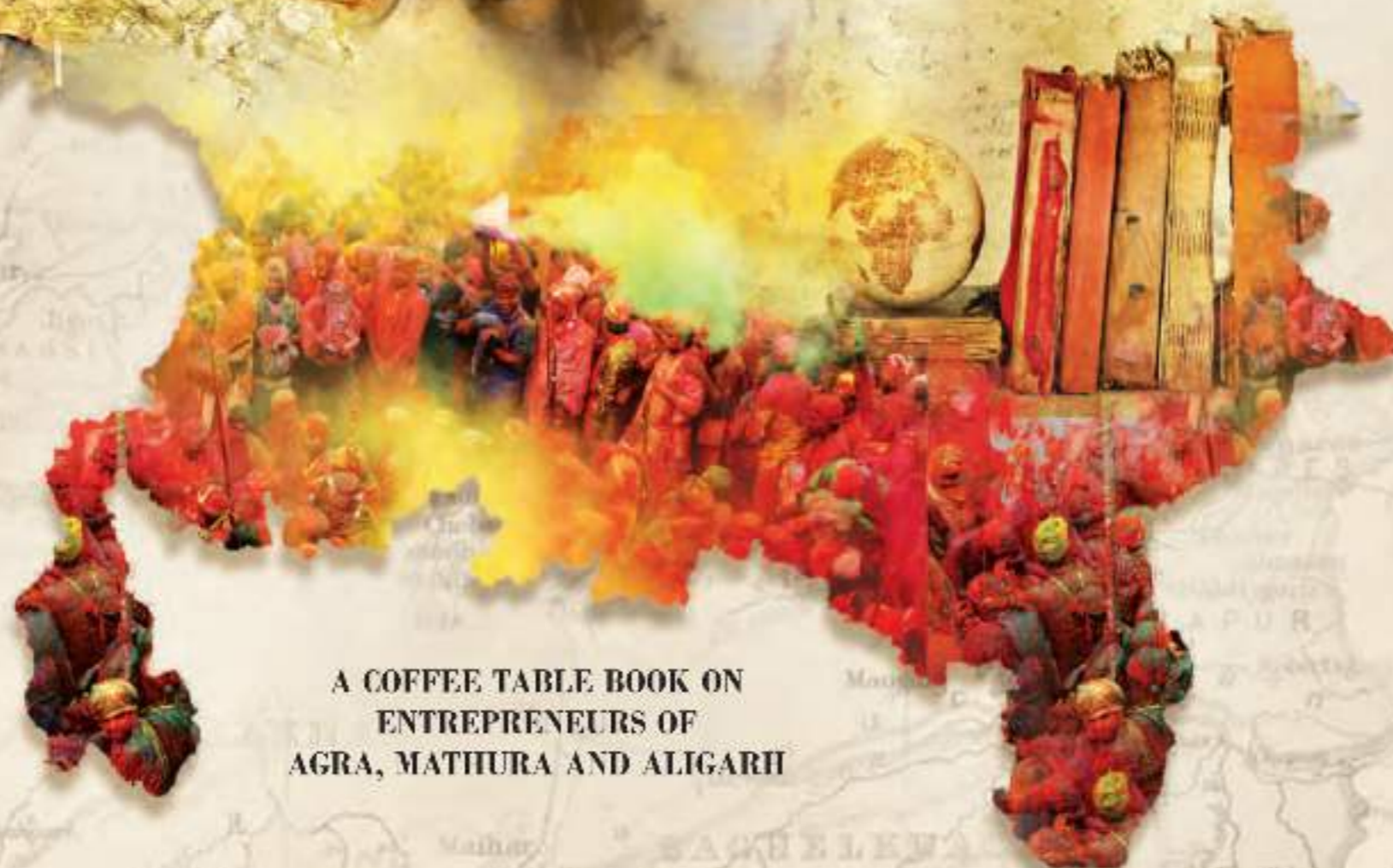


# DESTINY makers



A COFFEE TABLE BOOK ON  
ENTREPRENEURS OF  
AGRA, MATHURA AND ALIGARH

# PROLOGUE



**Shailesh Gupta**

The cities of Agra, Mathura and Aligarh, exude a kind of aura that is so typical of business locations of the populous state of Uttar Pradesh, with people who are down to earth, matter of fact and focused. The Jagran Coffee Table Book, Destiny Makers this time brings to you the amazing acumen of the sons of the soil who have toiled day and night to put their empires together in these well known commercial destinations of north India. And when it is their empires that they work on, they bring prosperity, employment and well being to their entire surroundings and the state as such. In fact, the entrepreneurs featured in this book speak of a set of people who have brought in work culture and an environment of consistent gains to a gamut of people

associated with their respective industries.

Jagran Prakashan Limited has judiciously chosen these achievers and scripted their individual tales for this book to make them known to the world that has no clue about the work and enterprise of these quietly working lot of passionate bravehearts, who have marched ahead in their respective fields despite all odds, simply following their heart and keeping their hopes alive.

The results are there for all to see in the amazing spikes in their earnings combined with recognition from all possible quarters.

As we proudly present to you this twentieth book under the JPL banner, which is also the twelfth among those based on

entrepreneurs, we have come to realize the tremendous bounty of wealth and talent that exists in each and every corner of this state that also has the credit of throwing up a huge range of opportunities. That there are people to grasp these opportunities is indeed lucky for the state.

In this particular book, what we have come to realize is that all these three cities of Western Uttar Pradesh are a storehouse of the kind of products that have put the state on the world map in terms of exports, besides a huge variety of corporate dealings in bringing up building complexes and institutes where young minds are nurtured to develop into aware individuals and well crafted professionals. This has indeed given the region a definite recognition.

Taking forward these market wizards, we at Jagran Prakashan Limited feel we have been able to put the spotlight on and recognize an enterprising lot of business tycoons, who have broken all set barriers to jump sky high to touch the ever elusive rainbow of success.

While charging ahead in the noble task of giving due credit and appreciation to these flag bearers, we feel our initiative in the form of Jagran Coffee Table Books has given the desired impetus to our wish to somewhere give back to society too by putting forward these very inspiring life stories of achievers.





# FOREWORD

Working on the Gems series is always a matter of wonderment for me as I stumble across an amazing lot of people who we can actually refer to as dream merchants. Weaving dreams for themselves and crafting the shape and infrastructure of different industries, these entrepreneurs, in the bargain do good to a host of all of those associated in working for them in one way or the other.

So while on the one hand they serve their clients and customers with their products and creations including institutes and buildings, on the other they fulfill the needs of a multiple of those who seek employment at these establishments. Thus contributing in the betterment of the quality of life of the huge lot of those working for them.

What we found was that some of these very humble and simple people who laid

the foundation of their own business empires and worked on them relentlessly to create the infrastructure and delivery models, slowly but gradually let the benefits filter towards their younger generation. These are the trained lot, evolved and better oriented towards today's ways of operations. However, when spoken to, we found them very dependent on the wisdom and experience of the seniors. And why not. With the number of years, burning the midnight oil and taking the plunge, was what they have all done to ensure the cash registers kept ringing and the balance sheets showed graphs that were perpetually on the upswing.

With new dreams and more trained workforce at their disposal, these young war horses, however, are perfectly capable and are out to achieve their career peaks and goals in their own way. Lucky to have found a base and a

beginning that make up a perfect launch pad, these youngsters make up a formidable force to reckon with.

We also traversed to locations other than monuments this time and Agra and had a great time at the Sur Sarovar Sanctuary where we not only feasted our eyes on innumerable migratory birds but also got to see rescued bears happily frolicking around in their natural habitat and elephants roaming free in gay abandon. Indeed a place nobody should miss going to if in Agra. And then we also ventured into the leather goods and the dessert pethha making areas. Keeping the rich legacy alive are labourers from the unorganized sector who are perfectly trained with the bounty and gift of experience. The leather goods, comprising the large variety of shoes and footwear, multihued bags of different shapes and sizes, as well as accessories and merchandising

goods, are worked upon and designed for the export as well as the domestic market. Pethha on the other hand, the sweet delicacy, also finds buyers in the country and abroad.

The city of devotees, Mathura the abode of Bankey Bihari, with its range of temples and related activities is forever fascinating and it is in this backdrop that our entrepreneurs function with supreme confidence and direction of purpose. Aligarh on the other hand is an out and out business city with the august presence of the Aligarh Muslim University.

In all an amazing amalgam and mix of a concoction that has given the region, the state as well as the country as a whole a reason to exult in the prosperity and gains accruing due to the business acumen of the people living here.



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# 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.

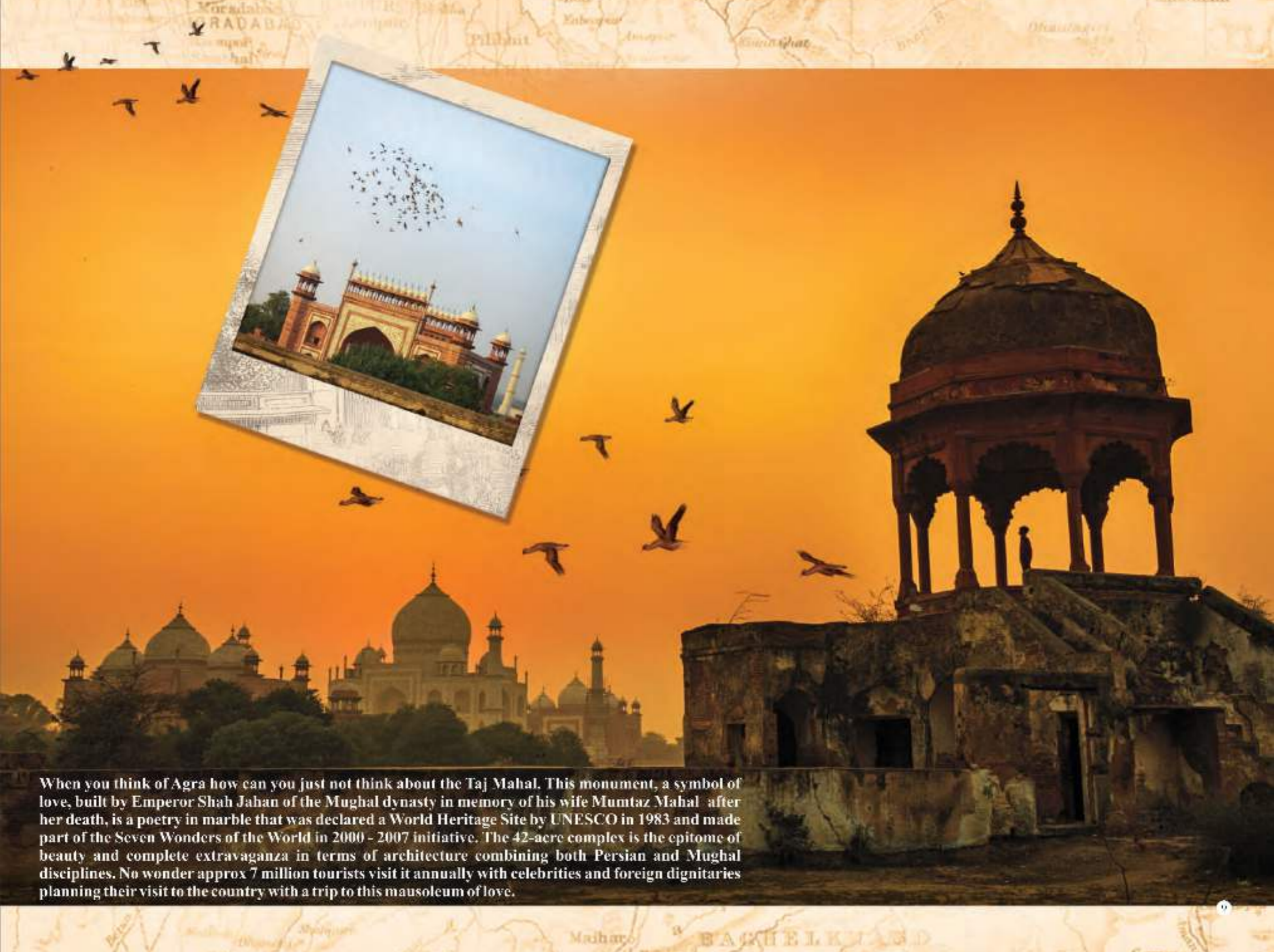
Atul ascribes much of his accomplishments to his guru, photographer of international repute, Late PC Little. He has earned distinction in different genres of photography, like fashion, product and sports and visual arts along with commercial & lifestyle photo shoots. In 2010, he began photography as 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.



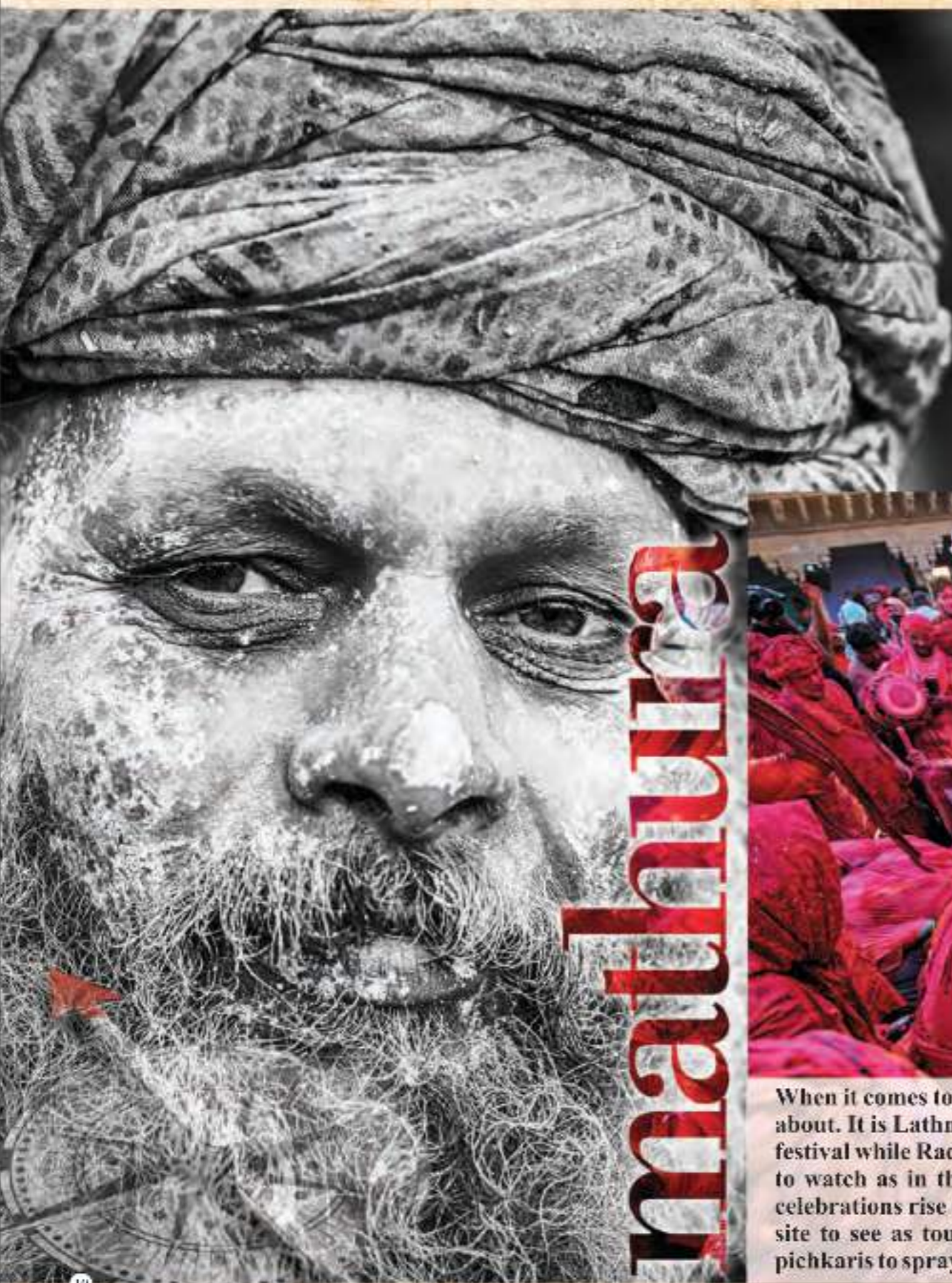


When you think of Agra how can you just not think about the Taj Mahal. This monument, a symbol of love, built by Emperor Shah Jahan of the Mughal dynasty in memory of his wife Mumtaz Mahal after her death, is a poetry in marble that was declared a World Heritage Site by UNESCO in 1983 and made part of the Seven Wonders of the World in 2000 - 2007 initiative. The 42-acre complex is the epitome of beauty and complete extravaganza in terms of architecture combining both Persian and Mughal disciplines. No wonder approx 7 million tourists visit it annually with celebrities and foreign dignitaries planning their visit to the country with a trip to this mausoleum of love.



a  
tourists'  
paradise!





