pilots' from the ground or follow a preprogrammed mission. The UAVs have propellers spinning at the end of their eight spidery arms. The drones, which can cost up to Rs 6 lakh each, can fly up to 600 metre in a onekilometre radius. Uttar Pradesh Police had recently used drone cameras in Ayodhya to monitor Vishwa Hindu Parishad's 'Ram Mahotsava' on the occasion of Ram Navami. Drone cameras were used for crowd management and also to monitor activities of people there. Under the police modernisation initiative, a modern control room that manages the 'Dial 100' helpline in the city, has already been set up here. This control room will monitor the drones.

The Chief Minister hopes that by the end of 2016, the state would get enough power supply and would have cycle tracks.





"Construction of International Cricket Stadium is underway and markets are also being constructed for farmers," the CM said, adding Uttar Pradesh's rate of development would surpass that of India in the coming times. State Government also inaugurated 200 power substations built at a cost of Rs 1,200 crore. The Government had been making efforts on power front and was on course to provide 24hour and 16-hour uninterrupted electricity supply in the urban and rural areas, respectively, by 2016-17. To further ensure better living in safe environs, Lucknow also got the New Hepline service 1090 for women. The helpline is largely aimed at counseling firsttime offenders and if the offences continued, police would initiate legal measures against repeat offenders. The Chief Minister directed police officials to ensure that the motive behind the helpline was met, and that no

technical snags affected its functioning. The helpline would deal with crank calls, obscene calls, SMSes and MMSes in the first phase, while all internetrelated harassment, including posting of fake profiles on social networks would be dealt with in the second phase and the third phase would involve handling cases of harassment in public places. Not only domestic investors, the government is keen to engage with Non Resident Indians (NRIs) and Persons of Indian Origin (PIOs) hailing from UP for investment. A dedicated NRI department has also been created for the purpose. UP Government also announced that UP has businessfriendly policies, single-window online clearances, 24-hour uninterrupted power supply to industries, surplus - skilled and semi-skilled manpower, infrastructure and 20 crore-plus population as consumer base.

The UP government is focusing on energy, food processing, infra, IT and electronics, manufacturing, biotech and film industry sectors.

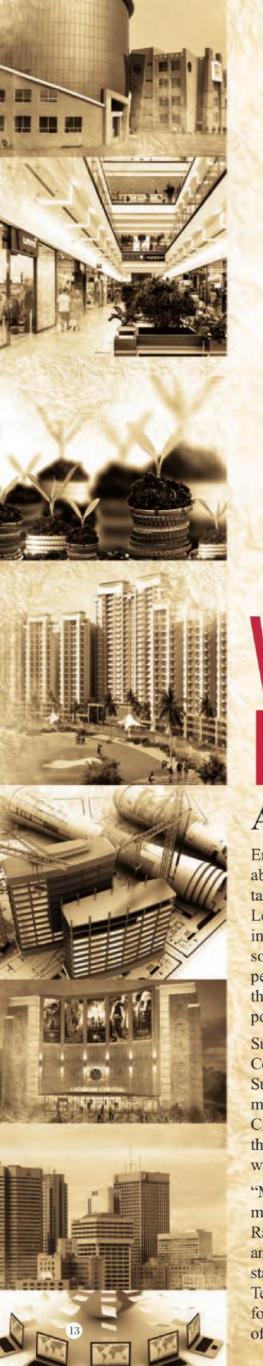
The CM also announced subsidies of up to Rs1 crore for Hindi and Bhojpuri films, interest-free loans to biotech units and 100% exemption on stamp duty to biotech parks. Very soon, Lucknow will also get a football stadium of international standard for which a Memorandum of Understanding (MoU) would be signed, while an MoU has already been signed for cricket stadium.

Promising best of the facilities to industry, Uttar Pradesh Chief Minister made his maiden investment roadshow in Mumbai that saw India Inc committing to pour Rs 51,000 crores into the most populous state. CM also appealed to the investors to look at the ground situation and not be guided by perceptions which say the state has law and order problems. "I want to call you to invest in UP and I will give all the facilities," Yaday told the executives from Reliance Industries.

Aditya Birla Group, Anil Dhirubhai Ambani Group, RP Goenka group, the Tatas and Adani Group, among others at the UP investors' conclave. He said over 40 agreements have been signed as part of the summit led by Japanese electronics firm Toshiba Power, which is building a 660-MW thermal power plant at Harduaganj at an investment of Rs 3,500 crore. Others who signed agreements included Korean electronics firm LG, Reliance Jio, Idea Cellular, Godrej Agrovet and ITC. On sectoral basis, infrastructure sector leads in the agreements signed, with Rs 13,405 crore, followed by Food and Agro processing at Rs 6,630 crore and manufacturing at Rs 6,150 crore. From the public forum, milk cooperative Amul announced an investment of Rs 600 crore. Telecom firm Idea Cellular said it will invest Rs 500 crore and power solutions provider Jackson Power said it will invest Rs 500 crore. With questions being raised repeatedly over the actual investments on the ground following the mega announcements at such summits, Yaday said he is confident of money flowing in, as all the companies which have signed agreements already have a presence in the state in some form.









ANSAL API

Entrepreneurship is about never giving up. It's about foraying into spheres unexplored, taking risks and making it big nonetheless. Leadership is the capacity to translate vision into reality. Sushil Ansal, Chairman and his son Pranav Ansal, Vice Chairman, Ansal API personify this statement (as they spearheaded their public ltd. company) to a leadership position across India and abroad.

Sushil Ansal is a graduate from St. Stephen's College from Delhi University in 1960. Says Sushil, "When I got into St. Stephen's College my father Chiranji Lal urged to me to take the Civil Services examination and attempt to join the Indian Administrative Service (IAS) but I was not interested in bureaucracy."

"My mother Suraj Kumari was housewife and my father started his career as a clerk in Northern Railways. He had been a good student at school and had a sharp memory so he left his job and started a small business with his friend titled, The Teachers Tutorial Corporation to train teachers for school. After Independence, the government of free India was expanding its seat in New Delhi and plenty of construction opportunity surfaced and my father started contracting business by setting up C. Lyal and Company.

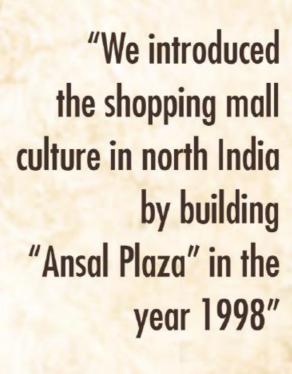
We have very old relationship with Lucknow. C. Lyal and Company was the contractor of State Bank of India's main branch building and Lucknow Air Force Airport at Bakshi ka Talab in Lucknow." After graduation Mr. Sushil Ansal joined his father in his contracting business.

By the mid-1960s, when the Master Plan of Delhi was released and in the discussion and consultation that preceded it, Mr. Sushil Ansal sensed there were opportunities coming in Real Estate business. The Ansals had experience in contracting and knew the construction end of the business. As such, Sushil saw moving into full-scale property development as a natural corollary.

Sushil says, "Akashdeep, 13-storey office building, came up in 1969 and possession was offered in 13 months from start of construction." The first project was a great success and the office buyers were happy and satisfied as they got good return on their investments.











The property development business was started under a new company Ansal & Saigal Properties (P) Ltd. which is now Ansal Properties & Infrastructure Ltd. as public ltd. company having than around fifty thousand share holders.

Sushil Ansal has been the Chairman of Overseas Construction Council of India. He is Past President of PHD Chamber of Commerce and Industry and has been Chairman of National Housing Committee of Federation of Indian Chambers of Commerce and Industry and has been actively associated with several other Chambers and has been an active spokesperson of trade and industry. Sushil says, "We introduced the shopping mall culture in north India by building "Ansal Plaza" in the year

1998 followed by a chain of malls.

We pioneered into commercial high rises in Connaught Place, Nehru Place, Bhikaji Cama Place etc changing the skyline of Delhi."

Over the years Ansals have expanded their activities from Estate Development to high value construction areas. Ansal major landmarks include commercial building like Ansal Bhawan, Amba Deep, Antriksh Bhawan, Tolstoy House, Indra Prakash, Prakash Deep, Ansal Bhawan in Delhi, The Mariott Welcome Hotel in Delhi, The Palms and Country Club (Gurgaon), Country Inn & Suites (Ajmer), The Maple Town & Country Club (Palam Vihar and Jaipur) and dozens of other high rise buildings and townships in Mumbai, Bangalore & Cochin having pan India presence. It also sensed opportunities in tier two and three cities expanded their activities to cities in Rajasthan, Punjab, Haryana and UP.

The Ansal group reached new heights with expansion and diversification into overseas market. It successfully executed large projects in several countries like Iraq, Thailand, Russia, Nepal and Bangladesh. The company earned valuable foreign exchange for the country and was awarded/ honoured for highest foreign exchange earned in construction service sector from overseas construction council of India. Sushil says, "Overseas experience was a great learning for the company's engineers and professionals and gave us a competitive edge in quality design of execution of projects. Today he has experience of more than 45 years in Real Estate development, Industry and Business.



Ansal API believes that today's children are tomorrow's leaders and in order to hone their young minds, Ansal API has forayed into the education sector with schools like the Chiranjiv Bharati Schools at Palam Vihar and Sushant Lok, which has earned the distinction of being the best school in the State of Haryana in year 2015. In higher education he is the Hon'ble Chancellor of Ansal University incorporated under Haryana Private Universities Act 2006 which runs several disciplines like Engineering of Technology, Architecture Design, Business Management and Law. Its Sushant School of Architecture has earned the distinction of being the best architecture school in private sector in India for several years. Ansal University has several foreign tie ups with American, British, Canadian and Australian universities which give it cutting edge in providing global quality education in India.

Now they have also branched out by starting Ansal technical campus which is affiliated to UP technical university and soon it plans to convert this into full fledged university of UP.

Ansal University is dedicated to its mission to nurture scholars who will contribute to society by advancing knowledge and imparting it to the new generation. Sushil says, "I realized early in my career that the brick which builds a society is education. So I focused on establishing quality educational institutes and schools with international standards, enabling Indian youth to get the best education in the country."

Sushil Ansal is Chairman of Several Charitable institutions which are involved in various other CSR activities for upliftment of weaker sections of society not only through education but also healthcare activities of establishing old age homes, dispensaries and community welfare and development activities both at urban and rural level. Sushil says "It is very satisfying to help the needy and underprivileged sections of society through our various charitable trusts."

In 1962, he married Kusum, a creative writer, poet and TV serial writer and Doctorate in Hindi.

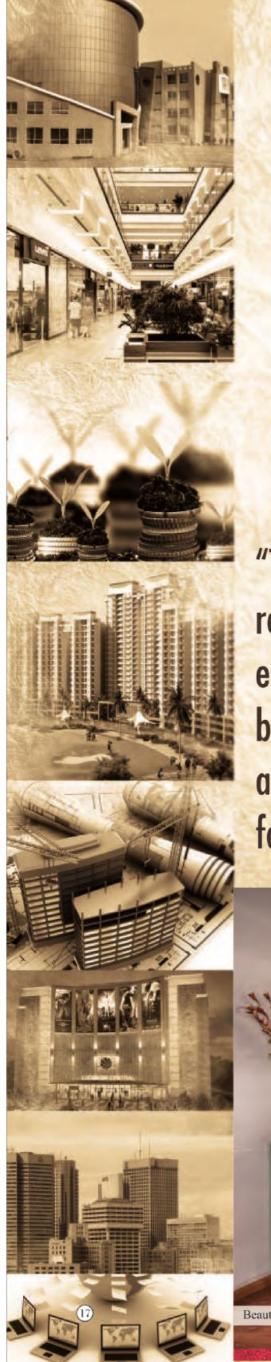
She has over 30 books on different subjects to her credit. She has been honoured by the Government and several literary organizations that have bestowed prestigious awards on her.

Sushil Ansal and Kusum have been blessed with two daughters and a son as Archana, Alpana and Pranav. Pranav is a graduate from Hans Raj College (Delhi University) he tied the marriage knot with Sheetal and is blessed with one son a daughter Ayush and Anushka.

Sushil's wife Kusum says, "The younger generation is more religious today than their parents or grandparents may have been.

"I focused on establishing quality educational institutes with international standards, enabling Indian youth to get the best education"







"The concept of residential real estate surrounded by a golf course adds an exclusivity facet to the project"

I have seen it in my family. Every morning, they pray and perform Vedic rituals in the temple in Vishranti, the Ansal home."

Having turned 76 in November 2015, Sushil has been talking of slowing down. Even so, given his hectic schedule, with constant travel and a stream of business meetings everyday, it is best to be somewhat skeptical about the supposedly imminent retirement. Retirement and slowing down are emotional decisions, usually impossible to quantify or measure in tangible terms. Yet some numbers from the history of Ansal API merit iteration. In the years it has been around, Sushil's flagship company has constructed about 25 million square feet across India, largely in the north - in Delhi and

neighbouring states of Haryana, Punjab, Rajasthan and UP - but also in other parts of the country like Bombay, Bangalore and Cochin. In addition, Sushil's overseas ventures have resulted in the creation of 3.57 million square feet of residential or commercial space.

Mr. Pranav Ansal has taken upon the mantle of furthering the Group's business to new horizons. As the Vice Chairman of the company, he is fashioning new strategies for extending Ansal API's brand name to new areas and geographies. Today Ansal API is one of the most respected and trusted names in the Real Estate Sector. Pranav says, "Established in 1967 as a family business, Ansal API today is among the leading realty and infrastructure companies of India.





A widely reputed and professionally managed Organisation, Ansal API currently operates in a range of business verticals such as Integrated Townships, Condominiums, Group Housing, Malls, Shopping Complex, Hotels, SEZs, IT Parks and Infrastructure and Utility Services."

In observance of the Government's new Housing Policy, the group aims to provide better dwelling units for the urban poor with unique emphasis on environmental improvement and social forestry.

It is our commitment to extend its technical and management expertise to smaller towns as well, which will result in reducing the congestion in the metropolis areas and at the same time the benefit of planned development could be extended to a larger segment of the Indian population.

Sushil says, "The concept of residential real estate surrounded by a golf course adds an exclusivity facet to the project. The Sushant Golf City is the benchmark of golfbased development planned to spread across 6400 acres in Lucknow. The ultra modern township has a world-class 18-hole golf course surrounded by residential and commercial Developments. Other innovative projects include Esencia, Gurgaon which has been taken as the pilot project by Association for Development and Research of Sustainable Habitats (ADaRSH) for rating under the 'GRIHA (Green Rating for Integrated

Habitat Assessment) for large developments' system. The objective is to create a eco-friendly township and a comfortable and healthy environment for the future."

Pranav says, "For future development, Ansal API envisages expanding the current portfolio through more challenging projects and foraying into related areas in infrastructure with innovative projects. The focus is to drive our growth by venturing further into tier II and tier III cities of the country like Mohali, Amritsar, Ludhiana, Jalandhar, Jaipur, Jodhpur, Ajmer, Sonepat, Panipat, Karnal, Kurukshetra, Gurgaon, Greater Noida, Ghaziabad, Meerut, Agra, Lucknow, to name a few."

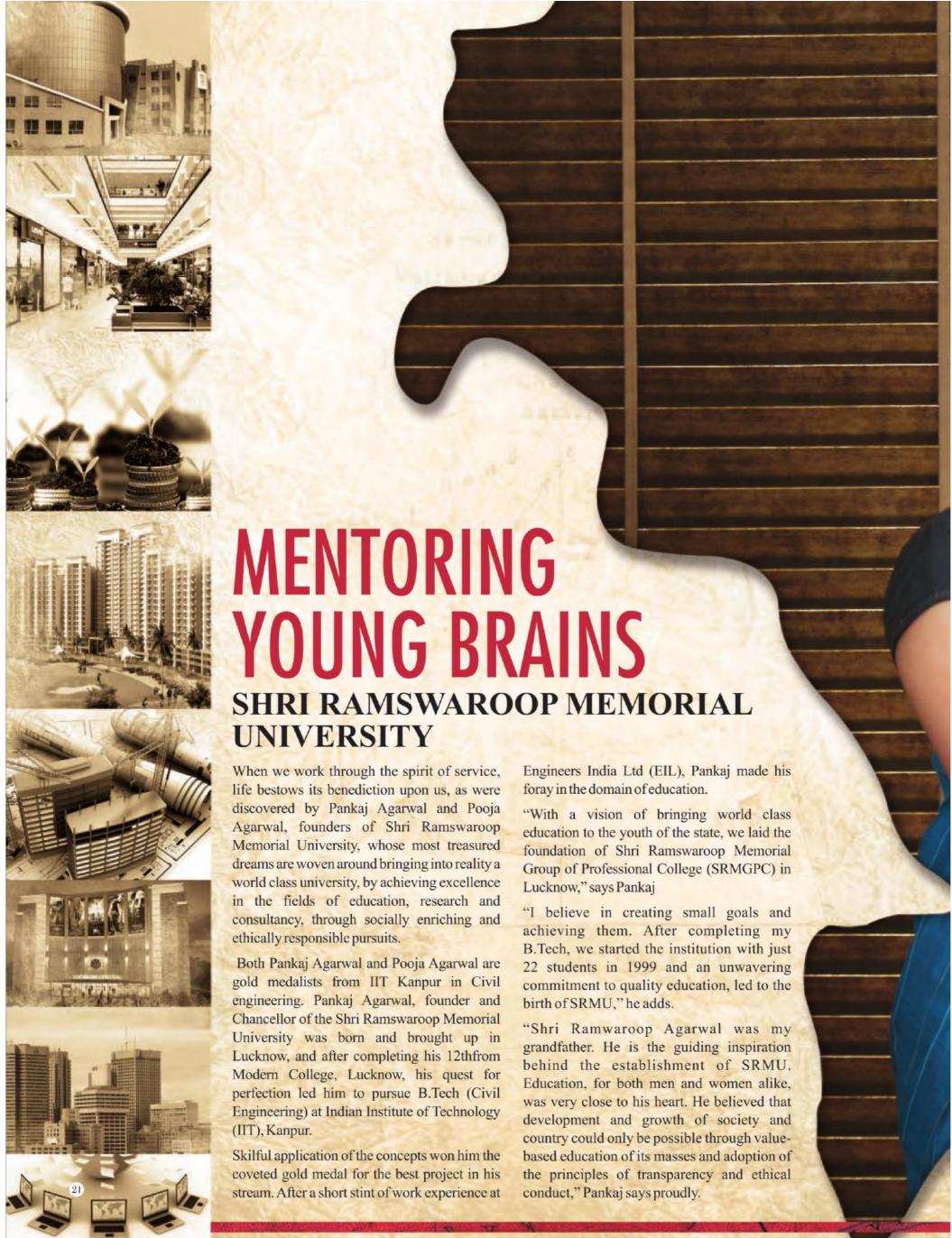
Pranav says, "Ansal API is currently focused on integrated townships, high-rise condominiums including affordable, premium, luxury housing like Sushant Lok, Palam Vihar; Esencia, Gurgaon; Sushant Megapolis, Greater Noida; Sushant Golf City, Lucknow. There are 19 existing townships across all major tier 2 cities in Northen India in Delhi NCR, Uttar Pradesh, Rajasthan, Haryana and Punjab. Furthermore, there are many high-rise residential towers in Delhi." These withstand testimony to the tremendous contributions of Ansals in growth and development of country especially in the realty and education sector.







