



Power of Good Design

In our country, good design remains one of the most underrated and overlooked value additions across various sectors—from fashion and architecture to everyday products and branding. Yet, design is far more than aesthetics. It's a silent force that shapes how we live, feel, and interact with the world around us.

At its core, good design elevates functionality, comfort, accessibility, and beauty—factors that deeply influence our quality of life in ways both obvious and subtle.

Thoughtfully designed spaces make our lives easier. They are intuitive, efficient, and reduce friction in everyday routines.

Design directly impacts health—through ergonomic furniture, natural light, ventilation, noise control, and more.

Aesthetic spaces and objects evoke joy, pride, and belonging. Design reflects personal values and cultural identity, grounding us emotionally.

Good urban and architectural design encourages people to connect and collaborate. It shapes how we move, meet, and communicate.

In conclusion, good design isn't just about how things look—it's about how they work, feel, and serve. It improves our lives in countless ways: making them easier, healthier, more inclusive, and more fulfilling.

Our this month's features, Sanjay Bobadeji, Ashida Electronics, and Shashi Deshmukh sir all are working to improve lives through good design and forms.

At Ekatva, we've chosen to prioritise good design, quality, and functionality over superficial trends. We believe that a well-designed asset—one that endures time, retains its appeal, and serves its purpose gracefully—is a true investment worth cherishing.



Hiren Chheda

From the Editor

GOLDEN SUCCESS

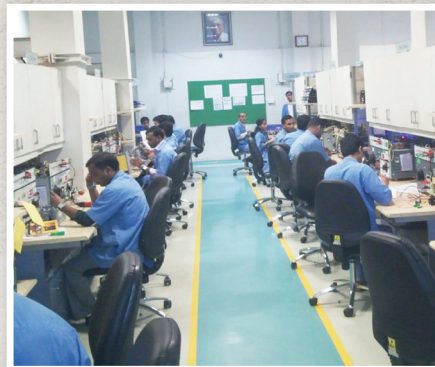
50 years and still counting.
Founded by Bhau Kulkarni and S.D. Naik, on November 30, 1970, Ashida Electronics, a business that is now successfully running into its third generation, has created a strong legacy in the field of providing solutions of power protection and automation.



Sujay Kulkarni, a Harvard Business school alumnus, the second generation entrepreneur and son of Bhau Kulkarni says, "My father was around 35 years old when he decided to take the plunge. Before diving into the world of business, he was main designer with a company manufacturing transistor radios. Before this, radios were mostly bulky machines, transistor radio reduced this to pocket size. After acquiring a fair bit of knowledge in that field, he decided to start something of his own. He expressed his need to start a business to my maternal uncle S.D. Naik who was just out of college and the duo with no hesitation started their business at our humble 150 square feet home. The business was mainly supported by my grandparents so the name of the business was named in their name ASHIDA [Ashirvaad (blessings)]



At present, the company is a 450-member big Ashida family and is spread across five factories with sales offices in different parts of the country. Having been associated with a business that is more than half a century old, Sujay shares some words of wisdom, "I believe that in order to succeed, you should always keep your customers and employees happy and prioritise their wellbeing over your profits. While you may expand your business, do not leave your core competency at any point in time. And finally if you have a family business, ensure that the hierarchies in business and family are kept apart. We have 16 family members working in the business but we ensure that family & business has separate hierarchies."



by ASHa Aal and DAda].

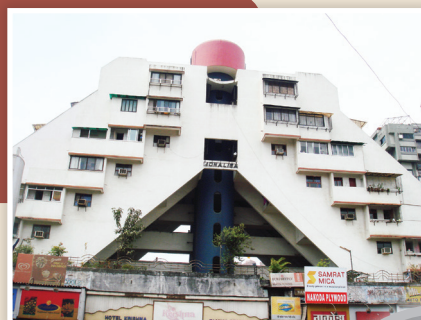
Ashida was started with the main aim of import substitution. "Back then, in India we imported a lot of electronics parts from abroad. My father always believed that we Indians had the capability to produce such parts domestically. Determined to prove his point and ofcourse to walk the talk, he started his own business which would cater to the demand for such products," avers Sujay.

| Pg.2

Shaping Thane!

