

# CHETAK NEWSLETTER

AN IN - HOUSE PUBLICATION OF CHETAK GROUP

APRIL - JUNE 2025



THE  
LOGISTICS  
MAN OF  
INDIA

TOP NEWS

Chetak Group Honoured  
at Mahindra Logistics  
Pinnacle Awards 2025

The Story of Logistics-  
The Backbone of  
India's Economy





# CONTENTS

Chetak Foundation	03
Eye Check-up Camp	04
Arun Arora Felicitated at DEVI Sansthan	06
Chetak Celebrate International Yog Day	08
Do Good Awards 2025	09
Chetak Logistic	10
Mahindra Logistics Pinnacle Awards	12
Know Your Founder Chairman	14
Celebrating National Logistics Day	16
Appreciation from Endurance Technologies	16
Simplifying Incoterms	17
Know your Company-Chetak Pune	18
Know Your Industry-Logistic	20
Mavyn-Your Digital Logistic Partner	24
Media Coverage	26
Appreciation	29
Birthday Celebrations	30
Funny Signs, Funny Language	31

April – June 2025

## EDITORIAL

As we open the pages of the latest edition of the Chetak Newsletter, we stand inspired by the remarkable energy, ingenuity, and dedication that continue to shape the journey of the Chetak Group. Here is another quarter marked by impactful achievements, meaningful social contributions, and a steadfast commitment to operational excellence.

Our Group has been honoured with the Mahindra Logistics Pinnacle Award for "Creating an Equal World," recognition of our lasting commitment to inclusivity and community empowerment.

Glad to introduce three new columns (Know Your Founder Chairman, Know Your Company and Know Your Industry). On the operational front, our robust warehousing infrastructure in West India, combined with the continuous adoption of green logistics, including the integration of electric vehicles, positions Chetak Logistics at the forefront of industry evolution. These stories explore the dynamic shifts in India's logistics sector and highlight our contributions towards sustainability and digital transformation.

Our heartfelt thanks to our clients, partners and employees for their continued trust and appreciation, and whose hard work and spirit drive us forward. We invite you to explore the latest developments, celebrate our shared successes, and join us in the pursuit of excellence and inclusive growth.

**Wishing you an engaging and insightful read & look forward to your feedback**



**Arun Arora**  
(Editor)



# CHETAK FOUNDATION

An In-House Publication of Chetak Foundation A CSR Arms of Chetak Group

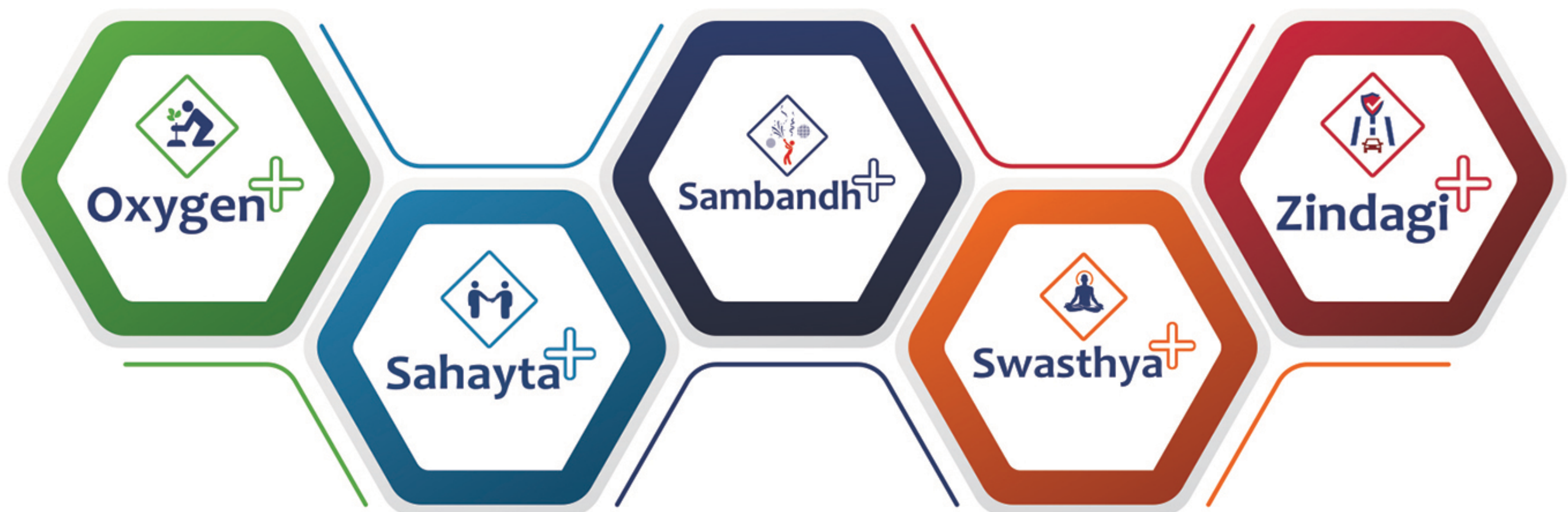
## Chetak Foundation

Chetak Foundation is the Corporate Social Responsibility (CSR) arm of Chetak Group, a leading player in logistics in India. The Foundation has been established to enhance the quality of life for underprivileged communities. The Foundation is an initiative of Smt. Krishna Sharma, Patron, Chetak Group, as a tribute to the Group's Founder Chairman Shri Jai Karan Sharma. The Foundation takes pride in the quality of its team, comprising Board Members, the Board of Governors, and Advisors, who are renowned achievers in their respective fields.



## Our Vision

Our vision is to make a positive impact on the lives of underprivileged, by supporting them in the areas of Education, Environment, Health, Livelihood, Nutrition and Safety.





# Chetak Foundation Organised **Eye Check-up Camp** for Drivers at Honda Tapukara Plant

A Step Towards Safer Roads and Healthier Lives

In a remarkable initiative reflecting our on-going commitment to driver welfare and road safety, Chetak Foundation organised an Eye Check-up Camp for truck drivers at the Honda Tapukara Plant.





Recognising that the well-being of drivers is central to ensuring road safety and smooth logistics operations, this health-focused drive is aimed to provide comprehensive eye care services to our frontline heroes—the drivers. These individuals spend countless hours navigating highways and roads, often in challenging conditions, making clear vision a vital aspect of their profession.



