

SEPTEMBER 2024

ADVERTORIAL AND PROMOTIONAL FEATURE

THE ECONOMIC TIMES

SECRETS TO SUCCESS

TIMES *interact*
Connecting People. Connecting Needs.



Your office reflects your
ATTITUDE & VALUES,
get it done thoughtfully. 
Let's drive it successfully together...

Why we're your Best Choice



European
Machineries



Customized
Products



24+ Years
Experience



Competitive
Pricing

TOLL-FREE **1800 88 93744**

9830-127-222, 9830-827-222

Decor-x
OFFICE INTERIOR

14, Chinar Park, Santosh Enclave, Kolkata-700157 | info@decor-x.com | www.decor-x.com

EDITOR
ADITI GUHA

EDITORIAL COORDINATOR
RANJINI SARKAR

DESIGN HEAD
PRABIR DAS

DESIGN TEAM
INDRAJIT SEN, ARNAB GUHA

MARKETING COORDINATOR
TIMES INTERACT TEAM

COVER PHOTO
ISTOCK

PUBLISHED BY
ARNAB CHATTERJEE ON BEHALF OF
BENNETT COLEMAN &
COMPANY LIMITED
105/7A, S N BANERJEE ROAD
KOLKATA - 700014
Copyright © Bennett, Coleman
& Co. Ltd., 2024

Disclaimer:
Due care and diligence has been taken
while compiling this magazine.
The Publisher does not hold any
responsibility for any mistakes that may
have crept in inadvertently.
The Publisher shall be free from any
liability for damages and losses of any
nature arising from or related to the
content of the magazine. No part of this
publication may be reproduced, stored in a
retrieval system, or transmitted in any form
or by any means. The opinions and views
contained in this publication are not
necessarily those of the Publisher.

EDIT NOTE

"To be successful, you have to have your heart in your business, and your business in your heart," said Thomas Watson Sr., former CEO of a US technology MNC. Rightfully so, success comes only when businesses put their hearts and minds together to leave an indelible mark.

In this issue of the magazine, *Secrets To Success*, we spotlight the dynamic blend of rising entrepreneurs and established legacy businesses across a range of industries. From innovative financial advisors reshaping investment strategies to cutting-edge photographers capturing the future, we explore the ever-evolving landscape of business. Legacy brands, such as those in printing and packaging, offer invaluable

lessons on resilience and adaptation, while up-and-coming names in interior decor and operational support are pushing the boundaries of creativity and functionality.

What makes this edition special is its focus on the interplay between tradition and innovation. These industries, each unique in its challenges and opportunities, remind us that success requires both honouring the past and boldly stepping into the future.

Deuha

Photo: iStock

CONTENTS

- 3 A Journey of Financial Excellence
- 4 A Star is Born Behind The Lens
- 6 The Emergence of An Industrial Leader
- 8 Transforming Business Networking in Kolkata
- 10 Towards Empowering E-commerce
- 14 The Backbone of Operational Excellence
- 16 Printing A Legacy of Merit in Modernity
- 18 Setting Standards in The Furnishing Industry
- 20 Leading Experts in Safety And Workwear
- 22 Pioneering IT Solutions for Three Decades



Subhro Gopal Barory is a Certified Investment advisor & Founder of Aurobriddhi Money Services Pvt Ltd. I have vast experience of more than 17 years. I am specialist in Retirement planning, Wealth management & Risk & estate planning. We are on a mission to educate 10,000 families about financial literacy & empower them to live a financially confident & stress-free life through seven events to financial freedom approach.

OUR UNIQUE PRODUCTS, SOLUTIONS & SERVICES

- 1. FINANCIAL FREEDOM SOLUTIONS
- 2. FINANCIAL INDEPENDENCE SOLUTIONS
- 3. RETIREMENT SOLUTIONS
- 4. EDUCATION SOLUTIONS
- 5. SPECIFIC INVESTMENT GOAL SOLUTIONS
- 6. CUSTOMISED INVESTMENT SOLUTIONS
- 7. LIFE INSURANCE SOLUTIONS
- 8. HEALTH INSURANCE SOLUTIONS
- 9. EQUITY STOCKS
- 10. CORPORATE FD'S AND BONDS, LOANS
- 11. ALL MUTUALS FUNDS SOLUTIONS
- 12. RISK PROFILING & INVESTMENT SUITABILITY ANALYSIS
- 13. ONLINE INVESTMENT EXECUTION SERVICES
- 14. ONLINE PORTFOLIO TRACKING & MONITORING SERVICES
- 15. PERIODIC REVIEW AND REBALANCING SERVICES
- 16. COMPLIANCE SERVICES - KYC, BANK, NAME, NOMINEE, ADDRESS, MOBILE
- 17. SEC.80C, 80D TAX STATEMENTS & TAX RECEIPTS
- 18. PROFIT AND LOSS CAPITAL GAIN REPORTS
- 19. DOOR STEP INSURANCE AND INVESTMENT SERVICES



AUROBRIDDHI
MONEY SERVICES PVT. LTD.
A FAMILY THAT LOOK AFTER YOURS

54/2/1, Central Road, Shyamnagar,
Kolkata, 743127, WB, India
Ph: 9830048135
Email : info@aurobriddhimoney.com
Website : www.aurobriddhimoney.com



Jayanta Chowdhury
Director

ESTABLISHED
WITH A VISION,
**JAYANTA
FINANCE
CORNER**
HAS
TRANSFORMED
FROM A SMALL
OFFICE INTO A
RENOWNED
BRAND
KNOWN FOR
PERSONALISED
FINANCIAL
SOLUTIONS
FOR ALL



A Journey of Financial Excellence

Jayanta Chowdhury, financial planner and director of Jayanta Finance Corner (www.jayantafinancecorner.com), started with a vision: to provide comprehensive financial planning and advisory services to both individuals and businesses. What began as a small office has grown into a respected brand renowned for its personalised and strategic financial solutions. Describing his journey as immensely rewarding, marked by the satisfaction of positively impacting clients' financial well-being, Chowdhury attributes this success to a relentless commitment to excellence and a client-centric approach.

■ ENABLING SUCCESS

Jayanta Finance Corner's mission is clear: to empower individuals and businesses to achieve financial stability and growth through tailored financial planning and advisory services. This includes offerings such as Portfolio Rebalancing and Investment and Insurance Audits. Chowdhury envisions a future where expert financial guidance is accessible to all, allowing people to make informed decisions and secure their financial futures. The firm's dedication to integrity, excellence and client satisfaction drives its continuous innovation and commitment.