# mathura



When it comes to Mathura, it is just not the temples alone but also Braj ki Holi that one immediately thinks about. It is Lathmar Holi in Barsana, Radha's village near Mathura where Krishna would visit during the festival while Radha and her friends would visit Nandgaon, Krishna's village the next day. It is indeed a site to watch as in the multi-coloured haze of abeer and gulaal, in which women beat men with sticks, the celebrations rise to a crescendo with all singing to the beats of dhol and cries of Holi hai rents the air. It is a site to see as tourists, including foreigners, dive in for celebrating in traditional attire and picking up pichkaris to spray colours on each other. An unique experience for all indeed!



Puran Dawar, Chairman

**PURAN DAWAR**  
Dawar Group

**Carving a  
niche in the  
leather industry**



"I am very quick! I can cook food for 10 people in a short span of 45-minutes time," he said with pride. To follow his love for cooking, he has set up his own kitchen in the factory premises. He cooks for guests who visit the factory. Holding the position of chairman of Northern Zone of Council for Leather Exports under Ministry of Commerce, Mr. Dawar is very soft-spoken. While keeping balance in answering the question of what success means to him, he said, "Success comes through self-satisfaction which in turn comes from devising small systems to achieve the same.

The courage of taking risk is a sure step towards success. The person who has the guts to convert ideas into reality can sail through hard times." With the vision for development for all, Mr. Dawar says, "If you want to taste success, move outside for the right exposure and then try to bring whatever you learn into practice.

Give ideas to others so that they too can grow and finally it is our society which will benefit. I have myself travelled worldwide for the sake of exposure, and the result is here."

The uncrowned king of the leather industry, Puran Dawar, thinks that it is very important to face competition, if one wants to lead. Those who are scared of competition would definitely be wiped out. Sitting on the black leather finished sofa set, Puran Dawar discloses, "We began to participate in fairs in 1990s, organised both in India and abroad.

To move forward in the business, this was a major step that we took to forge ahead.



Puran Dawar giving instructions to a worker in the factory

We started with managing the boarding and lodging arrangements for the other leather manufacturers, encouraging them to take part in the fairs. We also came up with the idea of inviting buyers from Delhi fairs to Agra at our own expenditure and allowed them to take a look at leather factories in the city, because earlier people

had no consideration for Agra.

This gradually helped the industry to grow in Agra and this is the reason why we are here leading the leather industry."

Answering a question on what business means to him, he said, "I strongly believe it is the nature and growth of business that creates one's identity.

**"The person who has the guts to convert ideas into reality can sail through hard times"**



"Development for all", according to Puran Dawar, "is the responsibility of leaders in all spheres of life for the uplift of the backwards in society. If this is not so, what future can one expect to look forward to. After all once personal needs are fulfilled, one should make way for others to grow and expand." He firmly believes that in order to develop the market, first the society should be uplifted as giving back to the society is very important.

A 60-plus energetic, tech-savvy, personality, Mr. Dawar keeps a keen watch on product quality in the factory. He says, "Our R&D department takes care of the quality. At present we are making 35,000 product pieces every day. Our specialisation is in ladies' boots. We have around 65% share of Agra's domestic market."

Any reference to the famous shoe industry of Agra, is incomplete without mentioning the Dawar Group led by Chairperson Puran Dawar right at the outset. A man of substance, he is one who truly believes in development for all.

Always updating himself with the latest technology in the shoe business, Mr Dawar is a man with a very broad vision. Born and brought up in Agra, this Law graduate and Masters in Economics laid the foundation of his leather business in 1977, initially as a retailer.

The same year he visited south India's tanneries to familiarise himself with the basics. He is forthcoming when it comes to the adoption of new ideas, the very reason today he is a leader in the leather industry. After successful five years in the retail, he moved into leather manufacturing in 1982.



The building of Dawar Shoes

From 1982 to 1984 the group surged ahead leading the domestic market under the name Tuff and Active and the legacy continues.

From 1987 to 1990 the group stepped into the merchandising export market through business giants like Birla, Tata, etc. and then from 1997, Dawar Group turned totally into exports. Holding the position of Agra's biggest leather plant, Dawar Group became the leader by its own efforts.

Having started from the zero level, the Chairman Puran Dawar narrates his success story thus, "I was active in student politics in my college days and was associated with the Akhil Bhartiya Vidhyarthi Parishad (ABVP) from 1969-77. But, the political circumstances during the emergency made me change my mind and I turned to business."

Health-conscious, soft-spoken and a cookery expert too, Mr. Dawar, to stay fit, regularly follows a yoga routine, in which he is accompanied by his grandson, Shiven. His is a closely bonded family of five that comprises his wife Madhu, son Sambhav, daughter-in-law Shruti and adorable grandson Shiven.

A big part of Mr. Dawar's routine is in spending quality time with this three-year old, the darling of the family. A strong believer in the Almighty, Puran Dawar says, "We need to understand our mythological messages.

Every message teaches us the lessons of life." He is also socially very active through several organizations donating his share for the benefit of society.

That's not all on the personal front. Mr. Dawar is also a music lover. With the passion for ghazals, he is a fan of ghazal maestro Ghulam Ali. He said, "At my son's wedding Gulam Ali performed and it was thoroughly enjoyed by everyone."

One of his hobbies can surprise most of us and that is of cooking. This king of a leather empire cooks every now and then in his kitchen.

He said, "Cooking is my real day to day hobby and is very relaxing for me.

**"We also came up with the idea of inviting buyers from Delhi fairs to Agra at our own expenditure"**



Shoes of different designs on display





Puran Dawar holding a discussion about the new products with his staff and others

They would also like to try their luck in the education field and other industries too, if everything goes well.

Now their goal is to give back to society in the form of education, he informs. He has the vision to impart leadership education.

Talking about his future plans he says, "I want to open a leadership school in which kids could be given leadership education from the very initial level.

We generally lack in leadership quality and need to develop this quality of ours.

It is also very important to develop leadership qualities in a child."

"It is the will and courage to take risks makes you stand apart from others," he signs off.

**"I decided to fund our employees' children's school fees and at present almost 400 children are benefitting from the trust"**



Puran Dawar and other senior Industrialists of the shoe industry with President Pranab Mukherjee



A group of foreign visitors at the factory







Puran Dawar with his trophies

This is what props up the country's economy. I myself particularly chose the footwear industry because it generates the maximum employment. At present we have 100 employees directly and indirectly involved in the factory." The Dawar group is also doing its bit in imparting education. Through 'Saksham Dawar Memorial Trust', Puran Dawar is pledged to educate their employees' children.

Talking about the trust, he said, "I lost my younger son Saksham in 1998 in an accident. In his memory, I founded the trust. With the vision 'charity begins at home', I decided to fund our employees' children's school fees and at present almost 400 children are benefitting from the trust.

**“Success comes through self-satisfaction which in turn comes from devising small systems to achieve the same”**

Medical health facilities are also being provided to the needy."

With a keen interest in sports in general, Mr. Dawar was once a volleyball and basketball player. He is the one who takes care of his staff's health also.

The factory of Dawar Group is situated in Sikandra area in Agra and is ISO 9000, ISO 14000 and OHSAC certified.

The premises of Dawar factory welcomes one with a well-maintained garden and a badminton court. The premises is also equipped with cricket practicing field for the staff. And that's not the end, a big showroom set up in the factory displays the different varieties of shoes, from ladies long boots to the men's formal wear category manufactured in the factory.

The array of designer shoes displayed in the showroom is an absolute delight for shoe lovers.

Winner of National Council for leather exports in different categories, UP Government awards with several others awards Dawar Group is currently run by Mr. Dawar's son, Sambhav Dawar. "Sambhav, my son, he has the vision to take the industry to the next level."

For the growth of society money should be circulated. It should benefit the society in one way or the other, he believes.

This is why a second source of income is very important. Moving on this line of thought, Dawar Group has also invested in land banks so that they can have cash at the time of need or future plans.



Puran Dawar with a delegation of buyers in his factory





Puran ji with Sambhav and grandson



Puran Dawar as a chef for his grandson Shiven



The couple at a sea beach





Puran Dawar with wife Madhu, son Sambhav and daughter-in-law Shruti





Narayan Das Agarwal, Chancellor of GLA with son Neeraj Agarwal

**NARAYAN DAS AGARWAL**  
GLA University

**Reaching up  
to touch  
newer heights**



Prof. Gupta claims that in the next 10 years GLA will be the preferred choice of many more parents". The tiara in the GLA University is their campus placements. More than 150 companies visit the GLA campus every year to hire students. The Department of Training and Placements focuses on placing the students according to their area of interests and specialisation.

This is accomplished by helping them acquire some work experience as a part of their curriculum with the help of summer training programmes and industrial project work.

The Secretary, Society and Treasurer of GLA, Neeraj Agarwal, considers campus placements as their forte. Neeraj is the elder son of Chancellor Narayan Das Agarwal. A workaholic, Neeraj looks after the placement cell and believes that hard work is the only key to success.

Talking about their USP, he says, "Placement is our biggest strength. At present we are focusing on placements. For any university or institution, 75% placements is a big accomplishment and we have proved it. Companies like Wipro, HCL, TCS hire our students from campus itself.

The University is a popular choice of the students of states like Uttar Pradesh, Bihar, Rajasthan, Jharkhand etc." He says he is very particular about the type of faculty they hire. He clarifies, "I myself remain in the team of HR. At the time of interview for faculty members, my prime focus is to select an ideal candidate who will be able to connect with the students.

A person with poise, Neeraj is a magician,



Students in a jubilant mood after the graduation ceremony

who can fill anyone with utmost confidence. His art of understanding people and tact of administration facilitates GLA University to secure its position on the large canvas of the education industry in a short period.

It is claimed that GLA University is different from other universities, in its

contemporary approach in terms of pedagogy.

"The University keeps developing its curriculum as per the need of the students and industry," Neeraj added. Father of three, Neeraj hardly takes out time for the family. His thinking is quite different from others.

**"The faculty not only undertakes standard tutoring but also keeps an eye on individual overall development"**



"I did not start GLA as a business venture but had service to society in mind and it succeeded. The vision is to improve everyday and do something for poor students at an affordable cost," says its Chancellor, Mr. Narayan Das Agarwal, a simple and unpretentious personality. "Actually, it was my father's dream to start an educational institute. My family was in the silver ornament business. After quitting my ancestral business of silver ornaments and then trying my luck at real estate ventures, I finally decided to fulfill my father's dream of setting up an educational institute," he further goes on to add.

Established in 1998 in Mathura, GLA was started with the vision to create a pace-setting university of academic excellence, focused on quality education; research and development in recognized and expanding professions, while enhancing and enriching the teaching and learning processes. Situated in a sprawling 100 acres of land, the university employs over 450 qualified educationists. Today GLA has emerged as one of the most successful universities in Uttar Pradesh in a very short span of time.

Mr. Agarwal who favours wearing white attire is a delight to meet. He is happy to talk about his journey in the establishment of GLA University. The money he earned from real estate was invested in building the foundation of the institute, he confides.

Recalling his earlier days, he says, "When we started in 1998 as GLA Institute of Technology and Management, there was only BSA College in Mathura. It went on to expand into the GLA group of Institutions and finally became GLA University in the

year 2010," he added with pride. A loving grandfather, a caring husband and mentor, this man of steel is also a member of several other educational institutes. Though he himself did not get enough opportunity to study, his aim was to see that the younger generations, especially the poor deserving students, were not deprived of education.

Situated in the Braj region, GLA is credited with producing skilled and outstanding professionals at the college level itself. It organises several sessions and seminars based on personality development programme and aptitude development sessions to groom students as skilled professionals to meet the standards of corporate business houses.

"University is a place where the sun never sets," is what one of GLA's directors, Prof. Anoop Kumar Gupta, had to say. "At the time of admission, the personality of students is usually lacking in many ways. Even though they are good in academics, still their level does not meet with global standards. From here the work of our teachers and mentors start! The faculty not only undertakes standard tutoring but also keeps an eye on individual overall development."

Explaining the extra-curricular activities of the GLA University, Prof. Gupta

said, "Most of the students possess latent skills, even they themselves are not aware of. We discover individual talents and work on polishing them till they shine. For this, various clubs like poetry club, book club, robotics club, photography club, literary club etc., are functioning in the university premises.

Such clubs organise seminars to keep the creativity of the students alive. We inculcate value additions in students and when they walk out, it is remarkable to see them as polished personalities."

**"Most of the students possess latent skills, even they themselves are not aware of. We discover individual talents and work on polishing them till they shine"**



Front facade of GLA





Students doing yoga

Several teachers after completing their doctorate degree from other universities rejoin GLA to educate new generations with their work and experience.

Most of the teachers who joined years back are still with the institution. Some of the staff were also students here. Underprivileged children are also taught here through their program "Udaaan".

It started with its involvement in the education of the mess workers and children of labourers working in the university. The examination results proved that the efforts were succeeding. Besides this, the programme is also promoting self-employment measures by giving unemployed villagers basic knowledge about computer hardware

and software, and other small scale industries. Like "Udaaan", "Prayaas" is a also a social initiative of GLA University.

It is intended to bridge the gap between teachers, students and parents. Through this programme, the university is trying to make the society aware that it is never too late to make the call and that you don't need to do a lot of things to make your contribution.

Even tiny steps can result into big changes, if taken with right intention. GLA university is full of opportunities. Several national level facilities are being provided in the campus. India's first Mission 10X Technology Learning center was established by WIPRO is one of them.

Moreover, Microsoft Ed-Vantage program also brings ocean of opportunities to the students. Infosys also runs its 'Campus connect program here besides 'centre of Excellence' by IBM. Also IBM certified it as a top 50 technical institutions in the country. GLA University also given "Academic Excellence Award" for two consecutive years by the Honourable Governor of Uttar Pradesh besides several other state level awards.

The teachers and staff members of the university is working hard round the clock so that their students shine on the global canvas.

**“University itself generates electricity and water supply for its use. A power plant was established in the university premises and is taken care of by technicians”**



Achieving a score at the basketball court







Students in the library

He says, he would love to spend his entire day in the university campus if given a choice between family and GLA. He believes that the venture involving hundreds of employees is a big responsibility. GLA University reputation has spread wide drawing students from every corner of the country, specifically the North. The faculty, experienced academicians, is an important reason for this. Its Vice-Chancellor Prof. (Dr.) Durg Singh Chauhan is a very learned person and utilises his experience in standardising the orientation of GLA as per university rules. He is a former vice-chancellor of Uttar Pradesh Technical University

Besides this, he has also served in Uttarakhand Technical University, Lovely Professional University, Jaypee University of Information

**“For any university or institution, 75% placements is a big accomplishment and we have proved it”**

Technology and Secretary General Association of Indian University.

Prof. Chauhan is involved in maintaining the standards of education in GLA University. He says, “It is very essential to give teachers a tension-free environment. It is finally the teachers’ satisfaction that gives impetus to study and we are in continuous effort to provide pressure-free environment to our educators.”

Talking about University other achievements, he said, “University itself generates electricity and water supply for its use.

A power plant was established in the university premises and is taken care of by technicians” he informs proudly. It is quite a remarkable move and should be taken up by other institutes also. With his wide vision, Prof (Dr.) Chauhan is planning many other innovative ideas to be implemented in GLA University. A Lord Krishna devotee, he states that a teacher is the only source of knowledge. On answering question regarding research, he said “though we are not much in the research field but still motivation for scientists is also in my mind and GLA will surely come up with it soon.”

The mode of education in the university is of course conventional but with lot of new technologies. There are numerous seminars, sessions, conferences, national and international both, are being organised to increase the input quality of the students.



Students in the play field

Lot of presentations are also given in the classrooms itself to clear the concepts. Besides this, through the online lectures from IIT professors, this University is trying to impart IIT level of education to its students. Prof Anoop Kumar Gupta believes that “History has proven that education and discovery are best advanced when knowledge is shared.” Keeping their promise, GLA University offers scholarship schemes for the financially weak students. Besides Ph.D courses to the students it finances teachers for higher studies.



Prof. Anoop Kumar Gupta interacting with students





ND Agrawal welcoming PM Modi in a function



Hema Malini & Narain Das Agrawal taking a round of the university



Family of Narayan Das ji with Union Home Minister Rajnath Singh



Narayan Das ji with UP Governor Ram Naik





Neeraj Agrawal elaborating on a point



Younger son Vivek Agrawal poses for the camera



Vice-Chancellor Prof. (Dr.) Durg Singh Chauhan in his office





Jitendra Chauhan, Social Worker

**JITENDRA CHAUHAN**  
Social Worker

**Social work is  
his mission  
and aim in life**



Her well decorated house reflects her interest in the arts. Her drawing room is decorated with several statues of Shirdi Sai Baba as the entire family is a follower of the Saint and paintings of Raja Ram Mohan Rai. Sitting with Jitendra, she shares with us, "He is an awesome man.

