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Initiative By ठाणेवैभव



Know Your Town



**IMPECCABLE**

Prof. CA JK Shah

# Home Sweet Home

## Rutu Richmond

### Mr. Sagar Mane

“ Just a couple of months back or so, I received the possession of my flat in Rutu Richmond. However, almost for a year before that, I used to visit the library in Rutu Richmond. The library is fully air-conditioned and has a rich collection of books. Apart from this, there is a separate reading room. While I was working full-time, I was also preparing for MPSC. I studied for the same in this Rutu's library. Though I was not a resident of Rutu then, I was always welcomed to use the library.



### Mrs. and Mr. Fernandes

“ We were looking out for buying a home in Thane for many days. We saw many projects but did not particularly like any. Finally our agent suggested us Rutu Richmond. On our very first visit itself, we fell in love with the property. Greenery all around, amenities like parking, gym, play area, etc. added to its value. Also compared to other 1BHK homes, Rutu's 1 BHK homes were more spacious. All the rooms had a big balcony from where the view was beautiful. Modular kitchen was ready too. We are glad that after a lot of scouting, we made the right decision of buying a home in Rutu Richmond.

### Mrs. and Mr. Padhi

“ We had heard a lot about Rutu Richmond through word of mouth. So while deciding to buy a home, we thought of visiting it first. As soon as we visited, we were happy to see the lush green surroundings, play area for kids, and many other facilities. Being a gated complex, we were assured that there would be no security issues and our daughter could play all by herself in the garden. Every home has a balcony and the balcony is so big that it can house kids' toys and potted plants. At Rutu Richmond, we feel that there is a sense of calm and peace.



**Rutu City Richmond**  
Near De Mart, Kavesar, Ghodbunder Road,  
Thane (W) 400607 | Contact: 7666310360/8655944999

  
**RUTU™**  
Group of Companies  
Built for life... since 1979

## Editor's Note



Best Wishes,

*Milind Ballal*

**Milind Ballal**

Editor, Know Your Town

# THREE CHEERS TO TEACHERS

Come September and we celebrate teacher's day with profound respect towards all those noble souls who shaped us to make a living, face the world and also become the palanquin bearers of the great tradition and rich values. Education is not just equating with the GDP of the country or the materialistic richness but it is also about empowerment as responsible citizens. We perceive it as the yardstick of measuring the gross happiness index.

As we come out with this number of KYT which carries the cover story on a very highly revered personality Mr. J.K. Shah, we feel proud as we are covering a renowned teacher for over four decades. There are thousands of practising chartered accountants who owe their careers to Mr. Shah. He has been their guiding light on the journey of CA which is albeit not an easy one. Ofcourse the acumen of J.K. Shah, the doyen of the classes he started by his name, has been instrumental in creating atleast three generations of

chartered accountants.

Coincidentally the teachers' day also falls during the festivities of Lord Ganpati who is revered as God of knowledge. The last two years have been trying for everybody, more particularly the students. The online education may have not disrupted their learning process, but it had some inherent limitations. The teachers did try their level best to bridge the gap between the virtual and real world, but the result of conventional education could not be achieved. The pandemic has left a deep scar on the children which need to be filled. This teachers' day the focus should be on this issue.

We are thankful to Mr. Shah for his large heartedness in announcing scholarship to 470 students appearing for the foundation course. This gesture will go a long way in building the careers of these students. Afterall building a nation depends on the foundation which none other than education gives. Salute to all teachers and Ganpati Bappa Moraya!



Maharashtra Chief Minister Mr. Eknath Shinde inaugurated the new office premise of Thanevaibhav and Know Your Town on August 26. Two social initiatives were launched at his hands. The renowned JK Shah Classes run by Mr. JK Shah announced a scholarship to 470 students appearing for the CA Foundation Course to mark the 47th anniversary of Thanevaibhav. The CM also flagged off the '1 minute Thane' drive, a novel initiative designed by Thanevaibhav. Thane Municipal Commissioner Dr. Vipin Sharma, MLA Pratap Sarnaik, MLA Sanjay Kelkar, MLC Ravi Fatak, former minister Dr. Jeetendra Awhad, Thane Mayor Naresh Mhaske, District Collector Rajesh Narvekar, and Joint Police Commissioner Mr. Dattatraya Karale were some of the prominent dignitaries present to congratulate Mr. Milind Ballal, Editor and Mr. Nikhil Ballal, Managing Editor on their anniversary and new office inauguration.

Know Your Town Owner Milind Ballal Printer, Publisher Milind Ballal  
Printed at Thane vaibhav, Damle Apartment, Veer Savarkar Road, Tembi Naka, Thane (w)  
Tel 022-25341526 | Fax 022-25348594 | email id: knowyourtown1@gmail.com

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Accounts : **Priyanka Mane** | Circulation: **Pramod Gholap**



# IMPECCABLE

## JK Shah's journey from 7 to 70,000 students annually!

### Niikhil Ballal & Juili Kulkarni

**D**o you know what is common between business tycoon Kumar Mangalam Birla and Commerce Minister of India Piyush Goyal? They are not just Chartered Accountants by qualification but also illustrious alumni of the country's first and arguably the most popular and the largest education company for coaching students in Commerce and Professional Studies - JK Shah Classes (JKSC).