■ MILESTONES ACHIEVED

Over the years, Jayanta Finance Corner has achieved significant milestones:

- Client Growth by serving a range of customers with customised financial solutions
- Industry Recognition through earned awards and accolades within the financial planning field
- Educational Initiatives by launching financial literacy programmes to educate clients and the community, empowering informed decisions
- Technological Advancements by integrating advanced financial planning tools and technology to enhance service delivery and client experience
- Long-term Client Relationships, reflecting a commitment to trust and reliability.

■ SOCIAL RESPONSIBILITY

Beyond financial services, Jayanta Finance Corner is deeply committed to corporate social responsibility. The firm actively participates in tree plantation drives to promote environmental sustainability and supports acid attack victims through funding and advocacy. Additionally, it contributes to various community welfare projects, underscoring its dedication to making a positive impact in society.

■ INNOVATIVE INITIATIVES

Jayanta Finance Corner has revolutionised the field through several innovative initiatives. One standout is the 'Volatility Game', an interactive tool designed to educate clients on market fluctuations and investment strategies. The firm also collaborates with SEBI to conduct Investor Awareness Programmes, empowering individuals with the knowledge to make informed investment decisions. Moreover, its Insurance Awareness Programmes highlight the importance of insurance, assisting clients in understanding and selecting the best policies for their needs.

■ PLANS FOR THE FUTURE



Staying abreast of constantly evolving financial landscape and addressing clients' diverse financial needs require continuous education, cutting-edge technology and a steadfast client-centric approach. By staying informed, adaptable and deeply committed to clients' success, Jayanta Finance Corner remains relevant and effective.

Looking ahead, the firm plans to automate key aspects of its business to enhance efficiency and scalability. Chowdhury (jyntachowdhury@gmail.com) aims to help at least 10 lakh individuals achieve financial freedom by offering personalised financial planning and life insurance advice based on Human Life Value (HLV). The goal is to ensure clients have inflation-adjusted, adequate cash flow, emphasising the importance of liquidity alongside asset growth.



Rupkatha Rudra
Founder

AN EXCLUSIVE
PHOTOGRAPHY
GALLERY,
**RUPKATHA'S
SNAPScape**
FEATURES A
DIVERSE
RANGE OF
HIGH-
RESOLUTION
IMAGES,
ALLOWING
VIEWERS TO
PURCHASE
AND DOWNLOAD
CAPTIVATING
VISUAL STORIES



A Star is Born Behind The Lens

At just 21, Rupkatha Rudra is already making waves in the world of photography. With a passion ignited during her school years and nurtured by her parents, Pratip, an engineer, and Meenakshi, a teacher, Rupkatha is carving out a niche for herself as one of Kolkata's promising young talents. "My parents always encouraged me to follow my dreams," she says, reflecting on the support that allowed her to turn her love for the camera into a blossoming career.

Her journey began at DPS New Town, where her achievements as a budding photographer were first acknowledged. She later pursued a degree in Applied Psychology at Amity University, Kolkata, graduating with honours while simultaneously honing her craft behind the lens.

■ AN IMPRESSIVE ARRAY OF ACHIEVEMENTS

Rupkatha's breakthrough year came in 2022 when her photographs were featured in t2, The Telegraph on multiple occasions, marking her emergence as a photographer to watch. That same year, her work was celebrated in the West Bengal BioDiversity Board's calendar, a testament to her growing skill in capturing nature's beauty.

Her talent wasn't confined to India. In 2022, she showcased her photography on the international stage through an exhibition hosted by PICTURESQUE WORLDWIDE. Her proudest moment came in February 2023 when she was honoured with the Best Female Photography Award, a milestone that catapulted her to new heights.

As her reputation grew, so did her accolades. Her works were displayed at the Russia-India Cultural Exchange exhibition in November 2023, and she won the prestigious Photographer of the Year title at PHOTOXHI by Jayjatri Sangha, Burdwan. "Winning these awards is both

an honour and a responsibility. It motivates me to continue pushing boundaries," Rupkatha says.

■ A VISION THROUGH THE LENS

Her camera has taken her on journeys across India and beyond, from the snow-capped landscapes of Kashmir to the lush valleys of Arunachal Pradesh. Her travels also led her to the breathtaking wildlife of the Masai Mara and Serengeti. "Every place has a story waiting to be told," Rupkatha shares, describing how she captures not only landscapes but also the emotions and stories within each frame.



She credits much of her growth to the guidance of established photographers like Atanu Pal and Sourav Mukherjee. Through workshops and photo walks across West Bengal, Rupkatha continues to refine her technique and explore new perspectives. "Learning from masters of the craft has been invaluable. It's helped me evolve as a photographer," she notes.





■ TELLING STORIES THROUGH IMAGES

Rupkatha's love for storytelling goes back to her childhood when she would create narratives both in writing and through the lens of her mother's old Canon camera. "I always believed that every frame has a story, you just need to capture it with passion," she explains. This philosophy is evident in the way her photographs convey not just images but emotions.

Her passion for photography has only grown with time, becoming a full-blown obsession as she delved deeper into the technical aspects of her craft. As her family travelled extensively, Rupkatha took advantage of the opportunity to explore wildlife, nature and human emotions through her camera.

■ A GALLERY OF HER OWN

To further share her work with the world, Rupkatha has established her own photography gallery, Rupkatha's Snapscape. They are all high resolution and can withstand large enlargements. The gallery features over a hundred of her photographs, all available for purchase online on her website www.rupkatharudra.com — You can buy them by scanning the QR Code. "It's my way of putting my work out there and inspiring others to pursue their passion," she says.

Rupkatha's mission is clear: "To capture the essence of life's moments with authenticity and creativity, turning fleeting experiences into timeless visual stories." Her vision is to be recognised as a photographer who evokes deep emotions and sparks meaningful connections through her art.

■ LOOKING TO THE FUTURE

Despite her early success, Rupkatha remains committed to growing as an artist. She plans to pursue higher studies in photography to deepen her expertise while continuing to refine her creative vision. "I want to be recognised for my unique perspective and ability to push the boundaries of photography," she says.

In addition to her photography, Rupkatha is also deeply in-



involved in community service. From participating in blood donation camps to distributing water during scorching summer days, she is committed to giving back. "It's important to stay grounded and help others," she believes.

With her passion, dedication, and ever-growing list of achievements, Rupkatha Rudra is well on her way to making a lasting impact in the world of photography. "I want to tell stories that move people," she concludes. And with her lens, she's already doing just that.