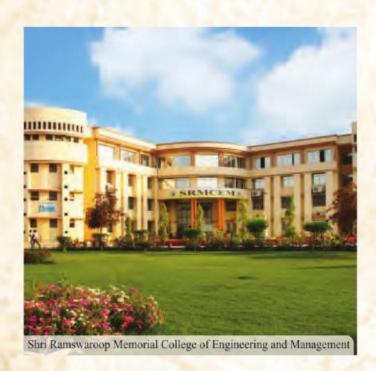








"Our curriculum is different from others and structured with an eye to the future needs of world class society"









He further adds: "For us, education is a mission, and a medium for serving the people and the nation. We wish to prepare young boys and girls who are equipped with the latest tools of modern education, but are still firmly rooted in the best of Indian traditions."

"Our curriculum is different from others and structured with an eye to the future needs of world class society. We have implemented various innovative programmes that will open new vistas for students, guided by a team of highly trained and committed faculty."

Pankaj has launched several scholarship schemes for meritorious

and economically backward students to promote competitiveness and create equal opportunity for all. "We encourage the creation of an academic environment by promoting research endeavours of faculty and students."

Pankaj is an avid sportsperson. He excels in golf and has many national and international awards to his credit. "I won the 9th Mc Dowell Signature Club Golf Championship 2010 and runners-up in the North Zone final of the Toyota IGU NHS National Club Challenge 2013."

"I am also a recipient of Entrepreneurs Awards - 2013 - Vice chancellor's Choice awarded by the 'Engineering Watch' magazine for the contributions to engineering education in India."

"In my family tree nobody is in job. My father, LN Agarwal has chemical business and my mother Shakuntla Devi is a housewife."

Pooja Agarwal, Pro-chancellor of Shri Ramswaroop Memorial University did her early education from a convent school in Bareilly. After 12th, she was selected in IIT Kanpur and moved to pursue B. Tech (Civil Engineering). She also hails from a family of businessmen. Her father Prabhat Kishor Agarwal has a business in Bareilly and mother Pratibha Agarwal is a housewife.



She says, "During my B. Tech, I got many awards, including one being the best project award on Auto Folding Bridge, scholarship for securing 100% marks in the third year, certificate of merit for academic excellence and general proficiency medal for being the topper in the Civil Engineering stream."

Participating in extra-curricular activities brought her fame. This delicate balance between studies and co-curricular activities is what she has always tried to inculcate in her students at Shri Ramswaroop Memorial University. She is spearheading the corporate social responsibility initiatives of the group. Untouched by India's economic development, it is ironical that millions of children are still trapped in the vicious circle of poverty, child labour, and lack of education. They endure some of the worst conditions experienced, anywhere in the world. It is pity that even today we are

struggling to ensure basic rights to the children. As part of our commitment for uplifting socially and economically weaker strata of society and to protect the threatened and uphold rights of children like Right to Education, nutrition, health, shelter and protection, an initiative 'Apni Pathshala' was undertaken in 2005.

Keeping with tradition, free education is provided to the students of labourers working on the site and children of near-by villages. Free lunch is also provided to give nutrition and motivate the children to attend classes. Sweaters and blankets in

winters, slippers in the summer etc. are distributed from time-totime. The objective is to nurture children by imparting quality education, inculcating values and providing vocational training for skill development and personality grooming. Pooja says, "To protect undermined rights of children like Right to education, nutrition, health, shelter and protection, an initiative Apni Pathshala, is active under my guidance. Have established four branches in Barabanki, Shaheed Path, SRMGPC and fourth in SRMU."

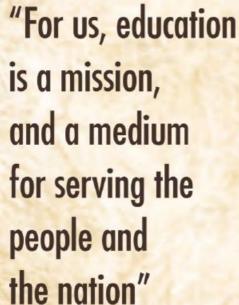
"When I get free time, I write Hindi poems and do painting also. Many poems have been published in reputed magazines. My paintings have been displayed in many exhibitions."

Pooja is a fine orator and her passionate views on student centric policies and progressive ideologies have often received a standing ovation from the intelligentsia. She has addressed and chaired various prestigious conferences, workshops and discussions like Tensor Society of India at Aligarh Muslim University, Convergent Minds Conclave and many more. She has been a worthy recipient of a number of awards over many years.

"With a vision of bringing world class education to the youth of the state, we laid the foundation of Shri Ramswaroop Memorial Group of Professional College (SRMGPC) in Lucknow"







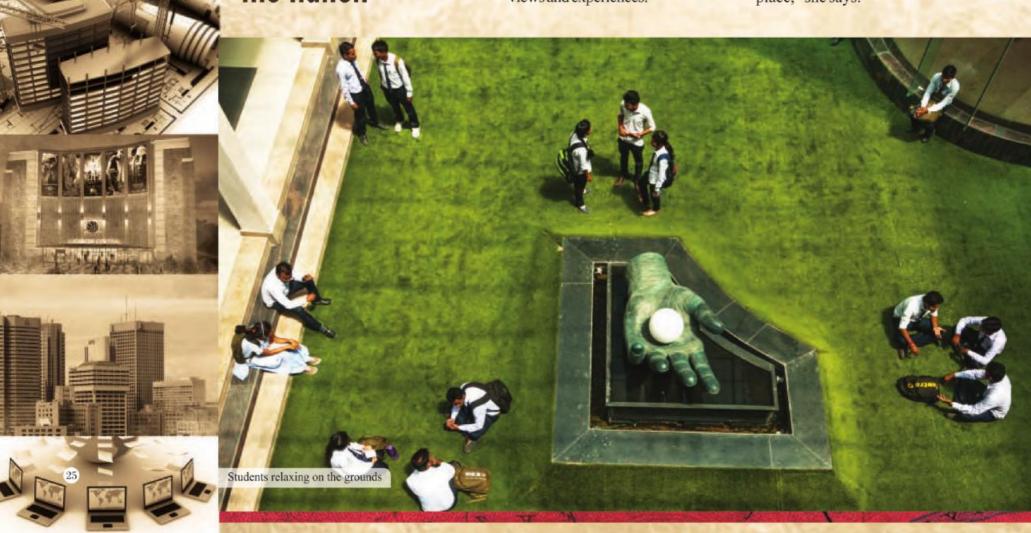


In view of her multi-faceted personality and her commitment to education, Lucknow Management Association honoured her with "Women Achievers Award". Recently she was also crowned with "An Outstanding Women Achiever Award" by Help You Foundation.

Pooja also stated 'The Women's Cell' named Pratibha, was initiated to preserve the security of the female staff and for handling their grievances at the University. Gradually it has blossomed into a forum and support system for female students, teachers and working staff.

"It promotes wellbeing at the work place and provides a platform for informal interaction, sharing of views and experiences.

Each semester, a cultural festival is organized to encourage and showcase the individual talent. Such events energize and provide refreshment from the monotony of work. Periodically, surveys are executed to identify problem areas and attempts made to help women strike a balance in professional as well as personal life. Medical check-ups are organized to create sensitivity towards health issues like pregnancy, osteoporosis etc. Financial education and awareness workshops are also conducted to empower women and help them take individual investment decisions. The Women's Cell strives to maintain the dignity and integrity of women in the work place," she says.





Shri Ramswaroop Memorial University (SRMU) is a confluence of academic, cultural and intellectual resource spread over 100 acres of sprawling, lush green, pollution free environment on Lucknow-Dewa Road. The self contained SRMU campus provides the ambience and serenity necessary for the pursuit of academic excellence. The University has been established and is governed by two IIT Gold Medallists, strengthened by 16 years of hands-on experience of administering reputed Engineering and Management colleges of the Shri Ramswaroop Memorial Group of Professional Colleges (SRMGPC). Featuring six

academic institutes, a school of Diploma, more than 35 programs and 66 areas of study, SRMU offers Undergraduate, Post Graduate, Doctoral and Interdisciplinary Studies Programs. Distance learning modules are commencing shortly. SRMU is making every attempt at complying with the needs of contemporary education.

Pankaj says, "Lab view advanced software is being introduced to enable the students and researchers to perform virtual experiments at the click of a button. Cutting edge technology in the form of Oracle People Soft is being used to augment efficiency and effectiveness and for

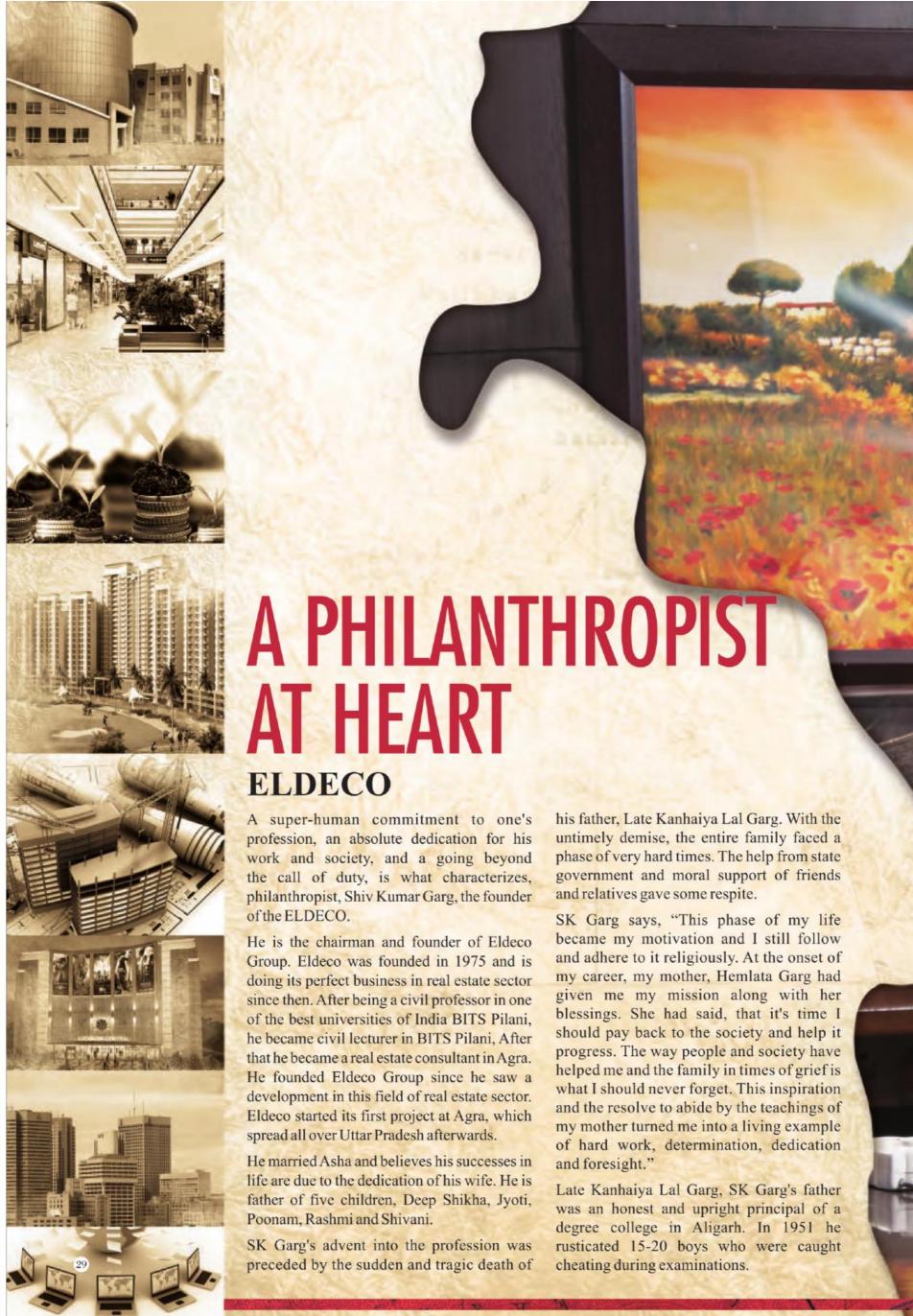
monitoring conduct of classroom activities, evaluation, student affairs, finance and human resource. Our distinguished faculty has made a mark by writing numerous research papers, presented in India and abroad and earned laurels by attaining patents and government funded projects."

Pankaj says, "University has 15 clubs and we promote students to join the club. An array of student-run committees provides opportunities to the students to put theory in practice. The committees provide a platform for the SRMUans to experiment, innovate and imbibe the spirit of team work." It has all been possible due to the hard work, unflinching fortitude, unwavering determination and down-to-earth attitude of the engineer couple, It was in 1998 that Pankaj tied the nuptial knot with his classmate Pooja Agarwal.

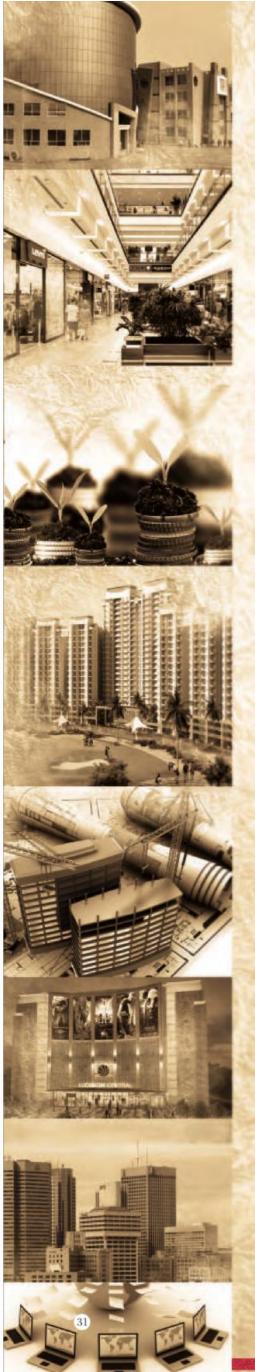
The couple has been blessed with three daughters - Arrushi (class 9th), Mahi (class 5th) and Pavani (class 3rd) and all are studying in La Martiniere Girls, College Lucknow. Mahi and Arrushi both are very good in studies as well as craft work, singing and playing musical instruments. Pavani, the naughty little one girl is very fond of travelling and drawing.











Inspired by his father and indebted to his mother SK Garg gives two thirds of his earnings to the KL Garg Memorial Trust





The boys bore a grudge against the principal and one day on seeing him alone, brutally beat him to death.

SK Garg says, "The incident left my 28-year-old mother alone in this world with four children, with a monthly pension of Rs.150 to look after them and a one-time royalty of Rs.50,000 from a book that my father had written."

Due to his hard financial circumstances and emotional attachment to his mother, SK Garg had to return back to Agra, leaving his BITS Pilani lectureship and started his consultancy.

His mother would always motivate him to give back to the society. Garg says "I told my mother that it was difficult to make both ends meet by these odd jobs, how will I help others? If I have to help others I must do some business, which is not possible as it would need money which we do not have. But my mother said she believed I did not need money to start a business. What I needed was reputation and that I had earned in plenty. This guru mantra came from my mother, whom I call a visionary."

"Mother was right. This was the turning point in my life. I had made 50-60 clients in my last 4-5 years of consultancy. I floated an idea before them and asked them to put in Rs.20,000 each to take part in an auction called by the Agra Development Authority for construction of commercial centre on its land. It was a no loss and no profit venture. Everyone agreed. We got the contract and ensured quality work, completed within time. This was a humble start of Eldeco in the mid-70s," he adds.

In 1981, Eldeco became private limited and in less than five years it transformed to a public limited concern.



In 1987, Eldeco, a public limited Company launched its first Initial Public Offer (IPO).

He also shares, "No one has ever walked a straight road to success. Problems are bound to happen but they come in order to polish and sharpen our brain. Any adverse situation should be used as an opportunity to excel in finding the solution to the problem."

