

OUTLOOK BUSINESS

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THINK BEYOND. STAY AHEAD.



India's growth story is being shaped by visionaries who challenge convention and create meaningful impact. This feature celebrates inspiring leaders who combine innovation, resilience, and purpose, redefining industries while driving progress. Their journeys are not just about success, but about building value, influencing change, and inspiring the next generation of changemakers

 **inspiring
Indians**

This Feature is curated by the Brand Team of Outlook Publishing India Pvt. Ltd.

Padmaja Reddy & Keertana Finserv: Redefining Trust in India's Gold Loan Landscape

Padmaja Reddy leads Keertana Finserv with a sharp blend of technology, governance, and customer-first financial innovation

In India's fast-evolving financial ecosystem, few leaders have managed to combine legacy, innovation, and purpose as seamlessly as Padmaja Gangireddy. A seasoned entrepreneur and former Promoter & Managing Director of Spandana Sphoorty Financial Limited, Padmaja has once again demonstrated her ability to build institutions of scale and substance through her current venture—Keertana Finserv Limited.

Founded with a vision to deliver transparent, technology-driven, and risk-resilient lending solutions, Keertana has emerged as a formidable player in the NBFC space, particularly in gold loans. In a relatively short span, the company has built an Asset Under Management (AUM) of ₹4,200 crore and has cumulatively disbursed ₹26,500 crore, reflecting both strong demand and disciplined execution. For FY26, Keertana reported revenues of ₹715 crore, underlining its robust financial performance and scalability.

What truly distinguishes Keertana, however, is not just its growth—but the philosophy driving it. At a time when gold lending has traditionally been perceived as operationally intensive and vulnerable to subjectivity, Keertana has reimagined the model through cutting-edge technology. The company has developed a world-class, fully integrated system where critical parameters such as gold weight

and purity are captured directly from machines, eliminating manual intervention.

Taking innovation further, Keertana has embedded Artificial Intelligence into its core processes. AI-powered facial recognition and face-matching tools enhance customer authentication, while advanced analytics assess gold ornaments to determine wastage with precision. This not only reduces operational risks but also builds unparalleled trust among customers and lenders.

Today, Keertana is not just a lender—it has become a benchmark institution. Leading banks increasingly look to the company as a model for building gold loan portfolios that are efficient, transparent, and largely free from operational risks. This recognition is a testament to Padmaja's belief that technology, when applied thoughtfully, can transform even the most traditional sectors.

Beyond numbers and innovation, Padmaja's journey reflects resilience

“Padmaja Reddy builds Keertana Finserv into a tech-driven gold loan powerhouse, blending trust, innovation, scale, and disciplined financial growth sustained.”



↑ Padmaja Reddy
Founder, Keertana Finserv Limited.

and clarity of purpose. Her entrepreneurial approach is grounded in discipline, governance, and a deep understanding of the underserved segments of India. She has consistently demonstrated that scale and ethics can coexist—and that sustainable growth is built on trust.

Keertana's ability to raise ₹3,350 crore in debt, contributing to a cumulative ₹7,500 crore in borrowings, further underscores the confidence that financial institutions place in its model and leadership.

As India positions itself as a global economic force, stories like Padmaja Reddy's stand out—not merely as tales of success, but as examples of how Indian enterprises can set global benchmarks. Through Keertana, she is not only redefining gold lending but also reinforcing a larger narrative: that innovation rooted in integrity can create institutions that inspire, endure, and lead.

Profit. Purpose. Power: Building ObserveNow's ₹100 Cr Vision

In a startup landscape often dominated by funding headlines and valuation metrics, Taniya Tikoo represents a different school of thought. As Editor-in-Chief and Co-Founder of ObserveNow Media, she has built a high-growth, profitable business grounded in clarity, discipline, and long-term vision. In this conversation, Taniya Tikoo shares her experience and insights on building a sustainable, impact driven and Nari Shakti led business.