JKSC started in 1983, a year of utmost prominence for India, thanks to 'Kapil Dev and his men' who defied all odds and went on to clinch the Cricket World Cup by beating the mighty West Indians on English soil – a feat beyond imagination! Adding some more glory to that iconic era of the early 1980s (which also saw the birth of MS Dhoni), JK Shah Classes, the pioneers in the field of CA coaching, similarly defied all odds from being a humble one-man-show with seven students to a mammoth 'Rankers Factory' for CA and other Professional Courses in Commerce coaching with 70,000+ students annually all across the



country. The iconic rise of JKSC in CA coaching over the past four decades is identical to India's rise as a powerhouse in the modern-day cricketing world. From the 'Kapil Dev era' to the 'MS Dhoni era' to the (ongoing) 'Virat Kohli and Rohit Sharma era' – the JKSC dominance in CA coaching continues to defy all odds. It is growing from strength to strength in selflessly serving the Commerce students.

The only 'Commerce Specialist' with such a massive presence and footprints across the country, JKSC is an epitome of perfection and precision in the field of coaching Commerce aspirants for professional courses like CA, CS, CMA, CFA, etc. While most (in fact all) national-level education companies are focused on Science aspirants, JKSC is the only reputed national-level education company focusing explicitly on Commerce aspirants with complete dedication and consistent results for the past 39 years.

Born to a humble set of parents in a small village on the outskirts of Palitana in the interiors of Gujarat, Jitendra Kantilal Shah's

*"I am proud of my children who support me in strengthening JKSC. I am indeed very thankful to my family for their innumerable contributions in building various facets of JKSC over all these*

*years", exclaims JK Shah with a sense of beaming satisfaction as JKSC Online today caters to students from 1100+ remote locations from all across India.*





education as a child was first sponsored by a community charity fund and later financed by himself. He recalls, "My parents were illiterate, so they wanted me to study. They believed that only education could change our family's future. Though their intentions were right, they did not have the finances to educate me. However, to my fortune, our community's charity trust came to my rescue and sponsored my early education. Later, when I could stand on my feet, I funded my education, even if that meant selling ladies' purses in spare time during my college days to overcome my hitherto state of extreme poverty."

A young Jitendra Kantilal Shah (JK Shah) completed his schooling and junior college in a vernacular medium in Gujarat. When he was thinking of what to do next, one of the family's well-wishers suggested he pursue Chartered Accountancy. This was when his tryst with his destiny of becoming a CA was aligned. To everyone's surprise, he not only

became a CA but also secured the All India 29th rank in the CA Inter examination. He avers, "Any average but hardworking student can become a CA. If you have the right determination and the ability to overcome any hardships that come your way, then nobody

**Currently, JK Shah's son and daughter (both being qualified CAs) are managing JKSC with complete élan. As India celebrates 'Azadi ka Amrit Mahotsav,' JKSC has spread its wings with 75 branches across 39 cities in India.**

can stop you from achieving your dreams." From being an unknown Jitendra in the by lanes of Gujarat to being a torch-bearer of CA aspirants across India, JK Shah is a real-life example of how consistent determination can surpass all



odds.

Further, JK Shah reminisces, "I was fortunate to have studied Accountancy as a subject from the eighth standard during my school days in Gujarat. I think that was a boon in disguise. I learnt the subject early and started teaching my friends in the hostel in later years while I shifted base to Mumbai (Bombay – back then). That helped me when appearing for my CA exam and eventually starting my classes. It helped me master the fundamentals of Costing, Accountancy and allied subjects."

JKSC opened its first branch at Grant Road in erstwhile Bombay. JK Shah remembers, "I took a loan to start my class. Though I did not have a proper roof over my head to stay in the city of dreams, I aimed first to start a



class and establish it. I slept, ate, and virtually lived (during the initial years) in the same classroom where I used to teach my students. From distributing pamphlets for advertising JKSC to cleaning the floor of my classroom, checking the in-house test papers of my students to teaching the nuances of my specialised subject – I was multi-tasking and managing all aspects to save on costs and manage my scarce resources during formative years of JKSC. I started teaching Costing, a subject not taught by anyone during that time. I capitalised on the first-mover advantage and started attracting many students in the initial few batches. From 7 to 45 to 98 to 240, I was fortunate to have a stable take-off! Thanks to all my students who reposed their faith in me."

He adds, "Back then and even today, CA is considered one of the most popular courses since it offers the highest return on investment without burning a hole in the pockets of parents/guardians. With barely around Rs. 2 lakh to Rs. 2.50 lakhs of investment, one can complete the CA course; if the article ship stipend amount is considered, a student would be left with a net surplus. I sincerely thank the ICAI for designing such a brilliant Professional Course at such an affordable price point, extremely apt for a country like India."

Slowly and steadily, from being a one-man show, JK Shah started hiring professional teachers. These teachers were mainly his students from JKSC. He takes pride in sharing, "My first faculty (CA Ram Prabhu) continues to be my esteemed colleague even

today. In the last four decades, hardly 29 people have left me. We enjoy a healthy retention rate." The majestic people-management skills of JK Shah are evident from the fact that even his first two office sub-staffs are still with him, even after 39 years! Teachers of JKSC are blessed to have a great work culture and precise fulfillment of financial commitments. Hourly payments' structure to teachers helps them earn additionally for every extra hour of work done by them.

