

About - R K SHUKLA

R K Shukla - Indian Business tycoon and a Visionary Leader

R K Shukla is the Managing Director of Alkush Group. He is a Visionary leader and a public speaker. He leads a large number of Companies including Alkush Industries, Alkush Hospitality, Alkush Human resource and Alkush Properties. Established in the year 1996 with a different name, Alkush Group is one of the most diversified companies in India today. With a unique combination of products and services, Alkush group offers a world-class range of consumer and institutional products. Mr R K Shukla instigates the group with his excellent leadership skills and revolutionary ideas. As a leader, he drives an exclusive business model that inspires business expansions and leadership in the industry. He believes that the only way to achieve business transformation is by providing networking events, exchanging ideas, sharing learnings and researching to drive the business forward. His leadership force and effort have helped Alkush group to grow into a premier business hub.

Ram Kushal Shukla (born 12 June 1974), commonly referred to as **R K Shukla**, is an Indian Business tycoon, Investor and Philanthropist. He is the Managing Director of Alkush Group which came into existence in the year 1996 by a different name. He leads a large number of Companies including Alkush Industries, Alkush Hospitality, Alkush Human Resource and Alkush Properties.

EDUCATION & PERSONAL LIFE

R K Shukla is the youngest brother among the Shukla family from the district of Prayagraj in Uttar Pradesh. He spent his childhood in Prayagraj. He has a Master in Arts degree and a Bachelor in Arts degree from the University of Kanpur and the University of Prayagraj respectively. He also earned a Bachelor in Education Degree from South Gujarat University. Mr. Shukla and his wife, Mrs. Rekha Shukla, have two children, namely Shubham and Advaya. He is from the Brahmin community and is a vegetarian.

EARLY LIFE & CAREER > Early years > Journey

R K Shukla is known for his intelligence and knowledge. He was a bright student during all his education life and was the monitor in all the classes. Even though when he was studying in a village school with other friends, he used always talk about getting big someday. His dreams were always laughed at by his friends and cousins. But, It did not stop him from being determined and achieving those dreams.

As, he was not financially strong, during his studies he also looked after his farms which were in his village near the city Prayagraj. He was very fond of farming and always made better yields out of fewer resources as compared to his neighbour farms.

INTERESTS

R K Shukla is a voracious reader, he is very fond of reading mainly Autobiography, from which he takes a lot of inspiration. He is also an inspiring speaker who always motivates others. Since

his childhood, he was fond of plantations and has planted nearly 500 plants in his life. And in his school days, he was fond of Dramas, he played the main characters of Maharana Pratap, Sikandar, Abraham and Laxmana from Ramayan. He won elections held in Village and was elected as Vice-Pradhan in his Village.

IDEA OF BUSINESS

As R K Shukla always wanted to do something in his life he often had this question in his mind. One day, when he was sowing plants, his close friend came and said why don't you become a businessman. This statement was the first turning point of R K Shukla's Life. And then in his last year of college, his professor advised him to drop the other ideas of becoming a Politician, IAS and advised him of going to the city Daman to his Elder brother. And then he took Leadership Courses to enhance his skills and capabilities.

INCEPTION OF ALKUSH

The Foundation

Alkush is a leading private sector business entity. Founded in the year 1996 under the name "National Associates" providing canteen services to various industrial sectors and gradually this business took a turning point to hospitality service. Now, Alkush, which was started as a single venture, developed itself into a group of companies. It has successfully developed a wide range of interests consisting of manufacturing in the FMCG sector, construction business in residential, commercial and industrial sectors, HR Outsourcing; Consulting & Contracting and Hospitality Service Sector via hotel, restaurant & housekeeping. When Alkush engaged **in diverse sectors of business each of the businesses was working with** individual strategies & goals under different names. In the year 2011, all the ventures were transformed into a group venture with four vital segments that were focused on concrete and equal Vision and named Alkush. All the companies of the group stand with the corporate brand in the same way and the name and logo are used with the same value which unifies the group. Undoubtedly the brands have their brand mark but always carry the value of the corporate brand.

