

WE '♥'  
WHAT  
WE DO

# VJCONNECT

MAY & JUNE 2022

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# editorial

A GO GIVER BY NATURE & NOT A GO GETTER.

**W**hen you love what you do, it reflects in the work you do, the love and respect you earn, and the appreciation accorded to you. This philosophy is the foundation of every single activity undertaken by us. It is what empowers us to be a good organisation, and inspires us to keep challenging our peak potential.

Quality Homes at Affordable Pricing- is the dream of most of us when we wish to buy our new homes. We aspire to build an eco-system where we have continuous business through continuous improvements & enhanced customer experiences. Our solid foundation of trust has been built over the years. It is due to this trust that we have earned the respect and goodwill which we personify today.

A journey that started with 5-7 units a month has now up scaled to approximately 200 units a month. And this expedition has given us so many fond memories of our happy home buyers which will always stay very close to our hearts. We want to contribute

to the Real Estate in a way that we give happy home buyers, who relish buying & all our vendors find it easy to work with us. So the vision is not just product selling but to build a VJ Community which we fondly call our VJ Parivaar.

We want VJ to become a great brand (inclusiveness) and not a big brand (big in numbers). We are trying to reach out to as many customers possible through various segments and channels. We are extensively working on our growth plans and have opened many channels to reach out to people. We believe we should be the facilitators of happy homes, delivering quality and creating value.

Sales are bound to happen when everything else is right when done with a clear intention.

And when we speak of passion, we mean every word that we promise. Perhaps that is why we have a consistent track record of on-time delivery and a growing family of loyal customers. Our vision for the future is building more goodwill and creating even more happy communities, with the strong foundation of our corporate philosophy and core values.

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**MR. NILESH GORE**  
VICE PRESIDENT- SALES



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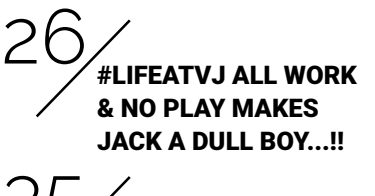
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# VJ BOX CRICKET



It happens a lot of times when people plan to do some exciting stuff but then it gets parked to an unknown future date. This is what was happening with us from last 2 years. Finally, it took 3 Covid waves, 2 lockdowns and numerous planning's to execute our VJ UNITED BOX CRICKET TOURNAMENT.

We kept a few mandates for the participants and scheduled a Practice Match on 16th March to boost the motivation & morale of our VJites. The event was held at the Runbhumi- The Multisport Turf (Balewadi). It was an Internal Employee Engagement Event. All the interested employees across 45 groups (departments) came in numbers to participate. The final match took place on 26th March with 8 teams comprising of 10 members each. From Players to

audience, everyone was seen enjoying the event in their Specific Team Shirts. Professional Commentator and Umpire were also called for the smooth running of the event.

It was a knockout game. Game Swingers, Power Hitter's, Trophy Fighters and Boundary Aimers made it to the Semifinals. But eventually, Power Hitters and Trophy Fighters made it to the finals which started around 9 pm. We saw a nail biting final match with Trophy Fighters clinching the title by defeating Power Hitters by just 1 run. The crowd went crazy with excitement and everyone enjoyed a lot. The occasion was glorified with the presence of our Honorable Chairman Mr. Vilas Javdekar and our Technical Director Mr. Sarvesh Javdekar whose

## WINNER



# CONGRATULATIONS



# TOURNAMENT- 2022

presence motivated the players.

The audience was served with refreshments and a mini dose of entertainment. Watching their fellow colleagues play or see them loose, one way or the other it was an entertaining evening for all. The coach fuelled everyone with confidence and enthusiasm, everyone felt "How's the JOSH?" moment.

All the participants received a Medal for appreciation and Trophies were provided to all the winners in various categories.

It was a Fun Activity for all VJites. Boys and Girls both participated and cheered for their respective teams.

**THE WHOLE OBJECTIVE WAS TO CREATE A RECREATIONAL BREAK AND ENCOURAGE EVERYONE TO PARTICIPATE AND PLAY A HEALTHY GAME.**

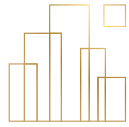


SCAN QR CODE TO VIEW VIDEO



## RUNNERUP





yashwin  
ORIZZONTE  
MHADA

# पायाभरणी समारंभ



**B**uying a new home is always considered as a milestone in any one's life. And at VJ we want to make it even more special for you. We make sure that you get updated about each level of construction of your dream home.

Payabharni is the first time we get the new neighbours come together on one platform and celebrate their new beginnings together. When the construction reaches the 'plinth level' we ask the homebuyers to participate in this Foot laying activity.



On 1st May, a Payabharni event was organized for the home owners of YASHWIN ORIZZONTE MHADA Building.

Every family dug plots using shovels and contributed in the construction of their new home. Women were greeted with Oti's and each family was given a box of sweets.

We at VJ have been following this tradition of calling our customers at the site so that

they get memories attached not only with their flats but also with the place and its soil from its plinth stage.

It was a cherishable day for all who took memories wrapped in the photographs along with them.





**WE BOUGHT OUR 2ND FLAT IN YASHWIN ENCORE AFTER 1 YEAR OF BUYING OUR 1ST FLAT HERE. AND IT WAS ALL BECAUSE OF THE TRUST & TRANSPARENCY THAT WE SHARE WITH VJ. EVEN TODAY, THE CREW IS VERY HELPFUL IN FACILITATING ALL THE PROCESSES FROM SHOWING THE FLATS, TO THE TREE PLANTATION ACTIVITY. WE WILL ALWAYS REMEMBER THE TREE PLANTATION THAT WE DID HERE. THANKYOU...!!**

**VISHAL LODHA & VINAY LODHA  
B1B2 - 1301 & 2101**

## SITE VISIT & TREE PLANTATION

It is always a feeling of great joy to see your house at every level of its construction. Specially, when its nearing the possession time. We organised a site visit program for the home owners of Yashwin Encore on 26th of March. The event started around 10 am with the VJ Home owners coming together with their families to visit their flats and see the updates of its construction. There were volunteers &

Engineers with each family to guide them about the activities in the event followed by their flat visits. A helpdesk was also available to resolve the queries or concerns of the VJ Home Buyers. We also organised a Tree Plantation Activity on this day where people enjoyed the opportunity to plant trees with their own hands in the society. To put cherry on the top there was a refreshing breakfast arranged for everyone to enjoy.



# OPENING CEREMONY



**RYAN**  
INTERNATIONAL ACADEMY



**S**chool is a place from where a child starts his journey to a formal Education. Where you start a new life, make friends and get your basic understanding for the world around you. A School plays a key role in developing & shaping your knowledge, skill sets, values and moral beliefs. It is of paramount importance to lay the correct foundations and instil the best Moral Practices in a child for his overall growth and development.



When we move to our new abodes, we are equally anxious about our children's education and schooling. Especially if they have to move between sessions. In the month of April "Ryan International Academy" successfully inaugurated their branch near our site 'Yashwin Hinjawadi'. Honourable chairman of Ryan International Group of Institutes, Dr Augustine F. Pinto and CEO Ryan Pinto led the session. Our esteemed chairman 'Mr. Vilas Javdekar' graced the inauguration ceremony with his presence along with Mr. Sarvesh Javdekar and Mr. Aditya Javdekar.





# MOCK FLOOR AND ENGINEERING EXPO

**H**ome buyers are always curious to see how their future homes will look like. Its appearance, structure and the material used in the construction, etc. We organized a Mock Floor & an Engineering Expo. First time in Real Estate, we had done a Full Mock Floor (and not just one apartment) at Yashwin Orizzonte for the better understanding of our new home buyers. Where a complete picture of your flat, entire floor lobby, some services, home orientation etc, were given. VJ stays true to its promise of "Get What You See". This event was arranged for the

owners of Yashwin Orizzonte A and B wing. The Mock Floor showcased actual flats with all internal fittings and materials that we are going to give in the flats along with the entire floor lobby. So that they get a clear idea of how their home and floor would look like. Our site engineers were present to guide people and resolve their queries if any.

After which people proceeded to the Engineering Expo Stalls where homebuyers learned about the Best engineering practices that VJ follows. There were various stalls to update you about



The idea of Mock Floor is fantastic. This is something I have never heard before and experiencing it for the first time through VJ. This is my 3rd property in Pune but we did not experience it elsewhere. Now, I have a complete idea of how my flat would look like so I can plan out things accordingly. They have also arranged a Euro School Tour for us. It is a great idea as we were very concerned for our child's education. It feels great to be a part of VJ.

**Mr. Dhirendra Singh Jadhav**  
Yashwin Orizzonte | A 2206

the construction journey of the project, Good Engineering Practices, Upgradations made, the Green Building Practices, Defect free Construction Practices, etc.

Shifting to a new home at a new location makes the parents very anxious about their kid's education and schooling. Being a VJ Parivaar member you need not to worry about it. We also arranged for an exclusive Visit to Euro School

(Kharadi) which is 2 mins away from Yashwin Orizzonte. So that admission Preference could be given to our kids.

People were extremely happy to have experienced something of this sort for the first time in Real Estate. The transparency & concept of Mock Floor & Engineering Expo was unique and novel. All went well with a delectable meal and refreshing summer drinks.

## EURO SCHOOL VISIT





# MANDIR STHAPANA

**A**t VJ, we believe that spirituality brings with it a sense of comfort and strength that helps us in the toughest of times. And so, at every VJ project, we have devotional spaces that give people a space to connect with the Almighty and feel assured and relaxed in both happy and stressful times. As Mrs. Kalpana Javdekar says, it is not about superstition, but the undebatable spiritual

connection that all of us have within us.

This blessing came alive at YashONE Hinjawadi as we did the Mandir Sthapana at the project site before the handover of the project. The ceremony started with the rituals that celebrated the sanctity of the space with Punyahavachan, Navgraha Sthapana and Pujan, followed by Aavahan Pujan of the 3 deities - Krishna, Ganpati





and Devi - the idols of whom are placed in the temple at YashONE Hinjawadi.

ceremony. Mrs. Kalpana Javdekar had got with her homemade Sheera as prasad to be given away to everyone. The homes and community at YashONE Hinjawadi got a fine blessing of a lifetime, with this auspicious event at the site.