The Emergence of An Industrial Leader



Aditya Vikram Birla
Chairman &
Managing Director

THE
**COSMIC BIRLA
GROUP,**
A PROMINENT
INDUSTRIAL
CONGLOMERATE
KNOWN FOR ITS
INNOVATION AND
DIVERSIFIED
GROWTH ACROSS
MULTIPLE
SECTORS, HAS
EXPANDED FROM
ITS ENGINEERING
ROOTS INTO A
POWERHOUSE
WITH A GLOBAL
FOOTPRINT



The Cosmic Birla Group, deeply rooted in the East, has emerged as a leading industrial conglomerate known for its innovation, growth and relentless pursuit of excellence. Originally focused on engineering products and components, the group has evolved into a diversified enterprise under the dynamic leadership of 34-year-old Aditya Vikram Birla, the chairman and managing director. "We have transformed a 51-year-old legacy business into the fastest-growing entity in Eastern India," says Birla, highlighting the group's remarkable journey.

■ FLAGSHIP ENTITY

The group's flagship company, Cosmic CRF Ltd, publicly traded on the BSE, offers a wide array of products. The group's strategic expansion includes subsidiaries like AVB Entech, Comet Technocom, Comet Tradecom, Prilika Enterprise, Asansol Steel, Cosmic Rail Solutions Ltd, Cosmic Steel Castings Ltd, and NS Engineering Pvt Ltd. These entities, along with initiatives like Cosmic EV Ltd, Cosmic Springs and Engineers Ltd, and Cosmic Rail Solutions Ltd, reflect the group's commitment to diversifying across various industries and broadening its footprint.

■ DIVERSIFIED PRODUCT RANGE

The Cosmic Birla Group's product portfolio spans cold-rolled formed sections, engineering goods, railway components, electrical transmission items, and defence products. The group is also engaged in real estate ventures and the production of primary steel goods and fast-moving consumer goods (FMCG). Its recognition as an approved vendor by the Research Design and Standards Organisation (RDSO) underscores the group's dedication to maintaining quality and industry standards.

■ EXPANSION INTO STEEL AND SPRING MANUFACTURING

Cosmic Steel Castings Ltd is poised to launch a cutting-edge greenfield project with a production capacity of 30,000 metric tons per annum, including a top-tier casting facility. This project aims to supply railway products and serve export-oriented sectors. The expertise gained from Asansol Steel Castings, which currently produces 6,000 metric tonnes annually, has significantly influenced the planning of this new facility.

In another strategic move, Cosmic Springs and Engineers Ltd has invested in a state-of-the-art spring manufacturing facility in Jangalpur, West Bengal. This facility will produce CANSUB springs, essential components for railway bogeys and

wagons, further solidifying the group's position in the railway sector.

■ INVESTMENTS IN ELECTRIC VEHICLES

The group's foray into the electric vehicle (EV) sector is marked by the acquisition of Raft Motors in Mumbai. This acquisition has enabled the launch of Raft Cosmic EV, a new line of electric vehicle bikes. The group has already established a showroom and service centre in Satna, Madhya Pradesh, with manufacturing facilities in Dhule and Bhiwandi, Maharashtra. Their first showroom in Kolkata opened in April 2024, with plans for further expansion. A state-of-the-art assembly unit in Domjur, West Bengal, is set to begin operations by June 2024 to meet the rising demand in Eastern India.



■ LOOKING AHEAD

Aditya Vikram Birla's vision for the group is ambitious. "Our recent acquisition of NS Engineering Projects Pvt Ltd through the NCLT positions us to soon become one of the largest manufacturers of cold-rolled formed products globally," he says. The group's goal is to achieve a revenue of ₹5,000 crore by 2028, with plans to invest ₹1,000 crore by 2027 to enhance infrastructure and upgrade manufacturing standards.

■ ENGAGING WITH NEW TALENT

Aditya Vikram Birla recently participated in the 2024 India Conference at Harvard Business School, where he discussed the group's transformation in a fireside chat. This event, attended by notable figures like Madhubi Puri Buch, chairperson of SEBI, and Indermeet Gill, chief economist at the World Bank, provided a platform to connect with potential talent that could contribute to the group's future growth and expansion.

RAFT COSMIC EV

Ride the Future, Today.

-  Powerful battery
-  Range of 100+ kms*
-  Swappable Battery
-  High efficiency



Tailored for India's diverse geography,
prioritizing stylish design and efficient driving.

Explore More at www.raftcosmicev.com
Powered by Innovation, Driven by Passion.

+91 98311 50185 | +91 93307 06249

     @raftcosmicev

Transforming Business Networking in Kolkata



> Co-Founders Manmohan Bagri and Nitin Agarwal on either side of Vivek Adukia, Director, Adukia Group of Industries

A LEADING BUSINESS NETWORKING PLATFORM, **VYAPAAR ZONE** FOSTERS GROWTH AND COLLABORATION AMONG ENTREPRENEURS AND PROFESSIONALS, CONNECTING BUSINESSES ACROSS VARIOUS SECTORS THROUGH STRUCTURED MEETINGS, INNOVATIVE NETWORKING FORMATS, AND A STRONG REFERRAL NETWORK



Launched in 2022 by Nitin Agarwal and Manmohan Bagri, Vyapaar Zone was born out of a need for a structured, community-driven network that could foster mutual growth among business owners. The platform has since become a key driver of economic development in Kolkata, offering a suite of services designed to support and expand business opportunities for its members.

■ A VISIONARY APPROACH

The platform's mission is clear: to create a supportive environment where businesses can thrive through a well-organised referral network. "Our vision is to be the most trusted and effective business networking organisation, creating a pan-India community where members thrive through mutually beneficial relationships and impactful referrals," says Mohit Agarwal of Vyapaar Zone.

The founders designed it to be a place where members meet biweekly to share their business experiences, exchange referrals, and provide mutual support. Currently, the organisation operates eight chapters — Champions, Conquerors, Hawkks, Legends, Innovators, Cosmopolitan, Challengers and Sharks — each comprising business owners who bring unique perspectives and expertise to the table.

■ IMPACT AND GROWTH

In just two years since its inception, Vyapaar Zone has facilitated over ₹50 crore worth of business for its members, demonstrating the platform's effectiveness in driving growth. The community has grown to include over 250 active members. Beyond the financial impact, the platform has significantly influenced the personal and professional lives of its members.