He handles the things very smartly. He never says 'No' to anybody and is always present there for everyone. But in his hectic schedule, he does not have time for himself.

I have no complaints and regrets as far as he is concerned." The duo is blessed with two children, Shagun and Pradhumn. Shagun is studying MBA from ITM, Mumbai and Pradhumn is in class 10th. Shagun also possesses the same helping nature as that of her parents. She is intelligent, sharp and very poised.

As far as Pradhumn is concerned he is a youngster of high morals. We were told that he never lies. Pradhumn is a shy kind of a boy and is nowadays focusing on his studies. He has appointments with his tutors all through the day.

After doing MSc Jitendra was offered government contract because of his bold and loyal image and he become a contractor. The turning point of his life came when he became a follower of Shirdi's Sai Baba in the year 1998. Talking about the incident Jitendra reminisces, "I was engaged in the construction of a diversion bridge made at Khari nadi located at Gwalior road in Agra itself. Though the project was completed before time, the untimely rain showers destroyed



Jitendra having a chat with a couple at home

the railings of the bridge and the road got damaged. The next day, newspapers highlighted a negative news in this regard and I was disappointed. I thought payment would not be done at any cost now. I used to see the picture of Sai baba in a nearby a shop and made up my mind to visit Shirdi. I suddenly

asked one of my friends to accompany me and we rushed to the religious place and then went to its nearby palaces like Khandala, Bombay, Pune, Nasik. After returning from the 15-days tour things really changed in the city. The executive engineer was transferred and a new officer was appointed.

**“On our anniversary, we help the needy, be it financially or in any other form”**



Author and writer H. Jackson Brown Jr. wrote "Remember that the happiest people are not those getting more, but those giving more" and this is the philosophy of the many awards winner, Jitendra Chauhan. A renowned social worker of Agra region, this dynamic gentleman has changed lives of hundreds of destitute and is continuing to do so.

His dictionary lacks the word 'NO' and his doors are open round the clock for people in need. From early morning, the needy knock at his door and always depart with a large smile on their faces.

This man of action is scripting his biography with the selflessness support for the needy. Born and brought up in Etah, Uttar Pradesh, in a family of Panchayat Sarpanch, Kayam Singh Chauhan, Jitendra was good at studies. On being asked how he turned to social service and that too at such a big level, he answers, "My father used to treat TB patients with his TA and DA.

Several marriages were also organised by him in his life time on his own. I saw him helping others in need. He remained chairman of District Cooperative Sale-Purchase Society for continuous 23 years. So somewhere there was a desire to help others at some point of life."

Jitendra indulges in providing financial help to the poor in the form of school college fees submission, marriages, and medical assistance and so on. He has also adopted around 15 children and is taking care of their entire expenses.

Topper of the college in MSc (Stats.), he was the hero of the institution



Jitendra Chauhan

Though good in studies, he also used to help other students in one way or the other. Talking about his college days with a broad smile on his face he says, "The first incident happened took place when I created a noise following ragging by seniors. Then, I raised my voice several times for wrong doings in the college, thus students started considering me as their hero."

After MSc he decided to pursue career as a judge but after doing LLB from Agra College, he found that this was certainly not his field of interest. "My father told me two things to follow, and they are, not to cheat anybody and never to lie. I am following both of them till date."

Jitendra had a love marriage which was arranged by the family. Babita Singh, his wife, was a winner of Miss Agra title in the year 1989. She did her LLB with Jitendra from the same college. Initially she wanted to become judge but gradually developed interest in social service and is today active helping women and children. Babita is also associated with Bharatiya Janta Party since 2014 and is an active member of its state

working committee. Talking to us on her projects she says, "Now I am focusing on the program "Beti Bachao, Beti Pado". Being a district coordinator of the program, I try to keep an eye on the number of girl child born in the city. Besides this we have some other activities running within the program for the welfare of the girl child.

I wanted to do something in politics that will be remembered for long." Babita also has interests in reading and gone through religious books of all religions like the Gita, Ramayana, Quran and the Bible. Though she has many hobbies and interests

but now her goal revolves only around social service to better the life of as many people as she can. She could not stop herself from thanking the people of Agra city for their love and respect.

**"I have grown up seeing my father helping the needy, so there was a desire somewhere to help the poor"**



In a relaxed mood





Pradhumn taking a selfie with his father.

It is better that we put the amount in doing something worthy for society. From then onwards we are celebrating our special days doing charity. On the birthday of Pradhumn, an entire bogie of followers of Sai Baba is sent to Shirdi and we have been doing this for the last ten years. On our anniversary, we help the needy, be it financially or in any other form."

Indulging himself in social service Jitendra has a series of awards on his name. His office seems small as compared to the awards.

In 2011 he was awarded with Dharm Sevi, in 2010, 'Jan Seva Ratan' and 'Agra Gaurav Ratan'. Besides this as he is associated with Lion's Club International, and was multiple council chairman in the

year 2013-14. He earned several awards and recognitions within the club too. In 2013, he was awarded with Gold Award for membership growth of the club. From 2007 to 2012 he was continuously awarded with International Presidential Certificate for five years. In 2009-10 he was awarded with three club extension awards, in 2008-09 with excellent chairperson award, in 2007-08 best zone chairperson, in 2006-07 as best president (zonal level).

As Jitendra tends to follow his own path, he stepped forward to open a club named MJF Kohinoor Club only for women. At present this group has 33 members and doing charity for poor women and children. He is also associated with Lead Agra society as

chief patron which provides medical assistance to the poor and financially supports the needy. As a Shirdi Sai Baba follower, Jitendra is patron of Sai Dham Raja Mandi in Agra and a proud trustee of Sai Foundation of India. Jitendra wants to adopt a village and wishes that nobody should remain empty stomach.

He signs off with this line, " Kya pata kab maut ka paigam aa jaye, kya pata kab zindagi ki sham aa jaye, humhe to dhundhane hamesha aise mauke hain ki humari zindagi dusron ke kaam aa jaye."

**“On the birthday of Pradhumn, an entire bogie of followers of Sai Baba is sent to Shirdi and we have been doing this for the last ten years”**



Lovely couple Jitendra & Babita Singh







Jitendra is a big follower of Sai Baba

When I went to meet him he said, that it was a natural calamity and that the payment would be done for sure. That was the miracle done by Shirdi's Sai Baba. From then onwards I never looked back and Baba is guiding me in my efforts." Since then Jitendra has helped several upcoming contractors both morally and financially. This was how he was recognized in business and people started felicitating him.

Jitendra is also engaged with several societies for social service. At present he is associated with more than 100 societies for the uplift of poor. As to how he came into

**“As a Shirdi Sai Baba follower, Jitendra is patron of Sai Dham Raja Mandi in Agra and a proud trustee of Sai Foundation of India”**

social service, he says. “I have grown up seeing my father helping the needy, so there was a desire somewhere to help the

poor. I started helping them as much as I could. In 2002, one of my friends took me to the Lion's Club meeting and then I used to frequently attend the same.

In 2006, a senior member made a new branch of Lion's Club named Lion's Club 'Adhaar' and I joined it as President. From then onwards I have helped people in genuine need with assistance and this field of helping people has now become a passion for me.”

His finances for charity at such a big level, he says, come from his investments in real estate, warehouses and also rental from buildings. In this way there is a continuous flow of finances for charity. This social worker has a very unique hobby. He has a collection of around 40 best arms of the

world, something that is visible in his very drawing room.

Jitendra is also popular for his special day celebrations. The birthdays and anniversaries in his family are celebrated in doing charity. The couple does not believe in spending handsome amounts of money on the people who actually do not need it. Babita says, “When we got married, a huge amount of money was spent. But my father-in-law asked me to distribute blankets among the poor on the very second day. Likewise, on the fifth birthday of Pradhumn, a grand party was organised.

At that point of time my father-in-law advised both of us that this is a sheer waste of money and time.



Jitendra poses for the camera





Jitendra with his collection of artifacts



Pradhumn out to play badminton



Father & son working out together





The Chauhan Family



The couple watching TV



Babita with daughter Shagun





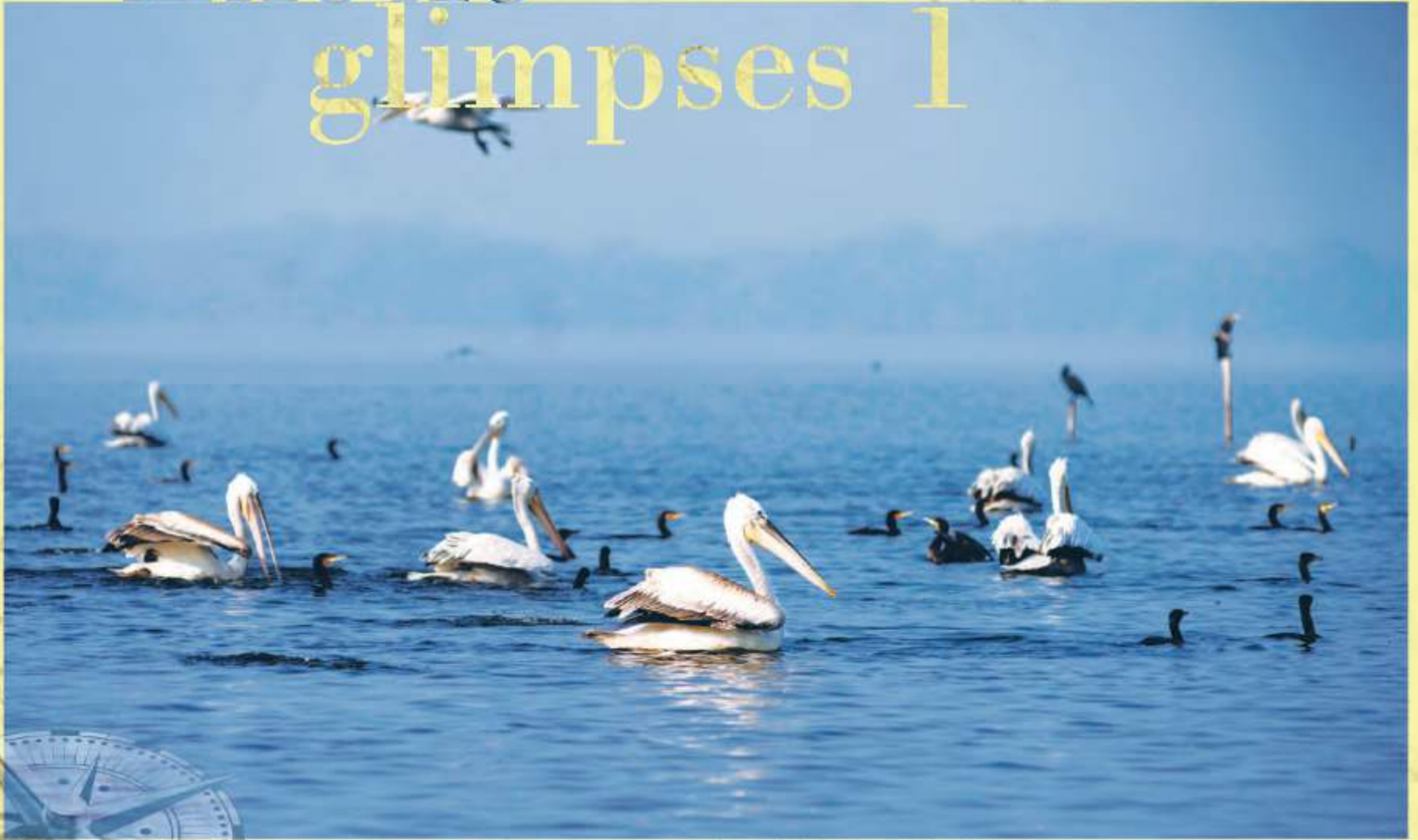
### **A HAVEN FOR BIRDS, BEARS & ELEPHANTS**

In a sprawling 15 acre green expanse, 17 km from Agra, lies Sur Sarovar which is a wildlife sanctuary. Local and migratory birds, jackals, mongoose and hares roam in the sanctuary and it is a place of natural beauty. The place inspired poet Soordas to compose the 'Bhakti-Kavya', one of the finest piece of devotional poetry ever written. This is the place that ignited the passions of Lord Krishna and Radha.

Located inside the Sur Sarovar Bird Sanctuary, Keetham Lake is a spot, truly loved by nature lovers and bird watchers. The sanctuary of which the lake is a part is home to more than 106 species of migratory birds and the lake is a great place for bird watching. Some species that you can spot here are the spoonbill, egret, greying goose, purple heron, comb duck and pintail, to name a few.

The Agra Bear Rescue Facility and Elephant Conservation and Care Centre are also located inside the Sur Sarovar Bird Sanctuary. The rescued bears have suffered the horrific practice of being made to dance on the streets and today shun human beings as they no longer trust them. The elephants at the centre have also endured years of deprivation and abuse. Now, they live in a safe environment where they are given love, healthy food, freedom, enrichment and veterinary care. Visiting Wildlife SOS is usually enjoyed the most by tourists.

# Exotic glimpses 1









Atul Kumar Singh (Chairperson) & Neelam Singh (Co-Chairperson)



**ATUL KUMAR SINGH,  
NEELAM SINGH**  
Dr MPS Group of Institutions

**Prime focus  
on grooming,  
overall development**



Their journey started with an unusual, rather a shocking incident! Their first meeting happened to be during the ragging session in their college. Recalling that time, Neelam says, "As we both were in the same batch in Agra College, Atul was ordered by his seniors to take my ragging."

As they were in the same class, Neelam went to him afterwards and expressed her annoyance. Surprised by Neelam's response, Mr Singh consulted his father on the issue. Realising his mistake after his father counseled him, Mr. Singh apologized to Neelam. It was this that turned out to be the beginning of their relationship. Gradually they became good friends and their friendship ended in a love affair.

It was then that they decided to get married. But as Neelam was from defence background, her parents wanted their son-in-law to be a defence personnel only. Likewise in typical Bollywood movie style, Mr. Singh, after completing M.Sc degree tried his luck in the Air Force, to get the love of his life.

Following the proverb "God helps those who help themselves", Mr. Singh cracked the Air Force entrance exam in the very first attempt and after training in the Air Force Academy, Hyderabad, he was inducted into the IAF in 1992.

Meanwhile, Neelam pursued her teaching career as biology teacher in various schools in Agra and Delhi. She also worked for Akash Institute in Delhi as manager (administration), where she learned micro to macro level of administration.



AK Singh & Neelam with senior staff of the school

After quitting from Akash Institute, she opened a series of Asha Hostels (named after her mother-in-law) in Delhi providing boarding and lodging to IIT-Medical aspirants.

Talking about their non-educational ventures, Neelam says, "At present we have a chain of 43 Asha hostels in Delhi". After serving the country for 13 years, Mr. Singh took VRS

(Voluntary Retirement Scheme) and planned to open an educational institution. Both belonging to the educational background, they together lived a dream of standard education in India.

When asked, how is their institution distinct from others, Mr. Singh shares, "We focus on overall development of the student.

**"We conduct personality classes, English classes, grooming classes besides regular classes"**



“Imparting Indian values with global vision is around what the concept of Dr MPS Group of Institutions revolves. Leaders are made not in the classrooms but with overall grooming which involves outside activities also. We are putting in our best in imparting all-round development to our students,” says Chairman of Dr MPS group of institutions, Sq. Ld. (Retd.) A.K. Singh. Together with co-chairperson, Neelam Singh, his wife, the couple completely charm you with their charismatic personalities.

On first meeting, what strikes you is their lavish lifestyle and warm welcome. Felicitated by various awards, they are not only an ideal couple, but business partners too. Their joint ventures Dr MPS Group of Institutions are today engaged in grooming personalities of individuals for the future.

To fulfill their dream, they started Dr MPS Group of institutions in the year 2001 in Agra in memory of Mr Singh’s father, Late Dr MP Singh, who was also a renowned professor in Agra College. The couple thinks that today’s industries do not require just skilled professionals but they also need well groomed personalities.

With the support of his wife Neelam Singh, he is running the institutions successfully in Agra, Mathura and Delhi. CS education Pvt. Ltd. Delhi, Mata Jhandewalan Educational and Welfare Society, Agra, Dr MPS Group College of Business Studies, Agra, Dr MPS Group College of Hotel Management, New Delhi, Dr MPS Group College of Hotel Management Agra, Dr MPS Group College of IT and Management, Mathura, Dr MPS



MPS world school

Group College of Technology, Mathura, Dr MPS World School, Agra are their ongoing educational ventures. Besides this, Asha International situated in New Delhi is providing boarding and lodging to IIT and medical aspirants.

Attracted to each other during college days, they finally married in 1994 with their families’ blessings. Their first child, Akshay, who was born in 1996, had grown into an impressive teenager when they were blessed with two children, Arshia and Anay, twins, in 2009.

