





"Award of Achievement"
CITATION

Mr. Ajay Goenka, Chairman and Managing Director of Rainbow Papers Limited is a 55 year old Commerce Graduate with business as an inherited quality. Mr. Goenka bubbling with ideas to enter into business and trade first started his career as a paper trader when he was a teenager and got himself exposed to the nitty-gritty of business and then established a small paper mill in 1986 manufacturing 6,000 tonnes of paper per annum. The transit from paper trader to manufacturer of crepe paper, coated paper and duplex board and now finally wood free news print and value added consumer products has been very smooth and gradual.

Mr. Goenka's vision and focused attention coupled with leadership quality has resulted in Rainbow graduating from a small unit to a large paper mill with a production capacity of over 3 lakh tonnes per annum, with more than 200 varieties of paper manufactured under one umbrella. His commitment, enthusiasm and urge to convert **"waste into wealth"** has encouraged him to use recycled paper as a raw-material for manufacturing various varieties of paper.

Commitment to exports got the Company the status as a **"star export house"**. The Company has been a recipient of many export promotion awards and continued to increase the market share within country and abroad. **As firm believer of Standards he obtained ISO 9001, 14001 and OSAS 18001 for his Company besides FSC Forest Certification – Chain of Custody.**

Mr. Goenka's mantra at work is **"focus and plan ahead"**. His vision for Rainbow has been clear from the very beginning which resulted in his crossing over mile stones after mile stones. He believes in utilization of resources judiciously as a proponent of the theory **"don't buy more than what you need"** and he has instilled this motto down the line in Rainbow and is also reflected in RPL's endeavor in creating **"wealth from waste"**.

Mr. Goenka has been associated with many NGO's, social, cultural and religious organizations and also run schools to impart education to the poor and needy. **He is the founder Chairman of the Gujarat Division of Indian Agro & Recycled Paper Mills Association.**


Pramod Agarwal
 President
 Indian Agro and Recycled Paper Mills Association

New Delhi
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