An elaborate Hawan and Poornahuti was completed with the Balidaan ritual. Aarti, Kalash Sthapana and Dhvaj Sthapana concluded the



## UTENSILS GIVEN TO LABOURERS AT SITE

#PEOPLEFIRST



**W**hen you can give without expecting anything in return, you have mastered the art of living. We should not get tired of doing little things for others, sometimes those little things occupy the biggest part of their hearts. And our VJ IndiLife staff lived an example for others. They realised that our site labourers were struggling for getting even two meals a day. They were quick to take a note of it and decided to get it accredited by the Government. They were overjoyed to have resolved this major issue faced by the labourers. But this was not it. There was another major concern

awaiting them. They now saw people standing in queues with plastic bags or used plates to have food. At times they would wait for their fellow friends to finish their meals so that they could borrow their plates to have food in it. Their heart came out seeing this struggle. They soon realised that they arranged for the food but have not curbed the entire issue.

So they decided to come together and contribute for the cause. The site team created a fund out of their own contributions and extended their helping hands one more time. This time they brought Stainless Steel Plates for all the workers so that none of them had to use those dirty plastic bags or wait for their friends to finish their food first. They could wash these plates and reuse them many



a times. Now they could all sit together and eat together.

There can be no greater gift, than that of giving one's time and energy to help others without expecting anything in return. It is a part of being a person to help others. Remember doing good without expectations because some fragrance always clings to those hands who distribute roses.







# NOW SOLVING, THE TWO BIGGEST WORRIES OF LIFE.

Buying a home is the biggest worry. This is closely followed by selling and renting. While the first worry has been solved by many, we'll be happy to connect you with someone who can fix the other two.

## PRESENTING RSVP,

Rent & Sell Verified Properties, a venture that helps VJ homeowners, rent and sell their VJ property.

### HIGHLIGHTS

- ✓ An exclusive offering for VJ homeowners
- ✓ Driven by an expert team
- ✓ A dedicated desk with full transparency

So, if you are thinking of buying or renting your VJ home, call RSVP today!

✓ **8956213237 | 8956146072**



**VJ** | VILAS  
JAVDEKAR  
DEVELOPERS

PRESENTS

# PARTNER CONNECT<sub>2022</sub>

NETWORK | GROW | PROSPER

**P**artner Connect 2022 took place on 12th May 2022 at JW Marriott Pune. This event was predominantly organized to thank all our partners and specially the financial institutions who have contributed to our growth in the last financial year.

The highlights of the event were the key addresses by our guests, Mr. Gautam Chatterjee (Founder and Chairman of MahaRera) who spoke on the completion of 5 years of RERA along with Mr. Suhas Diwase, Metropolitan Commissioner PMRDA. The event then progressed to the next segment with our CEO Mr Aditya Javdekar

and Technical Director, Mr Sarvesh Javdekar addressing the august gathering of partners and VJ Family. We were delighted to go down the memory lane and watch the growth trajectory. We left enlightened with the development vision that the senior leadership communicated to us. Through the exuberance of the evening, we welcomed our new Chief Financial Officer, Mr. Rohit Agarwal.

The programme concluded with great fellowship over delicious dinner. The evening was a perfect manifestation of "We Love What We Do" and it's just the beginning.



# लोकमत

## चिंहेचकारलव वज्जवे



**A**ppreciations & recognitions are always gratifying and fills our heart with a new zeal & enthusiasm. An acknowledgement of your dedication & hardwork always inspires you to be your own competitor and brings the best out of you. Humility and compassion are the key. Mr Vilas Javdekar is a well-known name in the Real Estate Sector of Pune. He has always been the pillar of strength for all the VJ Parivaar Members who

look up to him for inspiration. His dedication & sincerity always reflects a positive attitude towards everything in life. It was now time to present an award to this great gentleman in the honor of his valuable contribution to the Real Estate Sector.

It is a moment of great pride as our Chairman Mr. Vilas Javdekar got honored by the Lokmat Vishwakarma Award by the Central Minister Mr. Nitin Gadkari at the JW Marriott Hotel.

The award was given to one person but every VJite celebrated this achievement with great enthusiasm. The smile on his face while receiving the award is the symbol of satisfaction that you derive when you do great work purely out of your passion, dedication and hard work. This award signifies the great work he has done in his life and about his contribution in uplifting the life style of the larger mob.

Many congratulations Sir.



# CELEBRATED हनुमान जयंती



**H**anuman Jayanti is celebrated all over India in the month of Chaitra of the Hindu calendar to mark the birth of Lord Hanuman. It is an auspicious day and is celebrated with immense joy and happiness.

Hanuman Jayanti was also celebrated at our Yashwin Encore site on 16th April. This time the people in the Society were also joined by their neighboring societies in the celebrations. It is said that Lord Hanuman was born during sunrise prayers and therefore he is worshipped in the early

morning hours on this day. The celebrations started at 6 am in the morning with a Puja and the environment got pure & pious with the bhajan's that were played on the speakers. The residents took the initiative to prepare the prasads in their homes and brought them in the Puja for offerings. It was a joyous event and people participated with all their hearts. Events like these give people the opportunity to come together and celebrate as one big happy family. Approx. 150-200 people came together for the event.



**HAPPY VJ  
COMMUNITIES**



# MOCK FLOOR & ENGINEERING EXPO



**A**fter buying our dream home we always have the anxiety of how will it look, did we make the right decision, will it be made with proper techniques etc. As some people buy houses for the first and last time in their life, so they are super excited about the construction of their homes. Taking this into consideration we at VJ have made sure that you don't have to experience this anxiety by arranging a Mock Floor and Engineering Expo.

The task is simple. After a home buyer sees a sample

flat during the launch phase and books an apartment, we call them on site after a few months to show how the project is shaping up and for that an actual Mock Floor is made ready. There are also certain products in the sample flat that get discontinued or become unavailable or get obsolete as we proceed on the construction part. We at VJ believe to be transparent throughout the project journey. And therefore we make sure that you have a complete idea of not just your flat but the entire floor leading your home is made ready.



A Mock Floor and Engineering Expo was organized for YashONE Infinitee C1C2 and D1D2 wings on 30th April. The customers clicked pictures, made videos so that it can always be with them in their memory lane. Simultaneously, there was also an engineering expo arranged in which we had installed 12 stalls on the site which explained the Construction Journey, the

Project Timeline, Upgradations made, Green Building Practices, our Future Projects etc. Such events play a pivotal role in creating transparency. They also give an opportunity to convey the quality of materials used in construction and also about the best engineering practices that VJ follows.



# CREDAI STUDY TOUR AT YASHWIN ORIZZONTE, KHARADI



**T**he Confederation of Real Estate Developers Associations of India (CREDAI) is the apex body for private Real Estate developers in India. This National Body with 23 State level Associations and 189 City level member Associations across the country has over 11940 Members.

CREDAI-Maharashtra i.e. the Federation of Promoters & Builders Association of Maharashtra was established in 1994. The

total Membership of CREDAI-Maharashtra is around 2650 member developers compassing over 70% of the organized private development in the State.

It has been hosting study tours and meets for all the builders in the industry from last few years. This time we took the initiative to share our knowledge & experience with the Credai Members from various cities across Maharashtra.

The event started at around 10 am with around 200+ builders at our "Yashwin Orizzonte site in Kharadi".

The site was bifurcated into zones to showcase different techniques and practices used, such as Table Form Technology, Solar PV Panel's, Mock Floor. All the developers were then taken to the site visit showcasing all the zones and educating them about the best engineering practices included in our workings.



# “

I don't have words to express our gratitude on behalf of CREDAI MAHARASHTRA GROUP. The entire tour was organized & prepared in such a way that it covered all the aspects about the project & gave a great learning experience. We are thankful to Mr. Vilas Javdekar, Mr. Aditya Javdekar & Mr. Sarvesh Javdekar for giving us a memorable learning experience. We are delighted & short of words.

**Mr. Sunil Kotwal**

The event was glorified with the presence of our honourable chairman "Mr. Vilas Javdekar" along with our CEO Mr. Aditya Javdekar and our Technical Director Mr. Sarvesh Javdekar who further shared their knowledge and experiences about the advanced processes adopted in the making of the project. It was followed by an interactive Question & Answers session where we tried to answer the queries of all the members who looked up upon us.

It was an enlightening day, structured in a manner that everyone gains from the exchange of knowledge and experience of another. To beat the heat our delegates were treated with Coconut water and Sugar Cane Juice which was followed by a scrumptious meal to end the day.





Peace is impossible to put a price upon and in most areas of life, unattainable, but purchasing your own home affords you a grand measure."

As they say - to buy a nice home is to buy a better way of life. To choose a better way of life is to work towards well-being, and isn't well-being what's paramount?" Years of commitment, perseverance, hard-work, and a lot more is what it takes to fulfil a dream – "I want to buy my own house". We at VJ value your emotions behind those sleepless nights and the hours you slogged at

your workplace to make this happen!

VJ as an organization neither believes in the word "employee" nor in the word "customer", we intend to grow ourselves as a Family and that is why we are referred as VJ Parivaar. And when we are a Parivaar, we celebrate the victories of our family members with warmth, love, and passion.

Gudhi Padwa – 2nd April 2022, one of the most auspicious days in Hindu mythology gave us another opportunity to commence the Gruha Pravesh Pooja and celebrate the Happy





Neighbour's Day with our revered Parivaar Members who concluded VJ as their first choice while buying their new abode at YashONE Hinjawadi Phase 1.

8 AM in the morning and our site was already overwhelmed with ecstasy. Our new Parivaar members were so joyful and exuberant being a part of our family and we at VJ tried our level best to leave no stone unturned when it came to making our new Parivaar Members feel welcomed, respected, and worthy.

The event started with Gruha Pravesh Pooja of Wing A and B wherein, each floor of the wings was assigned a dedicated Guru Ji for the rituals. Additionally, each floor had a Dhol Wala inculcating tremendous energy in the celebrations with showering

# SHILPIT GITHI



GUDHI COMPETITION



GRUHA PRAVESH CEREMONY



KIDS ACTIVITIES



KIDS PLAY AREA INAUGURATION



DRUM CIRCLE



FUN MIRROR



SACK RACE



MAGIC SHOW



ZUMBA



LIVE BAND



MULTIPURPOSE HALL INAUGURATION



TUG OF WAR



DJ NIGHT



of flowers in parallel. The complete lobby was wearing the fragrance of the exotic flowers. And our members were feeling nothing but "Joy".

The Possessions of Wing C, D & E still had time, but we did not leave our Parivaar members from that zone isolated but invited them for the celebration of Happy Neighbour's Day. The objective was an ice-break session amongst the Neighbours, an attempt to establish trust and sense of belonging with your new home.