### Key Highlights of the Camp:

- Detailed Eye Examinations:
- Free Distribution of Medications:
- Corrective Spectacles Provided:
- On-the-Spot Consultations:

With each step, we aim to create a safer, healthier, and more empowered ecosystem for our drivers. Their well-being remains our top priority, and initiatives like these reflect our commitment to care and responsibility.





**Arun Arora, Director at Chetak Foundation**  
(Chetak Foundation)

## Chetak Group's Arun Arora Felicitated at DEVI Sansthan's **ALFA** Global Conference

Arun Arora, Director of Chetak Group, was felicitated with the prestigious "Champion of Change" award at the ALFA (Accelerating Learning for All) Global Conference, organised by DEVI Sansthan (Dignity Education Vision International), Lucknow.

He was felicitated by Dr. Sunita Gandhi, Founder of DEVI Sansthan and a globally renowned education reformist, in recognition of Mr. Arora's leadership in driving community empowerment and inclusive growth through education-focused initiatives. The felicitation highlighted his unwavering dedication to creating sustainable, people-centric impact—values that align with the core mission of Chetak Group.

## Highlights Of The Session:

- Promoted the integration of CSR, government efforts, and NGO initiatives to scale education reforms.
- Shared real-world impact stories from Chetak Foundation's educational programs.
- Advocated for long-term investments in grassroots education as a core CSR strategy.





Speaking on the occasion Arun Arora said, "Our role as corporates extends beyond business—it's about empowering communities through education."

The event was a powerful platform to align goals and share insights on strengthening India's education system through collaborative and impactful CSR efforts.

## Arun Arora on D-Talks (Disruptive Talks) CSR & Foundational Learning

D-Talks (DisruptiveFLN) organised by DEVI Sansthan, Arun Arora, Director at Chetak Foundation, emphasised the transformative role of corporate social responsibility (CSR) in education:

**CSR as an Educational Catalyst:-** Arun spoke passionately about leveraging CSR initiatives to accelerate Foundational Literacy & Numeracy (FLN). He positioned CSR not just as a compliance exercise but a powerful enabler of grassroots educational transformation.

**Collaborative Ecosystems:-** He highlighted the critical need to align CSR efforts with government schemes and NGOs—creating a collaborative triangular model that ensures resources and expertise flow where they are most needed.

**Enabling the NIPUN Bharat Mission:-** Arun tied CSR efforts directly to India's NIPUN Bharat initiative, underscoring



how corporate-initiated learning programs can support national goals and produce tangible impact in foundational education.

**Key Takeaways:-** CSR should go beyond optics—focusing on measurable impact in education.

Education-focused CSR requires innovative collaboration among corporates, government, and NGOs.

Aligning with NIPUN Bharat amplifies the relevance and outcomes of CSR.



Watch This Video Link:

[https://youtu.be/nRDM\\_n6re3c](https://youtu.be/nRDM_n6re3c)



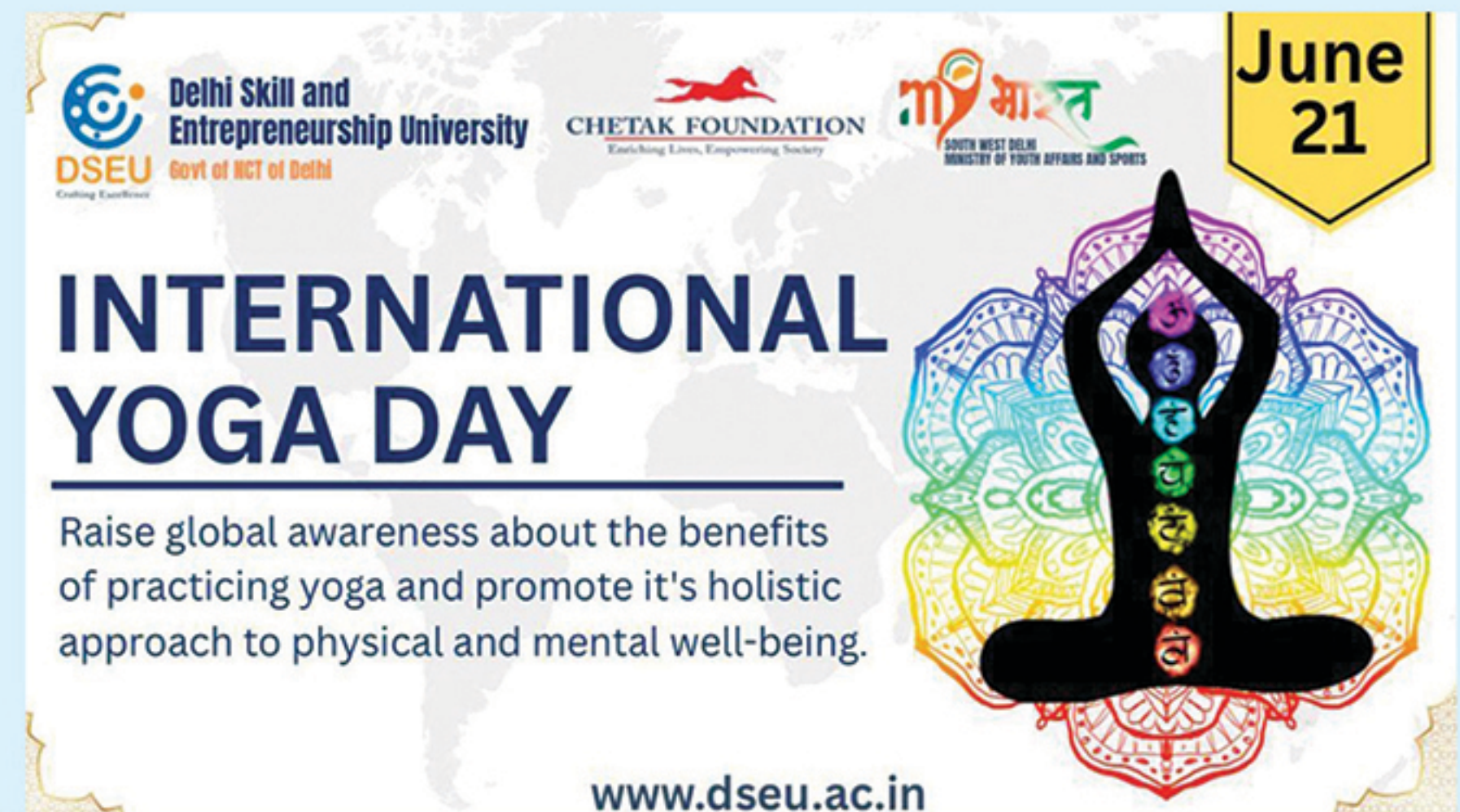
## Chetak Foundation Celebrates International Yog Day with DSEU and Nehru Yuva Kendra

