

# FORCENET

E-ZINE

Magazine for military veterans in the corporate  
August 2022, Volume IV, Issue 08

# REVERENCE



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SCAN ME



FORCENET

# From the Editor

Dear Readers,

The eighth month of the Julian calendar August is here. We at the Forces Network have come up with yet another exciting edition of the ForceNet E-Zine. For this month we have selected **Reverence** as the theme. **Reverence** is a way of life, it is the respect and feelings from deep within towards one's own work which brings out the best in you. **Reverence** meaning a deep and abiding respect comes from the Latin word Revereri meaning *"stand in awe of"*.

There could be many connotations of the word Reverence. As per one definition of Reverence by Paul Woodruff in his book, Reverence:Renewing a Forgotten Virtue, it is, *"The well-developed capacity to have the feelings of awe, respect, and shame when these are the right feelings to have. Respect is for other people, shame is over one's own shortcomings, and awe is usually felt toward something transcendent."*

Reverence could also be towards one's Passion, Profession or Duty. The reverence for Duty is well known to all soldiers. However, what we are focussing on this theme is the abiding dedication towards one's profession and passion. We encourage you all to pursue your passion and profession with Reverence, that would bring about the larger societal good.

Reverence should be made a mandatory work ethic A deep and abiding respect for our work, for the people who come together in the work place and for the business ecosystem. Showing a deep and abiding respect for everyone and everything that our business touches. Reverence fosters leadership and education. Without Reverence things fall apart. Without reverence a boss is not a leader. As Christine McDougall said *"A constant connection to reverence, respect for all that we do, all that we are and all that we see in others"*

At Forces Network we drive the same reverence towards our members towards all the activities that we undertake, towards the quality of our events, towards the aim of sharing our knowledge and towards attaining excellence.

Until next time, cheers to Forces Network – **"the Network that works"**.



**Jai Hind**

With Reverence,  
Capt Rajesh Nair

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## [A NOTE FOR THE READERS](#)

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For the ease of providing a feedback, such links have been provided at the end of the articles too.

**Disclaimer:** The opinions expressed within this e-magazine are the personal opinions of the authors and interviewees. The facts and opinions appearing in the articles thus do not reflect the views of Forces Network, and Forces Network does not assume any responsibility or liability for the same.

# Star of Forces Network

A Forces Network Star is a member of the Forces Network who has gone on to achieve glory in the his/her corporate/civilian avatar. The aim of this series is not just to celebrate our successes from the veteran community, which unfortunately we do not do enough, but also to inspire others. The ultimate goal is to set up a virtuous self-sustaining cycle of inspiration leading to more successes in turn inspiring many more.

## **IN INTERACTION WITH RAJESH NAIR**

**Capt John Gomez, SM** was born in Chennai and was commissioned to the 5 Jammu & Kashmir Light Infantry (Ashok Chakra Bn) from Officers Training Academy. He has a BA economics degree from Loyola, PGCHM from XLRI, Jamshedpur and PGDHRM from All India Institute of Management and Technology Chennai. After a successful stint with Army he has worked in corporate with companies like Citigroup Global services, Wipro Ltd. Infosys, Marg Ltd, Doosan Bobcat India Ltd. He is currently working as the Global Head HR for Constell group and is based out of Chennai



**Rajesh: Please tell us something about your background prior to joining the Army, and your subsequent Army career?**

**John:** Self-came from a very humble background with father and uncles having served in Naval Aviation and in Airforce in the technical division during Indo- Pak & Indo -China war. After their release from the service, civil life was hard and my parents were struggling to meet two ends. Mom started to work as a teacher and continued to support my two other elder siblings. Life was not that easy when we settled in Chennai in early 70's.

Right from childhood, we have been brought up with very strict disciplined background and more so to work hard. Be it household chores, studies, extracurricular, we have been brought up to take by ourselves. Which made me and my siblings very tough and ready to face any hardships in life. While I lost my father in 1993 due to health ailment, I started working as salesperson as part time employee in a store selling consumer items till late evening post college hours and reaching home late, working in the hospitality sector to take care of my education and extracurricular-related expenses (NCC).

Could able to bag Best Right Marker in my early days in NCC and then Best Parade commander. I was able to make it to Prestigious RD Camp and was a part of the NPA Directorate which won the Prestigious Banner for the year 1993.

Since then, joining army has always been the priority, and the need of the hour to lessen my mother's burden. While I was pursuing my post-graduation, I gave CDS exams and cleared my SSB twice and could not join due to personal reasons. Third time again I cleared and as destiny decided I joined in OTA.

Worked hard and won prestigious Kumaon medal for best in drill and turn out in OTA during the year 1997. I was also the carrying the Nishan of OTA as Nishan toli commander and JUO of Kohima -19. Commissioned in Fighting fifth, the Ashoka Chakra Bn, 5 JAKLI. I never heard of JAKLI Regiment, though I was a hardcore Infantry optee. I was a classic example of Casualty and did not get any of my Infantry options despite standing decently in order of merit due to community check, parental claim and other nuances.

**Rajesh: Please give us more details about what you are presently engaged in.**

**John:** I am presently associated with a very niche product and very conservative industry called "Diamond Manufacturing". I have been associated with Constell Group for the past 3 + years and performing a role of Global Head - Human Resources for the Group. I take care of end-to-end HR, Admin, Branding and Communication, CSR, and Statutory compliances across Geography. One of my USPs is "OD" (Organisational Design) & Change Management



*As HR Lead - Fun and Learning*

---

**Rajesh: What was the impetus for you to leave the uniformed service and then get into the corporate?**

**John:** I always have short, medium & long-term goals. I was very clear that I will join OTA for a short service and wanted to see how I excel. Hindi was always a challenge for me, and I knew my Grey Area, I was not sure where will I reach. Hence, I choose to join SSC. I fairly did well in courses as well as in service. Was awarded the "**Sena Medal**" for gallantry. I was very sure that there is much more I can do, and the services will restrict my style of functioning. Personal commitments were also added to the existing ones, which forced me to Hung my Boots in 2003. Honestly, I did not regret it, every moment I spent in Army was amazing & learning. I am known for challenging the status quo and vociferous and never giving up on things. These made me confident and strong to face the corporate world. I believed in my god and myself.

**Rajesh: How did you prepare yourself for the military to corporate transition?**

**John:** Wow...do not ask me that.... the transition was very difficult. I could not take up my final year exam and submit my project work during the final year of my Post graduation -MA social work and hence discontinued. Post joining the army, I started pursuing my PG through distance education with no guidance from anyone and completed my PGDHRM. I am aware that the world outside the army does not recognize those PG and they stamp any veteran who comes out after their release or retirement as fit only for security or Admin function. At least that was prevailing in 2004. I was traveling to Mumbai, Bangalore & Hyderabad trying to establish a network through my civilian friends, and started learning what the industry requires.

Five months since release from Army had taught me how to be self-reliant. Industry judges you not by the knowledge you possess, but by the brand you studied or worked on, the rest comes later. Savings were dried up, still roaming around with no work.

Flunked Final interview with leading BFSI at Chennai stating that though I possess good knowledge but lack hands-on experience in handling the civilian workforce in HR. This gave me an insight that I should not waste more time in search of an HR opening but rather join the branded organization and turn every challenge into an opportunity for myself without harming anyone.

What a life lesson it was. Please note in those times DG resettlement courses were not there and the only thing you will get is to do a security course so that one can open and security agency. That's the state of affairs.

**Rajesh: What are the learning's from the early stage of your career?**

**John:** Just to put it simple there is no short cut for sustainable success. Pure hard work, Resilience, self-awareness, never back down and having people around you to support esp. cross functional are the important Life lessons I learned in my early stage of my career.



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**Rajesh: From Administration to HR how did you planned the transition what were the challenges?**

**John:** Luckily, I had PG background in PMIR. However as said earlier, Ex-servicemen means Security or Admin, nothing else is suitable for them as per the Civil world. I am not an exception, and I did start my career in the field of Administration function. By Grace of God, I had good Managers who gave me the freedom to work and take on more challenges. This enabled me to move around with HR folks and started addressing employee issues pertaining to admin, security, facility, and transport. Slowly moved into one of the key members in the ombuds Process and conducted the investigation and made good connections with all HR leadership and created opportunities to prove myself. Never let any opportunity be missed. 6 yrs. of hard work on the above were answered by brethren officer and that's how I moved into HR. No turning back from there.

**Rajesh: Handling Global Human Resource, how difficult is it?**

**John:** Believe me, you are competing with the best of the best brains in corporate. You have people from IIM, XLRI & IIT. That's the league you will be getting to deal with when you keep moving up the ladder. One must keep them updated, very important about your business which your company deals with and the latest in HR.

In addition to the HR Operations nuances, it is very important that HR professional speaks the business. Without knowing your business and its nuances and practical details, it is not possible to Head Global roles. Culture and behaviors differ from one geography to another, even state to state. Drafting HR initiatives need very careful attention which should cater to each, and every geography and it should bring value to the table. It should not be a mere check box or tick mark initiative Allocating time to listen to your team, employees, and management and coming out with adjustments and new initiatives or drop initiatives are the most important ones.

Being good at analytical, commercial, and good communication plays a key role. Last but not the least balancing between Travel, work, and family along with personal health and fitness are the most difficult part. If you can master in handling this, then there is no stopping.

**Rajesh: The defence teaches us a lot what has been your biggest take away?**

**John:** The army teaches a lot. What I could gain from the Army is Perseverance, Comraderies, Team spirit, and Crisis management. Nothing is impossible. There is always one way or the other to accomplish the task given to you. You may give out but never give in.

**Rajesh: What are your future, and do you have any special Goals? And how are you preparing for achieving them?**

**John:** Have given five commitments to my present organization and each of these commitments is to be completed in 5 years. Fortunately, despite the Slowdown in the market due to covid, we have made positive changes in the organization, we could see and feel positive results which results in surpassing the last year's EBIT. I would continue to maintain the same momentum and accomplish the same, post which, plan to take more Portfolio. Should be a catalyst in changing the lives of people.