Taniya Tikoo
Co-Founder & CMO of ObserveNow

Q1: You've built ObserveNow to ₹15 Cr+ ARR with strong profitability, entirely bootstrapped. Why choose this path?

Profitability is not a strategy; it is the foundation of any real business. ObserveNow became profitable within six months of inception. While we did explore external capital, it was only intended for scaling, never survival. In hindsight, not raising early funding allowed us to build with discipline and focus.

Our true investors have been our clients, global enterprises such as Google Cloud, Cisco, Lenovo, IBM, Intel, LinkedIn, Meta, and Zoho. Their trust, reflected in an 83.5 percent repeat customer ratio and consistent year on year growth, validates our approach. Businesses are built on customer satisfaction, not just investor bets.

Q2: Your goal is ₹100 Cr ARR without dilution. What will drive this scale?

Our mission is clear: ₹100 Cr ARR within the next three years while maintaining profitability. We are expanding globally, with focused entry into EMEA and Southeast Asia, taking ObserveNow beyond India.

At the same time, we have launched ObserveNow. AI, a CXO focused data intelligence platform that enables enterprises to identify, connect with, and engage decision makers more effectively.

This marks a deeper transformation.

We are evolving from a services led organization into a SaaS first company. It is not just growth; it is a structural shift that will define our next phase.

Q3: What change have you brought to the B2B events marketing industry?

At ObserveNow, reinvention is intentional. We have moved B2B events beyond transactional formats into intelligence driven platforms. By understanding sectors such as BFSI, cybersecurity, cloud, digital enterprises, education, and PSUs, we enable meaningful, outcome focused conversations.

In FY25 alone, we facilitated close to \$150 million in business enablement, directly contributing to our clients' sales journeys. That tangible impact is something we take immense pride in.

Equally important is the talent we build. Many describe ObserveNow as a hands on learning ground for B2B Events and Marketing. Today, our professionals are contributing across leading organizations globally. For us, success is defined not just by revenue, but by industry impact and people growth.

Q4: ObserveNow has 53 percent women in its workforce. Was this intentional?

Yes, very much. While many organizations speak of gender neutrality, leadership representation often tells a different story. Women

still remain underrepresented in decision making roles.

At ObserveNow, women are leaders, not statistics. They drive revenue, lead teams, and shape the organization's culture. Empowering them is not a diversity initiative; it is a leadership principle. Creating this shift, even at our scale, is as meaningful as any business milestone.

Q5: How has your Kashmiri Pandit heritage shaped your leadership?

My roots are central to how I lead. Kashmiri Shaivism forms the philosophical foundation of my thinking. My identity is a blend of heritage and ObserveNow, distinct yet deeply connected.

Stories of displacement and rebuilding in my family instilled resilience. They taught me that strength lies in reconstruction and clarity of purpose. That philosophy reflects in how we build, staying grounded while continuously evolving.

I consciously integrate my heritage into the company's culture, not as symbolism but as continuity. For me, building ObserveNow and preserving my identity and culture are both acts of creation, and both must endure.

Redefining Education, Shaping the Future of India

Poonam Sharma emerges as a formidable force in management education, blending vision, innovation and nation building

Visionary leadership is not defined by titles but by the ability to create lasting impact.

In India's rapidly evolving education ecosystem, where institutions are expected to produce not just graduates but future leaders, Poonam Sharma, Chairperson of Accurate Group of Institutions, stands out as a decisive industry leader who is reshaping the contours of management education.

Since founding the Accurate Institute of Management and Technology in 2006, Sharma has demonstrated an exceptional ability to translate vision into scale. What began as a single institution soon expanded into the Accurate Group of Institutions within just four years, reflecting her strategic acumen and relentless pursuit of excellence. Today, Accurate stands among the premier management institutes in Delhi NCR, a position built on consistent quality, innovation and strong industry relevance.