### Promoting Holistic Wellness Through the Power of Yog

On the vibrant morning of June 21, 2025, the Chetak Foundation proudly joined hands with the Delhi Skill and Entrepreneurship University (DSEU), Nehru Yuva Kendra (MY Bharat – South West Delhi), and the Ministry of Youth Affairs to celebrate the 11th International Yog Day at DSEU's Sector-9 Dwarka Campus.



The event drew the participation of over 150 Karmyogis, comprising 120 students (NCC cadets, NSS volunteers and others), as well as 30 staff members and officials. The celebration aimed to inspire collective well-being and mindfulness, aligning with this year's theme of holistic health and harmony.



### Guided by Wellness Experts

The session was conducted by renowned Yog Guru Ms. Poonam Yadav, alongside Ms. Nancy and Ms. Karishma (Officer, Nehru Yuva Kendra), who guided attendees through a rejuvenating sequence of yog asanas and breathing exercises.

The event was graced by several dignitaries, including:

- Dr. Pankaj Lathar, Campus Director
- Maj. S.M. Parashar, Director, Student Welfare
- Prof. Gagan Dhawan, Dean and Controller of Finance
- Representatives from DSEU, NCC, and other academic departments





# Arun Arora Joins Jury for e4m do good Awards 2025



Mr. Arun Arora, Director – Chetak Foundation, was part of the esteemed jury panel for the Exchange4Media do good Awards 2025.

These awards celebrate excellence in social impact and purpose-driven communication – a cause that strongly aligns with our Foundation's values and mission.

The e4m do good Awards recognize organizations and individuals who have made measurable contributions towards creating a better society through effective communication, innovative initiatives, and purpose-led campaigns. As part of the jury, Mr. Arun Arora engaged in insightful discussions with industry leaders to identify and honour impactful projects that are driving change across communities.

Reflecting on his participation, Mr. Arora shared, "It was inspiring to witness the creativity and commitment showcased by organizations working towards social good.

At Chetak Foundation, we believe in empowering communities, and these awards reaffirm the power of purposeful communication in achieving that."

By supporting such platforms, Chetak Foundation continues to advocate for initiatives that align with its mission to improve health, education, and environmental sustainability, while celebrating the efforts of those contributing meaningfully to society.





# CHETAK LOGISTIC

Your Right Companion **An In-House Publication of Chetak Logistic**

Chetak Logistics Limited, founded by Late Shri Jai Karan Sharma, epitomises the journey of an entrepreneur who began from humble beginnings in Jhijnhar, a small village in Haryana, and established a pioneering brand in the automobile logistics sector. Starting his venture in 1979, Shri Sharma built Chetak Logistics into a leader in its field through his passion, hard work, and unwavering customer focus. His innovative vision revolutionised the role of technology in Indian logistics and challenged traditional operational methods.

Headquartered in New Delhi, Chetak Logistics boasts over 2,500 customised vehicles, more than two million square feet of warehousing facilities, and 60 branches across major industrial hubs nationwide, offering comprehensive logistics solutions globally. The company embarked on its cargo services journey with a strategic aim to deliver integrated supply chain management and logistics solutions.





Chetak Logistics today offers a comprehensive range of supply chain services, encompassing transportation via all modes, warehousing and distribution, international freight forwarding, and customs clearance. The company's robust leadership team, consisting of Directors Mukesh, Rajesh, and Sachin JKS haritash, functions synergistically like the fingers of a hand forming a formidable fist. Each Director brings unique strengths, complementing one another to steer the company forward.

Renowned for its commitment to client service and on-time performance, Chetak Logistics combines extensive industry experience with cutting-edge information technology. This integration ensures the swift, safe, and prompt movement of consignments, guaranteeing total customer satisfaction.

The company's reputation is further bolstered by its adherence to the values symbolised by Maharana Pratap's loyal and swift horse, Chetak. These values – Service, Speed, Safety, Strength, and Steadfastness – are encapsulated in the company's mission to deliver cost-effective, efficient global logistics solutions through a team of dedicated professionals.







**mahindra** ►  
**LOGISTICS**

## chetak Logistics shines at Mahindra Logistics Pinnacle **Awards** **2025**

### Chetak Group Honoured for "Creating an Equal World"

Chetak Group, India's trusted name in integrated logistics, has been bestowed with the prestigious Pinnacle Award for "Creating an Equal World" at the Mahindra Logistics Pinnacle Awards 2025.

The accolade recognises Chetak's unwavering commitment to fostering inclusivity, community empowerment, and equality across its operations. Mahindra Logistics Limited is a leading integrated 3PL and mobility solutions provider in India, offering end-to-end supply chain services across various sectors, including automotive, FMCG, pharmaceutical, and e-commerce. As part of the Mahindra Group, it operates with a tech-driven, asset-light model that focuses on sustainability, innovation, and customer-centric solutions.



The award was given during a grand ceremony hosted by Mahindra Logistics, and was presented by Mr. Lovinder Singh Saggu, celebrating excellence in purpose-driven leadership and social impact within the logistics and supply chain industry.

Receiving the honour on behalf of the Chetak Group, our team expressed immense pride in this recognition, which reinforces the organisation's deep-rooted values of diversity, equity, and social responsibility.



"At Chetak Group, we believe that building a truly progressive organisation begins with creating equal opportunities for all. This award reflects our people-first philosophy and encourages us to continue pushing boundaries to empower communities and drive real change," said Mukesh Haritash.

This milestone reinforces the Group's mission to deliver not just operational excellence, but also inclusive growth and shared success for the communities it serves.