The family of five is closely bonded, sharing lots of time with each other. The kids make the home lively. Arshia and Anay are darlings! Pampered by everyone in the family, Arshia and Anay are stylish in what they wear, eat, prefer and also in the way carry themselves.

Though only six-years-old, they are already quite like their parents. Studying at G.D. Goenka School in Delhi, they love to do their work on their own.

With the intellectual blend of minds, the three of them, AK Singh, Neelam and Akshay, very often have open discussions with current affairs being their favourite topic. Though they have confrontations at every stage, which is quite natural, they end up on a happy note.

This successful couple has bagged several awards. Sq. Ld. (Retd.) A.K.Singh was awarded ‘Jewel of West UP’ in the year 2015. In 2009, he was felicitated with “Gems of education Industry” by Dainik Jagran Group for being one of the best entrepreneurs of Uttar Pradesh.

In 2008, he received ‘Achievement award’ from inspirational writer and management

Guru Shiv Khara. Accompany him, Neelam was also felicitated as the ‘Most Glorious Women’ award in 2011 by a media company. In 2009, she received the National Achievement Award for excellence in education by the Indian Economic Development and Research Association (IEDRA), New Delhi.

**“Financially weak but outstanding students from abroad are sponsored under the education exchange programme”**



AK Singh in a friendly chat with students





Students in the lab

After establishing the institution, the couple found a vacuum in the level of the students to meet the standards of corporate sector therefore they decided to open a school to develop standards nursery level onwards. Established in 2013, Dr MPS World School is now grooming the progeny with noble standards and latest technology.

Watching kids learning in AC classes and growing in healthier campus puts a smile on the couple's faces. Besides education, the school serves healthy meal for the students up to class third, not compromising on their health. The uniqueness of the school lies in one another aspect also. The school is not merely grooming the students

but their parents also, thus contributing to the society at their level. Timely classes are being organized in the school campus for better parenting.

Akshay, their heir, is doing his MBA from ILM, Delhi and also thinks that a mere bookworm doesn't turn out to be a good professional. Food lovers and hooked to travel, the couple pledges to change the way education system functions in India.

They believe that the education system in our country is alarmingly disappointing. The schools are in miserable condition. There are no teachers, no basic facilities for students in government schools from where maximum number of students come.

They believe, a lot of work needs to be done for the betterment of the education system if we want to see our country progressing. The concept of big bags for students should be replaced by skilled education. Parents should also need to change their minds and give freedom to their child for their choice of career, they firmly feel.

In all a family that strives to work for imparting quality education with all round personality development in mind.

**“Our students are posted in reputed companies of India and abroad. We also provide coaching for the IIT and medical aspirants from class ninth upwards”**



A classroom moment





AK Singh in a meeting

We conduct personality classes, English classes, grooming classes besides regular classes. We prepare the student as corporate individuals, which is the need of the industry, thereby increasing their rate of success. Our students are posted in reputed companies of India and abroad. We also provide coaching for the IIT and medical aspirants from class ninth upwards”.

The institution’s campus is highlighted with inspirational sayings by renowned personalities. It feels nice seeing foreign students reading these inspirational quotes. Yes, the campus is also educating overseas students. Mr. Singh explains how this is possible, “We are happy to educate these students. Financially weak but outstanding

**“We prepare the student as corporate individuals, which is the need of the industry, thereby increasing their rate of success”**

students from abroad are sponsored under the education exchange programme. Students from Singapore, Nigeria and Kenya are studying with their Indian classmates on the campus. An NGO of France is also sponsoring the students for their studies in the institution.

Besides education, extra-curricular activities are also a priority. Seminars and inter-school competitions are enhancing the hidden qualities of the students. Several national personalities have become part of their programmes including billiards players Geet Sethi and Pankaj Advani, cricketer Mohd. Kaif and IPL player Rishi Dhawan also shared their experiences with the students. Besides, Bollywood actress Tulip Joshi, Anisa Butt, Lauren, Krishma Shah, Nisha Kothari, veteran actress Aruna Irani and renowned author Chetan Bhagat also admired the efforts of students. Many students fetched awards for national level sports competitions.

A series of awards also defines the success journey of the group. In 2014, the group was awarded Best Management college of Uttar Pradesh by Business Sphere Group,



Children enjoying at the swings

in 2012 Excellence Award in Education by Business Sphere Group and Best Hotel Management Institute in Delhi in the year 2011 by Big Brands Research Academy to name a few.



Striking a pose with a thumbs-up





Arul & Neelam with Son Akshay and twins Anay & Arshlya



Anay & Arshlya in playful mood



Anay & Arshlya having a fun ride on Atul's back



Neelam doing puja with the twins





Atul and Neelam



Family lighting candles to start a celebration



Atul & Neelam enjoying a Sunday evening in their Delhi home



स्व. श्री नाथ प्रसाद जी महावाले जन्म 29-7-1922  
स्व. श्री मती मैत्रा जन्म 12-8-1929  
स्व. श्री जमुना प्रसाद जी महावाले जन्म 9-1-1930



Pradeep & Sudeep Kumar Agrawal, Chairman & MD



**PRADEEP KUMAR AGRAWAL,  
SUDEEP KUMAR AGRAWAL**

**Shri Group**

**Building trust  
and spreading  
around happiness**



Elaborates, "People want to come again and again in the Braj region because of its religious aspect. They want to spend their weekend or their retirement life in the region. Vrindavan has around 30% NRI investment in the real estate, besides this Gujaratis, Delhiites, ISKON members are the main buyers.

And as the region is expanding as an educational hub and also connectivity through different ways like rail and road people are showing their interest here. One more thing, one should know at this point of time is that investment growth in the C class cities is quite good as compared to others cities."

Sudeep Kumar Agrawal, Pradeep's younger brother and another director in the group is a gifted collaborator. He possesses ability to establish strong working relationships with all the internal and external stakeholders. Throwing light on why they felt the need to jump into the real estate business, he answered, "In the year 1997 we found out that there was a huge requirement of individual houses both on rental and seller basis.

Then we conducted a study as how to deliver quality houses on minimal rates to people. We also found out through the survey that people want security as well so we set up gated colonies." On speaking as how the group is different from others, he said, "We always try to keep one-to-one contact with our customers.

We assure them that they are welcome at any point of time. I always try to communicate with my customers.



Shekhar and Ram with Sudeep

Not only this, we also select our customers as per our project. This might surprise you because no other builders do so but as far we are considered we follow our own ethics. We prefer our customers be of an adjustable nature and also see if they can be loyal to the colony and their neighbours.

One more thing I would like to mention here is that we also provide advice to people as to how and when they can get benefit out of buying the property. First customer of any new project is provided with extra security by us."

**"It is through communication skills that we are able to build our empire and our customers remain in contact with us"**



When the Shri Group jumped into the real estate business, a majority of people did not trust builders for several reasons. But they set their own values and standards and after several years of delivering numerous successful projects, the Shri Group stands apart in the real estate business today. Based at Mathura and Noida, the group's punch line, "Property for all," signifies that they build houses for all, irrespective of their financial status. One of their aims is to benefit the local community through economic development.

Established in 1931, the group projects are spread over Mathura, Vrindavan, Goverdhan and Noida city. There are four directors including Sudeep Kumar Agrawal, Ram Agrawal, Shekhar Agrawal and Suresh Chand Kaushik.

Pradeep Kumar Agrawal holds the position of Managing Director in the group. Sangeeta is Pradeep's wife and they are blessed with a son and daughter Shekhar and Shraddha. Shekhar who is also working for the group, is married to Sonika.

Sudeep who is younger to Pradeep is married to Alka. They have three children, Ananya, Tanya and Aman. Pradeep is a God-fearing man and is very spiritual.

He is involved in a lot of charity work. Surprising though it may be, the family of the Shri Group resides in the first colony which they built for their customers in the year 1997. The group has its roots way back in 1931 when Pradeep Agrawal's grandfather, Shrinath Prasad Agrawal, started dealing in commodity trading which automatically led to the production of refined flour.



Brij Vasundhara - cottage elevation

After that they started petrol pumps in the year 1987 and took a kerosene agency as well. In the next four years, three more petrol pumps were opened, all of them are still running. Then they turned to transportation business in the year 1992.

After that the all-round shortage of potable drinking water in the region led them into the packaged mineral water business. They set up their own mineral water plant under the brand name "Taaza Paani" which is doing quite well in the market.

Every project of the group starts with "Shri Radha". "Shri comes from my grandfather's name Shrinath and Radha was my mother's name," Shares Pradeep. Pradeep is a firm believer in the power of teamwork and strong ethics.

He is considered to be a problem-solver and is credited with investing significantly in research and development, besides, creating a strong code of conduct and investing in community development programs.

Talking about the group, Pradeep says, "We ventured into the real estate business in the year 1998 with our first ever project named 'Jamuna Dham' in Mathura.

In the short span of 18 years we have already delivered 15 projects and seven are under construction." Explaining the reason behind the success of the group, he answered in a very relaxed manner, "See, all our projects are within the reach of the people as per their standards. We never created a bubble price in the market, this is the reason why people considered us and like to invest in our projects." Is there any plan considering poor people, Pradeep's reply is instant, "Yes, definitely, EWS and LIG units are under construction and will be delivered shortly."

Why is there a boom in the real estate in Braj region, one may ask. Ram Agrawal, one of the directors of the group, who looks after marketing and public relations.

**"We always try to keep one-to-one contact with our customers. We assure them that they are welcome at any point of time"**



Aqua Gardens, Greater Noida West, elevation





Pradeep & others during the Sky Gardens launch function

He shares his experience with us, "Now we are focussing on hospitality industry. Already we have a resort in Goverdhan named "Shri Radha Brij Vasundhara", that people consider as a destination for weddings It has 82% green area. We are also planning a chain of restaurants in and around Mathura soon." Shekhar's wife Sonika is an MBA from US and also wants to involve in the hospitality business. This travel lover bought a hotel in Helifex near London in a partnership four years back that is still running quite well. A western music lover, Shekhar shares with us his

pain of doing business in India. Says he, "Doing business abroad is much easier than in India. The system is very supportive there for business but here, in our country things are just opposite. We need to change from the grassroots level right upto the higher level." Shekhar loves driving around in his black Jaguar.

This group also received several awards and recognitions. In 2011 they were awarded with the Developer of the Year, then in 2012 Best Commercial Project Highway Plaza, Upcoming Developer of the Year.

In 2013, it was awarded Rising Star in Real Estate, Developer of the year, Most promising Project of Noida (Shri Radha Sky Garden). In 2014, Jewels of Real Estate and Most trusted Developer.

A favourite in the region, the group has sure made a place for itself in the realm of real estate in the state and north India.

**"We never created a bubble price in the market, this is the reason why people considered us and like to invest in our projects"**



Ram & Shekhar in office





Sudeep, Pradeep, Suresh & Ram in conversation

Importantly, each and every project of Shri group is different from each other and the reason behind this is that Sudeep believes that every project must have a different flavour and for that around ten architects are associated with the group planning according to the time and space of the projects.

Sudeep believes in giving equal time to the family as well. His 12 hours of the day is dedicated to his work and the rest is for the family. He is a man of ethics. He likes what he does. His daily routine includes newspaper reading.

**“We prefer our customers be of an adjustable nature and also see if they can be loyal to the colony and their neighbors”**

He says, “Newspaper is the only medium which genuinely gives the actual position of the country whether it is business, politics, media or any other field.

No other medium can do that, not even internet. My father used to predict ten years into the future judging from news reports which surprised me lot. Gradually, I felt that it is the power of the newspaper which was guiding my father.”

Sudeep likes to visit different new projects. He did not have any formal training in the real estate, even then this commerce graduate rules the hearts of the customers. Sitting in his office he explains how this happened. He tells his story, “At the age of 15 years my father gave me the responsibility to supervise the construction of around five flats for Mathura refinery.

I completed the project in time and it is that experience which helped me here in real estate.” What does success mean to him? To this he says, “For me success is hard work with an equal part played by luck. Luck plays a dynamic role in success.

I think communication is the ladder of success. I always try to give satisfaction to whosoever comes in contact with me. It is through communication skills that we are able to build our empire and our customers remain in contact with us. They invite us for their family functions too.”

Shekhar, Pradeep’s son also a director in the company, looks after sales and marketing of the group.



Sudeep in discussion about the project





Aman Agrawal & others during Purnima Aarti





Sudeep & Ram Agrawal receiving an award from Governer of UP Ram Naik



Sudeep Agrawal planting a sapling on the eve of birth centenary of late Shri Nath Prashad Malda Wale on the occasion of Sunkalp Diwas at Shri Radha Puram Estate



Shekhar receiving Estate Avenue Award 2013





Suresh Chandra Garg with son Sudeep Garg



**SURESH CHANDRA GARG**  
Tapan Agro Industries Pvt. Ltd.

**With the ultimate  
seal of trust  
and faith**



Then the name changed to Ankur Dairy followed by Ankur Milk products and Tapan Agro Industries Pvt. Ltd., respectively with the passage of time.

Started in the year 2002 again with a new name Tapan Group with just 20,000 rupees, after a huge setback, MD of the group, Sudeep shares with us about their hard times, " In the year 2002, we failed in the field and huge debts were upon us.

In 1987 my father set up a plant of milk powder in but we failed to run it, thus we owed crores of rupees to the market. But we didn't lose hope and settled the debts of the market gradually with God's grace and our will power. At present seven firms are operating under "Tapan Agro Industries Private Limited" and these are Tapan India Pvt Ltd., Jhakaas Fashion Pvt Ltd., Tapan Hotel & Resort, Diet Food Pvt Ltd., Sabka Detergent powder, Sach ka Ujala daily newspaper, Jeevan Nidhi Magazine and an NGO Tapan Foundation. Jeevan Nidhi magazine and NGO is looked after by Sudeep's wife Preeti. Sudeep is a jack of all trades, be it marketing, advertising, accounts or even a totally different field from business, editing. Yes! Sudeep is an editor of its in-house production daily newspaper called "Sach ka Ujala" and is running the publication successfully since 2007. To how the newspaper idea came to his the mind, Sudeep said, "When we were going through our hard times and the media tortured us a lot. Thus, I decided to open my own media house and hence daily newspaper "Sach ka Ujala" came up." A car lover, owner of several international time pieces, Sudeep is also a good cook



SC Garg & Sudeep with staff

He likes to cooks for his family and friends. He is expert in cooking every kind of food, be it Indian, Chinese and Continental. But personally, he himself likes to enjoy Chinese cuisine.

Sudeep reveals as to why he has such wide areas of interest. "I follow the basic rule of life 'Roti-Kapda aur Makaan" philosophy.

Our NGO works for underprivileged children, non-granted school where we try to facilitate necessary things for children and students."

Expanding the group, Sudeep started manufacturing snacks under the name "Day Diet" in the year 2015 and this new product is being appreciated widely in the market.

**"Health conscious people prefer to buy 'Preet Lite'. There is big market of health conscious products in India"**



The father-son duo, Suresh Chandra Garg, Sudeep Garg today, with their enterprising skills, have achieved presence in your day to day life. They are a part of your daily routine. The food you cook for your family, the snacks you enjoy at daytime, the newspaper you read, they are present everywhere. We are talking about a company that has earned the trust of customers for more than 130 years.

One after the other, building the faith stronger, the Tapan Group Pvt. Ltd., is successfully taking the legacy forward. In this duration, though the name of the firms keeps on changing, the trust deepens with time. So it is with thought that the punch line of the group, Tapan Agro Industries (Pvt. Ltd.) a group of FMCG Company based at Agra that the "Seal of Trust" has been devised.

Suresh Chandra Garg, an elderly gentleman is the man behind the group. A soft-spoken and hard-working man, candidly shares his life with us, "I was born in 20 January 1946 in Agra and joined my father's business in the year 1961. My father asked me to join the business instead of going in for service and invested a small amount of money.

This was how my journey in business started." He lives a very disciplined and balanced life. The day of Suresh starts at 5 am in the morning with exercise activity in his farm house. After returning from farm house, this gentleman makes tea for his wife and for himself. After doing his daily routine of puja and breakfast, he reaches office at around 9.30 am. After doing his office work, he takes lunch at home around 1 pm and rejoins office at 2.15 pm.



After leaving the office in the evening, he spends time with wife, Rama. He likes watching TV with her, cracking jokes and generally enjoying. Fond of wearing white, as it gives him peace of mind as he puts it Suresh is also very active in social service.

He is an active member and trustee of several societies in Agra and has also adopted a school named "Ek Pehal" and is looking after it. His family comprises his wife, son Sudeep, daughter-in-law Preeti and grandson Aishwary. Sudeep is looking after the business along with him while Aishwary is doing MBA from Amity Business School, Noida. The closely bonded family keeps everybody calm even in their hard times and gives them all moral support to conquer any situation. The result is here, the group is growing continuously in spite of several hurdles. Sitting in his office nicely decorated with awards and felicitations, Mr. Suresh talks about his son Sudeep's qualities, "He is master of what he does. Be it accounts, editing, communication, everything.