SK Garg is finding a new affable pastime for himself and is all set to join his daughter Shivani, who is into hospitality industry and currently looking after the first hospitality venture of Eldeco by the name of Eiffel Club.

A trust instituted by Garg manifests another dimension of his humane persona. Inspired by his father and indebted to his mother SK Garg gives two thirds of his earnings to the KL Garg Memorial Trust.

Shiv Kumar Garg is a philanthropist who after infinite eventful moments all through the course of his profession has never let the heady achievements ride his mind.

He says, "The exclusiveness of this trust is that no External Aid of any kind whatsoever is accepted from anyone except the trustees of the trust. From the age of 60, I stated contributing 66% of my annual earning to the corpus of the Trust."

"At this age, I want to start consultancy and train young minds. I will donate the maximum amount to the trust, which I will earn from this business," he adds.

SK Garg takes energy from the spirit of the society and keeps coming forward to the aid of people in dire need. His standing instructions for SGPGI doctors, in case there is a poor patient below 50 requiring any transplant or surgery, is that he should immediately be informed. The money is quietly sent for the treatment.

Says this philanthropist, "KL Garg Memorial Trust has also set up Skill Training Centres in association with Larsen and Toubro. Here, boys from humble background learn skills and get absorbed by L&T. Currently this centre is producing a skilled man force of 100 boys every month. Two more such institutes are underway in Lucknow and Mathura. Together these institutes will train boys every month."

There is a motive behind institutionalizing the trust he reveals, which is connected to the memory of his father.

Now he wants to start consultancy and train young minds and will donate the maximum amount to the trust, which he will earn from this business





No other park
in and around
provides such a
convenient, safe
and secure culture
than Dream World
Amusement Park



Whatever steps he takes is aimed at making the institutions being helped by the Trust essentially remember his father on occasions. "It is an effort to keep my father's name alive and follow my mother's preaching to help others," he shares.

Garg opines, "I could never think of business in terms of gains and losses. I always played blind. This is the reason why I do not term myself a successful businessman. My life had always been a game of snakes and ladders. I would go four steps up, then one wrong decision and I would come ten steps down. But all the while I never compromised on my principles and values instilled in me by my mother.

I am a passionate person and know that success eventually kisses your feet if you are determined.

Although I have understood now that before making any decision one should have all facts, figures and calculations on one's table. Decisions should be taken with full diligence and absolute surety."

Garg's capabilities, dedication and compassion led him to lead the Confederation of Real Estate Developers' Associations of India (CREDAI) in the state.

He is on board of various government bodies. It has been his endeavour to continuously help different governments that bring in policies.





The policies propagated by him help the real estate sector grow and find valid authentication as well as recognition in the state.

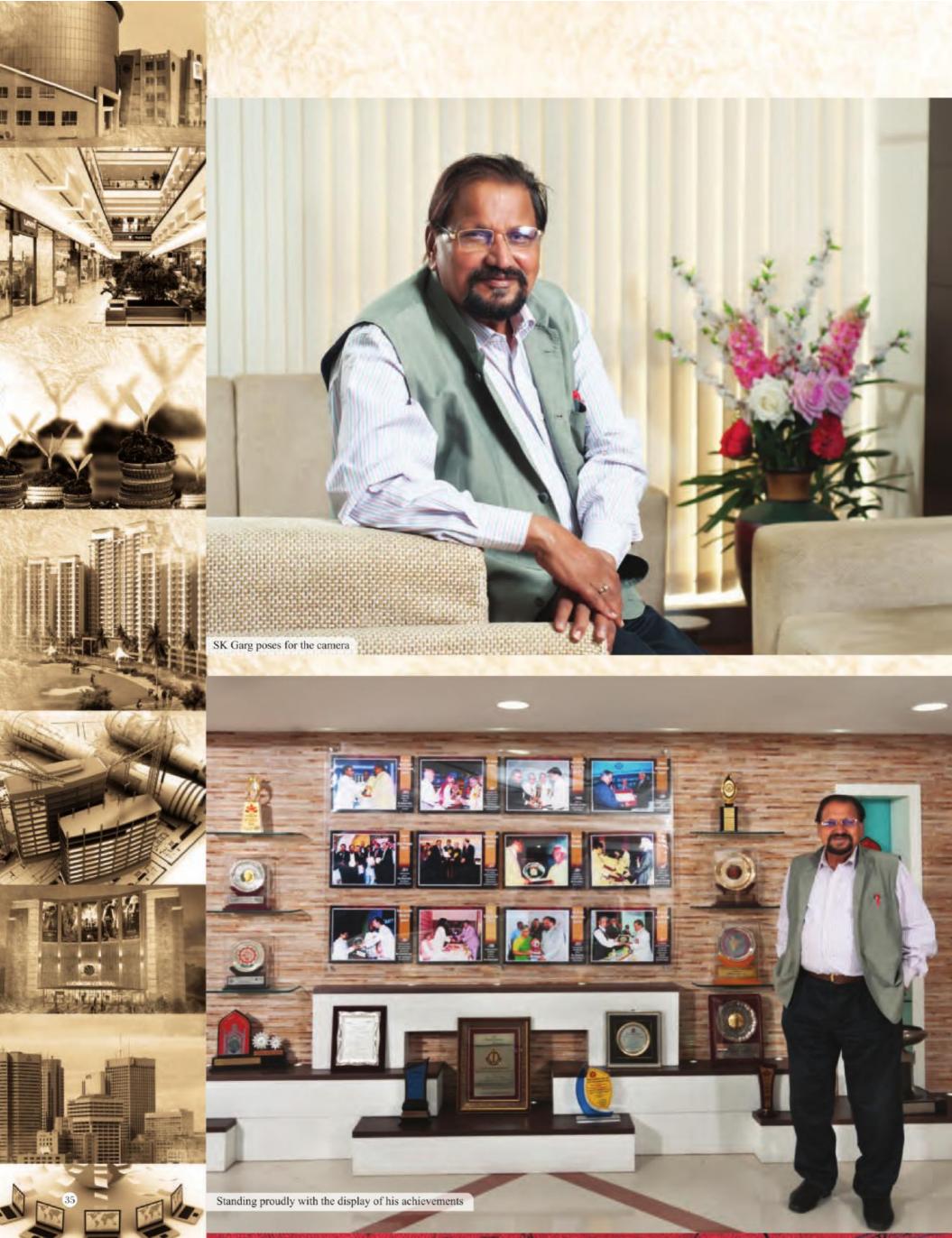
His office has shelves full of trophies and credentials that speak about his work.

He says. "This is because I never wished to become the biggest. I always strived to be the best."

He has been awarded several times during his tenure as Chairman for his contribution to the industry including Lifetime Achievement Award in 2008. Indian Leadership Award, Bharatiya Nav Nirman Puraskar, International Achievers Award in 2011 and Life Time Achievement Award in a ceremony held in British Parliament in London in 2011.

His story spans half a century as the pioneering icon of real estate and construction. His work and his vision have turned him into a legacy that inspires many new entrepreneurs. We know him as the initiator who spearheaded the acceleration of real estate industry in the state of Uttar Pradesh. Today his operational universe covers entire Uttar Pradesh, Punjab, Haryana and Uttarakhand. A self made man who has persevered with the times and never let his undying spirit bow down to the circumstances. Achievements have greeted him at every successive step of his astounding journey.

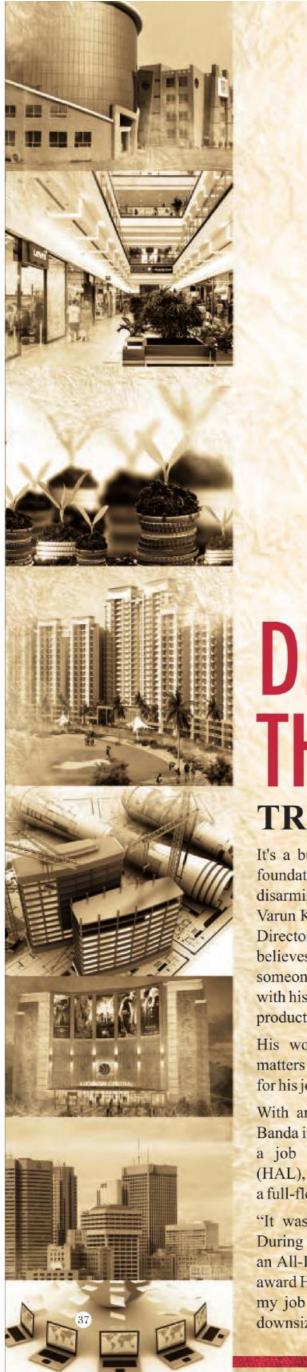
"I never wished to become the biggest. I always strived to be the best"

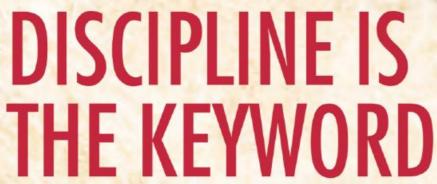












TRIVENI ALMIRAH

It's a business, which was built upon solid foundations of trust, high moral values, the disarming simplicity and honesty of its owner, Varun Kumar Tiwari, Chairman & Managing Director of Triveni Almirah, a man who believes that he is not a businessman, but someone who is in a professional partnership with his customers. He can bring to reality, the products they have envisioned for themselves.

His work is the only thing which really matters to him in his life, along with his love for his joint family and children.

With an ITI degree in welding trade from Banda in 1984, Varun Kumar Tiwari opted for a job in Hindustan Aeronautics Limited (HAL), Lucknow, in the year 1985. "It was not a full-fledged job," he recalls.

"It was just an apprenticeship with HAL. During this I was awarded with gold medal in an All-India Competition in 1986. After this award HAL offered me a job, but in 1989 I lost my job as the company was adamant upon downsizing his staff."

Varun says, "I was alone in Lucknow, and knew nobody in this city. During my job in HAL, Rajesh Kumar Bharti was our manager and he was managing a staff of 300 workers. He told me to start my own business. For this, he arranged Rs 16,000 as loan from Punjab National Bank to start the business."

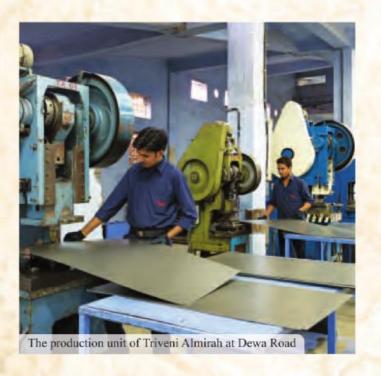
"Mr Bharti told me, I helped you because you deserved it, but do not try to give me anything for this. During your lifetime, if you see people who are needy then help them.

This was what I was told by Bharti Ji," Varun recalls. "With a small investment, I started grill fabrication work in a small rented shop in Indira Nagar in Lucknow. From the year 1995 to 2000, I explored a lot in my business. About 40 to 50 people used to work with us, and we supplied our fancy gates in 40 districts. Till the year 2003 we did grill fabrication work. But this work demanded more concentration and time. From the year 2000, we started to make almirahs," he adds.





"We have achieved more than what we have dreamt of. We have a happy family, a prosperous business, what more can we ask God for"





Varun further says, "In 2000, I met my guru ji, Swami Abhayanand Saraswati Ji Maharaj, after meeting him, I became fond of satsang. After this we decided to shut down our grill fabrication work and concentrated only on almirah. Reason behind this was to give more time for satsang and meditation."

Born in a poor Brahmin family in a small village in Chitrakoot, Varun states, "I came from a very poor family. My father Late Raj Kishor Tiwari was a farmer but after division in the family he didn't have enough fields to cultivate for our survival. One of my grand uncles was retired from the Railways and

he was alone as he had no kids. We started to live with him then."

"In my family, my mother, Shiya Dulari is a housewife. I have two brothers and one sister, elder brother, Arun Kumar Tiwari, younger brother Yogendra Prasad Tiwari and sister Ravi Kala Dubey," he adds. "I came from very normal surroundings. What I am sure about is the fact that I was very devoted and dedicated towards my work."

Varun's attire is something very interesting as he always carries the real Indian tradition. He wears 'dhoti and kurta'. He has a good knowledge of Sanskrit and Gita, and is a man with strong confidence.

He believes in simplicity. "We have achieved more than what we have dreamt of. We have a happy family, a prosperous business, what more can we ask God for," voices Varun with gratitude for God in his heart.

Revealing the secret of his persistent energy and smile on face, Varun says, I prepare a strict timetable and stick to it. I have control on my food habits. I believe in proper planning and have a to-do list everyday. Also, I try to maintain a healthy regime and play volleyball, badminton and go for a morning walk so that I can stay fit."



"The secret of my success is my discipline, willpower and hard work which has been rewarded by God," says calm and coolheaded, Varun.

Varun and his wife Sumitra Tiwari have been blessed with two daughters and a son. The elder daughter Manisha Tiwari is in final year of her CA. The second daughter, Chhaya Tiwari, also shares the vision of his father, has completed her computer engineering. His son Sharad Tiwari, also following in his father's footsteps, is doing mechanical engineering. When not at work, Varun loves to spend quality time with his family and Guru's satsang.

Varun says about his family, "I can't ignore the vital role of my better half Sumitra, who has played a major role in the upbringing of my children and giving her support and time to me

as well. I have reached here because I learned all good things from all people."

Varun's wife Sumitra says, "My husband is hard working. Today wherever he is, it is because of his hard work and dedication. These things we have inculcated in our children too."

Varun's Guru Ji says, "To achieve the ultimate we have to leave our past things and habits, over a period of time."

"I follow my Guru Ji's teachings. That is the reason that I left our previous work and came in for almirah manufacturing. Also I spend a lot of my time in satsang and guru's service."

Varun is a very spiritual person and says, "My life is influenced by Bhagwad Gita. I do not read the Gita but I adopted it in my manner and behaviour."

He has a cowshed with 56 cows and bulls and gives time to their service.

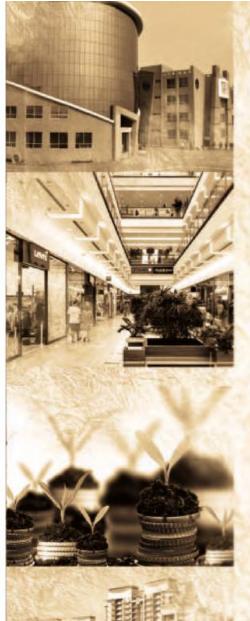
"Our future plan is to launch a readymade plastic toilet for villages. The moment we see the potential of long term business interest, we will set up a separate unit in Greater Noida.

It is cost effective and gets manufactured in a very short time. Our other upcoming projects include launching very comfortable plastic body sofa sets. Its manufacturing unit is in Greater Noida and is spread in one lakh square feet industrial area."

"Triveni Almirah is India's number one domestic fancy almirah company. We are one of the biggest manufacturers of domestic steel almirah with presence in more than 500 cities, 1100 dealers network across 11 states," he adds, with pride and satisfaction.

"With his blessing we have been able to carve a niche for ourselves in the industry and we have been awarded by the government"





"My life is influenced by Bhagwad Gita. I do not read the Gita but I adopted it in my manner and behaviour"



"We do our business with some core values that are honesty, integrity, respect, fairness, purposefulness, trust, and care. The essence of these commitments is that each employee conducts the company's business with integrity, in compliance with applicable laws and in a manner that excludes considerations of personal advantage," he said with a smile.

"We must work cohesively with our colleagues and with our customers and partners, building strong relationships based on tolerance, understanding and mutual cooperation." Varun states.

"Innovation in thoughts, processes, approaches and strategies has become a critical factor for Triveni Almirah as we pave the way for a future in a business world without boundaries. The objective is to consistently deliver breakthrough products and services," he adds most humbly.

Varun says, "Our steel cupboards have the best polishing, finishing, durability and long lasting features. In a very short span of time, with our experienced staff and large infrastructure, we are able to earn high reputation of our patrons. The quality of our product is thoroughly and rigorously checked and improved in best elegant fashion by our various expert personnel. We have two plants in Lucknow. Our company makes special efforts to ensure that its warehousing facilities are in perfect condition.





"This is done so that all our products are safe and free from damage. We have a strong marketing and distribution team that ensures that all the requirements of the customers are fulfilled and we ensure a safe and timely delivery of our products all over the country."

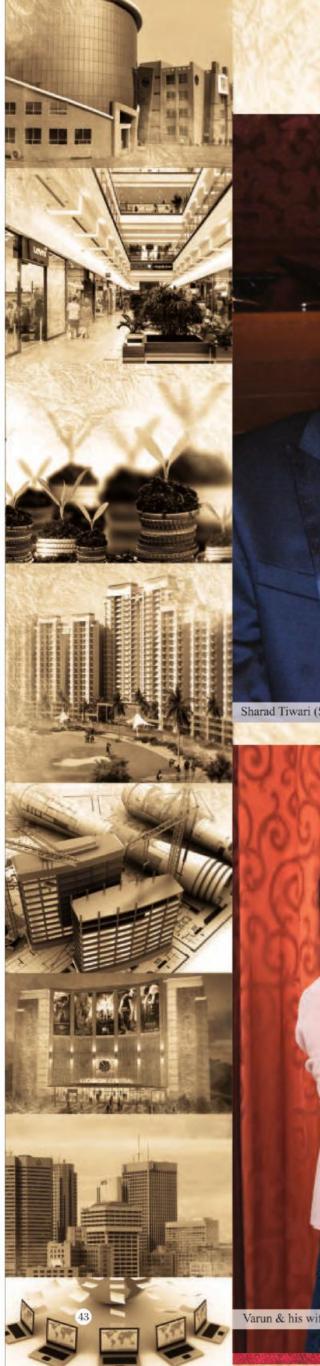
"We have established a state-ofthe-art infrastructure unit, which is well-armed with advanced CNC shearing machine, CNC press brake machine; automatic powder coating plant with full treatment tanks welded by Mig welding helps us to complete the orders timely and with ease. All the professionals associated with us help us to provide customization facility and design the steel almirah in tandem with the details provided by our clients. With all these distinctive features of our firm and qualitative range of products offered by us, we have achieved a remarkable position in the market," Varun shares enthusiastically.