## Together, let's continue to ignite success—with equality at its core

Chetak Logistics, founded in 1979, is renowned for its end-to-end logistics solutions tailored to the evolving needs of the automotive and industrial sectors. With over 2 million square feet of state-of-the-art warehousing, a nationwide network of more than 60 branches, and a modern fleet, the company offers comprehensive services, including transportation, warehousing, international freight forwarding, and customs clearance.

Chetak Logistics is a leading provider of end-to-end logistics solutions, specialising in automotive logistics, surface transportation, warehousing, 3PL services, and express cargo movement. With expertise in inbound and outbound logistics, cold chain solutions, project cargo handling, and e-commerce deliveries, we offer customised, tech-enabled services to meet the diverse needs of modern supply chains across India.



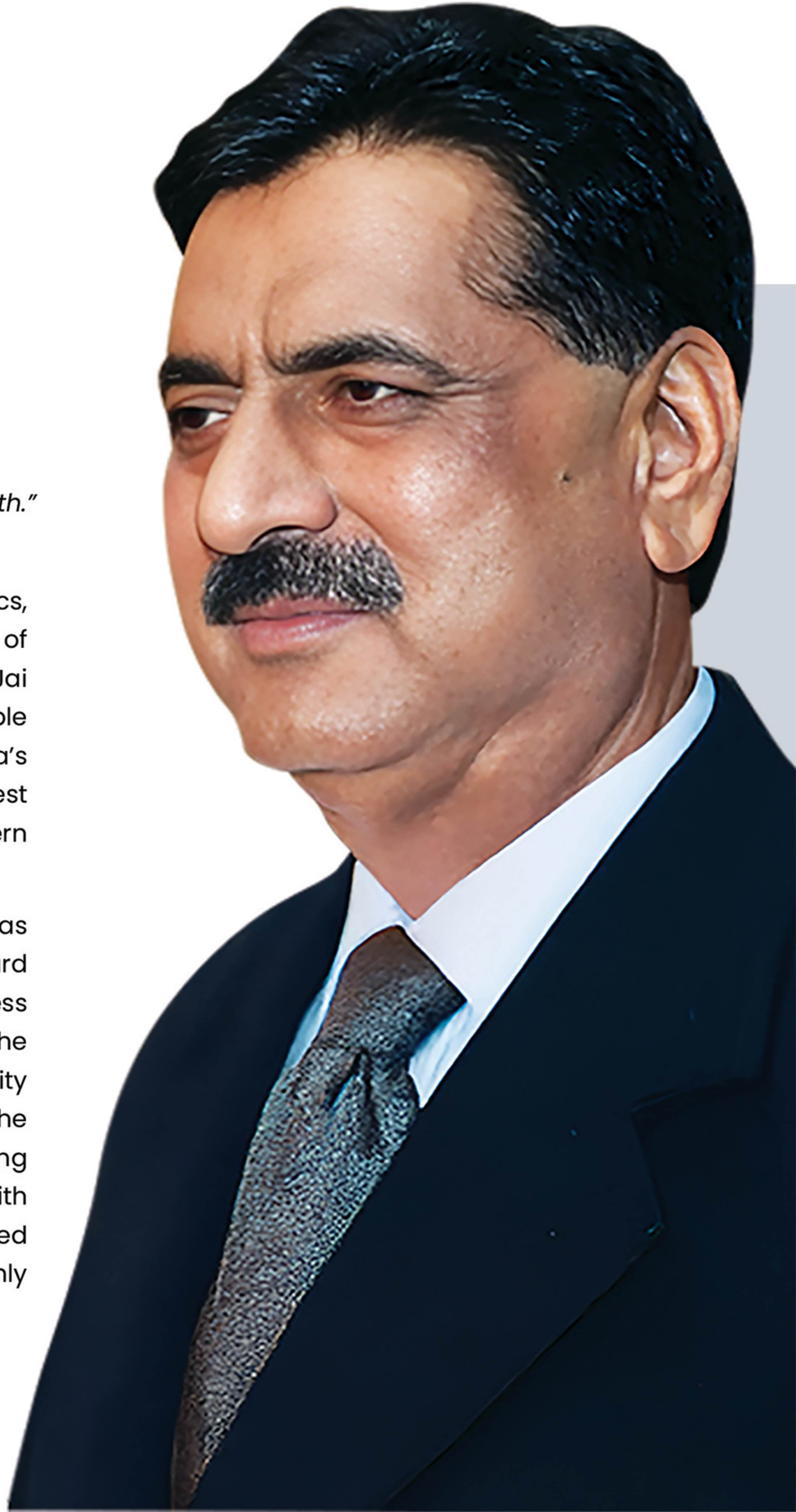
# Shri Jai Karan Sharma

## The Man Who Redefined Logistics

*"A person is great by deeds, not by birth."*  
— Chanakya

In the dynamic world of Indian logistics, few names resonate with the power of vision and determination like Shri Jai Karan Sharma. Born into a humble farming family in rural Haryana, Sharma's story is an inspiring journey from modest beginnings to pioneering the modern logistics sector in India.

From his earliest days, Sharma's life was shaped by simplicity and relentless hard work. Devoid of inherited wealth or access to formal management education, he built his future on a foundation of curiosity and an eagerness to learn. Starting at the grassroots—managing trucks, mapping routes, and forging strong bonds with both clients and drivers—he discovered opportunities where most saw only obstacles.





Sharma's unique approach to leadership has defined Chetak Logistics from its inception. He was never one to lead from afar; instead, he would work side by side with his team, listening to their challenges and aspirations. This hands-on, people-first management style became the backbone of a culture that values every team member and celebrates the dignity of labor.

His visionary thinking propelled the company forward. Anticipating industry shifts, Sharma initiated bold expansions and introduced innovative practices like "two-point delivery" and custom trailers, revolutionizing logistics for marquee clients such as Maruti Suzuki and JCB. His embrace of multi-modal transport, advanced warehousing, and just-in-time deliveries set new industry benchmarks for efficiency and safety.

Sharma's influence, however, transcended business. Committed to inclusive growth, he helped budding entrepreneurs and created thousands of livelihoods. Through philanthropic endeavors—including schools, hospitals, and community facilities—he uplifted underprivileged communities, with the Chetak Foundation carrying forward this legacy of service.