■ INNOVATIVE FORMATS

Vyapaar Zone utilises creative networking formats designed to break the ice quickly helping members to build strong relationships. Since the network is exclusively for business owners, the quality of engagement is higher and referrals are more meaningful. Educational programmes and ongoing training are also key components

■ CHALLENGES AND STRATEGIES

The main challenge is maintaining consistent quality across its chapters. The key lies in careful member profiling, ensuring that each new member represents a unique category, and capturing emerging industries and innovations by bringing relevant business owners on board. As Agarwal notes, "The most important task of a networking organisation is to maintain consistent quality across chapters. Ensuring adequate participation and engagement is crucial for the community."

To address these challenges, Vyapaar Zone has implemented several strategies, including fortnightly meetings, group activities, outdoor events and tracking attendance.



■ PHILANTHROPIC EFFORTS

The platform's founders, who are deeply involved in philanthropic activities, lead by example, encouraging members to give back to society in meaningful ways. Whether it's raising funds for charity, organising blood donation drives, or supporting local initiatives, Vyapaar Zone members are always ready to lend a helping hand. This culture of giving not only strengthens the bonds within the network but also reinforces the platform's role as a responsible and caring community.

■ FUTURE PLANS AND EXPANSION

Looking ahead, Vyapaar Zone aims to grow its footprint across India, providing more business owners with the opportunity to benefit from its unique networking model. Additionally, it is investing in its digital infrastructure, with plans to enhance its app by incorporating advanced features that will improve the user experience and streamline networking processes.



VYAPAARIYO KA MAHAKUMBH

ASLI BUSINESS AB HOGA

SAVE THE DATE SAVE THE DATE SAVE THE DATE

20TH
FRIDAY

21ST
SATURDAY

22ND
SUNDAY

DECEMBER 2024

BISWA BANGLA EXHIBITION CENTRE, NEWTOWN



REGISTER HERE

**INDUSTRY STRATEGIC
PARTNERS**



**CHAMBER
PARTNER**



**COMMUNITY
PARTNER**



**ALUMNI
PARTNER**



For Stalls / Sponsorship - +91 9088907935 / +91 9831680773

www.vyapaarzone.com

expo@vyapaarzone.com



CA Rajiv Harlalka
Director

**NEXTGEN
BUSINESS
SUPPORT
SERVICES
PRIVATE LIMITED**
IS A LEADING
PROVIDER OF
COMPREHENSIVE
E-COMMERCE
SUPPORT AND
CONSULTANCY
SERVICES,
EMPOWERING
ONLINE SELLERS
WITH
INNOVATIVE
SOLUTIONS AND
STRATEGIC
GUIDANCE



Towards Empowering E-Commerce

In 2007, Nextgen Business Support Services Private Limited was founded with a clear mission: to empower online e-commerce sellers by providing them with comprehensive support services. CA Rajiv Harlalka, the director of the company, recognised the myriad challenges faced by online sellers in an increasingly complex and competitive e-commerce landscape. "We saw a gap in the market where sellers needed more than just basic support; they needed a partner who understood their business and could help them grow," observes Harlalka.

From its inception, Nextgen has focused on building a team of experienced professionals dedicated to delivering quality and customer satisfaction. This commitment has driven the company to expand its service offerings over the years, moving beyond traditional support to include e-commerce onboarding, compliance, and comprehensive business support services. "Our goal has always been to stay ahead of industry trends and technological advancements. We continuously innovate to ensure our clients — ranging from startups to large corporations — can streamline operations, reduce costs, increase sales and maximise profits," Harlalka notes.

■ DRIVING INNOVATION AND SETTING STANDARDS

Nextgen's journey is marked by a relentless pursuit of innovation. The company has consistently introduced new services and tools that not only meet but exceed the expectations of their clients. Harlalka explains, "We believe in pushing boundaries and that's reflected in everything we do. Whether it's integrating dynamic financial solutions that go beyond traditional accounting services or offering strategic guidance tailored to each client's unique needs, we strive to pioneer excellence in our industry."

The company's approach combines advanced technology with personalised service, allowing Nextgen to deliver customised solutions that drive growth and efficiency. "Our ability to adapt to industry trends and provide innovative solutions has kept us at the forefront of the e-commerce support sector," says Harlalka.

■ COMMITMENT TO QUALITY AND RECOGNITION

Nextgen's dedication to quality and innovation has not gone unnoticed. The company has been honoured with several prestigious awards, including The Times Business Awards 2023 for Best

e-commerce Service Provider in Financial Services and Consultancy. Additionally, Nextgen received the 9th ASSOCHAM MSME Excellence Award, cementing its reputation as a top-tier service provider. "These accolades are a testament to our unwavering focus on customer satisfaction and our commitment to delivering exceptional services," Harlalka states proudly.

Despite these achievements, Nextgen remains grounded in its mission to be the most trusted and preferred partner for businesses on their journey toward sustainable growth. "Our vision is to make a profound impact on the business landscape in India by enabling our clients to unlock their full potential," Harlalka shares. "We're not just here to provide services; we're here to inspire growth and enrich lives," adds Payal Harlalka, director.

■ EMBRACING CORPORATE SOCIAL RESPONSIBILITY

Nextgen's commitment to excellence extends beyond business operations. The company is also



> CA Rajiv Harlalka with Payal Harlalka, director



dedicated to making a positive impact on society. "While we are in the early stages of our Corporate Social Responsibility (CSR) journey, we understand the importance of giving back to the community," says Payal. Nextgen has initiated small but meaningful efforts, such as supporting local educational programmes and participating in community development activities. Looking ahead, the company plans to expand its CSR initiatives, focusing on partnerships with charitable organisations, environmental sustainability, and social causes.

"We believe that integrating CSR into our core values is crucial," Payal emphasises. "It's not just about business success; it's about fostering a culture of responsibility and empathy within our organisation and making a significant difference in society," she explains.

■ OVERCOMING CHALLENGES AND LOOKING AHEAD

In the ever-evolving e-commerce support industry, Nextgen faces its fair share of challenges. "Staying ahead of rapidly changing technology and market trends is one of our biggest challenges," Payal admits. To address this, the company invests heavily in research and development, ensuring its solutions remain cutting-edge and relevant. The team at Nextgen regularly undergoes training and skill enhancement programmes to stay updated with the latest industry advancements.



Another challenge is managing the diverse and complex needs of their clients, which range from small startups to large corporations. "Our approach is highly client-centric," Harlalka explains. "We focus on understanding their specific pain points and delivering personalised services that drive their success," he adds. Regulatory compliance is another area where Nextgen excels, thanks to a dedicated team of specialists who ensure that clients always stay in line with the latest laws.

Looking to the future, Nextgen is focused on expanding its impact and enhancing the value it provides to

clients. The company plans to broaden its service offerings by incorporating new technologies and solutions that address emerging trends in the e-commerce and financial services sectors. "Our goal is to stay ahead of industry trends, maintain our position as a leader, and continue driving sustained growth for our clients," Harlalka concludes.