Triveni Almirah has always been values-driven. These values continue to direct the growth and business of the company. The organisation constantly strives to achieve the highest possible standards in their day-to-day work and in the quality of the store well and services they provide.

Varun says, "We start all our work after seeking Guru Ji's blessings. With his blessing we have been able to carve a niche for ourselves in the industry and we have been awarded by the government. In the year 2008 Uttar Pradesh Government awarded us the Best Industries Award. In 2013 we got award of Star Rating from Industrial Department of Uttar Pradesh

Government. Last year in 2014 Government of India gave us award for Best Contribution in Industries."

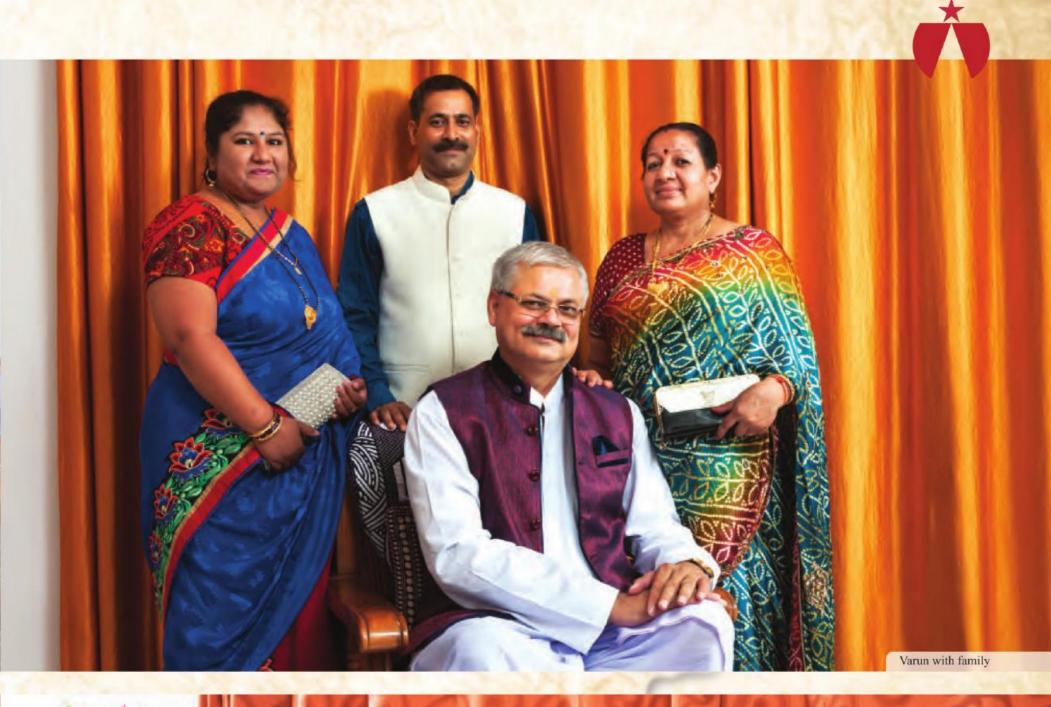
"We start all our work after seeking Guru Ji's blessings"















SKYSCAPE-1

The glorious city of Nawabs, carries forward its rich heritage and the much cherished tehzeeb into the modern era with great panache and rapid progress. Lucknow has been labelled as the next smart city, and the development towards that goal is up and swinging.





Lucknow Metro work in full swing







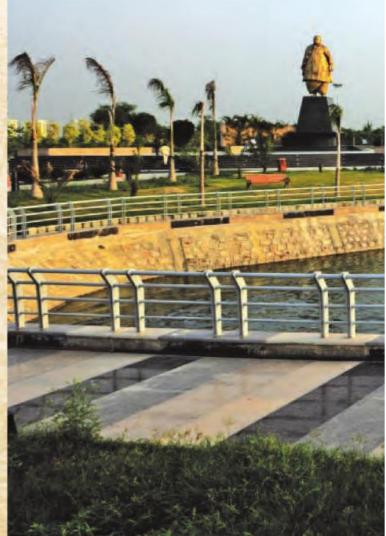








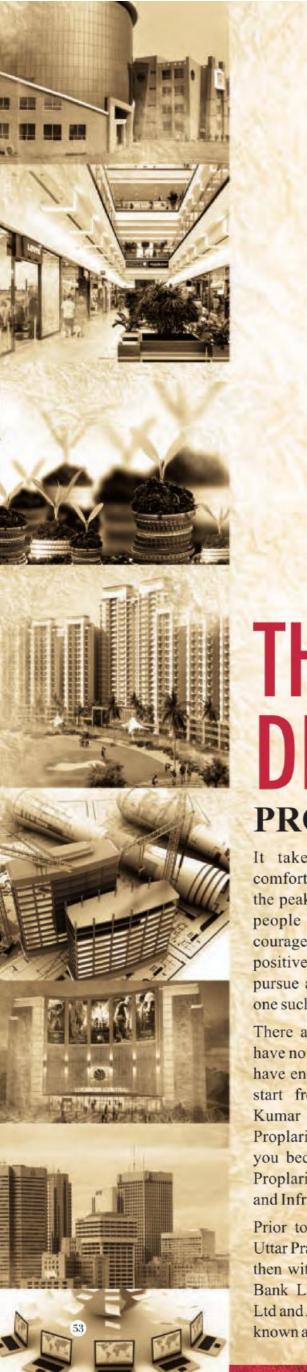














PROPLARITY GROUP

It takes immense courage to quit a comfortable job and start a business during the peak of recession. But there exist a few people who revel in such exemplary courage, who have the dedication, the positive mindset and the simmering desire to pursue a dream. Saurabh Kumar Pandey is one such dreamer.

There are people who are self-made, who have no family legacy to fall back upon, who have enough conviction in their abilities, to start from scratch, people like Saurabh Kumar Pandey, the Managing Director of Proplarity Group, who believes that what you become in life, is entirely up to you. Proplarity Group is a pioneering Real Estate and Infrastructure Company.

Prior to that, this gutsy entrepreneur from Uttar Pradesh used to work with ICICI Capital then with ICICI bank Ltd., Kotak Mahindra Bank Ltd, Reliance General Insurance Co. Ltd and Aditya Birla Money Mart Ltd. (earlier known as Birla Sunlife Wealth Management).

A Management Graduate in marketing with over nine years of versatile experience in financial services industry, in his previous assignment at Aditya Birla Money, he was working at the capacity of Regional Head for Delhi & NCR and was responsible for overall P&L of all three verticals i.e. Direct, Channels and Institution which were focused on multi product distribution including Mutual Funds, Insurance, Stock Broking, Private Equities, Structured Products and Real Estate.

GOMTI

Saurabh has completed his Graduation from Mahatma Gandhi Kashi Vidyapith Varanasi and Post Graduate Diploma in Management from All India Management Association (AIMA), New Delhi.

He has completely immersed himself in developing suburban and urban residential communities as well as commercial facilities, master planned land developments and income properties.





"Being a corporate house, Proplarity also takes their social responsibility to educate those kids who are not able to get their primary right, education"





In 2002, he married Mamta Pandey, a well educated and simple lady, who is founder of Samanvay Charitable Trust.

She retorts, "I am never stressed with my work, it's just a state of mind," though after doing many social activates in a day, she has another role to play, that of a homemaker, which she does beautifully. A wife and a mother of two, sons Sanidhya and Samanvay, she is perfectly maintains the balance between her personal and professional life. "My husband is more like my best friend and thus we share a beautiful bond. He can adjust to any level to get me going in my profession. I am so lucky to have him in my life," she shares.

On the other hand, besides work, Saurabh also loves gymming, to play badminton, table tennis, partying, travelling and playing video games with kids. Singapore and Dubai are among his favourite tourist spots. "I like travelling with my family the most and watch movie with my family," he shares smilingly.

Saurabh's father Surya Kumar Pandey is also a successful entrepreneur based in Varanasi and mother Vidyawati Pandey is

His father is an arts graduate with over 40 years of experience in general insurance consultancy services. He started his career from Hindustan Motors Ltd., then, he worked with National Insurance Co. Ltd. for 34 years and finally opted for VRS to venture in Insurance Consultancy. Capitalizing his expertise and knowledge in Insurance sector, he is serving corporate clients of Delhi, Kolkata, Bangalore, Kanpur, Varanasi, Rudrapur, Muzaffarpur and many more cities.

In his consultancy, he does not only take care of placement of insurance of corporate, but he provides clients with the full spectrum of risk and insurance products and solutions.





His services span placement capabilities with multiple Insurance Companies, Risk and Specialty product practices.

Proplarity Group has launched three projects in, Lucknow. Gomti Ganj, is a shopping arcade while Pratham and ARUBA are residential complexes. These projects are located at Amar Shaheed Path.

Saurabh says, "Our aim is to be amongst the top five developers of the country by 2020 and am planning to launch more than 3 million sq ft of real estate spaces in the next year in Noida, Lucknow and leading cities of Uttar Pradesh. The core tenets driving the brand value are commitment, quality, innovation and value for money products."

"Gomti Ganj is a concept based shopping arcade and the flagship project of this Group. The group is developing it as 'Next Generation Family and Shopping Destination' that is spread over 8500 sq. meter area and has total 2.8 lakh sq ft furnished area. It has total 7 floors (G+6) that comprise 300 shops in two towers- A & B and top floor is reserved for luxurious multiplex. The Gomti Ganj has been designed and developed to cater to all famous and major shopping centers of Lucknow," he adds.

Saurabh says, "ARUBA' has unmatched offerings for home buyers and all set to create a benchmark in luxurious living. Spread over 8260 sq mt in Awadh Vihar Yojna, it has 4 elegantly

designed towers containing 250 luxurious apartments encompassing 3 and 4 bedroom apartments. Designed in such a way that you can enjoy all the extravagance under one roof, ARUBA will be Lucknow's first and foremost project with amenities like; spa & pool, gymnasium, ramp, meditation area, floating cabana, lush lawn, scented garden, children play area, splash pad, jogging track, cricket net, outdoor bowling alley, parking with multilayer security etc."

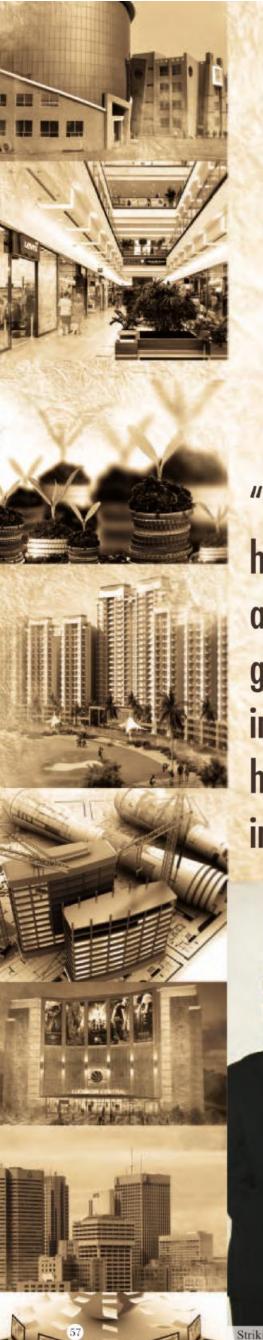
"Pratham is located near Shaheed

Path the project is built in modern style amidst the lush green and pollution free atmosphere.

Spread over 30,000 Sq Mt, It is surrounded by mango orchids and equipped with all modern amenities for residents. Developed on group housing format, it has total 7 towers. It offers 2+1 and 3 BHK apartments and sizes vary from 900sq. ft. to 1600 sq. ft." he adds. He further goes on to state, "Rapid urbanization has made Real Estate as one of the fastest growing industry in India with highest return on investment."

"Proplarity Group has launched three projects in, Lucknow. Gomti Ganj, is a shopping arcade while Pratham and ARUBA are residential complexes. These projects are located at Amar Shaheed Path"







"Rapid urbanization has made Real Estate as one of the fastest growing industries in India with highest return on investment"

But with changing times, real estate sector needs true professionals when it comes to create and deliver something that needs huge investment of an individual. And Proplarity Group is established on foundation of Innovation, professionalism, Care and Quality that generally lacks in real estate sector when it comes to delivering a quality product for the hard earned money of buyers and investors.

"To provide demands for quality, innovative and worthy lifestyle, Proplarity has emerged out as one and only such milestone that is set to achieve all objectives of providing quality infrastructure with energy efficiency in ecological friendly environment."

One can sense the feeling of pride in his voice, when Saurabh says, "We also offer you wide range of interior, exterior, furniture, furnishing and construction options from last one and half year, you don't need to go out to search for any options related to your home décor, as from interiors till your matching curtains we take care of everything.

"We have a team of young and dynamic architects and engineers working day and night to offer you an international standard interior and exterior work to match your profile, lifestyle and leave an impact on others with the name of Furnicia. Our designs are so refreshing and new that it will change your mood.





"The colour scheme we use has its own charm and reflects richness."

Conducting business successfully, he believes, is not only about making money; it is about performing duties towards society as well and making efforts to make the country a better place to live. For him Proplarity has to be a socially responsible company to contribute enthusiastically for socio-economic development of the country.

Saurabh says "Being a corporate house, we take this social responsibility to educate those kids who are not able to get their primary right, education.

The sole objective of our CSR initiative is to provide bright future prospects to underprivileged kids and we are determined to take this initiative to a new level in coming years."

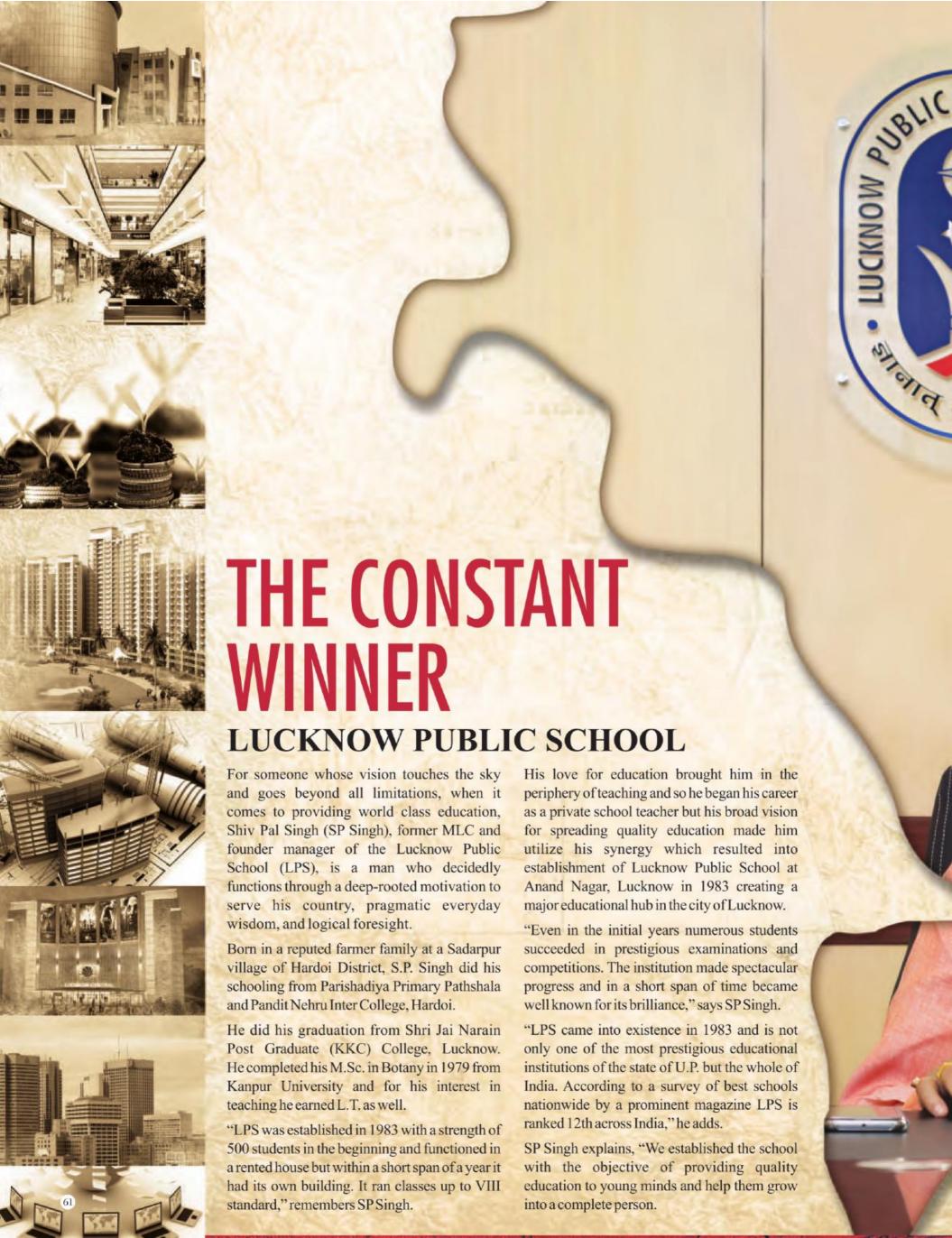
His wife Mamta says "We believe that educating poor and underprivileged kids are one the best mediums to contribute in economic and social development of the country. We are not here only to develop architectural marvels; we believe in contributing towards weaker section of the society in the most sought-after manner. Our recent

initiative is the testimony of the same".