Talent retention has been a hallmark in the success story of JKSC over the past four decades. "18 out of the 29 had left JKSC during the pandemic for personal growth aspirations. Eight of those 18 have already returned to JKSC in recent months. Seven out of 18 (who departed amid



the pandemic) left as a collective group with perhaps ulterior motives to cause specific damage to JKSC. Three of those seven senior-most and most renowned faculty left that group and from those three, two returned to JKSC. Regarding balance four, I would only wish them luck and extend my good wishes, being their ex-teacher. The matter is already 'sub judice'; hence, I would not like to comment on it. Their social media posts are their interpretation which I would not want to retaliate with as I have full faith in our Indian Judicial ecosystem and would want the law to take its course as a law-abiding senior citizen of our beloved country", stresses JK Shah. In an age of social media, to not retaliate (digitally) to

students, we offer the best quality study material and simulative test series that help our students to surpass all odds. My fellow competitors have always felt that JKSC has been lucky in its growth journey. I am happy that such a perception is carried for us; the JKSC team can thus continue to serve the Commerce aspirants with meticulous planning and precise implementation of its successful ethos and philosophy."

"God has again been kind to me. Many of my students, who were motivated during their student days at JKSC, joined me back as Professors / Faculty / Staff at JKSC. Most have remained with me today and are helping me build JKSC from strength



petty methods of some, indeed speaks volumes about JK Shah and his large team of like-minded professionals. JKSC follows the principles of 'Satyamev Jayate' in the true sense!

Leading an extremely successful Commerce coaching class and continuously being an undisputed market leader for nearly four decades is no mean feat. JK Shah emphasises, "We follow military-like planning, including a fixed commencement and a set completion date. Abiding by these, the teaching and non-teaching staff burn the midnight oil to achieve the set goals and deliver to the best of their abilities. We ensure that our teachers are kept up-to-date with the latest developments in the field of coaching by regularly organizing training programmes and workshops. Also, for our

to strength. Few have gone ahead and started their venture. However, we regularly keep in touch with a healthy competitive spirit. I would say that all of us as Coaching Classes are collective torch-bearers for providing quality coaching to aspirants of Professional Education in the field of Commerce. I sincerely thank all the coaching class-owners and the teaching fraternity at large for making the life of students easier over all these years", elucidates JK Shah. He is incredibly proud of his in-house team of intrapreneurs like CA Chetan Patil, along with a fully dedicated team of young and dynamic professors who have always kept the interests of JKSC above personal gains and continued to serve the student community selflessly.

Over the years, the coaching



industry has seen a paradigm shift. From being a 'one-classroom, one-subject, and one-teacher' affair to the EdTech era, the industry has thrown legions of challenges and opportunities in front of the class owners, teachers, and students. Like any other coaching class, JKSC bore the brunt during the COVID-19 imposed lockdown when the new crop of EdTech was suddenly dominating the coaching



market with their online-only pedagogy. However, as things normalised, teachers and students both preferred to return to the established form of coaching, which is in-person and face-to-face. The hybrid coaching mode is thus the new normal, spearheaded by JKSC for Commerce aspirants in

this post pandemic era.

Currently, JK Shah's son and daughter (both being qualified CAs) are managing JKSC with complete élan. As India celebrates 'Azadi ka Amrit Mahotsav,' JKSC has spread its wings with 75 branches across 39 cities in India. The proud father says, "My son CA Vishal looks after the online section, and my daughter CA Pooja takes care of the overall management of the offline segment at JKSC, making it an apt (and largest) hybrid ecosystem for Commerce and Professional Courses across India." Despite being born with a golden spoon, his son and daughter have worked from dawn to dusk day-in-and-day-out to keep the JKSC flag flying high. His wife, Purnima, is also a qualified CA and has been his pillar of strength throughout the journey over the past four decades. By handling the Finance and Accounts department of JKSC, she has set one of the most robust systems and processes, allowing JK Shah to focus entirely on various strategic nuances of the business over the years.





"I am proud of my children who support me in strengthening JKSC. I am indeed very thankful to my family for their innumerable contributions in building various facets of JKSC over all these years", exclaims JK Shah with a sense of beaming satisfaction as JKSC Online today caters to students from 1100+ remote locations from all across India.

The Indian education ecosystem is evolving drastically in this post-pandemic era, especially with the gradual implementation of the National Education Policy (NEP) 2020. NEP 2020 shall bring a paradigm shift for Education companies like JKSC. JK Shah enthusiastically adds, "National Curriculum Framework (NCF) will bring immense parity in the curriculum for Class XI and XII. Thus, from a state-centric approach, India shall be one unified domain/territory for Class XI and XII coaching, including for us - at JKSC. With the '5 + 3 + 3 + 4' system of School Education along with creative subject combinations – our horizon for addressing Commerce aspirants shall further widen from IX to XII rather than just XI and XII, as students would very soon be able to select subjects like Accountancy from Class IX itself. JKSC is already present at 75+ locations across our nation. With Hybrid pedagogy being the new normal in these post-pandemic times, JKSC (supported by JK Shah Online) is poised to maintain its market leadership in the field of Commerce coaching along with Professional courses like CA/CS/CMA. The recent introduction of CUET shall further propel our growth as practically all students

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post Class XII will have to take up CUET sooner or later. I can assure my colleagues of the Commerce Coaching Industry that we are poised for fascinating times ahead due to the introduction of NEP 2020."