His main quality is communication skills. He impresses people with his strong and

attractive communication skill in no time. He likes to innovate with things, even our main product 'Preet Lite' is the innovation of Sudeep. Today we are known by this very product in the market." Talking about "Make In India" concept, Mr. Suresh says, "It is a very good idea indeed.

If everything goes well, industries will develop here, people get employment, government will get tax benefits and the product will be cheaper." He wishes to produce palm oil in India and is working on it.

With the trust and faith of customers firmly supporting him, Suresh belongs to the third generation that is continuing to maintain the faith of customers.



Talking about their family business, he said, "My grandfather Nahana Ram Agarwal started the business of milk products and ghee in the name of firm "Nahana Ram Dau Dayal Agarwal" way back in the year 1885.

**"Our lab has latest technology and is looked after by a scientist. He ensures that every single sample is not released without testing"**



Day Diet Dalmoth are also the products of Tapan Group





Filling & packaging unit in the factory

“Health conscious people prefer to buy ‘Preet Lite’. There is big market of health conscious products in India. People who are aware of their health prefer and want to buy such products. If a good health conscious product is launched in the market and a strong marketing is bucking it up, it will surely be a successful product.” Talking about his success he said, “Loyalty is the secret of our success. Besides we changed our product with time and demand and now here we are employing more than 200 people. We studied and understood the market and moved forward”.

**Sudeep started manufacturing snacks under the name “Day Diet” in the year 2015 and this new product is being appreciated widely in the market**



Suresh & Sudeep with some staff members posing for a picture



Sudeep praying in front of Salasar Hanuman





Sudeep in a meeting

Besides this they have also ventured into merchandising market launching their T-shirts by brand name "Albiten". At present they are focusing on the online marketing of the T-shirts and his son Aishwary is the M.D. of the brand. Talking about its future prospects, Sudeep unveils that the group is soon going to venture into the hospitality sector. "As Agra tourism is expanding, and we are venturing into hospitality industry also. We are soon going to launch our resort."

The group has established his own lab in the factory for quality control of the products. "Our lab has latest technology and is looked after by a scientist. He ensures that every single

**"Our NGO works for underprivileged children, non-granted school where we try to facilitate necessary things for children and students"**

sample is not released without testing", Mr. Suresh informs.

Popular as a brand name of makers of "Preet Lite" low cholesterol fat, the group also manufactures Deep, Tapan, Dauji and Aish all low cholesterol fat.

Depending upon the percentage of being cholesterol free, these different products are meant for different income groups. "Preet lite" has taken over the market of ghee.

This low cholesterol fat is a unique product. Says Sudeep, "I also did diploma in Milk Products from Kernal, Haryana. As our business lands in the same field, and I wanted to do something new in this field, I decided to do the course. After completion of my course, I regularly kept in contact with my teachers for innovations and one day I discovered this unique product." But asked as to what was that factor which

conquers the market, he says, "There was a time when adulteration was at its peak in the ghee industry. People thought twice while purchasing ghee. At that point of time, we started making people aware of the fact that too much of ghee consumption can be dangerous.

And if they want to enjoy the taste of ghee in similar but low cholesterol product, they can have our new product "Preet Lite". When people tried it they became permanent customers and this was how the product is touching sky high. Another factor behind its popularity is that it is much cheaper than ghee.



Complete range of products from Tapan Group





SC Garg with trophies





Sudeep with wife Preeti & son Aishwary



Preeti, Roma, Aishwary, SC Garg & Sudeep



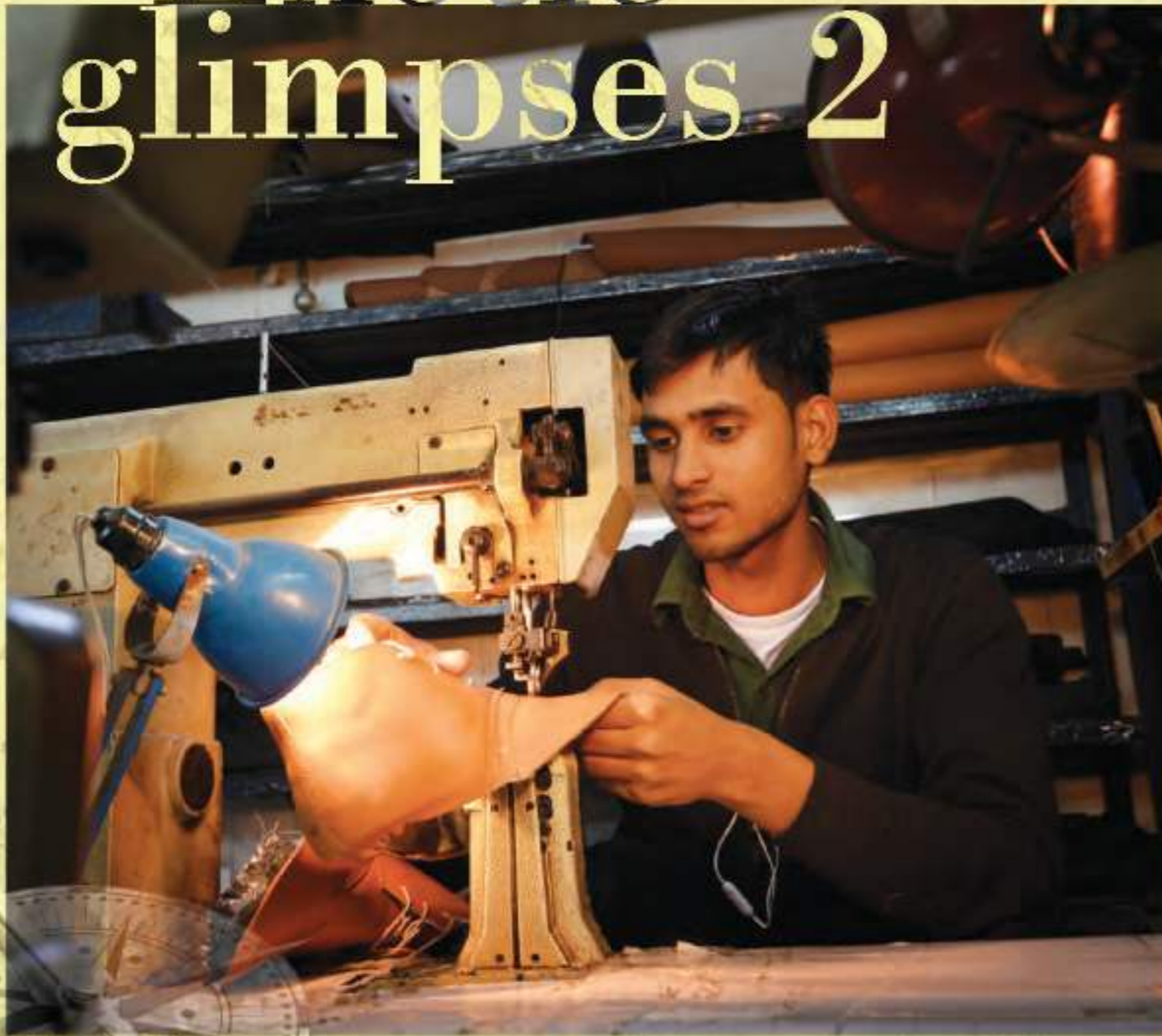
The happy family





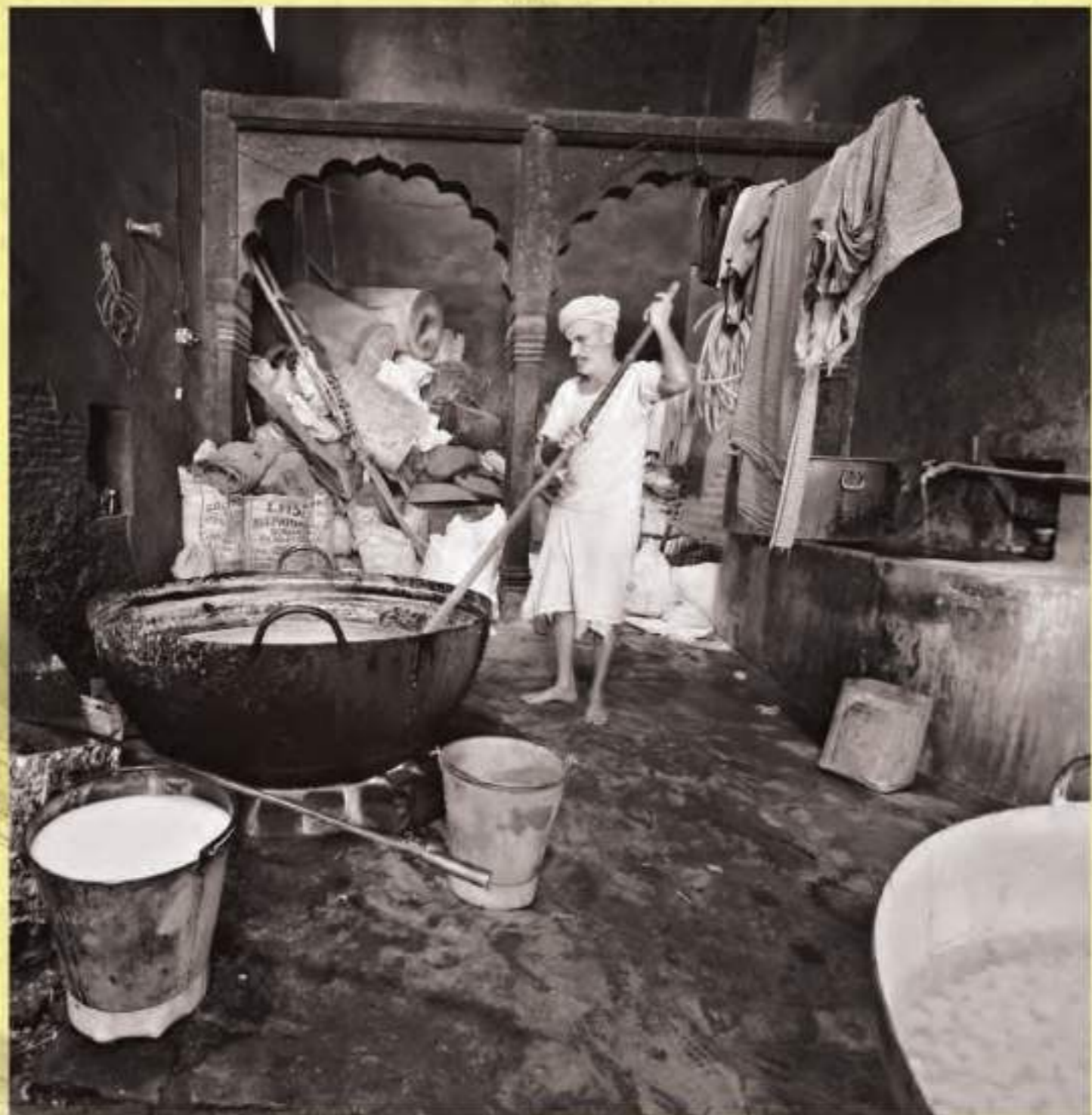


# Exotic glimpses 2



## THE LEATHER DOMAIN!

Talk of leather goods, particularly footwear, the first name that springs to mind is that of Agra, the largest footwear manufacturing hub in India. With an incredible estimated annual manufacturing value of almost Rs 10,000 crore, the city and its surrounding areas is virtually a treasure house of leather goods. While pan-India, the leather industry employs 2.5 million people, a large chunk is right here in the city of Agra. The manufacturing locations can be seen working at fast forward mode at all times of the day and night, providing jobs and sustenance to skilled as well as unskilled work force. Currently, under the Assistance to States for Developing Export Infrastructure (ASIDE) scheme, a modern infrastructure for the footwear industry has been proposed.



## PETHA, THE ULTIMATE SWEET

Another indigenously produced item in Agra is the popular Indian sweet Petha. Dry or dipped in sugar syrup, It is said to have originated in Agra in the kitchens of Mughal emperor Shah Jahan. Rectangular or cylindrical, it is made from the ash gourd vegetable (also known as winter melon or white pumpkin, or simply petha in Hindi and Urdu). Several flavoured variants too are available today, e.g. Kesar Petha, Angoori Petha and also Kewda flavoured ones. One with coconut mixed and another with some nuts put into it are also varieties that are much liked.





Saurabh Agrawal, Director

**SAURABH AGRAWAL**  
Baljiwan Medicines Pvt. Ltd.

**Carrying forward  
a precious  
family legacy**



and other raw materials right upto its packaging, every step goes through tight quality checks under the supervision of medical degree holders," says Saurabh.

In the Sarsol area, the factory is equipped with modern machines and technology and employs around 100 workers.

Dr. Swaroop, a BAMS and one who holds many more degrees, revealed the story of how this product came into existence. Sitting in bed encircled by grandchildren and accompanied by his wife Sarvesh, Dr. Swaroop said, "My grandfather Hakim Tulsi Prasad invented the Baljiwan Ghutti formula in the year 1913 and made it into a syrup. From then onwards we are producing it."

After the death of Hakim Tulsi Prasad in the year 1952 his only son and Dr. Swaroop's father Shyam Sunder Agrawal have been looking after the organisation. After becoming a homeopathic doctor and attaining a law graduate degree, he still chose to continue with his family business.

He candidly said, "I used to take part in the production of the ghutti since my childhood. After school, I would go to the shop with my father and get involved in the step by step production. You won't believe that I was so excited to work in the factory that I involved myself in filling the bottles too.

This was how I developed interest and came into our family business. From the year 1962 onwards I totally dedicated my life to the ancestral business. These old memories fill me with pride and happiness."



Saurabh with his staff

Talking about Saurabh's abilities, his father said with utmost pride, "He is a very quick learner. Whenever I told him of any of the intricacies of the company or products, he didn't ask for the second time, and the result is in front of us. He is expanding the company rapidly and I am completely satisfied with his efforts."

The joint family of Agrawals is the strength behind their success. Saurabh said, "My father used to taken care of the company alone and would travel extensively and at that point of time my mother stood like a pillar for us. All round the year she would take care of us as papa was always busy with his business.

**“Customers still buy the product by its popular name “Aligarh Wali Baljiwan Ghutti”**



"Our product sells by its name only because of the goodwill we earned in the last 103 years. We are the first company to have acquired the Ayurvedic medicine license of Uttar Pradesh in the year 1977," says a beaming Saurabh Agrawal, belonging to the fourth generation of the family, that is looking after the company at present. As Director, this young and energetic man in his late thirties, is taking care of the entire company after his father Dr. Jyoti Swaroop Agrawal, was bedridden following a botched gallstone surgery one and a half years back.

"Earlier our key product Baljiwan Ghutti had monopoly in the certain parts of UP region (now Uttarakhand) and now we are much ahead of our competitors in Hindi speaking northern belt of the country. Customers still buy the product by its popular name "Aligarh wali Baljiwan Ghutti", shares Saurabh.

The company also holds the first ever Goods Manufacturing Product (GMP) license in Aligarh. It is a license issued by Ayush Department and is essential for any Ayurvedic product manufacturer for sale. The main product of the company Baljiwan Ghutti's formula is so unique that most of the international and national brands wish to copy it but the original ingredients remain a secret.

Every second house in the country, irrespective of caste, creed or religion has at one time or another used this product for the benefit of an infant. It is a health product that has been around now for 103 years, which is proof that people have faith in it.



Here we are talking about Baljiwan Ghutti, popularly known as "Aligarh wali Baljiwan ghutti" one of the oldest health tonics prescribed for infants. It is prepared and marketed under the brand name of Baljiwan Medicines Pvt. Ltd.

Persistent thinking on expanding the business makes Saurabh a true businessman. In the cut-throat competition and keeping pace with the times, Saurabh is interested in online marketing, besides, conventional marketing of course. Its products other than Baljiwan Ghutti will soon to be selling on the internet. While Baljiwan Ghutti is the oldest and most trusted product of the company, Saurabh is credited with launching other Ayurvedic products too. Throwing light on their other products, he said, "at present we are manufacturing 22 products besides Baljiwan Ghutti, Nirmali, Khasantak and Joshanda. The products have gained in popularity only due to their quality."

After multiple experiments Saurabh introduced a new product, Instant Joshanda with the base of green tea. As green tea is a source of anti-oxidants and is used for slimming, Saurabh thought of giving it a

twist and that's how this new product came into existence. "This is new and healthy and is preferred by the present generation. The product is grabbing market attention rapidly", he said with obvious pride.

In the age of adulteration, when people are more conscious about their health, and every FMCG company claims that it is delivering pure and safe products to its customers, it has become difficult for them to maintain credibility in the market. The same is being faced by Baljiwan Medicines Pvt. Ltd. To handle this situation, the company has set up a specialized doctors' team to overcome hurdles. The company's strict R&D department keeps an eye on each and every product.

"As our key product Baljiwan Ghutti is for infants, it is produced with the utmost sincerity and care. From the hand-picking of herbs that are chosen from various sites

**"From the hand-picking of herbs, right upto its packaging, every step goes through tight quality checks under the supervision of medical degree holders"**





Boiler unit in the factory



A view of the packaging unit



The bottling plant

“Baljiwan Ghutti's formula is so unique that most of the international and national brands wish to copy it but the original ingredients remain a secret”







Saurabh with the oldest product of the company, Baljiwan Ghutti

Even then she never complained. She is the real hero behind our success." Sarvesh Agrawal, truly the strength of the family, has ensured the family remains together.

With two sons Saurabh and Gaurav and daughter-in-laws Richa and Ruchi with their children, Sphurti, Prasiddhi, Priyanshu, Navya, and Nihit, the couple is thankful to God for His blessings. Being surrounded by his grandchildren, Dr. Swaroop is filled with happiness and contentment. Joint families have their own pleasures and one can strongly sense it when meeting the Agrawal family.

**“In the Sarsol area, the factory is equipped with modern machines and technology and employs around 100 workers”**

Meal time is when the family assembles, giving the impression of a celebration. Priyanshu, a year old and Nihit of five-months are the heart beat of the family!

Having been blessed with every happiness in life Dr. Swaroop can't stop himself from giving thanks to God for giving obedient sons and daughters-in-law. After the hectic schedule of business over, Saurabh prefers to spend time with his father discussing other aspects of life. Though bedridden, Dr. Swaroop is always ready to guide and help whenever his sons seek any advice. Gaurav, Dr. Swaroop's younger son, has a different bent of mind and is dealing in graphics business based at Agra.

Saurabh, also a commerce post-graduate, joined his family business full time after

completing his studies without a second thought. "I also used to accompany my father to the factory and thus gained interest in the business" he shares. He is dedicating his most of the time to the business. A simple and typical businessman without any other interest in life, prefers to maintain a distance between the family and business. You should not be surprised if you will not get to see even a catalogue of the company in the house.

Richa, his wife, is a true homemaker and her life revolves around her family. So the Agrawal household is well taken care of.



The research lab of the company





Saurav with wife Richa, son Prayanshu, daughters Sphurri & Prasiddhi



Dr. Jyoti Swaroop & Sarvesh playing with the grandchildren



Saurabh & Richa enjoying having tea together



Sphurri, Prasiddhi & Prayanshu in playful mood





Dr. Jyoti Swaroop with his family





**SUNIL KUMAR AGRAWAL**  
Sweety Supari

**Pioneers in  
a landmark  
business venture**



His day's routine is typically like that of a businessman of north India. He has his brunch at 11 am in the morning and then he leaves for his visit to the Sweety Supari factory. After the routine work, he reaches home at around 8 in the night and spends the rest of the time with the family.

Believing in simple living and high thinking, we also spotted Sunil wearing lots of rings with precious gemstones which display his faith in astrology. Smilingly he explains, "When time runs opposite to your fate, we, as humans, tends to believe in others' advice and so do I".

Though he only likes to have home cooked food, when it comes to clothes he is a fashion freak. He has a long list of his likings. He loves to own the latest watches, cars, technology and things that money can buy. His wardrobe is full of a variety of shoes and outfits.

He has a huge range of clothing in black, a colour he favours above others. You won't believe he daily wears his much loved colour in any form whether in trousers, shirt or a pair of highly polished shoes. Even his new Jaquar Xcent shines like a black beauty. Yet another thing he reveals is his most liked hobby, that of travelling.

On being asked when did he join his family business, he said, "I started coming to the shop since my school days, but got associated only in 1990s. In 1989-1990, we introduced the brand name.

Before that we were dealing in wholesale. We are also ISO certified. We are the first in India to launch scented supari in pouches. At present our factory has around 100



employees working day and night to fulfill the demands of the market. We are proud suppliers of our product Sweety Supari all over the country.

Its lovers are not only in India but abroad also. Supari lovers and some retailers also sell it abroad but that is not on record." Sunil has huge expansion plans in business.

He has already ventured into hospitality industry as well and owns two hotels under the same name called Hotel Wingston, one is situated in Mathura and the other is in Govardhan. After having a flourishing business of supari he says he jumped into the hotel industry because he felt Mathura needed such lifestyle facilities.

**“We are ISO certified and we are the first in India to launch scented supari in pouches”**



It is a well-known fact that Indians are foodies. Vegetarian and non-vegetarian food have traditionally been followed by supari or betel nut as a digestive through ages. Betel nut in one form or another is chewed after a sumptuous lunch or dinner. There was a time when every house possessed a 'pan-daan' or betel nut case and most of the traditional people still preserve and use this case to serve up a paan, anytime of the day and particularly after meals.

But as time has passed, the taste and habit of the people of having betel nut has gradually changed. The legacy of conventional betel nut taste was broken in the 1990s by a brand named 'Sweety Supari,' based at Mathura. This scented betel nut when introduced, captured the entire market and still holds the monopoly.

Those who grew up over the last two and a half decades still remember this scented betel nut and many are sure to be still consuming it. Though the brand was established approximately 30 years ago, it has been in the market since 1976 without any brand name.

The product was introduced in the market by Suresh Chandra Agrawal about 30 years ago under the brand name Sweety Supari. This hard-working entrepreneur had gone through hard times in his early days.

Destiny made his life tougher when he was forced to work at the tender age of 15 years after he lost his father. More than that he had the huge responsibility of providing for seven people including his mother, four sisters and a brother a daunting task for anybody, leave alone a child.



Elevated view of Hotel Wingston, Mathura

But he never gave up and continued to work! With confidence in himself and hard work, he worked relentlessly and helped to pull the family out from those adverse conditions. After years of round-the-clock hard work, he made his siblings self-sufficient. Not only that, he did not stop here! He also somehow managed to get them all married, including himself. By God's grace and his hard work, he comes out with flying colours and has today built an empire of his own called "Sweety Supari", pioneers in scented supari.

Sweety Supari is manufactured under the name of 'Shri Girraj ji Supari Traders' and Suresh Chandra Agrawal holds the position of chairman in the company. His only son Sunil Kumar Agrawal looks after its marketing unit.

Talking about his father, this young man of around 35 plus, said, "My father is a follower of Girraj ji Maharaj. He believes in God and gets involved in religious activities every now and then, reason why people consider him more as a devotee than

a businessman. More than that he has a unique talent which might come as a surprise. He is a bhajan singer and never misses a chance to sing at bhajan sandhyas." A typical religious family of five, all of them are Girraj ji's followers. Sunil's mother Rajini and wife Jyoti are housewives and prefer not to play any role in the business. This family is not in favour of sharing their empire as Sunil also has a son, Luv Kumar Agrawal.

This 19-year-old is doing his graduation in business and economics from the University of Exeter, London. On whether Luv will carry the legacy forward, Sunil

replies, "I am not sure what he plans to do, but he is pursuing a master's degree and then an internship abroad.

After that if he wishes he would always be welcome in the family business." Sunil has a very sedate lifestyle, far from parties and socialising.

**"People love to come to our hotel as it serves pure vegetarian food and this is our USP"**



A different view of Hotel Wingston, Mathura





A unique angle shot of the reception area

Talking about the age group of their customers he says, "People who are not addicted to paan masala, like to have supari as a mouth freshener. And majority of them like to have our product only. Our customers are mostly youngsters and females. Yes, females do equally likes supari. Here, I must tell you that supari is not an addiction, it is a mouth freshener. Betel nut is a dry fruit and has fibre." After the huge success of Sweety Supari, the owners had also taken a chance and moved forward to introduced paan masala.

But this paan masala was different from others as it was made out of pure herbs and no addictive ingredients. It was under the name Sweety Supari Gold but the product did not take off in the market and finally they had to wind up this unique product.

When asked why he did not start regular paan masala he says, "Papa is not in a favour of starting any kind of addiction product.

He has his own rules and does not wish to change them and so do I."



Pool side view of Hotel Wingston, Muthura

**“FMCG product has a positive side, they have the capability to sell on their own. And the same did happened with our product”**







Sunil in a meeting

“When our friends would occasionally meet, we used to talk about Mathura, its lifestyles, the kind of change city was going through. After having a series of discussions, we found there was no family outing spot, there was no entertainment for kids and family. Finally, I came up with the idea to open a hotel having facilities of spa, salon, kid’s zone, discotheques, gymnasium because it was very difficult to open joints providing each of the activities separately. This was how I stepped into the hospitality business.” Talking more on his hotels, Sunil added, “People love to come to our hotel as it serves pure vegetarian food and this is

**“Here, I must tell you that supari is not an addiction, it is a mouth freshener. Betel nut is a dry fruit and has fibre”**

our USP. It is a known fact that most of the people in Mathura do not like to have even onion in their food. Besides our tariffs are light on the pocket.” Marketed under the name of M.R. Resorts Pvt. Ltd., Hotel Wingston Mathura opened in the year 2007 is in the 3-starred category while Hotel

Wingston in Goverdhan was opened in the year 2014.

Both these hotels employ 70 people giving the best round the clock service. Sunil wants to expand further in the hospitality industry as the region is known to attract a large number of tourists.

Talking more on their major FMCG product, Sweety Supari, Sunil adds, “My father invented the formula of sweetened supari and introduced it in the market. We are credited for the popularity of supari in the market in India.

Before that people only used to have a regular supari with betel leaf.” Asked, what is the reason they are the leading brand since 30 years, and no competitor has ever been able to beat them, he says, “FMCG product has a positive side, they have the



A dining area in the hotel

capability to sell on their own. If the product is good, people take it. And the same did happened with our product. As a matter of fact, we have not changed the ingredients of the mixture, reason being, our customers liked it from decades.”



Sunil interacting with the hotel staff





Suresh Chandra Agrawal & Rajni Agrawal, the proud parents of Sunil



Luv enjoying the company of his parents at a function



Sunil with his favourite, Jaguar





Sunil with wife Jyoti and son Luv



Pausing on the stairs for the camera



Jyoti with mother-in-law Rajni Agrawal





Prakhar Garg, Director

**PRAKHAR GARG**  
RGPG Group

**A path-breaking  
move for hitting  
higher in life**



“My family supports me a lot. As it is rare that we travel on holidays but they never complain. Even my kids at this tender age understand and never ask for anything. They know that it is very difficult to establish an individual business and requires dedication.”

Having been brought up in a religious environment, Prakhar is associated with several social organizations in Agra like Lokhitam Blood Bank, Sri Hari Satsang Samiti, Help Agra (patron) and many more. Besides this, his father daily provides food for patients and their attendants at SN Medical College in Agra under a society called ‘Amritdayni’.

He is among 11 members of the society. His father Subodh says, “Years back I visited the medical college and found the patients lying on the ground with no facility. No one was there to look after their needs.

That day I asked the Almighty to give me strength and sources to help them out. That’s how the society was started five years back and is serving with food thrice a day to the needy since then.”

Likewise his mother Asha is also an active social worker. She is associated with Lion’s Club Kalyan and has held the position of President for the year 2014-15. Under the club she is involved with contributing in schools and serves society in several other ways also.

The club also built two toilets in a school under ‘Swachh Bhaart Abhiyan’ few months back. The club also adopted two young girls and is looking after their entire expenditure from studies to daily needs.



A meeting in progress.

Talking about Prakhar, Subodh says, “He is an outstanding son and is very ambitious. He wants to do things differently.” Likewise his mother describes him as a sincere and ambitious person. When we talk to his wife Rakhi, she describes him as one who is totally dedicated to work. Moreover he is a perfectly balanced

individual handling the various roles as a father, son and husband.”

Opening up a little, this shy person slowly unveils his journey. He says, “After completing my engineering degree in the year 1996, I jumped into business and ran a workshop with my friend Anand Agarwal.

**“It would not be wrong if we say that he is the uncrowned king of rental business of Agra”**



He is one who believes in setting his own goals and follow a path different from what others prefer. Holding a degree in engineering and management, this ambitious young man decided to create his own destiny setting aside his family legacy. Hailing from a family of government officers, Director of RGPG group, Prakhar Garg is a self-made man and renowned in his business.

With no background in business, he stepped into a totally different field and took risks to set a completely new record. Today, RGPG is a renowned real estate group of Agra and runs a number of companies under its able wings.

Prakhar, a mediocre student in school days did engineering from College of Engineering, Badnera, Amravati in the year 1996 and then did MBA from Agra. Prakhar prefers to speak less and think more. Says Prakhar smilingly, "I was born in Bareilly and brought up in Agra. Though I did engineering, I was a very naughty student. I used to bunk classes at times. After doing 12th I studied in technical college Dayalbagh and then perused engineering."

Prakhar lives in a joint family comprising his father, Subodh Chand Garg, mother Asha, aunt Pushpa, wife Rakhi, son Pranav and cute little daughter Punnya. Pranav is in class 8th and Punnya is in 2nd.

In his school days he used to play football and represented his school at inter-school competitions. Even his son Pranav has trained in tackwondo in school. Prakhar's father retired as SDO from Hydel while mother is a housewife though she is an MA,



B.Ed. Both his parents are socially active and are contributing their part in the uplift of society.

"My father belongs to Tehsil Mart in Mathura and is a self-made man. He lost his parents early in life and has gone through hard times. He is one who believes that each and every step we take is guided by the Almighty.

I myself am a devotee of Banke Bihari Ji and daily I spend around an hour in prayers." On being asked how he turned to God, Prakhar answers, "My buaji was widowed at a very early age and from the beginning, I saw her indulging in religious activities and engaging herself in praying for several hours in a day.

So, there was always a religious ambience in our family that now my kids too have imbibed and they too are dedicated to prayers." Even after attaining so much success, he prefers to stay in the same house because of his parents who do not want to leave it.

Business is not everybody's cup of tea, but he jumped into it with belief in himself. Before marriage, he stepped into the business world and was running it successfully.

"My wife Rakhi takes care of the family very efficiently. She manages everything effortlessly. She also holds the position of director in several companies of mine and is also associated with Lion's Club Kalyan". Sharing his hobbies, he says, "I love to drive cars."

He owns a black Mercedes. He is a tech savvy guy and upgraded himself with new advancements in the technology.

He likes to watch news on television and read newspapers too. He has to travel frequently and does so often to Korea, South Korea, Malaysia, Hong Kong, Macau and China. However, he is proud to admit that his family never complains.

**"This highly ambitious businessman stepped into a kind of business that has no competitors"**





Prakhar with employees of RGPG Group

It would not be wrong if we say that he is the uncrowned king of rental business of Agra. With a different bent of mind, he sees success in a different way.

Success for him is because of God and the earnings of previous life. He says everyone puts the same kind of efforts into his work but success comes to only a few due to this reason.

Revealing more about his business, he shares, "Our group primarily constructs buildings and then rents it out. We take contract for companies and construct according to their plan and needs and then rent them out. But we do not sell."

He shares, "When people do business there is always a risk. Earlier, I did it to counter the feeling of insecurity. But after constructing and renting out a few buildings, I discovered that it is the best business with zero risk so, I continued it. Through this kind of rental business, appreciation and funds both are pouring in."

He further says, "Though my business at present operates in Agra only but yes, I would definitely like to venture into hospitality business next." He also wants to open a charitable hospital and orphanage. Recently he opened a restaurant in Agra for pure vegetarians that is gaining popularity very fast.

This highly ambitious businessman wants to retire at the age of 55 years.

This might surprise many of us, but this businessman with a sincere bent of mind wants to spend the latter stage of his life in the city of Lord Krishna, Vrindavan.

Till then work for him is worship and his family is his world.



A view of the Bhayna Plaza

**"He also wants to open a charitable hospital and orphanage. Recently he opened a restaurant in Agra for pure vegetarians that is gaining popularity very fast"**



A new project being discussed







Interiors of G Thal

He is the one who is credited for introducing me to business. Actually, we are together since class 6 and we still share some part of our business.” Then side by side we started assembling generators and ran that business for three years under the name ‘Miraj Industries’.

I dropped out of MBA because of my business. I was determined to do business from the beginning. Then we ventured into contractual works besides generators and ran it from 1999 to 2004. When our generators’ business was flourishing, we thought why not step into rental business.

In our very first rental project we bought a floor in a renowned building in Sanjay

**“Though my business at present operates in Agra only but yes, I would definitely like to venture into hospitality business next”**

Place, Agra and rented it out to GAIL. Thereafter we started construction of buildings. Our latest property on rent is Fortis Hospital at Sikandra.”

He candidly reveals what kept him going in the business. “My friend Anand’s father late Mahesh Agrawal taught both of us a golden line, “neeyat mein barakkat” and we are following this ever since and by God’s grace we are achieving success.”

During the conversation, Prakhar insists on sticking to loyalty and honesty in business. Coming from a service class family, he turned to business, he says, because he found, “There was always a scarcity of funds when it came to being lavish. So, I moved

into a different field. I was the only student who owned a car during the engineering course totally sponsored by papa. I am lucky and thankful to God, I was never discouraged by my father at any point of life. Even when I started my business, he encouraged me.”

Besides several hitches in business, he managed to sail through in difficult times with his quick decisions. This highly ambitious businessman stepped into a kind of business that has no competitors.



Prakhar with senior staffers





Subodh & Asha Garg



The family at their farmhouse at Dayalbag Road



Rakhi with Pranay & Punnya



The family posing with their favourite car





Prakhar & Rakhi



Prakhar, Rakhi, Pranay & Punnya



Prakhar with his family members



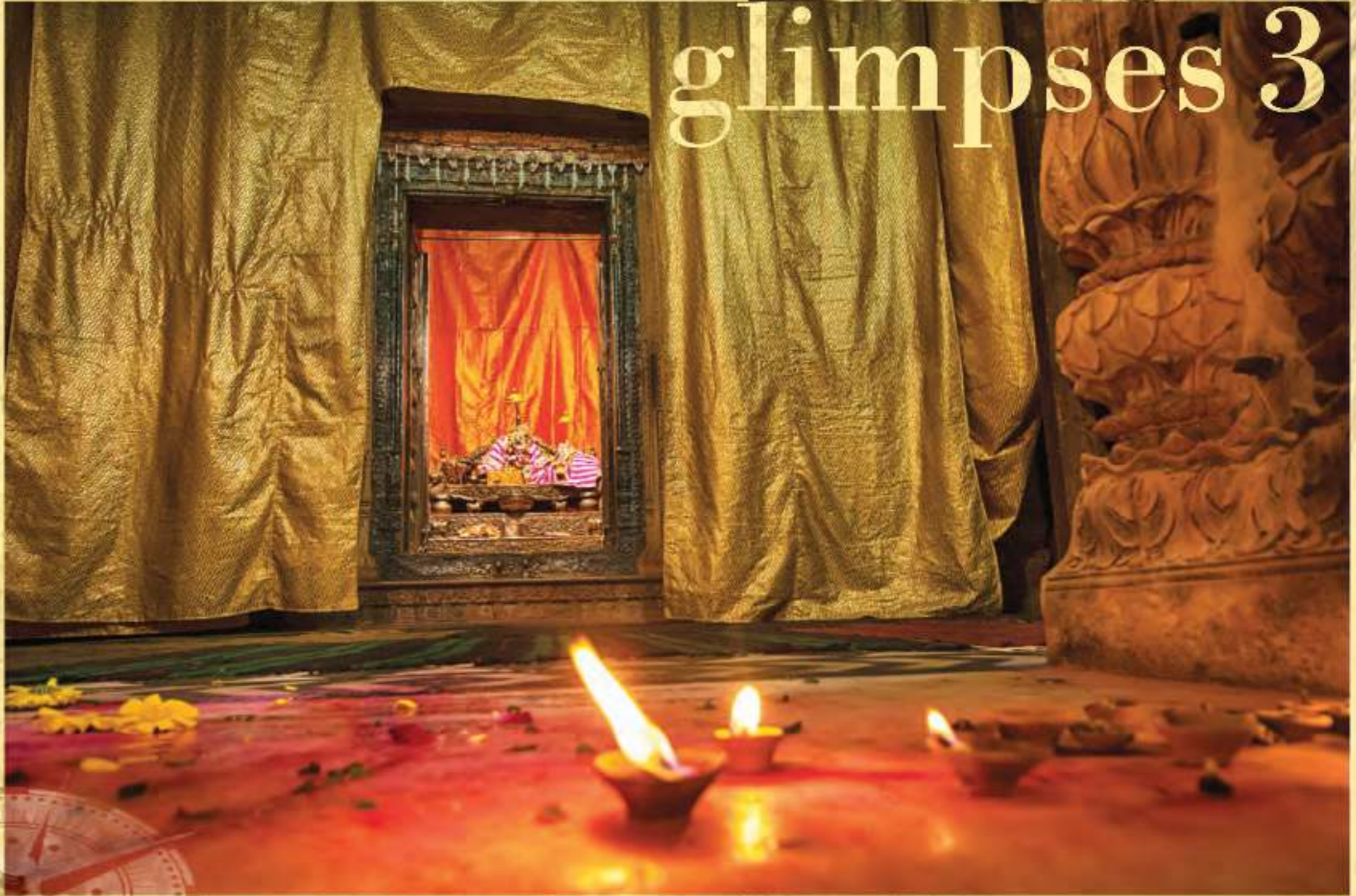


## WHERE DEVOTEES CONVERGE

Mathura, the birthplace of Lord Krishna who was born in the Yadu dynasty, is a city that finds mention in the epic, Ramayana. Mathura art and culture reached its zenith under the Kushan dynasty which had Mathura as one of their capitals. The Krishna shrine, better known as Dwarkadeesh Temple is a few metres away from what is believed to be the actual birthplace of Krishna. Full of Sri Krishna devotees it is also full of some beautiful temples with ornate architecture and decorations replete with the basic tenets of Hindu beliefs and religion and of course idols of the deities in various metals and marble. Shops selling puja samagri, attire for idols of all shapes and sizes and of course a range of diyas, arti and knick knacks for worship including mats, piles upon piles of joss sticks of different aroma and raal are all available here. And how can one miss the famous and most delectable Mathura ke pede! Quite like a parallel industry connected to the temples, it is these that give that aura of worship and devotion to the city of Mathura that also boasts of some extremely successful business locations.

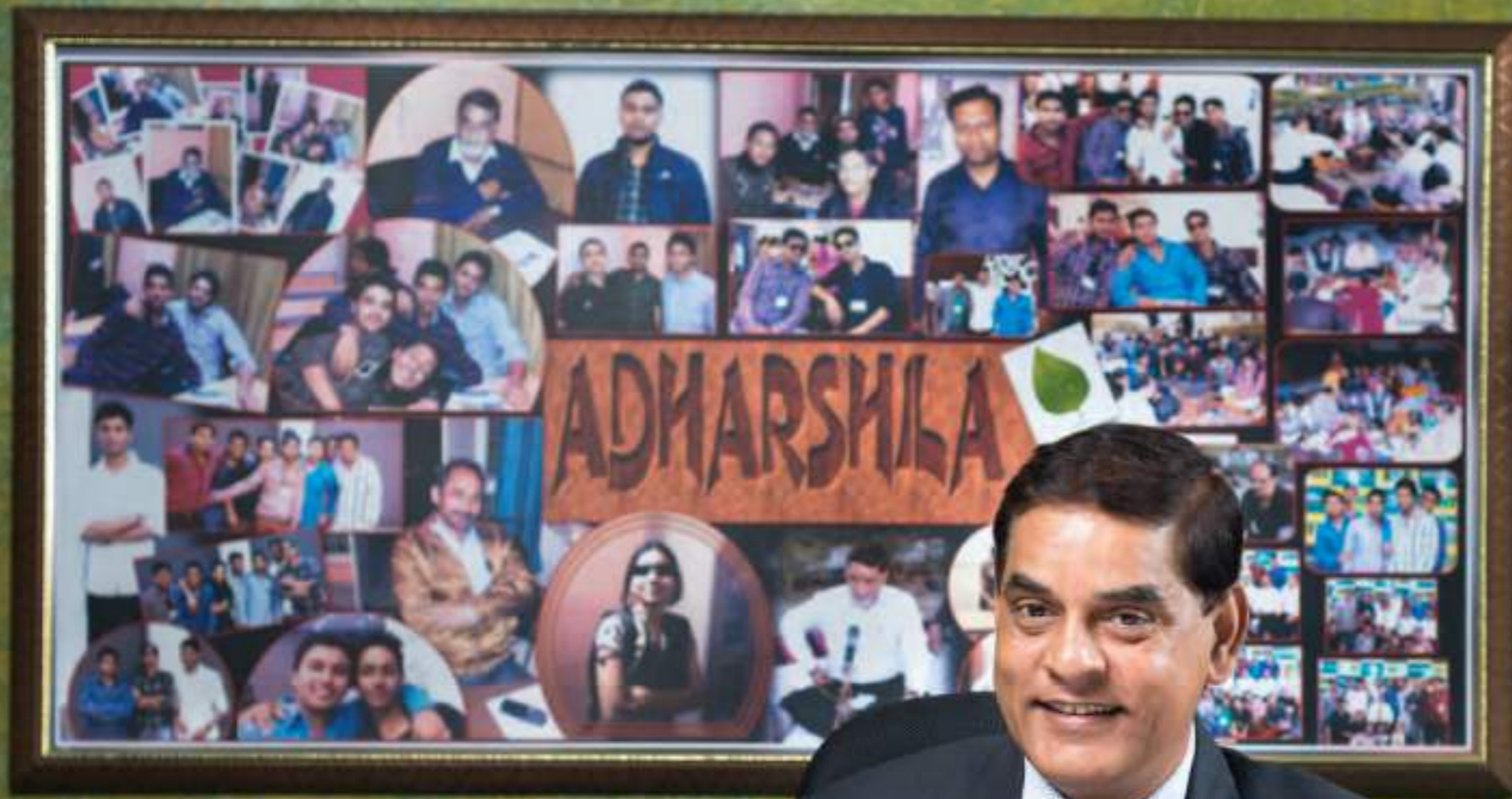


# Exotic glimpses 3











**DR. PRADEEP KUMAR SHARMA**

**Adharshila**

**Giving shape to  
the destiny of the  
next generation**



This was at the young age of 20. Dr Sharma infused the love for maths even in mediocre Nagaland students. After spending eight years in Kohima, he joined DAV College in Ajmer. While he was serving in government schools, Dr Sharma involved himself with Rajasthan Administrative Service (RAS), Railway Recruitment Board, Bank Recruitment etc. His wizardry in mathematics was utilized in setting up of examination papers and taking interviews for distinguished jobs. He also served in Mayo College, Ajmer for a few years.

Dedicated to raising standards of education, this Ph.D holder felt that the type of education our system is delivering cannot brighten our students' career. He says, "Our education system lacks good teachers. Teaching is a noble profession but incompetent people are coming in and spoiling our future generations."

He says, "Our teaching system should be centrally controlled and no acknowledgment should be given to the non-deserving candidates. After all it is where our future depends and no compromise should be done in this regard." Hence, he decided to quit government service and joined FIIT-JEE in Delhi in 2001. He adds, "There are very slim chances of creativity in government jobs. A creative bent of mind will only be wasted there."

After serving in FIIT-JEE for eight years as all-India head, Dr Sharma felt that this was certainly not his cup of tea. After experiencing the quality of education our system is delivering, he decided to open an institution to increase the productivity of students. But with 27 years of experience,



Dr. Sharma has the desire to do something for monetarily weak students. This was how the idea of Adharshila came into existence in March 2014. The Institution has five directors including Dr Sharma, NK Pathak, Vivek Parihar, BM Singh Bhadouria and Avdesh Mehra. "Mr. Bhadouria specially came along with us to support financially weak students till their coaching is complete.

He is in continuous search for such students and is an inspiration for others also. He is a retired government district supply officer. He manages administrative work of the Institution," Dr. Sharma added.

Though several coaching institutions are running but Adharshila has different concept of imparting education.

**“Every student seeks a friend in a teacher therefore I try to connect individually with every student”**



*"Agyantimirandhyasya gyanajnashalakya  
Chakshumilitam yen tasmaya Shri  
guruveh namah"*

(He who opens the eyes blinded by the darkness of ignorance, with a needle dipped in knowledge, to that guru we salute)

The above lines exactly fit in with the kinds of Dr. PK Sharma, Director of Adharshila, an IIT-Medical coaching institute based at Agra. He leads wherever he goes and that happened only with his in-depth study of the subject he has mastery in. Dr. Sharma has been in love with his books since early childhood. His story shows that he created his own destiny. He took up teaching when he was just in class seven. Teaching is in his blood as he would like to put it.

He would accompany his father on his rounds to teach what meant to be an exceptionally hard subject, mathematics. Keeping the legacy of his father, Dr. Sharma dedicated his entire life to the noble service of teaching. His father Hari Charan Sharma is a retired teacher from Tundla Railway School.

Dr Sharma leads a very simple but disciplined life. A shy, grounded and rooted person, talking about his family he says, "My mother Smt. Pramod Kumari Sharma, is also busy in doing social service. Recently, CM of UP Mr. Akhilesh Yadav felicitated her for works in social service at a programme organized in Lucknow."

Associated with the family of achievers, Dr. Sharma is married to Dr Sangita Sharma, also a PhD in Psychology. Dr. Sangita looks after the entire family and is a dedicated wife and mother.



Dr. Sharma with Directors BM Singh Bhadauriya, Avdlesh Nehra, NK Pathak & Vivek Parihar

Completely devoted to the institute, Dr. Sharma confesses that he does not spend much time with the family. He admits that Dr. Sangita takes care of all his needs.

"She manages outdoor activities and keeps me tension-free and I am very grateful to her for that," he added. Holding a doctorate degree, a bubbly, lively and fun-loving Dr. Sangita, answering a question as to why she didn't pursue a career, she says, "As Dr Sharma is committed to his work and hardly finds time for the family, I prefer to look after the home front so that he can focus on his venture. Though we had an arranged marriage, Dr. Sharma and I have a perfect understanding", she adds. "Positivity", Dr. Sangita says, "is his biggest strength. He is never unnerved in adverse conditions. His philosophy of life is, live in the present, tomorrow will be pleasant undoubtedly."

A strong believer in the Almighty, Dr. Sharma also possesses numerous hidden talents. This mathematics teacher is in love with music also. He is a rare combination of mathematician and a fine flautist. Very few possess such an amalgamation of talents. "He used to play the song "Bahut pyaar karte hain tumko sanam..." on flute, Dr. Sangita shares with us smilingly.

"He is a bundle of talents and at times, he cooks some mouth-watering dishes. Even I learnt a lot of recipes from him," Dr. Sangita is happy to share.

The duo is successfully passing on their legacy onto their adolescent kids, Shubhi and Aruj. An IIT aspirant Aruj and a Political Science student, Shubhi, say that though their father has less time for them, the time he does spend with them means a lot.

"Just five minutes spent with papa fills us with so much energy", Shubhi adds. Like father like children, both Shubhi and Aruj play the guitar. A family of music lovers and performers, their music is simply mesmerizing. One who loves reading inspirational books, Dr. Sharma is blessed with a pleasant personality.

The calmness on his face reflects his contentment with life. Talking about his earlier days, Dr Sharma says, he did his M.Sc in Mathematics from Agra College and applied for North-Eastern University (NEU) under University Grants Commission (UGC). Luckily he got selected and this mathematics expert became assistant professor in Kohima Science College.

**"We are in continuous efforts to attach personally with the students. We regularly buck-up our students to move forward"**



BM Singh & Dr. Sharma in conversation with others in a meeting





Dr. Sharma teaching in class

Some sports activities are also organized timely to strengthen student-teacher relationship.

The advantage of a coaching is that even a mediocre student tries to study with their brilliant counterparts. Dr Sharma still gets offers from corporate business houses but imparting education to students is what makes him happy.

He says his world is his students and he is happy helping his students in moving forward.

**“Our motto is very clear, we want to infuse confidence in our students so that they can take their own decisions without any hesitation”**

To keep an eye on individual student’s growth, there is a custom of making a progress growth curve of the students with the assistance of the result of class tests. On the basis of the result, the teachers advice the students to study accordingly.

Talking about the mindset of the parents, Dr. Sharma says, “Parents wants their child to remain involved somewhere whether it is a coaching or anything else. They do not let their ward to waste their time in playing video games or watching movies.

In a coaching, they have a feeling that their child is gaining at least something. We are happy that our students are so much close with the institution and teachers that they celebrate every occasion with us.”



A group of students with teachers & directors of Adharshila





Dr. Sharma with students

Adharshila is not just an institution for IIT-Medical aspirants, the institute is trying to produce confident professionals. "We are in continuous efforts to attach personally with the students. We regularly buck-up our students to move forward. To reach this goal, we continuously organize personality development and career development sessions.

Every student deserves prosperity, and with our personality development sessions I infuse discipline and confidence in them so that they prosper in their life even if they do not go in IIT or medical streams," Dr. Sharma says emphatically. Talking about student-teacher relationship, he says, "Every student seeks a friend in a teacher

**"We believe that every student has his own level of thinking, and the same dose cannot be given to the different cadre of students"**

therefore I try to connect individually with every student and this is the reason why students do not hesitate to share anything with me. Our motto is very clear actually, we want to infuse confidence in our students so that they can take their own decisions

without any hesitation and move forward in their life successfully. Success depends on the thinking of a person."