Incredible – Perhaps, the only word that can sum up the 55 years of an architect, who, to his credit, has over 500 buildings, but did not know 'A' of architecture. It's hard to believe you will find it, but it comes straight from the horse's mouth. That is octogenarian Shashi Deshmukh for you—the man who can be credited for changing the skyline of the beautiful lake city.

Hailing from Malegaon in Nashik district of Maharashtra, Mr Deshmukh, then in his youth, was sent to Thane by his father to pursue further education. A novice to the city, he had his first brush of mistiming



as he arrived when the college admissions were closed. Disheartened, he tried to make it up by seeking admission to a Commerce or Art faculty. However, that too was late. While wandering Mumbai's streets, he saw the board of Bandra School of Art. Finally, he secured



Shashikant Deshmukh



admission to an unknown course in 'Architecture'.

Remembering his early days there, Mr Deshmukh said, "For the first 15 days, I was clueless about what was happening in the college. I gathered that they were teaching something related to building." Eventually, he

took up a job to support his education. His first salary cheque was for ₹120. He further remembers his boss, a structural engineer and a somewhat abrasive character, under whom working was more than annoying—during the short stint of working in the office where there were only two people, he and his boss, Mr Deshmukh, got an opportunity to work on a few big projects. "Our team designed the Bush factory in Wagle estate," he recalls.

"All buildings on the Marine Drive were six-storeyed then, and our firm started getting the work of adding the seventh floor. I earned a fair amount of experience, and the most delightful thing was the opportunity to interact with the homeowners. That dialogue taught me many things in designing, such as the importance of optimum usage of space, the aesthetics, the positioning of windows and doors, and, for that matter, even the position of cupboards."

| Pg.3

Challenges in GST for the Real Estate Sector – A Call for Introspection

GST simplified the tax structure, reduced the cascading effect of taxes and increased government revenues; however, some sectors have faced challenges and real estate is one of them.

Pre-GST vs Post-GST: A Reality Check

In the pre-GST era, the tax rate for builders was around 5% (1% VAT + 4.5% Service Tax), with cenvat credit on the service tax portion. However, since April 1, 2019, though the GST rate on residential units is back to 5%, input tax credit is no longer available, once again resulting in a cascading tax burden.

Compounding the issue is the frequent evolution of GST rules and the complexity and lack of clarity around certain provisions and one classical example is of MIDC.

The MIDC Property Transfer Conundrum

Different authorities have conflicting interpretations for MIDC land/building transfers.:

- Leading GST experts believe GST is payable on such transfers.
- State GST authorities opine that the seller (assignor) should pay this GST.
- Central GST Intelligence Wing asserts that the buyer (assignee) should pay this GST, if buyer is a builder.

The Gujarat High Court recently ruled that GST is not applicable on such transfers. If Supreme Court upholds this decision, then it will have severe ramifications on IT Park projects, one of them being reversal of input tax credit already availed.

My point is, in this era of AI and



CA Vikram V. Bhate,
Partner, V. K. Bhate & Co., A 50-year-old CA Firm based in Thane

space missions, should it take us 8 years to figure out who should pay GST, buyer, seller or no one at all? I truly believe that, everyone should survive & co-exist in this tax ecosystem, but definitely not to decide basis issues.

A Plea for Clarity and Periodic Review

There are many other contentious issues viz. free area allotted to society members/landowners, TMC/BMC charges, ITC-related issues & many more.

It is high time that, if not one year, if not two years, then at least once in 3 years, the GST Council should take review of contentious issues and give clarity on government's stand on these issues, by way of releasing advisories, GR's, circulars etc. This will make everyone's life simple.

I thank my friend and client, Mr. Hiren Chheda of Ekatva Group, for giving me the opportunity to share my thoughts.

The author can be reached out at +91 9819641323 partner@cavkbhateandco.com

The Beauty in Minimalism

"Space has soul. When connected with art, it comes alive."