At the core of Sharma's leadership lies a clear philosophy that education must evolve beyond theoretical frameworks to deliver real world impact. Under her stewardship, the institution has championed experiential learning through its AICTE approved PGDM program, integrating live projects, case studies, corporate interactions and research driven pedagogy. This ensures that students are not only academically proficient but also equipped to navigate complex business environments with confidence and competence.

What firmly establishes Sharma as an industry stalwart is her ability to combine structured institutional growth with a deeply human centric leadership style. She believes

leadership is about inspiring teams, fostering collaboration and building an ecosystem driven by shared goals. By embedding values of inclusivity, respect and teamwork into the institutional culture, she has created an environment that nurtures both academic excellence and personal development.

Her forward looking approach is evident in the integration of modern teaching methodologies and technology driven learning. Recognizing the importance of staying aligned with global trends, Sharma has consistently introduced innovative practices, including virtual learning tools, ensuring students remain future ready in an increasingly digital and competitive world. This strategic focus on innovation has strengthened Accurate's positioning as a progressive and adaptive institution.

Beyond academics, Sharma has placed strong emphasis on bridging the gap between education and industry. Through initiatives such as the Corporate Interface and Outreach Program and the Placement Enhancement Program, students gain practical exposure to real world business scenarios while enhancing

“She leads with a larger purpose, transforming education into a powerful engine for India's progress”



↑ Poonam Sharma
Chairperson Of Accurate Group Of Institutions

communication, personality development and interview readiness. These initiatives reflect her commitment to producing well rounded professionals who can lead with impact.

For nearly two decades, Sharma has remained unwavering in her belief that education is a cornerstone of nation building. Her focus on ethics, integrity and social responsibility ensures that students graduate not just as skilled professionals but as responsible contributors to society. This value driven approach has helped shape leaders capable of driving meaningful change.

Widely recognised for her contributions to education and women entrepreneurship, Poonam Sharma continues to set new benchmarks in institutional leadership. Her journey reflects a powerful blend of purpose, performance and perseverance.

In redefining education as a transformative force, she is not just building an institution, she is shaping.

Powering Perception. Scaling Impact

Gaurangi Desai Mehra Redefines Industrial Brand Leadership

At the core of her vision is a clear ambition: to build Indian-born companies that are globally recognised and respected.

Gaurangi Desai Mehra represents a new generation of Indian business leaders redefining how legacy industrial companies evolve, compete, and lead on a global stage. As Director – Marketing & Communications at APAR Industries, she has been instrumental in transforming a strong engineering-led organisation into a forward-looking, brand-driven enterprise with a clear global voice.

She has anchored APAR's positioning as a global leader across cables, conductors, and transformer oils, building a unified narrative that spans the entire energy lifecycle, from generation to transmission to last-mile distribution. This extends into renewable energy, with a sharp focus on solar and wind and the upgradation of utilities, reinforcing APAR's role in powering the energy transition.

She led a comprehensive brand transformation that repositioned APAR as a solutions-oriented, future-ready company that not only manufactures at scale but shapes conversations around electrification, safety, and sustainability. From introducing electron beam technology to households through the flagship house wire brand APAR Anushakti to raising awareness of higher safety standards, her work brings advanced industrial innovation into everyday relevance.

Her latest national campaign builds on this bridge connecting the high-performance cable technologies used in Vande Bharat and national



Gaurangi Desai Mehra
Director – Marketing & Communications at APAR Industries

Driving brand-led transformation, Gaurangi Desai Mehra elevates APAR Industries into a global, future-ready leader shaping electrification, sustainability, and trust worldwide

defence applications to the safety of Indian homes. Thus reframing wires not as commodities, but as critical infrastructure that safeguards lives.

Beyond brand, she has strengthened how APAR engages with capital markets—bringing greater clarity and consistency to its narrative and contributing to improved market confidence and valuation. This is not incremental brand-building; it is business transformation. By aligning perception with performance, she has strengthened market confidence and scaled visibility and impact across touchpoints—national campaigns, digital ecosystems, investor communications, and global platforms—and enhanced talent attraction and retention.