**Rajesh: Do you have any other hobbies or interests, which you pursue passionately? And how?**

**John:** Of course, yes, I fell in love with marathon about 9 years ago along with Badminton. I am an ardent Half Marathon Runner and try to participate as much as possible in neighboring states and the place of stay and work. I am a foodie hence I love to cook various dish, do not shy away from trying new dishes, and share them with family & Friends.



*My Love with Marathon*

---

**Rajesh: We all have had great mentors and coaches in our Lives? Would you like to talk about them from your Journey in the Army and in Corporate?**

**John:** Of course, it would be unfair if I am not mentioning about them. One way or the other they are part of my making. In my schooldays during my Junior Wing NCC, My NCC ANO, Maj. Anbhazahan was the guiding force for me, I used to be tiny, weak, but he kept encouraging me and he happens to be my Volleyball Coach as well. Because of his push and encouragement, I did very well in Junior Wing NCC and became Troop Sergeant Major - TSM happen to lead the ATC camp for Chennai and at the same time, represented Junior state level in volleyball as well as in Kho-Kho. This exposure helped me to scale up and overcome my inferiority complex of being tiny. I continued the same josh and spirit during my graduation days and excelled well in Senior Wing NCC.

In the army I should not forget to mention my first commanding officer Col. N.M Shanker VSM, who hails from Tamil Nadu, he is a tough taskmaster. He raised 5 Jammu and Kashmir Light Infantry and everyone fears him. Man of less word and more action, hence the whole Battalion fears him. Though he happens to be from my State i.e TN he never uttered a word in Tamil to me. In fact, he insisted I talk to him only in Hindi & English. Like a father figure, he guided me in every step I took. advised and guided me on how important are the courses in the army and how the boys perceive the officer. The importance of leading by example, taking a calculated risk, and taking bold steps to earn the respect of boys whom one commands and being physically fit and competing with the troops are something which I keep getting from him. More than the officers' mess, I was spending time with the boys in their tents, bunkers and barracks. When I was about to hang my boots after 5 years, the first person to call me and counseled me was Col. NM Shankar.

In corporate, I do not have any one specific. But there are people who challenged me and looked down upon me, because of them I could push myself and reach where I am today. I do not cruse them, rather I am thankful for them for that challenge.

**Rajesh: Your views on the role played by Family, Friends and Well-Wishers in the Transition and in future assignments?**

**John:** My Mother is an inspiration. Father used to work in North India and most of my childhood is with my mom and siblings. Mom used to encourage us for extracurricular activities and at the same time should be good in our studies if not topper. I could manage that. For all my decisions mom helped me analyze and helped me take a decision. She is my father and mother for most of my life. Despite the hardship she never shares her agony or anguish and her ultimate aim is to run the family, household, and our education with no hassel.

There are many of my friends who were supportive and encouraging esp. from Loyola college and My NCC Mates who tried and could not join the forces, Jagannathan, now Sr. VP in Citibank, US, Allan Roberts Master Program Manager - Oracle, India were my two support pillar.



The most important person in my life is my wife. Whom I courted and married; she is my strongest backbone, Ever since I moved on to civil Ritu kept throwing challenges to me to scale up. A big critic, a strategist good financial planner, and most importantly strict disciplinarian who I always look upon for all my worries and happiness. Without her support & prayers, I would not have been here. She is an Amazing Manager.



*With My Family*

**Rajesh: Top 5 Qualities that you feel are very important for excelling in the corporate world?**

**John:**

- Mindfulness & Flexible
- Perseverance
- Networking (never build enemies if not friends)
- Humble & grounded
- Create Opportunities and not wait for them
- Speak the business

**Rajesh: Global Mantra for the new and tenured veterans?**

**John:** Keep yourself abreast with Latest Information in whichever field you like to enter. It is not a level playing ground. Remember you are to compete with Tier 1 Management people. Being knowledgeable and flexible and adaptable is the only thing that will take you through. I have seen my seniors who have put in 20 yrs. of service in Army retired with flying colors but utterly failed in the corporate world due to rigid, adamant thought processes. One should be ready to Unlearn to Learn. Be flexible enough in your remuneration. What is more important is exposure and appropriate opening in the initial days. Remuneration follows you in no time.

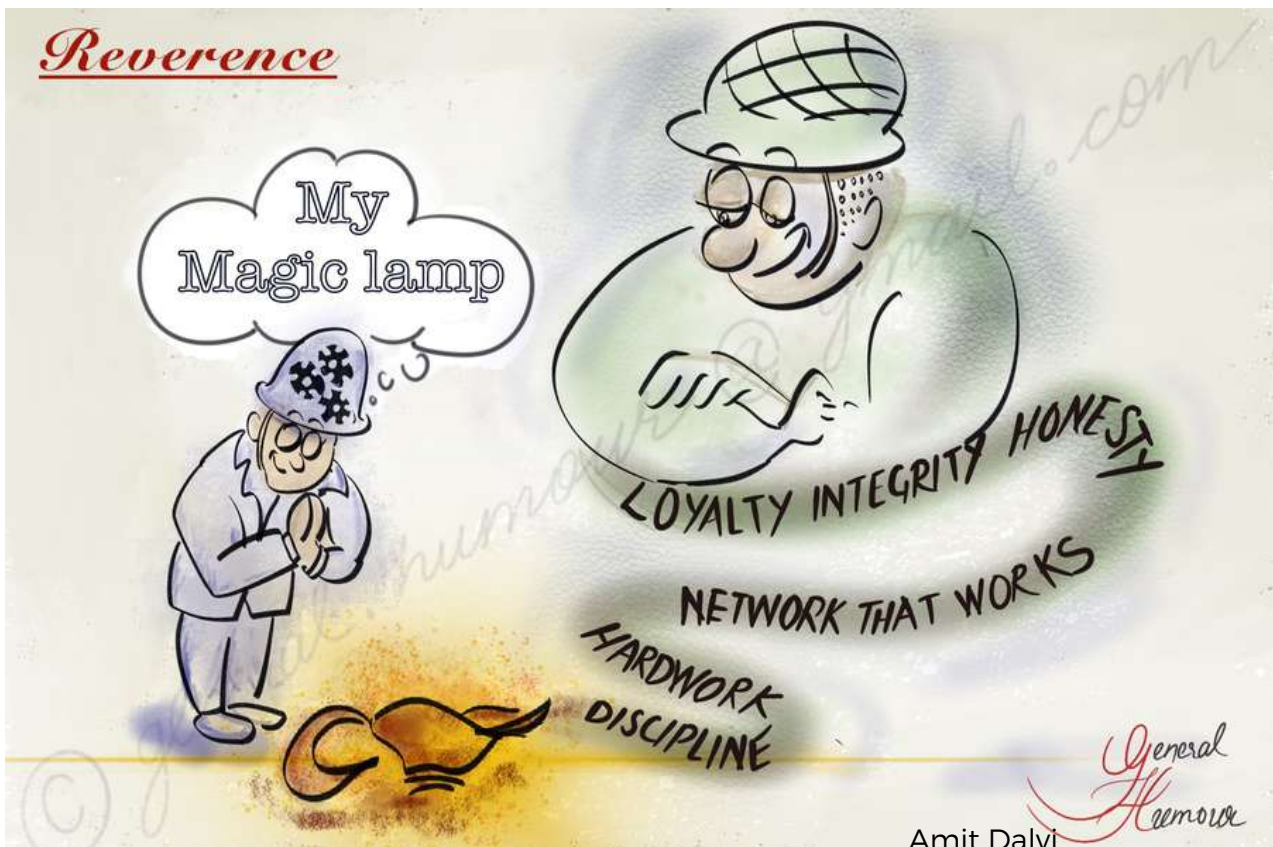
**Rajesh: Any plan to induct veterans in a dedicated manner?**

**John:** My entire vigilance team and Physical security team are full of Veteran JCOs from Army & Navy. I am more than willing to Induct officers in HR and Admin; however, the cost factor limits my decision of taking. However, for anyone who is hungry and craving to grab the opportunity why not



***Capt Rajesh Nair** is from the 75th Course, OTA, and was commissioned into 14 Maratha Light Infantry. Post Army service, he has worked in the field of administration for more than a decade, having worked with companies like Wipro, Mahindra Automobile, Tata Communications and Credence Global Solutions.*

**Please provide your invaluable opinion/feedback on this Interview, by clicking/tapping [HERE](#) - Editor**





*A tennis player cannot play with money in her pockets, she must play with hope in her heart and dreams in her head but she needs support to keep playing*

**YOU CAN MAKE THE DIFFERENCE !!!!!!!**

**Persistence can change failure into extraordinary achievement.**



*My name is Aaddi Gupta , I am 19 years old (DOB: 07 Feb 2003) , I started playing tennis at age 7 and I have been living & training in Spain for the past 4 years at WGTA(Walter Grunfeld Tennis Academy, Barcelona)*

*My Spanish Ranking is 126 , I am the # 1 Indian player in Spanish Tennis Circuit*

**I am world # 1 on Tennis planet (Monty Tour) a level below Pro, but has many Pro players as well**

*I have beaten top Indian women players , WTA players with rankings between 800-1000*

*I just turned pro in May 2022*

*Few of my videos with links are given below.*

<https://www.youtube.com/watch?v=Pb5x4t3JqgS>

<https://www.youtube.com/watch?v=zEaCS21Mscg&t=7s>

<https://www.youtube.com/watch?v=4Pb88jNDSQI>

<https://www.youtube.com/watch?v=gRyyeE9QYkI>

<https://wgrunfeldacademy.com/>

Spain account : Aaddi Gupta  
A/c # : 0081 1628 1000 0115 9218  
IBAN : ES89 0081 1628  
1000 0115 9218 BIC /  
Swift : BSABESBB  
SABADELL BANK SPAIN

Indian account : Aaddi Gupta  
IndusInd bank  
Sector 57 gurgaon  
branch Ac no : 159910103090  
IFSC : INDB0000556

SWIFT CODE : INDBINBNDH  
Bank address :

INDUSIND BANK  
SECTOR 57  
Branch  
GURGAON  
INDIA

Also please be kind send an email to me (anup@sallogistics.com) stating that these funds are a gift/donation from you to support her tennis training and is not a loan and you shall not seek a return of these funds