Through these efforts, Nextgen Business Support Services Private Limited is not just a service provider; it's a partner in success, committed to helping businesses navigate the complexities of the e-commerce market and achieve their full potential.

MDJ

Crafting Timeless Elegance

At Mahabir Danwar Jewellers

Genesis of Mahabir Danwar Jewellers

Mahabir Danwar Jewellers (MDJ) was established 53 years ago with a vision to create exquisite handcrafted jewelry. The journey began with Late Sri Mahabir Prasad Danwar migrating to Kolkata from Rajasthan in 1960. Under the guidance of Shri Binod Kumar Danwar, the retail jewelry business was initiated as Mahabir Jewellers in 1998, evolving into Mahabir Danwar Jewellers Pvt Ltd. The company has since grown, establishing a strong presence with four retail stores in Kolkata and Delhi, earning 19 national awards and 30 nominations.



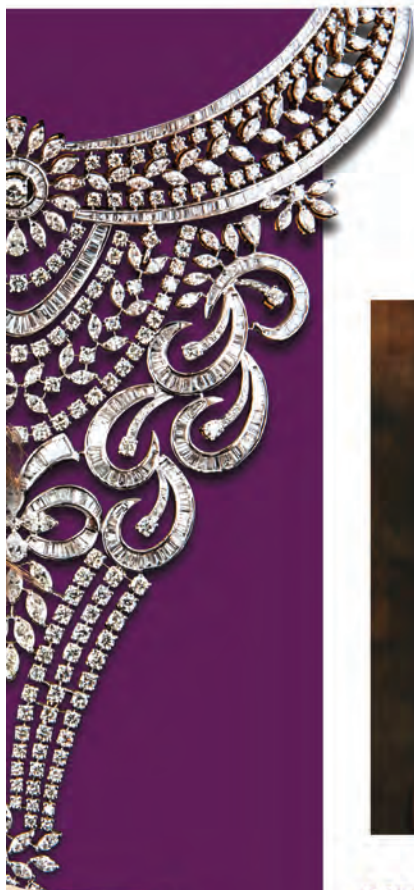
Mission and Vision

MDJ's mission is to blend traditional craftsmanship with contemporary designs to create unique pieces of jewelry. The vision is to continue promoting Kolkata's handcrafted jewelry on a global platform, providing customers with high-quality, innovative designs that reflect their style.

Significant Achievements

MDJ has adorned around 5,000 brides, showcasing its expertise in bridal jewelry. The company's dedication to quality and craftsmanship has been recognized with 19 national awards. The brand's success is also reflected in its robust turnover and loyal customer base.





CSR and Philanthropic Activities

MDJ is actively involved in various CSR activities, focusing on education and women's empowerment. The company supports local artisans by providing training and employment opportunities, helping preserve traditional jewelry-making techniques.

Revolutionizing the Industry

MDJ has revolutionized the jewelry industry by integrating the latest production techniques with traditional craftsmanship. The brand offers a wide range of handcrafted gold, diamond, and Kundan Polki designer jewelry, ensuring each piece is a work of art. Modern Technology and innovative designs have set MDJ apart as a torchbearer in the industry.

Challenges and Overcoming Them

One of the significant challenges MDJ faces is keeping pace with evolving customer preferences while maintaining the essence of traditional craftsmanship. The company addresses this by continuously upgrading its designs and incorporating customer feedback. MDJ also focuses on building strong client relationships, ensuring consistent performance and satisfaction.

Future Plans

MDJ aims to expand its presence through B2B partnerships for wholesale and retail franchise opportunities for jewellery in Eastern India, targeting cities like Bhubaneswar, Cuttack, Ranchi, Raipur, Siliguri, and Guwahati. The brand is also committed to further enhancing its product offerings and customer experience, solidifying its position as a leader in the jewelry industry.

**MAHABIR
DANWAR**
JEWELLERS
SINCE 1970

For more information or inquiries, please contact:

+91 98830 67145, +91 99874 63691

mdj.arvind@yahoo.co.in

The Backbone of Operational Excellence



Jayanta Roy
Director

WITH A
FOCUS ON HR
MANAGEMENT,
CUSTOMER
SUPPORT,
ACCOUNTING,
AND DIGITAL
MARKETING,
**TERINA
SOLUTIONS**
SPECIALISES IN
PROVIDING
EXTENSIVE
SUPPORT
SERVICES
ACROSS
VARIOUS
INDUSTRIES



Founded in 2021, Terina Solutions LLP has quickly emerged as a leader in the business support services sector, with a mission to help organisations across industries optimise their operations. "Our vision was to address the growing need for comprehensive business support services," says Jayanta Roy, the director and key figure behind the company's success. As an ISO 9001:2015 certified company, Terina Solutions LLP started with a focus on HR services but rapidly expanded its offerings to include customer support, accounting, business development and digital marketing.

■ A JOURNEY OF CONTINUOUS GROWTH

From its inception, Terina Solutions has been driven by a commitment to client satisfaction. "We began as a small team, and our growth has been characterised by our steadfast dedication to deliver tailored, high-quality solutions," Roy explains. The company now serves both IT and non-IT sectors, building a reputation for reliability and excellence. Terina Solutions LLP has become a trusted partner to numerous organisations looking to streamline their operations and bolster strategic development.

■ HOLISTIC APPROACH TO BUSINESS SUPPORT

One of the distinguishing features of Terina Solutions LLP is its comprehensive and integrated approach. Unlike traditional service providers that focus on a single aspect of business support, Terina offers a complete suite of services, including HR, customer support, accounting, business

development and digital marketing. "This holistic approach allows us to provide customised solutions that address all aspects of a client's business, ensuring greater efficiency and effectiveness," says Roy. The company has also embraced the latest technology, utilising advanced tools and platforms to deliver superior services.

■ CHALLENGES AND FUTURE PLANS

Like any growing organisation, Terina Solutions LLP faces challenges, particularly in keeping pace with rapid market changes and technological advancements. "We invest heavily in training and



development to ensure our team is equipped with the latest knowledge and skills," Roy notes.

The company also prioritises open communication with clients to understand their unique needs and deliver tailored solutions. Looking ahead, Terina Solutions has ambitious plans for expansion, including enhancing its digital capabilities through investments in AI and Machine Learning. "Our ultimate goal is to drive sustainable growth for both our clients and ourselves by remaining at the forefront of innovation," Roy concludes.

