



Business vs Jobs: The Never-Ending Debate

From the Editor



Hiren Chheda

In India, the "business vs jobs" debate is practically a national obsession, with everyone offering advice.

I didn't have the luxury of choice. I grew up in a business family, and my path began early. By age 10, my summers were spent with customers and cash counters at my father's shop. If our home had a motto, it was: "Beta, shop sambhalna, I'll be back in a couple of hours."

That little shop became my first real school. It taught me patience, responsibility, and the most honest business lesson: nothing is predictable except the need for hard work. I learned I must earn every customer, every rupee, and every inch of progress.

Yet, I've grown to deeply respect the other path, too—jobs. For millions, a steady paycheck is not "playing safe," but is a crucial commitment. It's security for EMIs, school fees, and ageing parents, offering the courage to plan life with certainty. I see inspiring success stories built through

the integrity of hardworking professionals.

Business, conversely, carries its own drama. It often feels chaotic. There are no fixed hours, no safety nets, and absolutely no guarantees. The highs are energising, the lows are lonely, and the pressure extends to the entire family. Yet, it offers me something irreplaceable: ownership, freedom, and the chance to build something that lasts.

So, who wins the debate? Honestly, neither.

India needs both—the steady hands and the risk-takers, the builders and the executors. One path isn't superior to the other. They simply require different temperaments, strengths, and forms of courage.

My childhood taught me one simple truth: Every form of work has dignity, and every journey comes with its own struggle. Success isn't about choosing the "right" side. It's about choosing the path that feels true to me—and giving it everything I have!

People & Pioneers

Powering India's Financial Journey Through Kedia Capital Services Pvt. Ltd.



Ajay - Vijay Kedia

Over the past twenty-five years, Kedia Capital Services Pvt. Ltd., founded in Kalyan, has grown into one of India's most respected and research-driven financial institutions. Beginning its journey under strong individual leadership from a second-generation Marwari family, the company has steadily expanded its capabilities and reputation across the country. What started as a deep passion for capital markets has today evolved into a trusted multi-asset financial services brand known for its integrity, market wisdom, and client-first philosophy.

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The Refund Trap: Fake Claims, Real Punishment

Recently, the Income Tax Department issued notices to more than 1,600 police personnel in Buldhana, Maharashtra, for filing Income Tax Returns with bogus deduction claims. This incident highlights a growing concern—many taxpayers are knowingly or unknowingly filing returns with fake deductions in an attempt to obtain refunds or reduce their tax liability.

This brings us to a crucial question: Is it worth falling prey to false claims just to reduce your tax burden?

What Does the Law Say?

Under the Income Tax Act, every individual earning income above the basic exemption limit must file an Income Tax Return. While doing so, taxpayers are allowed to claim specific deductions and exemptions to legitimately reduce their tax liability or claim refunds.

However, Income Tax Returns



CA Vijay Shetty

do not require the submission of supporting documents at the time of filing. This convenience was introduced to simplify compliance and encourage honest filing. Unfortunately, it is increasingly being misused by certain tax professionals as well as ill-informed taxpayers, who fabricate deductions to get undue refunds.

Refund Is Not the End – It Can Be the Beginning of Trouble

Once an Income Tax Return is filed, the process appears straightforward—the department processes the return within a few days and issues a refund if eligible. Many taxpayers wrongly believe that receiving the refund is the final step. In reality, it may just be the beginning of scrutiny.

When filing the return, every taxpayer declares under oath that all information provided is true, correct, and in compliance with the Income-tax Act, 1961. Most taxpayers ignore the seriousness of this declaration. But if the information is found to be false, the consequences can be severe.

The Cost of Fake Claims

Many taxpayers are unaware of the penalties and legal consequences associated with fraudulent deduction claims. If a bogus claim is detected, the return qualifies for penal action. The taxpayer may face:

1. Penalty up to 200% of the



tax amount related to the fake deduction

2. Criminal prosecution in severe cases
3. Possibility of imprisonment, depending on the nature of the offence

Thus, what may seem like an easy way to save tax can turn into a financially and legally damaging mistake.

Claiming false deductions

may appear harmless at first, but the Income Tax Department has stringent mechanisms to detect such practices. The short-term benefit of an undue refund can lead to long-term trouble—penalties, prosecution, and loss of credibility.

