



# BEHIND THE SCENE

JOURNEY OF SAJID ASHRAF

**PROF. SANTANU RAY**

# Behind The Screen: Journey of Sajid Ashraf

Some births become very significant for the society and nation at large. A boy took birth in a minority family at Patna in the year of 1988. He was the youngest son in the family of Md. Ashraf Uddin and Nizat Ara along with his two elder brothers and one sister. Mr. Ashraf had a small business of collecting waste and expired newspaper and sell those in the market.

The boy took his primary education and secondary education from Momin Higher Secondary School. At the age of 13, when he was in class 8, he felt the need of his family and engaged in the paper business to help his father. 'Business is in my blood', and the same sounds in Sajid's action at the age of 15 years. At that time, he was in 10<sup>th</sup> standard and he started his journey with share trading by investing Rs. 500 with his 5 friends.

Besides that, he also expanded his father's business by trading scraps. Simultaneously he continued his higher secondary education from Md. Jan H.S. School and B.Sc. from Bangabasi College. He was aspired towards MBA program and took admission in Future Business School in the year 2010.

He got a sponsorship of Rs. 450000/- from minority board (WBSMB). Money makes money and the theory was proved true in practice by Sajid. He went for part payment system for his MBA education and balance fund was invested in stock market. Each quarter returned him approx. 1 lakh while he made his sponsorship fund double at the end of the MBA program.

During his MBA days, the noble hearted Sajid thought to do something for the society and he pooled a fund of 30 of his school friends to start a charitable organization called STEP (Steps towards Education Promotion) and till date STEP provides free education to poor along with distributing free books and cloths to children of Class I to Class X.

Besides all the wings of the business he was in search of something which he got. In the year of 2014, he met a person who was supplying manpower to Indian Railways. He found his own path and got the license after tremendous effort and days of disappointment. It was his entry towards Indian Railway. He started his distribution business with IRCTC and opened account by obtaining license with COCA COLA followed by ITC, BISLERI, HUL, AMUL, K.C.DAS etc.

Sajid had even to pull van to deliver materials to the buyer due to lack of labour at the initial stage. Man creates his own luck and Sajid got an opportunity to take over license of catering of Mr. J.K. Ghosh. It was the end of 2014, he started his catering services with three trains ISPAT, HWH-BERBIL & DHAULI EXP.

In the year 2016, being satisfied with Sajid and team's service, IRCTC granted 8 trains from MUMBAI division, 4 trains from GUJRAT division and Ernakulam Express followed by Tejas Express in 2017.

A business person by heart cannot be confined into one business and every time they find opportunity to expand. Sajid walked on the same way. In 2018, Sajid has added another feather in his cap by opening one advertising agency – digital media tieing up with PVR group in a way that all the advertisements are to be displayed in PVR cinema halls routed through the agency. The journey is on and which was started with 3 employees, presently the figure has already moved to 1200 employees. A leaf of Rs. 500 has converted today into a banyan tree of Rs. 50 cr.

*"There is no shortcut to success and commitment does not betray you."* -Sajid Ashraf

*Created by: Pritula Datta under the guidance of Prof. Prassanta Guha*



## **Prof. SANTANU RAY**

Prof. Ray is currently the Mentor & Adviser to Chancellor, Sister Nivedita University. He has always focused on research and publications and while at IBS, he created the IBS Research Centre Kolkata where dedicated researchers and authors worked passionately towards developing management case studies and books, so far, more than 300 case studies developed by the centre has been uploaded in European Case Clearing House. The centre has also come out with more than 100 books.

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