Thanks again

*My Tennis Goals are to represent India at 2024-2028 Olympics, play grand slams and be the first woman from India ever to have apodium finish at Olympics in tennis and win a grand slam in the near future.*

*My Father is a 3rd generation veteran from armed forces and I also have an elder sister (4th Generation)who is training to be a fighterpilot in Indian Air force ,My mother is here with me in Spain to support my Tennis Career while my Father works his way to keep the support going.*

*My father has scraped all his savings & there is nothing left and hence, I now seek sponsors/donations to help me sustain my training and realize the dreams that I have set out for myself and for India. I had not met my Dad & sister in over 2 years and we are sparing no effort to ensure that my training continues uninterrupted and that this can only happen with your support.*

*You are free to sponsor me with Apparel/kit/shoes/living/travel/stay during tournaments and you can pay for these directly. Request reach out to may father for more details.*

**"Never underestimate the power of dreams and the influence of the human spirit." "Please don't put an age limit on my dreams" & I need your support to realise those dreams.**

# Moment In Time

We have started with a Photography section “**Moment in Time**” to provide an outlet for creative side of our esteemed members. The rules for submission are as under:-

1. Forces Network members, spouses and their wards can submit images for publication.
2. No Nudity or Porn.
3. No mention of Mil establishments or unit identity or tac numbers or tail numbers.
4. It's a photography section so no images of various get togethers and social functions will be published.
5. The longer side of image should be 2048 pixels.
6. Maximum 5 images will be published every month. The images must be submitted by 20th of every month.
7. Mention your Instagram ID.
8. **While submitting the following details be submitted along with the suitable Title:-**
  - a. Aperture
  - b. Shutter speed
  - c. ISO
  - d. Camera used
  - e. Lens
  - f. Focal length.
  - g. In case of a mobile click, the same may please be mentioned.

**All Photos may please be sent to [forcesnetworkz@gmail.com](mailto:forcesnetworkz@gmail.com) by 20th of every month.**



*Mount Everest in Nepal - Panasonic Lumix FZ-150; f/4.5; 1/2000 sec, ISO-100*

By Lt Col Ranvir Singh



*Riot of Clours* -Panasonic Lumix FZ-150; f/3; 1/5 sec, ISO-800  
By Lt Col Ranvir Singh



*Lone Warrior* - Panasonic Lumix FZ-150; f/4.4; 1/400 sec, ISO-100  
by Lt Col Ranvir Singh



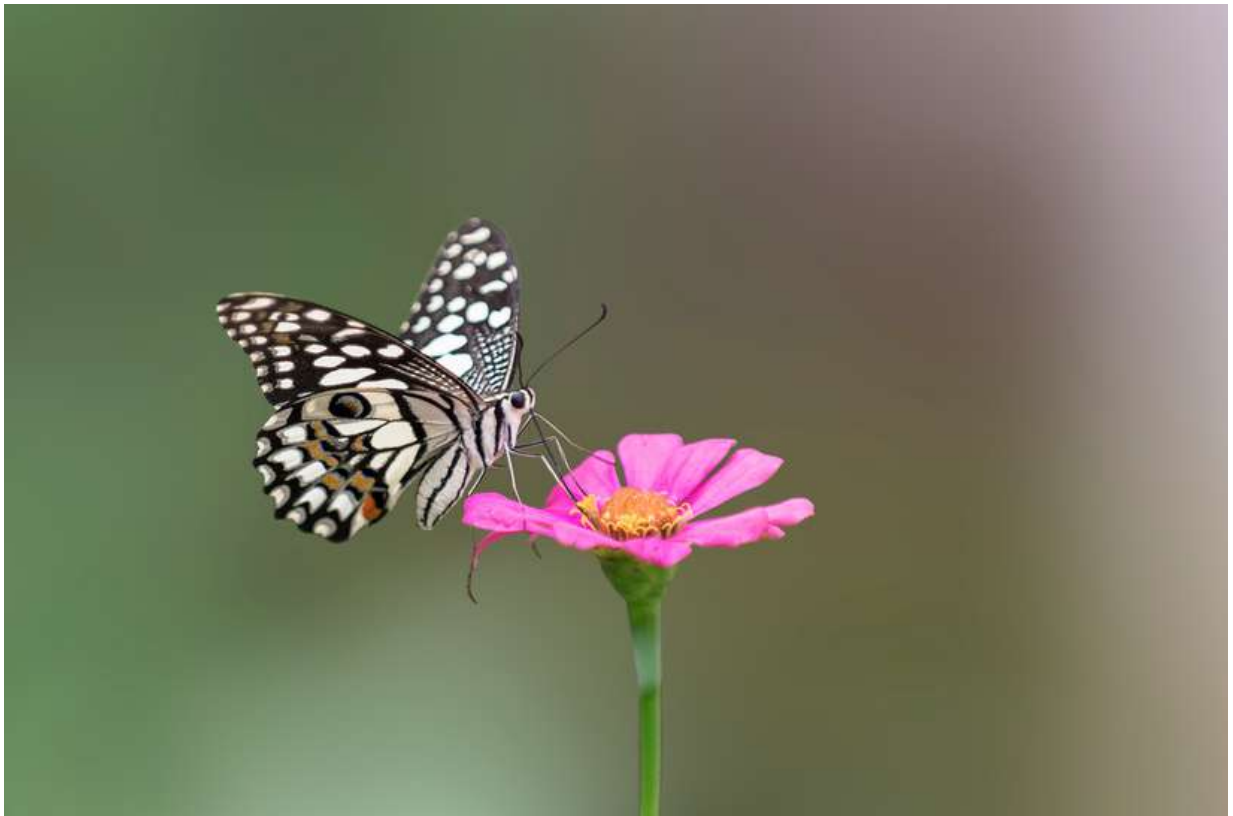
*Suryakiran Nikon D850 f6.3, 1/320, iso 100  
By Col Jeetender Sharma*



*Konyak warrior Nikon D850 f8, 1/100, iso100  
By Col Jeetender Sharma*



*Pure Organic Nikon D850 f11, 1/200, iso 100  
By Col Jeetender Sharma*



*Butterfly Nikon D850 f2.8, 1/320, iso 64  
By Col Jeetender Sharma*

# ForceNetPreneurs

In this series we plan to showcase a few entrepreneur members of Forces Network who have achieved a reasonable degree of success in their business ventures. The aim being to celebrate their success as also to learn from them with a view to motivating more amongst our community to take up entrepreneurship as a full time vocation. Finally - we do need job creators in greater numbers than job seekers.

## ***IN INTERACTION WITH UDAY K SHRIWAS***

**Col Shashank Kaushal** has a total of 23+ years of experience in the Olive Greens. He has been - in the Command of elite mechanized force battalion, He also has Computers Application degree, Mechanical Engineering, Masters in strategy, MPhil Environment, Happiness coach and Certificate course in International trade. He has been an Instructor at IMA, Military Advisor, experienced in creative writing and author of "Who's Dead". Responsible for leads, Liaison, training of team for Business development and support in presenting their products to various organisations in public sector.



**Uday: Tell us something about your background prior to joining the Armed Forces, and your subsequent Forces career. What are the Top 5 Learning from the armed forces Career?**

**Shashank:** I had a great run in the service. Mechanised Infantry gives you an amazing combo of the technical and tactical understanding. The area of operations is so wide that you need to be on top of the game and knowledge always. After Staff college, I had the good fortune of getting even larger canvas at an independent Mech Brigade staff officer. I commanded a recce and support battallion which was even larger area of operations. Life just kept getting bigger and bigger. After command it was Colonel MS in a Corps and then Military Advisor at two commands.

I learnt the only mantra for a real forward leap is "Learn, Unlearn and Relearn"

The second learning was carry your responsibility and not your rank

Third was to be prepared for all your future scenarios Plan A, Plan B, Plan C but never spend too much energy on plan B&C. Just focus on Plan A. (we spend too much time on Plan B and C and sometimes you miss out on finer details of Plan A)

Fourth was to "Dream BIG and start small"

Last " Be Ambitious in planning and pragmatic in execution"



**Uday: What was the impetus for you to leave the uniformed service?**

**Shashank:** The paradigm Old soldiers fade away is not something I liked. I wanted to create something that would be relevant for a longer time and can support more soldiers of similar attitude

**Uday: If I have to ask you about that moment when your heart said that it is time and I want to start my own venture, Please give us details about it ?**

**Shashank:** I hanged my boots with the same idea. I was clear that I had to start my own venture. I worked in two companies for 365 days, Five days at one place and two days at the other. It was grilling and a lot of hardwork but I had to learn the ropes. Exactly on 365TH day I tendered my resignation and started the venture.

**Uday: Please tell us about your entrepreneurial venture? What was the vision behind starting your venture, and thereafter expanding it?**

**Shashank:** I always felt there was a gap between the MSME and the Defence forces. Fortunately the government policies also started to focus on indigenisation and startups. I started with consulting for MSMEs and new players but the aim was always to set up a niche technology company and to support 100 such startups in defence technology.

Today I have seven collaborating Startups and the Mission is to get 93 more by 2023 end. The bigger companies have too much inertia but 100 startups will be lean mean agile set up like the SF Squads and can deliver strategic goals.

**Uday: What were the challenges faced in this entrepreneurial journey? And, how did you overcome those challenges?**

**Shashank:** There were no challenges. I feel, if you are a person with strong will, imagination and sharp focus you find the right solutions. The most vital resource in a startup is your own "resourcefulness". If you intentions are right and you have a creative streak, nothing challenges you.



*Trying my Hand again*

**Uday: Would you like to share the details of your venture , services offered and your strategy behind growing your company forward ?**

**Shashank:** The new venture JYOMA Solutions is a defence tech stratup with dual use technology and for indegenisation of the technology. We offer support to new startups, in terms of office, projects, proposals, compliance and guidance. We work for the indegenisation of the critical components of defence forces with our technical experts from academia. We bridge the understanding between industry, academia and the forces. Our strategy is simple

- Identify and collaborate with experts
- Mentor freshers and make them experts

Our philosophy is to create future for all in an inclusive ecosystem which will be like a conglomerate with small independent startups.

