

From left: Hukmichand Chordia, Ramoji Rao, Narendra Jadhav and Rajkumar Chordia during the book release function at The Westin Hotel, Koregaon Park, on Friday —Aniruddha Rajandekar DNA

'Hukmichand Chordia's life deserves to be chronicled'

Ramoji Rao spoke during the release of *Bikat vat Yashachi*

DNA Correspondent

"Hukmichand Chordia, founder of Pravin Masalewale, is a real-life hero and master of his own destiny. He achieved success by hard work and perseverance. Failure didn't stop him. His life deserves to be chronicled, so that it inspires other enterprising youths," said Ramoji Rao, head of Ramoji Group, which owns the Ramoji Film City in Hyderabad.

Rao was speaking at the release of *Bikat vat Yashachi*, a book based on the struggle of Hukmichand and Kamal Chordia, founders of Pravin Masalewale, on Friday. The book has

been written by Madhubala Chordia.

Rao added, "Hukmichand Chordia's story is completely a rags-to-riches story. Kamalbai's magical formula of making spices and pickles worked wonders. In those days, pickles were made at home or borrowed but never bought. If that was the situation, one can imagine the condition in which Hukmichand launched his business decades ago. But Hukmichand took the business to the top with honesty and dedication. The business stood vagaries of time."

Narendra Jadhav, member of planning commission and ex-

vice chancellor of Pune University said, "The Chordia family has important place in the cultural history of Maharashtra. The book is about the story of Hukmichand and Kamalbai Chordia's struggle to achieve commercial success. It also reveals his leadership qualities, business skills and perseverance. Along with achieving commercial success, he made it a point to fulfill his social responsibilities."

Environmentalist Mohan Dharia, builder DS Kulkarni and chancellor of Symbiosis International university, SB Mujumdar were also present at the event.

DNA

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FROM VARSITY TO NATIONAL, JADHAV ADDS TO FIVE-YR PLAN

REPORTER

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Pune: Adoption of villages by colleges, PhD programmes for senior citizens and special courses on disaster management for the common public, are some of the key initiatives Union Planning Commission member Narendra Jadhav has proposed in the domain of higher education in the 12th five-year plan (2012-17).

Significantly, these initiatives were taken by Jadhav during his tenure as the Vice-Chancellor of University of Pune (UoP) between August 2006 and June 2009 at the varsity level, and had received wide acclaim. Elaborating on the 'village adoption scheme' which was run under the banner 'Samartha Bharat Abhiyan' (Mighty India Campaign) at UoP, Jadhav said that the initiative aimed at taking the flow of education to those in society who are deprived of the benefits of education.

PROPOSALS

- Adoption of villages by colleges
- PhD programmes for senior citizens
- Special courses on disaster management for the public

"At University of Pune, we had implemented a 15-point programme through village adoption scheme, during which different social welfare activities like tree planting, sanitation and local leadership development among others were undertaken. The same initiative we are now planning to replicate on a national level," Jadhav told mediapersons through telephonic conversation from Delhi, on Thursday.

Jadhav, while being the VC of UoP, had started PhD programmes for senior citizens. The initiative, which had evoked excellent

response from veterans, had to be shelved following UGC objection to University of Pune's move to relax the norms in the interest of senior citizens.

"Senior citizens, who form a major chunk of the Indian population, are the social capital of the country. Engaging them in PhD will give a new dimension in their twilight phase of life and their research work will prove beneficial for society," he said. He added that he did not foresee any hurdle of norms this time for implementing the scheme nationally, considering it to be the brainchild of the Planning Commission member.

On disaster management plan for common public, Jadhav said that citizens should be enlightened on matters to tackle both natural and man-made disasters.

"Varsities across the country will be asked to implement these initiatives religiously," he said.

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Focus on education in 5-yr plan

Mukund Bhute

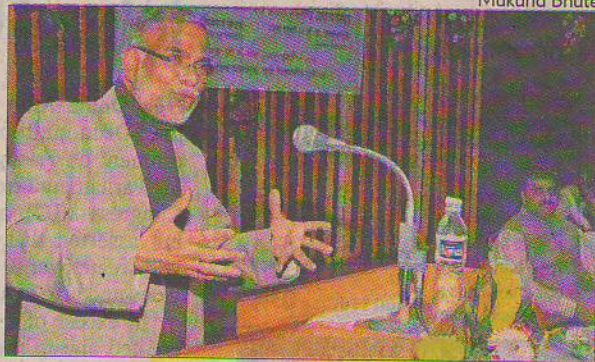
REPORTER

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Pune: Union Planning Commission member and former University of Pune vice chancellor Narendra Jadhav has said that the focus of the Twelfth Five Year Plan, to be implemented from April 1 next year, will be on the education sector.

Dr Jadhav, while delivering a talk on 'The global financial crisis and the Indian economy' organised by the University of Pune on the eve of the 'Constitution Day' here on Friday, pointed out that India enjoys a 'youthful population' and over the years will grow more youthful compared with the rest of the world.

He pointed out that developed nations have progressed more during periods when they enjoyed a larger population of youth. India, thus, has an edge over other nations in this regard and the average age of the populace by 2020 is expected to be 29.



TALK: Union Planning Commission member and former University of Pune VC Narendra Jadhav delivering a talk on 'The global financial crisis and the Indian economy' on Friday.

He cautioned that if the educational system is not reformed, then the 'demographic dividend' could well turn out to be a 'demographic nightmare'. Keeping this in mind, the Planning Commission has decided to lay more emphasis on the education sector in the Twelfth Plan, Jadhav said.

Meanwhile, the noted economist, while providing an overview of the present crisis plaguing Europe,

agreed that the crisis will affect India. The European crisis has led to the strengthening of the American dollar which, in turn, has led to the weakening of the Rupee. Thus India, which has to import 77 per cent of its oil requirements, has to pay more for oil, Jadhav said citing an example but emphasised that the Indian economy has shown strong resilience in the past and will do the same now.

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