It is always wiser to file returns honestly and seek only those benefits that are legitimately allowed under the law.

GT Auto: A Journey of Trust, Transparency and Transforming Car Buying Since 2015

In 2015, a young and determined couple, Govinda and Tanvi, set out on a mission that would soon reshape how people in India buy cars. With nothing more than a small office, a shared passion for automobiles, and a commitment to doing things the right way, they founded GT Auto—a dealership built not just on sales, but on honesty, integrity, and long-term relationships.

From the very beginning, Govinda and Tanvi noticed a gap in the car market. Buyers often struggled with unclear information, hidden charges, and uncertainty about the quality of pre-owned vehicles. They believed the industry needed more transparency—and they were determined to be the ones to deliver it.

What started as a local dealership soon expanded its reach. Today, GT Auto caters to car buyers across India, offering:

- Brand New Cars across multiple segments
- Certified Pre-Owned Cars that go through stringent quality checks
- Comprehensive Insurance Services (General Insurance) for a seamless



Govinda and Tanvi

ownership experience

Over the years, GT Auto has built a reputation for clear communication, fair pricing, genuine advice, and dependable after-sales support. These values, championed personally by Govinda and Tanvi, helped develop a strong foundation of trust among customers.

Regular buyers describe GT Auto as more than a dealership—it's a place where customers feel confident that every recommendation is made with their best interest in mind. The couple's hands-on approach and their insistence on transparency have earned them loyalty that spans cities, states, and even generations of families.

As GT Auto completed a decade, its story stands as a testament to what can be achieved when passion meets sincerity. Govinda and Tanvi's journey—from a two-person dream to a trusted automotive brand serving car buyers pan-India—continues to inspire entrepreneurs and reassure customers that honesty never goes out of style.



The Gap in the Spine Increases: A Common Misconception

Many people say, "The gap in my spine has increased." Is this true?

– No. This is a very common misconception.

In reality, due to ageing or wrong habits, spinal discs become thin or dry. This reduces the gap between vertebrae—it does not increase.

What happens when the gap reduces?

– Bones and nerves get compressed, causing back pain, tingling or numbness in arms or legs, a burning sensation, and unsteadiness while walking.

What causes the gap to reduce?

– Incorrect posture, excess weight, prolonged sitting, age-related disc degeneration, and improper weightlifting.

Can this be prevented?

– Yes: Regular exercise and stretching, Maintain body weight, Correct posture, Avoid long sitting hours, Use a proper mattress and chair.

What are the treatment options?

– Medicines & Physiotherapy, Disc Relief Therapy, Injection Therapy (Epidural / Nerve Block), Spine surgery in severe cases.

Modern spine surgeries are less painful and ensure faster recovery.

Can patients return to normal life after spine surgery?

– Yes. Most start walking in a few days and become active within weeks. With proper care and physiotherapy, they return to routine life.

Which symptoms need urgent attention?

Severe back pain not responding to conservative management, Numbness in arms or legs, Loss of balance, Loss of bladder or bowel control.

Seek a spine specialist immediately if these appear.

What harm does the misconception "gap increases" cause?

– It prevents patients from seeking correct treatment.

The real problem is disc space reduction, which leads to pinching of spinal nerves between the two vertebrae; it is an irreversible change, and timely treatment can control it.

Can the reduced gap be increased again?

– Usually, it is not required. The lost disc height can't be restored naturally. However, physiotherapy, lifestyle changes, and regular activity help compensate. In cases where nerves are compressed, advanced surgery can restore

disc height and nerve space. **Does this cause lifelong pain?**

– No. With proper diagnosis and timely treatment, pain can be fully controlled as nerves are relieved and posture improves.

Can young people get this issue?

– Yes. Due to a sedentary lifestyle including long sitting hours and lack of exercise, incomplete sleep schedule, poor nutrition habits and poor body mechanics, including poor posture and wrong sleeping habits, disc degeneration is rising in youngsters.

Are home remedies enough?

– Mild symptoms may improve with exercise, hot fomentation and posture correction. But if pain increases or walking becomes difficult, consult a specialist.

Daily habits for a healthy spine:

Aim for 45 minutes of daily walking, Regularly strengthen back and core muscles, Stand up every 30–40 minutes while sitting, Focus on correct posture and stretch regularly, Keep body weight managed to reduce spinal load, Use a supportive, firm mattress for sleeping, Position screens to be at eye level.