Alongside, she has embedded purpose into performance. Advancing CSR initiatives that have earned national recognition, championing DEI to build more diverse and inclusive workforces, and actively contributing to breaking traditional barriers within the industrial sector. Her work also aims to inspire the next generation of engineers by making the sector more aspirational, future-focused and value-driven.

At the core of her vision is a clear ambition: to build Indian-born companies that are globally recognised and respected. With exports to over 140 countries and a growing presence across the Middle East and the United States, APAR's global footprint continues to expand—supported by a sharper identity rooted in electrification, sustainability, inclusion, and responsible growth.

Her work reflects a clear belief: when Indian companies lead with conviction, capability, and clarity, they don't just compete globally—they define the standard.

Reimagining Enterprise For The Mid-Market

How visionary leadership is enabling India's SMEs to unlock intelligent, scalable, and future-ready growth

“Innovation is only meaningful when it is accessible.” This guiding principle defines TEKROI's journey as a transformative force in the SME ecosystem.

For decades, India's small and medium enterprises have stood at the crossroads of ambition and limitation. While the intent to adopt advanced technology has always been present, the barriers of cost, complexity, and scalability have often restricted progress. TEKROI has consistently worked to dismantle these barriers, enabling businesses to transition into intelligent, agile, and competitive enterprises.

The story of TEKROI is inseparable from that of its founder, Venkata Siva Reddy Polu — a journey that began far from boardrooms, in the small village of Utukur in Kadapa district, Andhra Pradesh. Born into a humble mason family, he grew up watching his father lay foundations stone by stone, a craft demanding patience, precision, and respect for the people one served. From his father, he absorbed the principle that became the cornerstone of TEKROI's culture: “Never forget your customer, and the customer will never forget you.” That wisdom has shaped two decades of customer relationships, many of which remain active today.

With more than twenty years of experience, the founder has built TEKROI into a trusted name in SAP-led transformation. The company operates as a strategic partner, embedding itself into client operations and integrating finance, customer management, supply chain, and production into a unified system that delivers real-time insights and smarter decision-making.

A defining milestone is TEKAI, an advanced AI-powered platform built on SAP Business One. TEKAI brings together conversational

Driven by a powerful belief in accessible innovation, TEKROI is empowering small and medium enterprises with enterprise-grade intelligence, positioning its leadership as a defining force in India's digital transformation story.

analytics, predictive intelligence, real-time visibility, and Generative AI capabilities that automate everyday processes — from drafting customer communications and invoices to summarising reports and streamlining back-office tasks. For SMEs, the value is immediate: leaner operations, faster



Venkata Siva Reddy Polu
CEO & Founder - TEKROI PRIVATE LIMITED.

decisions, reduced manual effort, and the ability to redirect resources toward growth. TEKAI gives small and medium enterprises the same intelligence once reserved for large corporations — at a scale and cost that fits how SMEs actually run.

The leadership's philosophy is simple: technology must adapt to the business, not the other way around. This customer-centric approach has driven successful outcomes across manufacturing, pharmaceuticals, retail, and distribution, in India and globally.

In a rapidly evolving landscape, TEKROI is not just delivering solutions — it is redefining possibilities. From a small village in Kadapa to enterprises across the world, its journey is proof that innovation is not limited by where one begins, but by the vision one carries forward.



Satyam Roychowdhury

The Visionary Leader Redefining Education and Enterprise in India

A visionary leader whose purpose driven approach has transformed education into a powerful engine of social and economic progress

“True leadership is not measured by success alone, but by the scale of impact it creates.” Few leaders in India exemplify this idea as powerfully as Satyam Roychowdhury, a name that has become synonymous with vision, resilience, and transformation in the education sector.

Recognised as an industry stalwart, Roychowdhury has built far more than institutions. He has created an ecosystem that continues to influence generations of learners and leaders. As the Founder and Managing Director of Techno India Group, his journey reflects the rare ability to foresee change, act with conviction, and sustain excellence over decades.