The Business

Alkush flourished its business in the manufacturing of consumer and institutional products. The business gradually grew with the association of more business-like hospitality services, restaurants, hotels, construction work and human resource contracting & outsourcing. During the gradual development of all these businesses, each company had an individual identity. In the year 2011 the managing director of Alkush, Mr R K Shukla who had been very passionate to enlarge the business into a big venture with a wide range of business solutions at one stop thus decided to merge each individual company under a single roof with a similar vision and broad objective of expansion on the whole.

This passion and ambition gave birth to Alkush as a single roof with different business objectives and activities which were:

- Alkush Industries Pvt Ltd
- Alkush Hospitality
- Alkush Human Resource
- Alkush Properties and Construction

Purpose

Dedicated to enhancing consumers' quality of life with effective solutions and creating a positive impact on society.

Vision

"To be a leader."

By driving excellence.

Developing innovative and efficient services and solutions.

Delivering the best in class quality, consistently

Mission

"To offer varied & unique products & services"

Alkush Group aims to provide a wide spectrum of unique services and solutions with the best talent available. We endeavour to offer complete, best-in-class solutions and augment our clients' base.

Values

We have defined 5 BASIC values - Teamwork, Passion, Integrity, Trust and Quality – that guide us at every step. Be it our collaboration with business partners, working together as a team or offering best-in-class service to our clients, the values form the fundamentals of our decision making. From simple everyday actions to transformational executions, our values shape our conscience.

Principles***Standard of Conduct***

We conduct business with honesty, fairness, and integrity. We respect the human rights and interests of our workforce. We care for the legitimate interests of our business associates.

Ethics***Use your wisdom in all the situations***

Our core business ethic emerges from the basic instinct of using one's wisdom and intellect to identify opportunities, imagine possibilities and overcome challenges.

The Challenge

When Alkush started its business journey, the biggest challenge was to develop a big business hub which was a big confrontation for the Alkush team in the competitive business world where every business was growing with pace. But Alkush took this challenge and finally in the year 2011 it conquered the competitive business world by putting its first successful step as a group business venture. Now the challenge is to bring up each brand of Alkush into the limelight and grab not only the Indian market but also the global market.

Alkush was born with a sense of a passion to grow and this passion already has led us to conquer many challenges to date, so there is no doubt that the vision is very soon going to be fulfilled by Alkush. The enthusiastic owner and encouraging team of Alkush is the boon and blood of Alkush, whose passion to propel Alkush to the top can conquer the business world in the coming decade.

QUALITIES

Leader

Mr R K Shukla's honesty, integrity and confidence inspire others to dream more, learn more, do more and become more. His commitment and passion towards his work makes him a leader. His creative mind and innovative ideas distinguish him from a common man. As a leader, he always empathizes with others but also empowers them by delegating the tasks according to their capabilities.

Visionary

Mr R K Shukla is a great leader with a clear vision of what he wants to accomplish in life. He has a distinct map in his mind to achieve his goals with excellence and by managing to keep his team together and motivated by side-tracking all the confusion and problems and at the same time organizing and executing his innovative ideas with the utmost care and concern for the people.

Philosopher

Mr R K Shukla is very friendly, modest and accommodating due to his philosophical nature. His openness and curiosity to learn new things make him an intellectual person. His mind goes beyond what you can see and experiences every emotion so deeply which gives him a better understanding of life. His wisdom in living life has helped him to grow his vision into reality. He is so diligent, dutiful and efficient. He is very active and social in his daily life. His knowledge, thoughts and discipline is the real reason for his success.

HOBBIES

Travelling

- Historical Places
- Pilgrimage
- Beaches
- Business Travel
- Cultural Tourism
 - engage with a country or religion's culture, activities such as rituals and festivals,
 - engaging with its history, people, culture and food

Reading

Nonfiction Books

- Autobiography
 - a person's life written by that person
- Biography
 - an account of someone's life written by someone else.
- Business/economics
- History
- Philosophy

Singing

- Classical
- Ghazal
- Romantic
- Spiritual
- Happy

Shayari

- Mushaira – Urdu poetry read at a social gathering
 - Sher-o-Shayari – it is a common medium for communicating feelings through sher.
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Blog About Mr. R K Shukla

Maintaining the qualities of leadership in a leader leads him to his success. Not everyone is aware of his leadership skills and knows how to execute them but the one who turns every stone down and builds a bridge on his way to success is a real leader. As it is said that Rome was not built in a day in the same way no one is a born leader. You have to polish your skills, the attributes of leadership have to be earned by oneself with perseverance because without the quality of leadership nothing can be done. Nothing can be created, modified or executed without the basic quality and that is leadership. With determination and passion for the work, one can learn leadership skills in his lifetime.