The Site, YashOne was bedecked with flowers and lights, beautiful!!! Are we at a wedding? Haha, yeah the same question did strike a lot of people. But this is what we do at VJ, we welcome our new family members exactly in the same fashion. Our objective is to make them comfortable and start the new journey full of joy and love. The temple inside the society was inaugurated with a Grand Aarti. All



the amenities in the society were inaugurated too. Other activities as part of the event included Flea market, Food Stalls, Games, Live Music, Drum Circle and what not. Kids were having a gala time with their ice gola's as they saw their parents participating in the Lemon & Spoon Race. Tug of war, Story Sessions from Aaji's (Grand Mothers) were endearing.

The event was further addressed by Mr Sarvesh Javdekar who shared his fond memories associated with the project. The giant Mango Tree at the entrance and its tranquillity has always been alluring. The vision with which VJ started this project had great quotient of value and emotions.

As all good things come to an end so did this event, leaving us with nothing but a huge smile and satisfaction. And this is just a beginning of a new society.





# #PEOPLEFIRST

Our Home Inspect team at YashONE Hinjawadi treated the children at the Labour School with some snacks and stationery without any occasion. They wanted to spend some quality and meaningful time with these cute little stars.

We had around 30 children and 2 teachers who helped us to exhibit our emotions.

There were many fun activities conducted and we enjoyed as much as the kids. At VJ we believe in "People First", and this act just displayed how we try to achieve it.

**YASHONE**  
MAAN-HINJAWADI

**SCHOOL CHILDREN  
SNACKS PARTY**

# #LifeAtVJ

**ALL WORK & NO PLAY  
MAKES JACK A DULL BOY...!!**



**I**t is very important for any organization to value its employees as much as it values its customers. We keep on working day on day tirelessly to serve our best to our respective stakeholders. But the hectic schedule faced by an individual directly affects the efficiency of the organisation he or she is employed with. As this pressure increases, so does the need for its

release. It was a much needed break for our Yash 101 team members.

We had a fun filled evening on 28th April. No special Occasion no special purpose. Just a bunch of people who wanted to be with their colleagues without discussing work. And what better way to do that than playing ANTAKSHARI...!!

We also got to know that we have some really good singers amongst us. And motivated them for Solo Performances too. Oh what an evening it was...!!

And that is how we got energized and fuelled up for the upcoming challenges awaiting us.



**H TO H**  
HOUSE TO HOME

**INTERIOR  
EXPERIENCE CENTRE**

*Opening*





## WE ALL FACE THIS

**M**any of us find a hard time to appoint a smart interior designer/ architect for our home, who would convert your desires and necessity into your dream home through design. Who would not want their house to be designed as per their choice, everyone would at least once in a lifetime. But we

all face the same issue about right material, good quality of product, great finishing, timely delivery/ completion, less rework, and the most important nuisance on site. We have taken in consideration all minute things including all of these aspects as well to make your dreams come true with right people and correct guidance.



## WHO ARE WE

**W**e are a team of 35 young Architects, Interior Designers, Lighting Designers, Engineers and Skilled Labours. We bring across the table new ideas, compact furniture ideas, innovations in product, quality check & control to serve you even better. Our Design Studio is a crazy place to be at and we would love to invite you to visit our studio to understand better who we are.



**LET'S  
BUILD  
YOUR  
HOME  
YOUR  
WAY...!!**

## WHAT DO WE DO

**W**e believe we are the only team who provides an End-to-End Interior Solutions for your apartment at a mass scale. We take all kinds of requests from changing your room layouts to room interiors. We have no minimum budget criteria for any home buyer. We are happy to install even a single nail to

showcase your family photo on the wall, to also installing a Jacuzzi in your bathroom. We also help you design, visualise, budget and then finalise without a rush. We have financial bank tie-ups to boost your dreams and not worry about the funds for your interiors, so that you can happily convert your house to your dream home.



## INTRODUCING

Introducing you to the “House To Home Experience Centre”, one of its kind furniture store with a display of more than 100 products for you to select from. This experience centre would help you to visualise your spaces the way you want. Also this will give you a clear idea of our quality, service, and commitment

towards your home as well. We have curated spaces like living rooms, kitchen, dining, bedrooms, bathrooms at the display centre for you to choose the type of home you are looking at. We have a team of interior designers who will help you understand the spaces and relate/ compare to that at your house. We also have a few

artefacts, mirrors, wall art, wall clocks for you to pick, pay and carry home.

We believe that a home can be curated only with emotions and warmth and we would respect, so let's build “YOUR HOME YOUR WAY”.

We look forward to welcome you to experience the transition of a “House” to a “Home”.



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**MR. ANIL KALE**  
JUNIOR ENGINEER

# THE STORY OF WILL THAT CONQUERED THE DROUGHT



**P**aani Foundation organises the Satyamev Jayate Water Cup. Mr. Aamir Khan, the Founder of Paani Foundation, came up with this innovative idea to make the villages in Maharashtra, drought-free. The main objective of this initiative was to promote rainwater harvesting, its storage and raise the ground water levels by percolating it into soil. My first interaction with this initiative was a song that I saw on Youtube. It was the anthem song 'Toofan Aalaya', which announced the competition by the Paani Foundation. The competition had helped many villages across Maharashtra to conserve water and become drought-free. This made me bring together the youth from our village and push them to participate in this competition. We visited the Taluka level and enrolled in the competition following which 5-6 youngsters from our village were invited to

Ralegan-Siddhi for training in dam building, contour bending, farm pond, C.C.T., LBS weir, riverbed deepening, plantation and more.

We had decided to do everything possible to make our village drought-free. We then brought everyone in the village together and started working step by step towards our mission. The 45-day programme gave me new learnings every day. We used to work 4 hours during the day and 3 hours at night. We worked non-stop for 45 days of the competition period. The Paani Foundation team visited our village to review our work, but the fact was we didn't participate to win any prize. We just wanted to make our village drought-free.

But the best was yet to come. On the 12th August 2018, our village was awarded by the Paani Foundation in a grand ceremony at

Pune. We were given a cash prize of Rs. 20 Lakh and a memento at the hands of Hon. Chief Minister of Maharashtra Shri. Devendra Fadnavis and actor Aamir Khan. That day was historic for me, my team and our village. And then when the monsoon arrived, we saw the results of our work. The rainwater was not flowing away, instead, it was filling up our farm ponds to the brim. This has driven the agriculture and industries in the village while providing ample drinking water. This was our journey towards building a drought-free future for our village. It is a journey every village in Maharashtra should take up.

पाणी फाऊंडेशन आयोजित सत्यमेव जयते वॉटर कप स्पर्धा, पाणी फाऊंडेशन चे निमित्त सुप्रसिद्ध अभिनेते अमीर खान सर यांनी महाराष्ट्रातील गावे दुष्काळ मुक्त करण्यासाठी या अभिनव स्पर्धेचे आयोजन केले. योजनेचा मुख्य उद्देश पावसाचे पाणी आडवणे आणि ते जमिनीमध्ये जिरवणे हाच होय.

सर्वात आगोदर, मी युट्युब ला व्हिडिओ पहिला ते एक मराठी गाने होते एकजुटीने पेटले रान तुफान आलया हे गाणे ऐकून आणि पाहूनच पाणी फाऊंडेशन योजनेचा संदर्भ लागत होता. त्यानंतर इंटरनेट द्वारे माहिती काढून आम्ही या स्पर्धेत उतरायचं ठरवलं. या स्पर्धेत गावातील गावकऱ्यांना प्रशिक्षण देऊन मन संधारणातून जल संधारण करत, महाराष्ट्रातील शेकडो गावे पाणीदार झाली होती.

ते पाहूनच मी आणि आमच्या गावातील युवकांनी या स्पर्धेत उतरून आपले गाव पाणीदार करण्याचे ठरवले तालुका स्तरावर नोंदणी करून आम्ही या योजनेत उतरलो राळेगणसिद्धी येथे पाच ते सहा युवकांना ट्रेनिंग देण्यात आले. तिथे आम्हाला शेतातील बांध बांधणी, कंटूर बंडिंग, शेततलाव, सी.सी.टी., एलबीएस बंधारा, नदी खोलीकरण, खोलीकरण वृक्षा रोपण, इत्यादी गोष्टीचे ट्रेनिंग देण्यात आले.

इथपर्यंतचा अनुभव खूप छान आणि मनाला प्रोत्साहित करणारा होता. दुष्काळावर मात करण्यासाठी आम्ही गावातील युवकांनी चंग बांधला होता त्यानंतर गावात येऊन, ग्रामसभा घेऊन सर्वांना या योजनेची संकल्पना सांगून मी कामाला सुरुवात केली. 45 दिवसांच्या या स्पर्धेत काम करत असताना, खरंच खूप चांगले अनुभव आले. श्रमदान हे खूप असल्या कारणाने आम्हाला रात्रीचे सुद्धा काम करावे लागणार होते म्हणून आम्ही सकाळी चार तास आणि रात्री तीन तास श्रमदान करून स्पर्धेचे पंचेचाळीस दिवस न थांबता काम केले.



स्पर्धेच्या नियमानुसार आमच्या गावात खूप चांगल्या प्रकारे काम झाले होते त्यानंतर केलेल्या कामाची पाहणी करण्यासाठी पाणी फाऊंडेशन ची टीम आली आम्ही बक्षिसासाठी नव्हे तर दुष्काळावर मात करण्यासाठी या योजनेत एकजुटीने काम करत होतो त्यानंतरची

ऐतिहासिक गोष्ट म्हणजे 12 ऑगस्ट 2018 या दिवशी पुणे येथे पाणी फाऊंडेशन आयोजित बक्षिस वितरण समारंभात, आमच्या गावाला गौरवण्यात आले. सुप्रसिद्ध अभिनेते आमिर खान आणि राज्याचे मुख्यमंत्री देवेंद्र फडणवीस यांच्या हस्ते वीस लाख रुपये रोख रक्कम आणि सन्मान चिन्ह देऊन आमच्या गावाचा सन्मान करण्यात आला. तो दिवस म्हणजे आमच्यासाठी ऐतिहासिक दिवस होता त्यानंतर जेव्हा पाऊस पडला तेव्हा आम्ही केलेल्या या कामाचं चीज आम्हाला दिसून आलं पावसाचे पाणी वाहून न जाता आम्ही केलेल्या रचना तुडुंब भरले होते खरं तर हेच सर्वात मोठे आमचे बक्षिस होते.