Every year more than 70,000 students study at JKSC. Having started just as a class for Cost Accounting to CA Final students, JKSC has expanded by leaps and bounds, catering to all subjects of CA, CS, CMA, CFA, etc., along with junior-college (XI-XII) education coaching under its ambit – making it the largest dedicated Commerce coaching classes of India. Aligning to the ever-evolving needs of NEP 2020 is the primary focus at JKSC in the near future. JKSC plans to expand its footprint across the length and breadth of India. Fortifying its market leadership in Commerce and Professional Courses by continuing to serve the student community with utmost precision and care. JKSC has set its sight on coaching and training 2,00,000 students per annum in the next five years and has widened its market leadership in Commerce and Professional Courses by offering state-of-the-art hybrid pedagogy as required in this forthcoming post-pandemic NEP 2020 era.

Before signing off, JK Shah reiterates Ratan Tata's words, "I want MBAs to run my business, but CAs to teach them how to run the business." Doesn't this speak volumes of the paramount importance of a CA in the modern-day economy? You bet it does!



**CA Purnima Shah**



**CA Vishal Shah**



**CA Pooja Shah**

# JK Shah Classes offer scholarship to 470 CA aspirants to celebrate Thane Vaibhav's 47th anniversary



In association with India's largest and the most successful CA coaching institute JK Shah Classes (JKSC) as an Academic Partner, Thane Vaibhav intends to take up this unique social cause of extending a scholarship programme to 470 needy-cum-meritorious students on the occasion of its 47th Anniversary. JK Shah, the founder of JKSC said, "We are pleased to launch this unique scholarship programme under the dynamic leadership of our beloved Hon. Chief Minister of Maharashtra Eknath Shinde. Considering the current booming economic scenario of our society at large and upbeat financial services in the post-pandemic era, Thane Vaibhav intends to give extremely subsidized coaching to genuinely interested aspirants (mainly girl students) for the coveted Chartered Accountancy (CA) Professional Course for students post Class XII who are intending to prepare for their CA Foundation (CAFC) May 2023 attempt."

**Why CA:** The Chartered Accountancy (CA) Professional Course is one of the most sought-after courses (mainly) by Commerce aspirants post Class XII. On successfully completing CA Foundation level, the students are eligible for a monthly stipend by working with CA Firms for a span of almost three years while they appear for their CA Intermediate and Final CA exams to become a qualified Chartered Accountant. Thus, CA is one of the few coveted Professional Course(s) which is apt as an 'Earn & Learn' / 'self-funded' program – especially for the needy, poor, and marginalized section(s) of the society.

**Way Forward:** Thane Vaibhav intends to implement the CA Foundation Scholarship Programme as follows:

#### Selection Criteria & Execution Process

- ◀ Thane Vaibhav shall form an

independent 'Selection Committee headed by Milind Ballal, Editor of Thane Vaibhav. This committee will shortlist deserving students currently studying in Class XII (March 2023). These students shall belong to families whose annual income shall be less than INR 3,00,000/-

- ◀ Thane Vaibhav shall associate with Govt. of Maharashtra (Hon. CMO and the Department of School Education) for reaching out to genuinely needy-cum-meritorious (mainly girl) students of Class XII (Commerce) with specific family income limit of INR 3,00,000 per annum for authenticity and genuineness of shortlisting the right set of needy-cum-meritorious candidates.

- ◀ Considering the occasion of 47th Anniversary, Thane Vaibhav intends to shortlist 147 deserving students from the Thane (and adjoining Palghar and Navi Mumbai) district(s). Similarly, another 147 deserving students from Mumbai (City) and Mumbai Suburban districts. Apart from the above two, the committee intends to select 147 deserving students from Nagpur and Sindhudurg districts. Another 29 seats shall be reserved (at the discretion of the Committee) for any last minute addition of students who have missed out due to any reason. Thus, a total of '147 + 147 + 147 + 29 = 470 students' are being intended to be coached under this special initiative to mark the 47th Anniversary of Thane Vaibhav.

- ◀ Since, students shall be spread from all across Thane, Mumbai, Palghar, Navi Mumbai, Sindhudurg, and Nagpur, JKSC shall offer its extremely state-of-the-art JK Shah Online facilities to coach the shortlisted students for CAFC. JKSC Online shall thus coach students virtually up to

their CA Foundation (May 2023 attempt) to support Thane Vaibhav in its social cause. For tests and doubt-solving, JKSC may offer its physical classroom facilities (based on student comfort) at select JKSC centres to make it a unique 'Hybrid Coaching Programme'.