Saurabh's plans for the future are big. Like 'Alexander the Great' his vision constantly seeks new terrains to be conquered. His next one is to start Washingtonne Hygienik Pvt Ltd.

"It is a world class technology in laundry and dry cleaning. On demand laundry services, can be organised by phone, website or mobile app or nearest x-press delivery stores. In the laundry, clothes will be washed in treated water with enzyme based detergents. In dry cleaning hydrocarbon technology is used which is the best, but no dry cleaner is using in India. It will be the first eco-friendly laundry of India, which will recycle the entire water used. Every household which has a 7 Kg washing machine consumes 150 litre of drinking water for every wash. With Washingtonne around, every house will save 150 litre of drinking water everyday."

His warrior spirit is forever on the lookout for something which can add to his zest for challenges where he can apply himself, to lead his company into yet another triumphant victory.

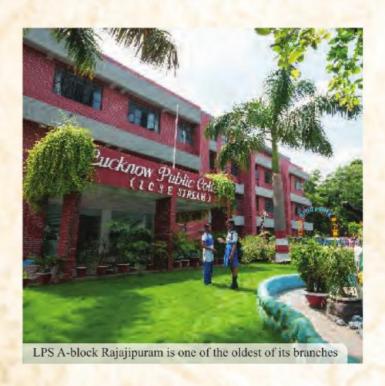








"LPS was established in 1983 with a strength of 500 students and functioned in a rented house"







"Over the years LPS grew not only in reputation but also established new branches. However, the expansion was marked by meticulous planning and gargantuan efforts to ensure that quality standards set initially were never compromised."

"The institution believes in giving value based education along with cognitive excellence. School also lays great emphasis on physical and socio-emotional development and organizes numerous events and activities to inculcate all the necessary skills for the complete development of each child. We believe that the purpose of

education should be to stimulate and guide the self-development of students. The students should feel that they are studying something, and not merely performing intellectual exercises. The aim of good education should be to impart the power and beauty of ideas," he adds.

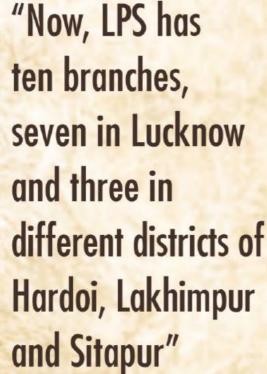
Now ten branches of LPS are in existence, seven in different areas of Lucknow city and three in different districts, Hardoi his home district, Lakhimpur and Sitapur. Besides these, Lucknow Public College of Professional Studies, a degree college affiliated to University of Lucknow is steered by him.

Students passed out from his institution are working across the globe.

These are the LPS branches - A-Block, Rajajipuram, Sahara Estates, Jankipuram, Vinamra Khand, Gomti Nagar (with hostel facility), Sector-9, Vrindavan Yojana, Raebareli Road, Sec.-E, Amrapali Yojna, Hardoi Road, Jail Road, Anand Nagar, B-Block, Rajajipuram, LRP Chauraha, Lakhimpur Kheri (with hostel facility), Naveen Chowk, Sitapur, Madhogani, Hardoi (with hostel facility) and Lucknow Public College of Professional Studies (affiliated to Lucknow University) Vinamra Khand, Gomti Nagar (with hostel facility), Lucknow.







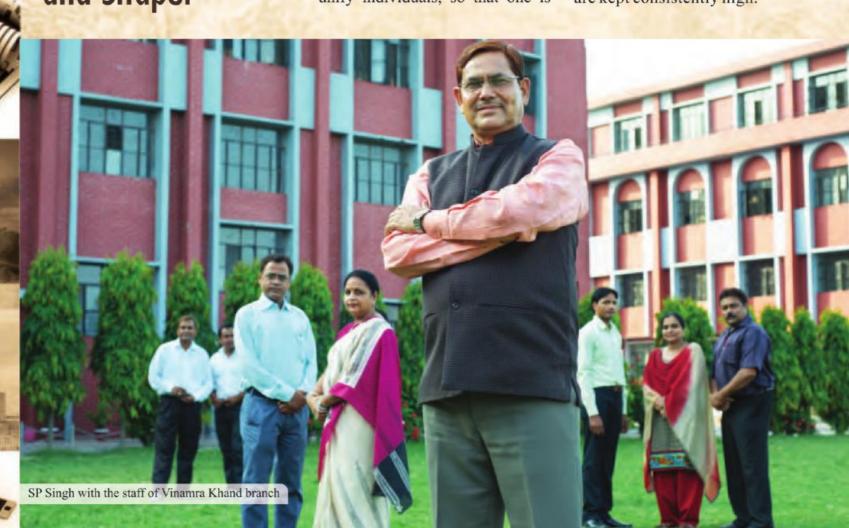


"As MLC I have organized various symposiums and seminars for unemployed youth, providing them with Job Oriented Training Programme in my Lucknow Division Graduates Constituency comprising of seven districts of Lucknow, Hardoi, Lakhimpur Kheri, Sitapur, Raebareli, Pratapgarh & Barabanki. Various symposiums are organized from time to time to provide solutions to the problems of the underprivileged class, the objective being to improve their status in the society and help them gain self-confidence. We Utilized 100% the fund for public welfare," says SP Singh "Always I try to know the pulse of the society and in the process, an attempt is made to unify individuals, so that one is

capable of facing any challenge. The aim is to make one understand one's needs and accordingly learn to adjust in the society, keeping other's welfare also in mind for a harmonious adjustment," says SP Singh.

"At present 25000 students are studying in Lucknow Public School. LPS has 1000 skilled teachers and 500 non-teaching staff. We have a team of proficient and highly qualified teachers who take care of schools in the most suitable way," he shares.

LPS is an institution with a difference - It is not merely a school but a training platform for children. Standards in quality education are kept consistently high.





It was only in 1985, that SP Singh tied the marital knot with Kanti Singh, a well educated and down-to-earth lady grounded to social tenets and moral values. The couple has been blessed with two daughters and two sons - Neha, Garima, Harshit and Shikhar. Mrs Kanti is administrative head of LPS and also takes care of all household responsibilities, including the education of their children and provides inspiration and support to SP Singh in every aspect of his life.

The elder daughter Neha has completed MBA and is doing PhD. The second daughter, Garima is doing Hotel management course. SP Singh's elder son Harshit is pursuing LLB, while Shikhar is studying in class 10th at LPS. In his journey towards success, he feels immensely indebted to his wife, his pillar of strength, without whom this would not have been possible, he

admits candidly. Kanti Singh says, "We focus on bringing out the hidden talents of the students by organizing different competitions from time to time. LPS organizes career counseling sessions for students of X, XI, XII, BBA, BCA, B COM and B COM HONS on a regular basis. It is a unique opportunity for students to get in touch with career specialists of different fields. The institution is harnessed with facilities of digital classes too."

"Lucknow Public School has a vision, a dream of excellence in affordable Education. It is the most integrated multidisciplinary institution providing a wide and varied arena for the staff and student communities to showcase their academic and extracurricular talents. Students are encouraged to build their character through sports and other physical and spiritual development activities. we believe in the complete development of our students and encourage them by providing the best of incentives and infrastructure," she adds.

"Thinking over education for the welfare of the society and following the concept of globalised education, I have firmly decided to eradicate

illiteracy from urban, suburban and remote rural areas," says SP Singh, Former MLC and founder manager, Lucknow Public Schools. In order to do a passionate advocacy of quality education, SP Singh contested from Lucknow Graduate Constituency and won the seat twice - once in 2002 and then in 2008. His wife, Kanti Singh is standing MLC from the same seat. Having visited so many countries, SP Singh is taking up the task of providing quality education and social responsibilities responding to the nation's call for help during any kind of natural calamity.

"I established the school with the objective of providing quality education to young minds and help them to grow as a complete person"







The teachers are warm and friendly towards the students and parents are happy that their children receive here proper educational guidance. Special emphasis is laid on the training and orientation of teachers. Close supervision, guidance and instruction by a highly competent team of experts in individual subjects are implemented for betterment.

SP Singh says, "LPS was also host the National Children Science Festival-2003 at the Lucknow Public College, Sahara Estates, Jankipuram Branch, which was inaugurated by

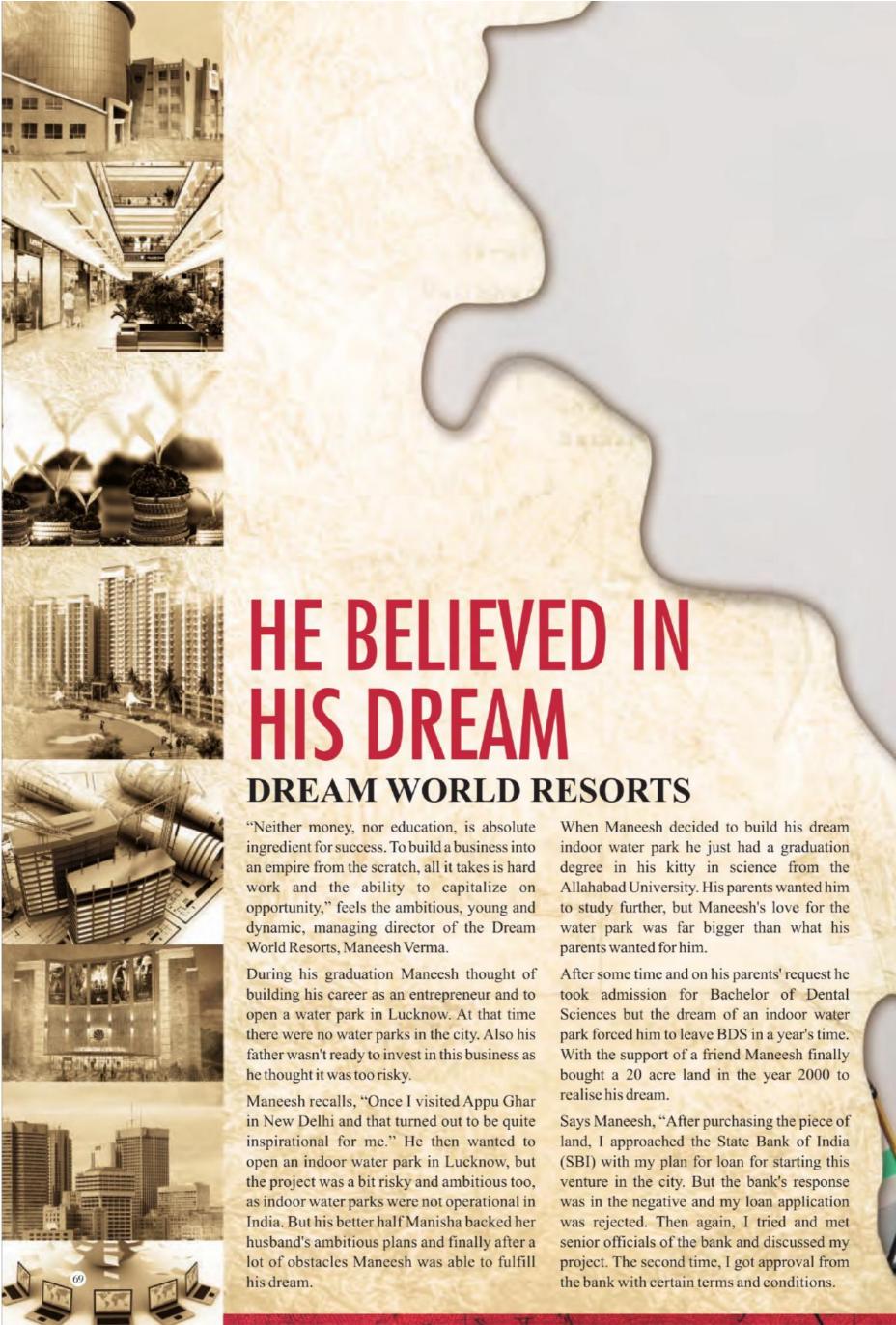
Late Dr. APJ Abdul Kalam. The event had brought together thousands of school children from entire state."

Pursuing his interests in playing badminton, cycling, yoga, reading, music, social work, symposiums, seminars and kavi sammelan, he organizes various events and seminars for human enrichment. He has got many awards like the one he got, 'Legend of UP' from a renowned newspaper, educationist of the year 2001 from Pratibimba Sanstha, Hardoi, Patel Ratna Samman from Sardar Patel Vikas Mahasamiti, Lucknow, Uttar

Pradesh Gaurav Samman from UP Sthapana Divas Samaroh Samiti, Saraswati Samman from Late Dr. V.N. Mishra Memorial Sansthan, felicitation Award from Progressive Cultural Society, New Delhi, Karmayogi Samman 2006 from Dayal Gramodyog Seva Sansthan, Gyan Bharti National Award from Association for Economic Growth and Social Development, New Delhi, Munal Samman from Munal Communication (a society of Pahari people), Acharya Vishnu Gupta Chanakya Manayadhikar Smriti Samman' on International Human Rights

Diwas, Shiksha Bharti Puruskar from All India Achievers Foundation, Delhi.

One can only applaud and wait to see his success graph spiral higher in days to come.

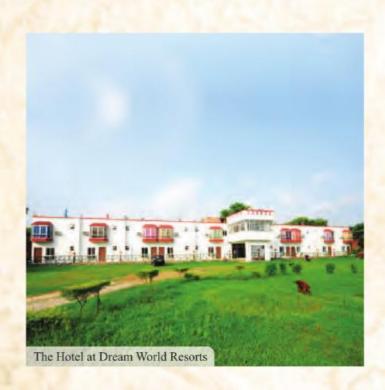


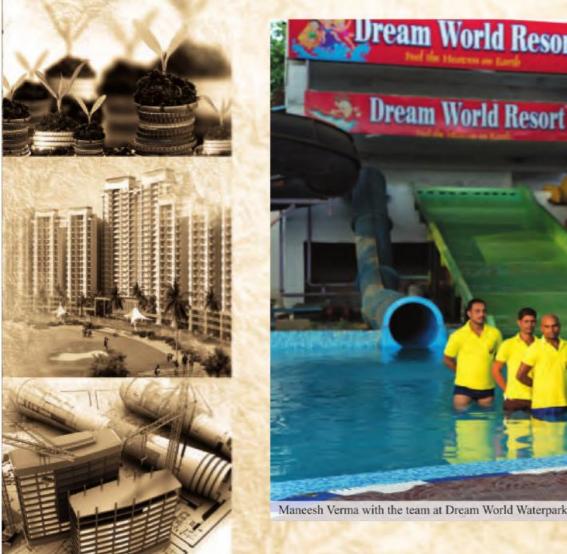






"Dream World Resorts
was a bold project
and its success gave
us immense satisfaction
as well as courage to
move forward"







Then in the year 2006, finally I got loan and my dream project started to take shape."

"Dream World Resorts was a bold project and its success gave us immense satisfaction as well as courage to move forward. Now we plan to open our chain abroad also, like in Dubai and Bangkok," adds Maneesh.

"Since this was my dream project I named it Dream World Resorts. It is a beautiful 20 acre land dedicated to fun, food, and frolic. A place where there is always something for everyone. Situated at a lush green inspirational locale only 25 km from Lucknow city on

the Lucknow-Kanpur highway, Dream World is home to myriad entertainment facilities including India's first indoor water park, club, children's park hi-tech video game parlour, amusement park, multi-cuisine restaurants, party lawns, go-karting and DJ hall."

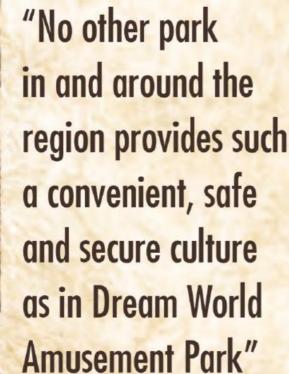
"Dream World Resorts gave a new meaning to fun and entertainment. Birthday, anniversary, weekend outing, throwing a party, escaping from the mundane daily life or just relaxing, any reason is a good reason to visit Dream World Resorts. One visit here and you will be convinced that there are very few places quite like this.

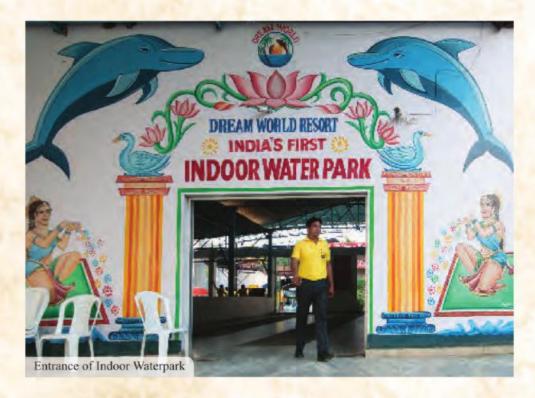
It's so easy to enjoy yourselves here but so hard to forget the experience," Maneesh explains. "Our specialty is indoor water park. It has the distinction of being the only indoor water park in the whole of India and is only the second of its kind in Asia," he goes on to add.