Jai Karan Sharma's journey stands as a compelling blueprint for success built on vision, humility, and the courage to innovate. His life is a testament to Chanakya's wisdom, proving that greatness is forged through deeds—transforming not just a company, but an entire industry and countless lives along the way.



Arun Arora





## Celebrating National Logistics Day

On National Logistics Day, we saluted the dedication and teamwork of our incredible Chetak Logistics team. Their relentless commitment to excellence drives the backbone of India's economy — logistics.

We're proud to play a vital role in connecting supply chains and delivering solutions that power progress.

## Client Appreciation from **Endurance** Technologies

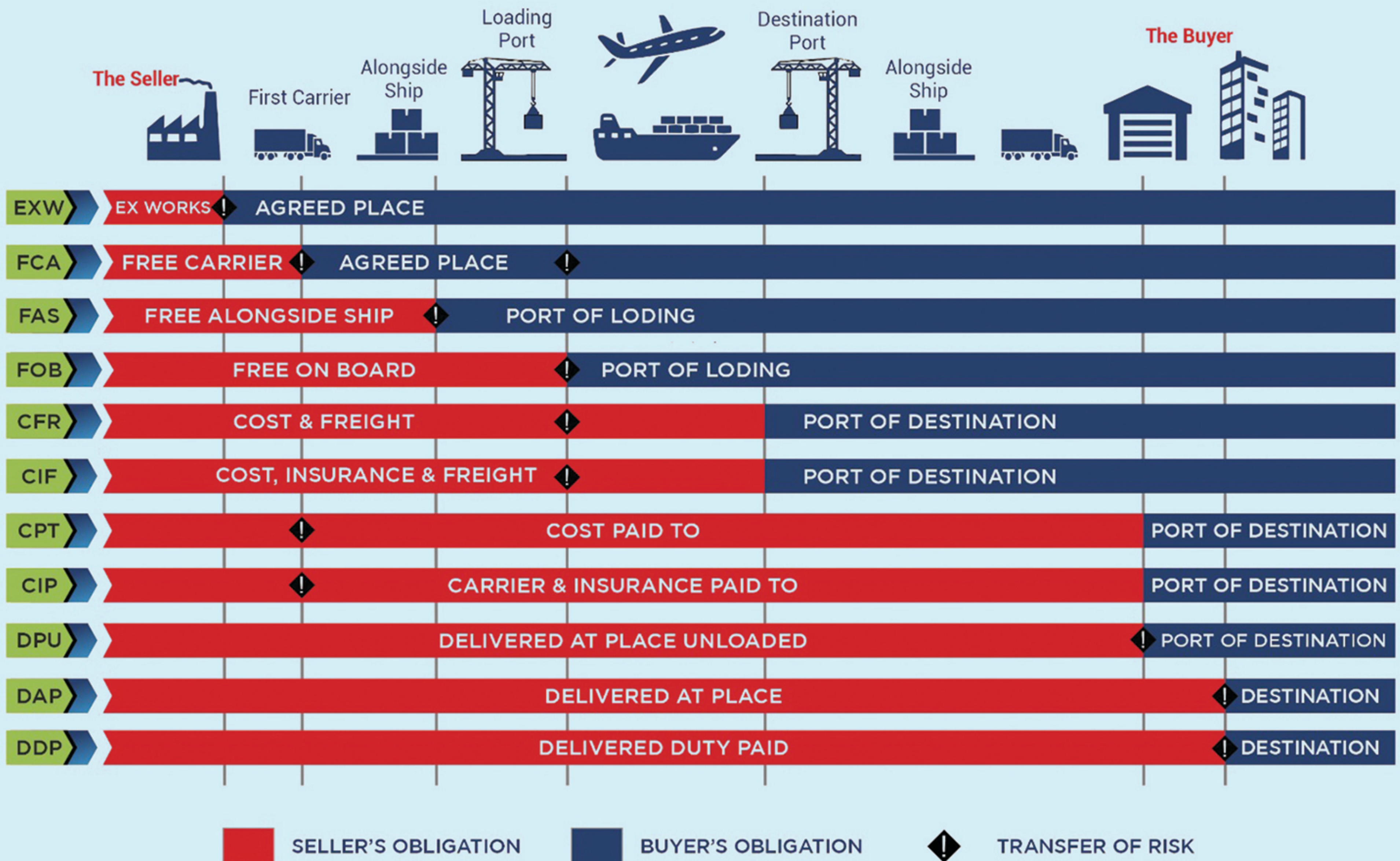
Chetak Group is honoured to receive a token of appreciation from Endurance Technologies for our top-notch transportation, warehousing, and delivery services at our Narhera warehouse.

This recognition reflects our team's unwavering focus on efficiency, reliability, and service excellence—a big thanks to Endurance Technologies for your continued trust and partnership.





# Simplifying Incoterms 2025 with Chetak Logistics



## Let us learn more about Incoterms 2025

Incoterms, short for International Commercial Terms, are a set of 11 pre-defined commercial terms published by the International Chamber of Commerce (ICC) that define the responsibilities of sellers and buyers in international trade transactions. These terms clarify who is responsible for costs, risks, and obligations related to the shipment of goods from one country to another.

Whether you're shipping under EXW (Ex Works) or DDP (Delivered Duty Paid), understanding who is responsible for what—and where the risk transfers—is essential for smooth and cost-effective operations.



## Chetak's State-of-the-Art Office and Warehouse at Nighoje, Pune



At Chetak Logistics, we take immense pride in our robust and strategically positioned West India warehousing network, which stands as a testament to our commitment to operational excellence, international standards, and unmatched customer service.

Our state-of-the-art facilities, located across West India, with 14 locations covering over 6 lakh sq ft, form the backbone of our supply chain operations in Western India. Each warehouse is equipped with world-class infrastructure, including solar panels for Power, water conservation storage, and other features that incorporate the best global practices in safety, automation, inventory control, and lean logistics.

**These facilities are trusted by some of India's most respected market-leading OEMs, including:**



BHARAT FORGE





Our warehouses not only facilitate efficient storage and dispatch, but also ensure real-time visibility, optimised space utilisation, and seamless coordination tailored to the specific needs of each OEM partner.

Our High-Racking systems are verified and meet international standards – we lead the Industry with our Infrastructural developments and reforms, featuring high-class floorings.