- ◀ In order to maintain the seriousness of the students, Thane Vaibhav has proposed a nominal token fee of INR 4,700/- per student. To motivate the student(s), if s/he clears their CA Foundation exam(s) in their first attempt in May 2023 – the said nominal token fees of INR 4,700/- will be allowed for respective student to avail proportionate set-off against their fees for further studies of CA Intermediate at JK Shah Classes to maintain continuity in their completion of Chartered Accountancy course. Thus, effectively the CA Foundation Course fees of JK Shah Online shall be 'absolutely free' for 470 meritorious students under this scholarship program.

- ◀ The entire selection process shall officially commence from 17th September, 2022 - birthday of Hon. Prime Minister of India, Narendra Modi. Through the help of Govt. of Maharashtra, JKSC intends to reach out to all XII Commerce students to appear for an online screening test on JKSC Online platform on 2nd October, 2022 – on the occasion of Gandhi Jayanti. The top students from this screening test (on JKSC Online platform) from among the said criteria(s) shall be shortlisted by the Committee under the leadership of Milind Ballal.

- ◀ The batches for the same shall commence from 17th November, 2022 as a tribute to Hindu-Hriday-Samraat Respected (Late) Balasaheb Thackeray to mark his 10th death anniversary.



# Redefining Ethnic Wear-Style with Purvaj



## Shubhangi Ghatnekar

Do you ever wonder, how would the dressing of a woman in the earlier days be, be it a tribal or from a royal dynasty? My mind always is in the quest of going back in time to showcasing the rich heritage and culture of the bygone days of India through our costumes either through sarees or men's wear.

"Purvaj", a brand in designer ethnic curated sarees and men's wear takes you back in the era and ensures that its collection is unique with a WOW factor and not a repeat.

Over the past few months, Purvaj has grown into five verticals which caters to designer products:

**Vertical 1:** Fusion Designer Ethnic Sarees with a blend of heritage fabrics and styles customized to your choice. Fabrics like Jute, Khun, Ikkat, Kalamkari, Linen are used in style for sarees

**Vertical 2:** Pre-loved Sarees: The sarees which are lying in your wardrobe for many days and have not taken a whiff of fresh air, you can bring to us. We shall together identify the reason, break the shackles of all those wonderful sarees, fix the problem in the saree and rejuvenate it so that you can enjoy



wearing it since the sarees too have the right to enjoy and participate in your life.

**Vertical 3:** Designer ethnic Blouses with patchworks, hand embroidery, Rabari Bharat,

ethnic fabrics fused together to create a WOW factor and enhance the look of your saree

**Vertical 4:** Pre-stitched Sarees: Easy to wear, fully draped 6 yards & 9 yards saree – for the women who love to wear saree, but find it cumbersome to drape.

**Vertical 5:** Traditional Men Kurtas and Jackets: For those who want to carry a WOW factor on attire

Purvaj showcases the product season-wise and has had six seasons so far, with a huge response from its ever-growing customer base, spread across not only in India but also abroad.

Mohenjodaro was discovered in 1922 and Purvaj celebrated 100 years of excavation by launching Season 6 in August 2022 and has attempted to rewind the clock roughly 4500 years back and showcase the women in the gone-by era with a theme "Mohenjodaro". In this season the woman is depicted in her 6 different unique looks.

1. while she farms her field
2. while she goes to the woods to pluck flowers
3. while she prays to Lord Shiva
4. while she performs dance as a Nartaki
5. while she participates in festive processions
6. and finally, while she is a newly-wed bride

Purvaj has participated in various exhibitions across Mumbai and Thane, and the products are in affordable price range starting from Rs.1800/- allowing it to reach a wider client base.

In July 2022, Purvaj won the Best Brand Award and also the Runners-up Trophy as Best Brand Name in the BizMasters 2022 Competition presented by Bits and Bytes, an Infotainment Channel.

In the manner, we have destination weddings, can we have theme-based weddings or functions wherein we can relive the fashion and style of the gone by era?

The collection of sarees and men's wear is now available for you to celebrate your today's functions in the manner our Purvaj used to celebrate, because every function is unique and creates long lasting imprints on each and every mind and the bonds of love are over and above the intrinsic values

You can follow Purvaj on : **Instagram:** [https://www.instagram.com/p\\_u\\_r\\_v\\_a\\_j\\_](https://www.instagram.com/p_u_r_v_a_j_) **Facebook:** <https://www.facebook.com/Purvaj-101953679278841/>

**Purvaj Founder and Designer: Shubhangi Ghatnekar | Mobile/WhatsApp: 9136685700**

Studio: 1601, Park Pallazo, Hindu Colony Dadar (E), Mumbai 400014

# Design your home and office space with Vijay Lad & Associates



It is often said the first impression is the last impression. This is true in personal relationships and on the home and professional front. Being in the business of creating a long-lasting impression of homes and commercial spaces is Vijay Lad & Associates, a full-service Architects and Interiors design company. Started by Vijay Lad in 1989, the Thane-based company has Paresh Joshi as the partner and Ruchir Lad as the architect at the helm. The firm specialises in residential and commercial designs and have been the architects of creating bold and beautiful interiors for the last three decades.