"Designed to become a place to chill out at, this club houses everything from a lounge, a gym with all the state-of-the-art equipments, business centre, conference and banquet halls and a wide range of facilities for games, including pool, snooker, badminton, card games, carrom and chess.









The couple has been blessed with two daughters and one son -Mansha Verma (12 years), Mili Verma (11 years) and Manomaya (7 years).

Although Manisha holds a degree in post graduation, Mrs Verma is a housewife, who takes care of all household responsibilities, including the education of the children and provides inspiration and support to Maneesh in every aspect of his life.

Manisha shares about her life struggles. With moist eyes she recalls, "We had no money. What Maneesh earned we spent all in the business. For business we even sold our home and lived in a rented house."

Manisha, who looks after her husband's second project, is his pillar of strength. Maneesh started his second project by taking a park on lease from the state government and named it Dream World Amusement Park, Sector H, LDA Colony, Kanpur Road. Manisha manages all things in this park.

Manisha explains, "No other park in and around the region provides such a convenient, safe and secure culture as in Dream World Amusement Park. There's no confusion and anxiety to trouble you while you are enjoying a nice time in Dream World Amusement Park, It gives you all the more reason to visit and enjoy moments as good as your dreams."





It has a total carpet area of 7500 square feet. When you feel like relaxing a bit and enriching your knowledge after all the activities, you have a well-stocked library in the club. What's more, the club always makes sure that you are fully entertained by organising live cultural and entertainment programmes like Ghazal Concerts, Dance and Music Shows, Dramas and special events on festivals on a regular basis."

"A luxurious 3 star facility hotel with 20 exclusive rooms are in the offing. It will surely add charm to the already well-facilitated Dream world resorts. This fully air-conditioned hotel promises all the amenities and services that you would expect from a luxurious hotel. This hotel will enrich the experience of those who want to make a weekend getaway to Dream

World Resorts and enjoy all the facilities here at their own pace," Maneesh adds.

Success never comes easy, and that is exactly what Maneesh believes. He shares, "I learnt the art of survival during my tough days. I used to work as a supervisor with a contractor in Haridwar after my marriage. But I never lost hope for a better tomorrow and it finally came, but those memories still remind me that how difficult those days were for me and my wife."

Maneesh also believes that if one has to achieve big he should not hesitate in taking risks. "I am where I am because I took risks in life. Even in the face of adversity, I did not change tracks and tried to do something different. If you want to be successful, you need to stick to what you believe in. The problem will ultimately give you solutions," says this phenomenal entrepreneur, with the wisdom of someone who has faced the highs and low of living with equanimity.

He has seen life without its frills and accepted it, along with all the small tragedies and the comedy of errors that define it.

Maneesh gives entire credit for his success to his better half Manisha Verma, who also happens to be one of the board of directors in the company. He says, "Manisha has been a fantastic wife and friend and has kept me free from the family pressures right through my career and also helps me in my business."

It was only in the year 1997, that Maneesh tied the nuptial knot with Manisha. It was a love marriage. Manisha hails from Varanasi.

"The club always makes sure that you are fully entertained by organising live cultural and entertainment programmes"







"This Park has everything that your kids would love. Climbers, slides, multi-play systems and toys. This is one part of Dream World Amusement Park that never ceases to attract children. It is a relaxing feeling to watch the children having a nice time in such a pollution free environment," she adds.

"We have never compromised on quality; even I or my wife, make it a point to purchase all items for our restaurant daily to serve quality food to our customers." says Maneesh.

"Maneesh enjoys listening to old Bollywood melodies Mukesh is his favourite, he is also a good cook especially non-vegetarian foods," shares Manisha.

Maneesh's son Manomaya says with a smile, "My father is the best father in the world, he plays with us. We go with him to watch movies and visit many places in India and abroad."

Belonging to a well-educated family, his father Dr Bhagwati Prasad is a retired Government officier, mother Chandrawati Devi is a housewife, elder sister Reena Chaudhary is an ex-Member of Parliament, elder brother Ranjan Chaudhary is an IIM graduate and now doing business and younger brother Rajneesh Verma is scientist in Bangkok. But Maneesh was always very focused in life and never ever thought of an alternate profession.

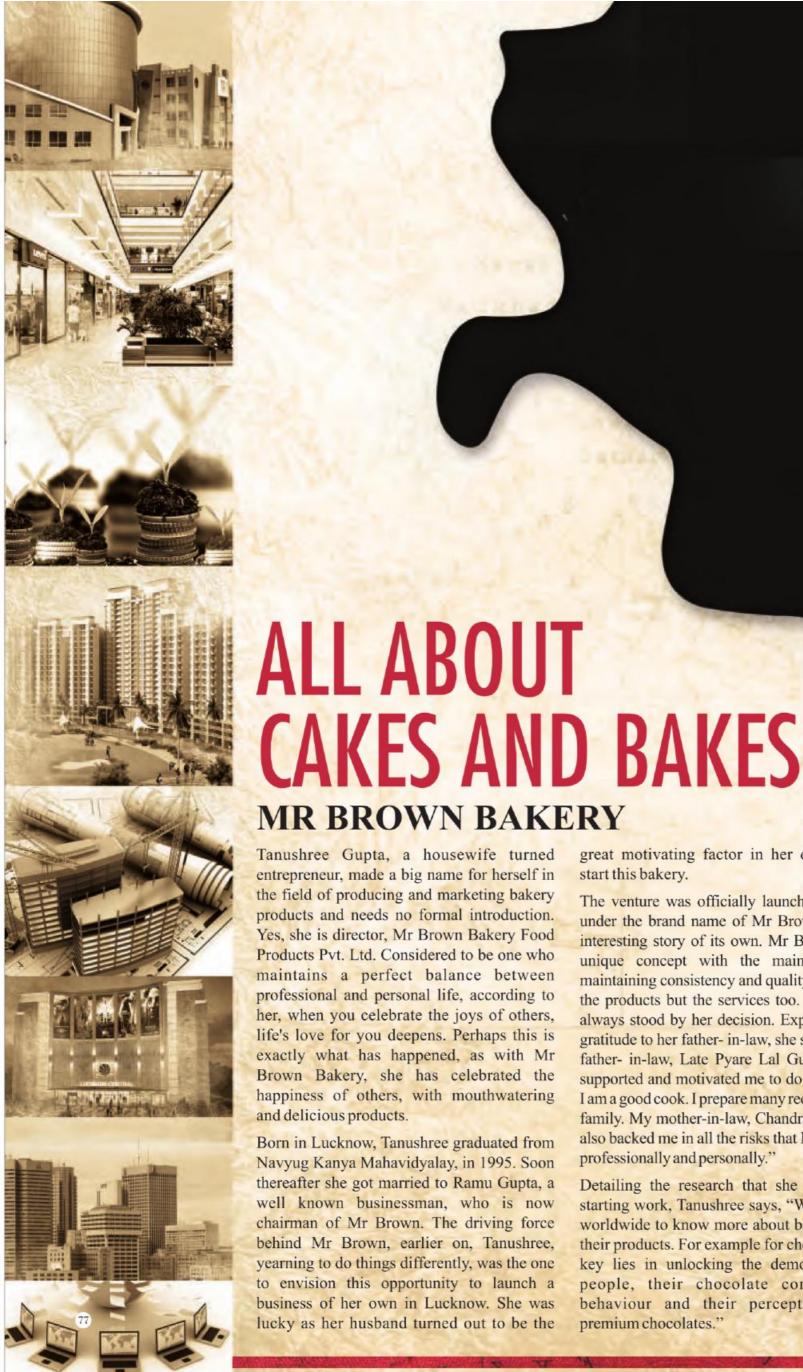
Maneesh's Mother smilingly says, "Maneesh was very obstinate from his childhood and due to this stubborn behaviour he succeeded in his life."

Father Dr Bhagwati Prasad says, "Maneesh is a very laborious person.

When he told me about his project, we hesitated, but he

worked hard and proved his skills."

In the end the learning is that nothing succeeds like success!



great motivating factor in her decision to

The venture was officially launched in 2007 under the brand name of Mr Brown with an interesting story of its own. Mr Brown has a unique concept with the main focus of maintaining consistency and quality of not just the products but the services too. Her family always stood by her decision. Expressing her gratitude to her father- in-law, she shares, "My father- in-law, Late Pyare Lal Gupta always supported and motivated me to do something. I am a good cook. I prepare many recipes for my family. My mother-in-law, Chandrakali Gupta also backed me in all the risks that I have taken professionally and personally."

Detailing the research that she did before starting work, Tanushree says, "We travelled worldwide to know more about bakeries and their products. For example for chocolate, the key lies in unlocking the demographics people, their chocolate consumption behaviour and their perception about









"Mr Brown caters to only selected people who want something new and designed with different taste and feelings"







"I travelled to Belgian many times. Belgian chocolate has been a lure for lovers, the indulgence of kings and today, everyone's favourite sweet. After witnessing the passion that goes into the creation of these sweet treats, it's no wonder chocolate has become an international symbol of love."

"You can travel the four corners of the earth, but you have not truly lived until you have your first bite of Belgian chocolate. At Mr Brown we serve pure Belgian chocolate."

Mr. Brown has a range of fusion products of international bakery and traditional Indian sweet varieties, called Baked Mithai which is its great strength. Currently four such products like Roasted Gujjia, Baked Mithai Baklava, Almond Flakes and Cake are the favourite of the patrons.

Says Tanushree, "At Mr Brown, we respect our esteemed customers and serve them with our range of products offering highest standards and the best of services. We are dedicated with our full commitment towards their needs and are striving constantly towards the fulfillment of the expectations of quality, reliability and prompt services."

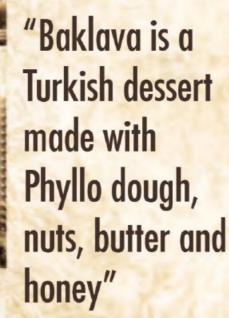
"I am delighted to share that we are the pioneering organization in the Indian Bakery Industry to start serving online. We are well organanised with top class IT standards resulting in providing top class services. It will further enhance our level of service and strengthen our relations worldwide."

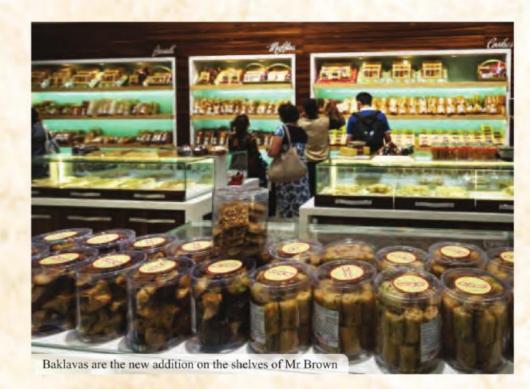
"Within the span of upcoming three years, we will embed our best efforts to make Mr Brown scale wider and soar higher. More importantly, I wish our group be regarded as the best corporate group across the national boundaries," she adds.

Tanushree says, "Mr Brown's R&D has been constantly been for









"In addition, we can fulfill your catering and wedding flavour needs with a dessert menu of petit fours, chocolates, éclairs and cookies. Our bakery prides itself on the personalized service it offers to each of its wedding cake and special occasion cake clients. Our decorators use only the freshest and finest ingredients available," he adds.

Mr Brown caters to only selected people who want something new and designed with different taste and feelings. The innovative producer of continental desserts with fusion of Indian tastes, it creates things differently, packaged well and served with a smile. "We pride ourselves as pioneers of baked mithai like Baked Gujjia, Pouch Baklava, Almond Florentine, Multigrain Florentine, Baked Modak, Choco Brat, Baked Mithai Baklava among the favourites," he reveals. Elaborating about his premium product, Baklava, Ramu says, "Baklava is a Turkish dessert made with Phyllo dough, nuts, butter, and honey. After baking to perfection, honey is immediately poured over the pieces allowing the syrup to be absorbed into the layers."

Says the proud husband, "Tanushree is a good cook and prepares all things with perfection.







bringing out products which are healthy, less in fat, sugar, cholesterol, high on fibre, great in taste. The company has efficiently used latest IT technology and reached out to patrons all over the world through the e-commerce website. We are the first complete Indian bakery to go online. Three years from now, we expect Mr Brown to be much bigger than it is now. More importantly, we hope the group comes to be regarded as being one of the best bakery stores in India - best in the manner in which we operate, best in the products we deliver and best in our value systems and ethics."

Brown bakery has opted for a brand policy based on authentic specialties from the biscuit and cake world: caramelized biscuits, multigrain bread, cake and snack specialties. This policy is implemented by strengthening the bakery's leadership in these

products in their regions of origin, and stimulating their internationalization.

Tanushree says, "We are committed to provide the best and innovative range of delicious bakery products with outstanding quality and service to keep our customers delighted. To exceed the expectations of our guests and to provide five star products at affordable prices is our aim, while at the same time, reaching out to all our patrons at as many locations as possible."

Proud to be using only the very best, finest and freshest ingredients

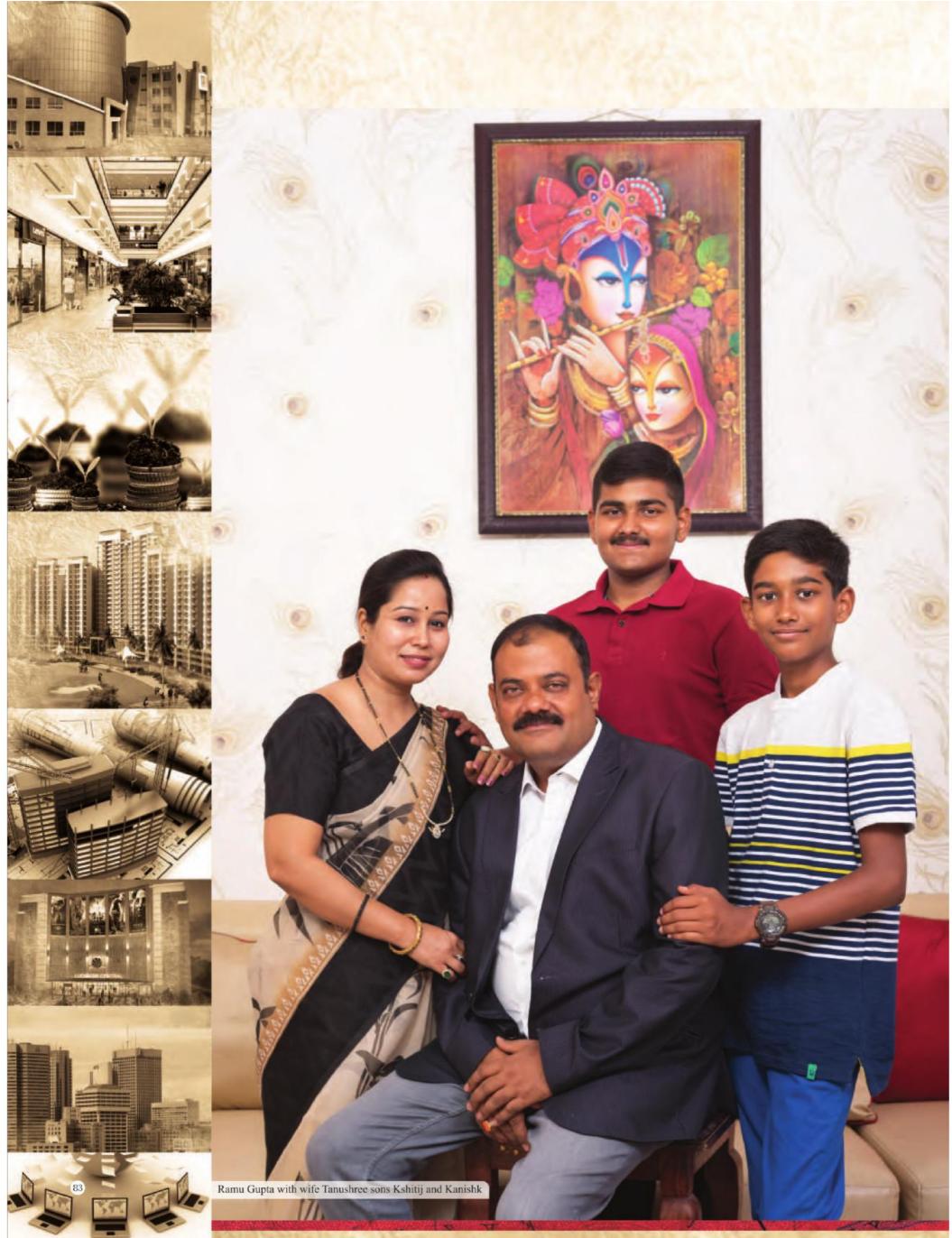
in all the products, the bakery assures efficient and accurate monitoring of product safety and quality aspects in order to maintain the standards according to the set norms and guidelines. Highest levels of hygiene are maintained at the production sites and the Café, in order to preclude chances of any contamination. "All our staff is well trained in all aspects of quality management and undergoes regular refresher training to maintain the high standards that we set for ourselves," she shares.

Ramu's enthusiasm for the venture is also pretty high. Says

he, "A gourmet family-owned pastry shop, Mr Brown, is what we started in the heart of Lucknow and now we have our factories and retail outlets in Kanpur and Delhi also. Our bakery produces delectable pastries that combine classic Asian traditions with modern flavours for the contemporary palette. We provide cutting-edge designed wedding dessert creations using delicious fruits like, apple, strawberries or other fresh fruits to create mousse cakes, luscious tarts and a variety of handcrafted Asian pastries specialties."