As the leader of the pack, I spend my time not only guiding, drafting proposals but also going for sessions to various institutes like Indian Institute of Foreign Trade, IISc etc but I really like to go to Tier 2/3/4 institutes like Mandsaur university etc because they are close to the ground realities but they are not aware of the opportunities. Their strength is strong practical knowledge and their survival on meagre resources while being bootstrapped.

**Uday: Where do you operate from, what is your reach, and how do you tackle the challenges usually associated with your business, especially in today's competitive world?**

**Shashank:** We have three office locations- Gurugram, Dehradun and Faridabad. We work together for finding solutions and ideations. The mode of work is hybrid.



With Family & Friends

## Uday: What is your team like, and how did you build it?

**Shashank:** Our team consists of some senior veterans for guidance and analysis, technical experts from industry for pragmatic planning, Experts from R&D institutes like IISc for forward designing of products and the freshers from tier 3/4 technical colleges for support. A lot of people asked me to hire from Tier 1 college but our strategy is to find the talent with grassroot knowlege. My change of mindset has a story behind it.

I once requested a senior of mine - Veteran- who is a big name in the world of motivational speakers, to come to an institute(IIFT) for a talk and he ridiculed me by saying "*I don't go to Tier 2/3 institutes*". In his motivational sessions, he talks a lot about how growth happens in rural India and gives out a lot of success stories that he created by supporting some underprivileged children but his refusal to come to IIFT(which according to him was a tier 2 institute) brought out the gap between his speech and his actions. That was the first lesson for me "Only connect to people who are honest in their intentions" In fact, I feel there is no Tiers in the students and talent is not dependent on the institute.

So our strategy to hire is simple "Hire from grassroot and drive them to sky"



# SAMVAAD SERIES





Faculty of Liberal Arts, Faculty of Fine Arts, Media and Journalism

## Faculty of Liberal Arts Presents

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Webinar on

### Dreams vs Game planning!

Say yes to dreams with open eyes and smart plans

**Monday**  
**07<sup>th</sup> December 2020**  
**3.30 PM**

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Resource Person  
**Sudhir Arora**  
IT Business Consultant

Sudhir Arora is a Graduate in computer science from Kurukshetra University and has done a specialization in RDBMS in 1994.  
He is an IT Business Consulting Professional and has worked as a Vice President, (IT Business Consulting) in a 12 billion dollars multinational automotive conglomerate. He was a part of their core team which is responsible for managing their IT and India software consulting business, managing a group of 400 plus IT professionals. He had 27 years of corporate experience and handling customer in 5 continents and 20 plus countries.



Resource Person  
**Shri. Shashank Kaushal**  
Creative Writer

Mr. Shashank Kaushal is an author, blogger, motivational speaker and avid traveler. He has more than 23 years of diversified leadership experience in the Indian Army. He is known for optimizing and utilization of budgets and resources, strategizing priorities under demanding circumstances. He is skilled at developing sustainable relationships with stakeholders across government and private sector organizations. He is passionate about various aspects of story-telling, creative thinking, goal conversion. He is a perfect blend of discipline and creativity.

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YOURS CORDIALLY

**Dr. Preeti Joshi**  
Head of School  
Faculty of Liberal Arts  
MIT-WPU

**Prof. Anuradha Parasar**  
Dean  
Faculty of Liberal Arts  
Faculty of Fine Arts, Media &  
Journalism, MIT-WPU

**Prof. R. M. Chitnis**  
Pro-Vice Chancellor  
MIT-WPU

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Co-Ordinator : Aasawari Phadke, Assistant Professor, Faculty of Liberal Arts  
Sanmit Sarkar, Assistant Professor, Faculty of Liberal Arts  
Moderator : Shraddha Namjoshi, Assistant Professor, School of Liberal Arts

*Being Part of the Samvaad Series*

**Uday: How do you plan to tackle the challenges thrown at you in this VUCA world?**

**Shashank:** The senior advisors keep a track of futuristic requirements and keep us updated, we work on the ideas and the freshers give shape to the project. It is actually simple and everyone likes it. The VUCA world is a myth created, universe has its own chaos but that is how it should work. You find your stability within the challenges. Utilise the experience of senior advisors, delegate to freshers and they will surprise you with great ideas and results.

**Uday: How have you found your entrepreneurial journey so far? Could you please share the Moments of Happiness and those moments when it was really demanding and you dug deep and faced the situation?**

**Shashank:** It has been a satisfying journey and we had our moments of anxiety and happiness both. There are deadlines when we work 24X7 and then there are days when we reap the results. Each team member believes in the philosophy "We do things the Indian way and find our own solutions. We believe in forward engineering and research for others to follow. Support our close collaborators in gaining confidence and to achieve success. Together we all succeed. Create a Future for all"

We plan to challenge the world AI talent through our Startup Consortium. This will be the new way of doing business where everyone has a stake and everyone is accountable.

We received our first accolade when we featured in top 10 defence startups in Outlook Magazine and the next feather was the Winner of Grand Challenge in Startup Uttarakhand.

We are hoping to bag many more awards by our collaborators. Our collaborator "Unscene Innovations" was awarded by Hon. Defence Minister Mr Rajnath singh at the AI Def Conclave last week. The collaborators believe in us and we provide unflinching support.

**Uday: What are your future plans going forward?**

**Shashank:** To create the magic 100 Startup conglomerate. We will relentlessly work towards getting projects for all of them and continuously guide them till all of them succeed.

**Uday: There must have been great lessons during this tremendous entrepreneurial journey. Can you share a few from your experience?**

**Shashank:** "never stop dreaming, never stop learning and never stop believing in yourself"

**Uday: So, what advice would you like to give to the fellow ForceNet members who want to take up entrepreneurship?**

**Shashank:** For fellow members there is only one advice "WE pay too little attention to this priceless gift "The Human Imagination". We need to be conscious of it. All of us possess the power to create reality, but this power sleeps as though dead, when not consciously exercised"

"Believe in yourself and create magic for all"

**Uday: Any important projects undertaken by you over recent years?**

**Shashank:** We have undertaken two major projects

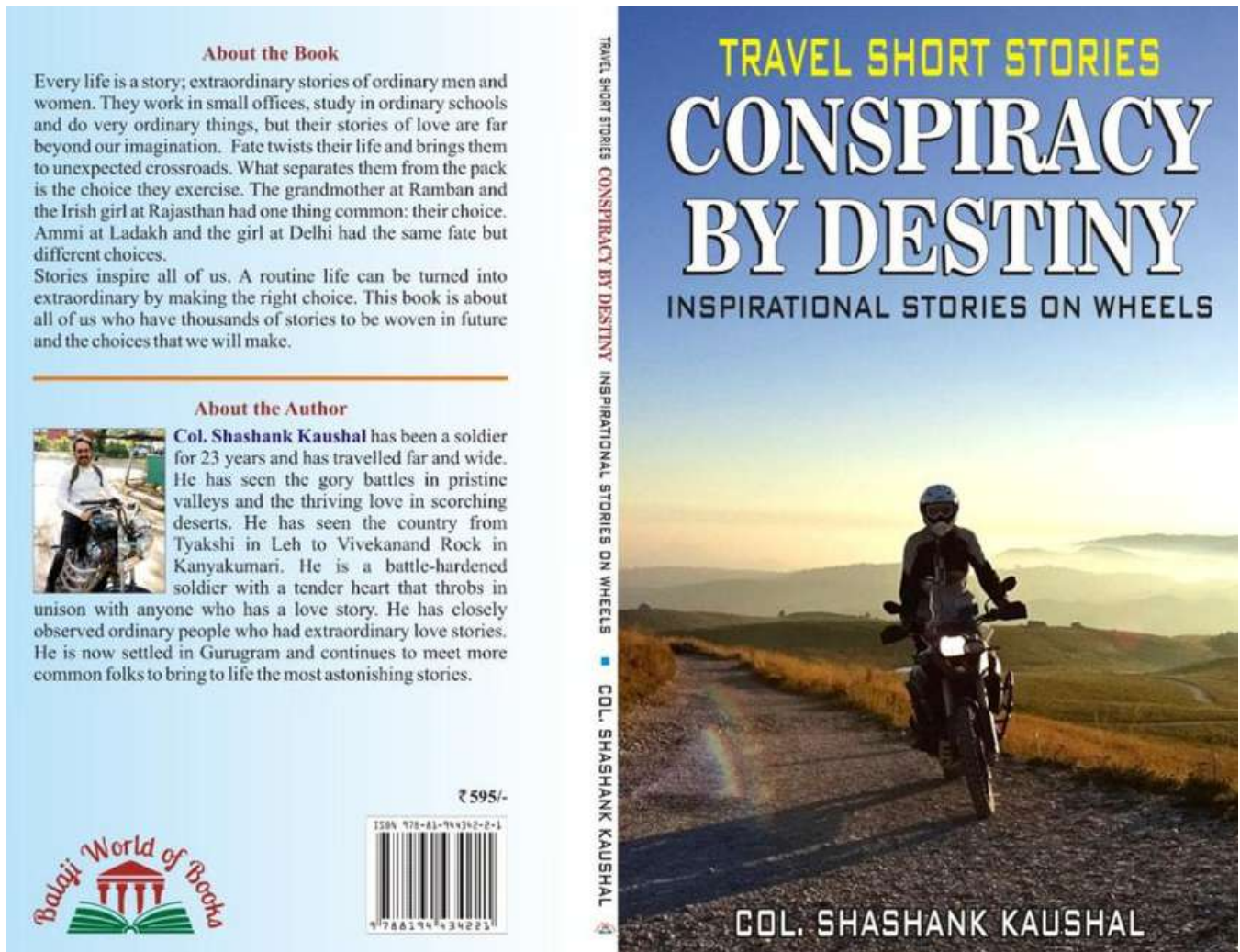
"Intelligent traffic management system" and AI based Logistic management system but both are offshoots of the pure defence projects.



*Taking Break with Family*

**Uday: Do you have any other hobbies or interests, which you pursue passionately? And how?**

**Shashank:** I love to read and I have authored 5 books. Two are based on real life stories from various experiences. Short stories " Who's Dead" and "Conspiracy by Destiny". The other three books are co-authored with Maj gen Joydeep Bhati based on military leaders who changed the world like Giap.