आजही गावातील शेती, उद्योग धंदे, पिण्याचे पाणी, मुबलक प्रमाणात उपलब्ध आहे. अशा प्रकारे दुष्काळावर मात करून आम्ही आमच्या गावाला दुष्काळमुक्त केले होते.

अशीच गरज महाराष्ट्रातील प्रत्येक गावाला कायमस्वरूपी दुष्काळमुक्त करण्याची आहे.



POWERED BY

**VJ** | VILAS  
JAVDEKAR  
DEVELOPERS

LET'S MAKE OUR STREETS HAPPY AGAIN.

KOTHRUD | WAKAD | AUNDH | KHARADI



**E**nthusiasm & Excitement for a splendid Sunday Morning was witnessed on the roads of Kothrud & Wakad as our HAPPY STREETS was back...!! Once again people were overjoyed to participate in a fun filled session of amazing activities.

Happy Streets, where people come to enjoy different activities with their friends and families free of cost, is an initiative by the Times of India & Maharashtra Times, in collaboration with Pune Municipal Corporation and Powered by VJ.

The name "Happy Streets" itself means fun and frolic. Post-Covid 19, wellness has taken a centre stage in everybody's life and Happy Streets, too, recognizes the importance of health and wellness.

The street is made vehicle-free where citizens can walk, jog, cycle or stroll with family and rediscover the simple pleasures of playing games. There are fun activities like Zumba, Music, Skating, Cycling, Drum Circle, Live Music, Sports, etc. VJ also offered giveaways to the excited crowd members.

## AUNDH 5 JUNE

NEAR RELIANCE DIGITAL, AUNDH

## KHARADI 12, 19, 26 JUNE



If dance isn't your interest, you can opt for a more peaceful way to relax with the yoga and meditation sessions. For those into something more intense in the form of a workout, get an orientation in taekwondo, self-defence, kickboxing, karate, etc.

Kids and adults alike enjoy a celebration of togetherness. Children can give colour to their imagination on the streets in the chalk art section. Selfie Points placed at various locations gives participants an opportunity to click fond memories created at Happy Streets and cherish them later. Happy Streets work on the concept that Citizens should be able to reclaim the roads for activities other than driving. A couple of hours of traffic free roads where people can enjoy the activities and recollect childhood memories.

Overall, a morning filled with joy, energy, recreation & positivity was observed. VJ as a group is happier when our Parivaar is content and gratified.

# VJ DESIGN STUDIO

# Opening

at Yash 101

## 'CHANGE IS THE ONLY CONSTANT', THEY SAY

**W**e, the Design group of VJ started with a strength of 2 members back a decade ago and now growing into a team of 15+ creative minds. The Design, Drawings and Approvals group of VJ went through an immense growth and the head office at Kothrud started falling short of space for the increasing members. This prompted us at VJ's Design, Drawings and Approvals group to move our base to Yash101, Sus office starting 1st May'2022.

The new studio inauguration was done at the hands of VJ's majority projects' Architect Mr. Girish Brahme. The entire team of design heads at M/s Voussoirs, all group heads of VJ and the CEO Mr. Aditya Javdekar CTO Mr. Sarvesh Javdekar and the Design team of M/s Grit

along with their Director Ms. Sruthi A. had come to welcome the designers in the new space.

With the decision to shift, came in a few issues like regular meetings to be scheduled, consultant's co-ordination, long commute for a few members; but these were easily resolved in the first few days with the team's zeal to thrive for a good healthy work environment together. Additionally, site visits became so accessible and thus we could connect to our Design roots with the regular site visits.

We never realised how mundane and routine meetings were getting until we shifted to Yash101, Sus office and that's where we hope to spread our wings and expand our horizon to achieve VJ's vision at all times.







yashwin  
SUKHNIWAS

# गृहप्रवेश



**P**urchasing a new home is a once-in-a-lifetime experience.

And when it concerns buying a new home, most people are picky about choosing auspicious days before settling. They believe that completing such a ceremony on a lucky day will bring them luck. Many customs and rituals are observed in India during festivals and events, and Gruha Pravesh is one of them.

The Indian belief is that moving into a new home on a suitable day will bring the families prosperity, fortune, and happiness. It brings positive and heavenly blessings to the new premises with positive vibes and well-being to the entire family, not just the place.

As we started with the Possessions of A and B wing of Yashwin Sukhniwas, we were all ready to welcome our homebuyers for a VJ

Style Gruha Pravesh. Comprising 102 flats, Yashwin Sukhniwas is another landmark in the design journey of team VJ. We planned as a 15-day event for the same. And people could book their slots for the Gruha Pravesh as per their Convenience. On the first day itself 4 families took hold of the possessions followed by the Gruha Pravesh. We had arranged for a Guruji and the Puja kit so that people could freely enter their new homes. To add to the Positive Vibes we had VJ team members dancing and celebrating along with the families on the tunes of the dhol walas.

The homeowners were extremely happy as they enjoyed their welcome in their new homes at Yashwin Sukhniwas. Their smiles gave us a moment of joy and pride. And we were happy to be a part of the journey with them.





## When students explored science through experimentation

**O**n April 29 and 30, Vimlabai Garware School, one of Pune's most reputed schools organised Robocar Workshop, for its students. The idea was to give students exposure to the world of robotics. 20 robots can be created from 15 robot kits and hence the year-long initiative will culminate with the kit being gifted to the school.

Shri. Vilas Javdekar, Chairman, Vilas Javdekar Developers and an alumnus of this school with a glorious legacy,

was invited as the Chief Guest to inaugurate the workshop.

Conducted by Shri. Uday Tade, a reputed scientist and a key contributor to the Param supercomputer project, interacts with young minds to make them aware of the wonders of science and shaping their inclination towards a career in robotics.

Team VJ is happy to be associated with such projects that shape the future and enrich lives, every day.





## Sales Training

**S**uccess in Management requires learning as fast as the world is changing. And it's not just learning that is important. Its learning what to do with what you learn and learning why you learn things that's important. Training sessions organised by an entity always act as the greatest tools to infuse the spark of motivation it its employees. A productive work environment exists only if the individuals in that environment are trained & motivated.

We at VJ keep organising such sessions to bring out the best from our people. One such session was organised at the site of our new Project Yashwin Nuovo Centro before the launch of the project. The purpose of the Training was to make the Sales Team completely aware about the new Project and its features before they start interacting with the prospective home buyers.



We started with some games and tongue twisters to set the mood of the audience. The intent was not to have a formal communication but making the learning session interactive with fun. After an hour of interactive games, Mr Aditya Javdekar took the session ahead.

He shared how the journey of VJ started 41 years back. And how this expedition starting from a contractor has now bloomed to a dynamic team of 700+ employees. He also defined

the Yashwin and Yashone concept and how people thought he has two sons named YashOne & Yashwin.

The training was more brand specific and gradually shifted to the new product Yashwin Nuovo Centro. And Post lunch, a thorough product detailing of YNC was shared with the sales team. They were then explained all the details related to the product & its features and prices.



**BHOOMIPUJAN: MAY 2022**

## **AN AUSPICIOUS BEGINNING OF A GRAND ADDRESS AT KHARADI & BALEWADI**



In our Indian Culture we never start a good work without praying the Almighty. Like any other puja, Bhoomi Pujan too begins with prayers to Lord Ganesha, who is hailed as the Vighnaharta or the remover of obstacles.

Lord Ganesha's blessings are sought to avoid all hurdles that would pose a hindrance to the progress of the project. Vj is already on the expansion mode. And we had the opportunity to take the blessings of Mother earth

and the Almighty before we began the construction work of our new sites. We were delighted to serve Bhoomi Pujan Ceremonies for our upcoming sites in Wakad, Balewadi, Baner & Kharadi. And look forward to many such gracious events in the coming times.







**IMAGE IS WHAT PEOPLE THINK WE ARE, INTEGRITY IS WHAT WE REALLY ARE.**

**V**J believes in transparency, righteousness, and integrity in communication & transactions with our stakeholders. Communication can build or break a relation. Therefore, upholding the flourishing legacy of last 41 Years without a trough is a responsibility towards our Corporate Communication.

We, therefore organized a Channel Partners meet at our new Project Yashwin Nuovo Centre before its launch wherein, we took the initiative to educate

and communicate all the details associated with our new project to our partners. Since our partners collaborate with the new home buyers very frequently, it is of utmost importance that the prospective buyers are updated with immaculate particulars & prerequisite information. The intent is very straight forward – Trust and Clarity. There was an overwhelming response from the Channel Partners who gathered in large numbers to be a part of the process. No flashy Party no greed. Huge



**CHANNEL PARTNER MEET**

queuing was observed before the start of the event, though our partners believed there would be limited entries that would be permitted. However, we ensured an inclusive environment for all wherein, everyone was able to participate in the session. After which they participated in a healthy quiz to validate their awareness and understanding about our offerings. We even



got the Sample flat inaugurated through one of the Channel Partners. All were happy to be a part of the session which concluded with a scrumptious meal in the end.

Channel Partner meets has invariably helped us in bridging the communication gap by putting across the correct product details and offerings, effectuating healthy relationship management, establishing the trust within & outside the organization and in making all of us work towards the same mission.

As we always say we are VJ Parivaar, we love what we do !!!!!



# AN EXCLUSIVE INTERACTION WITH OUR GROWTH PARTNERS



**A** new phase of growth is underway at VJ where we have big plans for the upcoming year. On Monday, April 4, 2022, the Sales and Marketing team at VJ hosted a Business Meet at Hotel Trident, Mumbai, facilitating a unique interaction between VJ's leadership team and owners of VJ's biggest channel partner firms in Pune and Mumbai.

The venue set the tone for the interaction. Hosted on the 35th floor of the legacy hotel, the business meet had a picturesque view and an inspiring vibe going.

With attendance by invitation only, Mr. Aditya Javdekar gave the attendees an overview of the financial year gone by and an idea of what FY 2022-23 holds for VJ and its channel partners. Business objectives were







discussed and AOPs (Annual Operating Plans) were signed between the Channel Partners and VJ.

The day-long intensive discussions were followed by a session by Dr. Anil Lamba a finance expert and author of many bestsellers on finance including *Romancing the Balance Sheet*. He narrated interesting case studies from the world of finance with anecdotes that added to the learning.

The business meet was a great experience for all the stakeholders that motivated everyone to make 2022-23 a bigger year with greater success.