– Mr. Sanjay Bobade

After gaining excellent experience working with some of the finest firms of Mumbai-based designers, and having achieved many state art awards for creative designs, he has made his identity in the field of designing and has covered more than 900 different types of projects, which include residential, commercials, corporate firms, educational institutions, exhibitions, etc.

He always had a dream to build a firm of his own, which is now his reality with Inteara Design Studio. His company, Inteara, is a sought-after design studio, admired by discerning individuals and true connoisseurs of the craft. It has an impressive body of work that is cherished by the clients. Inteara is one of the most well-known studios that provides space and experience in design to some of the biggest corporates and personalities in India.

Inteara's creative process starts with the understanding of what the client really wants and expects out of their space. Each project begins with an in-depth client brief, after which the creative team works collaboratively to develop three distinct design concepts. They don't believe in working with a singular aesthetic, but instead merge the client's thought process with their own creative expertise to deliver customised results. The firm's creative process is deeply



collaborative, built on strong teamwork, brainstorming, and a passion for storytelling through design.

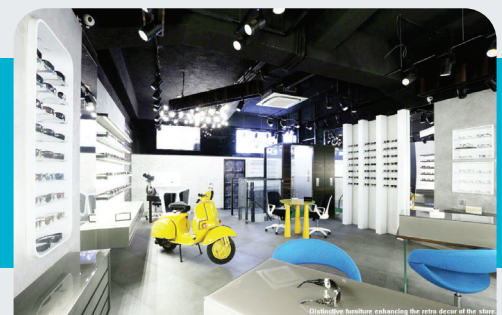
One of their projects that challenged them creatively as well as technically was a space that had to be completely designed in black stone. This architectural marvel stands out as a sustainable, artistic statement in Thane—soon to become a landmark for its bold and attention-to-detail approach.

Mr. Sanjay has been a firm believer in minimalist style and has inculcated the same in his studio. He says, "Inteara's personal style leans towards minimalist architecture—clean forms, straight lines, and quiet elegance." This can be rooted in his simplicity and clarity towards architecture.

His and Inteara's philosophy jointly is the ability to adapt, absorb new perspectives, and push creative limits, which defines the true success of an architect.



Sanjay Bobade



(From Pg.1...)

He further adds, "When Ashida was started there were a few challenges. First ofcourse being the financial one since we did not have a sizeable seed capital to begin with and the second was lack of acceptability in the market as people in our country found it hard to believe that advanced technological products can be developed in India." Overcoming these challenges, Kulkarni and Naik established themselves in the market.

As years went by, Ashida started spreading its wings and from its conventional business of specialised electronics, controllers, emergency tube lights and underground strata finding instruments, it moved to electrical transmission and distribution. "Initially we had less knowledge and exposure in that field. But yes I would like to mention that we received good support from MSEB. In addition to this, we are also indebted to many experts and authorities who went out of their way to help a budding company to find it's foothold" Sujay states.

Sujay joined the business in 1995, a few years after his elder brother Suyash joined. "I have a B.E (Computers) degree. After completing my education I was looking forward to joining the family business. But

GOLDEN SUCCESS

given my educational qualification, my father told me that there was nothing that I could do in the business as it was more into electronics. All the departments were taken care of. He said that if I wanted to join the company, I would have to start something new. It was probably his way of challenging me. I took it as a challenge and decided to work with HCL HP for a year before joining our business," elucidates Sujay.

He adds, "After I joined, I employed my knowledge in computers to our business. I introduced the SCADA system. SCADA (Supervisory Control and Data Acquisition System) is designed for Substation Automation for Electrical Utility applications. This is a very powerful computerised system, and brings control of the entire substation at the fingertips. As per the specific requirements and the needs of the client we design, manufacture, supply, install and commission the entire SCADA System

on turnkey basis. We have successfully completed more than 75 projects." In addition to SCADA, Ashida boasts of an avalanche of offerings including numerical relay for feeder, Motor & transformer protection, substation automation, control and relay panel, and railway traction protection. The company also has four patents to its name and it caters to clients from India and abroad. Some of its reputed clients include Tata Power, Saudi Electric Company and Indian Railways, with whom it has been associated for the last 12 years.