My Book



**Capt Uday K Shriwas** was commissioned into the Corps of Signals, and served in various theaters during his service for five years, including in a newly raised RR Battalion. Thereafter he has worked with many renowned Companies, like Kingfisher Airlines, IFB Home Appliances, JK Cement, and Yes Bank Ltd. He enjoys working in the field of Marketing, Business Development, Strategy. He also has keen interest in the field of Personal Branding. He is presently working as Regional Head - Honour First (Defence Vertical) IDFC FIRST Bank

Please provide your invaluable opinion/feedback on this Article, by clicking/tapping [HERE](#) - Editor

# Women Power

Spouses and daughters of Defence Officers, as well as those who have donned the uniform, have immense potential as individuals. While many of them have already established themselves as successful independent entities, a very large number still has to recognise and exploit their inherent hidden capabilities and worth. In this series we plan to showcase the achievements of such women of the members of Forces Network who have carved a niche for themselves through hard work, grit and determination, so as to provide adequate motivation to the others.

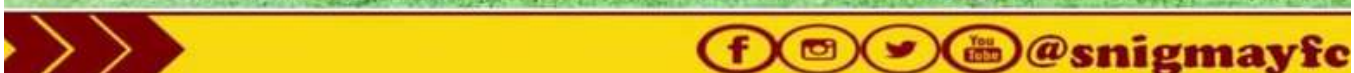
## **IN INTERACTION WITH UDAY SHRIWAS**

**Ms. Tanaya Chatterjee** wife of Ex Army officer is the Co-Founder & COO of Snigmay FC & Techzy Talent Solutions (Venture of SISPL). She is also the Chairperson of the Pune District Football Association's Women Sub Committee. She did her MBA in Marketing from West Bengal University & also did Corporate Management from London University. Snigmay FC has more than 500 players including Sr. Women's' Team, Men's team, youth teams below 6 yrs onwards. As part of her giving to the Society she also works closely with underprivileged children to bring them up the social status through sports.



**Uday: Please tell us about yourself and what do you do?**

**Tanaya:** I'm involved with the youth & women's development wings of Snigmay Football Club along with that I'm also the Co-founder, COO of Techzy, it's a integrated HR solution firm.



**Uday: What is it that inspired you to embark on the Entrepreneurial journey?**

**Tanaya:** First & foremost it was my Grandmother, who was an inspiration to me, where I grew up listening to her stories of how she through her entrepreneurial acumen stabilised our family, along with that I always had a bend of mind towards entrepreneurship.

**Uday: We all have mentors and guides in our professional world and they are a great influence, could you please tell us about them from your life?**

**Tanaya:** Yes of course I also have. I got the opportunity to work with some great personalities in my professional life especially during my formative days. One of them is Mr.Suyash Borar (Director of Xceptonal Health & Wellness Pvt. Ltd.). I learned a lot from him. Especially punctuality & trick of the trade

**Uday: What's your biggest source(s) of inspiration ?**

**Tanaya:** My biggest source(s) of inspiration was my grandmother Mrs. Binapani Chattopadhyay. I learned how she builds up her own business in time of British Empire against all odds. Along with that I always get constant support from my family, my husband, my in laws, my parents. Their support is my inspiration too.

**Uday: As an Army Wife, the Army life must have had influence in your choices as you travelled and grew in personal and professional life, could you please tell us more about the Fauji aspect of your life journey?**

**Tanaya:** I always have great respect for the person who serves the nation. I strongly believe that being in a marriage to someone from forces will make it natural to us to be independent & strong; I feel that once we tie the knot with someone from the forces somehow we also get that extra strength & courage in our character to take on life's challenges, exploring newer avenues & do something good for the nation/society.



*The inauguration of T-Shirt*





*The Mens Club*

**Uday: Would you like to share the details of football club you have brought up and how it all started?**

**Tanaya:** My husband Maj. Ratnadeep Ray established the SNIGMAY FC in 2015, which is a registered club under AIFF, WIFA & PDFA & it was after our marriage that I got involved with it formally. Being from Kolkata, loving football comes naturally to me, it was an instant connection between us when we first spoke. To be honest one common point that probably connected us the most during our courtship was about our conversations on the club and how through it we can make an impact on youth development in the society. That's how I formally joined this journey where he offered me to take charge of the academy & women's team development so that we can build a professional set up in Pune. We have professional football training academy across the city now & can proudly say that we have more than 300+ players associated with the club through various team starting from 3 ½ years of age onwards.

**Uday: How has been the journey so far and any stories of great remembrance and significance you wish to share with us?**

**Tanaya:** Well it's a great learning experience I must say. Like any entrepreneur I've also had my share of ups & downs, especially during pandemic where we had to shut down our academy completely and with so much uncertainty around everything, when we were to restart, we were not sure how things would shape up. But to our surprise & of course good coaching reputation, when we restarted it, we had most of our existing students rejoin us. However, I must confess, running our kind of business in sports during pandemic has certainly taught us a lot!



*My Partner and Predecessor*

**Uday: Being an entrepreneur in Sports , what are your thoughts, learnings and what you think is still required to be done so that more women take up sports entrepreneurship?**

**Tanaya:** It's not easy- that's where I'll start with, because generally sports, that too Football is crowded with men all around, so to get involved, make decisions & driving changes & competing shoulder-to-shoulder had been a learning experience for me. I feel most importantly if you want to be in the business of sports, you should spend enough time to learn the nuances of the game, business aspects & impacts along with treating it like a full-fledged business than a recreational activity. It's an extremely competitive space, with some big giants all around, so with limited budgets & revenues to start with, one needs to be extremely calculative & have clear vision on how to maximize the results, because here everything depends on your on-field as well as on-balance sheet success. Never give up, this business requires time to mature & once it does then it grows rapidly & exponentially.

**Uday: You also run a HR Consultancy, could you please tell us more about it.**

**Tanaya:** Yes. Techzy Talent Solutions is a holistic HR solutions company that provides manpower solutions, HR Turnkey solutions, HRIS implementation projects, L&OD, Compensation analysis and compliance management as some of its services. We have been in existence since last decade, been started by my father in law that I've taken up & expanding its footprint.



*As a HR executive and as a sportsperson*

**Uday: Any other challenges you faced so far, on the way to establishing yourself and how you challenged those challenges? Was there any Turnaround event or moment in your life?**

**Tanaya:** Life of an entrepreneur is full of challenges, but then the satisfaction of success is immense too. There are multiple challenges we face on daily basis, like when you talk about the sport vertical- getting the best coaching staff, getting best players to represent your club, logistics, managing expectations of stakeholders are some of the major challenges we face & when I talk about the HR solutions business, the market conditions, skilled talent, frequent changes in the regulations and practices are some of the challenges. However, being proactive in planning & diligent in executing has helped me stay ahead of the curve.

**Uday: Live in the present moment and/or Plan for the future? What's your mantra?**

**Tanaya:** I believe in plan for the future, like for example Snigmay FC has come up with couple of branches & we are already in the process of establishing few more branches within next couple of months to help expand our operations. We are also working towards coming up with a professional youth academy that'll allow us a long term strategic pivot to use that as a springboard to national scenes. My mantra is simple follow your dreams, don't afraid for the consequences.

**Uday: Lessons learnt as the world transitions through one of the most challenging times?**

**Tanaya:** Nothing comes easy, just give your best. Accept the challenges & overcome it. There are controllable & then there'll always be uncontrollable situations like we faced in recent past, stay determined, believe in your vision & work hard with backup plans. That has been key to our success & helped us sail through this tough phase.

**Uday: What advice do you have, especially for family members (wives)from Fauj?**

**Tanaya:** It's very important to believe in yourself. Does not matter what's the situation we come from a different clan called as the Fauji-Wives so with all that we have been exposed to, we must use our experience which will surely help us succeed. Just stay focused & have patience to accept failures!



**Uday: As an aspiring and confident woman in the World of Entrepreneurship, How's been your experience? 5 Leadership Qualities that Women bring on The table?**

**Tanaya:** Like I've said earlier, nothing comes easy, so we must be ready for all the challenges & be prepared to take them with calculated risks. Here are things that work well for me:

1. Time Management
2. Being proactive
3. Don't always try to do new things, try to do things in their best version
4. Learn the trick of the trade
5. Have a back-up plan for your key strategic decisions

**Uday: Most importantly, What is the best thing you love about sports and entrepreneurship ?**

**Tanaya:** I love to do something for the youth because I feel future of a nation depends on how we shape up the younger generation of nations. In that I think Sport is one platform where it's all about performance & equality, helps everyone learn important characteristics of life that'll help us create a healthier, fitter & energetic citizen, Now this clubbed with entrepreneurship to it, for me that's the best fusion I could've ever asked for to keep myself engaged & motivated.



*The Womens Winner Team*

## Uday: A question in many parents' minds is, Why Football?

**Tanaya:** To start with my first advise for parents will be to get their child involved in some sporting activities to help them develop many aspects of their character along with fitness, now about Football, so without a doubt it's the most globally popular game and with time even in India the opportunities of making it big in this sport is increasing, with the introduction of many big corporate houses owing clubs, the future of Indian football is only going to grow and expand. It is almost like what it used to be in Cricket in early 90s, where Indian football is almost at the cusp of commercial explosion, so this is absolutely the right time to be in this sport. One important aspect is getting started at an early age, that's what will help a child learn the basics faster and develop in to a professional footballer, so to all the parents reading this article, there are multiple ways how your child can grow in to a professional footballer and go on to play in India as well as abroad, you just need to connect with right teams to get them trained and guided.



With Parents

**Uday: What are your future plans?**

**Tanaya:** For now our short term goal is to continue to dominate the District footballing space by developing the youth teams we have with us, in the process we will be adding more centers to our portfolio including few outside the district & state too. Our long term goal is to have a fully residential academy at Pune where we'll be focusing on youth team developments so that we can participate at India level championships. Currently in our academy there are many underprivileged students who we don't charge, we'd like to expand this pool and help many more deserving players to achieve their potential & for that we are in the process of opening a foundation, that'll help us streamline our efforts with enough financial resources around it. Our ultimate goal is to see our students play for India one day and that for us will be the true giving back to the nation!