"We have the infrastructure to offer fresh and pure bakery products of world class quality and prepared in strict hygienic conditions"







She had this dream to open a bakery shop and seeing her talent and dedication I supported her. Aliganj shop was our first and now in Lucknow we have four outlets and three extension counters in Aliganj, Sapru Marg, Gomti Nagar, Magnum Plaza Gomti Nagar, Big Bazaar- Saharaganj, Big Bazaar - INOX and LD Plaza-Phoenix Mall.

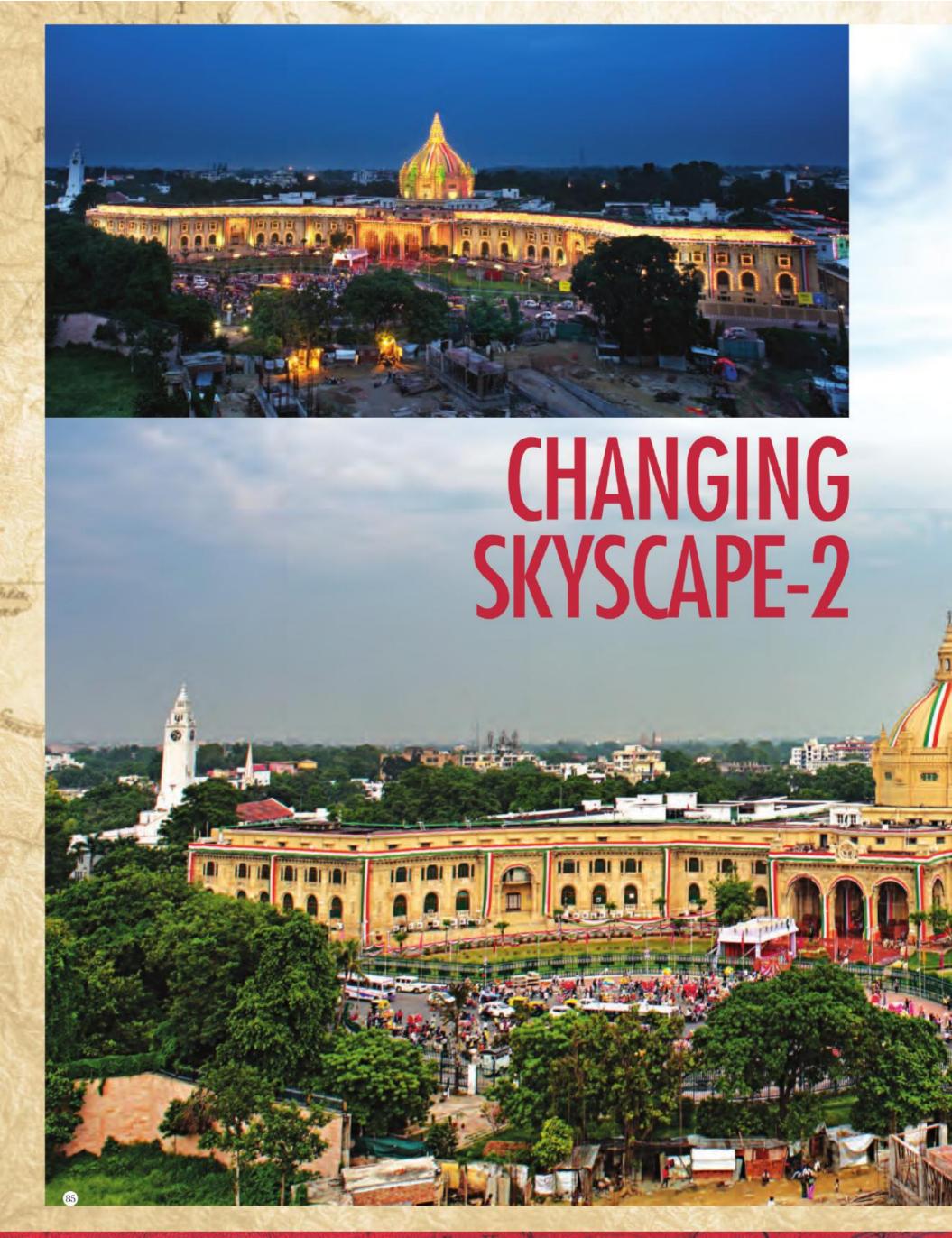
In Kanpur we have three outlets and three extension counters. These are in Civil Lines, Tilak Nagar, Ranjeet Nagar, Rave Moti Big Bazaar, Z Square Big Bazaar, Big Bazar-Kidwai Nagar." He excitedly shares, the info about two outlets at Kaushmabhi and Noida too and that there are plans to open 30 outlets in Delhi/NCR. "We are here to ensure that your unique celebration becomes an extraordinary memory. We have the infrastructure to offer you fresh and pure bakery products of world class quality prepared in strict hygienic conditions. The Italian machines used in making such bakery products perhaps make all the difference," Tanushree observes.

Ramu and Tanushree have been blessed with one daughter and

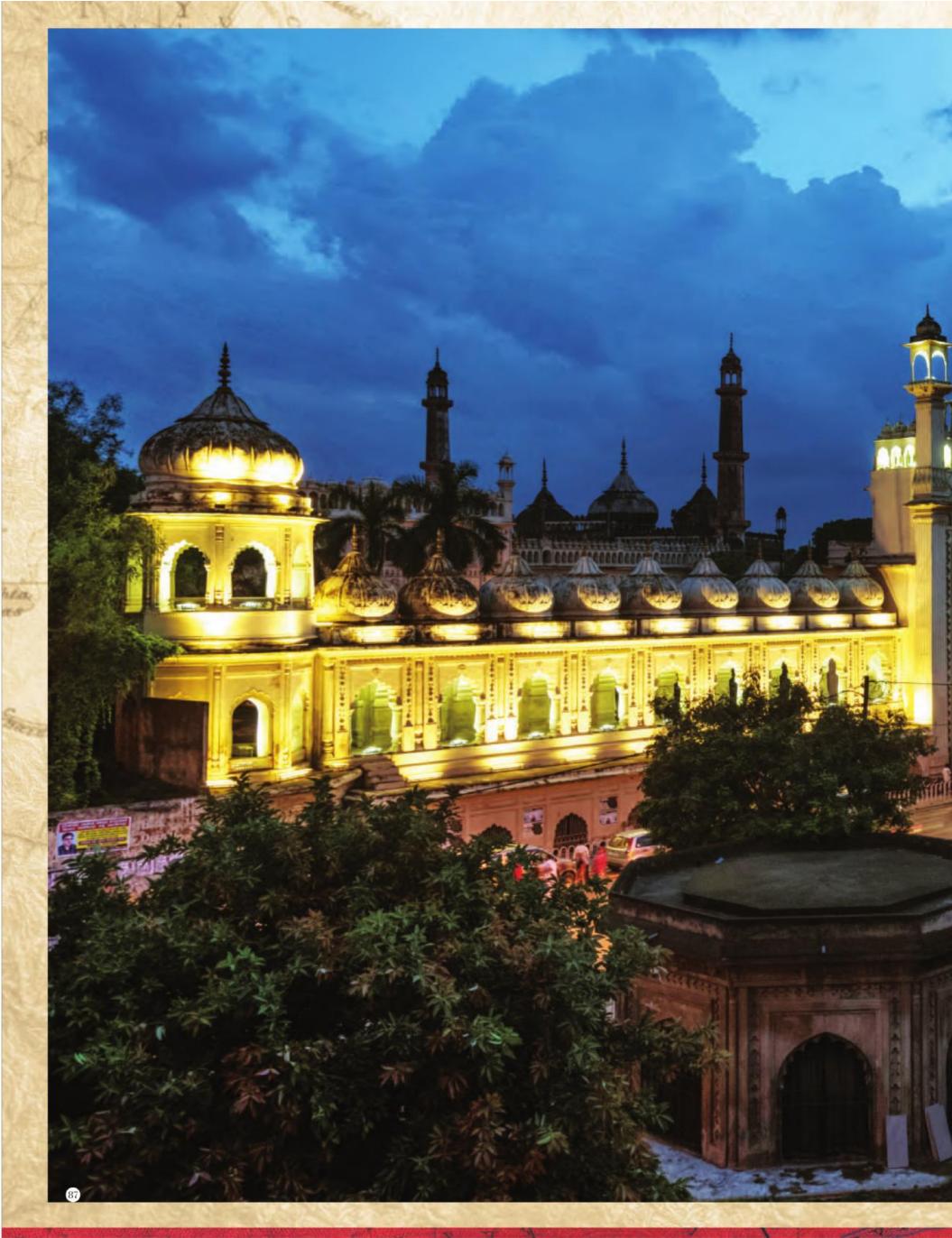
two sons. The elder daughter Krati Gupta is doing MBBS from Pune, while Kshitij and Kanishk are in class XI and VIII respectively, at the La Martiniere Boys' College.

Son Kshitij is focused and clear about his future, "I want to be a successful businessman like my parents. So after schooling, I will study finance and criminal law."

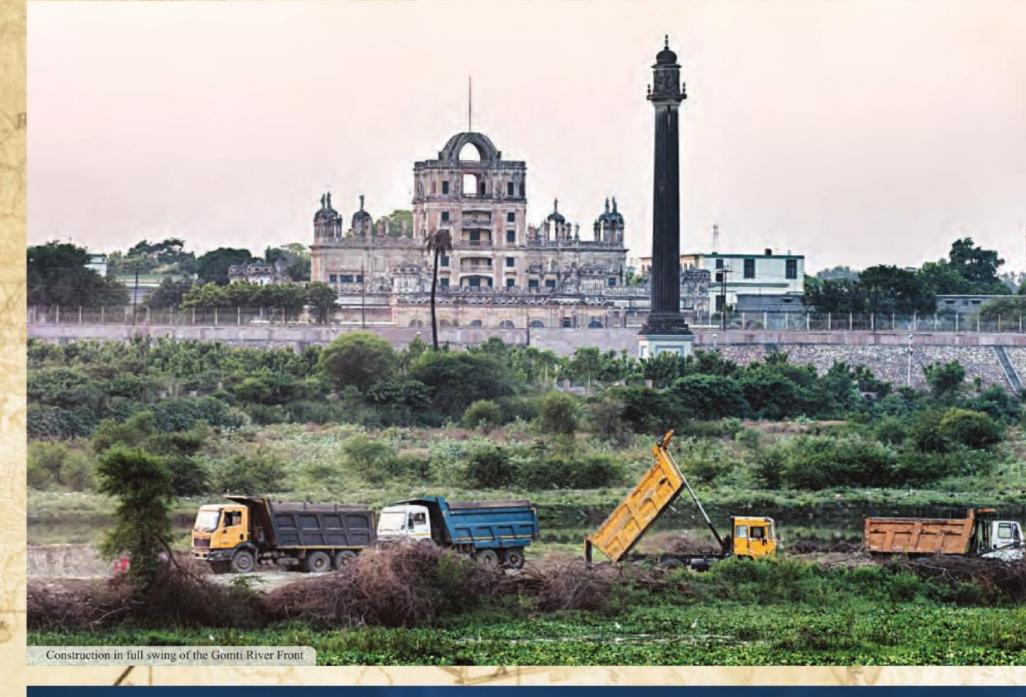
Playful Kanishk on the other hand, as of now, does not want to become a businessman. "I want to settle my career as a tennis player," he says with a naughty smile. Revealing yet another facet of her life, Tanushree says, "My hobbies are to read spiritual and inspiring books and travel. In our free time, all in the family love to watch movies and we also visit the temple from time to time."



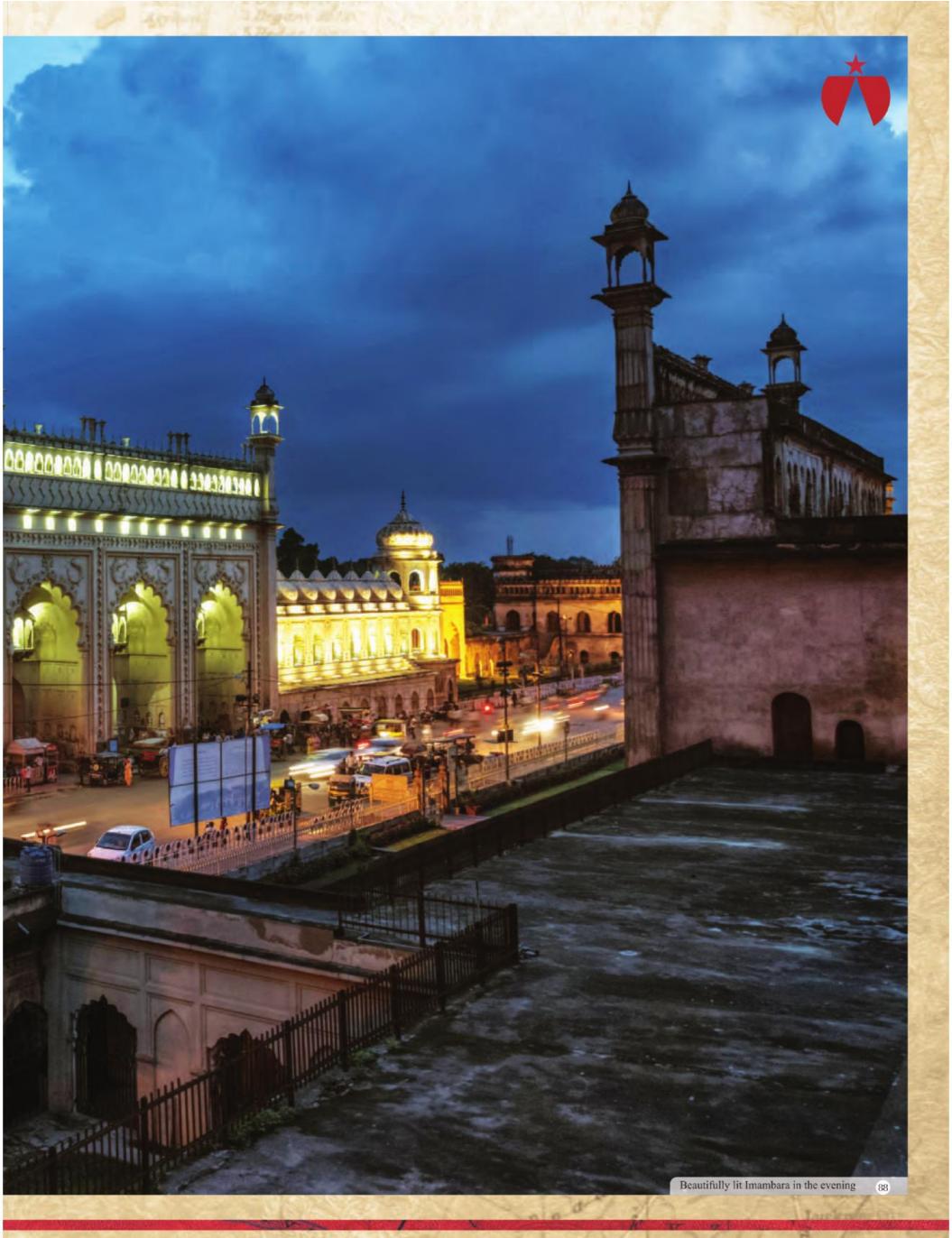






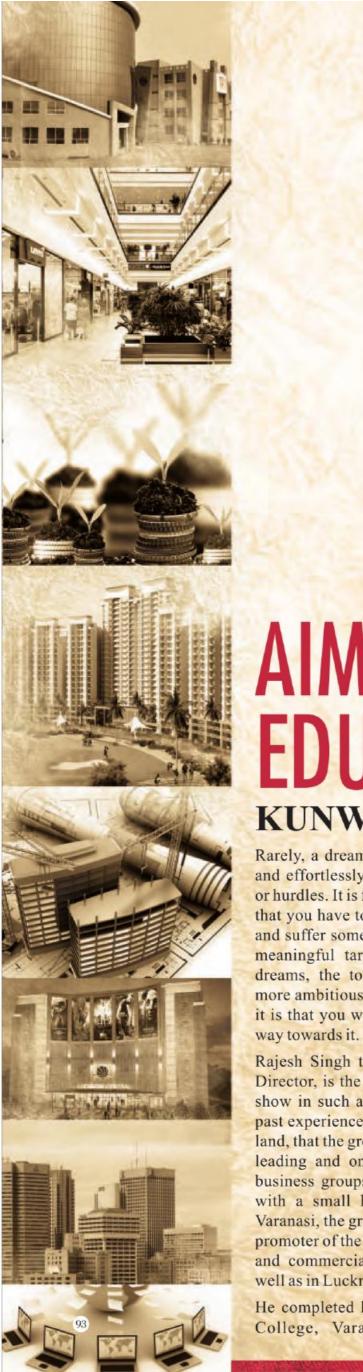














Rarely, a dream or goal comes true easily and effortlessly, without delays, problems or hurdles. It is far more common, however, that you have to overcome many obstacles and suffer some pain before achieving any meaningful target. And the bigger your dreams, the tougher your challenge, the more ambitious your goals, the more likely it is that you will face difficulties on your

Rajesh Singh the Chairman & Managing Director, is the person who runs the entire show in such a professional way with his past experience of selling of the developed land, that the group today stands poised as a leading and one of the most recognized business groups in India. After beginning with a small housing colony project in Varanasi, the group is today considered as a promoter of the best quality housing colony and commercial premises in Varanasi as well as in Lucknow.