Dr. Jayesh Bhanushali
Spine Surgeon,
KIMS Hospitals, Thane



Dr Jitendra Kher: The Visionary Entrepreneur Behind Mountain Range Properties & Resorts

From a humble beginning in Mokhada-Khodala in Thane district, Dr Jitendra Kher has built a remarkable empire in the fields of Weekend Homes, Hotels and Resorts. As the Managing Director of Mountain Range Properties & Resorts Pvt. Ltd., he stands today as a nationally and internationally recognised entrepreneur whose journey inspires many. With over 15 completed projects, Dr Kher has earned the trust of thousands of investors and tourists who admire his dedication, integrity, and innovative approach.

Dr Kher's entrepreneurial story began 25 years ago with the launch of Wild Camp Resort, a nature-inspired concept that blended



Dr Jitendra Kher

simplicity with sustainability. A passionate nature lover, his vision was always clear: to reconnect people with nature. In the early days, his resort had neither televisions nor air conditioners, emphasising the idea of experiencing raw nature rather than escaping it.

His philosophy, "Luxury and

When asked about his message to aspiring entrepreneurs, Dr Kher emphasises the importance of resilience and risk-taking. "In this business, you must take calculated risks and remain consistent," he says. "Ultimately, it's not about winning the race, it's about understanding why you're running it."

affordability must go hand in hand," continues to define the company's approach. While Mountain Range has developed several premium and

luxury projects, Dr Kher's mission has always been to ensure that the common man can also own a dream home. Under his leadership, successful weekend home and residential projects have been completed in prime destinations like Shahapur, Karjat, Murbad, Pali, Guhagar, Alibaug, Nagothane- Pen, Nashik, Khodala- Igatpuri, each reflecting quality, transparency, and trust.

Speaking about his company's reputation, Dr Kher proudly says, "When people hear the name Mountain Range, they don't even feel the need to check the documents. That faith is our true success." For him, property is not just a second investment but a valuable utilisation of wealth,

as real estate, he believes, never depreciates.

Beyond business, Dr Kher is deeply committed to social causes through his Bhagyashree Foundation. The foundation focuses on education and aims to instil patriotism and leadership qualities in children, shaping them into responsible citizens and future leaders.

Through his vision, hard work, and unwavering faith, Dr Jitendra Kher has proved that success comes not just from ambition, but from purpose. His journey from a small nature resort to a diversified business empire is a testament to how dreams, when backed by determination and integrity, can indeed turn into reality.

Miles of Dreams: Rajendra Bobade's Journey with Rasa Holidays

Every business begins with a dream, but for Rajendra Bobade, it began with two names — Ragvi and Sanvi. Those are his daughters, and together they form the name of his travel company, Rasa Holidays. What started as a father's dream to build something of his own soon became a story of resilience, passion, and endless journeys.

Rajendra's love for travel began early. After completing his Master's in Tourism from Mumbai University, he spent over 13 years working with companies like Kesari Tours, learning the ins and outs of the industry. By 2019, he decided it was time to take the leap and start his own travel company — one built not just on business, but on genuine care for people and their experiences.

But just as things were taking off, the COVID-19 pandemic brought everything to a standstill. Like many others, Rajendra's business faced a severe hit. Flights stopped, borders closed, and the world paused. Still, he didn't lose

hope. To keep going, he took on odd jobs — anything that would help sustain his family until travel reopened.

When the world slowly began to move again, Rajendra came back stronger. He promised himself that every traveller booking through Rasa Holidays would feel personally taken care of. Even today, he's the kind of business owner who sends messages like "this airport's closed, take another route" or "check-in opens early, arrive on time." It's that personal touch that keeps his customers coming back — not just for trips, but for trust.

Rajendra believes in learning by doing. "Degrees are important," he says, "but real lessons begin when you face people, challenges, and unexpected travel chaos." His practical knowledge has shaped not only his business decisions but also his connection with people from all walks of life.

Ask him what makes Rasa Holidays different, and he'll say, "We don't just book tickets —



Rajendra Bobade

we understand travellers." He knows that a retired couple will want comfort, a young family will want convenience, and a group of friends will chase thrills and fun. His itineraries reflect that

With all the necessary affiliations and partnerships, Rasa Holidays today caters to travel across all seven continents. Rajendra himself has a soft corner for Africa, which he calls "the heart of the earth — raw, beautiful, and humbling." He often encourages his clients to explore beyond the usual touristy spots like Dubai or Thailand, and instead discover the lesser-known gems — Mexico, Malta, Croatia, Greece, or Australia's quiet corners.