## Our Workforce is an Integral Part of our Journey in Conquering the Legacy

Along with our employees, our drivers have played a pivotal role in our journey to establish a legacy in logistics, standing as the driving force behind our operations and the face of our mission on the road.

Their commitment, adaptability, and professionalism are the Foundation, upon which our success is built, ensuring that every delivery is executed with precision, reliability, and care.

As we continue to evolve through innovation and more intelligent systems, our drivers remain at the core—embracing change, upholding our standards, and exemplifying the values that define our legacy. Far beyond transporting goods, they navigate challenges, foster customer trust, and represent the spirit of our brand with every mile. Our progress in reshaping the logistics landscape would not be possible without their tireless dedication and enduring impact.



# The Story of Logistics – The Backbone of India's Economy

Arun Arora



In the heart of India's relentless economic journey, there's a silent force that keeps the wheels of progress turning—logistics. Imagine a country of over a billion people, where goods traverse vast landscapes, connecting remote villages to bustling metros, and raw materials flow seamlessly into factories that power the nation's dreams. This is the story of India's logistics sector—a story of ambition, transformation, and promise.



## The Giant Awakens

Once seen as a behind-the-scenes player, logistics has emerged as a cornerstone of India's economic engine. In 2024, the sector is valued at a staggering \$317 billion, with projections soaring to nearly \$484 billion by 2029. The surge is fuelled by the explosive growth of e-commerce, a manufacturing renaissance, and the government's determined push to modernise infrastructure. Every parcel delivered, every shipment tracked, and every warehouse humming with activity is a testament to this sector's growing might.



## The People behind the Movement

But logistics isn't just about trucks, ships, and warehouses—it's about people. Over 22 million Indians derive their livelihoods from this Industry. As the sector expands, an additional 10 million jobs are expected to be created by 2027. From truck drivers navigating highways to data analysts optimising routes, logistics is a lifeline for millions, nurturing skill development and supporting families across the nation.

## Winds of Change: Growth and Innovation

- **E-commerce and Digitalisation:** The online shopping boom has sparked a demand for more innovative warehousing, lightning-fast last-mile delivery, and digital logistics platforms.

- **Government Reforms:** Initiatives such as GST, Make in India, and the National Logistics Policy are streamlining supply chains and attracting new investment.
- **Technology Adoption:** The sector is embracing IoT, AI, and blockchain, making logistics operations more efficient and transparent than ever before.
- Digitise and synchronise infrastructure projects for speed and efficiency.
- Support sustainable, green logistics through better planning and technology.

The new National Logistics Policy complements this vision, focusing on regulatory reforms, digital cargo platforms, and skill development to future-proof the sector.





## Champions of Change: Chetak Logistics and Mavyn

In this unfolding story, progressive players are leading the charge:

- Chetak Logistics is setting benchmarks in green logistics by adopting electric vehicles, sustainable packaging, and digital solutions to reduce its carbon footprint.
- Mavyn, a digital logistics start-up, harnesses the Power of AI and data to optimise freight matching, route planning, and real-time tracking, raising the bar for efficiency and transparency.

These pioneers demonstrate how traditional firms and tech-driven start-ups can work together to steer the sector toward sustainability and modernisation.

India's logistics sector stands at a pivotal crossroads. With bold investments in green technologies and visionary policies, it is poised to become a global leader, delivering not just goods but also economic growth, jobs, and a cleaner, more sustainable future for the nation.

### The Cost Conundrum

For years, it was believed that India's logistics costs hovered around 12-14% of its GDP. However, recent studies reveal a more optimistic picture: costs are now closer to 7.8-8.9% of GDP, thanks to improved infrastructure and more efficient operations. While still higher than the global benchmark of 6-8%, the momentum is in the right direction—lower costs mean greater competitiveness for Indian businesses.

### Building the Backbone: Modern Infrastructure

The transformation wouldn't be possible without a massive overhaul of infrastructure. New highways reduce travel times, dedicated freight corridors expedite deliveries, and modern ports manage ever-increasing cargo volumes. Multi-modal logistics parks are emerging, seamlessly connecting road, rail, air, and waterways. At the same time, digital platforms synchronise the movement of goods, reducing delays and boosting efficiency.





## Greening the Journey

India's commitment to a cleaner future is reshaping logistics. Stricter emission norms, such as the Bharat Stage 6 (BS6) standards, are prompting the Industry to adopt greener vehicles and alternative fuels. Electric heavy commercial vehicles (HCVs), such as the IPLTech Rhino 5536e and the Ashok Leyland Boss EV series, are making their debut, promising lower emissions and reduced operating costs. Yet, challenges remain: high procurement costs, heavy batteries that reduce payload, and the need for a robust charging infrastructure.



## Charging Ahead: The EV Infrastructure Challenge

Charging stations are popping up across the country—over 16,000 public stations as of March 2024, up from just 5,300 a year earlier. However, the distribution is patchy, and to truly electrify logistics, India must install hundreds of thousands more, especially along highways and industrial corridors. The road to a green logistics future is long, but the journey has begun.



## A Vision Realised: Gati Shakti and National Logistics Policy

At the heart of this transformation is the Prime Minister's Gati Shakti initiative—a national master plan to integrate and modernise the country's infrastructure. Its goals are ambitious:

- Reduce logistics costs to 8-9% of GDP
- Promote multi-modal connectivity





# Mavyn.in

Your Digital Logistic Partner An In-House Publication Of Mavyn



Mavyn is a technology-driven logistics company specialising in digital logistics in India. Chetak Group, the pioneer in the logistics industry in India, backs it. Mavyn is the first internet company in India to apply Artificial Intelligence (AI) and Big Data in the truckload logistics sector.

Mavyn is a digital, paperless, and faceless organisation that operates virtually across all of India, with no field workforce. It utilises advanced technologies to streamline the end-to-end transportation process, aiming to provide shippers with the best prices and services.

Mavyn signed up leading shippers in multiple industries after its launch in April 2018 under Chetak Group and carved out a separate identity, 'Arion Logistics Private Limited', on January 10, 2019. Currently, its transportation network covers 34 districts and 512 routes. Mavyn now enjoys 80 per cent lower operating expenses than traditional and large logistics companies in India.

Mavyn aims to become the largest truckload platform in the country, with its network spanning all districts of India and handling shipments exceeding 1,000 per day at an employee cost of 1 per cent, likely the lowest in the world across the trucking industry.