Over the years, each and every family member involved in the business has played an integral role. Sujay elaborates, "My father Bhau Kulkarni was a visionary and his ideas to develop new products were unparalleled. My maternal uncle S.D.Naik held the sales and marketing baton of the business since the beginning and continues to do so even today. His expertise and experience in



the field has helped the business grow by leaps and bounds. Apart from these two, my mother Asha has had an instrumental role in the success of our business. She managed the finances of the firm as well as took care of the family. She has been the one who has held our big family together, which has benefitted the business as well. My paternal uncle Sunil Kukarni looks after HR & Admin. Finally, from the second generation entrepreneurs, my elder brother Suyash is giving his best and walking on the path carved by our earlier generation. He has taken the research and development department to a different level altogether as he has made some massive contributions in terms of introducing new offerings. His research and analytical prowess has been impeccable and has helped substantially our business to augment and flourish. My wife Aparna is smoothly taking over my mother's responsibility of Accounts & Finance and she has been my pillar of support. My sister-in-law Sukhada vahini looks after Quality Control. Similarly all my cousins are in various crucial positions. In fact, with my nephew Soham joining, our business is now running into the 3rd gen," says Sujay. Soham is looking after company operations.

Thanekars, Here's a Space To Take Charge of Your Financial Well-being

Most people have a financial goal. But very few have a plan to achieve it. Whether it's saving for your child's education, buying a home, or building a retirement corpus, the gap between intent and action is often filled with scattered decisions. One investment here, a policy there. But rarely a clear picture.

Like many growing cities, Thane is at a point where financial conversations need a fresh approach. As incomes grow and aspirations shift, so does the need to manage money with more clarity. A good salary isn't enough anymore, as rising education costs, healthcare inflation, and retirement uncertainty make personal finance feel less like a spreadsheet and more like a balancing act.

That's what makes the arrival of a proper Financial Planning Centre in Thane feel timely.

Located at One Hiranandani Park, this centre by 1 Finance is very different from a typical financial institution. There are no posters of high-return funds and no product sales pushing. What you find instead is a space to sit down and make sense of your financial life.

As you step into the centre, the conversation begins with you and not your portfolio. A Qualified Financial Advisor, someone who's a CFP®, CFA®, or CA, takes the time to understand your goals, your concerns, and the life



you're trying to build. It could be planning for retirement, securing your family's future, managing loans, or simply making sense of where your money is going.

The idea is to bring all the scattered pieces together into a single, coherent plan. One that reflects your priorities and gives you a way forward.

In today's financial landscape, even small decisions can have long-term consequences. Retirement still feels like a faraway idea. Inflation quietly chips away at our savings. And despite juggling multiple bank accounts, insurance policies, mutual funds, and loan EMI's, there's

often no clarity on how it all adds up or whether it's even adding up in the right direction.

That's the gap this centre is trying to fill.

It also houses a Godrej-certified Safe Deposit Locker facility, a service that's becoming increasingly rare outside traditional banks. What makes this one different is its accessibility and transparency. There's no need to open a fixed deposit, invest in a product, or meet account thresholds. If you need secure physical storage, you get it.

These lockers meet the IS-17541:2021 certification standards. They come with four levels of security, including biometric authentication, 24/7 CCTV monitoring, fire resistance, and an anti-burglary system. The strong room is a six-sided impenetrable chamber with a dual-layered door, and the contents of each locker are insured. Perhaps most conveniently, the lockers are also accessible on Sundays and public holidays, a thoughtful detail in a city where time is often the biggest constraint.

But beyond the lockers and the plans, what stands out is the shift in tone. For once, a financial space that doesn't try to sound clever or intimidating. The approach here is simple and transparent, without jargon or pressure. Every interaction is centred around helping you make informed decisions for your financial well-being.

1 Finance – Financial Planning Centre | Unit No.1 to 5, One Hiranandani Park, Ghodbunder Rd, Patilpada, Thane West, Maharashtra 400607
Time: 10AM to 8PM | 7718801029 | www.1finance.co.in

Shaping Thane !

(From Pg.1...)

It was a great learning experience that strengthened my foundation," notes Mr Deshmukh.