— tailor-made, thoughtful, and deeply personal.

Rasa Holidays also has an upcoming Europe package that promises an unforgettable experience. The tour covers cities like Paris, Amsterdam, Croatia, and many more, and starts from ₹2,85,000 per person. The package includes everything — from hotel stays and visas to daily arrangements — with only flight prices being additional. The tour requires a minimum of 30 guests to begin and can be customised according to the group's interests and preferences.

"The joy of travel," Rajendra says, "isn't in ticking off places — it's in finding stories where nobody's looking."

From long nights during lockdown to early mornings coordinating flight updates, Rajendra Bobade has built Rasa Holidays on pure dedication. What makes his journey stand out isn't just success — it's heart. Because for him, travel isn't just about miles — it's about memories.

Unseen to Unstoppable

Networking: The Power of Intentional Relationships

In today's business world, networking is often misunderstood as a game of chasing prospects or hunting for quick opportunities. But true networking is never about who you can sell to — it's about who you can connect with, learn from, and grow alongside. It is an endeavour to build lifelong relationships and meaningful human connections that outlast any transaction.

The foundation of powerful networking begins with trust. People don't respond to pressure; they respond to authenticity. When you stop viewing others as potential customers and start seeing them as individuals with aspirations, strengths, and stories, you shift from "transactional networking" to "relational networking." And that's where the real magic happens.

One of the most overlooked principles in networking is contribution. You cannot earn the right to receive if you're not committed to giving first. Adding value — whether through advice, introductions, opportunities, or kindness — establishes your credibility and goodwill in any network. The formula is simple: value given is value returned, often in ways you never expect.

Meaningful relationships, much like wise investments, compound over time. When you nurture connections consistently and



Kiran Zende
Consulting Editor
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Articles

intentionally, doors begin to open — not because you asked, but because people trust you enough to recommend you. Those who chase quick wins rarely get them. Those who build long-term bonds receive opportunities in abundance.

Your intention becomes your silent reputation in every room you enter. Are you seen as someone who genuinely cares and contributes? Or someone who only shows up when they need something?

Your intention sets the tone, attracts the right people, and determines the quality of your network.

Ultimately, the most successful networkers live by a simple rule: focus on giving, not getting. When you help others succeed, you naturally earn the right to receive support in return. Networking, in its truest form, becomes a shared ecosystem of growth — a place where everyone rises together.

Amol & Vaibhav Nalawade: Building India's Digital Future with Consistency and Heart

From the humble beginnings of 36 kbps internet speeds in 2000 to serving over 3 lakh customers today, Intech Online Pvt. Ltd. has truly mirrored India's digital evolution. Founded by Amol Nalawade and later joined by his younger brother Vaibhav Nalawade, the company's journey reflects not just technological growth but also a story of passion, perseverance, and people-first values.

Under the visionary leadership of Amol Nalawade and with Vaibhav Nalawade managing operations with equal dedication, Intech Online expanded from residential broadband to corporate Internet Leased Line (ILL) services, and later evolved into a full-fledged networking solution provider. By 2014, it became a licensed ISP under the Department of Telecommunications, and in 2017, made its mark by launching Thane's first Smart City WiFi project — a milestone in urban digital transformation.

What truly sets the Nalawade brothers apart is their belief that "staff is home and apne log." For them, success is built on teamwork, trust, and the shared dream of making the internet accessible and reliable for all. Their people-centric approach has turned Intech Online into more than just a company — it's a family driven by innovation and sincerity.



Today, with over 316,995 customers and a 100% GPON-based FTTH network, Intech Online stands as a symbol of India's digital strength and entrepreneurial spirit.

Sharing a message for aspiring entrepreneurs, Vaibhav Nalawade says: "Business is not about shortcuts — it's about showing up every single day. Consistency and hard work always pay off. Believe in your people, stay patient, and your efforts will speak louder than words."

Through their dedication and grounded values, Amol and Vaibhav Nalawade continue to inspire the next generation of business leaders, proving that with focus and persistence, success is inevitable.

