

The Deccan Chamber of Commerce, Industries & Agriculture (DCCIA) Edge: Advancing Business Synergy, Driving Industrial Growth

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As a nation, we celebrate National Girl Child Day today, a reminder of the transformative power of education and empowerment for girls. India is not just a geographical entity but a 'Saga of Consciousness.' Our ancient culture and traditions bind us together as part of a 'collective consciousness.' As we move forward, the choices we make shape not just individual lives but also the legacy we pass on to future generations.

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The Deccan Chamber of Commerce, Industries & Agriculture (DCCIA) in Pune stands as a remarkable institution that has played an instrumental role in shaping the industrial landscape of Pune and Maharashtra. From its modest beginnings to becoming one of the most proactive and forward-looking chambers in the country, DCCIA's journey is a testament to its unwavering commitment to industrial growth, community welfare, and ethical business practices.

Foundations of Progress

The origins of DCCIA trace back to 6 June 1994, when a group of industrialists on Pune-Nagar Road convened at Milton Plastics Ltd. with a vision to create a unified platform to address common industry challenges. The overwhelming response to this initiative led to the formation of the Nagar Road Industries Association (NRIA). As the industrial belt expanded, the association evolved into the Nagar Road Chamber of Commerce, Industries & Agriculture (NRICCA) in 2004, before finally assuming the name Deccan Chamber of Commerce, Industries & Agriculture (DCCIA) in 2009.

From its early days, DCCIA demonstrated a forward-thinking approach by fostering cooperation among industries, supporting infrastructure development, and advocating for the collective interests of its members. The chamber became an effective intermediary between industries and the government, ensuring that the voices of businesses were heard at ministerial and departmental levels.

Rathin Sinha: A Visionary Leader Shaping Industrial Growth

Rathin Sinha, a founding pillar of DCCIA, has been instru-



mental in steering the Chamber toward excellence with his visionary leadership and unwavering dedication as its Chairman. With over three decades of experience in diverse industries, Sinha has played a critical role in fostering a business environment that prioritizes ethical governance and economic advancement. An alumnus of IIT Bombay, he began his entrepreneurial journey by establishing manufacturing ventures that have since become key suppliers to major automotive brands. His acumen in business strategy and operational management has enabled him to lead organizations with precision, ensuring sustainable growth and industrial innovation.

Beyond his corporate success, Sinha has been a driving force in shaping policies and frameworks that enhance business opportunities for DCCIA members. His strategic foresight has helped create an ecosystem where industries thrive through collaboration and adaptability. Under his leadership, the Chamber has emerged as a platform that not only supports large multinational corporations but also nurtures young entrepreneurs. His deep-seated commitment to social responsibility is reflected in his extensive involvement in various corporate social initiatives, ranging from skill development programs to industry-academia partnerships. Sinha's relentless pursuit of excellence continues to inspire businesses to embrace innovation while maintaining a strong ethical foundation.

Hari P. Srivastava: Championing Collective Growth and Collaboration

As the Founder Director & Vice Chairman of the Deccan Chamber of Commerce, Industries & Agriculture (DCCIA), Hari P. Srivastava has been instrumental in fostering industrial harmony and collective progress.

With over three decades of corporate experience across human resources, business strategy, commercial and legal affairs—both in India and overseas—he has played a pivotal role in strengthening industry-regulatory relations. His early career in the Indian Air Force and banking sector shaped his structured approach to organizational efficiency, which he has successfully integrated into his leadership at DCCIA.

Beyond his contributions to the Chamber, Srivastava holds key positions in the business world. He



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is a Director at Trident International Pvt. Ltd., a leading government-recognized "Export House", and advisor to "ErgoTalent HR Solutions Pvt. Ltd.", a leading firm in the field of HR. He is also the Founder and Director of RAH Corporate Advisors, a firm specializing in providing end-to-end business solutions. His policy advocacy is reflected in his active representation in the Permanent Trade Facilitation Committee – Pune Customs and the GST Grievance Redressal Committee – Pune Zone.

