

**Feature**

**“Try to be honest to your profession and build your reputation only then can you sustain in the industry for a long term”**



*As a Young Achiever Kapil Shukla has already created a firebrand image by garnering accolades for his company. We set out to ask him about his journey, what compels him to strive for excellence and what are his aspirations for his brand. Read Mr. Shukla's refreshing perspectives !*

**1) As a young achiever who has gathered accolades for KK Holding what is your cherished vision for the company?**

I am an engineering graduate by profession, after passing out from college, I got a job in a reputed construction company and gained work experience of two years. After that I opened my new company. I did few jobs in India and got new markets to explore like South East Asia! I did a number of prestigious project at Thailand & Indonesia and spread my operation in countries like Sri Lanka, Maldives, East Africa, India and more recently in USA.

To bring all the companies under one umbrella I have registered a mother company at Hong Kong “KK Holding”

I am a man who loves to accept challenges and don't hesitate to experiment and take risk. I don't want to bound myself only into façade and construction and would love to explore the fields of hospitality, food and more precisely packed food industry and application of new age technology driven business. I am also interested in renewable energy and production & usage of energy from nonconventional source. My vision is to make

our organization a truly multinational company where there will be equal job opportunities to eliminate discrimination in employment based on race, colour, age, sex, national origin, religion or mental or physical disability. I am also interested in giving more opportunities to physically challenged individuals and propagate female empowerment.

**2) Being a recipient of International Standard requirements for Weather Performance and Structural Integrity do you think the company has been detrimental in setting a trend?**

Me and my team have the dedicated focus and strive to give best solutions for structural integrity and performance of our construction against different extreme weather conditions. Another focus of our team relates to offer systems which can monitor cracks, strains and the likes and includes a continuity/strain sensor having a piezoelectric layer, and first and second low resistance layers. By suitably monitoring sensors in accordance with the invention, the magnitude as well as the location of a force can be determined.

**3) With a wide business network spanning 7 countries, what according to you distinguishes the Indian market the most?**

Indian construction industry is large and booming. The construction industry is the second largest industry of the country after agriculture, its accounting for 11% of India's GDP. Construction accounts for nearly 65 per cent of the total investment in infrastructure. Due to significant investment opportunities emerging in this industry, a large number of international real estate players have entered the country. FDI inflows into this sector are estimated to be between €3 billion or Rs. 209.59 billion and €3.50 billion or Rs. 244.50 billion. This is my main concern to thus focus and penetrate in the Indian market. There is a stable government and good law and order is also a plus point of Indian market. I only find the market is very price sensitive.

**4) As 'sustainable job creation' is one of the fundamental objectives of your company what is the key to developing a good team?**

a. Prioritize social skills: So, it's not about putting all the biggest brains together, it's thinking about the social dynamic. Who will listen to others? Who will share criticism



**About KK Holding**

*KK Holding is a multi-industry company that was established in 2013. KK Holding and the people that make up the establishment has more than 20 years of experience between them, having a wide range of expertise in commercial facade construction, hospitality, real estate, education & social sector, packed food, and hotel businesses. KK Holding now operates its businesses in 7 countries in Asia region (Hong Kong, Thailand, Indonesia, Sri Lanka, Laos, UAE, India) while always keeps looking to expand and to find other opportunities elsewhere.*

**MOTTO**

*Environmental considerations are fundamentals to all business principles. Through modern concepts with clients, we turn vision into reality.*

**VISION**

*At KK Holding our vision is to create better relationship with client as their best partner. Our business idea is to support this vision by offering a wide range of Façade solution and home furnishing so that everyone can avail.*

**KEY VALUES**

*We invest in our people.*

*We constantly enhance our professional skill & knowledge by keeping dynamic changes and technological advancement which could be utilised by our client & industry.*

**About Kapil Shukla**

*Under the active leadership of Mr. Kapil Shukla, the young dashing CMD of KK Group, KK Holding has managed to form an enviable reputation for its quality service. The experts have referred to the KK systems as “sharp and clean with pleasing structural features”. This is evident with KK Holding receiving accolades from the International Standard requirements for Weather Performance and Structural Integrity.*

*KK Holding is breaking the cycle of poverty through sustainable job creation.*

constructively? Who will have an open mind? Who will back other people? Great groups have great social skills.

b. Mix genders: Since women's social skills tend, on average, to be a little stronger than men's, including women is one way of prioritizing social skills. So, it makes sense to mix up the genders in the team.

c. Build trust: It's very hard for people to work together effectively if they don't trust each other. They also have to appear trustworthy to others or it may be difficult for them to do their job. The problem is that in groups people perceive the trustworthiness of the group by assessing the least trustworthy member. So, in terms of trustworthiness, one bad apple really can spoil the bunch.

c. Use humour: If a group member doesn't seem to trust each other, then perhaps it's humour that's missing. One study has found that people whose sense of humour is stronger are rated more trustworthy by others.

d. Define goals and roles: One of the greatest barriers to effective team performance is they don't know what they are supposed to do and how to do, my model is to always define the goal and role of the individual in initial stage.

**5) Finally, from your treasure of experiences what advice would you like to give budding entrepreneurs to combat the challenges of today's world?**

My only suggestion to them is try to be honest to your profession and build your reputation only then can you sustain in the industry for a long term. Try to be good with the people you're dealing with and try to obey the statutory rules as much as possible.