

Says alumnus Dr Rana Kapoor, President ASSOCHAM MD / CEO Yes Bank
“ ASSOCHAM committed to Livelihood security for India’s 1.3 billion citizens ”

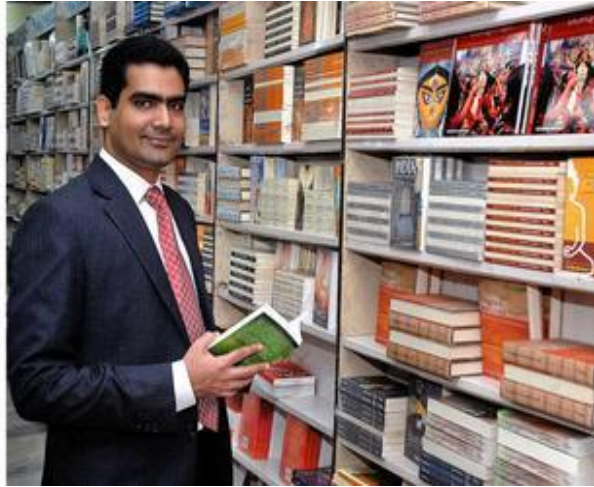


Dr Rana Kapoor, President, ASSOCHAM and MD & CEO, YES BANK led a high-level delegation comprising Immediate Past President R N Dhoot, Senior Vice President Sunil Kanoria and Secretary General D S Rawat to **The President of India The Hon’ble Mr Pranab Mukherjee** .

Under Rana’s dynamic stewardship, ASSOCHAM has recently established a Global footprint of 14 new overseas Offices to carry forward PM Narendra Modi **Make in India** Campaign .

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Rupa is 80 1936 – 2016 and Beyond
Kayem Kapish Mehra is Youthful Rupa’s MD



Kapish Mehra BA Eco Hons 2005 KM
Managing Director
Rupa Publications Ltd , Aleph Book Company

In a letter Jawaharlal Nehru writes to daughter Indira from Naini jail in the early 1930s, he says “a firm in Calcutta—Rupa & Co—with a branch in Allahabad, has sent me books from time to time. They have good books as a rule and English publications”. It will be 80 years this month since Rupa & Co set up shop to become India’s largest homegrown, fully family-owned independent publishing house .

Relates Kapish, “It was by accident that my grandfather got into publishing. The late K. Jackson Marshall, the India representative of Collins dictionary, noticed his salesmanship in the hosiery business in Calcutta’s New Market and persuaded him to sell their dictionaries.” It, didn’t take much time for Mehra to develop a liking for books which led him to start Rupa at College Street corner, “near Presidency College and the Sanskrit School, the hub of intellectuals and litterateurs” to be precise. The first customer was Humayun Kabir, later to be Education and Culture Minister of Independent India.”

“...in class IV I learnt my first lesson about how Rupa works — if you are true to your work, the organisation will reward you” avers Kapish .

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