# MAWYN

A Blog By  
**Sachin JKS haritashH**



## Building Supply Chain efficiencies through Digital Trucking.

How technology in logistics and transportation can reduce inefficiencies in the supply chain management system, thus assuring integrated operations from customers to suppliers and ushering an era of disruption that will make companies rethink their supply chain processes.



### Logistics: The Integral Part

In India most of the company's logistics is the last priority but in Japan and USA it is an integral department which connects all departments. Perfection cannot be achieved, as perfection is not absolute, It can be at any point of time but at the same that has made benchmark for the next level. Similarly, in business inefficiencies cannot be eliminated, every process has space of eliminating inefficiency to bridge the gap between inefficiencies and perfection. Automatization and digitalization are helping to reduce inefficiencies by introduction of ERP, RFID, GPS, Sensors and other technologies.

Many companies tried to solve problems with advance technologies, but way forward is Digital logistics. In future shippers will get all the logistics services on smartphone app. It means a shipper will pay for the services for the time for which the service is being used rather than for a fixed period at market price, shipper can reduce cost by integration their system with logistics company without any physical intervention. Companies must redesign their entire supply chain activities to reduce logistics cost from 14.4% to 9 % of GDP.





The booming electronics manufacturing sector is facing manpower challenges of both blue-collar workers and engineering talent ► P 1

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WEDNESDAY, 28 MAY 2025

► L&T Eyeing Multi-Billion Dollar Defence Biz ► Unacademy Founders Looking to Move Out of Active Roles ► Legacy Auto Inc Revs Up Electric Play: P 1

## INDUSTRY PERSPECTIVE

ET INSIGHTS

SACHIN JKS HARITASH  
Director, Chetak Logistics



The key lies in blending short-term agility with long-term strategic thinking. Balancing short-term financial goals with long-term growth strategies in a volatile global economy requires a nuanced approach that integrates dexterity, flexibility, and strategic foresight. We at Chetak have been able to navigate economic uncertainties while ensuring sustainable growth and profitability by aligning immediate actions with overarching goals, fostering innovation, and maintaining adaptability.



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**छोटी बड़ी बात**

आज ही के दिन 2000 में भारतीय मूल के 69 वर्षीय लॉर्ड स्ट्राउजपॉल डिटेन के चौथे सबसे बड़े विश्वविद्यालय ब्रिटिश यूनिवर्सिटी के कुलपति नियुक्त किया था।

# दैनिक भास्कर

देश का विश्वसनीय अखबार

लखनऊ | वर्ष-09, अंक-211 | गुरुवार 08 मई 2025 | कुल पृष्ठ 18 | मूल्य 3.00 रुपये

झांसी, नोएडा, लखनऊ और देहरादून से प्रकाशित



बदला नहीं, संदेश भी है ऑपरेशन सिंदूर : 06



dainikbhaskarup.com bhaskardigital.com

क्यूआर कोड स्कैन कर पढ़ें ताजा खबरें

## बच्चों में सीखने के परिणाम राष्ट्र की प्रगति की आधारशिला हैं: देवी संस्थान के लीडरशिप सर्कल 3 में 10 राज्यों और केंद्र शासित प्रदेशों के 600 से अधिक शिक्षा नेताओं ने NIPUN 2027 लक्ष्यों को साकार करने के लिए मिलकर कार्य किया

लखनऊ।

देवी संस्थान द्वारा आयोजित लीडरशिप सर्कल 3 का समापन आज चर्च में बनी कर्पूरम सेंटर, सिटी कॉन्फेसरी लुधियाना, पंजाब में हुआ। दो दिवसीय इस संगोष्ठी में भारत के विभिन्न राज्यों और केंद्र शासित प्रदेशों से 600 से अधिक शिक्षा नेताओं, नीति-निर्माताओं और परिवर्तनकर्ताओं ने भाग लिया, जिसका उद्देश्य NIPUN भारत मिशन के तहत पाठ्यक्रम निर्देशिका और मूल्यांकन (FLN) आंदोलन को सुदृढ़ करना था। इस कार्यक्रम के मुख्य अतिथि श्री अमनीश कुमार अग्रवाल (आईएफए), मुख्य सलाहकार, गुजरात, उत्तर प्रदेश सरकार थे। अन्य विशिष्ट अतिथियों में राजस्थान पाठ्यक्रम निर्देशिका की पुनीत बाली, चेन्नई पाठ्यक्रम के कार्यकारी निर्देशिका श्री अरुण अरोड़ा, DDC केनोवा की CSR प्रमुख श्रीमती गीता भुरे-सैर, और HCL पाठ्यक्रम के प्रमुख श्री योगेश कुमार शामिल थे। गुरुवार की रात प्रमुख उपस्थिति रही देवी संस्थान के अध्यक्ष चंद्रशेखर और देवी संस्थान के बीच समझौता ज्ञापन (MoU) पर हस्ताक्षर, जिसके अंतर्गत विभिन्न ALFA कार्यक्रम के आयोजन पर सहयोग की जाएगी।







## Sachin JKS haritash bestowed with the Times Now Most Promising Business leader of Asia Award 2025

Our Director, Mr. Sachin JKS haritash, has been recognised with the Times Now Most Promising Business Leaders of Asia Award 2025.

This prestigious honour, broadcast on ET Now, celebrates his visionary leadership and our team's continued excellence in logistics, transportation, and supply chain innovation.

Sachin JKS Haritash, born in 1982, is a visionary entrepreneur with over 25 years of experience in transportation and logistics. A Delhi University graduate with a management degree from NMIMS Mumbai, he joined the family-run Chetak Group in 2000. As Director of Chetak Logistics, he has driven significant growth, increasing the company's revenue fivefold to over ₹1,250 crore, and strengthening partnerships with major auto OEMs.

He is also the founder of Mavyn, India's first fully digital, AI- and Big Data-powered logistics company. Mavyn operates without field manpower, offering a seamless, paperless, and cost-effective supply chain solution. Sachin's leadership is marked by innovation, strategic vision, and a strong commitment to collaborative growth.





# CRISIS MANAGEMENT IN CSR

## FEATURE INTERVIEW



Jessica Gandhi

### FEATURE

In an interview with Mr. Arun Arora, Director and Head of Communications (CSR) at Chetak Group, we uncovered insights into the world of crisis management under the CSR function. With a diverse educational background encompassing mechanical engineering, MBA, Hotel management, Journalism, and Mass communications, he brings a unique set of skills and knowledge to the professional arena. Mr Arora has a coveted experience of 32 years in the Public Relations industry. He has worked in renowned companies like Maruti Suzuki, GMR Delhi Airport, Jindal Steel and Power, GBK, Cane Oil and Gas, and Vedanga. He provided valuable insights on how to handle crises which are aligned with his own dynamic experience in CSR, in this exclusive interview for the PR Wire.

**Q** Can you discuss a time when you successfully turned a CSR crisis into an opportunity for positive change?

**A** During my journey as a communications professional at Maruti Suzuki, one particular instance left a significant impact on the entire organization, wherein all the employees, including young engineers and fresh MBAs, went on strike as they were unhappy with the organization's modus operandi. In response, our team decided to launch an effective social intervention strategy. We reached out to the families of the employees and explained our plans for various social interventions, including opportunities for them to have houses in the neighborhood and own a car in their late 20s or early 30s. Simultaneously, we conducted a need assessment survey in the areas where our manufacturing facility was located, identifying the localities' requirements. Immediate CSR interventions were implemented to address the needs of employees. Following these initiatives, we conducted an impact assessment survey to evaluate whether our interventions helped to meet the needs of the employees and their families or not. This comprehensive strategy proved to be highly successful in preventing the strike and enhancing the overall well-being of our workforce and their communities.

**Q** In light of your experience with crisis management in CSR, can you share with us about a CSR effort in times of crisis?

**A** If you're talking about CSR efforts in times of crisis, then let me share an example, during the COVID pandemic, we distributed dry rations to many individuals affected by the exodus from major cities, especially those going back to their hometowns, long miles away. Our team decided to implement two interventions through Chetak Logistics to address the immediate need for food distribution of sanitization kits and dry rations. The first intervention involved providing sanitization kits. These kits included essential items such as masks, hand sanitizers,

disinfectants, and informational materials on practicing proper hygiene. The goal was to contribute towards the well-being of the people by helping them maintain cleanliness and reduce the risk of infection.



**In Frame: Mr. Arun Arora**

The second intervention focused on addressing the immediate food requirements of the affected individuals. Given that many people were walking long distances without access to regular meals, the distribution of dry rations aimed to provide them with non-perishable food items. This included staples such as rice, lentils, pulses, and other essential items that are easy to transport and have a longer shelf life, ensuring sustenance for those in need. Both interventions were designed to alleviate the challenges faced by individuals during the crisis, aiming to provide not only immediate relief but also support for maintaining health and well-being in the midst of the challenging circumstances caused by the COVID-19 pandemic. However, when dealing with food distribution, there's a risk of issues such as food poisoning. In such cases, individuals might associate the problem with the source of food distribution.



# Appreciation



**Congratulations Mr Arora.**

Proud to have been associated with Chetak since the beginning. Working closely with Shri J.K. Sharma, we always believed in Chetak's vision. Delighted to see Shri Sachin JKS Haritash and Chetak Logistics featured in MOTORINDIA's 68th Anniversary Special Edition.

Our best wishes to entire Chetak team.  
Regards Gopal

From: Gopalakrishnan ( Ford )



Heartiest Congratulations on receiving Lifetime Achievement Sanmman at TV9 Leaders of Road Transport awards 2024. Salute to Late Shri J K Sir a great entrepreneur, innovator, long term visionary and a Leader of Society.

Regards,  
Sachin Kadam

From: Sachin Kadam ( TMCV )



Good News! Congratulations!! It is nice to learn that Mr.J.K.Sharma has got the lifetime achievement award in the field of Transport & Logistics. We wish Chetak to get many more awards in the years to come.

We wish the entire Chetak Team for extending wonderful support to Chetak family to get this prestigious award.

Thanks & Regards  
V.Seetharaman

From: Seetharaman ( TAFE )



Dear Arun,

"It is fantastic news to see Mr. Sachin Haritash being honoured with the Times Now Most Promising Business Leader of Asia Award 2025 – a truly well-deserved recognition for such an inspiring personality."

Please accept my congratulations and warm regards to Mr. Haritash and yourself for the job well done.

Warm regards  
Ramesh Arora

From: Ramesh Arora, CEO - Signature Hospitality Group, London



Dear Arun ji,

Many Congratulations on this great achievement of being recognized as the 'Pioneer of Logistics' at the SIAM Automotive Logistics Conclave! wishing Chetak group many more such recognitions Hats off to the visionary Shri Jai Karan Sharma ji.

Warm Regards  
VIJIT SHETTY

From: Vijit Shetty ( Avalon Consultants )





Capturing the Joy of  
*Birthday Celebrations*  
at Chetak





# **Funny Signs-Funny Language**

**Did I read that sign right?**

**In an office:**



**TOILET OUT OF ORDER....  
PLEASE USE FLOOR BELOW**

**Outside a secondhand shop:**



**WE EXCHANGE ANYTHING -  
BICYCLES, WASHING  
MACHINES, ETC. WHY NOT  
BRING YOUR WIFE ALONG  
AND GET A WONDERFUL  
BARGAIN?**

**On a repair shop door:**



**WE CAN REPAIR ANYTHING.  
(PLEASE KNOCK HARD ON  
THE DOOR - THE BELL  
DOESN'T WORK)**

**Spotted in a safari park:**



**ELEPHANTS PLEASE  
STAY IN YOUR CAR**

**In an office:**



**WOULD THE PERSON WHO  
TOOK THE STEP LADDER  
YESTERDAY PLEASE BRING IT  
BACK OR FURTHER STEPS WILL  
BE TAKEN**

**In a another office:**



**AFTER TEA BREAK STAFF  
SHOULD EMPTY THE TEAPOT  
AND STAND UPSIDE DOWN  
ON THE DRAINING BOARD**



## SERVICES OFFERED BY CHETAK LOGISTIC



☎ +91 8800 8800 00

✉ chetak@chetakmail.com

🌐 [www.chetak.co.in](http://www.chetak.co.in)



### Social Media



Chetak House, Kapashera Estate, New Delhi - 110037, India