Mr R K Shukla (born on 12 June 1974) is an Indian business tycoon who is the chairman, managing director and the largest shareholder of Alkush Group. He leads a large number of companies including Alkush Industries, Alkush Hospitality, Alkush Human Resource, and Alkush Properties. He has pursued BA from the University of Prayagraj and MA degree from the University of Kanpur. He has also pursued a B.ED in Education from South Gujarat University. His talent was first recognized by his friends and professors who advised and guided him to come to Daman and become a successful entrepreneur.

He is a man of strong visions who can predict the future of anything essential for the betterment of society. He knows the potential of a common man because he has climbed the ladder from the bottom to the top. He believes in the excellence of his work. His company delivers the most innovative and complete services and solutions.

He is a calm and light-headed person whose patience is a forte. Though he is open to new ideas but he analysis everything in detail and then comes to a solution. He nurtures his every business with immense care and attention. He believes in smart work and guides the same to his respective teams. He is valued most for his virtues. He is a man of his words.

Mr Shukla when first came to Daman, observed the fast growth of the industries in this competitive business world and took that as a challenge to grow Alkush and made his company

stand among them. His passion, ambition and sense of a broader perspective to understand the need of the market made him conquer the competitive business world.

He is a wise man who presents his ideas with passion and confidence which connects him to other people easily. People learn so much from him. His knowledge is a source of inspiration to others. People are highly motivated by his visions. The wisdom he has for living life has turned his visions into a reality.

- He believes in opportunities and solutions.
 - He believes in passion and challenges.
 - He believes in delivering services with excellence.
 - He believes in inspiring and empowering the youth.
 - He believes in providing a better and safer environment.
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ENTREPRENEUR

MD of Alkush Group, Manufacturer & Marketing of FMCG brand products, Hospitality, Human Resource and Properties

QUALITIES

Leader - who influences a group of people towards the achievement of a goal

Visionary - thinking about or planning the future with imagination or wisdom

Philosopher - A person who practices philosophy, especially in an academic discipline

Administrator - a person responsible for carrying out the administration of a business

Rational - A person who is sensible and is able to make decisions based on intelligent think rather than on emotional.

Risk-Taker - A person who is willing to do things that involved risk in order to achieve goal.

Extrovert - An outgoing, socially confident person

Public Speaker - A person who gives speeches or lectures to a usually large group of people

Spontaneous - A person having an open, natural and uninhabited manner

Pro-active - Action and result oriented behaviour

Creative - A person who has a new way of everything, who has a different perspective

Artist - A person who is skilled at some activity

Spiritual - A person who believes in religion and associates himself with it

Political - who is interested in politics

Versatile - who is able to adapt things easily

EXPECTATIONS

Risk-taker – who is willing to do things that involve danger/risk in order to achieve a goal

Ambition and determination – A person who has a strong desire and determination to achieve success

Long-term planner – who thinks on a larger scale and also plans for the unforeseeable future

Responsible for company's performance – who takes responsibility for the performance of the company

Sense of equality for people – who never distinguishes among his employees

Develop strategic plans – Who develops strategies for the future

Quality - Consumers expect good quality products from the manufacturers

Fair pricing - Consumers expect fair pricing of company product

Long term business - Channel partners expect a long-term relationship with the company

SPEAKER

Professional- educate, motivate, inspire, encourage

Keynote – Motivational, Inspirational, educational, celebrity

Seminar leaders –Educational

Workshop facilitators – guides to a group of people

Trainers – training, meetings and conventions

Industry speaker – e.g. Strategic, Marketing etc

Entertainer – humourist, comedians, skit, industrial show etc

Combination program speaker– Combination of entertainers who are professional speakers and also very motivating.

GENERAL

Social activities – get involved socially with people such as personal meetings, functions etc

Political - A person who is interested in politics

Personality Building

Image Building

Long Term Goal

Specific core area

Speech

Quotes

Social, Print, Event

Big Projection

Perception

Use words repetitively

(Speaker, leader, PR, Marketing, Designer, Stylist)