From Pg.1

Powering India's Financial Journey Through Kedia Capital Services Pvt. Ltd.

Headquartered in Kalyan, Kedia Capital now services clients across India, supported by five fully functional branches and a robust 250+ franchisee network PAN India, proudly catering to a community of 30,000+ satisfied clients. Over the years, the firm has become a pillar of financial strength for retail investors, traders, SMEs, and families aiming for long-term financial stability. Built upon decades of market experience, Kedia Capital delivers a seamless 360-degree financial market solution under one roof.

The company's growth has been shaped by strong leadership. Vijay Kedia, Director, plays a crucial role in driving the firm's strategic direction. With sharp market understanding, operational discipline, and a deep grasp of investor behaviour, he has helped expand the company's vision and national footprint. Alongside him, Ajay Kedia, Director, widely recognised for his exceptional research expertise, has built one of the strongest and most reliable research verticals in the region. Known for his clarity in commodity outlook, disciplined analysis, and strong media presence, Ajay Kedia has made Kedia Capital a trusted name in both print and live financial media.

Kedia Capital offers a complete spectrum of services ranging from stock broking, commodity broking, and research advisory to wealth management solutions.

The firm's research-driven approach, mentored by Ajay Kedia, ensures clients receive accurate, timely, and actionable insights across market segments. This strong analytical backbone has enabled thousands of clients to navigate volatile markets with confidence and discipline.

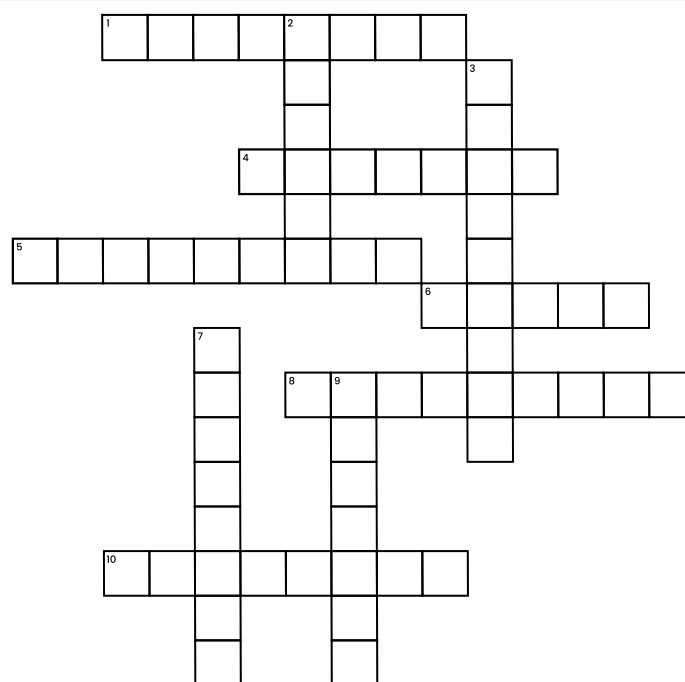
A major strength of Kedia Capital lies in its commitment to investor empowerment. Through continuous research updates, market education initiatives, personal advisory interactions, and transparent processes, the company helps investors make informed and confident decisions. To complement this, Kedia Capital has embraced technology through its advanced mobile trading platform K-Trade, which provides fast, intuitive, and reliable access to multi-asset trading, enabling clients to manage their portfolios anytime, anywhere.

As India's financial markets evolve rapidly, Kedia Capital Services Pvt. Ltd. continues to strengthen its identity as a one-stop destination for all financial needs. With a legacy built on trust, research excellence, and a client-centric approach, the company remains dedicated to shaping stronger financial futures for individuals and businesses across the nation. The combined leadership of Vijay Kedia and Ajay Kedia continues to guide the firm forward, preserving its values while expanding its vision for the next generation of Indian investors.



BUILD YOUR MIND

Put your knowledge to the test with our crossword!



Across:

- a defined part of a city often known for its character
- an outdoor extension of an apartment or home
- a drawing that shows the layout of rooms in a property
- the entrance area that creates a first impression
- the design of gardens and outdoor surroundings
- a bright room designed to let in plenty of sunlight

Down:

- street-level space used by shops or businesses
- a top-floor residence known for premium views
- a modern layout with minimal interior walls
- a feature like a pool or gym that adds value to a building