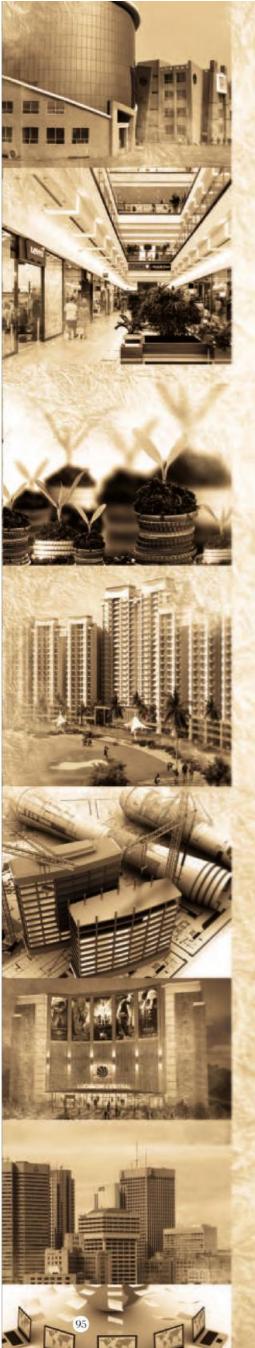
He completed his schooling from Queens College, Varanasi, before doing his graduation in biology in 1990 from the Lucknow University. Then he finished his post graduation from the same university.

In his journey towards success, he feels immensely indebted to his wife, Sunita Singh, without whom this would not have been possible, he admits candidly. Sunita was his junior at Lucknow University in graduation.

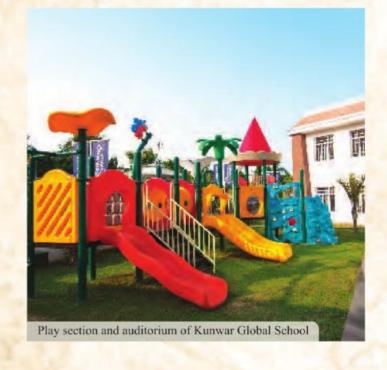
Rajesh says, "During my graduation I was also active in university politics, and I even fought for the posts of general secretary during graduation. In 1989, I met Sunita, who was brilliant in studies and I was impressed by her.

I went to meet her in Kailash Hostel of the Lucknow University, where she used to stay and asked her to give me her father's address. She was shocked when I told her I wanted to marry her, so needed to talk to him. At that time, she did not like me and said her father had already fixed her marriage."





"A child is considered to be a representative of God. He stands for purity and unbound potential yet as grown-ups we often fail to recognize the same"





Sunita says, "First when I met Rajesh I thought that he wasn't serious about marriage and career, but then by and by I found Rajesh was different from others."

Rajesh says, "We got married in 1992. After this my father called me to Varanasi because my elder brother had some health issues and I had to take care of the coal trading business in Chandausi coal depot. It was one of the biggest coal depots."

"We did coal business for three years, and then I came back to Lucknow, and started my real estate business." He adds" "I was born and brought up in Varanasi. I grew with healthy, pure and pious traditions of family. My father Ram Dayal Singh was in Indian Oil and in our colony, most people were businessmen. They had cars, big houses and at that time my father used to go to office on his scooter. My mother Lata Singh was a housewife. From that time, it was in my mind to become a businessman and that's why I never appeared in any competitive exam."

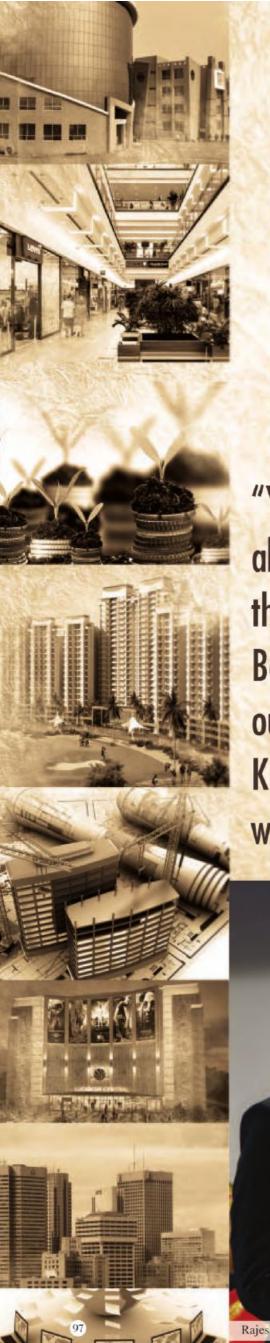
Sunita says, "What my husband has achieved in his life is truly unimaginable.

He has not only exceeded expectations but his contribution to the society at large, makes me feel so proud of him."

"I give my first priority to my family. I also look after our business specially Kunwar's Global School. In my free time, I read spiritual books. Ramayan and Gita are my favourite holy books and I read them daily. We also have so much faith in Sai Baba, so we visit Shirdi 2-3 times in a year," she adds.

While admiring the role of his wife Sunita, Rajesh says: "Her role in my life has given wing to my dreams and aspirations.







"Year 2014 will always be the year that divides our life. Before that our elder son Kunwar Yasharth was alive"

"There are certain facts that are universal and are least likely to change. Like them it is also a fact that a child is considered to be a representative of God. He stands for purity, innocence and unbound potential yet as parents and grown-ups we often fail to recognize the same in the hustle of earning bread and butter," he says.

"If we realize this failure of ours and taking correct measures let the child become fortunate by letting him come under the guidance of a true educator where he is not just a 'roll number' but an individual who is not devoid of intelligence and wisdom. If we enhance his capability by breaking the traditional barrier of

judging him through a report card, the day is not far when he will grow into an individual with a strong vision and mission of life. He will feel free to make the right choice and opt for a profession that is socially and economically relevant," says a smiling and self-assured Rajesh Singh.

"Kunwar's Global School is a non-profitable business and it is such a choice that I'm sure will reveal the true potential of everyone whosoever becomes a part of it, whether they are the faculty members or the highly capable children of today. In my school we serve organic vegetables and pure milk from our dairy."





I worked hard to attain this stage but I never lost hope and have embarked on this new venture and project to provide shelter to the needy at much cheaper rates than what development authorities are giving to people in Varanasi."

The Yasharth Parth Builders Pvt. Ltd. is one of Lucknow's leading organisation engaged in the area of property development, building promotion and civil construction. The company is working with the trade name - Dayal Group. In 2008, I also started a hotel 'Dayal Paradise' in Gomti Nagar in Lucknow."

This group has completed projects of residential colony and commercial premises, hotel and air conditioned shopping complex with residential apartment.

Recalling his early days Rajesh, said, "The year 2014 will always be the year that divides our life. Before that our elder son Kunwar Yasharth was alive. A sweet and gentle 20-year-old finding his way through early adolescence and trying to establish his place in the often confusing and difficult social world. It is a huge hole in our hearts that will never heal."

"Our son was a sweet, gentle and very sensitive soul. He was the best present to us from God. As he grew, his affectionate ways made it irresistible to hug him and feel him hug you back. He had the magic ability to bring a smile to anyone who looked his way. As he grew, he developed a wonderful sense of humour too." he adds.

Rajesh's younger son Parth Singh has a good sense of business. He is doing BBA from Narsee Monjee Institute of Management Studies, Mumbai, and is also a good badminton player and has played at the national level events of CBSE.

Driven by the search for deeper meaning and purpose in his

life, Rajesh dreamt of bringing value-based education to the nation and society.

"Money is not everything in life. The sooner you realize this, the better you shall live," voices Rajesh Singh with gratitude in his heart. After his elder son's incident, it was his dream to build the school, where the infrastructure and facilities would be of world class, but fees structure was to be minimal. Within a year's time Rajesh established Kunwar's Global School in the memory of his son in Lucknow.

"Parents are responsible for the overall development and hygiene of the students, with a very vital role of nurturing and encouraging each pupil and also monitoring their social development"







"In order to fulfill the need of 21st century learners of domestic and international clientele, we offer both the Cambridge International Examination and Indian value based CBSE curricula. We are the first school in Lucknow, which has dual board. Daily I go to the school, play and spend my time with the kids and I also take my lunch with them."

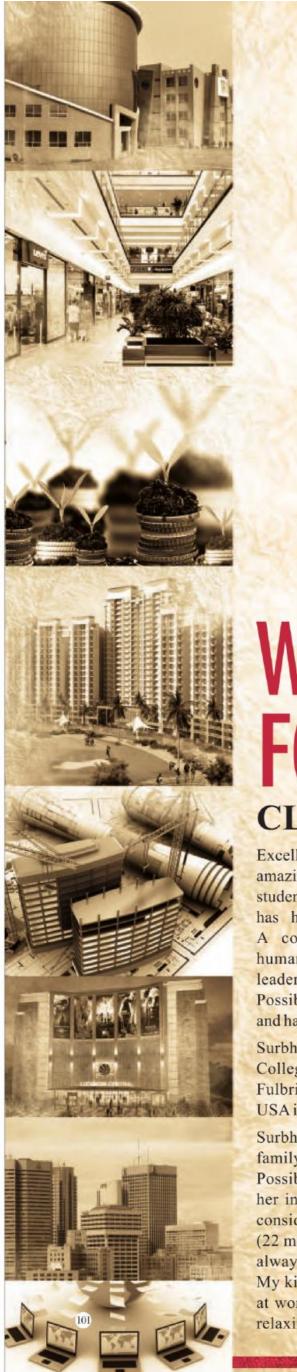
"Cambridge International Examinations is the world's largest provider of international education programmes and qualifications for 5 to 19-yearolds. Over 10,000 schools in more than 160 countries offer University of Cambridge certified programmes and qualifications. We are a division of Cambridge Assessment, a not-for-profit organisation and part of the world-renowned University of Cambridge," says DP Singh, Principal, Kunwar's Global School.

The school provides for yearround welfare and support activities allowing pupils to have an enhanced residential life experience at home away from home. Rajesh says, "Our boarding house provides a stimulating and supportive environment. The students are housed in comfortable large airy rooms, with optimum natural light, air conditioning and recreational arrangements, accommodating three students in a room with separate reading space.

"Parents are responsible for the overall development and hygiene of the students, with a very vital role of nurturing and encouraging each pupil and also monitoring their social development."

Kunwar's Global School has cricket ground, soccer ground, tennis ground, badminton court, table tennis, shooting range, basketball court, skating rink, gymnastics arena, martial arts, squash court, mini golf, volleyball ground, athletic track and field, horse riding and swimming pool.

The school also conducts regular sports events and interschool championships, testing the limits of stamina, endurance and skills of the students.





CLAT POSSIBLE

Excellent, knowledgeable, compassionate, amazing- these are some of the words students use to describe Surbhi Sahai, who has helped them achieve their dreams. A conscientious teacher, an amiable human being and an inspirational team leader Surbhi, Managing Director of Clat Possible, has given the gift of knowledge and happiness to thousands of her students.

Surbhi says, "I have graduated from Hindu College, Delhi University and received a Fulbright Scholarship from UC Davis, USA in 2009."

Surbhi gives credit for her success to her family and her husband, Chairman Clat Possible, Satyam Sahai, who she terms as her inspiration and pillar of strength. She considers her sons Srote (8 years) Shaarav (22 months) as her bundles of joy. "Satyam always motivated me to pursue my passion. My kids are my world, as after a tiring day at work, spending time with them is quite relaxing," she says smilingly.

Born in Lucknow, Surbhi led a disciplined life. She completed her schooling from Loreto Convent, then graduated from Hindu College, Delhi in the year 2005 before doing her post-graduation from Lucknow University in English literature.

Surbhi says: "I have always been a voracious reader right from my school days, I was always good in academics, literature and was also the chief of the debating club in school. I was also basketball team head, and even played softball, besides directing many plays in my school days."

An ardent bibliophile; research scholar in films and literature and a successful entrepreneur in the field of legal education, Surbhi is also pursuing her Phd in films and literature from Lucknow University, under the supervision of Dr Meenakshi Pahwa. For her interdisciplinary research, she also joined FTII, Pune in 2011 for her research work.









"Our results are living examples of how are innovation and maverick style has helped many students to successfully join law schools"





"I started my teaching after my graduation in Satyam's institution. My first class feedback was not satisfactory. But my days there kept me motivated and groomed me well. This was because of no age difference between me and students. Some students are my age, whereas some are older to me," says Surbhi.

"I came into the teaching field by chance. After graduation, I came to Lucknow then I had to go for my post graduation from Delhi University after being selected for that. But before I could go, I got a call from Satyam institution as their English teacher had left, and

this gave the kick start to my journey in teaching field.

It has all been possible due to the hard work, unflinching fortitude, unswerving determination and down-to-earth attitude of this couple, It was in 2005 that Satyam Shanker Sahai tied the nuptial knot with his friend Surbhi Sahai. Surbhi's father Satish Modi is a businessman, while her mother Ashu Modi is a homemaker.

Surbhi also gives credit of their success to her parents. "When I go on tour to see branch offices in other cities, my mother takes care of my kids. Without their support and guidance, I doubt we would

have achieved what we have got today," she says.

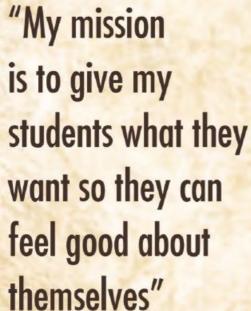
Surbhi says, "Dreams became reality and passion became profession. What was initially just an educated couple's effort at change has today transformed into India's most successful venture at mentoring students for the hallowed corridors of the National Law Schools."

"Workshops, seminars, conclaves and conferences on law as a career option were capped off by the excellent product servicing that our dedicated faculties provided in the classrooms."











From having 40% of the top 10 in CLAT 2012, to having a whopping 15% of the top 100 in CLAT 2014, new benchmarks at Clat Possible are basically just our own benchmarks. We've have already started spreading the success across the nation, so that the dream envisioned some time back can finally be fulfilled to the hilt.

Surbhi explains, "We screen Hollywood movies, hold talks on books, engage our students in a parliamentary debate, hold mock parliaments, summits, policy summits. A film might help students with language and their pronunciation and everything is relevant for learning which should be liberal and not skewed.

Our team can just not sit and teach a syllabus in a pedantic mould."

"We teach our students in an innovative manner. Our results are living examples of how are innovation and maverick style has helped many students to successfully join law schools and with aplomb and carry themselves with ease there," she shares.

"Nowadays, students just have to practice a lot of taking exams from screens. They need a good interface and a great test engine to give them real time experience. But the fundamental preparation remains the same. We are now giving all handouts and test materials on the student account of Clat Possible.





Surbhi says, "Today, I owe everything to God, my parents, my family and specially my husband. Teaching is old and experienced male bastion and I had to work twice as hard to prove my worth to my students. Many parents ask me that don't we have any male teacher for English teaching? But the attitude of the world is deplorable as many feel that just a smile can get a woman through to good grades. It's pathetic. I am proud that I have been able to face every hurdle like a warrior."

The motto of this highly skilled teacher is to give 100 per cent to her students, so that they should always remain ahead of others. "My mission is to give my students what they want so they can feel good about themselves," says the charming and vivacious lady teacher.

This reflects that she is enjoying her work and responsibility since her induction into the business almost 10 years back. She means business from the word go, something that reflected in her body language and affirmative tenor.

Surbhi, explains, "I am an avid reader and promote reading through a small Reading Café that I have in my institution. In future I am planning to open it for public. I am also a movie buff and screen films for my students at times."

She goes on to say, "We started

off with just 8 students. They all belong to lawyers or judges family. At that point of time there was no CLAT, all law schools held their own exam and we only looked at NLS, NALSAR and NUJS and also NLIU. We sent at least 7 students to the NLUs from the 8 that we taught. It didn't make business sense but the kids were very bright and it was a happy change. Next year we enrolled 24 students. Now that really endeared us to this product and here we are today with 5000 plus students, all very dear to us."

"In the year 2010 we started our

institution Clat Possible. Our passion is only fuelled further with the love these kids give us. So each of us at Clat Possible would go that extra mile for these students, who in turn reciprocate our love and care. We are not perceived as coaching but as friends and mentors and that's my most prominent achievement. I have successfully broken the traditional 'coaching' mould," she adds.

What began as a humble experiment has become in half a decade, a raging pan-India phenomenon.

"Workshops, seminars, conclaves and conferences on law as a career option were capped off by the excellent product servicing that our dedicated faculties provided in the classrooms"







"The students have an option of writing both the mocks and other practice tests online. So there has to be loads of practice of sitting on the computer or on smart phones for more than two hours and continual reading with unwavering attention. We launched Internet based Learning System last Diwali." Surbhi adds.

"My Husband Satyam Shanker Sahai is MBA from MDI Gurgaon and also finished runners up in the Grasim Mr India 2003 rounds. An educationalist at heart and a vicious management expert in his brain, it is certainly his visionary observations that brought us to where we are, and Clat Possible is a name to reckon with in more than 9 cities in the span of just 5 years.

"These cities are Lucknow, Kolkata, Kanpur, New Delhi, Patna, Jaipur, Ranchi, Allahabad, Varanasi," she says.

"Surbhi's hard work not only help her achieve her goal but also helps me sometimes to stay upbeat and look at the bigger picture during the tough times," says Satyam Shanker Sahai.

"Clat Possible is under the Team Satyam umbrella. Team Satyam is a maverick group with a passion for excellence. A group out of the ordinary, unfazed by commonplace rules, enriched with innovation, replete with creativity. A goal oriented task keeps us motivated and undeterred. Hence what may seem a daunting and herculean job to others is nothing but a passionate interest for us. And our success is simple and measurable; from a call letter to a smiling face all define success for us." he adds.

"Clat Possible is a name to reckon with in more than 9 cities in the span of just 5 years"