Vijay Lad & Associates have completed a whopping 1000+ projects covering more than 10 lakh square feet across

India in their last 33 years. Vijay Lad, the founder of Vijay Lad & Associates, says, "We are an interior design firm known for our design quality and radical architectural approach. We provide architectural design, master planning,



programming, project management, and civil engineering services. Our designs avoid formalistic stereotypes. We are on a mission to deliver distinctive interior design solutions for clients, delivering exceptional outcomes

for their guests, families, and teams by combining our extensive experience and outstanding client service. Apart from catering to clients in commercial space, we have added a unique dimension to our repertoire. We design sample flats for residential buildings, their common area and lobby. Recently, we collaborated with Saptashree Group and designed the sample flat for its building Greeshma Residency in Thane."

The second-generation entrepreneur and the Lad scion, Ruchir, adds, "Our core business is to align client's specifications with environments designed to answer everyone's wants and needs. We seek to balance expression and experience enveloped with end-user ergonomics and wellbeing.

***Vijay Lad concludes, "It has been a wonderful journey so far. I am happy with the kind of work I have done and feel blessed when the retailers whose shops I have designed come and tell me that they owe their success to me. Some of them have even told me that if they get their shops designed by me, then they are certain that their business will attract success."***





## Some of the completed and ongoing projects in and around Mumbai

- | Asmera Sarees, Bhandup (completed)
- | Hariom Sweets, Kalyan/Mulund (completed)
- | Prashant Corner, Thane (completed)
- | Rangoli Sarees, Thane (ongoing)
- | Argha, Thane (completed)
- | Nimantran, Thane/Dadar (ongoing)
- | Sakori, Thane/Kalyan (completed)
- | Roopali Sarees, Mira Road (completed)
- | White Card, Vashi (completed)
- | Vagads, Vashi/Thane (completed)
- | Silkline, Kalyan (completed)
- | Silk Museum, Kalyan (ongoing)
- | Leehaaz, Thane (completed)
- | Saptashree Group, Thane (completed)

We believe that our designs should have aesthetic qualities derived from the unique characteristics of each project, such as location, construction technology, and purpose. The idea is to build something that lasts, to enhance the quality of the environment and people's lives."

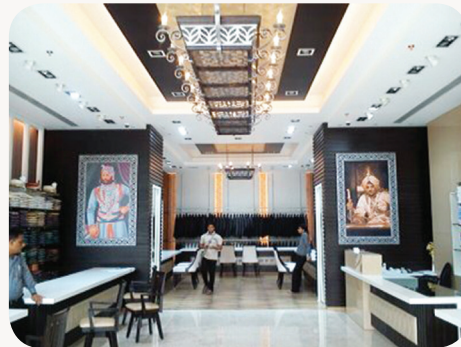
The senior Lad reminisces, "Right from childhood, I was interested in drawing. I also loved making sculptures. I was also blessed with a creative and aesthetic blend of mind. Realizing this, I decided to pursue my education in interior design. After completing my studies, I worked with Darshak interior designing firm for some time. I learnt a lot of things and gained valuable experience. Once I was confident of my abilities, I decided to start my firm, which is when Vijay Lad & Associates began."

Over the years, Vijay Lad & Associates has delivered great designs that exceed client expectations over the years. Their goal is to constantly tailor unique and personalised designs that suit the clients' styles and requirements. The corporate interior designers at the firm collaborate with in-house technical specialists to create spaces that are both aesthetically

*In addition to offering interior designing services, Vijay Lad & Associates provide their clients with the best consultants who ensure that budgets and timelines are met. Their tremendous industry knowledge and wealth of experience gained across the three decades help them identify interior design trends at their source and make predictions about new directions and innovations. They strive to add value, raise standards, and strengthen project owners' and operators' brands.*

and functionally appealing to the user. The spaces are intuitive, straightforward, and humanised.

Vijay states, "Our work culture is driven by being passionate, honest, and kind. We are passionate about what we do, honest about how we deliver, and kind in how we regard and respect each other and our clients."



# Transform your kitchen and dining areas into a mindful, stylish and sustainable space with **thinKitchen™**



**A**re you looking to give your kitchen and dining spaces a complete facelift with some of the world's best and internationally acclaimed cookware, tableware and kitchen tools? If yes, then look no further since thinKitchen™ can be your able ally, to add a delectable twist to your kitchen and home.

Anand Baldawa, the second generation entrepreneur of the Seeba Group of Companies, founded by his father, Badri Baldawa in 1986, came up with the innovative idea of thinKitchen™ in 2016. thinKitchen™ in India today retails premium international kitchen and homeware brands in India, offering global design, premium quality, aesthetics and innovative functionality. The range includes brands such as Berghoff, Dartington, Amefa, Kilner, Joseph Joseph and Zoku amongst many others.