**Capt Uday K Shriwas** was commissioned into the Corps of Signals, and served in various theaters during his service for five years, including in a newly raised RR Battalion. Thereafter he has worked with many renowned Companies, like Kingfisher Airlines, IFB Home Appliances, JK Cement, and Yes Bank Ltd. He enjoys working in the field of Marketing, Business Development, Strategy. He also has keen interest in the field of Personal Branding. He is presently working as Regional Head - Honour First (Defence Vertical) IDFC FIRST Bank

Please provide your invaluable opinion/feedback on this Interview, by clicking/tapping [HERE](#) - Editor

# Stars On The Horizon

Children of Defence Officers have the capability to excel in various fields, owing to their extensive exposure resulting from frequent transfers and change of stations. They possess very high adaptability skills, and immense potential as individuals. In this series we plan to showcase the achievements of such children of the members of Forces Network who are on the path to carve a niche for themselves through hard work, grit and determination, so as to provide adequate motivation to the others.

## IN INTERACTION WITH UDAY SHRIWAS

Mr. Vaibhav is a fauji kid at heart and a lawyer by profession. He runs his own law firm by the name of EXPOUND LEGAL in Chandigarh region and has been in this profession for more than a decade now. His father retired from the army a few years back and his elder brother is a proud fauji too. He lives with his wife and twins in Panchkula (Next to Chandigarh). Being surrounded by fauji folks in the family and countless fauji friends, army has been and will always be the most integral part of his life.



**Uday: Please tell us about your childhood and the life you spent in an Army environment. What's the best thing that Army life teaches you?**

**Vaibhav:** Like all Army kids, my childhood was no different and involved a lot a travelling, shifting to new cantonments and changing schools. What remained constant was the way of life and the environment that Army offers you no matter where you are. The friends that I made during my childhood belonged to different states and regions of the country. For a reasonable long period of time, I also studied in a private school where my classmates were primarily from that particular city or state but my school bus (Shaktiman) which used to take us to school from the Cantonment, again was full of friends from all across the country.

Being an Army kid, we could never differentiate between people on the basis of their state or origin, sect, religion, caste etc and infact for the lack of a better word, we would never be surprised to meet someone from a different state, religion or ethnicity. Not only were these things exceptionally common to us, but having grown up now and to have settled down in a "civilian" atmosphere, I sincerely miss staying/growing up with my friends from childhood. I strongly



*The upbringing*

believe that if each kid is made to understand the importance of not holding states, sects, religion as a benchmark to make a relationship, we would be a better and a stronger nation.

Also, one of the best thing that the Army has taught me is the importance of discipline, punctuality and doing everything in a planned manner. At the same time; facing challenges of life with courage and to not run away from an adverse situation; are principles that I have been able to inculcate in my day to day life courtesy the Army.

**Uday: What has been your childhood dream and any specific moments from your early childhood which left an imprint?**

**Vaibhav:** My family always described me as a creative child and I indeed wanted to do something that involved intense creativity. "Car designing" was my dream for a few years but since I was not good at Mathematics, I had to let go of this desire. I don't really remember when courtroom scenes started fascinating me and soon I wanted to be a lawyer.

This decision was further strengthened on seeing my brother join the Army's Law College at Mohali (initially at Patiala). During term breaks, he would come home and we would discuss about his lectures in college, moot court competitions etc and this really cemented my decision to join the same college to become a lawyer. PS: My brother later on joined the army after completing his graduation from the college.



*With Brother and Parents*



**Uday: As you started your college life what's been your approach (preparation and research) to get closer to your dreams?**

**Vaibhav:** Preparation and research to become a good lawyer was something which I really did not have to plan for. It was part of the curriculum like all law colleges and if one was to seriously follow the designated curriculum with complete sincerity, utmost success was guaranteed. However, having stepped out of home to actually “stay out of home” happened to me for the first time and it did have some effects on me. I would not say that I was the most dedicated student during my days at college but I would not shy away from taking the liberty to calling my self a hard working one. I was attentive during lectures, took notes and prepared diligently for examinations and this in-turn helped my score well. Looking back, this discipline in college has been of great help to me professionally.

**Uday: How did you prepare for your career in the college of your choosing?**

**Vaibhav:** Keeping abreast with what is happening around and the habit of reading helped me immensely in preparing for what was to come my way after I graduated. The exams were not too difficult to crack as I prepared well and was clear about the sort of field that I wanted to opt for once I graduated. Also, our alumni back then helped us a great deal in understanding the field that we wanted to opt for. For instance, as a lawyer one primarily has to opt for taking up litigation or becoming a corporate lawyer. I was certain that I wanted to become a corporate lawyer and hence opted for the relevant subjects in law college.

**Uday: Would you like to talk about mentors and teachers who have guided you through your journey? And why do you think mentors or teachers are really important in our life?**

**Vaibhav:** While I understand that teachers and mentors help you pave a path that you want to walk but I strongly believe that its your own hard work that helps you actually walk that path and approach greater heights walking down that path. There is no hand-holding in the real world and any mistake would come at a major price. Having said that, one does need mentors and teachers; without whom life would not be as good as it is today and I too had my set of teachers and mentors who have guided me all along and continue doing so till date. Some did so back in school, college and some continue doing so in the shape of friends and family. I hold them very close to my heart and they keep me from deviating qua the correct path.

**Uday: How was your experience there at your college/university? Would you like to provide us with more insights about your alma mater(s) as you look back to the colleges, universities you attended?**

**Vaibhav:** I can go on and on talking about my college like any other “**AILIAN**”.Yes; that is what we folks from the Army Institute of Law call ourselves. As the name suggests Army Institute of Law is a college run by the Army and it was an obvious choice for me as well as my brother when we thought of picking up law as a profession. This college can rightly be called “home away from home” and I am sure all AILIANS would agree

to this fact. Good faculty, excellent infrastructure and the wonderful army environment is something which the college has in abundance. The college has created a mark for itself which is evident from the great positions that its Alumni hold today. If my kids wish to pursue law when they grow up my first suggestion to them would be to become an ALLIAN.

**Uday: What is your larger goal in life, and how are you preparing for it?**

**Vaibhav:** My larger goal in life, like most of the lawyers out there is to have an established legal practice all across the Country (to start with). I quit my well-paying senior level corporate job last year and have set up my own law firm with this goal in mind. God willing, I will give my exceptional best to achieve this goal.

**Uday: Any special memories of your time spent with your Army Cantonment Friends?**

**Vaibhav:** I have lots of memories of my time in army cantonments and it would be very difficult to pick up one and share in detail. However, I often remember our ride to school in a Shaktiman and subsequently ALS, with friends and the fauji bhaiya sitting at the edge of the Bus. Great times!!!

**Uday: There is a huge potential, especially in fauji Kids. What would be your message for them?**

**Vaibhav:** Oh yes! Fauji kids indeed have great potential to reach places. I strongly feel that our ability to mix up with people from all walks, spheres, ethnicity, religion, origin is something that we can be proud of and infact use to our benefit. Growing up in cantonments and going to Army School,



*Taking a Break*

we have grown up with kids, uncles, aunties from different places, religions, ethnicity etc. We all lived as a family and I strongly feel this has nurtured our brain to relate with any one and everyone. All in all, we can't feel "new" anywhere and I think this is a rarity these days. We should use this to our best when it comes to personal as well as professional growth.

**Uday: Would you like to share any experience which helped you immensely in journey to become a better professional?**

**Vaibhav:** During my first job at a law firm, I was to be on a probation for the first six months. During the very first month of my probation, I was given an assignment by the Managing Partner which I completed with utmost diligence. The Managing Partner liked my work so much that the remaining period of my probation was cancelled. While, this may have happened to many professionals around the globe, I hold this incident very close to my heart. I worked extremely hard for completing this assignment and did all that I could at that point in time. Now, what someone expects from a fresher is something that might not be as good as something that I turned in but I knew that this was my chance to make a mark and I approached the assignment accordingly. To give a little over your best is something that I learned out of this experience and this has stayed with me ever since. Not only did this attitude help me then, but it has been helping me ever since.

**Uday: Any subjects/ social goals from your field which you are passionate about and people need to be sensitised about them?**

**Vaibhav:** I am passionate about a lot of fields and subjects qua my profession but I feel this medium would not be enough to really sensitize people about what I strongly feel for. If I could still say something about it in brief, I would request people with resources to selflessly help those with none.

**Uday: Would you like to tell us about your achievements in your professional world?**

**Vaibhav:** I started my legal career in the year 2011 with a prominent law firm in Chandigarh and thereafter in the year 2013, went on to join one of the biggest mortgage lenders in the country. Joined HDFC Ltd as a legal officer and soon went up the ladder to head the Credit Risk Management-Legal Vertical for Punjab, Haryana, Himachal Pradesh and Chandigarh. Having achieved this feat at a fairly young age, I was exposed to a lot of situations and circumstances which called for independent decision making; sometimes on a “war footing”. This, coupled with the wonderful confidence that HDFC Ltd as an organization instills in its employees; encouraged me; albeit with a heavy heart to bid adios to the corporate life and set up my own law firm. This is when my law firm “Expound Legal” came into existence. Since 2021, the firm has seen fair amount of growth and in a span of little over an year, we have been able to get associated with big corporate brands as well as individual clients. The firm is based out of Chandigarh region and provides services qua various legal verticals such as Real Estate, Banking & Finance, Commercial Laws, Civil & Criminal Laws, Corporate Advisory, Litigation etc.

**Uday:** Anything that you would like to add as a learning from your vast experience or Any interactions(engagements) which have remained with you and why?

**Vaibhav:** To give a little over your best has been my life mantra and I intend to stick to the same all my life. Many other mantras find suitable use in different situations however this mantra has worked in all situations and has given the best possible results. Hence, the mantra "to give a little over your best" has been and will continue to be the winner for me.



