

Founder of **USP**

A unique system to enhance the power of the mind.
The system works towards improving life skills.

Received the **MOTHER TERESA INTERNATIONAL AWARD** in 2014.

Has personally trained over 12000 persons

Spreading positivity is my passion. Motivating people to use the path of love, kindness & compassion to attain peace & joy is something I enjoy. A scientific society with positive attributes, free from dogmas is my dream.

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(Copy for invitees)

KYT
Know Your Town

THANE
KALYAN
MUMBAI
NAVI MUMBAI
PUNE
AURANGABAD
NASHIK
KOLHAPUR
NAGPUR

MR. UJJWAL UKE (IAS)

**Creating
your Reality**

Interest and Hobbies

- History
- Alternative healing methods
- Stress Management
- Counselling
- Yoga

Professional Experience – Overall Work Experience : 38 years

2017-Present

Chairperson, Touchbeam Group of Companies.

Chairperson of the Supreme Court appointed Task Force to look into Housing of the Urban Homeless.

2016-2017

Additional Chief Secretary, Textiles

2015-2016

- Principal Secretary, Social Justice and Special Assistance
- Chairperson - BARTI (Babasaheb Ambedkar Research and Training Institute)
- Chairperson - Mahatma Phule Corporation.

He was instrumental in the Acquisition of Dr Babasaheb Ambedkar's residence in London. It was for the first time in the history of independent India that a state Govt. acquired property abroad.

2012-2014

- Principal Secretary. Women and Child Development
- Chairperson – Maharashtra State Commission for the Protection of Child Rights
- Chairperson – Maharashtra State Child Protection Society
- Chairperson – State Advisory Board on Juvenile Justice Act
- Member - Board of Governors: Child line India Foundation

Convergence with various stakeholders and work closely with all Departments of the Government and Judiciary for the protection of women and children's rights has been his hall mark.

These include stakeholders from the government –the Health Department, the Home Department, the judges of Special Court, Public Prosecutors, advocates and his own department the Department of Women and Child Development, the State Commission of Protection of Child Rights (SCPCR); members of the Child Welfare Committee and Juvenile Justice Board member to strengthen implementation of legislations and policies for the protection of women and children.

He has worked very closely with UNICEF, civil society organisations, legal rights organisations to bring technical expertise on a range of protection issues for women and children.

Catalyst or Change Agent at various forums such as a complete over-haul of the women and Child Welfare happened in the following areas:

- | | |
|--------------------------------|----------------------------|
| • New Women's Policy | • MEA Software |
| • Manodharyiya Yojana | • MAAM |
| • District Trauma Team | • CSR Policy |
| • Rahat | • Commercial Sex Workers |
| • Mohim | • Single Women |
| • Umbrella Tracking System ERP | • Design Changes in Forms |
| • Transgender Board | • Gender Budget Monitoring |
| • New Child Policy | • Toilets in Highways |
| • Sukanya Yojana | • Women in PRIs |
| • IIT-PACE Scheme | • Depiction in Media |

Immoral Traffic & Prevention Act:

To ensure implementation of the ITPA the following partnerships were created thereby giving more meaning to the Bare Act.

- SOP MoU with Govt. of W. Bengal
- State Action Plan
- Track Child Training & Helpdesk

Corporate Social Responsibility:

To ensure dedicated ties ups for performance by responsible corporate citizens in the areas of Women and Child betterment the following were achieved.

- GR of CSR
- MoU with JSW to tackle Malnutrition in Jawhar
- MoU with JSW for improving Dongri Children's Home
- MoU with Tata Foundation to tackle Malnutrition in Melghat
- MoU with Tata Foundation to tackle Malnutrition in Gadchiroli

Previous Postings in IAS (1985-2012)

MD MSCCGMF Ltd. (Cotton Federation)

Looking after the purchases of Cotton from farmers of Maharashtra. Turnover of around 5000 crores

Commissioner Integrated Child Development Services (ICDS)

Implemented the Integrated Child Development Services scheme throughout the state of Maharashtra through a network of over 65000 village based Anganwadis

CEO- Slum Rehabilitation Authority- (SRA)

Carried out reforms in the Authority to make it more transparent and slum-dweller friendly. Wrote several reports on slums and pavement dwellers and conceptualized the Dharavi plan

MD – MSSIDC

Introduced the concept of paperless office in the organization

Developed a Portal for the SMEs in Maharashtra.

Organized the Maharashtra pavilion at the India International Trade Fair New Delhi in 2000 and 2001.

Organized 8 seminars on WTO for small scale industrialists all over Maharashtra in cooperation with the IIFT.

Sent a delegation of 40 SSI entrepreneurs on a study visit of China, Taiwan, Thailand and Japan.

Introduced the VRS where staff reduction of 20% was achieved.

Previous Postings in IAS (1985-2012)

Vice Chairman & Managing Director, Maharashtra State Road Transport Corporation.

Managed a fleet of 17000 buses with a staff strength of 1,12,000 personnel

Implemented a turnaround strategy to make the Corporation profitable that comprised of:

-Generating involvement and commitment of each employee

-Making the grass root worker understand and accept the Corporate goal

Formulated and implemented the strategy to turn the organization totally customer driven

Emphasized on reaching the last worker and encouraging him to give ideas for improvement

Managing Director, The Maharashtra Agro Industries Development Corporation Limited

Convener of Agro Advantage Maharashtra, an international event comprising of a Global Investors' Convention and an International Exposition

Increased the turnover of the Company by 40 crores to make it a Million-dollar enterprise.

Director, ICDS

Instrumental in getting World Bank assistance for ICDS-III project for Maharashtra state

Collector, Thane

Implemented strong campaigns against the Criminal-Builder nexus, late night illegal dancing in bars, hoarding and black marketing of essential commodities like Kerosene, Gas, etc.

Involved NGOs and initiated campaigns on Child Labour problem, Tribal development, SAFE-T a districtwide road safety campaign involving the RTO, Police, Municipal bodies, Educational institutions, Red Cross, Truck and Rickshaw unions

Managing Director, Development Corporation of Konkan Ltd.

Brought the Corporation into profits for the first time in its history

Record plantations of Oil Palm in Sindhudurg district

Member of All India delegation to Malaysia to study Oil Palm

Chosen as Member of the Incorporated Society of Planters, Kuala Lumpur Malaysia

Introduced Aquaculture to Maharashtra

Was the first Chairman of Joint Sector Project in Aqua culture.

Assistant Collector Thane

Drafted the District Disaster Plan for Thane. The draft was presented to the Prime Minister's Office

Other IAS postings:

Additional Commissioner, Amravati

Deputy Secretary – Horticulture, Mumbai

Private Secretary to Minister of State, Govt. of India, Delhi

Chief Executive Officer, Z.P. Buldhana.

Joint Director Industries, Mumbai.

Supy. Assistant Collector, Thane

Elected Posts

- Chairman of the COSICI Council of Small Industries Corporations of India in 2000 and 2001
- Chairman of the Standing Committee of the Association of State Road Transport Undertakings in 2000
- Chairman of the National Association of Agro-Industries Corporations in 1999

Specializations

- Specialized training in Internal Security at Internal Security Academy, CRPF
Training on IT at National Informatics Centre New Delhi
- Management training at Xavier Institute of Management, Bhubaneshwar and Indian Institute of Management, Lucknow
- Specialized training on WTO at Indian Institute of Foreign Trade, Delhi
- Guest faculty for Indian Institute of Foreign Trade, Delhi
- Delivered talks on Urban Development, Slum issues, