

# Business

THE MAGAZINE OF THE CORPORATE INDIA MAY 15-JUN 15, 2021 ₹ 50

## Sphere



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Tel.: 0120-4282930, Mob. : +91-9811194554, Email : [bm@mlsi.org](mailto:bm@mlsi.org), [dir@eolpl.org](mailto:dir@eolpl.org)

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**SHRI GULSHAN RAI KHATTAR**  
**13.01.1943 - 30.04.2021**

With profound grief and sorrow, we inform the sad demise of our beloved

**Shri Gulshan Rai Khattar Ji**

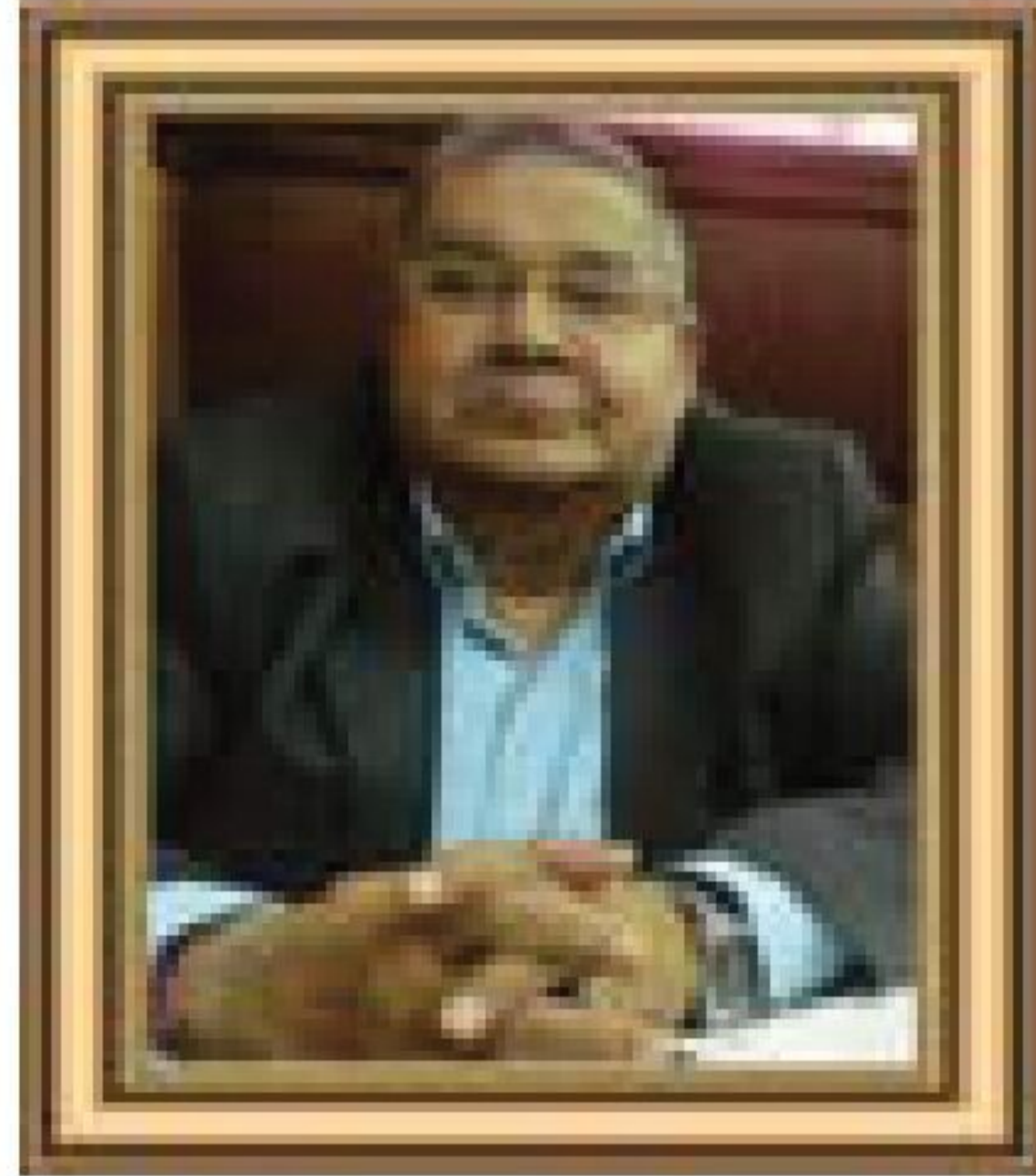
Who left for heavenly abode on 30th April, 2021

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**In Grief**

Neelima Khattar (Wife)  
Deepak & Pooja Khattar (Son & Daughter-in-law)  
Nikhil & Mavura Khattar (Son & Daughter-in-law)  
Bhawna & Lokesh Khattar (Daughter & Son -in Law)  
Manit, Aarohi, and Rhea Khattar (Grand Children)

# OBITUARY



**Late. Shri Gulshan Rai Khattar**

**13.01.1943 - 30.04.2021**

By **Ganesh Dutt Gureja**

I was very sad to learn the news of passing away of Shri Gulshan Rai Khattar from his son Deepak. I have had a long-standing friendship with him.

This took me back to July 1967, when I met him while doing journalism in Bhartiya Vidya Bhavan, New Delhi. After formal introduction we discovered that we were living in close neighborhood to each other. We started meeting each other informally over coffee in Connaught Place, drinks at my house etc.

While studying journalism, I discovered that he was quite an ambitious person and wanted his own enterprise.

While studying he got a job in some company bringing out a magazine on industries. He was a good salesperson, adept in his job and earning handsomely. Later it occurred to him that if he can work for others magazine why not he himself bring out his own magazine. This is how he incubated the idea of his first magazine entitled 'Know Your Product,'

which later changed to Business Sphere.

He covered both popular and little-known industries all over the country. He discovered that whereas popular and large industries were given awards there was no recognition for middle level industries by various TV channels. That is how the idea of instituting awards for best industries was thought out by him. The magazine has been doing very well. Later in his 70's he gradually passed on his responsibility to his son Deepak and shifted his attention to spirituality. He covered in the magazine various spiritual stories of Lord Ganesh, Shirdi Sai Baba and other deities and Guru's.

I appreciate his attributes and good imagination, enterprise business acumen and self-confidence. In the death of Shri Khattar, I have lost a good friend. I pray God preserve his soul in peace and grant Mrs. Neelu Khattar and his two sons Deepak and Nikhil and other family members strength to bear this irreparable loss.

**Editor-in-Chief**

G. R. Khattar

**Chief of News Bureau**

Deepak Khattar

**Managing Editor**

Rukmani Khattar

**Chief Consulting Editor**

Ganesh Dutt Gureja

**Senior Editors**

Rinky Marwaha, Manoshi Sinha

**Associate Editor**

Amitabh Srivastava

**Special Correspondents**

Parima Vinocha

**Correspondent**

Krishna Anand

**Business Development Manager**

Arun Yadav, Abhishek Saxena

**P R Manager**

Shaista Khan, Dolly Chauhan

**Graphic Consultant**

Professor N. N. Sarkar

**Head Design**

Jayant Manohar

**Graphic Designers**

Sanjay Kumar Jain

Neelanjan Sil

**Photographer**

Yugjit Singh

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**Corporate Office**

C-34B, 2nd Floor, Kalkaji, New Delhi-110 019

Phones: 41100813-16, 26411654, 40507151

E-mail: businesssphere2019@gmail.com

Web Site: businesssphere.in

Subscription e-mail address

dipak30@rediffmail.com

**Principal Correspondent**

Mr. Parthasarathy Mallick

Flat No. 201, Vaishno Mansion, Barbari,

Jagmara Chhak, Bhubaneswar-751030

Cell.: 9938160802

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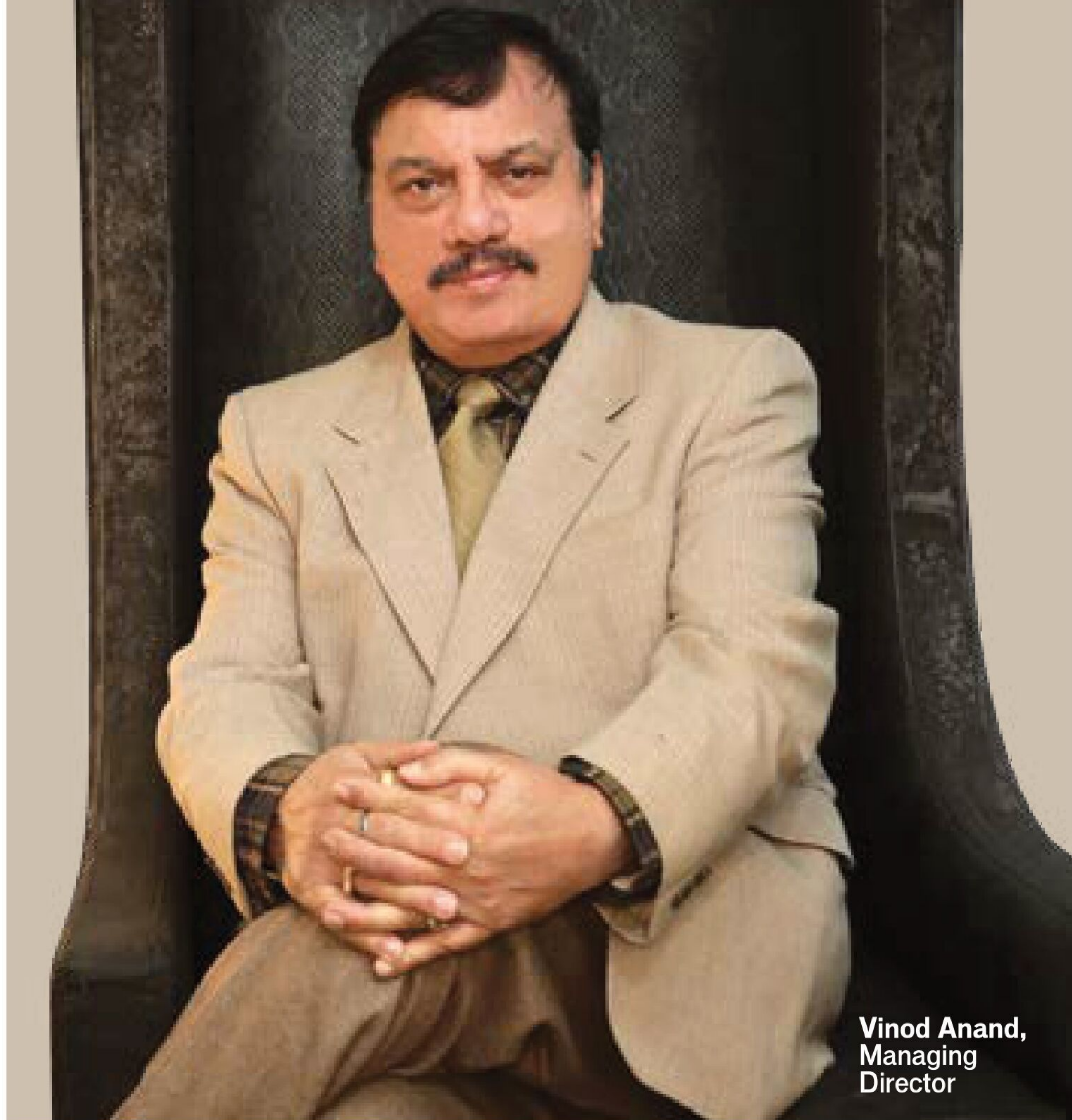
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# CONTENTS

## COVER STORY Pg 36-43

AKANKSHA  
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# EXPERIENCE AND HARD WORK AID IN WORKING UPWARDS

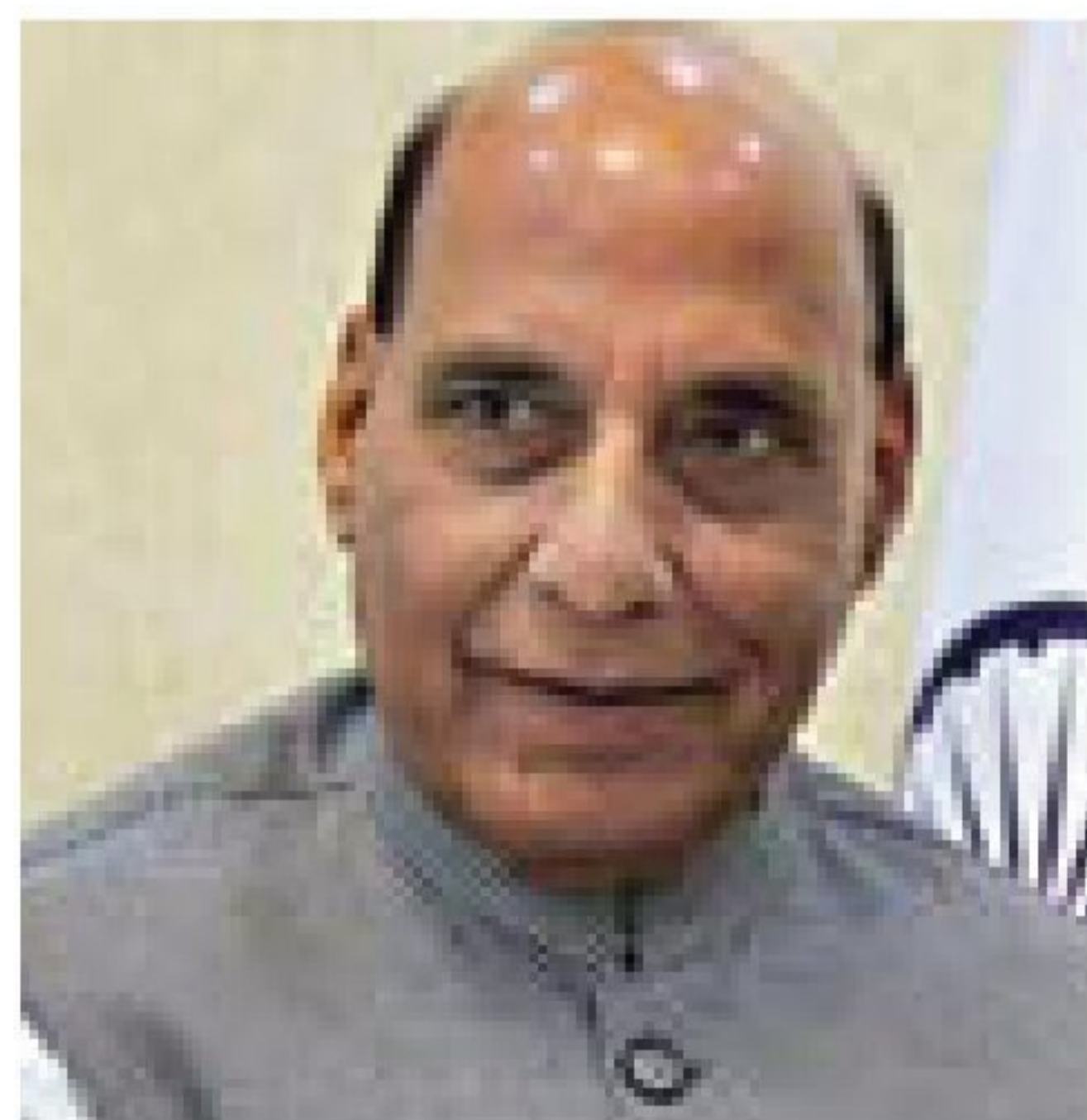


**Vinod Anand,**  
Managing  
Director



**Tribute to G.R.Khattar, Editor-In-Chief Pg 10**

**06 Rafale** All Rafale jets to be inducted by Indian Air Force by April 2022, says Defence Minister



**21 Special Report Logistics** Top 9 Logistics Companies In india 2021



**31 Logistics Industry** Dhananjay Prasad, CEO & Executive Director, Ritco Logistics Ltd.



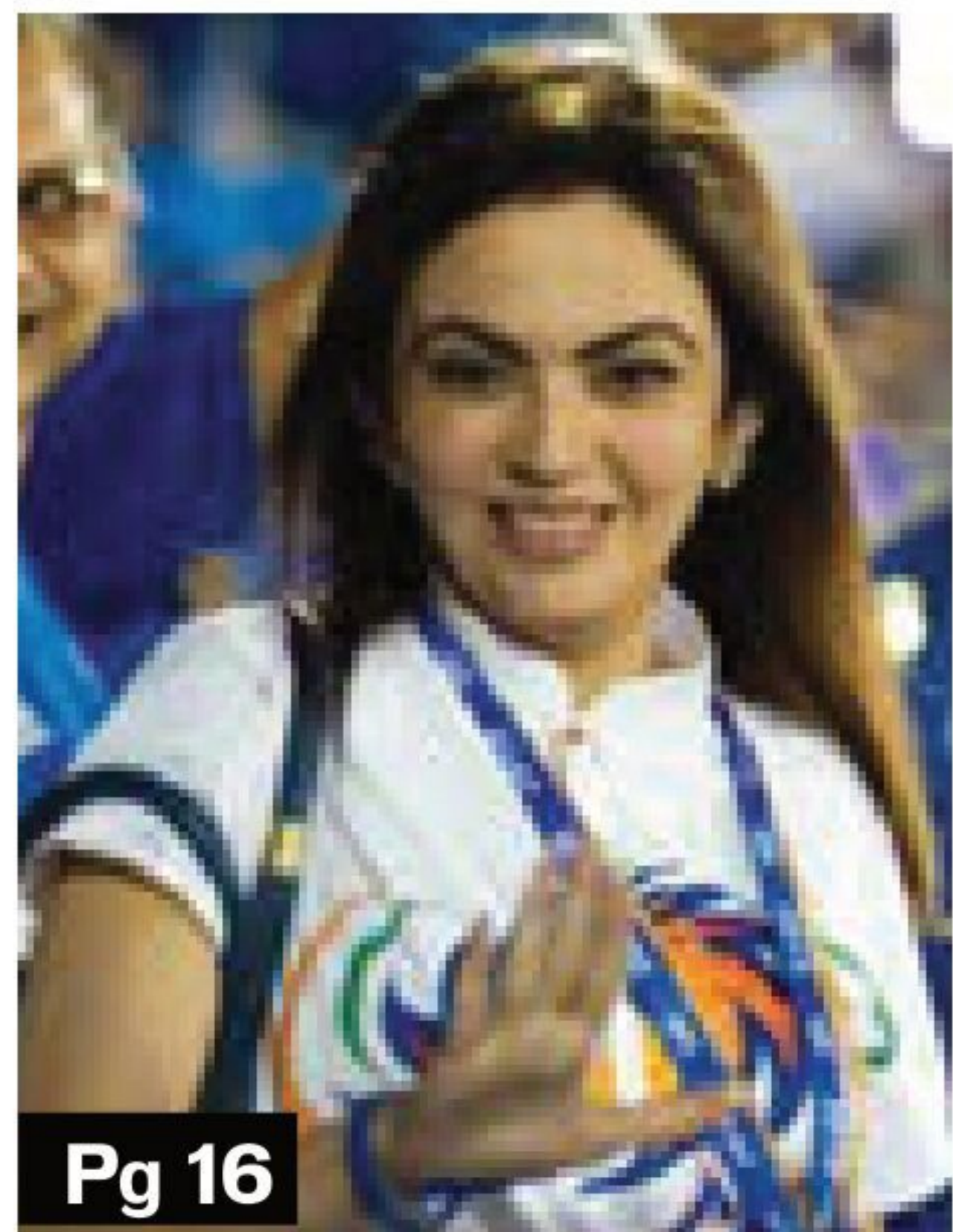
**08 Price Hike** Car, bike and mobile prices to go up from April

**10 Tribute** Tribute to G.R Khattar Editor-In-Chief

**12 Business Ideas** 10 Low Cost Startup Business Ideas For Post-COVID 19

**16 Sports** IPL 2021 postponed due to Covid-19 cases

**18 Stocks** Stock market beats the virus



**Pg 16**

**32 Logistics Solutions** Dr. Subodh Sachan, Group CEO Masters Logistics Solutions (MLS) Group

**44 Freight Services** Ankita Kukrety and Rishabh Kukrety, Borderex Impex Solutions.

**47 Diagnostics** Amit Bhatnagar, Managing Director Accuster Technologies Pvt. Ltd.

**48 Industry** Prem Arora, Director, Prem Safety Works.

**49 Vastu tips** Vastu for Toilets & Bathrooms: Helpful Tips for Your Indian Home

**50 Care for Special Children** Mrs. Kusum Bhutani, Founder, Samvedna Institute for Special Children



**52 Finance** The six best ways to become rich

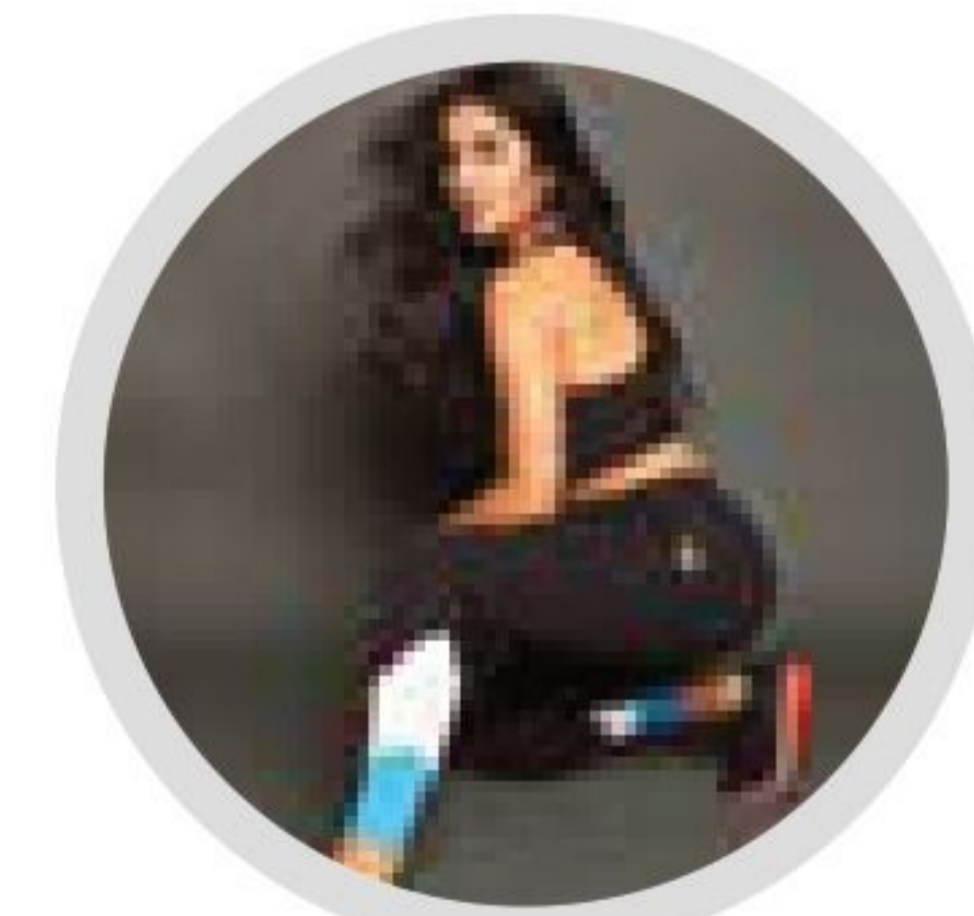


**53 Corona Preparedness** 7 Essential Products To Have at Home During COVID-19!do-or-die year



**54 Tourism** Top 3 Hill Stations in India for the Best Holiday Experience in 2021!

**58 Health & Fitness** 7 Workout Regimes Of Bollywood's Top Celebrities That We All Need To Know About



**61 Bollywood** Janhvi Kapoor shares pictures from Maldives vacation in sexy iridescent swimsuit



**64 In the news** Let Us All Come Together In This Fight Against COVID-19

**64 Cinema** Making Shobhraj a victim could boomerang

# ALL RAFALE JETS TO BE INDUCTED BY INDIAN AIR FORCE BY APRIL 2022, SAYS DEFENCE MINISTER

By **Our Correspondent**

**N**ew Delhi, Defence Minister Rajnath Singh on Monday told the Rajya Sabha that all sanctioned Rafale fighter jets will be inducted into the Indian Air Force by April 2022. By March this year, 7 Rafales will be inducted. The IAF till date has 11 of the ace fighter planes. Three Rafale combat aircrafts landed in India on January 27 night

after flying non-stop from France, an Indian Air Force official said. The three jets added to the then fleet of eight Rafale aircrafts. It was the third batch of Rafale aircraft that landed after flying over 7,000 km from the Istres air base in France and used in-flight refuelling. The Rafale combat aircraft is manufactured by French company Dassault Aviation. India received the first batch of five Rafale

aircraft on July 29, 2020 which were inducted into the 17 'Golden Arrows' Squadron on September 10 at the Ambala Air Base last year.

The second batch of three Rafale combat aircraft arrived in India on November 4, 2020. India had signed an inter-governmental agreement with France to procure 36 Rafale jets at a cost of Rs 59,000 crore.

Rafale is a 4.5 generation

aircraft and has the latest weapons, superior sensors and fully integrated architecture. It is an omni-role aircraft which means it can carry out at least four missions in one sortie.

The fighter jet has HAMMER missiles. It will also be armed with beyond visual range missiles like Meteor, SCALP and MICA, increasing its ability to take on incoming targets from a distance. ■



**Rajnath Singh,  
Defence Minister**





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# CAR, BIKE AND MOBILE PRICES TO GO UP FROM APRIL

SET TO BE THE SECOND WAVE OF PRICE HIKE IN THE INDUSTRY THIS YEAR, THE DECISION HAS BEEN CHALKED UP TO RISING INPUT COSTS ACROSS THE BROAD SPECTRUM INCLUDING INPUT COSTS FOR STEEL, ALUMINIUM, AND PLASTICS



By **Our Correspondent**

In a little under a week, most automakers in India, i.e. carmakers and two-wheeler manufacturers alike, will introduce new prices for their offerings in the country. Set to be the second wave of price hike in the industry this year, the decision has been chalked up to rising input costs across the broad spectrum, i.e. including input costs for steel, aluminium, and plastics. Hence, the price hike to offset the increasing commodity costs. So, let's quickly take a look at the list of automakers that have confirmed their decision to increase prices of their vehicles in India. **1. Maruti Suzuki:** The first one to announce the impending price hike in this wave, Maruti Suzuki

will increase prices of all its cars in India. The increase will range between 1-6 per cent over the cars' current ex-showroom price. Long story short, the price hike will range between ₹5,000 to a ₹34,000, depending upon the Maruti Suzuki car in question.

**2. Nissan:** After Maruti Suzuki, Nissan was the next OEM to announce the decision to increase prices of its cars in India. While the Japanese automaker didn't share the exact quantum of this price increment, it said

all its vehicles will get costlier from 1 April and that the hike will vary based on different models and variants.

**3. Datsun:** The entire Datsun line up in India, just like in the case of Nissan, will also receive a price hike. Unfortunately, though, the company has not shared the quantum of the price hike, we do know it will affect all Datsun cars, i.e. Datsun Redigo, Datsun Go, and Datsun Go+.

**4. Renault:** The French automaker didn't offer

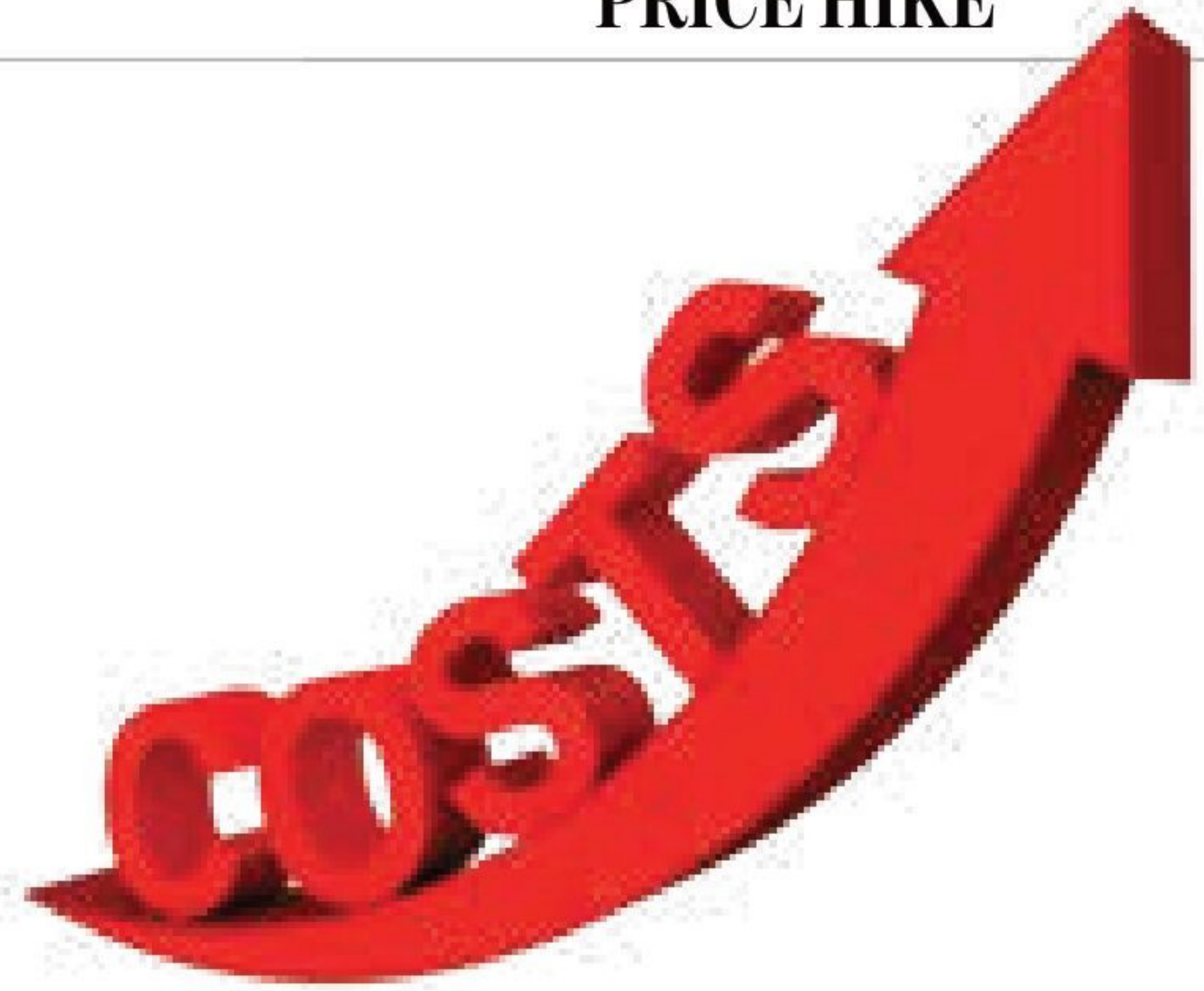
any information about the quantum of the latest price hike. It must be noted this will be the second increase in prices for Renault cars in India this year -- the company last revised prices here by up to ₹28,000 earlier this year in January 2021.

**5. Kawasaki:** This wave of price hikes will mean Kawasaki bikes in India will get costlier by up to ₹18,000, making the motorcycles substantially expensive as compared to their BS4 models.

**6. Hero MotoCorp:** The two-wheeler manufacturer also announced the decision to hike prices of its two-wheelers in India via a regulatory filing. Under the purview of this hike, Hero scooters and bikes will become expensive by up to ₹2,500 from 1 April



# Budget 2021: Imposing 2.5% duty on local mobile phone manufacturing might increase smartphone prices in India



The Finance Minister of India, Nirmala Sitharaman presented the union budget for the year 2021 earlier today. While there was only a little announced in the tech sector, she did mention that the government has revised the manufacturing duty on “some parts” for mobile manufacturing. She mentioned that local manufacturing of electronics has grown exponentially in the country, and India is now exporting mobile phones and chargers to other markets. The sector, until Budget 2021, was exempted from taxation, but it will now have a 2.5% duty. While Sitharaman did not share the details of the “parts” in her speech, it could include sub-parts like a circuit board, camera module, connectors and others. These specialised components require specific sub-parts which are imported from other nations by manufacturers. From now on, the manufacturers will now face a 2.5% customs duty on them

The government has also increased taxation for circuit boards and

plastic moulding of mobile phone chargers from 10% to 15% in duty. Other parts used in mobile chargers which were exempted earlier will now face 10% of duty in India. Not just chargers, parts and sub-parts required to make Lithium-ion batteries will lose the exemption and face the 2.5% fees.

## DOES THIS MEAN A RISE IN MOBILE PHONE PRICES?

It is too early to estimate the impact

of the increase in manufacturing duty on the final price of mobile phones. Since mobile phone manufacturers keep the margins thin to keep the cost low, they are quite likely to find it tricky to adjust the added cost to keep the retail price consistent. A feasible way for mobile manufacturers to cut costs could follow Apple’s footsteps, and removing the charger from the box.

## IS THE REVISION ONLY FOR THE MOBILE MANUFACTURING SECTOR?

The mobile

manufacturing sector is not alone in facing the revision in taxation. The electronics sector in India is also set to face a 2.5% hike in customs, including components like compressors of refrigerators and air conditioners, insulated wires and transformer components. Also, parts required for manufacturing LED lights and LED fixtures will see a jump from 5% to 10%. The biggest hike, however, will be for solar inverters and lamps, rising from 5% to 20% and 15%, respectively. Government of India’s schemes to promote local manufacturing has brought major manufacturing companies like Foxconn, Pegatron and Wistron to set their shops in the country. The government announced PLI (Production Linked Incentive) schemes to invite smartphone manufacturers to the country, which worked in the favour of many big companies like Xiaomi, Apple, Oppo and Samsung, who shifted their manufacturing force to India. Now all that’s left is to see how the manufacturing industry reacts to the new rates announced in Budget 2021 speech. ■



# REMINISCING G.R.KHATTAR , EDITOR-IN-CHIEF IN PICTURES DURING HIS LIFE SPAN

By **Deepak Khattar, Editor**



G.R.Khattar with Shri Farooq Abdullah (Extreme left), Shri G.V.G.Krishnamurthy, Former Chief Election Commissioner and Shri Oscar Fernandez , Former Minister in 2008

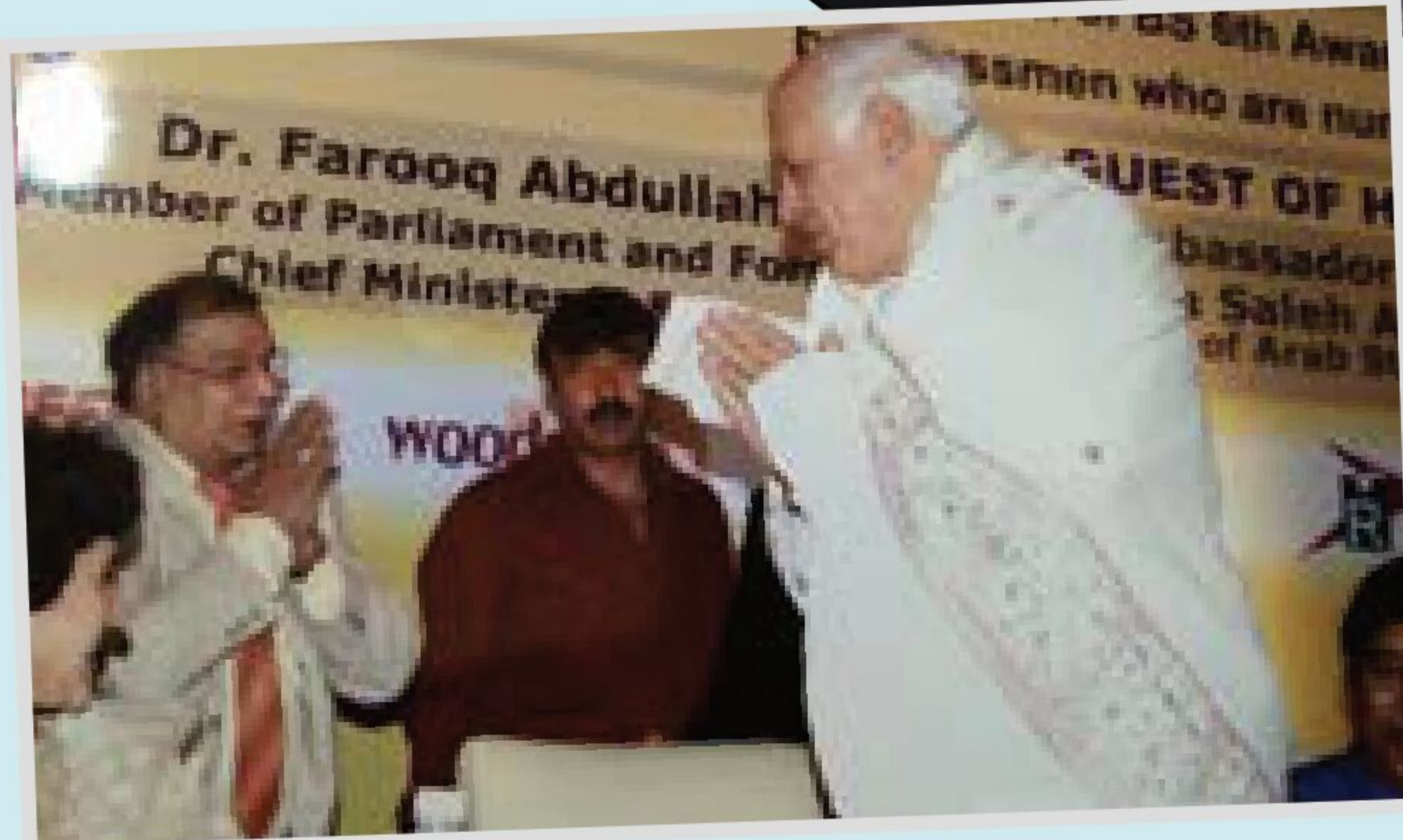


With Shri Sriprakash Jaiswal, Former Minister of state for Home Affairs in 2009

With Shri Ganesh Dutt Gureja .Chief Consulting Editor of Business Sphere



Presenting bouquet to Shri Haroon Yousuf , Delhi Minister at 10th BS Award Function in 2012



With Shri Farooq Abdullah, Former Minister



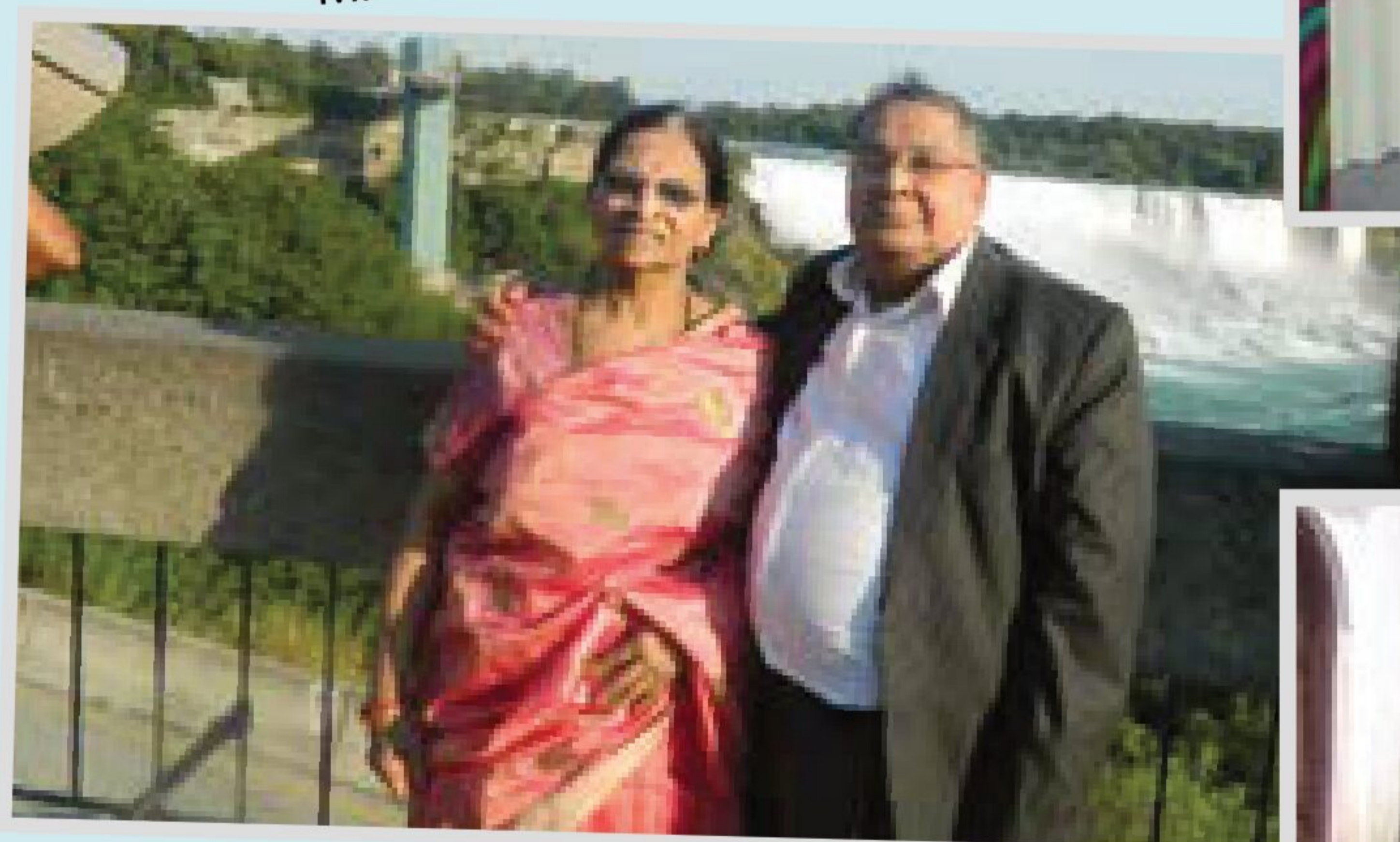
With Mr Vijay Goel, Former Minister of State for Parliamentary Affairs and Shri Ramdas Athawale Minister of State for Social Justice and Empowerment in 2018



With Shri Bandaru Dattatreya, The then Minister of labour and Employment in 2015



With Shri Ramesh Pokhriyal, Current Minister of HRD



At Niagara Falls, Canada with wife Mrs Neelima Khattar, Co-Director, Business Sphere in 2013

With Family took blessings from Famous Lord Pashupatinath Temple of Shiva, Kathmandu in 2012



With Family in Toronto, Canada in 2013



With Family in Brampton House

# 10 LOW COST STARTUP BUSINESS IDEAS FOR POST-COVID 19



By **Our Correspondent**

**T**he COVID-19 has rendered several business owners clueless.

Unfortunately, panic is not an option. The way you respond to a crisis is to embrace yourself better for the change. One way to adopt this change is to

start a business amidst the pandemic. As lockdown relaxes and the world prepares to resume the new normal, there is a drop in the world's GDPs. We are

beginning to see what a “modern standard” might look like, so what are the business opportunities around? There are ways to battle the lockdown blues.

## LIST OF A FEW STARTUP BUSINESS IDEAS TO GET STARTED QUICKLY

### BE AN ONLINE TUTOR

Millions of parents have to tackle homeschooling when attempting to work from home. Many schools and institutes would need parents to become a part of the assignment or sessions. It gets too demanding for them. Those looking to keep health under check may need an online health instructor with gyms still not safe to visit. This holds for music teachers, dance instructors, etc. The online teaching business is in a certain boom— this is turning out

to be one of the best small business startup ideas in 2021. You can start a new company around it with a YouTube channel for it, or even an Instagram page. The goal should be to reach out to as many people as possible with your skills and experience. Some people need the right guidance at their convenience. For them, you are someone who can bring a change by enabling them to render your knowledge that can enhance their way of life. You can either get associated with the

institute or start educating your students online on YouTube or another such medium. It just needs you to invest in a laptop, broadband connections, and subscription charges, if any.

### CREATE AN ONLINE SHOPPING EXPERIENCE

We know that Amazon has a large stake in the e-commerce market. Only if you do not try to compete directly; there are still opportunities for your small startup business ideas for

eCommerce. Subscription models (where customers regularly register to receive something) can generate revenue while providing customers with convenient yet personalized products. They could be as simple as toilet papers to something like a coffee machine. Amidst the storm of the COVID-19, brick-and-mortar businesses are finding it challenging to survive successfully in the market. Fortunately, the digital platform is there to rescue. Companies can extend the reach of their consumers online and

improve sales.

As per the Quantum Metric report, the number of online shoppers has risen by 52 percent since the beginning of the outbreak, and the conversion rate is up by 8.8 since then.

People are looking to buy something that can add value and make them feel good rather than just opting for mass-produced goods. Try redefining their online shopping by creating interactive web designs, an intuitive buying experience, and ensuring safe online payment options. If you are looking to develop your eCommerce website or mobile app — Get in touch with us!

### **GROCERY DELIVERY**

The fear of contracting the virus pushes people to make deliberate choices staying home and ordering groceries. Also, the initial lockdown witnessed people queuing up to stock the essentials. But as the market unlocks, there is still a segment of society for whom it is not safe to shop. For them, the ideal way to get things home is to have an online grocery delivery service of not going to food stores offline.

This is the key reason why there is a sharp rise in food and grocery delivery apps, one of the lucrative startup business ideas in the on-demand ecosystem. Were you aware that Instacart, Walmart's food app, and Shipt downloads have respectively increased by 218% to 160% and by 124%? These applications ensured that they remain safe within their houses and get the necessary staples delivered at their doorstep.

### **CONTACTLESS SANTIZER DISPENSER**

One thing that has changed forever post COVID-19 is how people access supermarkets, restaurants, and small shops. People need to get the temperature check done and use hand sanitizers as a part of the 'new normal' protocol. This is where you can enter into the commercial sanitizer market by creating a sensor-based sanitizer dispenser. You can offer the dispenser with sanitizer and enable you to get hold of commercial clients regularly.

Public health and hygiene are bound to remain the priority in the common interest. This holds, especially with the rising number of infections during the second wave and businesses remain open. Your new business idea for sanitizer dispensers will also enable you to reach broader markets like factories, shopping malls, and cinema in the longer run.

### **ON-DEMAND CLEANING SERVICES**

It should not be shocking that professional cleaning services that sane offices and restaurants, and homes are in demand because the fears of coronavirus are spreading worldwide. There is an observed 95% increase in the cleaning services post-pandemic.

Speaking of the COVID-19, the market for industrial buildings and medical facilities has increased significantly for cleaning firms. People are more concerned about hygiene and health, leading them to be finicky about their surroundings. Starting an app-based cleaning service offers a win-win situation for businesses and customers alike. With more customers



**ONE WAY TO ADOPT THIS CHANGE IS TO START A BUSINESS AMIDST THE PANDEMIC. AS LOCKDOWN RELAXES AND THE WORLD PREPARES TO RESUME THE NEW NORMAL, THERE IS A DROP IN THE WORLD'S GDPs. WE ARE BEGINNING TO SEE WHAT A "MODERN STANDARD" MIGHT LOOK LIKE, SO WHAT ARE THE BUSINESS OPPORTUNITIES AROUND?**



looking for cleaning and disinfection services, an app provides a rather convenient way to connect and order with the service providers.

### FOOD DELIVERY

After the government ordered a mandatory lockdown, many restaurants had to close down their shutters. It no longer seems to be the right choice for them to wait for a return to normal. But it sure sounds fine to turn to online distribution. The Guardian notes that food facilities prosper, as consumers tend to remain to prevent infectious illnesses from spreading.

If you are a restaurant business owner or an entrepreneur, you can start your branded food delivery application. With food delivery services, your customers can order and enjoy contactless food items online.

Do you want to test your food delivery startup business ideas with team Intelivita? We are here to help you! Contact us now.



### UVC DISINFECTANTS

The transfer of persons from COVID-19 infected buildings to disinfect them constitutes a health risk, particularly in small rooms and restricted areas. Most drones cannot fly indoor and confined spaces, but you can use UVC light disinfection with special industrial drones to create the Aertos 120 UVC drone. You can start with the UVC drone disinfection business. These drones are designed to fly indoor and enclosed spaces and provide UVC cleaning, reducing health risks. Potential sites include doctor's offices, emergency rooms, waiting areas, grocery and convenience stores, companies, and areas between first responders and health workers. UVC light sanitation technology in the healthcare sector is commonly used, but many UVC light systems are massive, cost-prohibiting, or uncommon. Many other

businesses have used this life-saving technology by combining industrial drones with small but powerful UVC lights.

### CONTACTLESS SANITIZER DISPENSER

One thing that has changed forever post COVID-19 is how people access supermarkets, restaurants, and small shops. People need to get the temperature check done and use hand sanitizers as a part of the 'new normal' protocol. This is where you can enter into the commercial sanitizer market by creating a sensor-based sanitizer dispenser. You can offer the dispenser with sanitizer and enable you to get hold of commercial clients regularly. Public health and hygiene are bound to remain the priority in the common interest. This holds, especially with the rising number of infections during the second wave and businesses remain open. Your new business idea

for sanitizer dispensers will also enable you to reach broader markets like factories, shopping malls, and cinema in the longer run.

### START YOUR FREELANCING PLATFORM

There are multiple platforms such as Freelancer, 99designs, Fiverr, etc that helps you to get connected with the employers based on your skills. Now you can simply launch your own freelancer platform it a matter of a day. It is considered as one of the best business ideas to start with minimum investment.

### SET UP YOUR ONLINE CONSULTANCY BUSINESS

If you are a Doctor, Lawyer, Musician, Dietician or fitness expert, right now is the perfect time to take your service online, and expand your reach. It will be easy for you to get started with a home-based online consultancy business. You can virtually connect with your clients via an online portal. Here is a list of few suggested online business ideas for consultancy, one can go ahead with.

### CONCLUSION

You can also look for things that are readily available and can be used as per the demand in this time of crisis. Even the smallest of objects can make a big difference in healing the global economy during these hard times. ■







**JAI SHANI DEV**

# IPL 2021 POSTPONED DUE TO COVID-19 CASES

By **Our Correspondent**

**T**he Board of Control for Cricket in India (BCCI) has indefinitely postponed the Indian Premier League (IPL) 2021 after several players and support staff tested positive for COVID-19.

COVID-19 strikes IPL LIVE Updates: IPL suspended after multiple players test positive

“We have suspended the IPL for now. The new window will be worked out later on. A statement will follow soon,” IPL Governing Council chairman Brijesh Patel told Sportstar on Tuesday.

In an advisory, the BCCI stated: “The Indian Premier League Governing Council (IPL GC) and Board of Control for Cricket in India (BCCI) in an emergency meeting has unanimously decided to postpone IPL 2021 season, with immediate effect. The BCCI does not want to compromise on

the safety of the players, support staff and the other participants involved in organising the IPL. This decision was taken keeping the safety, health and wellbeing of all the stakeholders in mind.”

“These are difficult times, especially in India and while we have tried to bring in some positivity and cheer, however, it is imperative that the tournament is now suspended and everyone goes back to their families and loved ones in these trying times,” the statement read. The decision comes close on the heels of Monday’s IPL 2021 match between the Kolkata Knight Riders and the Royal Challengers Bangalore in Ahmedabad being rescheduled after the Knight Riders’ spinner Varun Chakravarthy and seam bowler Sandeep Warrier tested positive for Covid-19.

According to IPL Governing Council members, the decision was

taken after Amit Mishra and Wriddhiman Saha too tested positive on Tuesday. Multiple BCCI officials and the franchises too confirmed the development. “After much deliberation, it was decided that the tournament had to be suspended for now,” a BCCI official said.

On Monday, two members of the Chennai Super Kings’ IPL contingent too - bowling coach L Balaji, and a bus cleaner - had tested positive for Covid-19. CEO Kasi Viswanathan’s second report came negative in the evening. However, Balaji and the team driver continued to be positive.

Andrew Tye says left IPL to avoid being “locked out”; claims definite COVID concerns among Aussies

Many Australian players left the IPL early as the coronavirus crisis worsened, with Adam Zampa and Kane Richardson choosing to follow AJ Tye home. Rajasthan Royals batsman Liam Livingstone opted to

return to England citing “bubble fatigue” after spending much of the last 10 months moving in and out of biosecure environments. Meanwhile, India and Delhi Capitals spin spearhead R. Ashwin cut short his IPL season on April 25 to be with family.

IPL 2021: COVID-19 surge in India making Aussies ‘nervous’, says David Hussey

The BCCI now is in conversation with the authorities to ensure the safe travel for the overseas players. “The BCCI will do everything in its powers to arrange for the secure and safe passage of all the participants in IPL 2021. The BCCI would like to thank all the healthcare workers, state associations, players, support staff, franchises, sponsors, partners and all the service providers who have tried to their best to organise IPL 2021 even in these extremely difficult times,” the statement read.

# IPL 2021: Deepak Chahar, Cheteshwar Pujara Play Table Tennis, But With A Tweak.

Deepak Chahar had a first-hand glimpse of Cheteshwar Pujara's "strong" defence as he took his fellow Chennai Super Kings teammate on for a table tennis match, but with a twist. While Pujara played with a table tennis racket, Chahar used a cricket bat to face his CSK teammate. "Bhaiya yaha bhe defence kuch jayda he strong hai (Brother, you're too strong in defence even here)," wrote Chahar in the caption for a video he posted on social media where he is seen having a game of table tennis with Pujara. "Couldn't get a



single point with bat also," added Chahar. Chahar, who has been part of CSK since 2018, is likely to be one of their key fast bowlers this season and Pujara, picked at the February auction this year, will have his first stint at the team.

Chahar, a right

arm fast bowler, has 45 wickets from 48 IPL matches since his debut in the tournament in 2016. Pujara, on the other hand, will be playing his first IPL since 2014. He has 390 runs from 30 matches in the tournament with one half-century.

The IPL begins on

April 9 with defending champions Mumbai Indians taking on Royal Challengers Bangalore in Chennai.

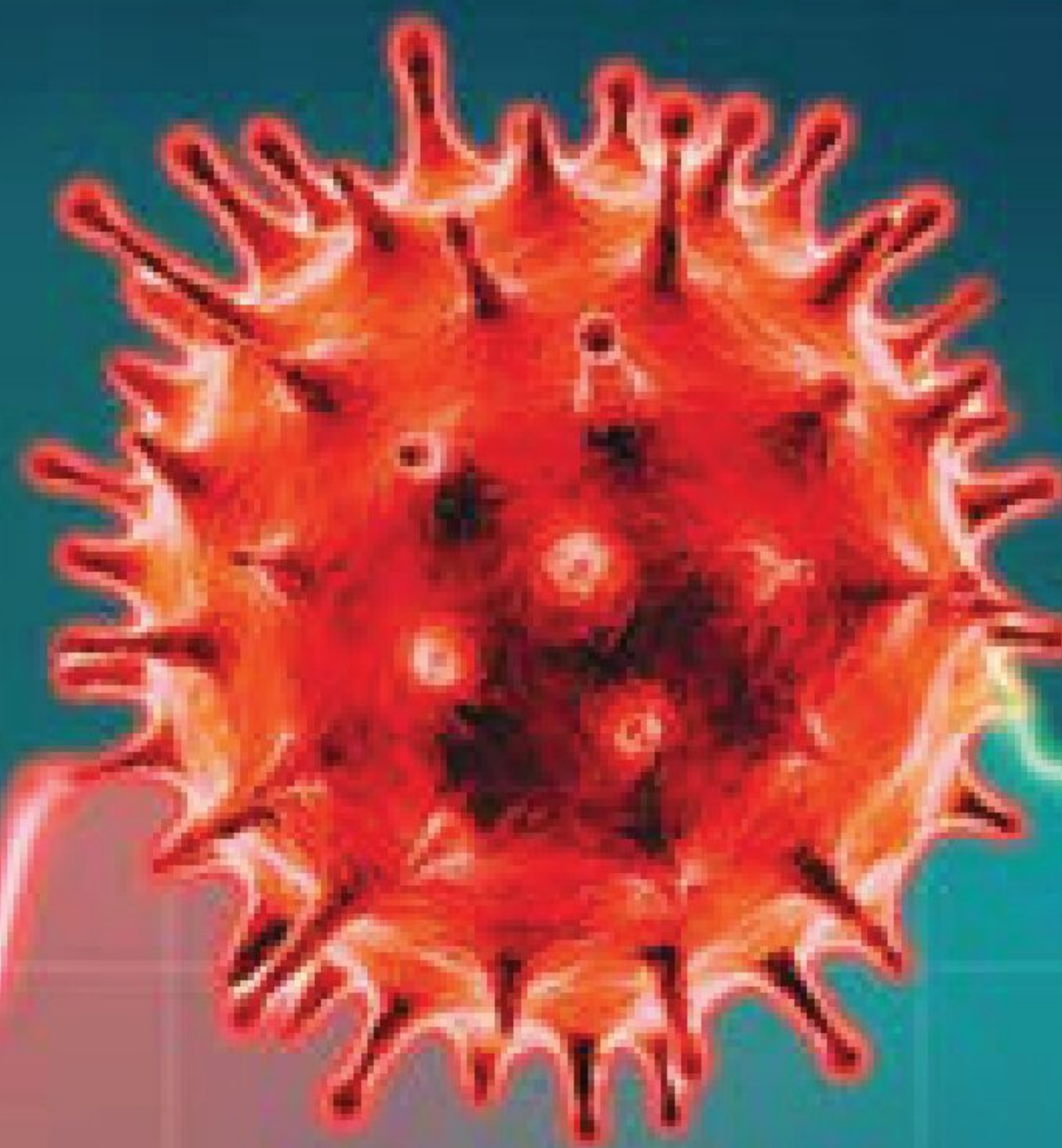
CSK begin their campaign in Mumbai on April 10 against the runners-up from last season, Delhi Capitals.

CSK didn't have the best season in 2020, when the league was played in the UAE due to the coronavirus pandemic, as they finished sixth and failed to make the playoffs for the first time in their history. CSK are three-time IPL champions. They won the title in 2010, 2011 and 2018. ■



# STOCK MARKET BEATS THE VIRUS

ALL THROUGH THE YEAR, THE MARKETS WERE NOT TOO MUCH ENTHUSED BY GOVERNMENT POLICIES AS THE SERIES OF ANNOUNCEMENTS MADE UNDER ATMANIRBHAR BHARAT CAMPAIGN DREW AN INDIFFERENT RESPONSE. THE SAME WAS WITH THE UNION BUDGET. THEREFORE, THERE SEEMS TO BE MORE FAITH PUT IN THE PRIVATE SECTOR AND ANIMAL SPIRITS THAN THE POLICIES OF THE GOVERNMENT



By **Our Correspondent**

**F**Y21 was a dismal year from the economic standpoint, and while the right noises are being made about the so-called recovery, none of these are convincing. A full year had gone by and the state response to virus infection has been the same: Announce a lockdown. It gives a sense of doing something as it stops everything from happening. But there has been one blazing factor in this year of gloom and doom, and that is the stock market.

The new highs that have been reached can be hard to explain, but

it is there for everyone to see and from a level of 29,468 in March 2020, a gain of 70% has been achieved. Hence, as the economy collapsed and the virus spread, if one sat back and invested in the Sensex in March, the gains would have been amazing. And what is surprising is that there have been justifications for the same by the market movers, which include India Inc and the stock market experts who talk to us on a daily basis.

Arguably, the March 2020 level was low on account of the announcement of the lockdown at the national level. But the Sensex recovered and reached

the 32,400 level by May, which was when the lockdown was severe, and the migrant issue was at the fore. Once the unlock was announced even as the infection cases rose, the market was impervious to these numbers and marched past 38,000 in August, as the seven-day moving average of infections were as high as 74,000 that month. There was a nervous kind of stagnation in September when cases peaked at above 80,000. Since then, the number of cases came down and the Sensex averaged 50,000 in March as the moving average in the last week came back to a new peak of more

than 60,000.

Quite clearly, the number of infections had little to do with the stock market movements. The coefficient of correlation between the two variables was +0.24, and while the level was low, the positive sign is what upsets rationality. It is clear that the market does not really bother about the level of infections, and while there are a couple of sessions that witness a decline in the Sensex, it is back to business; it is forward-looking.

When the lockdown was announced and the market went down, one never knew how things would shape up. The quick indicator that was

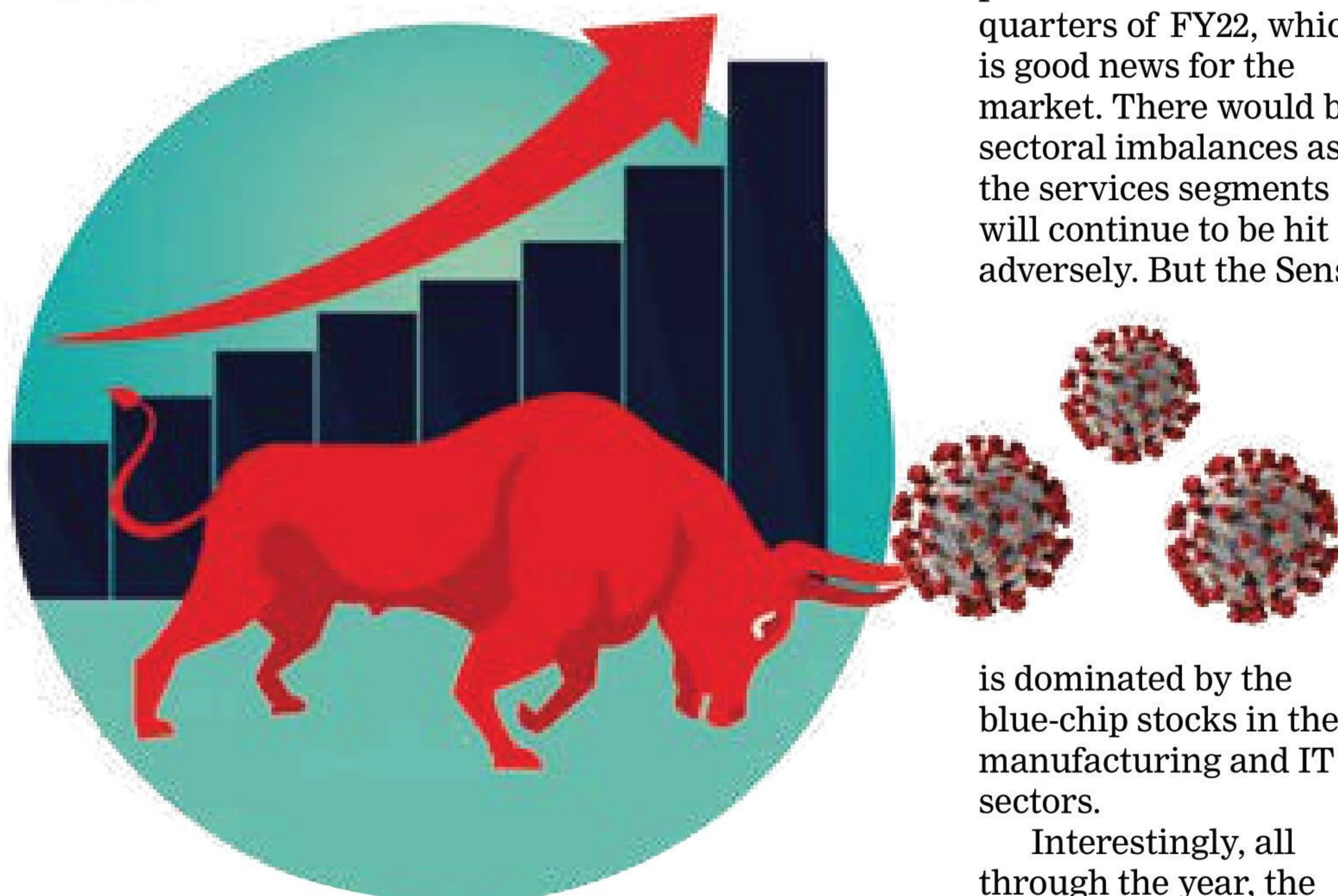
available before corporate results came out and the GDP estimates came in related to tax collections, which were abysmal as no activity meant no income for the government. Corporate results came out by August and these pointed towards the downward direction. Yet the markets were positive. The sharp fall in GDP also did not lead to any correction, and while September was more or less unchanged, the spirits were still undaunted. Since then, there has been an upward move culminating in the 50,000 level in March.

If one were to try and rationalise these movements, it has to be put in the context of forward-looking perspectives. This is where the language spoken by India Inc during the announcement of their results and the relentless advice given in the media on various sectors and stocks make a difference. In fact, the experts in the markets are really market-makers as they keep the spirits up and are always positive. This is rationalised by the earnings growth which is compared with the price and the gap provides scope for the increase in prices. This is not just an Indian phenomenon, but also a global one, as all stock markets have worked the same way. A lot of drivel involving the shape of the recovery is discussed

the stock markets move on comfortably, and by the end of the day the two reinforce one another. Just as there is the explanation that the K-shaped or V-shaped recovery is driving the market, the experts on the other side use market movements to justify the view that the recovery is imminent. India, at least

a lot of hope and gains in the market, and this thought still is driving markets everywhere. The second wave in Europe was quite severe with the responses being similar with lockdowns being announced. But the markets moved on.

Where will the market go? The Q1 results of corporates were downbeat



a part of the rise in the indices could be attributed to the infection cases going down. But in the US the markets did well notwithstanding the infection levels going up, as two other factors played a role. The first was the outcome of the US elections, and the second was the growth prospects of the economy that were revised upwards. This was contemporaneous with the creation of the vaccine, which brought

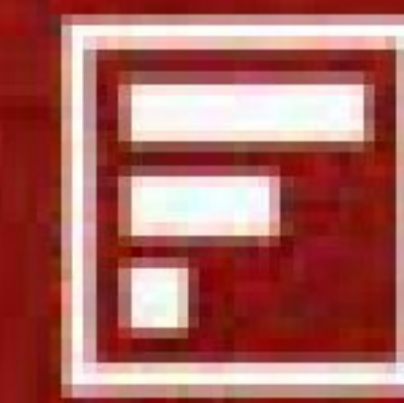
with sales and profits falling. Q2 saw sales fall but profits rise, as companies cut on costs, especially labour costs. Q3 saw a marginal growth in sales but profits continued to zoom, which gave a sense of sharp recovery. Q4 will probably be a repetition of Q4 with a better sales growth due to the low base effect of Q4FY20. The announcements of localised lockdowns shake the market but do not really change direction for more than a

few sessions. The market is driven more by the vaccination numbers and the high frequency indicators such as GST collections, PMI, e-way bills, etc. Therefore, it looks unlikely that the Sensex will slip too much for a prolonged period of time.

In fact, corporate results will be more than positive in the first two quarters of FY22, which is good news for the market. There would be sectoral imbalances as the services segments will continue to be hit adversely. But the Sensex

is dominated by the blue-chip stocks in the manufacturing and IT sectors.

Interestingly, all through the year, the markets were not too much enthused by the government policies as the series of announcements made under Atmanirbhar Bharat campaign drew an indifferent response. The same was with the Union Budget. Therefore, there seems to be more faith put in the private sector and animal spirits than the policies of the government, which is a surprise. But then the history this year of the stock market has been one of surprises for sure! ■



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# TOP 9 LOGISTICS COMPANIES IN INDIA 2021





By **Our Correspondent**

**L**ogistics companies are the ones who plan, control, store, and execute the transport of goods from the producer to the consumer. In business terms, it is described as an efficient method which helps in the efficient flow of goods and its storage from producer to the customer. A proper supply chain makes it even more beneficial and includes proper shipping, transportation, receiving, storage, and management of the goods.



## Allcargo Logistics Ltd

Allcargo Logistics Ltd was established in the year 1995. It has gained massive success over the years. Providing a multimodal transport system i.e. transport of goods through various modes of transport such as truck, rail, ocean, and air. Being a part of the Avvaysha group, it offers top-notch quality and professionalism which makes it one of the most preferred logistics companies in India.

**Services Provided**  
**Highlights And Funding**  
Allcargo Logistics received funding of about \$53 million that boosted the company's play and made it much stronger. The money was used in the expansion of Allcargo's Inland logistics program.

The company is India's second-largest integrated logistics company. Over the years, they have managed to acquire several other logistics companies like Hindustan Cargo and MHTC Logistics.

### COMMITMENTS AND OBJECTIVES

Allcargo recently promised a better future of

the company by ensuring the retirement of the older generation to create a place for millennials. The company's dynamics have further changed with Digitization. Automation, regulations, and changing consumer trends are being taken into consideration and the company's services are constantly evolving. Moreover, They are hiring people with high cutting skills.

**Following are 6 of the major services offered by Allcargo Logistics**

- **Pan India container freight stations**
- **Third-party logistics**
- **Inland container depots**
- **Ship owing**
- **Warehousing**
- **Chartering**



# Container Corporation of India Ltd.

Container Corporation of India Ltd. (CONCOR) was established in the year 1988 and started its operations in 1989. It is a Navratna Public Sector undertaking owned by the Indian rail ministry. It is one of the largest logistics companies in India due to its record of the highest sales in recent years. It is also a multimodal logistics solution provider. Their main operations are through railways but they have also been expanding to other modes of transport.

## Highlights And Funding

The government's share in CONCOR is approx. 54.8%. Global investors such as NIIF, Blackstone, and Warburg also showed interest in acquiring 30% of the total share.

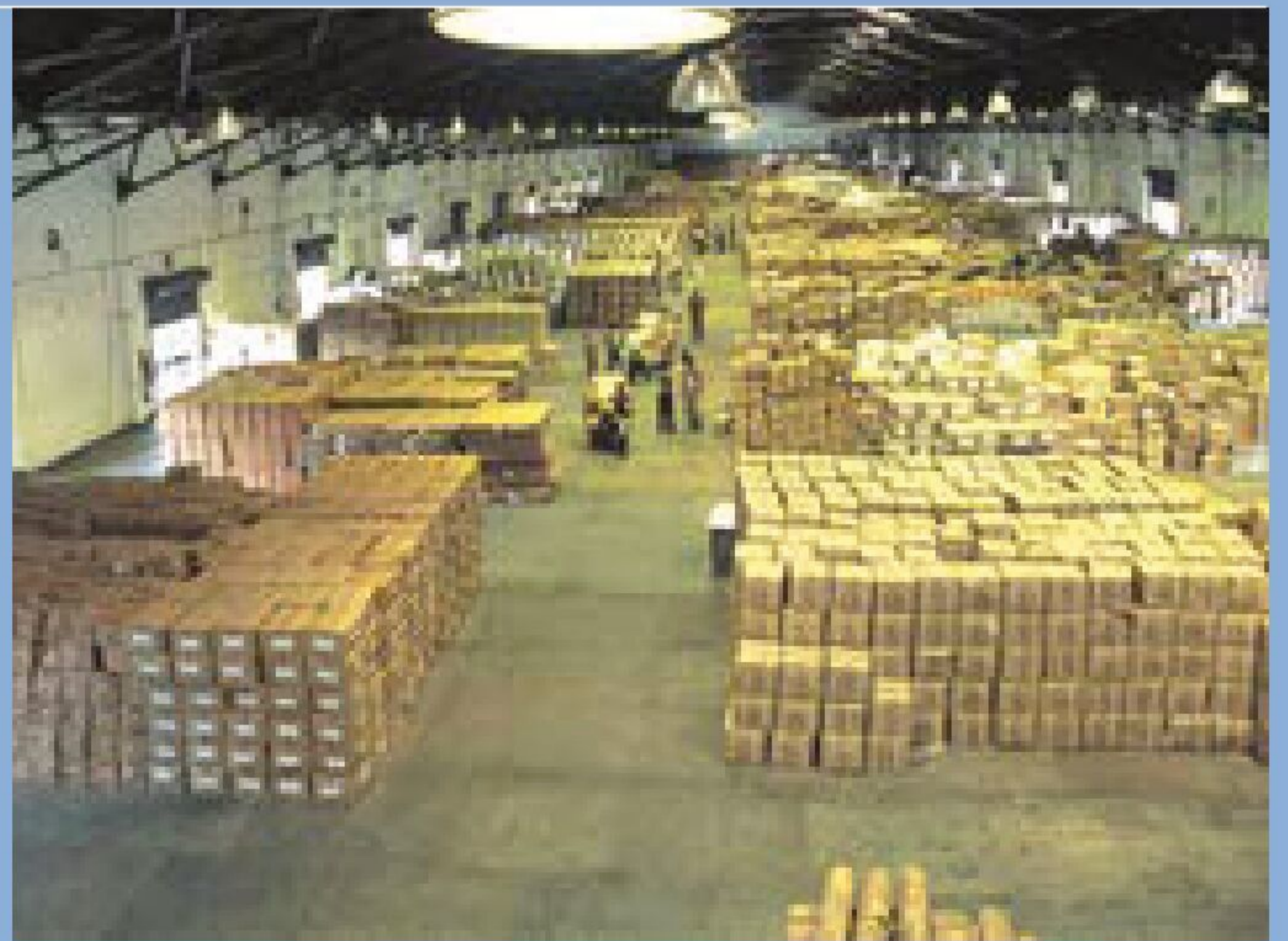
## Commitments And Objectives

The company aims at becoming a customer-focused, performance-driven, and result-oriented

organization to provide full customer satisfaction. Moreover, the company tries its level best to deliver a great user experience and to be recognized as a standard of excellence.

Following are  
6 of the major  
services provided  
by CONCOR

- Coastal Shipping
- Distribution Logistics
- Cold chain Logistics
- First-mile Last-mile
- Connectivity
- Bonded Warehousing
- LCL Hub Services





# DHL Express India Pvt. Ltd.

DHL Express India Pvt. Ltd. is one of the most renowned companies in the logistics sector. Established in 1969, it is a part of “Deutsche Post DHL Group” which is the world’s leading postal and logistics company. It also comprises business units such as DHL parcel, DHL Freight, DHL express, and so on.

## Highlights And Funding

DHL plans to invest \$250 million in its Indian DHDL logistics brand to boost Indian logistics and improve its functioning. DHL also holds some shares in Blue Dart which showcases their strong economic status.

## Commitments And Objectives

Reduce greenhouse gas emissions from their transportation in a step towards sustainability.  
Improve upon its digital

and e-commerce services as part of their Strategy 2025.  
Contribute to making the world a happier place by connecting people and improving lives.



The following are some of the major services provided by DHL Express India Pvt. Ltd.

- International Express Delivery Solutions
- Global Forwarding.
- Express Delivery Solution.
- Freight Transportation.
- Supply Chain Solutions

# Blue Dart Express Ltd.

Blue Dart Express Ltd. was established in the year 1983. It can remarkably be considered as one of the top 10 logistics companies in India. Moreover, It is one of the most renowned South Asia logistics company. This company has been voted as one of the most premier brands for the 9th consecutive year. It is a part of the DHPDL group.

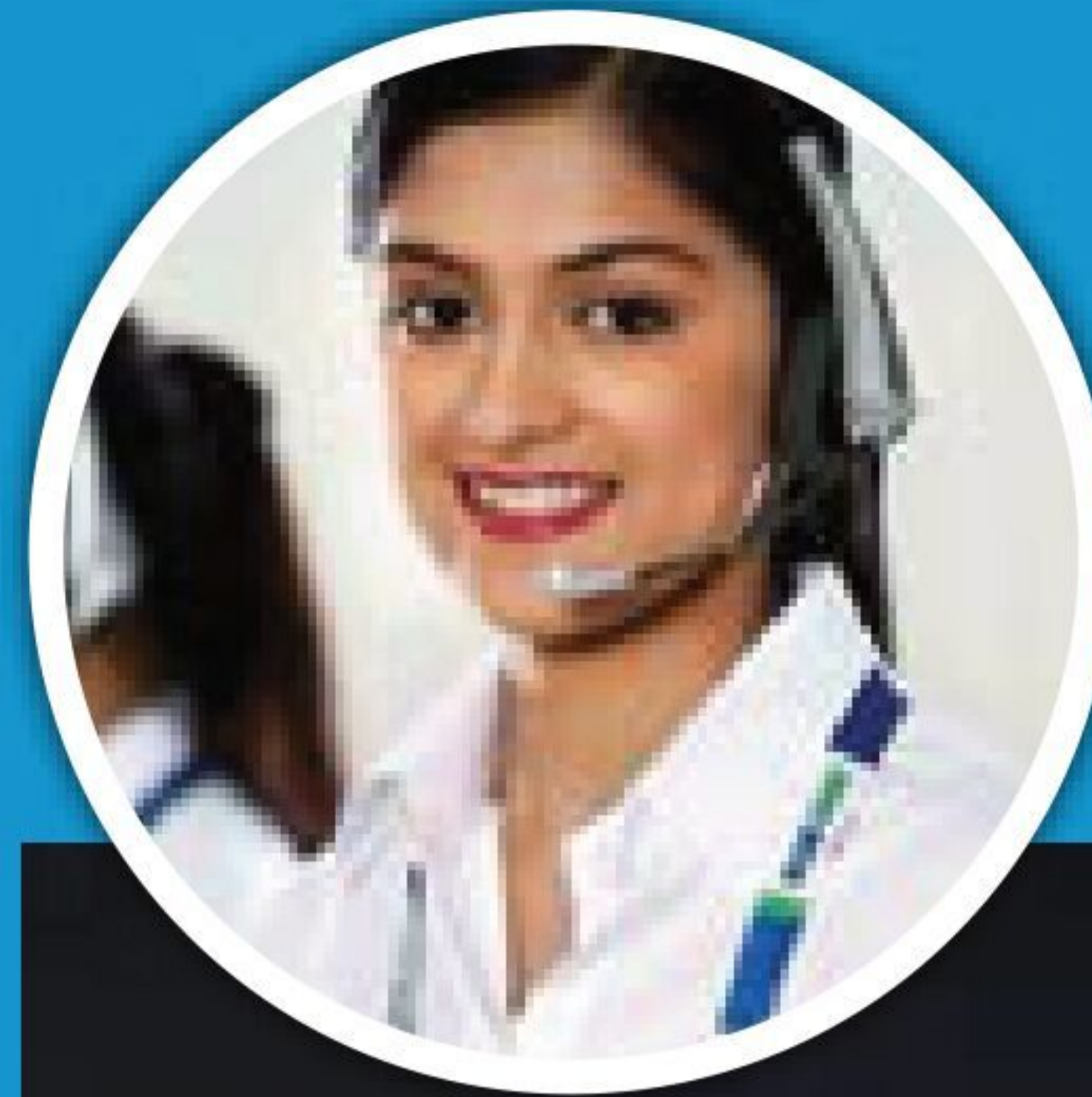
## Highlights And Fundings

DHL express invested in Blue Dart but considered it a bit of an oversized investment. Blue Dart is constantly expanding and is reaching out to lower towns and cities. It even has a subsidiary, Blue Dart Aviation, which

is a cargo airline. With these expansions and accomplishments, it has become one of the most trusted and widely relied upon logistics companies.

**Following are some of the key services provided by Blue Dart**

- **Premier Courier Service**
- **Distribution Logistics**
- **FIntegrated Express Packaging services.**



## Commitments And Objectives

Provide professional service with innovative technology. Aim to be India's preferred link to the rest of the world. Become a complete end to end

service provider and satisfy 100% of the customers' needs. Consolidate their position in the Indian market while gradually expanding to international ones.





## FedEx Express TSCS India Pvt. Ltd.

The company was established in the year 1971 is one of the world's fastest and largest transportation companies. Well known for overnight delivery services, FedEx remains in the list of top logistics companies in India. Operational in 220 countries, it is a globally recognized brand with a yearly turnover of approximately 5000 crores.

### Highlights And Funding

FedEx is a highly efficient and well-working company that

### Some of the major services provided by FedEx

- Air and Ocean Cargo Network
- Customs and Trade
- Supply Chain Services
- Shipments

aims at providing good to society. It recently launched a program in which it gave grants to small businesses for their growth. The estimated spent value was \$250,000. The company is also a prominent sponsor of many sporting activities and personalities.

### Commitments And Objectives

Producing superb financial growth for shareholders. Easy transportation with sustainable practices along with customer satisfaction. Operates on the belief that a connected world is a better world.



# Gati Ltd.

Gati Ltd. was established in the year 1989 and its headquarter is in Hyderabad, India. It is one of the top 10 Logistics companies in India. This company is well known for its supply chain solutions and express distribution. Its nationwide network delivers to almost every single district in the country. They also have a well-established presence in many other Asian and SAARC countries.

## Highlights And Funding

Allcargo Logistics acquired approx 45% of the Gati stakes. There

**Some of the major services provided by Gati Ltd**

- International Courier
- Reverse Logistics
- Priority Courier
- Air Cargo
- Rail Cargo

are about 5001-10000 employees currently working in Gati. The stake acquired by Allcargo helped the company to diversify in the best possible manner.

## Commitments And Objectives

To constantly deliver world-class solutions with technological innovation. Strive for business excellence. Minimize environmental impact and support scientific research. To profit its stakeholders and meet up to customer's expectations.





# Transport Corporation of India

Transport Corporation of India was established in the year 1958 with its headquarters in Gurugram. It is a multi-modal logistics and supply chain solutions provider in India. Transport Corporation of India has a huge International recognition which makes it more than qualified to be on this list. The company has

eight divisions, each of which handles different parts of the supply chain.

### Highlights And Funding

With over 5000+ employees, it is an Indian Non-government company whose authorized capital is 500 lakhs and has 40% paid-up capital.

### Commitments And

### Objectives

Become India's largest logistic service provided and expand to other countries as well. Serve as many regions as possible. Gain customer satisfaction and loyalty. Their belief system centers around customer focus, responsiveness, empathy, and ownership.

Some of the major services provided by Gati Ltd

- Courier Services
- Transport Facility
- Supply chain consultancy
- Inbound logistics
- International Inbound And OutboHandling





## Sical Logistics Ltd.

Sical Logistics Ltd., owned by the Coffee Day group, was established in the year 1955, with its headquarters that are spread up globally. The company is well known for its on or before time delivery of goods. Sical has recently begun making logistics infrastructure purchases and is also offering offshore support to the oil and gas industry.

### Highlights And Funding

Allcargo and TVS Supply expressed a huge interest in Sical shares. These companies also had their

**Some of the major services provided by first flight couriers are:-**

- Priority Courier
- E-Commerce Logistics
- Air Cargo
- Train Cargo
- Reverse Logistics

eyes on Sical's railroad assets which could lead to a boost of 500-550 crores in Sical's finances. Currently, Coffee Day Group holds 55.18% of Sical's shares through group entities

### Commitments And Objectives

Commitments And Objectives. To ensure that the business runs on principles of fairness. To be transparent in every possible manner. Expand their global network. Provide good returns to the shareholders by cost optimization.



# Adani Logistics Company

Adani Logistics Limited (ALL) was established in the year 2005 with its subsidiaries being Innovative B2B logistics solutions Pvt. Ltd., Adani Agri Logistics, and more. It is a Pan India end to end service provider with its three logistics park in Haryana, Punjab, and Rajasthan.

## Highlights And Funding

ALL has a 300 km privately laid track and can handle 500,000 twenty-foot equivalent units. The business has been witnessed to be growing at a rapid pace. The company raised around Rs.35 crores in Series A funding in

Jan 2019. These funds are being raised for Adani's expansion.

## Commitments And Objectives

To cover and reach out to more and more areas. Double the operation capacity by the year 2024. Increase operational efficiencies.

Some of the major services provided by Adani Logistic Company

All is an end to end logistics service provider-asset and service-based – across break-bulk, container, auto, liquid, and chemical industries.





## RITCO LOGISTICS LTD.

# THE CLIENT RETENTION ABILITY IS ITS MAJOR PAY-OFF

By **Our Correspondent**

**T**he ability to retain clients is a difficult one to achieve. It is not something each and every company under the sun can boast of, and more so, in full capacity. However, here before us, we have an example of an organization that proudly preens about 100% retention of its clients. In addition, it also claims to have over and above 95% retention of its employee base. The company in discussion is Ritco Logistics Ltd. and it is spear-led by Mr. Dhananjay Prasad, its CEO and Executive director.

This firm supplies complete supply chain solution to its clients and is ISO 9001: 2000-certified in its work profile. Working on the steam of 400+ employees, it serves the textile, automobile, FMCG, pharmaceutical, electronic, petroleum, petrochemicals, metal, and mineral industries. Owning a dedicated fleet of 1200 vehicles, & 680 are self-owned, the company has seven warehouses in India and a reach that covers approximately 300 plus delivering destinations within the country.

Incidentally, Ritco



Dhananjay Prasad, CEO & Executive Director

Logistics was originally incorporated by Mr. Manmohan P.S. Chaddha (Chairman ) and Mr. Sanjeev K. Elwadhi (Managing Director) in 1996.

Mr. Prasad firmly believes that “our chief U.S.P. is that we have a very strong SOP (standard operating procedure) system and we are an SOP-oriented organization. We have a dedicated team of twelve employees that partake in our ERP system work for each activity. In addition, we have a 100% commitment towards maintaining our value”. The SOP functions particularly help in keeping track of the Sarthee (drivers) and in the ascertaining of timely delivery (maintain TAT) of the product line.

The primary clients on

board in the polymer sector are IOCL, MRPL, HMEL, BCPL, GAIL, OPAL, ONGC, RELIANCE, HPL and MCPI . Those in the other brackets include Nestle India Ltd., HUL, ITC, ITC Paper & Stationery, Emami Agro ,BHEL , Apollo, Nerolac Paints Ltd., JK,PERFETTI ,CADBURY , HINDALCO ,CEAT, MRF,EXIDE ,BRITANIA & many more . The company also caters to the liquor market and is “doing about Rs. 5 crore worth of business pm from this segment for companies such as RICARD PERNOD, SIMBA BEER and DIAGO ”. Interestingly, this company is engaged in CSR functions in lot of activity. Appreciation & awards from HPL, OPAL, DALMIA CEMENT, MCPI & many more have come the

way of Ritco Logistics Ltd. to commemorate its positive innings. The vision and the main goal for the next five years are to surpass the Rs 1,000 crore turnover threshold. A tie-up with JK Tyres & longest AMC with AL for the provision of service, repair work, and maintenance of the Ritco fleet in the entire country has been worked out and is paying good dividends. Incidentally, “no other or very few logistics company in India has this kind of facility”, firmly states Mr. Dhananjay Prasad. This company superno, though does not nurse any major grievances when it comes to government policies, believes that “the frequent fluctuations in the diesel rates are very cumbersome to deal with”. The real reasons behind the carving of this success story, in Mr. Prasad’s words, are “our ERP system, good team, loyalty for the company of our staffers, and customer satisfaction with us”. With such plaudits up its sleeve, hence, it will be no surprise that Ritco Logistics Ltd. will be able to achieve its targets of Rs 1000 crore turns much sooner than expected or portended. ■

**MASTERS LOGISTICS SOLUTIONS (MLS) GROUP**

# THE GLITTER AND GLAM COMES FROM THE SHEEN OF HARD WORK

**“WE AIM TO PROVIDE THE BEST IN OUR CHOSEN CIRCA OF CUSTOM CLEARANCE AND FORWARDING AND RANK AMONG THE BEST IN THE REGION” ASSERTIVELY DECLARES MR. SUBODH SACHAN, CEO OF MASTERS LOGISTICS SOLUTIONS GROUP. MLS GROUP IS A ONE STOP SHOP FOR COMPLETE LOGISTICS INCLUDING FREIGHT FORWARDING AND CUSTOMS CLEARANCE FOR SEA EXPORTS**



Dr. Subodh Sachan, Group CEO

By **Our Correspondent**

**R**egular and sheer hard work with positive attitude is the one and perhaps the only way to earning laurels and plaudits in the field one is professionally occupied in. If one does so, and is involved wholeheartedly, with sincerity and dedication in the given task at hand, the company is in line for having its name etched out in gold letters in the annals of time and tide. One such company that is engaged full-time in creating bigger and better glories for itself on the basis of the stream of its work

ethos is Masters Logistics Solutions Group. Involved in custom clearance and freight forwarding of all kinds of products including food items, this organization has a Custom House Agent CHA, Freight forwarding and Liner division. Registered with MSME, it is an ISO 9001: 2015 certified and also an AEO. Doing about 6,000 containers per month is the business aggregate it totals at present. “We aim to provide the best in our chosen circa of custom clearance and forwarding and rank among the best in the region” assertively declares Mr. Subodh Sachan, CEO of

Masters Logistics Solutions Group. MLS group is a one stop shop for complete logistics including freight forwarding and customs clearance for sea exports. MLS Group’s Earth Ocean Logistics Pvt. Ltd., another group company under the dynamic leadership of its director Mr. Vinod Katiyar is another feather in its cap. Mr. Vinod has brought a rich experience of 25 years of which majority of time was with the shipping line. He is a well-known name in the shipping and logistics industry. He has come with a vision “To provide complete logistics solutions anywhere and

everywhere in the Globe” and committed to expand the presence of MLS group to all major ports across the globe with the idea to provide single window service to its esteemed customers from origin source to the end user. The group last year saw them closing with turnover of about Rs 40 crore, a figure that has escalated to about Rs 50 crore in 2020-2021. Working on the steam of an employee headcount of about fifty, the 2013 startup has also brought Mr. Anshul Sachan on board. A finance person by qualifications, he joined ranks in the management to give clarity of thought with a new zeal and zest to the company. Mr. Subodh Sachan, with a proud tint in his voice, remarks-“we have worked very hard during the times of the global pandemic and have managed to keep all our employees. We make it a point to be nice to our team members and take care of all their requirements and needs to the fullest extent possible”. With a score of 90% on-time work in the delivery schedules, this company also has raked in a cent percent retention of all its clients since inception including big names like KRBL, Shriram, Suzuki .

“We provide unmatched customized integrated logistics services at the global level to meet your logistics challenges” is the primetime motto here. In addition, the aim and objective at Masters Logistics Solutions group is to proffer value added

personalized logistics services in some of the world’s most challenging environments with a result-oriented approach. The CEO categorically says that “all our clients can count on our people around the world to tackle today’s uncertainties with the confidence that stems from their deep knowledge of emerging markets and logistics expertise. We assume high degree of personal responsibility for each job undertaken and we do not rest until we achieve the complete satisfaction of each and every client”. In the time since the inception, this organization has made a mark for itself through the precision and superior quality of its services. Its management team leaders are more than confident of the above narrative. In the present times, Masters Logistics Solutions group covers the entire gamut of activities in the multimodal transportation and logistics sector. All the services are carried out by professionals that are especially trained in their respective arena of expertise and operations. “We are involved in providing both inbound and outbound logistics solutions to various large corporate and multinational companies from within India and abroad”, he chimes in.

In essence, this company proffers a very convenient menu of standard freight management products for balancing the urgency and the cost-effectiveness of day-to-day shipments. It



Manisha Sachan, MD

works via air freight, ocean freight, sea freight, and road freight modes. The MLS experts can help in any logistics, warehousing and distribution, and systems and technologies issues come up in this segment of operations. The realm of specialized services, too, is dealt with in a very categorical manner – “for businesses with logistics needs that demand specific capabilities, resources, and specialized knowledge, MLS offers a wealth of experience”. When it comes to exports and imports, the company specializes in all custom procedures in line with the current times lead by Mr. O.P. Pandey. He is an expert

in the department and also has wealth of experience of over twenty five years. They take special note of public notices, drawback claims, document tracking, export/import procedures, statistics, et al. The knowledge domains that are creditworthy here include the customs act, rules, regulations, forms, and exchange rate know-how. Working with a startup investment of about Rs 10 lakh, this organization has come a long way since its times of inception in 2013. Growing at a rate of about 25% each year, the company has had a comfortably-poised innings so far and



Anshul Sachan, Director



Vinod Katiyar,  
Director

is continuing its good run at the given box office. The USP that the Sachans are very happy to announce and talk of in no uncertain terms is “that of providing a twenty-four hour service to all customers and clients. We are available to them at all times and never fail to give a feedback on whatever it is that is bothering them in any which way”. So also, one of the end goals of this organization is to provide customized service to all the clients under one roof and with no delay whatsoever in fulfilling any urgent demand that comes up at any time”. This also means that all the offices and branch nodes of this company are well equipped with modern infrastructural amenities and communication facilities that aid and abet their work at any point. They do not fall short of any aid or abetment in

terms of technological updates as and when they occur. Incidentally, the online connectivity between all its branches ensures high work standards and immediate vital linkages, when required.

**Credit points came the way of Masters Logistics Solutions when they bagged several awards for their performance like**

- CONCOR Award for Enhanced Performance in Custom House Agent Category – North India for the year 2016
- India Cargo Award – North and East, 2017 for Best Custom House Agent-Sea Export in North India
- India Cargo Award – North and East, 2017 for Emerging Freight Forwarding Company- Sea Export in North India
- Northern India-Multimodal Logistics

Awards 2018 - Women Professional of the Year.

- Northern India-Multimodal Logistics Awards 2019 - Dynamic Professional of the Year
- Northern India-Multimodal Logistics Awards 2020 – Customs Broker of the Year Sea Cargo (Export)

Mr. Subodh Sachan, who has been in this trade for the last twenty-five years or so, believes that the secret of carving this success story also rests with “being constantly motivated to perform well, the work strength of all our employees, and the grace of the Great Masters”. He further opines that this is a good industry to work in and the young entrepreneurs of this day and time should make a foray into this field. Having branches in Gandhidham, Mumbai, Ludhiana, Delhi-NCR, Kanpur, Nagpur, and Chennai, this affable entrepreneur, along with MD, Mrs. Manisha Sachan prescribes to Heartfulness meditation. The meditation not only eradicates stress, helps face adversity and brings clarity and focus in life. The Heartfulness meditation practice is offered under the aegis

of Shri Ram Chandra Mission for the entire world. The spear-leader of the Ghaziabad-based firm strongly propagates the cause of stress management and self-realization as necessary narratives for the stressful living and giving conditions that exists in this planet as on date. Connection with one’s inner self is the basic premise of this line of meditation and this is a sure way to attaining stress-free life dynamics. Being stress-free also means being able to synchronize one’s thoughts and ideas with one’s own mechanics. This, other than hard work, is the core ethos that is put forth here. It is no surprise then that Masters Logistics Solutions India group excels in its work portfolio and is slated to continue its dream run in the times to come, too. This very dynamic is also all set to help Masters Logistics Solutions group in achieving its mission to become a global leader in this segment and to provide higher standards of exclusive and professional services in the realm in which it exists with glitter and glam. ■



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# Experience and hard work aid in working upwards

A recipient of the Bharat Ratna, Dr. APJ Kalam award for the year 2020, this sincere and dedicated managing director is the drive and the force behind the successful operations of the company he leads from the forefront



Vinod Anand, Managing Director

By **Deepak Khattar,**  
Bureau Chief with inputs from  
**Rinky Marwaha**



Experience makes a man wiser. Or so say the wise men of yore. Any experienced person is so much likely to be able to do a good job of anything or everything that comes his way. This is the one takeaway message that anyone has learnt with time and tide. In the case of Akanksha Global Logistics Pvt. Ltd., Mr. Vinod Anand, the managing director, has just this ace, among others, up his sleeve. He has clocked in years of garnering work knowledge and panache and is now heading this corporation that is into the vagaries of custom house clearance of imports and exports of medical equipment. It is also into taking charge of operations of devices to do with radiology, ultrasound, MRT machines, et al. This company is also into consultancy work for hospitals. Becoming a CHA (custom house agent) in 1985 after clearing the relevant examinations, he delved into the imports of medical devices in 1985. During that phase, the

imports-related work for medical devices and custom clearance of these was complicated. Mr. Anand had a deep desire to simplify this process and also to bring in new and the latest medical technology into the country. It was a dream wish of his to engage the government machinery in a proper dialogue regarding such aspects and have current, up-to-date medical equipment be available for the Indian fraternity, at large. He even questioned the trend of Indian doctors preferring to settle abroad to render their valuable services after studies in India. It was his want for them to stay back in their native land and do their noble deeds here. His laudable efforts in this direction were a vehicle for change in this regard and one finds a big revolution in the medical technology arena in India since the past few years.

It is his belief that “we are the only CHA that handled more than Rs 12,000 crore worth of medical goods till date”. Armed with a

background in biology helped Mr. Anand decide the course of his career and this was one of the dynamics that made him enter this line of work. He also is of the view that “the last three to four years have been really upbeat for me and my company”. As per his readings, the next three to five years are likely to log in a big boom in the medical industry and it is slated to continue for some-time at least since there is a shortage and a lack of modern technology in this field in India. Interestingly, the exports from this company are channelized into the European, African, and Gulf

**IT IS HIS BELIEF THAT “WE ARE THE ONLY CHA THAT HANDLED MORE THAN RS 12,000 CRORE WORTH OF MEDICAL GOODS TILL DATE”. ARMED WITH A BACKGROUND IN BIOLOGY HELPED MR. ANAND DECIDE THE COURSE OF HIS CAREER AND THIS WAS ONE OF THE DYNAMICS THAT MADE HIM ENTER THIS LINE OF WORK.**

countries’ markets.

Primary healthcare facilities in India are still way behind the mark and this arena needs strict beefing up. Mr. Anand aims to garner work to the tune of Rs 300 grossings within the next five years itself. It is his diehard belief that his company will be able to meet the targets without a doubt. A recipient of the Bharat Ratna, Dr. APJ Kalam award for the year 2020, this sincere and dedicated managing director is the drive and the force behind the successful operations of the company he leads from the forefront. Also, a recipient of the Jai Prakash Narain Award for outstanding contribution to the medical industry, this gentleman firmly believes that the secret of success for him that worked its charm was “the blessings from my parents, the collated hard work of my team and me, the confidence all my clients have in our ethos, and the dedication and necessary guidance from relevant quarters”. Firmly asserting that





**Prateek Anand, Director**



“we are amongst the topmost three players in the country in our sector,” he categorically also states that “our 30-employee outfit has managed to retain the staffers since the past one decade or so due to multifarious reasons of them staying back with us. One of them is that we ensure their all-around development within the premises and even outside. A major factor that helps them keep their faith in us is that we take them for trips outside”.

Mrs. Suman Anand, spouse of Mr. Vinod Anand pitches in her work dynamics as the director in the company as does his son, Mr. Prateek Anand, also a director with the firm. The triumphant trio of filial members chortle out that “a thorough knowledge of the medical industry is an absolute must for all those that wish to work in this domain in a successful manner to ensure a good running at our box office”. So also, Mr. Yashpal Gossain, director, is a backbone figure for the organization since the past 20 years. He is also a most respected and popular person amongst the customs

fraternity for his in-depth knowledge of the rules and regulations of customs’ related work. The lengthy client list that this company has includes top-of-the-line names of the medical field including Medanta Medicity, Apollo Hospitals, B.L. Kapur Hospital, Paras Hospitals, Dr. Lal Pathlabs, Span Healthcare, Vygon, Global Imaging, Cure Surgicals, Brainlab, Recombgen Labs, amongst many other reputed organizations. Mr. Anand, a bit woeful about

**THE LENGTHY CLIENT LIST THAT THIS COMPANY HAS INCLUDES TOP-OF-THE-LINE NAMES OF THE MEDICAL FIELD INCLUDING MEDANTA MEDICITY, APOLLO HOSPITALS, B.L. KAPUR HOSPITAL, PARAS HOSPITALS, DR. LAL PATHLABS, SPAN HEALTHCARE, VYGON, GLOBAL IMAGING, CURE SURGICALS, BRAINLAB, RECOMBGEN LABS, AMONGST MANY OTHER REPUTED ORGANIZATIONS**

the new GST regime, says that “it is quite a complex narrative and it should be made simpler. We do not get our payments on time but still have to file GST on time. The overall system requires simplification”. Working with a marketing team that is totally in place and works almost around the clock to achieve targets is one nuance that has helped the company plod on with

quick pace and gait. However, most of the work that comes their way is via word-of-mouth publicity that comes by due to the goodwill that they have garnered with the positive work ethos they maintain within their realms. Though “we have a pan-India presence, our primary successful pockets in the country besides Delhi NCR include Mumbai, Gujarat, Kolkata, Bihar, Orissa and Punjab”.

Custom clearance, as such is not just tedious, but also very essential

work that is necessary to ensure the proper exchange of goods within the country and from outside of it. Making such that this process occurs within the given timeframe and with the minimum of fuss is a big challenge. It is companies like Akanksha Global Logistics Pvt. Ltd., with their expertise in this given field, that this tough dynamic appears simple and performable.

This company, with its line of professionalism, has people that help the others cross the complex barriers of custom clearance in the segment of medical technologies and equipment. Agents that are seasoned with experience, intelligence, and know-how, this company has a sizeable and a much desired work portfolio that shows of no-grievance narratives of its customer base. A tried and trusted name in this business, the Delhi-based organization, is ISO 9001: 2008-certified, and is also stamped with CHA, FFI, and DCCAA certifications. It is also involved in sea and air freight forwarding, warehousing, et al lines of work.

As they say, some things in life are ordained. It thus seems that the professional sojourn of Mr. Vinod Anand in this field too had some higher power at work to start with. He was a senior manager in a nationalized bank. A friend, into logistics work, egged him into pursuing something like this after he lent him a helping hand, and the rest was history. Whatever is set out for a person in this lifetime by the superior orders from the higher-most pious



Vinod Anand, Managing Director, Akanksha Global Logistics Pvt. Ltd. being Awarded Most Trusted Company in Custom Clearance of Surgical Equipments award by Shri Vijay Goel, Hon'ble Minister of State for Statistics & Programme Implementation at Business Sphere 15th Annual Awards on 20th September, 2018



Prateek Anand, Director, Akanksha Global Logistics Pvt. Ltd. being Awarded Best customs Clearance company for Medical & Surgical Equipments award by Chaudhary Birender Singh, Hon'ble Minister of Steel and H.E. Mr. Alem Tsehaye Woldemariam, Ambassador of Eritrea & Dean of All African Diplomatic Missions in India at Business Sphere 14th Annual Awards on 14th September, 2017

# Hall of Fame





**A TRIED AND TRUSTED NAME IN THIS BUSINESS, THE DELHI-BASED ORGANIZATION, IS ISO 9001: 2008-CERTIFIED, AND IS ALSO STAMPED WITH CHA, FFI, AND DCCAA CERTIFICATIONS.**

authorities does happen. So certainly seems the case with Mr. Anand and his journey in this line so far. The core area that Mr. Anand deals in, of medical goods, is more complicated in customs clearance than the other goods and services are. Hence, it requires an able and sharp mind to navigate through the complex streams of work mechanics here. It is the stark and real-time knowledge base and the ability to comprehend difficult processes and procedures of the team at Akanksha Global Logistics Pvt. Ltd. that is able to handle this portfolio of operations. Incidentally, some of the other awards this company has bagged include the best CHA 2016 by India Cargo and the Ministry of Civil Aviation, the top 20 entrepreneurs in India 2015 by the Parvaz Media Group, the Rajiv Gandhi Global Excellence Award in 2014, and these and many more such accolades rest prettily with Mr. Anand. It is also true that some things come in small-size packages and they do exceedingly well in

life. Let us consider the times of inception at this company. Mr. Vinod Anand began this sojourn with an initial investment of just Rs 80,000. Today, he is known to do timely delivery within one to two days of clearance time, and provide value for money to his clients and customers. Branch/associate offices in Mumbai, Kolkata, Chennai, and Bangalore help his work functioning all across the length and the breadth of the country. The commitment to work ethics is cent-percent here and this is the one ground rule that does not change or is compromised in any which way at Akanksha Global Logistics Pvt. Ltd. Thus, it stands to reason and to logic, more than anything else that the blueprint designed by Akanksha Global Logistics Pvt. Ltd to achieve turnover to the order of Rs 300 crore and above within the coming half-decade, as mentioned earlier, will actually and factually be realized. This is the one certainty that is set to come true, come what may. ■



Vinod Anand & Prateek Anand with Prime Minister of India Shri Narendra Modi



Vinod Anand with Prime Minister of India Shri Narendra Modi



Vinod Anand with Shri Vijay Rupani, Chief Minister of Gujarat



Vinod Anand with one of the top Industrialists, Shri Gautam Adani

## BORDEREX IMPEX SOLUTIONS

# QUALITY OF SERVICE IS ITS CREDIBLE WORK TRAIT



Ankita Kukrety and Rishabh Kukrety

By **Rinky Marwaha**

**Q**uality of service is one credible trait that any company should be proud of having. In addition, it can score enough numbers of brownie points in the eyes of the customer if it does its bit of quality regime. One such company that has this laudable achievement in its work segment is BorderEx Impex Solutions. Spearheaded by Mr. Rishabh Kukrety, Proprietor, this firm is involved in freight forwarding. It caters to different categories of goods. However, 95% of its work is connected with rice, sugar, and agro commodities. The remaining 5% is engineering goods. The

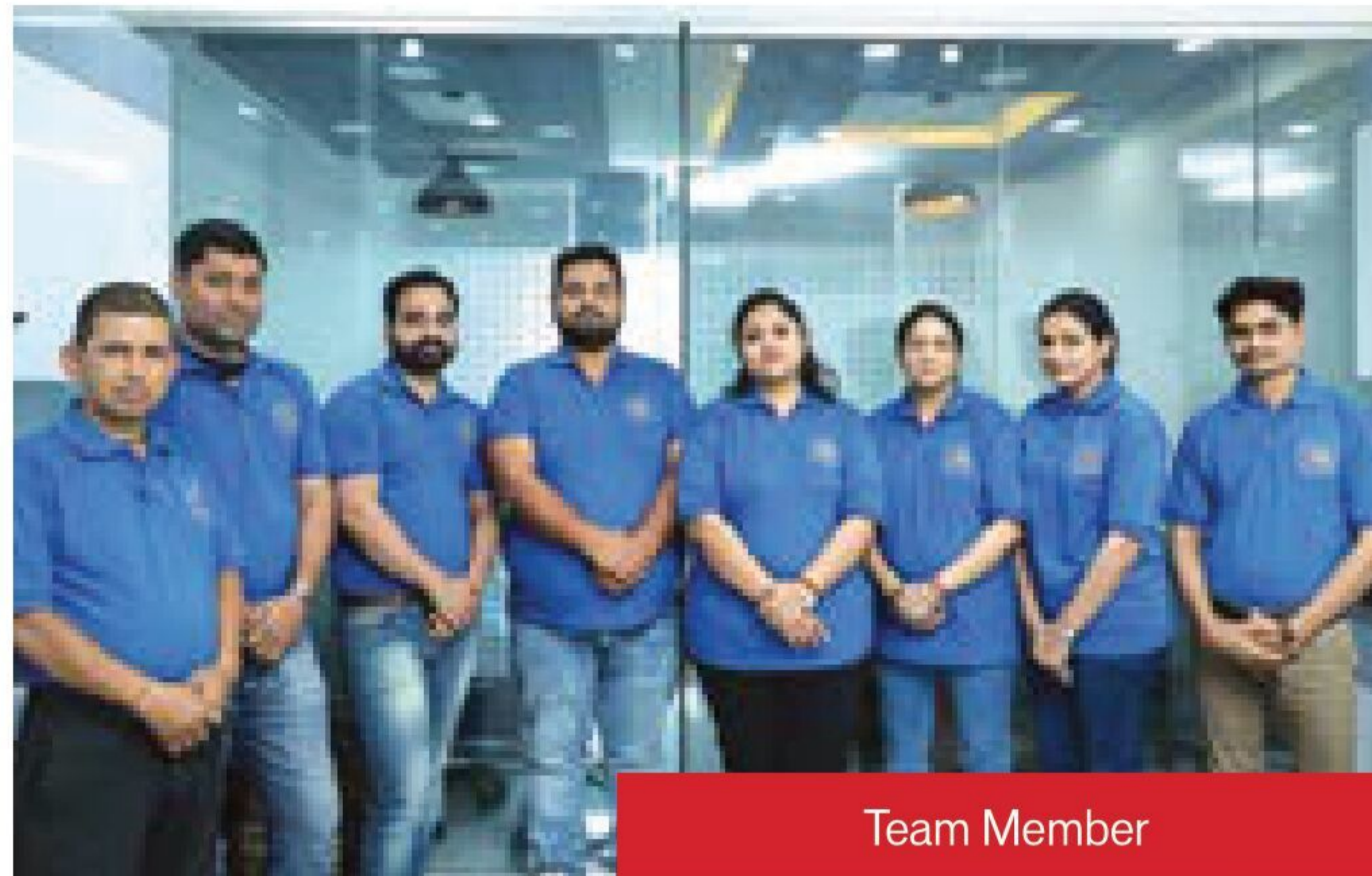
exports are carried out via seaways. The client retention rate, highly appreciably, is to the tune of 100% since the last eleven years. In addition, the employees too bespeak very contentedly of the company and only one person has left since the inception of the company three years back. In all, at the present moment, there are nine employees. The second group company here is BorderEx Logistics Pvt. Ltd. Mr. Kukrety, a member of MSME, is essentially a software engineer. Due to his background in this discipline, he has successfully designed a tracking system for his unit. The young entrepreneur that

graduated in 2007 is chiefly inspired by his father, Mr. Rakesh Kukrety. Incidentally, the company recorded a turnover of Rs 7 crore last year. The figures for this year are portended at about Rs 18 crore, a jump of all of 250%. Having started the company with an initial investment of about Rs 17 lakh, Mr. Kukrety clearly states that we do not invest in research and development activities here. Happily enough, “no employee suffered any loss of salary in during the lockdown in my organization”. The primetime USP that the work ethics of this outfit imbibe and work by are that the motive of any move undertaken has to

be very clear right from the very beginning. One should have complete clarity in the mind about the direction the company takes or makes.

At present, the company takes care of more than 500 TEUs on a monthly basis. Of these, approximately 350 are of rice, and 150 are of sugar. “Forging a good and viable bond with people that make a difference is a key factor responsible for us doing well in our profession”, chimes in Mr. Kukrety. Banking on the core value of “where logic meets logistic”, BorderEx Impex Solutions is an independent company established to support inter-modal transport of cargo worldwide. Making

personalized service their forte, this company proffers a flexible FCL delivery product that is customized to fit into the client's supply chain. The list of services offered here include import custom clearance, i.e. HSN classification, rate of duty, preparation of bills of entry, processing the custom clearance, assessment, customs examination and obtaining arranging dispatch, delivery to the destination; export custom clearance, i.e. preparation of shipping bill, classification of shipping bill, labeling,



measurement, weightment, customs custom examination, et al. The exports are directed towards the European market, to the gulf countries, and

to Africa. Mr. Kukrety, who completed his B.E. (Computer Science) from the PUNE University, believes that the best time of his professional life till date was the year 2015-16

in which he "learnt a lot". He is looking at fulfilling his mission statement of touching and even surpassing the target of Rs 100 crore within the next five years. The affable chieftain opines that "his success story was carved out due to the efforts of his team and by the grace of god". His message to those that desire to join this particular arena of work is that hard work always pays dividends and that dedication to work ethos is very important in ensuring healthy balance statements. ■



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# THE CALL OF THE MOTHERLAND BECKONED HIM



Amit Bhatnagar, Managing Director

By **Rinky Marwaha**

**T**he call of the motherland was what he took seriously. This, in itself, is a big achievement. Adding more punch to it is the effort undertaken for the up-liftment of the masses and the classes. Mr. Amit Bhatnagar, a topper in mechanical engineering, from IIT Roorkee, decided to come back to India after a stint in the Universal Studios, Hollywood, USA. Here, he is the managing director, Accuster Technologies Pvt. Ltd. Says he with firm conviction, “in India, 95% of people do not get proper diagnostics and we do not look at what our society needs”. Thereby, took root a dream. A dream funneled with a vision to generate employment opportunities for the lesser privileged, to bring high-grade innovation to the Indian ethos, et al. In the final countdown, what we have here is an entire ecosystem that is taking off to bring good quality diagnostics even to the Indian grassroots level.

Initially, he conceived W.P.B. Technologies (P) Ltd. in October, 2009. Then on, after years of research and hard work he made an

innovation and named it “MOBILE LAB” (world’s first portable pathology laboratory) which has the potential to provide quality diagnostics till the last mile of the country. The logical follow-on of this achievement was the “LaBike” (Lab on a Bike/ Lab on wheels) which was made with an intention of providing quality diagnostics at the doorstep. This is a laboratory on a bike, based on the principle of semi-automatic analyses, and the company has set up modules of its versions in U.P., Bihar, Tamil Nadu, and Maharashtra. The Reliance Foundation has helped the company in this endeavor. The mobile laboratory was launched by the then President of India, Mr. Pranab Mukherjee in 2013 on the World Technology Day. Post LaBike Invention there was another hurdle, which was lack of manpower to run LaBike so that people who lack healthcare services can get on-time doorstep diagnostics and for that another couple of years went into research and as a solution the team of Accuster made an entire well modified and quantified plan of training and empowering the local

rural youth who will run the laBikes and because of this now they are not only running their income but also serving the country.

The Wish Foundation has implemented the portable mobile laboratory in association with the Rajasthan Government and unveiled a pilot phase with NHM department. This firm received an order of 200 machines from the Rajasthan government. Interestingly, some of the primary clients of this company include the HCL Mission, National Rural Health Mission, Power Grid Corporation of India, the Government of Haryana, et al. It is rather sad that 95% of the rural poor do not have access to quality diagnostics. Labike is an effort in this direction. The one lesson he desires to share with newcomers in this arena is that “a number of laboratories fail if there is no sufficient quality control and quality check regimes”. Interestingly, the India Army and the Border Research Organization are its mainline clients as on date and MoUs have been signed with four Indian states. Incidentally Accuster Technologies Pvt. Ltd. is a 100-employee strong organization,

of which eight to nine personnel are deputed on sales and marketing duties.

Accuster Technologies Pvt. Ltd. has turned in with Rs 15 crore in 2020-2021. Mr. Amit Bhatnagar has set definitive targets and goals for the future. He hopes to enhance the turnover to Rs 200 crore within the next half-decade. The mobile laboratory is the one big achievement that the company hopes will take off in a big way since it is a portable and rugged device that pays dividends. He believes that having the necessary gumption and grit and the stubbornness to succeed, being sincerely committed to the job at hand, et al, are the criteria that have given him this success story. The mission of reaching 95% of the Indian populace with the mobile labs is the core central vibe with which his team and he are working. Hopefully, for the betterment of the health records of our country, they should truly succeed. At present, the concept is in place, it has to be taken to its logical culmination by expanding its reach and its might, a task that is slated to bring immense power and glory to its creator, no doubt. ■

## PREM SAFETY WORKS

# CLOCKING IN FOUR DECADES OF SUCCESS

By **Rinky Marwaha**

**C**ompleting four decades of successful innings in the segment of Safety Products gives happy and Protection smiles to the owner. Such is the positive state of mind of Mr. Prem Arora and Mr. Rohit Arora of Prem Safety Works of Delhi. The company that has Registered Trademark PSW, Boss, Aqua, and Star, provides a complete range of safety products. Started by Mr. P.K. Arora in 1982, this company was inspired by his father, Mr. Ramlal Arora. The company primarily deals in hand-gloves, sleeves, leg guards, boots, jackets, PVC suits (oil, acid, and alkali-proof), face shields, masks, gas masks, safety belts, industrial gum boots, military shoes, safety shoes, and helmets, et al. Certified with ISO 9001: 2000 quality stamp, and the certification of Sama Appliances Manufacturers Association, This company is involved in 90% imports and 10% domestic work and exports. The imports are mainly from China, Malaysia, Thailand, Sri Lanka, and Indonesia. The major clients here Titawi Sugar, Maruti Sales Corp ,Hero Motcop, Brij Basi

Udyog, Razermed India Ltd., Mother Dairy, and Aditya Birla Group et al. “We log in an on-time delivery rate 90% of the time”, states the proud director. Another feather in the cap here is that “we have 90% client retention and the same level of employee retention in the last five years of work”. The reasons for this are clear and aplenty. Foremost amongst them is that “we rate amongst the best service providers in our line of work and have immense goodwill value in the market realms. For the employees, we are a good deal since we give salaries on time, give bonus, and increment every year. For example, last year we gave one month salary as bonus during Diwali”.

The growth rate of this company is 100%, and its sales turnover was Rs 26 crore last year. Mr. Arora firmly believes “we are amongst the top ten players in our industry in terms of our quality and the service we provide to the customer”. He also asserts that the time period between 1995 and 2000 was the best professionally and “we nurse no grievances when it comes to government policies

and rules”. His vision and goal is to increase the turnover thrice over within the coming five years, no less. The careful

and assertive director has a clear message to give to new entrepreneurs that desire to make a foray into this field. ■



Prem Arora, Director

# VASTU FOR TOILETS & BATHROOMS: HELPFUL TIPS FOR YOUR INDIAN HOME

**WHERE SHOULD YOUR BATHROOM BE LOCATED? CAN YOU BUILD A TOILET UNDER THE STAIRCASE? READ ON TO GET ALL YOUR QUESTIONS ABOUT VASTU FOR TOILETS AND BATHROOMS ANSWERED.**

By **Our Correspondent**

**W**hether you're moving into a new home or remodelling an existing one, it is a good idea

to check if the bathrooms and toilets are aligned as per Vastu.

A clean bathroom and toilet that adhere to the principles of Vastu Shastra can do you a world

of good — from banishing negativity to contributing to overall health and happiness

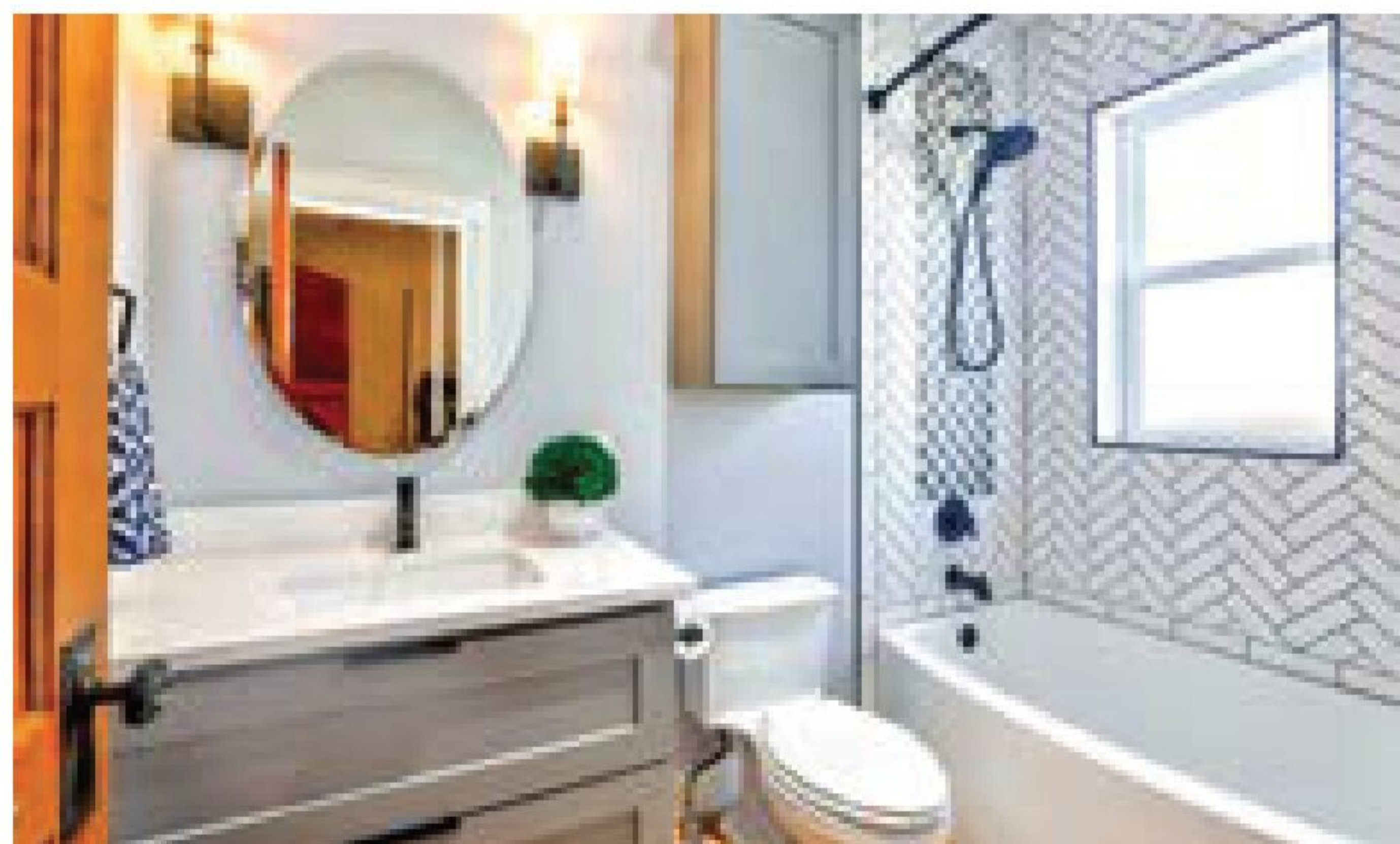
Vastu Shastra guidelines point towards keeping the bathroom separate from

the toilet, but it's not always practical, especially if you live in an apartment.

That said, you can still make your bathroom and toilet an oasis of calm and good health.

**HERE ARE SIMPLE TIPS, AS PER VASTU FOR TOILETS AND BATHROOMS, THAT WILL HELP YOU**

## Direction of Toilet, Doors and Shower, According to Vastu



1. The best location for toilets and bathrooms is the north-west part of the home.

2. Avoid constructing toilets in the south-west direction as this tends to bring about ill-effects.

3. The best direction of the toilet seat, according to Vastu, is in the south-east or north-west side.

This should be in such a way that a person using it is not facing either the east or the west.

5. Windows should open out along the east, north or west in your bathroom.

6. Constructing the toilet a couple of feet above the ground is a good idea.

7. Ensure that the toilet

is positioned along the west or north-west, for a bathroom and toilet attached space. This is because the toilet is associated with the discarding of waste.

8. The shower or wash basin needs to be in the east, north or north-east

of the bathroom.

9. Ensure that the toilet does not share a wall with the pooja room or the kitchen, as it can have negative repercussions.

10. Outlets for bathroom pipes must be towards the north or the east. ■

**IF YOUR TOILET HAPPENS TO BE IN THE SOUTH-WEST DIRECTION, YOU CAN FIX IT BY USING A COUPLE OF VASTU REMEDIES. FOR INSTANCE, PLACE A VASTU PYRAMID ON THE OUTER PART OF THE SOUTH-WEST TOILET WALL. ANOTHER OPTION IS TO KEEP THE DOORS OF THE TOILET CLOSED AT ALL TIMES**

**SAMVEDNA INSTITUTE FOR SPECIAL CHILDREN**

# EMPOWERING THE SPECIAL BECAUSE THEY ARE SPECIAL

By **Our Correspondent**

**S**amvedna Institute for Special Children, a haven for special children, was conceived in the year 2003. Its founder, Mrs. Kusum Bhutani, had always empathized with the real-time need for the parents of children with special needs. Having experienced difficulty in rehabilitating one of her relatives with like issues, she was acutely aware of the lack of amenities available for people with such disabilities. Her experience also made her come face-to-face with the fact that many times these parents were misguided and remained confused about the exact condition of their child. She decided to start an institute that would provide all such required facilities under one roof. With the support of many specialists, the foundation of Samvedna Institute for Special Children was laid down. It provides rehabilitation for all types of disabilities for all age groups.

## **Samvedna draws direction from Ms Bhutani's own journey.**

This is a familiar tale



Mrs. Kusum Bhutani, Founder

in many of the other families. Adding to their cup of woes is that the special children are not given admission in mainstream schools. Even if they are, they face humungous discrimination. Life at home is difficult for these children. They face violence and abuse from all fronts. Most of these children stay unskilled and are considered unproductive. Some do get limited opportunities as casual laborers, etc. However, the disparity continues. Eventually, they end up developing ill habits like alcoholism, substance use, violence, and debt. These special people do not get adequate support from their families, communities or government institutions.

Samvedna has developed suitable interventions with children, youth, and women with special needs. Interestingly, team Samvedna has started to highlight an additional challenge in their work, which may also be part of an emerging big challenge – a specific group of single mothers with special children. Samvedna recognizes this to be an emerging challenge that will explode in the coming times. Samvedna is keen to understand and also develop strategies to work and support these young women. Team Samvedna feels to address this they need to intervene with adolescent girls (both able and disabled) along with these young women to prepare them for the

coming challenges. The preparation process has to look at both the current immediate needs and the long-term preparedness. The program may further engage with the community on awareness on Human Rights and the safety net provided by the Laws towards women protection and prevention of abuse of women.

The above issue requires empowering the young mother and special women with the twin dimensions of building their life skills and leadership skills and secondly preparing them for career and livelihood options. Empowered young women hold the potential for transforming the society and address marginalization of women among communities. Samvedna provides need-based programs for various types of disabilities depending on type and severity of the condition, et al. It has an OPD facility as well as a care-group, an educational and vocational set-up. This setup promotes open school and university for simplicity of its use in the present conditions of disabled children.

Discrimination and

gender violence are the two realities that starkly exist and these are closely addressed in the Samvedna programming.

The process includes two important dimensions of empowering the young people and facilitating the young people to empower the community (including men). The work directives possibly include building courage and confidence among the girls, filling the gaps in their educational and personal skill base, accessing skills and enhancing employability options, addressing the negotiations and legal proceedings, and promoting the spirit and ideas of youth entrepreneurship in this segment.

**The expected outputs at the project level include the following:**

- 25 deserted and destitute young women supported and provided counseling, exposure and linkage to opportunities including in education and skill building
- 20 young women supported towards employment and other social business proposals
- 5 young mothers of disabled children take up community action projects for 6 months as part of the youth for development process



towards working with other community adolescent girls and further with community towards empowerment and on social inclusion

- Disabled youth empowerment towards social inclusion processes systematized and documented and ready to be shared with other development agencies including private sector CSR and other programs of government as rehabilitation good practice

- Youth – they are the change agents of social inclusion stories  
The following nuances are expected to occur:

- Each beneficiary moves one level higher than their current educational qualification and/or in their current employability skills training, employment and entrepreneurial opportunities

- Every beneficiary has increased social capital and networking across diverse groups than what they begin with.
  - Increased clarity on social exclusion, gender

and patriarchy, diversity and pluralism and social inclusion and also in career choices.

- Increased information on government and private provisions for own development and ability to reach them.

- Increased beneficiary participation in social issues and planning on addressing through community action

- Every member has participated in community based preparatory employability program and further gets linked to a certified program in local or state level programs.

- Every member has possibility to engage in entrepreneurial capacities.

- Every member has better awareness on how government institutions are structured and function, with particular reference to governance, executive, and judiciary.

- Every member has had some engagement with the local governance institution and its

functioning and been part of one social audit project in their habitation.

- Each one has an understanding on how government makes budgets, allocates and implements on budgets.

- Each one has information on government provisions and entitlements for them and their communities

- Each one of the members have identified 2 areas of public interest and filed for information under the Right to Information (RTI) Act and gathered information, analyzed it, compared it with the citizen's charter and taken it forward through grievance redress mechanisms.

- Everyone has taken part in public advocacy, social justice issues, fact finding,

- Every beneficiary has a possibility to get connected to social enterprises training to be conducted on modules jointly developed by Korean agencies and government bodies (including Korea based semi-government agencies). ■

# THE SIX BEST WAYS TO BECOME RICH

By **Our Correspondent**

**W**e tend to assume that if we work hard and save money then one day we will end up wealthy. This is wishful thinking. We are more likely to end up with some modest but useful savings. If you want to accumulate serious wealth then there are a number of approaches you can use and some are much more effective than others.

## THE BEST WAYS ARE AS FOLLOWS:

**1.** Start your own business and eventually sell it. This is the most effective and proven way to become rich. If you can find a new approach to a real customer need and build a profitable business that addresses that need then you have created real value. It could be a cleaning business, a hairdresser's, a consultancy or an investment bank. It will probably take years of very hard work to build up the enterprise. Most new businesses fail so the risks are high. You need all the skills, dynamism, perseverance and diligence of an entrepreneur. But if you can pull it off the potential rewards are



huge. This is how many of the seriously wealthy people did it.

**2.** Join a start-up and get stock. If you can accumulate equity positions in one or more start-up companies then there is an opportunity for a serious capital gain if the company thrives and either floats or is sold to a larger enterprise. Only a small minority of start-ups succeed in realising large capital gains so the odds are not good. However, you can use your judgement to see which business idea and which management team are likely to succeed. Early employees in Apple, Google and Microsoft became millionaires on this basis.

**3.** Exploit your skill as a self-employed expert. If you can develop a marketable skill and retain your independence then you can reap considerable rewards.

This is how sports stars, authors and entertainers become rich. In general the self-employed expert has greater earnings opportunities than one who works for a company. There are risks and you have to have something special. Your success is in your own hands so this is a popular route for people who have developed a skill and want to strike out on their own.

**4.** Develop property. Buying, developing and selling property is a well-established way to build a significant capital position. One of the key elements is that by borrowing money you can gain leverage on your investment. Say you borrow \$200,000 and put in \$50,000 of your own to buy a property for \$250,000. Then you develop the property and sell it for \$400,000. The property has increased in value by 60% but your \$50,000 has

now grown fourfold to \$200,000. You have to select the right properties in the right areas and develop them wisely. You are at risk from booms and busts in the property market. However, in the long term this remains a proven way to accumulate wealth.

**5.** Build a portfolio of stocks and shares. If you can make steady investments in stocks over a long period and reinvest the dividends then you can build a large store of wealth. Of course stocks can go down as well as up and many small investors lose heart when their portfolio plunges. But over the long-term equities are as good an investment as property and much more liquid. Stock market crashes represent great buying opportunities for those with cash and strong nerves.

**6.** Inherit wealth. It helps if you were born to successful or wealthy parents but failing that, you could marry fortuitously! There are more important things in life than accumulating wealth. Who wants to end up rich, unloved, lonely and in poor health? However if you can enjoy life and at the same time become rich why not do so? Plan your route and relish the journey! ■

# 7 ESSENTIAL PRODUCTS TO HAVE AT HOME DURING COVID-19!

By **Our Correspondent**

**C**oronavirus is the most dreadful thing we heard in 2020! Coronavirus (COVID-19) has changed our perspective towards life in so many ways. One should be extra cautious while stepping outside the home, such as using a mask and sanitizer.

The essential product list for COVID-19 is getting more heat as we move towards another wave of new covid-19 strain. It is supposed to be more powerful and dangerous, so we have to be more careful. So far, this pandemic has affected the crores of people worldwide, and it is still increasing.

In this horrifying pandemic situation, we have to put our best efforts into making ourselves and others free from infection. To do that, we will need awareness and know-how of some COVID-19 essentials product list to fight better. Here is the list of essential products –

## **FACE MASK**

It is an essential thing you must carry before stepping outside of the house. The face mask helps to keep you away from respiratory infections arriving from others. Healthcare professionals suggest that individuals with COVID-19 who never create manifestations



(asymptomatic) and the individuals who are not yet demonstrating indications can even now spread the infection to others. So, using the mask is necessary.

A simple cloth mask is also sufficient to cover your nose and mouth. There is still a nationwide shortage of this, so even if you find one, do not buy it. Leave these masks for health care workers.

## **FACE SHIELD**

Like a face mask, the face shield is a hindrance to helping your respiratory system clear from foreign bodies. It is optically clear and protects the face and mask from direct splatter. Wearing a mask or shield is protect you and the people around you.

## **HAND SANITIZER**

In this pandemic, hand sanitizer catches the eye of everyone. Sanitizer should be at your home as well as with you while you are outside of your house. You have to keep your hands clean in this COVID situation. Ideally, you



should wash your hand for twenty seconds with soap or cleanser. But when it is not possible, you can use sanitizer to clean your hands. Make sure you always carry a hand sanitizer containing a minimum of 60% ethanol or isopropyl alcohol.

## **TEMPERATURE GUN**

(Infrared Thermometer) As we know, having a high-grade fever is one of the common symptoms of coronavirus with a cough. A thermometer is an essential product to measure fever and its variation. In COVID-19 instances, measuring a body temperature from a distance provides safety from virus contamination via person-to-person contact. That's why a temperature gun

is more important in the COVID-19 pandemic than a regular thermometer.

## **PULSE OXIMETER**

Well, thanks to coronavirus. Because of this, we able to know about the pulse oximeter-a hospital gadget. Breathlessness and a low level of oxygen are early symptoms and signs of COVID-19. It is a painless and non-invasive method to check your blood oxygen levels. The pulse oximeter will pass beam rays of different lights through your finger and check how much oxygen in your blood pass to the ends of your body. A simple reduced lung function also can appear on this.

## **DISINFECTANT SPRAY**

Disinfectant sprays are necessary to clean your cellphones, car doors, bike handles, vegetable baskets, etc. You can use it easily to clean any surface which might be exposed. You can keep them in your car or purse and use them frequently.

## **FIRST AID KIT**

Everyone should have one first aid box, and now it necessary to have it. Make sure your first aid kit contains all essential medicines such as paracetamol, painkillers, thermometer, etc. If anyone at home is suffering from chronic disorders like diabetes, or hypertension, then stock up their medicines. ■

# Top 3 Hill Stations in India for the Best Holiday Experience in 2021!

The mountains are the medicine to a tired body & mind. When you breathe the fresh mountain air, treat your eyes to the spectacular views and lose yourself in the charming ambiance, you feel refreshed from within. India has some of the best hill stations in the world, some of which offer an ideal setting for a romantic getaway, while others are just great for an enjoyable family vacation. In this blog, we bring you the top 20 hill stations in India for the best holiday experience in 2021.

## **3 BEST HILL STATIONS**

- Nainital ●Munnar
- Ranikhet





## Nainital, Uttarakhand

Situated in the Kumaon region of Uttarakhand and home to the spectacular Lake Naini, the famous hill station of India, Nainital, is often referred as the 'Lake District' of India.

It is a destination suitable for all types of tourists, but primarily, is an ideal family destination. It is well-connected by the major cities in North India, and offers a number of activities promising a good time to each member of the family.

### Major Tourist Attractions in Nainital

- | Naini Lake
- | Naina Devi Temple
- | Mall Road
- | Raj Bhawan
- | Gurney House
- | Govind Ballabh Pant Zoo
- | Tiffin Top
- | Astronomical Observatory
- | Snow View Point
- | Eco Cave Garden
- | Himalayan Botanical Garden
- | Himalaya Mini Golf
- | Top Things to Do in Nainital
- | Boating in Naini Lake
- | Shopping in Tibetan Market
- | Skating in Zoomland
- | Cable Car Ride to Snow View Point
- | Vantage Point to Overlook at Valley from Tiffin Top
- | Short Hike to China Peak
- | Golfing at Mini Golf Course
- | Stroll on the Mall Road
- | Where to Eat in Nainital?
- | Zooby's Kitchen
- | Giannis Pure Veg
- | Sakley's Restaurant & Pastry Shop
- | Machan Restaurant
- | China Town
- | Sonam
- | Mall Road
- | **Fancy Candles:** Bara Bazar & Mall Road

### How to Reach Nainital?

The nearest railway station to Nainital is in Kathgodam, which is around 36 km from the city. One can take a taxi from Kathgodam to reach Nainital. Alternatively, there are buses between Haldwani (40 km) and Nainital. However, they are mostly crowded. There are also buses from Delhi and other major cities of North India to Haldwani.

**Best Time to See Snowfall in Nainital**  
December to February

### What to Buy in Nainital?

- | **Clothes/Perfumes/ Umbrellas:** Tibetan Market
- | **Rhododendron Squash:** Mall Road
- | **Fruit Marmalades & Jam:** Mall Road
- | **Souvenirs (Wood carved articles):**

# WHAT IS AVAXHOME?

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## Munnar, Kerala

With its well-preserved natural beauty and sprawling tea gardens, Munnar invites honeymoon couples to spend time amidst tranquil and scenic settings. This popular hill station in Kerala also houses some romantic hotels and several activities for the newlyweds.

### Major Attractions for Tourist in Munnar

- | Echo Point
- | Atukkad Waterfalls
- | Pothamedu View Point
- | Photo Point
- | Tata Tea or KDHP Museum
- | Chinnakanal Waterfalls
- | Mattupetty Dam

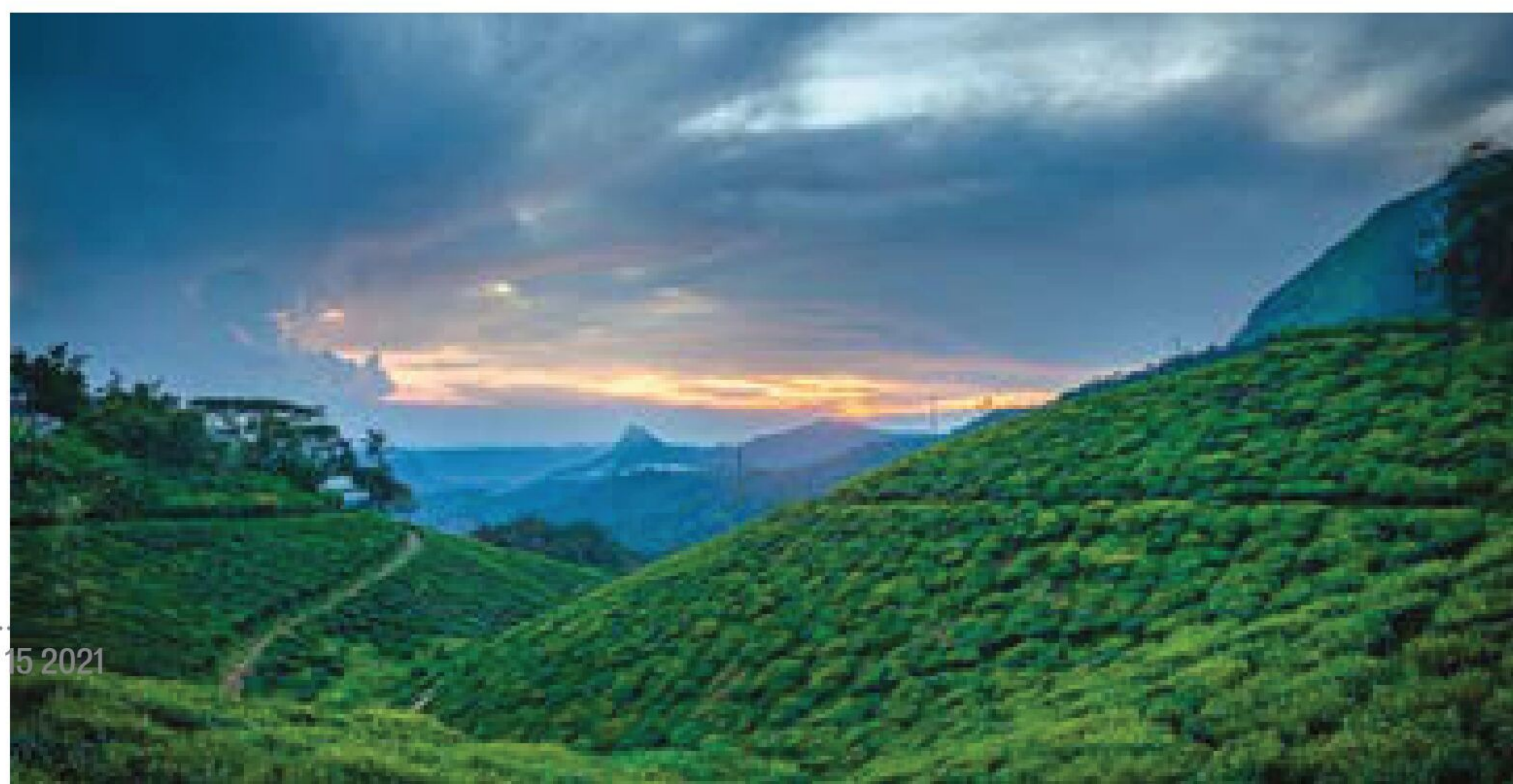
- | Periyar National Park
- | Top Things to Do in Munnar
- | Tree House Stay
- | Tea Estate Tour
- | Hiking & Trekking
- | Wildlife Sighting
- | Boating
- | Ayurveda Spa

### How to Reach Munnar?

The nearest railway station and airport to Munnar is situated in Kochi (126 km). One can take a cab from Kochi to reach Munnar.

### What to buy in Munnar?

- | Factory Fresh tea, specialty teas, flavoured tea
- | Spices
- | Dry fruits
- | Coffee
- | Home-made chocolates
- | Massage oils
- | Aromatic oils





## Ranikhet, Uttarakhand

Built by the British, Ranikhet is a top hill station of India which you should visit to admire the beauty of topography, flora and fauna of the Himalayas.

It provides a calm atmosphere for any ideal family outing away from the hustle and bustle of the cities. Adorned with the pristine and picturesque settings, this tourist destination in Uttarakhand has a relaxing vibe.

### Major Tourist Attractions in Ranikhet

- | Jhula Devi Temple
- | Chaubatia Orchard
- | Mankameswar Temple
- | Haidakhan Babaji Temple
- | Binsar Mahadev Temple
- | Sunset Points
- | Golf Course
- | Ashiyana Park
- | Tarikhet
- | Top Things to Do in Ranikhet
- | Enjoy with kids at Jungle-Themed Ashiyana Park
- | Walk Through Chaubatia Garden
- | Golfing at Upat Golf Course
- | Where to Eat in Ranikhet?



- | Mohan's Cafe
- | Baba Cake
- | Dolma Restaurant
- | Lali's Inn and Restaurant

### What to Buy in Ranikhet?

- | Baal Mithai (sweet)
- | Shawls & Tweed
- | Candles
- | Woollen Clothes
- | Handicraft

### How to Reach Ranikhet?

The nearest railway station to Ranikhet is in Kathgodam, which is about 80 km away. One can take a cab to Ranikhet from Kathgodam.

**Best Time to See  
Snowfall in Ranikhet:**  
December to February

# 7 WORKOUT REGIMES OF BOLLYWOOD'S TOP CELEBRITIES THAT WE ALL NEED TO KNOW ABOUT

**THIS IS ONE BOLLYWOOD DIVA WHO JUST PLAIN REFUSES TO AGE AND GETS ONLY BETTER WITH EACH PASSING DAY. SHILPA HAS ALWAYS GONE ON RECORD TO ADMIT THAT HER WEAK AREAS ARE THE HIP, THE INNER- OUTER THIGHS AND THE CORE REGION**

By **Our Correspondent**

**N**ow following the no-carb-no-fried-no-junk diet to get that killer six

pack, somehow seems out of question. \*Pops in a chicken nugget\*. So that leaves us with one thing — their workout regime.

So get ready to bend it like Bollywood, because we've got you 5 of the most sought after celebrity workout regimes.

## **SHILPA SHETTY**

This is one Bollywood diva who just plain refuses to age and gets only better with each passing day. Shilpa has always gone on record to admit that her weak areas are the hip, the inner- outer thighs and the core region. So she regularly performs wide squats which help her strengthen the hips. After this she performs ab workouts. The Baazigar actress performs yoga, pranayam and meditation, strength training and other cardiovascular exercises in order to stay fit.





### **SALMAN KHAN**

Salman must be a bhai for us, but he also happens to be a fitness guru for many within the industry. Never missing his workout regime, Salman regularly performs sit-ups for up to a count of 2000. This is followed by 500 abdominal crunches and 1000 push-ups. Besides his rigorous workout schedule, Mr. Chulbul Pandey also likes to go for cycling and jogging.

### **JOHN ABRAHAM**

When you think of John, the only thing that comes to your mind are the killer abs.\*sigh\*. But did you know that abs are the hardest part of the body to lose fat from? We certainly didn't until John told us. He begins his session by performing crunches and leg raises for his abdominals. Then he does cross crunches and cross leg raises which helps work his internal and external oblique muscles. Finally, he uses plank exercises to develop the abdominal muscles. \*Phew\*



### **KATRINA KAIF**

She's gorgeous, a great dancer and an even bigger fitness freak. Katrina begins her day with a jog on the beaches as she believes the sand offers a good resistance. Then she hits the gym to train with her expert Yasmin Karachiwala. Katrina regularly does cardio and plank exercises. She also loves to cycle to tone her leg muscles.

Apart from this, Kaif has also taken to aqua aerobics recently. \*Clicks tongue\*

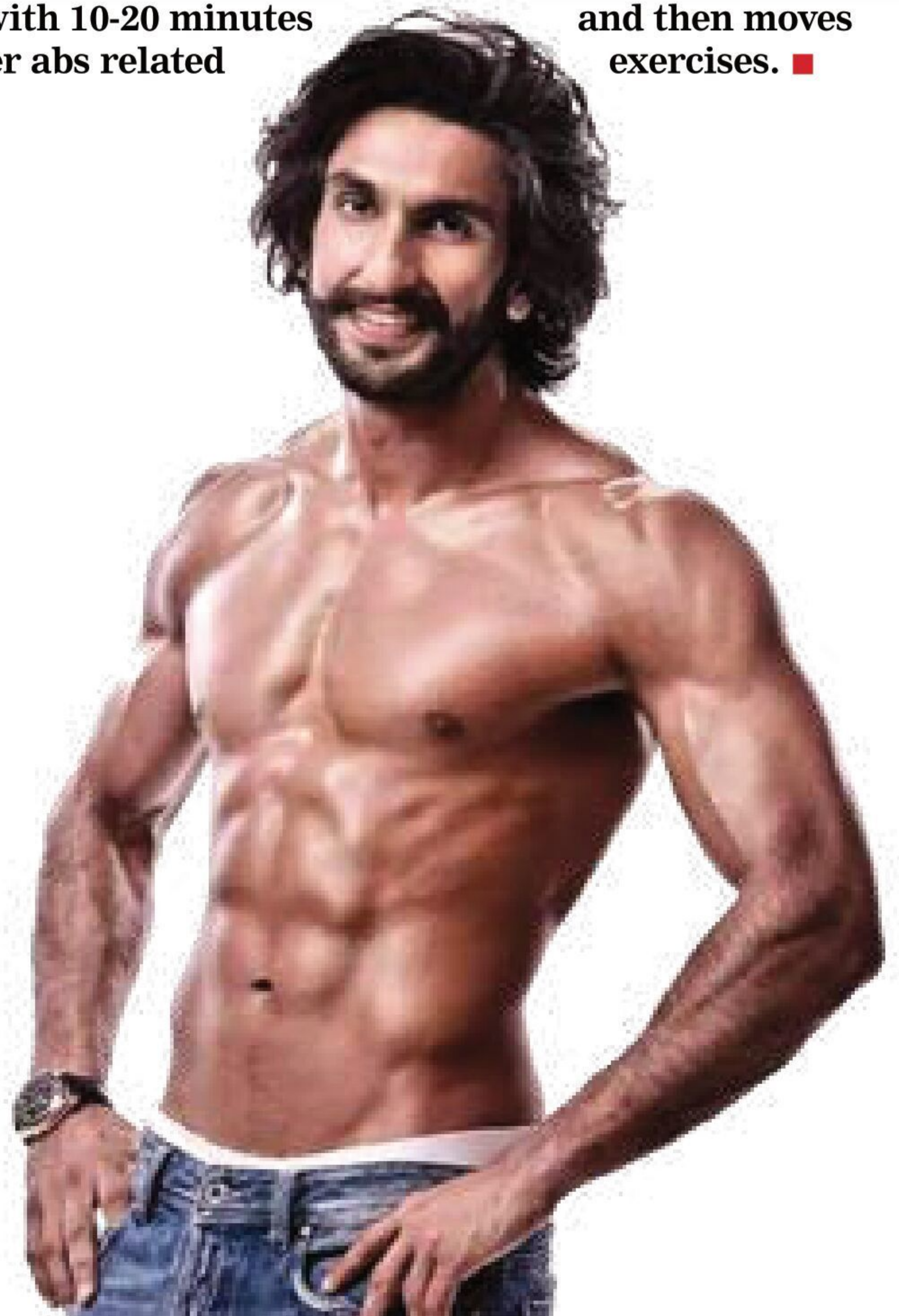
## DEEPIKA PADUKONE

Being Prakash Padukone's daughter, Deepika comes from a sports background and is naturally athletic. But this Bollywood diva is very serious when it comes to her fitness regimes and doesn't only rely on the gym to stay in shape. She diligently performs yoga apart from playing badminton. At the gym, Deepika does pilates and functional weight training. Recently, she has been doing a lot of this new exercise called 20-20-20 where she works out on three different machines for 20 minutes each, focusing on three different body parts.



## RANVEER SINGH

I think Ranveer Singh doesn't need to workout, considering he's always so high on energy. But just like wifey, Singh also hates skipping workout sessions. Ranveer does high-intensity training, followed by playing a sport. Which could be either of running, swimming or cycling. For his sculpted body, Ranveer does an hour of cardio twice a day starting with 10-20 minutes on to other abs related exercises. ■



## TIGER SHROFF

So if there's one actor that holds the potential to become the next Hrithik Roshan, then it's Tiger Shroff. Green eyes, whatte dancer, and those ripping biceps. However, not many know that jr. Shroff is actually a great fan of Bruce Lee, and practices martial arts on a regular basis himself. Even he has his workouts planned differently as per the days of the week. He does a lot of lateral machine pull-downs, plyometric push-ups, and 10 kg weight loaded reverse crunches among a list of many other exercises. And trust us, there are many!



# JANHVI KAPOOR SHARES PICTURES FROM MALDIVES VACATION IN SEXY IRIDESCENT SWIMSUIT



**JANHVI KAPOOR RECENTLY TOOK OFF TO THE MALDIVES FOR A VACATION AND THE ROOHI ACTOR HAS BEEN SHARING A SLEW OF PHOTOGRAPHS FROM HER FUN VACATION**

By **Our Correspondent**

**J**anhvi Kapoor has been making the most of her summer and the Roohi actor recently

jetted off to the Maldives, a recent hot favourite holiday destination among Bollywood celebrities including Sara Ali Khan, Ananya Panday, Tara Sutaria, Taapsee Pannu, Disha Patani, among others. Janhvi has been posting photos of herself making the most of her vacation on the picturesque island, wearing stunning ensembles as she poses near stunning beaches with her friends, enjoying meals and taking in the gorgeous sights. Janhvi posted the photos with the caption, “Last to get on the Maldives

bandwagon but I fully get the hype.” Janhvi later also posted several photos of herself looking absolutely stunning in an iridescent, metallic silver swim suit with a low cut back and plunging neckline. Janhvi sported a bare face and accessorised with stacks of chains in her neck and bands on her wrist.

Meanwhile, on the professional front, Janhvi was last seen in Roohi, a horror comedy, alongside Rajkummar Rao and Varun Sharma. She will be seen in Good Luck Jerry for which she recently finished shooting before heading for a quick holiday with her sister Khushi Kapoor in Los Angeles. The Dhadak actor had posted about the completion of the

film, sharing a series of pictures with the caption, “I can’t believe it’s a film wrap. So many things have happened, changed, evolved, been learnt and unlearnt during the course of and because of this shoot. But through all of it I used to be so excited to come to set and see all these faces and trouble them and laugh with them and work tirelessly and unitedly to create something that was exciting all of us. I’ll miss all of you - is a massive understatement. And thank you for everything.” The film is being directed by Siddharth Sengupta and produced by Aanand L Rai. Besides this, Janhvi also has Dostana 2 with beau Kartik Aaryan and Lakshya. ■





# Let Us All Come Together In This Fight Against COVID-19

## Press Release

**T**he National Organisation for Social Empowerment (National NGO), a non-profit organization, has come forward to help the poor and needy in every possible way in this pandemic. The NGO was established by Amandeep Singh and SparshMaheshwari, who have devoted their lives to the noble cause of helping the poor and downtrodden people. The Coronavirus pandemic is affecting tens of thousands of people in profound ways, including loss of work and a lack of food supplies. On March 11, 2020, the WHO declared COVID-19 a global pandemic, since then National NGO has pledged to fight this deadly virus and defeat it. As the crisis around the Covid-19 pandemic grows, the livelihoods of a large number of families surviving on daily wages have been shaken up. At the time of this outbreak, the organization is helping underprivileged people day and night to ensure food, aid, oxygen cylinders/concentrators, and medical supplies are delivered to those who need them.

As we all are facing the COVID-19 second phase, the NGO has been continuously providing food and ration packages to the slum dwellers and needy individuals amid



the coronavirus outbreak. Each Ration package (for a family of 5) contains a combination of wheat flour, rice, cooking oil, and two types of pulses that can be used to cook meals for the family for a week. They are also distributing cooked meals to more than 1500 people daily in the areas allocated to us by Deputy CM's office like Sarai Kale Khan.

National NGO has successfully provided FREE OXYGEN SEVA to more than 40 COVID-19 patients. They are also maintaining the record of each beneficiary



with all the necessary details, to ensure that the help has reached the right person.

“When Sai Raj came to our premises along with his brother Satish Raj who was affected with COVID-19, Satish's SpO2 level was around 60, and a blood oxygen level below 60 mm Hg is considered low and may require oxygen supplementation. Our team

immediately provided free oxygen seva to the patient and the necessary assistance to the family” added Amandeep Singh, Founding Trustee, National NGO.

Their team stands in queues outside gas agencies and waits for hours to procure oxygen cylinders for the patients. After procuring the cylinders, they provide oxygen seva to whosoever is in need for free irrespective of religion, caste, or creed.

Till now (From 2020 till now), the NGO has successfully fed cooked meals to more than 6,00,000 poor people, successfully delivered more than 80 packages of cooked meals to the families affected by COVID-19 in South Delhi, provided 20,000+ Dry snacks packets to migrant laborers and 5,000+ Families provided with Ration Kits.

# Wadhvani Advantage launches an Acceleration Program exclusively dedicated to Healthcare Industry

*The program focuses on assisting businesses across the spectrum, from manufacturers of medical devices to pharmaceutical firms and healthcare delivery providers*

**A**s the COVID pandemic has had a significant negative impact on global health, economy and society, medical companies and experts are now poised to tap the many opportunities and build the future of the healthcare industry.

In order to accelerate the process, the unique Wadhvani Advantage program empowers businesses in the healthcare sector having the capabilities to accelerate their economic growth by 2x-10x with the help of automated 'Business Discovery and Transformation Tools'. The Wadhvani Advantage program includes 1-12 months of engagement and offers up to three years of hand-holding support enabled through a personalized Artificial Intelligence led business acceleration process.

This program aims to ignite the growth of businesses in the healthcare sector, accelerate revenues and free cash flows to fund growth for maximizing their growth potential through 'Do-It-Yourself (DIY)' discovery and business solution tool kits and other knowledge resources using AI-enabled automated logic and personalized interventions. Wadhvani Advantage has partnered with Association

of Indian Medical Device Industry (AIMED), Voice of Healthcare (VOH) and Xynteo Vikaasato leverage synergies in healthcare space. Those businesses interested in applying can do so at: <http://bit.ly/>

Wadhvani Advantage has come up with its own proprietary Wadhvani Index and Scoring system that would set the goals for performance improvement. The proprietary automated discovery tool is designed to empower the businesses to measure performance on the basis of 27 key performance indicators, with eight among them as the most important ones, across the seven quarters in the past and into the future and also allows these companies to compare themselves with industry benchmarks. The committed consultants engaged with the program will assist the businesses in using this tool and help the Healthcare component companies aspire towards industry leadership.

The Wadhvani Advantage program has built tens of scenarios for each of the indicators and has used automated intelligence and logic to recommend the appropriate transformation projects that the small businesses must undertake to transform and accelerate their growth.

Those businesses interested in applying can



**Samir Sathe**

do so at:

<http://bit.ly/WAProgramApplication-MarketingCampaign>

## **About Wadhvani Advantage:**

Wadhvani Advantage is an Initiative of Wadhvani Foundation, a global philanthropy; it empowers business entrepreneurs with capabilities to realize their business growth potential through a personalized AI-led acceleration program. The automated business consulting services provided by Wadhvani Advantage aim to maximize the growth potential of businesses. The program includes 1-12 months of engagement to help achieve acceleration in business growth and offers up to three years of hand-

holding support enabled through the Wadhvani AI-enabled technology platform.

WAProgramApplication-MarketingCampaign

The goal is to strengthen the business ecosystem without any commercial expectations. The Wadhvani Advantage offerings are high-quality interventions without charging any price. The curated advisors will offer pro bono and subsidized or success-based fees, if needed, to help the businesses to finish their transformation journey and be certified by Wadhvani Advantage. Speaking on the program, Samir Sathe, Executive Vice President, Wadhvani Advantage at Wadhvani Foundation, said, "Healthcare is a key focus area for Wadhvani Foundation. This program seeks to enable acceleration of enterprises, which are able to address some of the largest and neglected areas of the healthcare system in India. Through this program, we aim to strengthen the Indian healthcare sector by supporting and empowering business enterprises in the sector. We aim to build partnerships with leading healthcare ecosystem stakeholders to jointly represent the voice of the healthcare businesses and work for their enablement." ■

# MAKING SHOBHRAJ A VICTIM COULD BOOMERANG

**THIS VERSION OF THE FILM DEALING WITH THE SLIMY PSYCHOPATH MAY NOT GO DOWN TOO WELL WITH VIEWERS BECAUSE IT ATTEMPTS TO GIVE HIS CRIMES A JUSTIFICATION**

By **Our Correspondent**

**N**ow that the BBC and Netflix are streaming 'The Serpent' a film about the notorious criminal Charles Shobhraj, people are bound to google about the 'bikini killer', now languishing in Kathmandu jail at the age of 78.

This version of the film dealing with the slimy psychopath may not go down too well with viewers because it attempts to give his crimes a justification.

Many journalists who had followed the case of Charles Sobhraj in India after his daring escape from the Tihar jail, such as Vitusha Oberoi, now settled in Canada say, "I noticed those horrendous efforts to humanise him by dragging in race, privilege and childhood trauma. Just does not work because of how he slaughtered all those young people who trusted him in cold blood... I am hoping Amod K Kanth (the top cop who arrested him after his escape from the high security Tihar Jail in Delhi who is writing his



Author:  
Amitabh Srivastava

The film invites comparison with the 2005 film 'Main aur Charles' where Amod K Kanth is played by Adil Hussain Charles Sobhraj was played by young heartthrob of Bollywood Randeep Hooda.

Those who had seen Charles Shobhraj have no hesitation in saying that Hooda was much closer to the real Charles than Taka Rahim who essays the role in 'The Serpent'. And is a much better actor.

There will be no sympathy for The Serpent

**THOSE WHO HAD SEEN CHARLES SHOBHRAJ HAVE NO HESITATION IN SAYING THAT HOODA WAS MUCH CLOSER TO THE REAL CHARLES THAN TAKA RAHIM WHO ESSAYS THE ROLE IN 'THE SERPENT'. AND IS A MUCH BETTER ACTOR**

autography) will one day add perspective to this, smashing whatever deal that has been worked out to erase crucial parts of the Shobhraj story."

All those who have followed the Shobhraj story in India will agree that the attempt to make the arch villain into a victim will boomerang.

in this part of the sub continent when he says "I was denied everything from the age of 15" or when he says while robbing the 'hippies' as they were called in the 70s after drugging them "Even if we rob them they will remain rich tomorrow morning"

or something of that sort.

The film misses out on a lot of facts. For instance, it was not that easy to get him to accept that he was Charles even when he was caught red-handed.

I had met the SI who arrested him in Delhi after he was caught in Delhi. He told me that Shobhraj was adamant that he was a foreigner and that he would sue the Indian government for arresting him. He revealed that they had informally taken his finger prints on a glass of water he had offered him. Only when they tallied those marks with his fingers could they catch him. The Serpent tries to portray him as a charmer for whom women fell without thinking.

But Amod Kanth who arrested him and interrogated him for a long time does not agree.

"I don't know how women fell for him. But all his so-called charm the man was 'total evil'. I have interrogated a lot of criminals including white collar criminals, politicians, people from show biz and terrorists but Shobhraj simply defies any reason or logic for his crimes," he says. ■



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L11/373, 1st Floor, Near KPS School,  
NH-8, Mahipalpur Extn., New Delhi-110037 (India)  
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Mobile: 09810026226, Fax: +91-11-26789750  
vinod.anand@akankshaglobal.com

### MUMBAI OFFICE

5th Floor, Sucheta Niwas,  
256, Shahid Bhagat Singh Road  
Ballard Estate, Mumbai - 400037  
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[www.akanksha-india.com](http://www.akanksha-india.com)