As Terina Solutions LLP continues to expand its global presence and deepen its expertise, it remains committed to its core mission: to empower businesses by providing comprehensive, high-quality support services that drive success and growth.





TERINA SOLUTIONS LLP

Address : DEODAR PLACE, Garia Station Rd, Garia, Rajpur Sonarpur, West Bengal 700084

Ph. no. 9088810120 ✉ Hello@terinasolutions.com 🌐 www.terinasolutions.com

Terina Solutions LLP Offerings:

- **Human Resources Services:**
Comprehensive HR solutions, including recruitment, payroll, and compliance management.
- **Customer Support BPO:**
Inbound and outbound customer service to enhance satisfaction and loyalty.
- **Account and Auditing Services:**
Expert accounting and auditing for financial health and compliance.
- **Business Development and Marketing Services:**
Strategic planning and marketing to drive business growth.
- **Digital Marketing Services:**
SEO, social media, content creation, and online advertising for enhanced online presence.
- **KPO Services:**
Specialized knowledge process outsourcing to focus on core operations.
- **Newspaper Advertising:**
Targeted print ad campaigns to reach local and national audiences.
- **IT Offshore Development:**
Customized software development and IT solutions from dedicated offshore teams.



Printing A Legacy of Merit in Modernity



Amitabh Luthra
Managing Director

A LEADING
PROVIDER OF
ADVANCED
PRINTING AND
PACKAGING
MACHINERY,
**PRINTERS
SUPPLY CO.
PVT. LTD**
IS RENOWNED
FOR ITS
COMMITMENT
TO INNOVATION,
QUALITY, AND
INDUSTRY

In the bustling aftermath of India's independence, as the country was laying down the roots of its industrial and commercial landscape, one man's vision took shape in the form of a business that would grow to become a cornerstone of the printing industry. In 1948, Salig Ram Luthra laid the foundation for the Printers Supply Co. Pvt. Ltd, an enterprise designed to serve the burgeoning hot metal letterpress printing industry. This was a time when the nation, freshly unshackled from two centuries of colonial rule, was finding its feet, and trade and commerce were slowly but steadily expanding.

"My grandfather, Salig Ram Luthra, had the foresight to see the potential in the printing industry, and he established our firm to provide machinery and consumables to this vital sector," recalls Amitabh Luthra, the current managing director of Printers Supply Co. Pvt. Ltd. "Those were heady days, filled with the optimism of a newly independent India, and my grandfather, with the able assistance of my father, Ashvini Kumar Luthra, steadily grew the business. They built a reputation for quality and service, with many of the top printers becoming close family friends," he reminisces.



NAVIGATING THROUGH CHANGE: THE END OF AN ERA

The business thrived for decades, but by the late 1980s, the company was facing a seismic shift in the industry. The advent of new technologies, particularly Desk Top Publishing (DTP), revolutionised offset printing and sounded the death knell for the hot metal letterpress industry. What had once been the backbone of the printing sector was now rapidly becoming obsolete.

It was during these challenging times that Amitabh Luthra, still early in his career, began to understand the importance of staying ahead of technological trends. "I had the pleasure of cutting my teeth in those dark days of letterpress," he says. "It took some time to realise that the future would always be bright only if we could harness and be at the forefront of technological frontiers."

This realisation led him on a journey across various exhibitions and trade shows, where he sought out new avenues and products to diversify and strengthen the company's offerings. Despite the challenges, one guiding principle remained constant: the commitment to quality and service that his grandfather and father had instilled in the company over generations.



■ RISING ABOVE: EMBRACING NEW TECHNOLOGIES

Through the ups and downs of the following decades, Printers Supply Co. Pvt. Ltd adapted and evolved. By maintaining their unwavering focus on quality and service, they gradually emerged as frontrunners in the print, packaging, and publishing industries. Today, after 76 years of dedication, the company is recognised as a leader in providing cutting-edge technology and is highly sought after for advice on new investments.

"Our flagship product today is the FL5 single-pass mono carton production machine, manufactured in England by EDALE LTD," Amitabh Luthra explains with pride. "This machine has transformed the way the industry views mono carton production, and we were the first to install such a facility in Asia, with our esteemed partners at NAP Printers Pvt Ltd in Kolkata. The success of this installation sparked significant interest in the Indian packaging industry, leading to further installations across India, Sri Lanka and Nepal," he adds.



Beyond the EDALE, Printers Supply Co. Pvt. Ltd also represents renowned international brands such as XEIKON from Belgium and GM from Denmark, providing digital printing and finishing machines. The company's traditional lines of business, built on close relationships with Indian manufacturers, continue to offer economical solutions to the industry.

■ LOOKING AHEAD: A VISION FOR THE FUTURE

With a clear vision and mission, Printers Supply Co. Pvt. Ltd remains committed to innovation, sustainability and quality. "Our vision is to be the undisputed leader in providing cutting-edge machinery and consumables to the packaging, printing and binding sectors," says Amitabh. "We are dedicated to catalysing growth and efficiency for our clients, and we do so



by providing client-centric solutions that use sustainable practices while empowering our employees."

As the company looks to the future, the legacy of adaptability and resilience that has guided it for decades continues to thrive. The fourth generation of the Luthra family is now preparing to take the helm, ensuring that the business remains at the forefront of the industry.

"My son, Shamsher Singh Luthra, is focused on refining our systems and processes to provide better support to our ever-growing market," Amitabh Luthra shares. "He's got his eyes set on expanding both our product lines and our geographical reach, which is crucial as the market continues to evolve."

■ A QUIET BUT IMPACTFUL PRESENCE

Despite their many accomplishments in the CSR sector, Printers Supply Co. Pvt. Ltd prefers to keep a low profile. "For many years now, Amarjyoti Luthra, our director, has been in charge of this but we do not wish to publicise our achievements excessively. "We believe in letting our work speak for itself," says Amitabh Luthra. On the professional front, Amitabh Luthra asserts, "Assimilation and distribution of knowledge, technology, and information have ensured that the industry considers us the most reliable source for technological upgrades."

Printers Supply Co. Pvt. Ltd is a testament to the resilience and adaptability of a family-run business that has not only survived but thrived in a rapidly changing industry. As the company prepares to embark on the



next chapter of its storied history, it remains dedicated to its vision of being the undisputed leader in providing cutting-edge machinery and consumables to the packaging, printing and binding sectors.