A distinguished academic—he holds an MBA, LLB, and a Diploma in Labour Laws, securing top university rankings. His passion for knowledge-sharing is evident in his decade-long role as a visiting faculty at premier management institutes. While his leadership continues to shape DCCIA as a platform for integrity, growth, and industrial collaboration, Srivastava's contributions have left an indelible mark on the Chamber, reinforcing its commitment to integrity, growth, and shared success.

Dr. Vasudeo Malu: A Strategic Innovator

Dr. Vasudeo Malu, Secretary of DCCIA and Executive Vice President at The Supreme Industries Ltd., leads its Industrial Products Business, valued at Rs. 900 crore annually, along with overseeing injection molding operations worth Rs. 1,000 crore. A graduate of the College of Engineering, Pune, he holds multiple professional qualifications, including a Ph.D. With 44 years of industrial expertise across renowned companies, Dr. Malu is a strategist in business turnarounds and re-engineering. As a key figure in DCCIA, he actively contributes to industry and social initiatives. A certified trainer, speaker, and dedicated Rotarian, he embodies leadership and commitment to progress.



Dr. Prakash Dhoka: A Trailblazer in Metallurgy and Social Impact
Dr. Prakash Dhoka, Treasurer of DCCIA and Managing Director of Industrial Metal Powders (India) Pvt. Ltd., has revolutionized electrolytic iron powder manufacturing, exporting to over 32 countries. A metal-



lurgist with a Ph.D., he spearheads innovative ventures like additive manufacturing. As a former DCCIA Chairman and recipient of multiple awards, including the Lifetime Achievement by DCCIA, his contributions extend to education, healthcare, and rural development. Through CSR initiatives, he has transformed schools, hospitals, and rehabilitation centers, embodying his belief that wealth should serve humanity. His leadership continues to drive industrial excellence and social transformation.

Platform for Collaboration and Advocacy

DCCIA has consistently strived to promote greater cooperation between member industries, creating a robust ecosystem where businesses, both large and small, thrive. The chamber's strength lies in its ability to unite diverse industries under one umbrella, facilitating regular interaction, knowledge-sharing, and collaborative problem-solving. This collaborative spirit has led to the resolution of several pressing issues relating to infrastructure in this Industrial Belt besides resolving various policy and local issues affecting member industries.

Over the years, DCCIA has played a pivotal role in advocating the needs of its members. The chamber's involvement in crucial matters such as the removal of toll nakas, traffic issues, industrial relation issues and addressing taxation grievances etc. has earned it a reputation as a proactive voice for the industry. Its representation in various government bodies, including the GST Grievance Council and Permanent Trade Facilitation Committee, underscores its influence and commitment to protecting the interests of its members.

Membership: Strength in Unity

DCCIA's membership base is a vibrant mix of large multinational corporations, small and medium enterprises (SMEs), and startups. Any individual, firm, institution, or company involved in trade, commerce, industry, or agriculture and domiciled in India can become a member of the chamber. This inclusive approach ensures that businesses of all sizes benefit from the chamber's extensive network and resources.

Members enjoy a host of benefits, including business networking opportunities, advisory services, and access to training and development programs. The chamber provides assistance in diverse fields such as human resources, environmental health and safety, foreign trade, GST etc. Additionally, members gain access to international business opportunities through partnerships with foreign chambers of commerce and overseas business delegations.

Honoring Excellence: The Deccan Chamber of Commerce, Industries & Agriculture (DCCIA) Legacy of Recognition

DCCIA has a long-standing tradition of celebrating excellence through its prestigious awards, instituted over two decades ago. These awards are a testament to the Chamber's commitment to recognizing individuals and organizations that have made significant contributions to industry and society. By honoring achievements in diverse fields such as social service, public service, industrial growth, human resource practices, and workplace safety, DCCIA continues to set benchmarks for success and inspire future generations of business leaders.