# KNOW OUR VJ SENIOR LEADERSHIP



MR.

## JOHN MARIAN

GENERAL MANAGER  
LABOUR MANAGEMENT

WORKING WITH VJ  
FROM LAST 9 YEARS  
TEAM SIZE: 23+

**M**r John Marian is an esteemed member of our VJ Family. Who enjoys working at the back foot as a backbone to the system. His life revolves around his 2 families. One is his own family which is led by the Female Power of the house including his wife and two daughters. And considers VJ Parivaar as his second family. He is a combination of being a free spirited workaholic. Who enjoys being engaged in some or the other work. A person you tell the work and he takes complete ownership to do it. He celebrated his 51st Birthday recently on 10th May.

### RESPONSIBILITIES AT WORK

- Safety
- Labour Management
- SPS

**D**uring the Covid 2020 Lockdown when people were clueless about the pandemic and were scared to step out for anything. Mr John was concerned about his 2000 labours present on various sites. So he took the responsibility on his shoulders to arrange and deliver groceries every week to these people. He shares his experience of travelling on the highways with no other vehicle on the road. And it was scary. And this was not it. He made sure that our labours were safe too. And therefore arranged for a vaccination drive at the

### LIKES:

He relishes on the home made vegetarian food. And is fond of the old school Music.

site itself for them. And due to all his efforts we can proudly say that none of our labours suffered or was Covid Positive

Rightly said, Kindness comes in many forms but always from the heart. And he is a man with a golden heart. As he sums up:



**DO EVERYTHING  
WITH A GOOD  
HEART AND EXPECT  
NOTHING IN RETURN.  
YOU WILL NEVER BE  
DISAPPOINTED.**

### FAVOURITE PAST TIMES:

He loves Spending time with his family and helping them in the household chores. His home duties though get fixed by the ladies of the house, he chuckled. And it is mostly ironing, dusting and gardening.



*Mr. John Marian with his family*

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**O**ur Projects are admirable & always hold a special place in our heart as it gives us the opportunity to welcome a new member in the family. And the launch of Yashwin Nuovo Centro was even more special as we were set to onboard about 250+ families in our VJ Parivaar.

VJ already has a very strong presence in the West Pune. Located in the Prime area of Wakad close to the upcoming Phoenix mall, the project already had a buzz in the market. Not much to our surprise we received an overwhelming response on the first day itself.

On 24th April 2022 we witnessed close to 850+ Walk-ins for the

tokens itself. 850? Really? Our anticipated numbers were brutally thrashed. People came with a notion that being a VJ Project the sample flat and specifications would surely be decent and par expectations, and they were apprehensive of the fact that if they are not able to get the tokens, they will lose the opportunity to build their new abode with VJ. With YNC every day was like a Busy Weekend for the sales team. It is very often seen that we have some customers enquiring repeatedly about the specifications until they are satisfied, however, it was unbelievable to see new faces every time in our visitors' gallery. We witnessed the craziest days and instances with YNC's Launch. The moment the 3 BHKs were

announced people gathered in numbers to book their dream homes with us. There were moments when we had 4-5 families aspiring and struggling to get hold of the same flat. We were indeed under extensive pressure as to how to keep everyone happy. We didn't have those many units in the project itself. It was great to see such an overwhelming response, but at the same time we could also anticipate what awaited us next.

We did not want the people to gather before the launch time (Like they did at the Launch of our previous project Yashwin Supernova. As people started queuing from a night before for their turns).

# #LEVELUP

registration process for the token holders /priority pass holders to avoid the queues overnight. At the Launch Day we had close to 1500 people full of enthusiasm waiting for their turns.

Registrations started as early as 7 am with the breakfast arrangements. And the presentation started at 11 am followed by a delectable meal. Further, we started the booking process at 12 pm which went till 4 PM. VJ arranged a kids play area so that the parents with younger kids find it easier to manage. In conjunction we also had a few other activities like the sand arts, block games, etc.

A Delight Studio with a photographer was made available on the site, VJ

Parivaar did not want to lose on the opportunity of capturing the proud and content faces of our new Parivaar members who booked their new home with us. They were welcomed by the Dhol wala's and the new home buyers enjoyed their victory dance. There were also some customers who never visited the sample flat at the launch day and saw the sample flat after booking an actual flat with us.

The new VJ Parivaar members who booked a flat at YNC were offered VJ Parivaar gift boxes which had Chocolates, the Ruperi Kinar book by Mrs Kalpana Vilas Javdekar, Tabletops, Diaries and Canvas bags with a box of sweets.

And the Project got

completely sold out on its launch itself. There were many families who were trying to get a home with us from last 2-3 projects and were able to get one with Yashwin Nuovo Centro. There were also a few families who somehow couldn't get associated with us and we lost the opportunity to serve them. We at VJ Parivaar are overjoyed with all the love and support extended to us. We look forward to meeting all our endearing and loved people in our next Projects to come.





## WHEN NEW MEMBERS OF VJ PARIVAAR FEEL PROUD

One of my closest friends had bought a flat with VJ at Yashwin Hinjawadi. I was completely impressed with their quality of work. Everything was well-constructed and that really impressed me. Previously, I had invested in a property with another developer and had faced serious delivery issues. On the other hand, when I came to Pune, I came to know that VJ had a track record of delivering projects at least 6 months before time. I even rented out a VJ home at Yashwin

Encore. I was determined to own at least 1 home with VJ. I even went to Supernova, but it had only a few units left.

I was looking forward to their next project launch and this time bought a priority pass. I also got my loan pre-sanctioned to make sure I didn't miss this opportunity. The dedication of their team and the way they take care of every small thing continues to impress me. Now, I'm a proud owner of a VJ home.

**YNC A-1404**

# A BIZPLACE ON WEEKDAYS. A HANGOUT ON WEEKENDS.

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# NEW PHOENIX MALL TO COME UP IN WAKAD

## Work Going On In Full Swing

**W**akad happens to be one of the fastest-growing localities of Pune. It holds great importance for its religious carnival known as “Jatra” in the temple of Mhatoba. The rich, fertile, black soil of Wakad helped farmers grow sugarcane, groundnut and onion in abundance. Slowly the civic infrastructure in Wakad improved with regular electricity, water, good roads and drainage system.

The phenomenal growth of Wakad can be attributed to the

development of the Infotech and Biotechnology park at Hinjawadi close to the Pune-Mumbai Expressway. In the last few years, the Pimpri Chinchwad municipal corporation (PCMC) has granted the maximum number of building permissions for projects in the area to Wakad and its surrounding areas. As a result, it is seen as a new hotbed of real estate growth in Pune.

Investments are on the rise as the region is witnessing a frenzied paced development of roads, water

lines and other civic infrastructure. Investing here is investing in the future as the young from financially secure backgrounds are looking to move into larger, nature-endowed homes. Young IT Professionals prefer Wakad as their choice of residence as the IT Park at Hinjewadi is close by. With Wakad’s property prices soaring, it is considered as the most sort location after Baner & Aundh in West Pune.

Wakad, which has become a real estate hotspot in the last one



decade, is bracing for some big projects. The new projects include the World Trade Center (WTC), EON IT Park, and Phoenix Mall. There is not much information available about the World Trade Center and EON IT Park, but work on the Phoenix Mall is in full swing. Wakad is all set to get Phoenix Market City in the next few years.

Construction for the mall is underway on a 12-acre land behind the Sayaji Hotel. The arrival of Phoenix Mall will enhance commerce and trade in the area and benefit the citizens a lot.

Wakad area is connected by Bus Rapid Transport System (BRTS). A metro station is also planned near the Wakad Bridge. It currently happens to be one of the fastest-growing localities of Pune.

### CONNECTIVITY FROM WAKAD:

- About 5 to 7 km away from Aundh and Baner
- Approximately about 11 km from the Pune Railway Station and about 20 km from the Pune Airport.
- Modern day conveniences like schools, colleges, shops, malls and hospitals are also nearby.
- Close Proximity to Mumbai & Bangalore Highway.
- Hinjawadi IT Park is 2-3 Kms away.

### WHAT'S COMING UP?

If you love shopping Brace up and get ready! Pune is all set to get its second Phoenix Marketcity at Wakad, spread over 1 million square feet of recently-acquired land. The project, with an investment of about INR 500 crore, is estimated to be finished within the next four or five years.

### TELL ME MORE

Island Star Mall Developers, owned by The Phoenix Mills and the Canada Pension Plan Investment Board, recently acquired 13 acres of land parcel in the city. The company plans to build a premium retail complex, sprawling across one million square feet. In the remaining six lakh square feet, the company will develop a hotel and commercial office spaces.

While we're a while away from this and don't know the brands that we'd get to shop at yet, we're all excited. If Viman Nagar always seemed too far, we're certain you're thrilled to hear this too.

The wait is long but is totally worth it. We just hope this materializes soon enough because we're always ready to start shopping.



**A**t VJ we believe that it is very important for the new residents to know each other as they start their new journey together. We celebrated the Happy Neighbor's Day for the people of Yashwin Encore B1B2 on the 22nd of May.

VJ Parivaar believes that since most people are extremely occupied in their professional lives and are unaware of their neighbor's identity, getting them acquainted with each other might help mitigate problems during any crisis.

The event saw a lot of activities happening together. We organised a VJ Style Gruha Pravesh

Ceremony for all the residents who entered their new homes for the first time. Also, each customer was given a warm welcome to their home with 'Dhol Tasha' and a Ribbon-Cutting Ceremony. The entire space was lit up with lights, marigolds and decorative items. Zumba, Drum Circle, Live Band proved as the evergreen hits. While Sack Race, Tug of War and the Lemon & Spoon Race brought the inner child out.

We had 800 + new Neighbor's coming together and enjoying the delicacies with Music, Entertainment, Games, Flea Market and a lot more.





For the first time we also organised a Cultural Event for our new VJ Parivaar people. Where they got to know each other through participating in various activities.

With the Anchor making the show flow smoother, the spirit of the participants was unmatched. It was a fun filled evening for everyone. Father Daughter duo singing together, Mother and Daughter performing in the cutest way, Neighbors making groups and dancing on the tunes of the magical numbers, and the little kids giving their best performances. It was followed by a fashion show by all the participants.

We were all together in celebrating a new beginning of a new journey together.