Setting Standards in The Furnishing Industry



Man Mohan Bagri
Founder



Manisha Bagri
Co-Founder

DECO DREAMS
STANDS OUT FOR
ITS ABILITY TO
SEAMLESSLY
BLEND
CUTTING-EDGE
DESIGN WITH
TIMELESS
ELEGANCE,
REDEFINING
THE HOME
FURNISHING
EXPERIENCE AND
PUSHING THE
BOUNDARIES OF
CREATIVITY



When Deco Dreams first emerged on the scene, it was born from a vision — to be ahead of the curve in the competitive world of home furnishings. Today, this vision has blossomed into a thriving reality, positioning Deco Dreams as a premier destination for interior solutions, not just in Calcutta but across multiple geographies. The journey from a humble beginning to industry leadership has been marked by innovation, commitment, and an unwavering dedication to quality.

■ A MISSION ROOTED IN EXCELLENCE

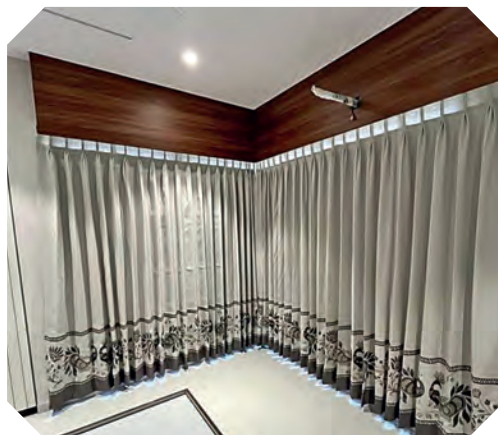
"Our mission is to be Calcutta's leading furnishing store that offers unmatched quality with style. We aim at being a well-known name in this field across geographies renowned for our commitment to excellence through innovation," reveals Man Mohan Bagri, the visionary founder behind Deco Dreams. His words encapsulate the essence of the company's philosophy — one that seeks not only to provide products but also set benchmarks in the industry.

Deco Dreams' commitment to excellence is evident in the prestigious projects it has undertaken. The store has proudly provided interior solutions for high-profile ventures such as the Hotel JW Marriott in Ranchi and various significant projects in Nepal. These accomplishments have not gone unnoticed, with the company receiving numerous awards from reputable organisations, further cementing its status as a leader in the furnishing industry.

■ INNOVATION AT THE HEART OF DECO DREAMS

At the core of Deco Dreams' success is a relentless drive for innovation. The furnishing industry is constantly evolving, and staying relevant requires more than just keeping up with trends — it demands setting them. "Deco Dreams has changed the furnishing industry by constantly updating our product range and introducing fresh approaches to furnishings. We consider ourselves trendsetters, always pushing the boundaries of design in order to lead the market," Bagri proudly states.

This forward-thinking approach has allowed Deco Dreams to continually surprise and delight its customers. Whether it's through introducing cutting-edge designs or enhancing the customer experience, the company is always looking for





ways to stay ahead. Challenges are not seen as obstacles but as opportunities for growth and learning. "We often view challenges as opportunities for growth and learning within the market. These challenges provide insights, experiences, refine our strategies and improve our offerings," Bagri explains, highlighting the company's philosophy of continuous improvement.

■ LOOKING TO THE FUTURE

The future of Deco Dreams is one of expansion and continued excellence. The company has ambitious plans to grow into a chain of stores across North-east India, bringing its unique brand of quality and innovation to a broader audience. "The plan is to grow Deco Dreams into a chain of stores across Northeast India. This is part of our vision to expand reach beyond the existing customer base to be able to serve more customers with outstanding furnishing solutions," Bagri shares, underscoring the company's long-term vision.

■ A COMMITMENT TO SOCIAL RESPONSIBILITY

While Deco Dreams has made significant strides in the furnishing industry, it has also remained committed to its social responsibilities. The company actively participates in various initiatives aimed at making a positive impact on society. Among these is the support of Lions Hospital and other NGOs, partnerships that reflect the company's desire to contribute to the well-being of the communities it serves.

As Deco Dreams looks to the future, it remains firmly grounded in the principles that have guided it thus far — innovation, quality and a deep commitment to its customers and community. With these values at its core, Deco Dreams is poised to continue its journey as a leader in the furnishing industry, setting new standards and inspiring others along the way.



Leading Experts in Safety And Workwear



Alok Prakash
Managing Director

JIWANRAM SHEODUTTRAI INDUSTRIES LIMITED
IS A RENOWNED COMPANY, SPECIALISING IN THE MANUFACTURING AND EXPORT OF LEATHER GLOVES, WORKWEAR AND SAFETY GEAR SINCE 1900

Jiwanram Sheoduttrai Industries Limited, the manufacturing arm of the Jiwanram Sheoduttrai Group, has been a beacon of quality and innovation in the industrial safety and workwear sector for over a century. Established in 1900, the group has grown into a globally recognised name, reflecting its deep roots and long-standing commitment to excellence.

"Jiwanram Sheoduttrai Industries started as a trader in 1987, focusing on exporting leather gloves," recalls Alok Prakash, the managing director. "We transitioned into manufacturing in 1997, and since then, we've expanded our offerings to include a wide range of industrial garments and workwear." This transformation was marked by significant growth, with the company's exports soaring from one crore to a staggering ₹157 crore by 2015, shipping almost 20 containers of gloves and garments each month.

■ CHALLENGES AND RESILIENCE

However, the journey hasn't been without its hurdles. "After October 2015, we faced some significant challenges,

al challenges, including the COVID-19 pandemic, fluctuating freight rates, geopolitical tensions like the conflicts in Israel and Ukraine, and supply chain disruptions. These challenges tested our agility and resilience, but they also pushed us to diversify into the domestic market, which is now showing signs of recovery," Prakash explains.

■ COMMITMENT TO SAFETY AND INNOVATION

Jiwan Safety, a key division of Jiwanram Sheoduttrai Industries, embodies the company's commitment to safety and innovation. "We are an excellence-driven organisation, dedicated to devising and delivering best-in-class safety wear to every doorstep," Prakash emphasises. With decades of exposure to diverse industries, Jiwan Safety was established in 1997 with the aim of standardising safety across all sectors.

"Jiwan means 'life' in Hindi, and at Jiwan Safety, our mission is to provide solutions for a safer and better life," says Prakash. The company's core values — diversity, integrity, sustainability, excellence, ownership, and quality—are

evident in their product offerings. Jiwan Safety specialises in manufacturing and distributing industrial leather gloves, workwear and safety garments, all of which comply with stringent international standards such as EN 388, EN 407, and ISO certifications.

"Our expertise lies in creating innovative, need-based solutions that keep our customers safe," Prakash notes. The company's state-of-the-art manufacturing units boast impressive capacities, producing 500,000 pairs of industrial leather gloves and 50,000 pieces of industrial garments monthly, alongside a significant output of casual wear.

