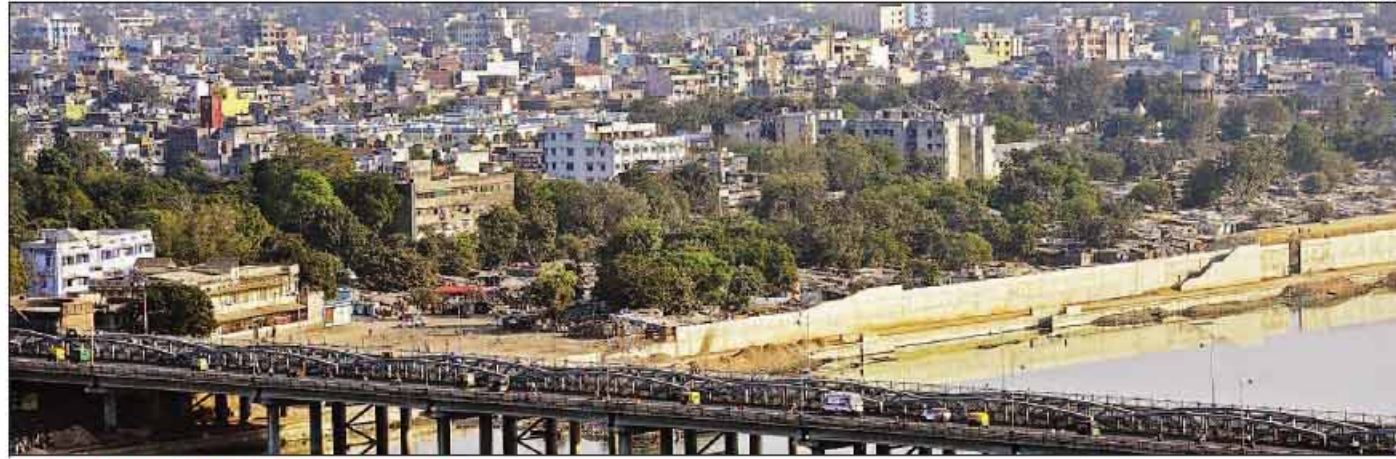


# It was love at first sight with city for many biz bigshots

Bhadresh Gajjar

## They Preferred Charm Of A'bad To Lucrative Jobs Elsewhere

Chitra Unnithan | TNN



CONNECTING PEOPLE FROM ACROSS THE NATION

**Ahmedabad:** Ahmedabad is the best of India's mega-cities not just to live in but also to work in, say top-of-the-line executives. Professionals who have worked in the city have shunned lucrative job offers from metro cities for the job satisfaction they get here.

Milind Hardikar, group president, strategic initiatives at Arvind Limited came to Ahmedabad from Mumbai in 1993 and has continued his stint till date. "I still remember the kerosene rickshaws in Ahmedabad 18 years ago. The thought of leaving the city never crossed my mind, thanks to the pleasant work culture. Life is convenient, comfortable and safe here," says Hardikar.

When Ganesh Nayak, executive director, Zyclus Cadila first came to live in Ahmedabad in 1982, it was certainly not a case of love at first sight. So, what has kept him rooted to this city for nearly 30 years?

"Ahmedabad is India's pharma city and the headquarters for some of India's oldest pharma companies. Secondly, Ahmedabad as a city has evolved without losing its inherent charm of a small town. It might be unimaginable to converge at a common friend's place unannounced in any metro but not so in Ahmedabad, where you would be invited in with warmth and bonhomie. These are the little things which make living in Ahmedabad quite special," says Nayak, who found Ahmedabad to be very different from his picturesque hometown Udipi or the hustling and bus-

ling Mumbai.

Likewise, when S B Dangayach, managing director of Sintex Industries came from Mumbai in 1970 to study at the Indian Institute of



Management, Ahmedabad (IIM-A), he decided to relocate to Ahmedabad. "Post-IIM-A, I got a job with Asian Paints in Mumbai but sought voluntary transfer to Ahmedabad because of the pace of life and the overall congenial atmo-

### HONCHOS VIEW

sphere. Over the years, the character of the city and the hospitable nature of people have not changed. In spite of family-run businesses, companies here allow the autonomy to work like it is your own venture — this is what professionalism

is all about."

Deepti Bhatnagar, faculty of organizational behaviour at IIM-A says, "People experience job satisfaction here as there is a sense of professional security unlike other cities and a sense of overall well-being."

After staying in a metro like Kolkata and a small town like Anand, Angshu Mallick, chief operating officer, Adani Wilmar Limited decided to settle in Ahmedabad for the peace of mind the city provides. "Ahmedabad is far better than other cities in terms of infrastructure, commuting, food, culture and safety. I can safely let my daughter come home on her two-wheeler post 9 pm, which is unimaginable in other cities."

Alok Sanghi, director, Sanghi Industries shifted to Ahmedabad after the Hyderabad-based company set up a corporate office here six years ago. Prior to the move, Sanghi worked with various investment banks in Mumbai and New York.

"One of the best things about the city is its people — they are friendly and entrepreneurial, with great socio-cultural values," says Sanghi.

The thought of leaving the city never crossed my mind, thanks to the pleasant work culture



**Milind Hardikar** | GROUP PRESIDENT, STRATEGIC INITIATIVES, ARVIND LTD

Ahmedabad as a city has evolved without losing its inherent charm of a small town



**Ganesh Nayak** | EXECUTIVE DIRECTOR, ZYCLUS CADILA



In spite of family-run businesses, companies here let give the autonomy to work like it is your own venture

**S B Dangayach** | MD, SINTEX INDUSTRIES



The best thing is the friendly, entrepreneurial people with great socio-cultural values

**Alok Sanghi** | DIRECTOR, SANGHI INDUSTRIES

I can safely let my daughter come home on her two-wheeler post 9 pm, which is unimaginable in other cities

**Angshu Mallick** | COO, ADANI WILMAR LIMITED