The awards go beyond recognition; these serve as a motivation for industries and professionals to strive for innovation, ethical business practices, and societal impact. Over the years, the Annual Awards Function has evolved into a much-anticipated event, bringing together distinguished personalities, industry leaders, and visionaries who exemplify excellence in their respective domains. Through these honors, DCCIA reinforces its mission of fostering an ecosystem where dedication, integrity, and progress shape the future of industrial development.

The 2024 DCCIA Award Winners

This year's DCCIA Awards celebrated visionary leadership and outstanding contributions to industry and society. Recognizing visionaries who have reshaped their fields, this year's honors reflect a legacy of excellence and commitment.

A Dynamic Leader Transforming Challenges into Triumphs

The DCCIA Lifetime Achievement Award 2024 was conferred upon Mr. Vishal Makar, a leader whose unwavering commitment to excellence has not only trans-



Chief Guest Ashishkumar Chauhan, CMD-NSE, being felicitated by Office bearers of DCCIA



Mr. Vishal Makar, MD, Oriental Rubber Industries Ltd, receiving "DCCIA Life Time Achievement Award -2024"

formed Oriental Rubber Industries Pvt. Ltd. but also left an indelible mark on the industry. His journey is a testament to resilience, vision, and the relentless pursuit of growth, taking a struggling company in 1992 and turning it into a global powerhouse.

From his early days at Sydenham College, Mumbai, Mr. Makar exhibited a sharp acumen for business and leadership. When he joined Oriental Rubber Industries Pvt. Ltd. as a Director, the company was a fledgling restart-up, struggling to regain its market position. But where others saw

obstacles, he saw potential. Through strategic expansion and relentless innovation, he rebuilt the company, leading it to become the largest exporter of conveyor belts and specialized rubber products, with a presence in over 50 countries. His vision materialized in the form of two large-scale plants in Pune and a third plant in South Africa, creating thousands of jobs and fostering industrial growth.

Beyond corporate success, his dedication to social welfare is deeply rooted in his values. As a Lifetime Trustee of the Sada Prem

Trust, he has championed initiatives that uplift countless individuals, reinforcing his belief in business as a force for good. Despite his towering achievements, Mr. Makar remains grounded, humble, and deeply engaged—whether navigating the complexities of Marketing, Finance, Legal, or International Marketing or simply enjoying a game of golf at the Pune Golf Club.

A strategist, philanthropist, mentor, and passionate golfer, Mr. Vishal Makar embodies leadership not through authority but by example. His story is not just about building a company—it is about shaping an industry and inspiring generations. DCCIA proudly recognizes his unparalleled contributions with this esteemed Lifetime Achievement Award, celebrating a legacy that will continue to guide and influence the business world for years to come.

The awards also recognized excellence in HR, safety, and digital transformation. ACS Industries India Pvt. Ltd. and Foseco India Ltd. were joint winners in Best HR Practices, while Haier Appliances India Pvt. Ltd. and Wika Instrument India Pvt. Ltd. were lauded for Best Safety Practices. In digital innovation, The Supreme Industries Ltd. and Classic Industries and Exports Ltd. emerged victorious.

Each year, these awards reaffirm the spirit of leadership and innovation that drive the industry forward. By recognizing trailblazers across various sectors, DCCIA continues to foster a culture of excellence, inspiring individuals and organizations to push boundaries. As industries evolve, these honors serve as a guiding light, encouraging future leaders to uphold the values of integrity, innovation, and social responsibility.



Jyotikumar Kulkarni Managing Trustee & Secretary & Umesh Bhosale Trustee- Niramaya, receiving "DCCIA Award for Excellence- Social Service -2024"



Dr. Sudhir Mehta, Chairman. Pinnacle Industries Ltd & Eka Mobility Ltd., receiving "DCCIA Award for Excellence- Best Industrialist - 2024"



Nitin Mahajan, Dy Executive Engineer MSSEDCL, receiving "DCCIA Award for Excellence- Public Service -2024"