*My Better half*



**Capt Uday K Shriwas** was commissioned into the Corps of Signals, and served in various theaters during his service for five years, including in a newly raised RR Battalion. Thereafter he has worked with many renowned Companies, like Kingfisher Airlines, IFB Home Appliances, JK Cement, and Yes Bank Ltd. He enjoys working in the field of Marketing, Business Development, Strategy. He also has keen interest in the field of Personal Branding. He is presently working as Regional Head - Honour First (Defence Vertical) IDFC FIRST Bank

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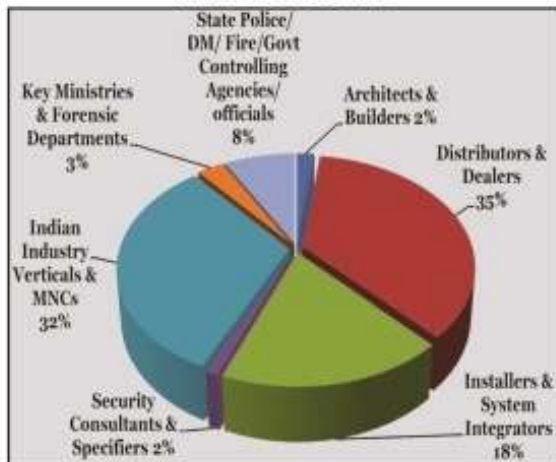
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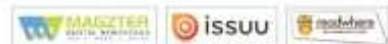
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# Author of the Month

## Dr SUDHIR SAKHUJA

*IN INTERACTION WITH UDAY SHRIWAS*



### **About the Author:**

Colonel (Dr) Sudhir Sakhuja, VSM is a veteran of the Indian Army's Infantry. He has had a long tenure as the spokesperson of the Indian Army. Post his years in the olive greens, he tutored over a thousand judges in management and courtroom communication. He has also touched the lives of hundreds of young students of management and journalism. He has written extensively for Indian news dailies and journals. His distinguished services have been acknowledged by the President of India.

Besides soldiering, he has dabbled in public relations, teaching, journalism, acting, radio jockeying and volunteering for various social causes. He is presently working as a volunteer for a cancer support group.

His areas of interest are counter terrorism, international affairs, and media studies. An avid traveller, he much enjoys dabbling in various aspects of culinary arts.



*With a Journalist at Siachen Base Camp*

**Uday: Please tell us something about your journey in the Armed Forces?**

**Sudhir:** I am from 47th NDA/ 56th IMA course, commissioned to 3 MADRAS (THAGDAS) in 1975. In my formative years I was exposed to the learnings from more than my share of various professional courses. I had two instructional tenures - at SFF Academy and Senior Command Wing of Army's War College. I also held three operational staff appointments. While one related in part to Op Pawan, the other was in a key mountain division in Arunachal Pradesh, along the LAC. Also served on staff in Military Operations Directorate (China Desk) and another one in Army Hq relating to raising of RR battalions. For many years I served as Army's Spokesperson spanning the tenures of three Army Chiefs.

Some of our members may be unaware that consequent to a few unfortunate events in the Indian Army following the killing of Mrs Indira Gandhi, 13 infantry battalions were raised on the mis-mashed basis of 'fixed' class composition. In 1985, I was transferred from 3 MADRAS (THAGDAS) to one such newly raised battalion, 10 MADRAS (TENACIOUS). From 1995 to 1998, I commanded it, initially in intense CT operations in the Kashmir Valley and later in a peace station as a part of a strike corps.

In both 3 & 10 MADRAS, I served in each and every field tenure of these battalions. After my presentation to the top Army hierarchy on what were my observations, all 'fixed' class battalions were reverted to their original composition in 1998.



*With Gen JJ Singh*

**Uday: How satisfying was your Army career?**

**Sudhir:** Well, in my long years and varied exposures, one has experienced the good, the bad and the ugly of service. Yet, I am entirely satisfied of having very successfully commanded my battalion with honour and dignity. During my command of 10 MADRAS in the CT operations in North Kashmir, we did all that was expected from us, yet mine was, at least until then, the only Infantry battalion which came out without a single fatal casualty. If you were to ask me what has been my singular achievement in life, then I would say that it was that the 900 odd souls under my command got back safely to their families, to fight yet another war, another day.

Also as the Army PRO and Spokesperson with three Army Chiefs, I was able to somewhat protect the image of the Army. I retired as an extremely satisfied man as I could contribute to the best of my abilities.

**Uday: Any regrets?**

**Sudhir:** Yes, a few.

I got commissioned in the decade when the Indian Armed Forces were basking in their victory over Pakistan in the 1971 war which in my opinion, led to professional complacency and hence incompetence. In the decades which followed, the culture of sycophancy grew manifold. I was not cut for this culture. While in my junior ranks I could not much influence the environment against these tendencies but in my later years I did all that I could, at least in my sphere of influence.

As the Army PRO, I got to know of numerous incidents and issues, which did not add glory to our great institution. Obviously, these cannot be recounted here.





*With President Dr. APJ Kalam*

**Uday: What did you do after you retired from service?**

**Sudhir:** Months before I retired, I received an invite from the legendary journalist and author, and Padma Bhushan awardee, Dr MV Kamath to join as a professor and joint director in the Institute of Communication of Manipal University in Karnataka. It was a great honour to work with Dr. Kamath, who was the Director of the Institute. It is there that I introduced a specialisation in Defence journalism in the Master's program. I also mentored over 1000 judges in management and courtroom communication. I was later the Dean of JK Business School. In Melbourne, I administered a niche engineering program of reliability engineering for aerospace engineers at the RMIT University. The program was delivered by Maryland University of USA.

In recent years, I have volunteered for imparting employment skills to those with intellectual disability and much enjoyed being a volunteer teacher aide of a Grade 2 primary teacher. I played a prominent role in a feature film produced in Australia and been a radio jockey as well at 3MDR Mountain District Radio 97.1fm. I am on the advisory group of Casey Council for some of their projects. I have been invited to speak on a patient's perspective at the training capsules for dentists and maxillofacial surgeons. As a cancer survivor, I also assist a Cancer Care organisation in Victoria.

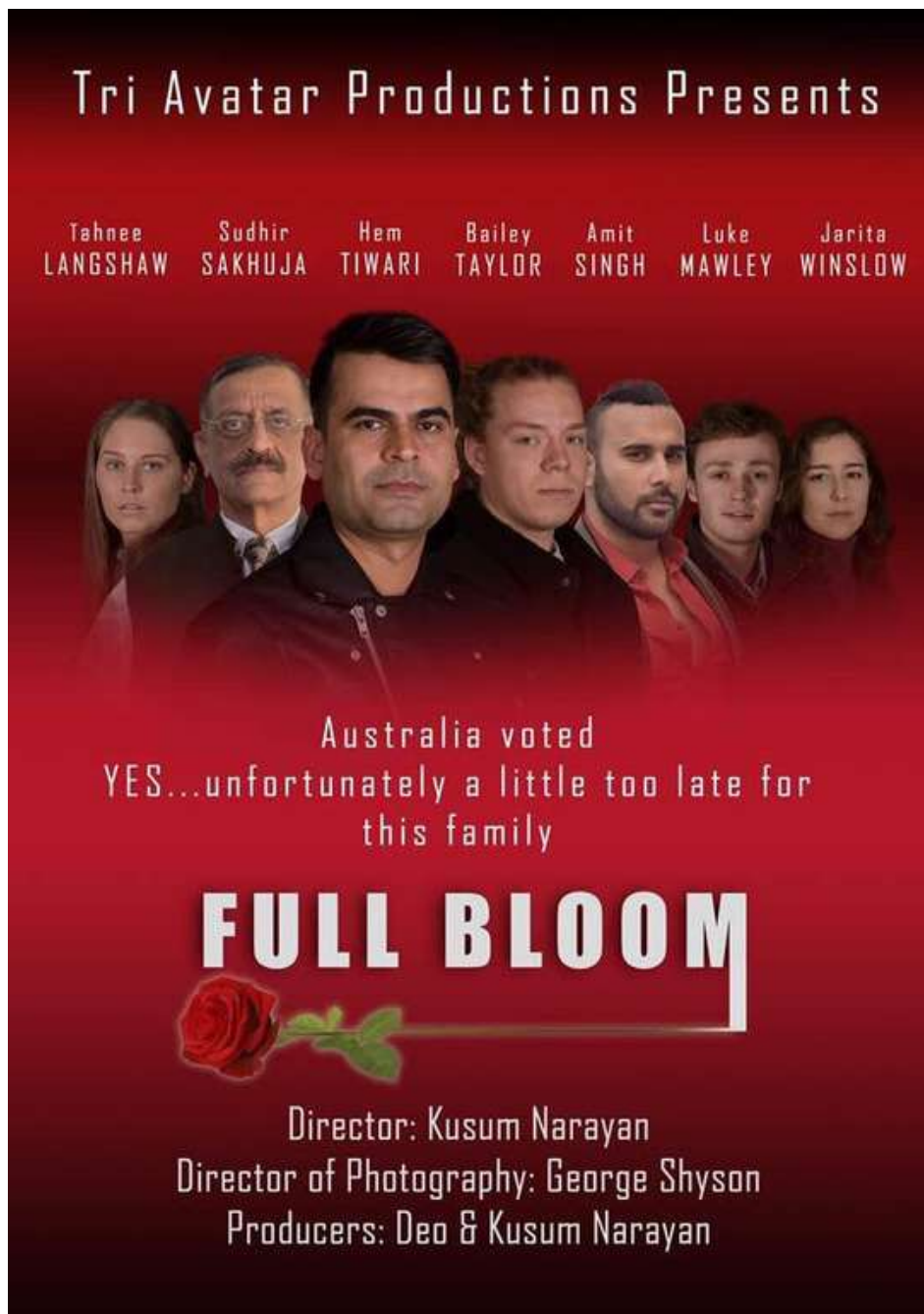
**Uday: What inspired you to write a book? How did it all start?**

**Sudhir:** While at school, I used to scribble poems. When I was 11 years old, Deccan Chronicle published one of them, titled 'The Fashionable'. At NDA, I headed cadet's Journalism Club for two terms. In 1999, as a DS in the Army War College, I edited a compendium of the best practices in countering insurgency for the students of the Senior Command course. I learnt that the same compendium continued to be issued for study for many years.

By now I have about 70 pieces published in various service journals and in news dailies such as the Times of India, Hindustan Times, Tribune, Deccan Herald, DNA, Uday Vani etc. As an academic, I wrote a book on professional communication. Unfortunately, though print ready, I have not yet followed up its publication.