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**VJ परिवर्तन**  
परिसर . पर्यावरण . प्रगती

**MR. SURENDRA PATHARE  
IN CONVERSATION WITH  
MR. ADITYA VILAS JAVDEKAR**

**A** new developer comes along with his vision & infrastructure which plays the major role in the development of an area. There has been a lot done in Kharadi but a lot more is to be done as well. Kharadi has now observed the transition from being called the outskirts of Pune to the BKC of Pune. This has been possible because of the infrastructural changes and development.

We have the major 5 Star Hotels, Good Schools, various modes of Entertainment, Malls, IT Parks in & around Kharadi. And this is not it. We had an elaborative discussion on the development plan of Kharadi with respect to Safety, Gardens, Roads, Auditorium, Traffic, Community Centre and a lot more. Explore the entire conversation through the QR Code.



SCAN QR CODE  
TO VIEW VIDEO.

# re-sandbox



RE-Sandbox is an interesting concept launched to spot, strengthen and scale tech based, real estate and urban planning start-ups. RE-Sandbox will extend support through markets, minds and money for a span of 3 months.

RE-Sandbox invited applications from entrepreneurs for its first group of 10 start-ups. Registrations were received from the website. The chief enablers include Mr. Gautam Chatterjee, Founder and Chairman MahaRERA, Mr. Rugwed Deshpande Director- Setu Advertising, Mr. Sahil Deo Co-Founder CPC Analytics and Mr. Aditya Javdekar, CEO Vilas Javdekar Developers. They hold the intention of making positive changes by spotting key trends that will contribute

to the future of real estate and urban planning ranging from physical infrastructure, digital interfaces, empowering budding entrepreneurs, innovators and progressive mindsets.

Looking forward to an exciting next three months in the Entrepreneurship arena!

If you carry the spirit of entrepreneurship in you with a desire to make a difference please write to us at [contact@re-sandbox.com](mailto:contact@re-sandbox.com)



# SCARED FOR LIFE... BUT BOUNCED BACK!

## SCARS ARE NOTHING, BUT EVIDENCE OF LIFE...

**L**ife is unpredictable and erratically unexpected; you never know what will happen next! We are aware of such sentiments and sometimes even believe them! An unforeseen mishap had put my life on hold while everything was otherwise all set, smooth, and fast-paced!

This episode dates back to 15th January 2022 when I decided to take a leap from a stone structured cliff to get to the other side, only to realize that it was the most inappropriate way to do so. That day the whole equation of life changed for me, momentarily off course!

With that kind of fall I landed directly on the ground with a twisted left knee. There I was all in shock & aware of not being able to even take a step further. That feeling of being stranded at that point left me in dismay. I tried to walk ahead and crumpled at that right moment. The height of the cliff was totally misjudged by me is what I realized while trying to get myself together mentally. After the MRI was done, I was told about 2 ligament tears; the MCL (Medial Collateral Ligament) & ACL (Anterior Cruciate Ligament) which were to be treated with immediate

effect. Nothing could control my tear drops thenceforth! Gathering myself together I was scheduled for the first Surgery. Following all the prerequisites for the surgery, the day arrived and with a lump in my heart I got admitted to the OT (operation theatre). Getting the spinal anesthesia was my first hair raising experience in the OT & the rest just followed in line. The Surgery was successfully completed and I was told the precautions and care to be taken ahead. My active world was now on hold for a month until the next surgery date. After almost 15 days it was time for the removal of the stitches and beginning of my first physiotherapy session ever. Sessions had begun with much complication, but bit by bit my therapist helped me gain my lost morale.

As days passed I achieved the knee bending range which was required for my next ACL surgery. Post the doctor's analysis, the date was fixed and I had to follow the same procedure as the earlier MCL surgery. Once again I was struck by nervousness, although I knew I was one surgery old! All went well and like before I was suggested the necessary post-



### MRS. RESHMA SOMAN

Senior Manager - Office Administration

surgery care. My physiotherapy sessions commenced from the same day with a lot of discomfort and emotional trauma like the initial stages of my physiotherapy sessions! I knew I had my therapist to rescue me through this crucial phase and get me back to being MYSELF.

The entire experience cannot be described in a single short article. This would have taken pages if I went into the depth of every emotion I had felt. It has just made me a survivor of a horrific event that I hope no one ever gets to experience!



**KEEP YOUR FAITH IN  
GOD AND CONVINCING  
YOURSELF THAT THIS,  
TOO, SHALL PASS**

# INDUCTION PROGRAMME AT VJ

It is obvious for a new employee to feel anxious about the new role and how they fit into your organization's culture and business practices. The on-boarding process is an opportunity for the business to make a good first impression.

Induction helps new employees have a clear understanding of how the organization works, where it is now, where it envisions itself to be in the future, and how they, as new recruits, can contribute to making that vision a reality. It

gives newly joined employees an insight into the company's background, culture and values, policies, benefits, learning and development, and health and safety policies, among others.

Ultimately, the induction process is an opportunity to make the new employees feel proud of their new company. Inductees will have a sense of inclusion because they will know that they and their contributions to the company will be valued.

Spread across 2 days, the Orientation program at VJ, makes sure that the new employees should experience an auspicious beginning, a friendly environment and most importantly, a structured understanding of the company on their very first day which leaves them feeling Wowed! A member of the Learning & Development team conducts the program for these 2 days. The new VJites get acquainted with each other and us through ice-breaker activities which are followed by us welcoming them with garlands,





a box of delicious sweets and a Welcome goodie bag which has the Company T-shirt and their joining kit.

Our Culture, Values, 'The People First Manifesto', different events we conduct in every project of VJ, our policies, are explained to them in detail through an interactive presentation with a lot of videos. How we value our employees, how VJ would help them upskill and perform better while helping them balance their professional and personal life, helps clarify expectations at both ends. The day ends with the documentation process and bank account opening.

On the second day, we take all the new VJites on a field tour to visit a few ongoing and completed sites so that they understand our product right from the beginning. Starting at our Sus office, the field tour ends at our Wakad office. Our Project Manager, Sr. Engineer or Maintenance Managers available at the project conduct a show around for the new VJites and share important information about the project. The curious new joinees ask lots of questions and this exchange is the whole idea behind this activity.

The Induction Program leaves the new VJites feeling comfortable and ready to start their journey with us and gives us a good sense of the newest members joining our family.



# TRAININGS AT VJ

**A**t VJ we strongly believe in our 'People First' motto. To us VJites are the key to the organization's success and only highly self motivated employees can translate into a High Performing Team which can achieve outstanding organizational results.

L & D as a group is for an organization like the Footing of a building! The stronger the footing is, the stronger the structure will be.

We strive to conduct more and more consistent training and coaching programs for our VJites to make sure that they get everything they need to perform their day-to-day responsibilities in a better and more efficient manner.

We believe that learning is a never-ending process. These programs typically involve advancing an

employee's knowledge and skill sets. We get on board a well-educated, experienced team. However, to sustain their motivation and commitment and enhance their skills to be relevant to the dynamic nature of the industry and the consumer, we train them by conducting a myriad of programs such as "Developing good work habits for career growth", "Operational Excellence", "Managing Team Conflict", "Negotiation Skills" etc for Functional and behavioral aspects and technical trainings for their product knowledge.

Performance coaching is another important area that L&D focuses on. The L&D team along with Group heads, skill map all VJites and place them into 2 categories – those who perform well however have the potential to improve further and



**THE BEAUTIFUL  
THING ABOUT  
LEARNING IS  
THAT NOBODY  
CAN TAKE IT  
AWAY FROM YOU.**



can be groomed as future leaders & those whose performance needs improvement in one more aspects. The identified members then attend specific trainings and one-to-one coaching sessions to better their respective areas. This encourages them, builds self-confidence and helps us retain and promote from within our talent pool.

Training allows people to overcome obstacles in life or in their work environment and ultimately, helps them develop themselves and be more self-assured in their job. There are very few organizations who believe that the Learning and Development is pivotal for the company and their employees. We can proudly say that VJ is one of them!





# CELEBRATING THE FIRST ANNIVERSARY



**R** real estate has moved on from being a product industry to a service industry. In fact, here's one industry where customers pay for the product, their home, even before they can see any part of the product on ground. The almost 3-year long journey from booking a home to taking

its possession is filled with many ups and downs. At VJ, we decided to make this journey a memorable one for every VJ home buyer with VJ Parivaar.

On 1st April 2022, VJ Parivaar completed its first year as an entity in itself. The year went into

streamlining the customer interactions and ensuring that all VJ customers feel the warmth and joy of being a part of the VJ Parivaar.

From booking the home to actually moving into it, a customer goes through many phases of self-doubt, as a result of emotional uncertainties and financial burden of rent and EMI. At the same time, the customer is not usually allowed to visit the project site to see the construction work in progress. This fuels their doubts even more, At VJ Parivaar we believe that it's our responsibility to give confidence to each and every individual who has booked a home with us, during this period.

VJ Parivaar gives them confidence during this period, tells them to be rest assured about their decision, by making them a part of the various stages of construction. Through on-site events that nurtures the customer's participation, VJ Parivaar not only updates them about

the progress, but gives them memories to cherish. The idea is to build a lifelong relation beyond recoveries and transactions.



MR. NITISH PATIL

Dhanashree Shinde, who leads VJ Parivaar, shares an interesting story. "Nitish Patil has been a long-time VJ employee, and while he's a Civil engineer by qualification, he worked in the CRM team, because he found his calling there. Then he moved to the Home Inspect team as its first member. The team is supposed to take the possession of a home like a customer and then check every nook and corner of it to find faults, if any. Only then are the homes handed over

to the actual homeowners. Last month, Nitish completed



1000 possessions at VJ. Yes, he has welcomed 1000 families into VJ Parivaar with his dedication. These are the kind of stories that make this family stronger."

The anniversary celebrations were warm and cosy for the VJ Parivaar team. The entire VJ team came together, enjoyed cupcakes and celebrated the spirit of "We are One".

# मिळाला

# PROPERTY FEST 2022

Okmat Group organised a Property Expo in the Mahalaxmi Lawns, Karve Nagar on 26th & 27 March 2022. Where people joined in huge numbers for home hunting & shopping. It was a crowd pulling event with close to 100 stalls and a crowd of 3000+ people. The expo had the participation of reputed builders of the city and detailed information about their housing projects in different parts of the city. The organisers have appealed to

citizens to visit this exhibition and book the right house. Along with the stalls from the Real Estate Builders they also had flea Market and Food Stalls in participation. Some looked for a ready possession property for their own usage while some wanted to invest in reliable properties of the builders.