He had to finally part company with his quirky boss and find a new job which offered him a handsome salary of ₹300. "This job gave me a new perspective and an opportunity to explore new areas in my field, which until then was restricted to residential buildings. I had the opportunity to design five factories on Thane-Belapur Road. One of them was Bharat Bijlee, and I feel proud to share that even today I am



clients", he quips.

Mr Deshmukh started his firm in 1968. By then, the word had already spread about his skills and sincerity, which helped him bag some of the prestigious projects. He designed the Saraswati Secondary School near the telephone exchange in Naupada. The once-upon-a-time noted society Anand Ashram, with a peculiar design that showcased the city's cultural face, was done by him. He has also been the architect of many residential buildings. With over 500 buildings constructed over the length and breadth of the city, recounting them by name has become a difficult job for him. But the Monalisa building at Hariniwas, with its peculiar design, has become a landmark. Architecture students from Manipal and other places visited this building to understand the innovative design.

Mr Deshmukh, who is 84 years young, is today's most sought-after architect. He has worked with famous builders like Chaitanya Parekh, Niranjana Hiranandani, Kabras, Kalpatarus, and Neelkanth. He has been associated with brands such as Amazon and D'Mart. He has also spread his wings in Nashik, Kalyan and Dombivali.

"Architecture is much more than elevation, aesthetics and user convenience. It also has an environmental impact and must be in sync with the cultural and social face of the city. I believe that architecture is the mother of all the arts, and it is Frozen Music," reckons Mr Deshmukh, sharing the philosophical aspect of his profession.



associated with the company," reminisces Mr Deshmukh. "The Belapur Road, those days had muddy roads, and by evening, we used to be covered with layers of soil all over the body. Taking a full-fledged bath was compulsory before we retired to our homes", remembers Mr Deshmukh.

The octogenarian architect has vivid memories of how the government officers used to work in those days. "They were very meticulous and disciplined. Once I presented my plans in MIDC at 3.30 in the afternoon and received the sanction by the next day at 4 pm. In the present scenario, many will find it unbelievable. During those days, the MIDC engineers visited every site, examined the construction, and asked us whether we required assistance. It was a great learning experience which gave me a valuable insight not only about the work but also about the study officers and

Robotic Cataract Surgery ensures quicker and comfortable recovery

Cataract has become one of the most common eye problems in India. In 2022-23, over 75 lakh cataract operations were performed in the country, according to Union Health Ministry. With a steady rise in the number of cataract patients due to ageing and diabetes, among others, Dr Nitin Deshpande, Medical Director at Shree Ramkrishna Netralaya (SRN) and a senior Glaucoma consultant and Cataract and Refractive surgeon, sheds light on the different types of cataract surgeries.

What are the types of cataract surgery?

Traditional cataract surgery and Robotic cataract surgery are two main types of cataract surgery. In both these surgeries the technology used is phacoemulsification, commonly called as phaco. The difference is in the type and way of incision made.

What is Robotic eye surgery?

Femto Assisted Laser Cataract surgery (FLACS) is the latest technology in cataract surgery to date. In this, femto laser is used to make the necessary cuts in the eye.

What does SRN offer?

SRN is well-equipped with a LENSAR laser system, which uses a unique imaging system that provides the eye surgeon with a reconstructed 3-D view of your eye, which helps in customised planning and treatment specific to your eye. The

incision of the cornea, the opening of the lens capsule and fragmentation of the lens is done robotically. The robotic step of the cataract surgery is performed in less than 30 seconds.

How is Laser assisted cataract surgery better than traditional cataract surgery?

• **High Precision:** Surgical risks like poor quality incisions, capsular tear running out of control, etc. are reduced to a significant extent. Hence, it guarantees a considerable degree of accuracy.

• **Perfect Lens Placement and Alignment:** The robotic laser makes a precise central opening on the lens bag, ensuring a stable bag and well-centred artificial lens at the end of the procedure.

• **Better Visual Outcome:** The robotic cataract surgery offers the restoration of clear

and sharp vision. As opposed to manual cataract surgery, robotic surgery guarantees more effectiveness and sharpness as it reduces human intervention and works on calculated incisions.