I was the first editor of the newsletter published by the Australian chapter of NDA alumni association. Last year, I wrote a book for my grand children with details of our ancestry and family events, duly illustrated with pictures and sketches.

Finally, when battling with tongue cancer, I felt the urge to share my story with others so that they too feel energised to fight the dreaded ailment.



*Featuring in movies*

**Uday: Any friends who have been a part of your journey in publishing your latest book?**

**Sudhir:** Sometime in October or November 2020, I attended a very educative online workshop on DIY publishing which was conducted by our Forces Network member Captain Rajat Chakraborty. Rajat is very knowledgeable about the whole process, and it was due to his constant support and guidance that I could get the book published. Can't thank him enough. Incidentally most of the other Forces Network members who attended the workshop conducted by him have by now started publishing their works.

**Uday: Please share briefly about the contents of your book?**

**Sudhir:** It is about tongue cancer based on my journey, from diagnosis to rehabilitation. It also has learnings from several research papers and books. Its contents include causes, diagnosis, choice of a hospital for treatment, side effects and how to deal with them, role of care givers, psychological aspects including mind over body, financial implications, support groups etc. Several medical terms have been explained in simple language.

A GRIPPING JOURNEY OF AN ARMY  
VETERAN'S SURVIVAL FROM ORAL CANCER



*From the*  
***Horse's Mouth***

SUDHIR SAKHUJA

**Uday: A book is a great friend for everyone. How would you like to explain this? Would you recommend some books for the members of Forces Network?**

**Sudhir:** That is right. I for one cannot go to bed without a book and often go to sleep holding it. A good friend and good book have several similarities. They are great companions and travel buddies; they are there always for us and make us forget our worries. Also, just like our friends, good books cheer-up our mood and soothe the soul.

I feel books are great teachers too. As a young officer, I read a book titled 'On the psychology of military incompetence' by Dr Norman F. Dixon, MBE. It helped me in dealing with various situations and people including a few not so worthy superiors. In fact, it helped me to become a good leader. It is a must read for all and I strongly recommend it to all members of Forces Network.

I also loved the style of story telling in the un-put-downable *The Bridges of Madison County*, a 1992 best-selling romance novel by American writer Robert James Waller. I also like the books authored by Mark Tully and Shashi Tharoor. There are several others too.

**Uday: What are your suggestions to officers from Forces network based your experience of tongue cancer?**

**Sudhir:** While some patients who are diagnosed with tongue cancer are non-smokers, most others are smokers or those who chew tobacco and betel nut products. If one loves both smokes and alcoholic drinks, the chances of s/he being targeted by this ailment are even higher. The suggestion here is obvious.

The other suggestion is to seek expert medical assistance at the very first signs of any lesions in the oral cavity. I also suggest that they read my e-book.

**Uday: Finally, what in sum do the readers learn from the way you have lived your life?**

**Sudhir:** After the passing away of my first wife Renu in 2004, I lived my years in line with a meaningful Hindi song, *Mai zindagi ka saath nibhata chala gaya*, from the Dev Anand starrer *Hum Dono* (The two of us). It is an ode to optimism, as when translated, its lyrics are along these lines:

*I have gone along with life all the way; I blew off every worry; I stopped mourning and started celebrating every defeat; I accepted my loss as my fate; I erased the memory of what I have lost; I want to reach that place where there is no difference between happiness and sorrow.*

After my own cancer, I now try to live every single day as per the contextual meaning of Doris Day's signature song...*Que sera, sera*, especially these lines.....

Que sera, sera  
Whatever will be, will be  
The future's not ours to see  
Que sera, sera  
What will be, will be

***Also, it is nice to live life  
as if there is no tomorrow.***

**Uday: How does one contact you  
for guidance, help or  
suggestions.**

**Sudhir:** I am at  
sudhir.sakhuja@gmail.com After  
establishing the contact by email, I  
am happy to connect over the  
phone and video calls. I am here to  
help.



*Live Life As If No Tomorrow*

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# Knowledge Byte

## CORPORATE SOLDIERS

**BY SHIV MATHUR**

- **The Military and the Private Sector**

Similarities - While we view the two worlds differently, but inherently, the requirements are not really different. Structure, processes, discipline, automation, technology, leadership, governance, reviews, data, analytics, security, administration, infrastructure, projects, operations, etc you name it they are all there in both the worlds - Military and the corporate.

- **Uniqueness of the Military Products**

Due to the inherent requirement of the national security, the nations build a strong military. This is one of the prime requirements of any nation to be strong politically as well as economically. Without a strong military nothing may survive. Therefore, the military has evolved a time tested organization which has evolved and sustained as a bench mark of excellence and execution. Six Sigma, PMP, all originated in the industry so as to align the industry to the needs of the defence sector in the United States of America, where the defence sector is privatized in a big way. Everything is build around the zero error syndrome and perfection in execution, where the lives are at stake and not just profit or loss. Therefore, the impetus on training is a major factor that churns out roboticised soldier material out of humans. Roboticised, in the sense they are perfect in terms of discipline, delivery, operations, supply chain, projects, in order to win at any cost. Strategies, intelligence, diplomacy, marketing, and everything under the sky are ingrained in the soldier for making that kill by always hitting the bull's eye.

- **Technology exposure**

As it is said that all high end technologies, be it communication, controls, construction, etc are first developed for the defence sector in highly classified laboratories. Only a small percentage of that is a spin-off for the commercial use. In a way, commercial products are actually a sub-set of the technology available with the militaries around the world. Just for example, the telecom sector gets a miniscule part of the spectrum allocated. Almost all the spectrum is allocated for the military use. Therefore, imagine the exposure a military personnel has with the entire spectrum of communication equipment.

- **Leadership**

I guess there is no need to emphasize or explain this facet of a military person. The body language itself differentiates a military person.

- **Conclusion**

We can write endlessly about the USPs of a military person who can be of immense value to the corporations. In America the industry has a special focus on veteran hiring. Verizon has a dedicated team for veteran hiring. I have seen some veterans in the industry who have become big name as a technology specialist in their domains. Apart from the technology domains the excellence of military personnel is par excellence. Present situation is very challenging in terms of getting quality resources in the corporate sector. There are many reasons for that. So it makes more sense to go for a manpower which is highly trained, disciplined, loyal and ready to leap.

*THE INDUSTRY SHOULD CHANGE THE BIAS WHICH STILL EXISTS IN A BIG WAY AND GO FOR THE PERFECT MATCHES WHICH ARE THERE AVAILABLE IN THE JOB MARKET.*



*Cdr Shiv Mathur, has served in the Indian Navy for 16 yrs plus till 2005. He has worked in corporate like IBM, Tulip Telecom, Tata Teleservices Ltd (TTSL), Tata Communications (TCTSL), Saudi Telecom Company (STC), Juniper Networks and Reliance Jio. He moved to Poland in 2019 saying adieu to his corporate career. He had transitioned into his spiritual passion as a profession and has been doing stuff related to that, like a YouTube channel, and teaching meditation in countries like Spain, Belgium, Switzerland, Poland, Hungary. He has published multiple books on same.*

**Please provide your invaluable opinion/feedback on this Article, by clicking/tapping [HERE](#) - Editor**

# Leisure Solitude

BY VN MURTHY

My thoughts wandered and sauntered,  
Through the kaleidoscope of events etched in memory,  
From times of early childhood when I fretted,  
And thus unfolds the story,  
The story of '**Solitude**'.

As a baby, I was kissed and pampered,  
I was cuddled till I cried in agony,  
At times I protested and babbled,  
I wanted my 'space', not this sugar and honey,  
Oh ! How I desired **Solitude**.

I recognised the sounds of clanging bells and bursting crackers,  
The blaring radio and chirping birds added to the cacophony,  
The dogs howled, kittens mewed and a child wailed as if on a tether,  
Was life outside the 'womb' always in such a disharmony?  
Oh ! How I craved for a bit of **Solitude**.

With school happy leisurely days came to an end,  
Followed by lessons of a different kind,  
A host of issues cropped up, more than I could tend,  
The pressure was already there on my little mind,  
Oh ! If only I could get a bit of **Solitude**.

College came fast forward and brought me to the cross-roads,  
Then it was important for me to survive without a dole,  
As I reached the end of my academic 'Road',  
Getting a job was the ultimate goal,  
Oh ! Does life really have some **Solitude ?**



In the job life just flew,  
Scenarios drastically changed and new opportunities came,  
The tensions, confusions and apprehensions only grew,  
Life was indeed altogether a different ballgame,  
Oh ! Will I ever get some **Solitude**.

The inevitable marriage heralded a new dawn,  
And brought a new set of kith and kin,  
'I' became 'We' followed by kids with angelic faces and outwardly calm,  
The storm soon followed and the house became an inn,  
Oh ! We do need some **Solitude**.

The children grew and life again flew,  
And sought our compromises and sacrifices on the way,  
We picked up the shreds of life and began to sew,  
For, the children to their respective destinations, went away,  
Ah ! Now we will have our **Solitude**.

Memories faded and years went by,  
With wrinkled skins and quivered voices we passed many a day,  
Friends, relatives and siblings had long bid their final Good-Bye,  
With the lonely moments, at our extremity as we lay,

I ironically thought, Oh great God !  
Give us a break from this **Solitude** !

**Colonel VN Murthy**

# Matrimonials

## Groom Desired

A suitable match is sought by Col Prabhat Agarwal for his daughter. The daughter was born on 12 Oct 1993 and is 5'7" tall. Her education qualification is BA(history Hons), MA, B.Ed. She is now employed at New Delhi. Father is retired and the family is presently settled at Noida . Her mother is a teacher. She has one sister who is an Advocate . A boy is desired who is Well settled in his profession, Commissioned Defense Services Officer, Group 'A' Civil services Officer, Executive in PSUs/MNCs, . The boy's family should preferably be of similar back ground (aspects related to religion, caste, horoscope, dowry etc be mentioned here, as desired). I, Col Prabhat Agarwal can be reached at +91-8860483393 and prabhat.agarwal333@gmail.com for additional details. (The girl was briefly married but was soon divorced with out any issue.)



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