It was a great opportunity for the home buyers from different parts of the city to come together under one

roof and explore the various options available at varied prices. They could compare and contrast the opportunities and take the right decision.

## FF

AS RIGHTLY SAID,

**DON'T WAIT  
TO BUY REAL  
ESTATE, BUY  
REAL ESTATE  
AND WAIT.**



# WE ARE HIRING

WE ARE NOT JUST LOOKING FOR JOB APPLICANTS

WE ARE LOOKING FOR NEW MEMBERS TO JOIN OUR FAMILY  
TO BECOME A PART OF OUR SUCCESS STORY.

Our customers come from all walks of life and so do we,"  
We hire great people from a wide variety of backgrounds, not just because  
it's the right thing to do, but because it makes our company stronger.

With growth growing vertically higher & higher with our new launches,  
our office spaces are expanding horizontally equally faster. We have doubled  
our manpower strength in just a few months to anticipate the exponential  
growth and we are still looking for many more to join our family in the coming months.

To make work meaningful for people everywhere, we work to ensure our  
teams reflect the diversity of the business we serve.

Our doors are always open for warm talent, feel free to apply for a job or  
share the below QR code to your friends or family members who are looking for  
amazing job opportunities at Vilas Javdekar Developers.



Scan the QR Code to apply.

**#PEOPLE FIRST**  
**#WE ARE HIRING**





# portia

QUINTESSENTIAL



Rajendra Bhasme  
Felicitation on account of winning  
AESA award for the PM of Portia.





# SITE VISITS

**YASHONE**  
MAAN-HINJAWADI

**YASHONE**  
WAKAD CENTRAL

The journey of a project from its Launch to its possession is full of curiosity, excitement and anxiety. Majorly in the eagerness to know that how is their dream home progressing. How will it look like at the time of possession? We understand this and therefore we keep updating our homebuyers through various site visits organised from time to time.

On 10th April 2022 we organised a site visit for the home owners of YashOne Hinjewadi 'C' Wing.

Families started visiting their apartments on the allotted time. They were guided by the skilled on-site engineers who also cleared their doubts & queries. The site visits got smoother with the presence of "H2H",

"RSVP" and "Helpdesk" booth who were present to resolve the enquiries of our home buyers.

People also visited the beautiful amenities present in the society and that was not the end, everyone enjoyed some delicious snacks and went home with a feeling of pleasure.

We also planned a site visit for our YashOne Wakad Central Site for the C Wing flat owners. They came together to see the progress of the work and look into the current status of their future apartments. Our new VJ Parivaar members were greeted with breakfast and snacks after which they visited their houses with the guidance of the Site Engineers.



# **YOUR REFERRAL IS** **YOUR SUPERPOWER** TO GET **SUPER** **DELIGHTS.**

PRESENTING AMAZING REFERRAL DELIGHTS  
EXCLUSIVELY FOR **VJ HOMEOWNERS.**

FOR 2 & 3 BHK  
SHOPS, OFFICES

**₹1,50,000**

REFERRAL AMOUNT

FOR 1 BHK  
SURE OR INDISUITE

**₹75,000**

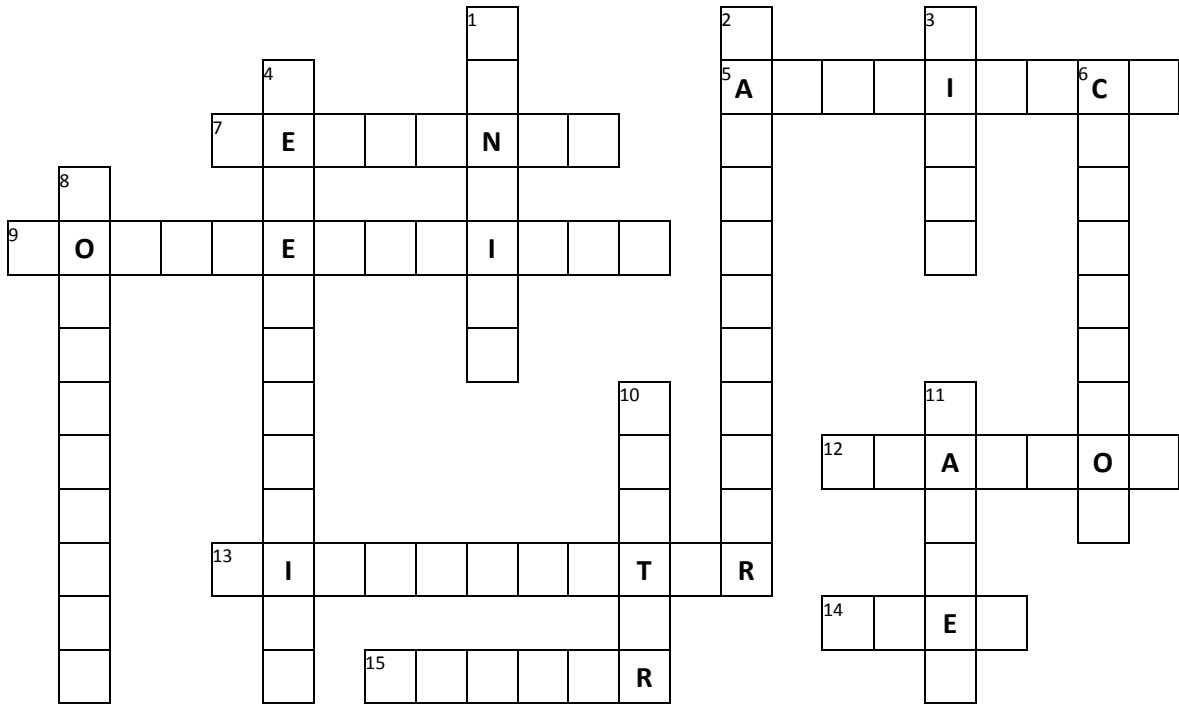
REFERRAL AMOUNT

**OFFER VALID FROM 19<sup>TH</sup> MAY TO 30<sup>TH</sup> JUNE 2022**

Applicable for bookings on existing inventory only. Not applicable for new upcoming projects.

This is a Special Offer for bookings done between 19 May and 30 June 2022

with agreements done within 30 Days from the date of booking.



# CAREER CROSSWORD PUZZLE

Read the clue at the bottom to figure out the career that matches each description, and fill in the answers on the puzzle!

## ACROSS

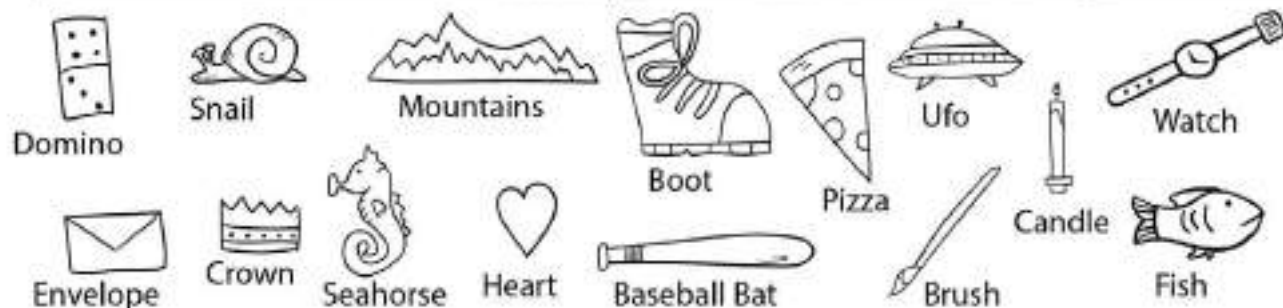
- 5 Designs buildings.
- 7 Fixes cars.
- 9 Enforces the laws and keeps you safe
- 12 Helps you buy a house.
- 13 Puts out fires.
- 14 Cooks meals at a restaurant.
- 15 Keeps your money safe.

## DOWN

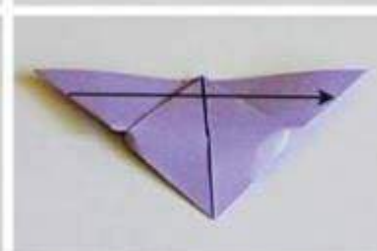
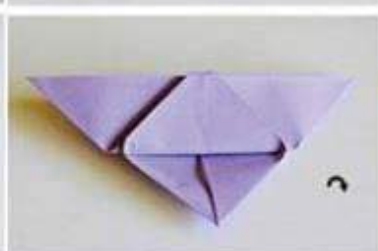
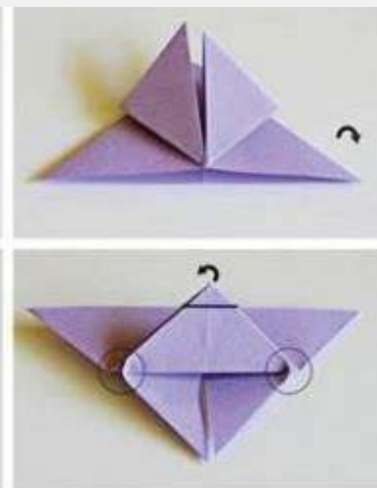
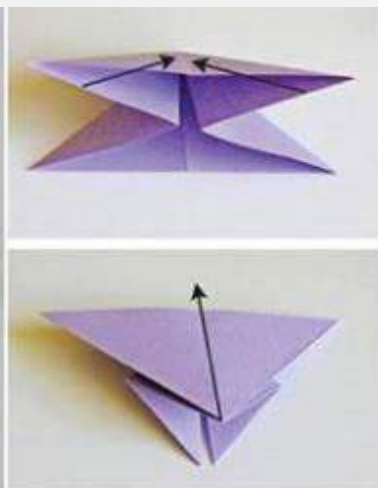
- 1 Cleans your teeth and keeps them healthy.
- 2 Cuts your hair.
- 3 Can fly a plane.
- 4 Doctor that helps animals.
- 6 You can talk to them about your problems.
- 8 Writes newspaper articles.
- 10 Helps you feel better when you are sick.
- 11 Grows fruits and vegetables.

# Three Little Pigs Hidden Objects

Can you find the 15 hidden items?









# THE PROUD ROSE

Once upon a time, in a desert far away, there was a rose who was so proud of her beautiful looks. Her only complaint was growing next to an ugly cactus.

Every day, the beautiful rose would insult and mock the cactus on his looks, all while the cactus remained quiet. All the other plants nearby tried to make the rose see sense, but she was too swayed by her own looks.

One scorching summer, the desert became dry, and there was no water left for the plants. The rose quickly began to wilt. Her beautiful petals dried up, losing their lush colour.