• **Faster Recovery:** There is quicker recovery with robotic cataract surgery. It is an excellent option to consider for patients seeking comfortable recovery and faster recovery.

Shree Ramkrishna Netralaya Ally Lensar is most advanced and only system in India today.



Dr Nitin Deshpande

Shree Ramkrishna Netralaya

Ghodbunder Road | Makhmali Talao | Mulund | Vashi and Seawoods

Call: 7506066769 info@shreeramkrishnanetralaya.com /

https://www.shreeramkrishnanetralaya.com

DID YOU KNOW?

What is

Carpet Area / **Built-Up Area** / **Super Built-Up Area**



What is the difference between Carpet Area, Built-up Area, and Super Built-up Area — and which one do you actually use inside your home?

Answer:

Carpet Area is the actual usable floor space within the walls of your home – the space you can literally lay a carpet on!

Built-up Area includes the Carpet Area plus internal walls and utility ducts.

Super Built-up Area adds a share of common spaces like lobbies, lifts, and staircases.

• Pro Tip: Always compare Carpet Area while evaluating property value, it's the most accurate reflection of your livable space.

Which city in India is home to India's first-ever high-rise building?

Answer: It's Chennai!

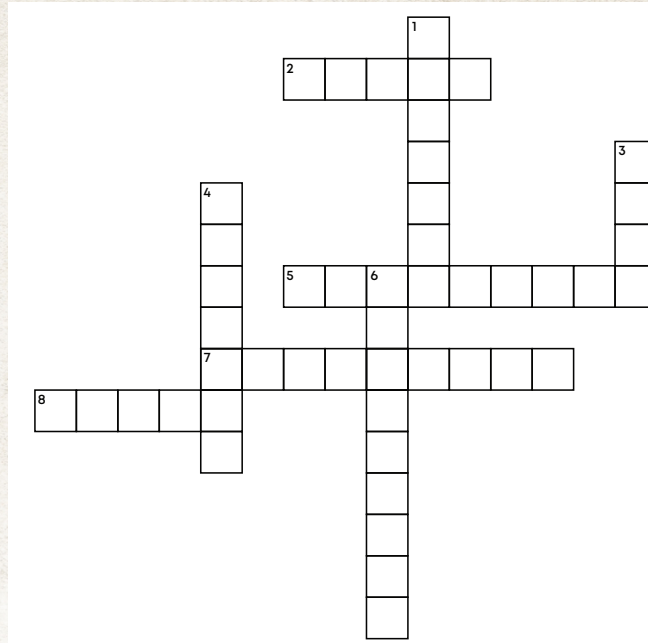
The LIC Building, completed in 1959, was India's first high-rise structure, a 15-storey landmark standing 54 metres tall. It served as the southern headquarters of the Life Insurance Corporation of India and held the title of the tallest building in India until 1961, when Mumbai's Usha Kiran took over.

It marked the start of India's vertical journey in urban architecture.



BUILD YOUR MIND

Put your knowledge to the test with our crossword!



Across:

2. Something valuable owned, like land or a building
5. A type of property ownership for a fixed term.
7. Legal contract binding two parties
8. Legal possessor of a property.

Down:

1. Official approvals needed to start construction
3. The base asset of any development
4. Designated space to station vehicles
6. Value-added features like a gym, pool, or clubhouse



To know the answer to this crossword check the next edition

July edition crossword solution

Across:

2. Measurement from floor to ceiling
- **Height**
3. Drawing that shows a building's layout
- **Plan**
4. Hard, fired clay unit used in construction
- **Brick**

Down:

1. Thick column for support
- **Pillar**

Ekatva
Group

MahaRERA Regi. No. P51700054790
www.mahareraonline.mahaonline.gov.in



99 % - WORK IN OFFICES
1 % - BUILD LEGACIES

400FT TALL
DESIGNER COMMERCIAL ADDRESS

COMING SOON

A LANDMARK DESIGNED BY
SANJAY PURI ARCHITECTS

81040 08460

WAGLE ESTATE ROAD NO. 22 CIRCLE