To achieve global standards, Adharshila also gives training to the teachers from time to time. "As an experienced teacher and being the owner, I know how to give coaching to the particular type of student so that he can grow. Our faculty too is experienced and can read the mind of a student and on this basis provide personal attention to him or her accordingly.

We believe that every student has his own level of thinking, and the same dose cannot be given to the different cadre of the students. Therefore we have different courses for different cadre of the student. I want to introduce brilliant students to the world so that they become successful



A study session in progress

wherever they go." For raising the standards of the students, Dr. Sharma himself set up the standardized test papers as he is well versed with setting up of RAS and Railways Recruitment like competitive papers.



Students in study mode





Aruj taking some tips from his father



Aruj & Shubhi at leisure



BM Singh Bhadauriya with family





Dr. Sharma with wife Sangeeta, son Aruj & daughter Shubhi



Couple watching TV



Dr. Sharma playing the flute for his wife





Rakesh Gupta 'Sai', Chairman



**RAKESH GUPTA 'SAI'**  
Sri Sai R Group of Institutions

# Making deep inroads in the healthcare sector



On being asked as to why he wants to open an old-age home, he says, "Since we have our hospital and pharmacy, so we are in a position to look after aged people too. Here in the premises we have our mess and hospital and we are in a position to offer other and better health facilities too."

A man, who thinks so much for the society and poor, but obviously possesses a happy family too. As a firm believer in relations, Mr. Gupta lives in a close-knit family with his wife, two sons, daughter-in-laws and their children in his bungalow named 'Sai Kutia'.

Talking about his family, he proudly says, "Though I didn't get the chance to study much, I give all possible facilities to my sons, Ankur and Ankit and they have made me proud.

My elder son Ankur, an MBA, has his own separate business, while younger Ankit is an Ayurvedic doctor and looking after the institutions along with me. Ankur's wife Indu is a homemaker and looks after their two lovely kids Swarit and Naitik of five and four years respectively. Ankit's wife Payal is also an Ayurvedic doctor and both are blessed with a three-year-old cute daughter Ayushi.

We have our own Ayurvedic brand called "Ayushi" named after my granddaughter. We manufacture the products at our pharmacy under strict supervision."

Though exceedingly busy, Mr. Gupta likes to spend time at home with his grandchildren. While he admits that lady luck works for him, he credits himself with the necessary hard work and sincerity without which success is impossible, as he puts it.



Rakesh Gupta & Dr. Ankit with college staff

On the question as to why he opened Ayurvedic College, he generously said, "When I purchased the land, it was in the wee hours of the morning that the thought of opening an Ayurvedic college flashed before me. The experience, as I later thought, was unusual and felt as though it was Sai Baba who guided me.

Look how destiny works. After couple of days, a doctor met me at a BJP rally for Rajnath Singh and asked me to open an Ayurvedic college. I was truly surprised.

This was not a mere coincidence," he says with that look in his eyes that speaks of complete faith and trust in Baba.

**“Since we have our hospital and pharmacy, so we are in a position to look after aged people too”**



He has opened each and every institution on his guru's name, be it Sri Sai Ayurvedic Medical College (SAMC) and Hospital, Sri Sai Institute of Paramedical studies and Research, Sri Sai Institute of Pharmacy or Sri Sai College of Nursing. All based at Aligarh the institutions provide quality education to students from the surrounding districts. Meet Rakesh Gupta 'Sai', Chairman of Sri Sai R Group of Institutions based in Aligarh.



The Chairman in office

A true follower of Shirdi Sai Baba, he believes that by the grace of Sai Baba, life has given him more than he deserves! His persona is of one who is kind hearted, dedicated to the service of humanity and a man of action.

Mr. Gupta was not born with a silver spoon in his mouth but has worked hard right from his childhood days to support his family. His is more of a 'rags to riches' story as is depicted in many a Bollywood blockbuster. It was hard work and struggle against adversities before success began to shine down on him.

Though the son of a provision store owner, Mr. Gupta himself started from the scratch followed by years of struggle before he gained any recognition in society. But the struggle paid off. Now, a billionaire, and head of an empire, he gives credit of success to his wife, Rashmi. He says,

"When I got married in 1980, my financial position was not good. Immediately after my marriage, with much difficulty I opened a factory for the production of varnish in partnership with my brothers, which we expanded to start producing paint in the

1990s. You can say that lady luck worked for me! But here the good times did not last for long for, as is all too common in business, conflicts began showing up among my brothers and others.

I then decided to go my own way!" Mr. Gupta believes that it is solely due to the blessings and guidance of Sai Baba that he was able to establish successful ventures.

Speaking about that particular experience that made him Sai Baba's follower, he pauses for a while then says, "My uncle lived in Bombay and was a follower of Sai Baba, and it was with him that I visited Shirdi for the first time in the year 1994. As I had heard over the years about Baba's miracles, I also prayed to Him for paving the way for me to start my own separate business. And, you won't believe! When I came back from this holy place, I was offered the dealership of Organic Chemical.

It was Sai Baba's wonder, and accepting the offer as Baba's blessings, I got involved in the business with His consent. From then, there was no looking back. I am here establishing my own brand name in the society.

I am grateful to Sai Baba for showering His blessings on me," he says. People will be surprised to know he does not have any hobby or the types of interest that follow success. The only thing he believes in is in doing charity.

Mr Gupta generously donates to social services and his doors are forever open to each and every needy person. Acknowledging everything he has is due to the grace of Sai Baba, he is also a 'sevak' of Shirdi's Sai Baba Trust.

He has also built a Sai Baba temple in the Institutions' premises and opened a 'gaushala' where cows are being fed and taken care of by the people.

In future, he wants to open an old-age home for the homeless. In recognition of his work and contribution to the society, he was awarded the "Varshney Ratan" award in the year 2015.

**“Here students not only get an exposure to the latest development in optometry but are also encouraged to develop an entrepreneurial spirit”**



Rakesh Gupta with Ankur & Dr. Ankil



every facility for their practical training. Faculty, Lucknow and recognised by Indian Nursing Council, Govt. of India, New Delhi. When we were establishing the institute, we emphasised on the clinical training and at present we have 200 beds hospital for it. Nursing students are getting every facility for their practical training.

If you look at our labs, you will be happy to know what kind of facilities we are providing to our students. In the Institute, we have eight labs and one museum."

Talking about his future plans he said, "Besides the old-age home I also want to use my Institutions for providing better education to the students of the surrounding areas and Aligarh in particular. In this region most people are from the lower middle class or even below that, so they are not in a position to send their children outside the city for studies."

This was one of the reasons why he says he started to expand his institutions and will continue to do so for the benefit of the people of the region.

**“Nursing students are getting every facility for their practical training. If you look at our labs, you will be happy to know what kind of facilities we are providing to our students”**



Rakesh Gupta in a meeting





Father & sons trin at their Renault showroom

"We started construction in the year 2000 and got affiliation in 2002. After that we established "Om Sai Shiksha Samiti" and got it registered under Societies Registration Act 1860 in April 2002. SAMC was the first to obtain permanent affiliation by CSJM University, Kanpur.

Besides this, Ayush under Ministry of Health, was also approved acereditation after the panel inspection." He added, "One of our institutions is Sri Sai Paramedical Studies and Research.

**"The healthcare sector is expanding, so we decided to open an institute for pharma. We established Sri Sai Institute of Pharmacy in the year 2008"**

Here students not only get an exposure to the latest development in optometry thought and processes but they are also encouraged to develop an entrepreneurial

spirit and a problem solving mentality to beat a sure path to corporate success."

Mr. Gupta further shared, "The healthcare sector is expanding quickly, so we decided to open an institute for pharma. We established Sri Sai Institute of Pharmacy in the year 2008. It is also approved by the Pharmacy Council of India, New Delhi, All India Council for Technical Education (AICTE), New Delhi and affiliated to Board of Technical Education Uttar Pradesh (BTEUP), Lucknow.

We are doing our best to make students become perfect professionals. There are five labs operating in the premises for practical knowledge. Above all, career guidance committee is also there for assisting the students. See, there is a huge scope in pharma sector.

Passed out students can join multinational or other pharmaceutical companies, research units, super specialty hospitals or can even open up their own business".

After the success of Pharma Institute, Mr. Gupta thought of opening a nursing college. Shortage of nursing staff in the country has him worried. "We are the maximum producer of nursing staff in the world and it is the irony that we are facing their shortage. So I thought of opening a nursing college and it became a reality in 2010. It is affiliated to UP State Medical Faculty, Lucknow and recognised by Indian Nursing Council, Govt. of India, New Delhi. When we were establishing the institute, we emphasised on the clinical training and at present we have 200 beds hospital for it. Nursing students are getting



Rakesh with students





Fun times!



Leisure moment with grandchildren and pet rabbits



All enjoying a game of ludo





The Guptas





Devi Churan Agrawal, Chairman



**DEVI CHARAN AGRAWAL**  
Pooja Group of Glass Industries

# Bringing out class and sophistication in glass



All was going well but in the riots of 1947 unfortunately my father suffered a huge loss in business and he returned back to Shikohabad. But thanks to my mother late Triveni Devi, she was a strong believer of God believer and did not lost his faith in Him. We had seen every tough time in earlier days in Shikohabad. I myself studied High School and Intermediate as a private student while working in factories."

In the year 1967, he joined a glass factory as an accountant and learned the intricacies of business. Besides the regular job, he found enough free time and thought why not to do something creative. The couple then decided to paint glass tools and a new product was there in the market for acceptance. These tools fetched handsome demands from the customers and that's how Mr. Agrawal stepped into the business. He was involved in trading from 1969-1972. Finally, he thought that now it is time to venture into a full-fledged business. With a sum total of Rs 1000 he started his business and after sometime he took a shop with the name of Bajrang Glass Emporium in the year 1972 in a local market for glass trading.

With his laborious approach and passion for work, he gradually stepped forward and achieved the height of success from a small wholesaler to an entrepreneur. In the year 1986, Mr. Agrawal ventured into his first project and established a factory named Triveni Glass industries in Firozabad. After that there was no looking back and Mr. Agrawal dedicated his life to his business. Today he owns seven factories all in Firozabad, namely, Pooja Glass Works (P) Ltd., Hind Glass Industries, Durgesh Block &



Devi Charan Agrawal checking the glass flasks in the factory

China Glass Works Ltd., Sun Glass Works (P) Ltd., Bajrang Glass Emporium, Pawan Sut Glass agency and Bajrang Glass International.

Today his factories have around 600 employees working round the clock in shifts to meet the demands of the clientele. They supply glass containers and bottles to India's top brands FMCG

companies since the last many years. At present they manufacture glass bowls, drinking glasses, beer mugs, and juice mugs counting up to 500 items in the factory. Sharing his secret of recognition, Mr. Agrawal says, "We are more concerned about doing innovative work as compared to making conventional items.

**"Today his factories have around 600 employees working round the clock in shifts to meet the demands of the clientele"**



American statesman Colin Powell said, "A dream doesn't become a reality through magic; it takes sweat, determination and hard work." It feels that these lines are written for Firozabad glass businessman Devi Charan Agrawal. With his hard work and loyalty, once an accountant in a glass factory he managed to build his own empire worth crores. Mr. Agrawal earns a very well known name in the glass industry not only in India but around the globe. Winner of several awards, this businessman runs seven industries under the name of Pooja Group of Glass Industries in Firozabad.

When we peeped into his personal life we found that Mr. Agrawal believes in the philosophy of simple living and high thinking. Holding the position of chairman in the group, unlike other businessmen, Mr. Agrawal is an early riser. He wakes up around 5.30 in the morning and regularly goes for his morning walk. One of his morning activities is surprisingly unique and unconditionally fantastic. He observes silence for an hour! "It is a kind of relaxation for me. An hour of silence boosts my energy level to work more efficiently," says Mr. Agrawal. Optimistic in his approach, he admits that all his work runs on faith and trust. He says it is only hard work that pays. Always dressed in white attire, Mr. Agrawal is a peace lover. His wardrobe is filled with white coloured outfits, be it Indian clothes or western attire. Even his entire house is dominated with white coloured décor, be it flowers or a dining table. He is a follower of deity Hanuman ji and his daily routine comprises regular prayers dedicated to Him. His factory premises have a temple of Hanuman ji and Mr. Agrawal regularly visits it to offer his gratitude. He never locks his



One of the factories of Pooja Group

belongings and believes there is nothing to hide, so why lock them up.

He has a small closely bonded family and lives with his wife Sita Rani Agrawal, son Ashish Agrawal, daughter Rekha Rani Agrawal, son-in-law Anmol Agrawal and grandchildren Vitthal, Vrinda and Vyom. Though Mrs. Agrawal does not play any role in the business, her support is beyond explanation. Mr. Agrawal hardly spends time with the family as he is a workaholic. His life revolves around his factories and workers. But yes, he craves for news and spends a lot of time listening about what is happening around. He also spoke on the present scenario of Firozabad glass factory, he said, "Besides imposing several restrictions on our business, there are few people who do not wish to see our business flourishing. We abide by the law and transformed our industries from coal to natural gas for the sake of environment even then there are several restrictions enforced on us."

Talking about his multi-talented son, Ashish, Mr. Agrawal says, "I don't put any kind of pressure on him as to what he wants to do in life. But yes, he definitely wants to join my business after a few years.

Studying in class XIIth in Bengaluru, he is an art lover and loves dancing. He is also awarded with 'Best Dancer' award from prestigious Shiamak Dawar Group. He is active in sports too and has represented in several games at various levels. He is a squash player, played basketball at state level and table tennis at district level." Mr. Agrawal is a socially active person and doing his contribution through 20 different societies in the region. He holds the position of President of UP Glass manufacturer Syndicate and is a patron of Glass Decorators Association and Sanskar Bharti.

Starting his career as an accountant in a glass factory in Firozabad in the year 1967, Mr. Agrawal worked relentlessly to

achieve his goals. Talking about his early life, Mr. Agrawal says, "I was born in 1948 Shikohabad (UP). My father late Panna Lal Agrawal was a renowned cloth merchant of Calcutta.

**"When we ventured into the business, people respected individuals and money came in second, but today, the situation is vice-versa"**



Perfume bottles made in Pooja Glass Factory





A production unit



Work in progress at the factory

“But today, the situation is vice-versa, because today it is the era of money and nobody cares”, he says ruefully. One thing on which Mr. Agrawal seems to be concerned about is the lack of transparent clarity in the glass products.

He says, “This problem revolves around the technology we lack. Though our company invested crores in buying technology from America and Italy but our employees and technicians failed to understand its intricacies and all investment and time go in vain.”

At present the company is manufacturing glass products with blow glass and press

glass technique. But he is very optimistic in his approach as he sees glass industry growing in the next five years under the ‘Make In India Mission’.

**“We are more concerned about doing innovative work as compared to making conventional items. We manufacture items as demand flows in”**



DC Agrawal in the factory





A range of products from Pooja Glass Factory on display

We manufacture items as demand flows in. I am thankful to our customers as they tell us what to manufacture and what to leave out. We are much better in quality as compared to our competitors because we are more concentrated on our R&D department.” He also took courage to establish his own brand named ‘Lazer International’. He admits that the products of his brand are much in demand. He says, “See establishing a brand needs zero compromise on quality, profit and price. Once it gets established, you get to earn the profit.” He travelled extensively and visited around 25 countries including Singapore, Australia, America, Germany, Malaysia, Sri Lanka, Czechoslovakia, Italy, France, Holland and Bangladesh.

**“We are much better in quality as compared to our competitors because we are more concentrated on our R&D department”**

The dedicated work in the field of glass industry by Mr. Agrawal was noticed by an Australian Ambassador when he visited Firozabad and sent him a ‘letter of thanks’ for his commitment towards the industry.

After years of dedication of Mr. Agrawal, our government also sponsored him a trip to abroad named “Knowledge Trip” on which he travelled to several countries to learn the advancements in the glass industry. Not only this, our very own Bollywood legend Amitabh Bachchan also felicitated Mr. Agrawal under a campaign “Aukaat per Vijay”. This workaholic businessman fetched several awards and recognitions. He was awarded with State Export award by UP state government for two consecutive years for 2000-2001 and then 2001-2002. He was also felicitated with ‘Winner of Quality Products’.

‘Rashtriya Samman Puruskar’ presented by ISIID, Niryat Siromani Puruskar presented by ICSME. He achieved remarkable accomplishment in filing income tax and felicitated with ‘Highest Income Tax Payee’ award by the department. In his words success is nothing but loyalty, hard work and responsibility. He says, “If anybody sticks to moral values and follow these qualities, nobody can stop him from tasting success.”

With the changing times, he feels that doing business is not an easy task. “When we ventured into the business, people respected individuals and money came in second.



A worker collecting finished products





In office



Enjoying an evening cup of tea



At leisure



DC Agrawal receiving an award from Amitabh Bachchan





DC Agrawal with wife Seeta Rani & two others



The couple at puja



Enjoying a video with their grand daughter