Looking to the cactus, she saw a sparrow dip his beak into the cactus to drink some water. Though ashamed, the rose asked the cactus if she could have some water. The kind cactus readily agreed, helping them both through the tough summer, as friends.



# PROJECT CONSTRUCTION UPDATES

MAY & JUNE 2022





**YASHONE**  
MAAN-HINJAWADI

# Ongoing Site Construction Status

Please visit [www.javdekars.com](http://www.javdekars.com) for more updates and photographs about construction.

Electrical Switch sockets fixing and testing work is in progress on 10th floor. Epoxy and Cement Grout work Completed till 8th floor.

**YashONE Hinjawadi - 'C'**



**YashONE Hinjawadi - 'C'**



Door Shutters fixing work is in progress on 10th floor.  
Internal flat flooring work completed till 21st floor.

OHWT- Column casting Completed. Plumbing CPVC work Completed till 10th floor.

**YashONE Hinjawadi - 'D'**



YashONE Hinjawadi - 'C'



Lobby acid wash work is in progress.

Excavation work for UG services is in progress.



YashONE Hinjawadi - 'E'



# Ongoing Site Construction Status

Please visit [www.javdekar.com](http://www.javdekar.com) for more updates and photographs about construction.

YashONE Wakad Central - 'A'



Deep cleaning 3rd to 6th Floor Completed & Lobby acid wash work 2nd to 20th Floor Completed.

YashONE Wakad Central - 'C'



Internal Flat Flooring Work Completed. External Painting. Texture Work 85% Completed.

Electrical Mains Wiring & Testing Work In Progress.



YashONE Wakad Central - 'B'



YashONE Wakad Central - 'D'

External Plaster Work Completed. External Texture & Painting Work is In Progress.



yashwin  
ENCORE

# Ongoing Site Construction Status

Please visit [www.javdekar.com](http://www.javdekar.com) for more updates and photographs about construction.

Ready for possession!

Yashwin Encore - 'B1B2'



Podium- Finishing work is in progress.



Yashwin Encore - 'B1B2'

Club House- Getting Ready.



Yashwin Encore - 'B1B2'

Yashwin Encore - 'B1B2'



Box Cricket area on the podium.



**yashwin**  
SUKHNIWAS

# Ongoing Site Construction Status



Please visit [www.javdehars.com](http://www.javdehars.com) for more updates and photographs about construction.



ClubHouse- Internal paint final coat work is in progress. Barbecue area flooring work is in progress.



Yashwin Sukhniwas

Building A and B - lobby false ceiling work completed.



Yashwin Sukhniwas



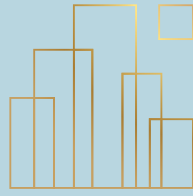
Yashwin Sukhniwas

Compound wall texture work completed.

Yashwin Sukhniwas



Entrance Gate- ACP cladding work completed.



yashwin  
**ORIZZONTE**  
- KHARADI -

# Ongoing Site Construction Status



Please visit [www.javdekars.com](http://www.javdekars.com) for more updates and photographs about construction.

Yashwin Orizzonte - 'A'

OHWT and parapet wall work is in progress.  
Kitchen otta fixing work is in progress on 10th floor.



Terrace slab shuttering work is in progress.  
Gypsum work is in progress on 11th floor.



Yashwin Orizzonte - 'B'

Yashwin Orizzonte - 'D'



Yashwin Orizzonte - 'C'

1st floor slab shuttering work is in progress.



2nd floor- slab shuttering and casting work is in progress.

**YASHONE** *infinitee*

# Ongoing Site Construction Status



Please visit [www.javdekars.com](http://www.javdekars.com) for more updates and photographs about construction.

4th floor slab Aluform erection work in progress.



YashONE Infinitee - 'B1B2'

YashONE Infinitee - 'C1C2'

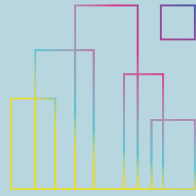


19th floor slab shuttering and reinforcement work in progress.



22nd floor slab shuttering and reinforcement work in progress.

YashONE Infinitee - 'D1D2'



yashwin  
SUPERNOVA

# Ongoing Site Construction Status



Please visit [www.javdekars.com](http://www.javdekars.com) for more updates and photographs about construction.

Above 1st slab - Sear wall reinforcement work is in progress.

Yashwin Supernova-'B'



3rd slab casting work completed.



Yashwin Supernova-'A'

Yashwin Supernova-'C'



Above 5th slab- Shear wall Reinforcement work is in progress.



Retail & Commercial Spaces  
at **Wakad Central**

# Ongoing Site Construction Status

Please visit [www.javdekar.com](http://www.javdekar.com) for more updates and photographs about construction.

GRAND CENTRAL





Star Bazaar and Croma Shop have been handed over for furniture work.

VJ GRAND CENTRAL



VJ GRAND CENTRAL



Retail & Commercial Spaces  
at Maan Hinjawadi

# Ongoing Site Construction Status

Please visit [www.javdekar.com](http://www.javdekar.com) for more updates and photographs about construction.

Staircase deep cleaning work in progress, Parking cleaning work in progress .



**VJ ONE AVENUE**

Top terrace fabrication work is in progress .



**VJ ONE AVENUE**

Trimix Road work 85% Completed.



**VJ ONE AVENUE**



Retail & Commercial Spaces  
near EON Wakad

# Ongoing Site Construction Status

Please visit [www.javdekar.com](http://www.javdekar.com) for more updates and photographs about construction.

10th slab- Pour 1- slab casting work completed.

VJ TOWN CENTRE



10th slab- Pour 2- Beam Bottom shuttering work is in progress.



VJ TOWN CENTRE

The logo for VJ IndiLife is displayed in a rounded rectangular box. The letters 'VJ' are white on a dark blue background, and 'IndiLife' is white on a purple-to-blue gradient background.

**VJ IndiLife**

# Ongoing Site Construction Status

An aerial photograph showing a large-scale construction project in a densely populated residential area. A tall yellow tower crane stands prominently in the center of the site, which is surrounded by existing multi-story apartment buildings. The construction site itself shows concrete foundations, rebar structures, and various construction materials. The surrounding area is lush with green trees, and the sky is clear and blue.

Please visit [www.javdekars.com](http://www.javdekars.com) for more updates and photographs about construction.

4th floor slab shuttering & steel binding work is in progress.

VJ Indilife



VJ Indilife

4th floor work is in progress.

VJ

**HAPPINESS  
STREET**

# Ongoing Site Construction Status

Please visit [www.javdekar.com](http://www.javdekar.com) for more updates and photographs about construction.



Back side- 2nd coat plaster work is in progress



VJ HAPPINESS STREET-LHS

3rd floor tiling is in progress.



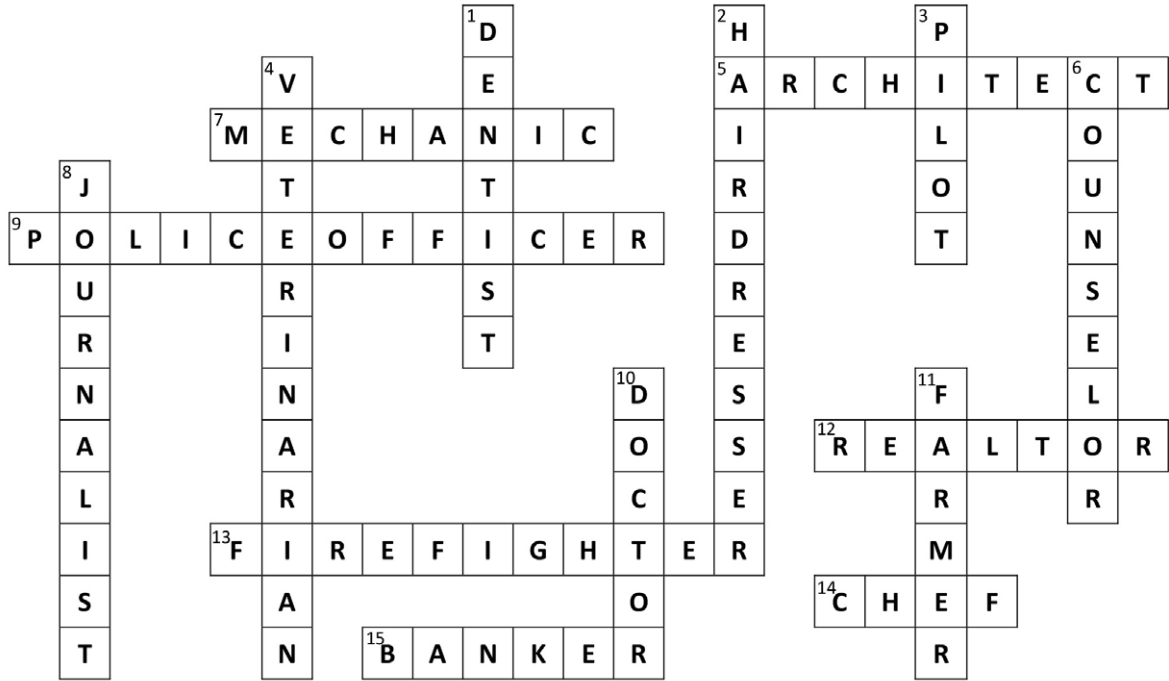
VJ HAPPINESS STREET

VJ HAPPINESS STREET



2nd primer paint coat is in progress.

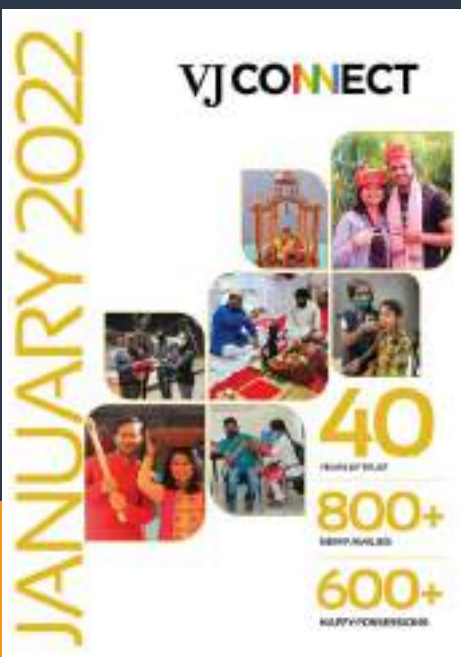
**SOLUTION**



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