Today, thinKitchen™ is well received by discerning consumers, as it offers a

**Samoneh Dashti, head of Product at thinKitchen™ said, "We have been associated with 31 global brands that are known world-wide for their fascinating collection of kitchen-ware, including utensils, glasses, jars, cutlery, and other cook-ware. In the coming years, we will be looking to get more and more brands under our umbrella. While there are a plethora of kitchen-ware manufacturers in the world, selecting the best of products and curating an exclusive range of products for our customers based on the latest catalogs, and trends is my key job role."**

complete range right from prepware, cookware, dinnerware, serveware, barware, bakeware, kids products and homeware. It has a pan India presence with an omni channel approach. It caters to the end consumer through its exclusive website [www.thinkitchen.in](http://www.thinkitchen.in) and 15 e-commerce marketplaces such as Tata Cliq Luxury, Amazon, Ajoio Luxe, Myntra, Nykaa and others, with 10 more in the pipeline. It also retails through prominent General trade and Modern trade channels. In addition, thinKitchen™ caters to the B2B segment across HoReCa and Institutional Sales. In HoReCa it services 4 and 5 star brands such as Taj, ITC Hotels, Oberoi etc. The brand also targets the corporate gifting segment through its premium, lifestyle product ranges.

The kitchen as the heart of the home and the growing Affluence, Awareness, Attitude and Access of Indian consumers, enables thinKitchen™ to deliver happiness by creating Quality, Kitchen and Home experiences.



# Thane - Pune bus travel to become cheaper from October

October will bring a smile on the faces of commuters who travel to Pune from Thane and Borivali. The Maharashtra State Road Transport Corporation (MSRTC) plans to replace the iconic Shivneri buses on this route with electric Shivai buses, which will have a low-cost ticket. However, the Shivneri buses will continue to run between Dadar and Pune.

The MSRTC has placed an order for 150 air-conditioned electric buses. The first phase of the deliveries is expected in October. The plan is to use some of them on the Mumbai - Pune route, including Thane to Swargate, Thane to Shivai Nagar, Borivali to Swargate, and Borivali to Shivai Nagar. Shivai buses will start operations on these four routes, and a ticket will approximately cost between ₹350 and ₹375. Currently, Shivneri buses charge ₹450 per passenger.

The Shivai buses are 12 meters long and have a seating capacity of 43. Their average speed is 80 km per hour. These buses have reclining seats and a built-in USB charging point for every passenger. They are also technically advanced, with a regenerative braking system for a smoother ride. Shivai buses comply with zero-emission and zero noise. They have GPS devices, ramps for



differently-abled passengers, CCTV cameras, and a panic button. The Shivneri buses from Thane and Borivali to Pune will now be diverted to the more popular Dadar-Pune route. At present, a Shivneri bus leaves Dadar every 30 minutes.

It is expected that the Shivai buses will benefit around 25,000 commuters, who travel between Mumbai and Pune on a daily basis. Apart from this, it will also help the cause of 5,000 other passengers who use MSRTC buses.

# Thane gets its own BMW Motorrad dealership

Last month, Thane Motorrad was appointed as a new BMW Motorrad dealer partner in Thane. The showroom is at Cosmos Jewels, Shop no 1, Ground Floor, Ghodbunder Road, Anand Nagar, Thane, Maharashtra -400615. A dedicated workshop is at Unit No 2/A, Ground Floor, Kothari Compound, Manpada Road, Thane West, Thane, Maharashtra- 400607. Mr. Jairaj Murajmal Bhagchandani is the head of the dealership.

BMW Motorrad continues to deliver its promise of 'Make Life a Ride' with its excellent products and service across the retail network. Having set up a robust dealer network in the premium segment, the company is consolidating its presence further in crucial markets, a case in point being the state-of-the-art BMW Motorrad dealership in Thane with its new partner Thane Motorrad.

The showroom is spread across a sprawling area of 2,800 sq. ft. It showcases 11 motorcycles, a customer lounge, and a wide array of BMW Motorrad accessories and lifestyle merchandise. In addition, there is a 4,000 sq. ft dedicated



after-sales facility with five mechanical bays for complete vehicle service. Thane Motorrad delivers international sales standards, service, spare parts,

and business systems in all processes to ensure that customers receive best-in-class pre and post-sales ownership experience.



## Kalanad Nitrya Sanstha organises Kalanjali National Competition on August 13 and 15

**K**alanad Nitrya Sanstha always makes sure that students explore their talent to the fullest and get recognised on a national level. With this aim and with the blessings of Lord Natraja, like every year they conducted the national online dance competition, Kalanjali at Kashinath Ghanekar Auditorium, Thane. Students danced enthusiastically and gracefully, making their teachers proud. This event has been conducted for the last 10 years. The founder of Kalanad, Guru Bhavana Lele and her daughter Ms. Pallavi Lele are passionate and dedicated teachers of Kathak. The senior

Lele has been a Kathak teacher for the last 27 years.

The Kalanjali national competition was conducted on August 13 and 15 for which there were online and offline options for students which was for Kathak and Bharatanatyam. The guest of honor for this event was Mr. Narendra Lindait, Founder of ArtConnects, an online platform for the art and culture fraternity and Guru Ankur Ballal, Kathak exponent. Mr. Nikhil Ballal, Managing editor, Thane Vaibhav and KYT was the chief guest.

The dance competition was judged by Guru Ankur Ballal for Kathak and Guru Kashmira Trivedi and Guru Medha Shanbhag for Bharatanatyam. Ms. Shahishnuta Rajadhyaksha was felicitated with Nrutya Bhushan 2022 award on August 20 during the 29th Annual Guru Purnima Utsav which is a tribute to Padma Vibhushan late Guru Birju Maharaj.