His entrepreneurial journey began in 1985 with a simple yet powerful vision to introduce computer education at a time when digital literacy was still in its infancy. What started as a small initiative has today evolved into one of India’s largest educational conglomerates, with a vast network of campuses and a strong presence across multiple disciplines. The scale of this growth is a testament to his unwavering commitment to quality and innovation.

What truly sets Roychowdhury apart is his philosophy of purpose driven education. He has consistently believed that education is not merely a business but a responsibility towards society. This belief has shaped his approach to expansion, with a strong focus on reaching underserved regions and

“With over four decades of impact, Satyam Roychowdhury stands tall as an industry stalwart, blending innovation, scale, and social purpose to reshape India’s educational and entrepreneurial landscape.”

creating opportunities for students who might otherwise be left behind. His efforts have contributed significantly to reducing regional disparities and nurturing socially responsible citizens.

His leadership extends beyond the realm of education into media, culture, and entrepreneurship, reinforcing his position as a multifaceted industry leader. As Chairman of leading publishing houses, he has played a key role in shaping narratives that inform and inspire. His work as an author further reflects his intellectual depth and commitment to cultural enrichment.

Roychowdhury’s forward looking vision is evident in his emphasis on integrating emerging domains such as sports, skill development, and entrepreneurship into mainstream education. By aligning academic frameworks with evolving industry needs, he has ensured that students are



↑ **Satyam Roychowdhury**
Founder & Managing Director,
Techno India Group

Chancellor, Sister Nivedita
University and Techno India
University, Tripura

not just educated but future ready. His initiatives reflect a deep understanding of the changing dynamics of the global economy.

Equally significant is his commitment to social impact. Through the Satyam Roychowdhury Foundation, he has led numerous initiatives in education, healthcare, and community development. His work underscores a clear belief that true success lies in creating value for society and empowering individuals to achieve their potential.

In a rapidly evolving world, where leadership is often defined by short term gains, Satyam Roychowdhury represents a rare blend of vision, purpose, and perseverance. His journey is not only inspiring but also a powerful reminder that enduring success is built on the foundation of impact and integrity.

As India continues to grow and redefine its global identity, leaders like Roychowdhury stand as pillars of inspiration, proving that true legacy lies in enabling others to rise and succeed.

Reinventing Healthcare Through Intelligence The Transformative Leadership of Dr. Jasjit S. Suri

Driving a global shift in patient centric care Dr. Suri is blending artificial intelligence research and vision to redefine modern healthcare systems.

In an era where healthcare demands both precision and compassion Dr. Jasjit S. Suri has emerged as a defining force reshaping the industry through intelligence led innovation. His journey from a humble garage startup to leading a global healthcare enterprise is not just inspiring but also reflective of a deeper purpose to transform how healthcare is delivered experienced and understood.

As Chairman and CEO of AtheroPoint™ a California-based cardiovascular and stroke risk assessment company Dr. Suri has positioned himself at the intersection of technology and human care. What sets his leadership apart is not just scale but substance. He is not merely building solutions he is architecting a future where healthcare is predictive personalised and accessible across geographies.

At the core of his revolutionary approach lies the Preventive Precision and Personalized P³ framework an anytime anywhere healthcare model that enables data driven decision making and patient centric outcomes. This framework has significantly altered traditional healthcare delivery systems shifting the focus from reactive treatment to proactive care.

With over 25 years of experience in the United States Dr. Suri brings together deep rooted expertise in engineering research and development and executive leadership. His professional journey spans globally reputed organisations such as BM, Siemens, Philips, and Eigen where he

consistently drove the translation of advanced technologies into clinically validated solutions. This rare blend of technological acumen and healthcare insight has enabled him to lead with both credibility and conviction.

Under his leadership AtheroPoint™ has expanded its footprint across multiple countries including the USA, India, Tanzania, Rwanda, Slovenia, and, the Philippines. What began as a modest initiative has now evolved into a globally recognised enterprise delivering cutting edge cardiology services impacting countless lives.

Dr. Suri's contribution to the industry extends far beyond entrepreneurship. A prolific researcher he has authored over 400 papers in internationally indexed journals and holds more than 50 US patents. His academic influence is further strengthened by

A visionary leader Dr. Suri is revolutionising healthcare through AI innovation global research excellence and a patient first philosophy worldwide.



Dr. Jasjit S. Suri
Chairman and CEO of AtheroPoint™

an extraordinary H-index exceeding 100 and over 60,000 citations an achievement that places him among the most impactful technology leaders globally. Additionally his authorship of over 100 books on artificial intelligence and medical devices underscores his commitment to knowledge dissemination and industry advancement.

What truly defines Dr. Suri's leadership is his unwavering belief in merging innovation with empathy. While technology powers his vision it is the human impact that drives his mission. His work ensures that advanced healthcare solutions are not confined to elite systems but are scalable inclusive and globally accessible.

Recognised with multiple Lifetime Achievement Awards in both the USA and India along with the Aatmanirbhar Face of Bharat Award Dr. Suri continues to inspire a new generation of innovators and healthcare leaders. His journey reinforces a powerful narrative that true leadership lies in the ability to foresee change embrace it and shape it for the greater good.

In redefining healthcare through artificial intelligence and patient centric innovation Dr. Jasjit S. Suri is not just leading a company he is leading a revolution.



↑ Dr. Vinod Anand
Managing Director of
Akanksha Global Logistic

Disruption is not always loud. Sometimes, it is built quietly through precision, consistency, and an unrelenting commitment to excellence. Dr Vinod Anand exemplifies this rare form of leadership, emerging as a revolutionary force who is redefining healthcare logistics in India.

At a time when logistics was largely perceived as a support function, Dr Anand recognized its true potential as a critical pillar of healthcare delivery. As the Managing Director of Akanksha Global Logistics, he has transformed the narrative, positioning logistics as an enabler of life saving systems where accuracy, speed, and compliance directly impact patient outcomes.

Dr Anand's leadership is distinguished by clarity of vision and depth of execution. With an academic background in biology and extensive cross industry experience, he brings a scientific mindset to operational challenges. This allows him to approach logistics not just as movement of goods, but as a highly calibrated process where every variable matters. His ability to merge technical understanding with strategic thinking has set him apart as a thought leader in a complex and

Architect of Precision: Dr Vinod Anand is Rewriting India's Healthcare Logistics Playbook

With sharp foresight and uncompromising integrity, Dr Vinod Anand is transforming logistics into the backbone of India's healthcare ecosystem

evolving sector.

Under his stewardship, Akanksha Global Logistics has grown into a trusted partner for leading hospitals, diagnostic centers, and pharmaceutical companies. The organization's strength lies in its unwavering commitment to global compliance standards, seamless regulatory navigation, and operational precision. By building strong alliances with international partners and maintaining rigorous quality frameworks, Dr Anand has ensured that the company operates at par with global benchmarks.

What makes his approach truly transformative is the shift from transactional logistics to integrated solutions. Dr Anand has championed a model that encompasses end to end services including customs clearance, documentation, insurance, and risk mitigation. This holistic ecosystem not

only simplifies complex processes but also empowers healthcare institutions to function without disruption. In doing so, he has elevated logistics into a strategic advantage rather than a functional necessity.

Equally compelling is his leadership philosophy. Dr Anand believes that sustainable success is rooted in ethics, accountability, and trust. He has cultivated a culture that values precision thinking, agility, and ownership, enabling his team to deliver consistently in high pressure environments. His emphasis on lean operations combined with high impact outcomes reflects a modern leadership style that is both efficient and future ready.

His contributions have earned recognition across industry and government platforms, reinforcing his role as a key contributor to India's healthcare infrastructure. Yet, what defines Dr Anand is not recognition, but his relentless pursuit of progress. He continues to push boundaries by integrating technology, enhancing transparency, and building systems that are scalable and resilient.

Looking forward, Dr Vinod Anand envisions a healthcare logistics ecosystem that is globally competitive, technologically advanced, and deeply reliable. His mission is not just to grow a company, but to build a framework that supports the nation's healthcare ambitions at scale.

In an industry where every second counts and every movement matters, Dr Vinod Anand is not just leading from the front. He is setting the direction for the future.

“Dr Vinod Anand is redefining healthcare logistics with precision, compliance, and vision, building a resilient system that strengthens India's medical ecosystem.”



↑ Dr. Aneel Kashi Murarka
Managing Director of Mirachem Industries

Dr Aneel Kashi Murarka does not fit the usual image of a high-profile industrialist. There is no obsession with spotlight or spectacle in his journey—only a steady, deeply personal commitment to doing what he believes is right. At heart, he presents himself as a common man who simply refuses to ignore the needs of fellow beings. In a business environment that often recognises aggressive growth and valuation milestones, Murarka’s approach feels almost countercultural. As Managing Director of Mirachem Industries, he has built a respected presence in the specialty textile chemicals sector. Yet, for him, professional success was never meant to exist in isolation. It was always meant to enable something larger—service. His philosophy is simple: if you have the means, you have the responsibility

As a youth his early years were influenced by his philanthropic father Kashi Murarka who believes in giving back to society. His mentoring and ideology stays with him, sparking a quiet resolve to act whenever he can for others. Over time, that resolve evolved into a lifelong commitment

The Unassuming Philanthropist

Dr Aneel Kashi Murarka transforming lives by putting purpose before profit...

to creating better life for fellow beings and contribute to development of communities

What distinguishes Dr Murarka is not just generosity, but the way he practices it. Long before philanthropy became a buzzword, he and his family through Samarprn – C B Murarka Charitable Trust were contributing to public infrastructure—building AC bus stands, temples, lady police quarters, school auditoriums, book libraries, and public restrooms.

These were not headline-grabbing projects, but they addressed real needs of society. As a Trustee he is leading many more such mega utility construction in Mumbai and Rajasthan his hometown

That same spirit continues through Ample Mission, the platform he founded to bring accountability and focus to his efforts. It works at the grassroots, addressing civic issues often left unattended. From filling potholes in Mumbai to running hygiene drives, feeding the homeless, supporting students with scholarships, and creating livelihoods for marginalized communities such as transgenders, acid survivors, the disabled, and tribals—the focus remains on impactful contributions and growth development

Dr Murarka’s understanding of dignity extends to places many overlook. His work in building and maintaining crematoriums in underserved regions both in cities and villages reflects a belief in providing dignity in death. For countless families, these initiatives have offered solace in moments of grief—an impact that cannot be measured in numbers alone

He also recognizes the power of storytelling. Through short films on public health, hygiene, and social awareness, he uses creative platforms to reach wider audiences. By collaborating with Bollywood personalities, he amplifies important messages, guided by the belief that influence carries responsibility

Perhaps the most compassionate example of his work is ‘Meals from Maa – Rasoi Se Road Tak,’ an initiative he runs with his wife Sangeeta. For over a decade, it has provided daily meals to the homeless while creating livelihoods for women who prepare the food—feeding both hunger and hope. The initiative earned him recognition on KBC this Season , where he was honoured by Amitabh Bachchan with the Aditya Birla Group’s ‘Force for Good Heroes’ trophy

Despite recognition for his work from figures such as former President APJ Abdul Kalam and Prime Minister Narendra Modi, Murarka remains grounded

There is no grand narrative in the way he describes his work—only a belief that change begins with small, sustained actions and good intent. In a world that often equates success with accumulation, Dr Aneel Kashi Murarka offers a different measure: contribution. His journey reminds us that one does not need extraordinary beginnings to create meaningful impact—only clarity of purpose and the willingness to act. And in that sense, he remains exactly what he claims to be: a common man, committed to the uncommon idea that doing good is not optional—it is essential.