■ GLOBAL REACH AND RECOGNITION

Jiwanram Sheoduttrai Industries' commitment to quality and innovation has earned it a strong global presence. The company's products reach customers across North America, South America, Europe, Oceania, and Asia. "We were the first Indian organisation to cater to the US market in the industrial leather gloves segment," Prakash proudly states.

The company's achievements have been recognised with awards from the Council of Leather Exports, the Federation of Indian Export Organisation and the National Productivity Council.



including over a million dollars stuck at that time," says Prakash. The company also suffered a major setback when a fire broke out at its Falta factory, causing losses valued at over ₹6 crore. Despite these setbacks, Jiwanram Sheoduttrai Industries remained resilient.

The past few years have presented addition-



These accolades underscore Jiwanram Sheoduttrai Industries' leadership in the industry and its dedication to excellence.

■ SOCIAL RESPONSIBILITY AND COMMUNITY IMPACT

Beyond business success, Jiwanram Sheoduttrai Industries is deeply committed to social responsibility. The company regularly organises free health camps at its manufactur-



ly women, through training and employment opportunities. "We have a separate section in all our units for handicapped individuals, the blind, and those with no formal education, ensuring they have a way to earn a livelihood," says Prakash.

In addition, the company supports a family-run school named Dakshini Prayash, a non-profit organisation promoting education, health, and self-reliance in the Madurda community of West Bengal.

■ FACING THE FUTURE

Despite its achievements, Jiwanram Sheoduttrai Industries continues to navigate global challenges such as economic uncertainty, trade wars, currency fluctuations, and logistical issues. "These challenges have forced us to be agile, innovative, and resilient to remain competitive in the global market," Prakash acknowledges.

However, the company remains optimistic about the future. "The export market shows consistent growth, driven by increasing consumer demand and shifting preferences," says Prakash. "We see ample opportunities as we continue to develop new products that are appreciated by our global customers," he adds.

Jiwanram Sheoduttrai Industries Limited stands as a testament to resilience, innovation, and a commitment to safety, poised to continue its legacy of excellence for many years to come.

SIGNATURE STRENGTHS

- **Legacy of over A Century:** Established in 1900, Jiwanram Sheoduttrai has a rich heritage spanning over 120 years, making it a globally recognised name in the industry.
- **Pioneers in The Industry:** The first Indian company to cater to the US market in the industrial leather gloves segment, setting industry standards.
- **Quality Assurance:** EN 388, EN 407, and ISO-certified with total quality control from raw material selection to final production, ensuring high standards.
- **Jiwan Safety:** The company's dedicated safety division, Jiwan Safety, focuses on providing top-notch industrial leather gloves and workwear, ensuring protection 'For a Safer and Better Life'.



ing units, offering services like eye screening, blood pressure checks, and ECG testing. "We distribute free spectacles, eye drops, and general medicines and arrange cataract operations at our sponsored Lions Eye Hospital at no cost," Prakash shares.

The company also runs programmes to empower disadvantaged communities, particular-





Sajal Podar
Founder

**ALBATROSS
SOFTWARE
SERVICES**
IS A CMM AND
ISO-CERTIFIED IT
COMPANY
SPECIALISING
IN INNOVATIVE
SOFTWARE,
IOT-BASED
SOLUTIONS
FOR MAJOR
GOVERNMENT
DEPARTMENTS



Pioneering Innovations in IT for Three Decades

Founded in 1992, Albatross Software Services (www.albatrosssoft.com) has evolved into a niche IT company with a focus on delivering tailored software solutions. Sajal Podar, an IT graduate from 1987, brought his passion for technology to life after gaining three years of industry experience. His vision led to the establishment of Albatross, a CMM and ISO-certified company registered under the MSME sector. Initially, the company concentrated on automating processes in the capital markets, particularly in listing and compliance procedures, and later developed a comprehensive ERP system for them.

■ EXPANDING HORIZONS

Over the years, Albatross expanded its services beyond the capital markets, venturing into various government sectors. One of its notable achievements was the transformation of complaint resolution processes in 2013. "We converted traditional phone centres into automated chat-based platforms, streamlining the process from district to state level," Podar explains. This exemplifies the company's commitment to improve efficiency and service delivery.

Today, Albatross offers a wide range of software development services, focusing on cloud-based healthcare solutions, software layer systems, and Software as a Service (SaaS) solutions. "Our goal is to provide tailored SaaS solutions that leverage our deep domain knowledge to drive business growth," says Podar.

■ INNOVATIVE FUTURE PLANS

"Most people have smartwatches that give a quick overview of their health," Podar notes. "We're working on software that will allow these devices to display an individual's entire health record," he adds. This ambitious project involves assigning a unique identification number to each person, like a ration card, which would enable instant access to medical history at any healthcare provider. "This kind of revolution in healthcare is what we're aiming to achieve," Podar asserts.

Albatross's vision is to facilitate seamless information flow from the state to the national level, ultimately benefiting citizens. "We're not just delivering what already exists; we're creating something new to make organisations 'future-ready,'" Podar emphasises.



■ A CULTURE OF EXCELLENCE

Podar's leadership philosophy is rooted in the idea of growing together. "I believe in creating a strong bond among employees, which has fostered a culture of self-motivation and excellence at Albatross," he says. This is evident in the company's approach to tackling complex projects in health, food, and education for the public.

Beyond his profession, Podar is deeply committed to philanthropy. Every year, he visits the Blood Bank of West Bengal to spend time with thalassemia patients, bringing gifts and engaging in activities that brighten their lives. "Making the world a better place is my dream," Podar reflects.

■ FACING CHALLENGES HEAD-ON

Despite its successes, Albatross faces myriad challenges, particularly in understanding and meeting government needs due to a lack of manpower knowledgeable in government policies. "Sometimes, it's difficult to achieve the government's requirements because we don't always have enough people with expertise in government acts," Podar admits. Yet, this challenge only strengthens the company's resolve to continue its pioneering work.



> Annual Meet



> Development Centre

TECHNO SPECIALITY MEDIA PVT. LTD.



TECHNO SPECIALITY MEDIA PVT. LTD.



www.teksm.com

BACHELOR OF ANIMATION & VFX
DIPLOMA OF ANIMATION & VFX

JOIN US IN THE REAL WORLD

8274994192

Admission Open 9088054147

BNI

KOLKATA SOUTH

Grow Your Business through Powerful Referrals



Join BNI Kolkata South today!



+91 9831023761