Going forward, Kalanad will sincerely continue to conduct such events in the coming future for their students.

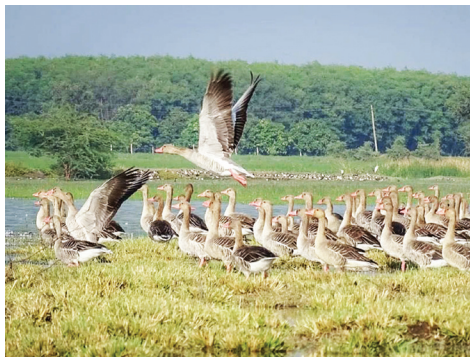
## Thane creek gets RAMSAR status

**T**hane created history as its creek located within an urban agglomeration received the Ramsar status and is now a designated Ramsar site. With this achievement of Thane, the Mumbai Metropolitan Region (MMR) has become possibly the only metropolitan region in the world to have a wildlife sanctuary, a flamingo sanctuary, and a Ramsar site in its geography.

A Ramsar site is a wetland of international importance. The designation aims to develop and maintain an international network of wetlands that are important for conserving global biological diversity and sustaining human life through maintaining their ecosystem components, processes, and benefits.

The Thane creek, among Asia's longest, abuts the coast of Mumbai. While its western bank is in Mumbai and Mumbai suburban districts, the eastern bank is in Thane district and adjoins Thane city and Navi Mumbai.

The creek extends 26 km north of Mumbai harbour, connecting with the Ulhas river, one of



its primary sources of fresh water, via a narrow channel. It encompasses an area of 6,521.08 hectares, of which 1690.5 ha were declared the Thane Creek Flamingo Sanctuary (TCFS), and 4,832 ha were notified as an eco-sensitive zone around the sanctuary in October 2021. It is now also the largest wetland area to be declared a Ramsar site in Maharashtra.

The creek is fringed by mangrove forests

on both banks that serve as a nursery for several species of fish and protect the land from cyclones, tidal waves, seawater seepage, and intrusions.

### What is Ramsar Status?

The Ramsar Conference was held at Ramsar in Iran in 1971. Several decisions about the conservation and preservation of wetlands and mangrove forests worldwide were taken at the conference, and an action plan was prepared.

According to this plan, each participating country has to identify globally important wetlands and declare them Ramsar sites. Lakes, rivers, ponds, swamps, creeks, seashores, and even paddy fields can be thus designated.

### India's Ramsar race

India is one of the contracting parties to the Ramsar convention, signed in Ramsar, Iran, in 1971. India signed the way on February 1, 1982. From 1982 to 2013, 26 sites in India got the Ramsar tag. Since 2014, however, the country has added 49 wetlands to the list.

# WHY DO YOU NEED A SECURITY CONSULTANT?



## **Omar Pathare**

Security Consulting is a relatively new concept in the Indian milieu. While risk assessment and predictive analysis are used in the corporate world to some extent, we're still nascent in employing the skills and expertise of Security Consultants to protect our homes, offices, and business spaces from risks and potential crimes.

Fortify Security Consulting aims to change this picture, because we firmly believe that in today's times where risks have become magnified, nature of crime has become digital, and vulnerabilities have increased in huge proportions, it is important to protect our families, assets, and businesses with expert advice.

### **What do we do as Security Consultants?**

Fortify Security Consulting emphasises that:

**ONE TYPE DOES NOT FIT ALL:** While all kinds of security equipment like locks, safes, CCTV cameras, alarms, sensors, etc. are easily available in the market, simply putting them up without due cognizance to their specifications and correct placement, will only end up wasting your money. Everyone's risk is different. A couple with children staying along with a nanny has different risks, as compared to a senior citizen living alone, or, as compared to someone owning a jewellery shop. Hence, the types of security

equipment they need, and how it should be placed in their home/office, also differs.

**SECURITY DEPENDS ON PEOPLE, NOT JUST THE STRUCTURE:** Simply putting up lots of security equipment is not enough. The correct and optimal usage (of that equipment) for it to give value-for-money and the best return on investment, can only happen when the residents/employees'

**For the larger good**  
In interest of making the society more aware of security, we conduct Online Workshops on various topics ranging from credit/debit card frauds, bullying of children, online shopping frauds, etc. The workshops aim to make people realise that when it comes to crimes, prevention is always better than cure. Also, in interest of the larger good, we have ensured that all our services and workshops are priced moderately, because security of all is what makes the whole society secure!

behavioural attitude towards security becomes proper.

Fortify Security Consulting gives a detailed yet simple questionnaire to find out a person's risks. According to that, we give a report wherein we suggest the perfect security equipment, with due specifications, and correct placement. We also suggest ways for the residents/employees to become more alert about small but important security tips.



Do get in touch with us on 9930136932 / 9833190174 for more information about our endeavours - Lt. Colonel Omar Pathare (R.), Security Consultant and Founder, Fortify Security Consulting  
[www.fortifysecurityconsulting.com](http://www.fortifysecurityconsulting.com)

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# Looking for a Dream Home in Thane?

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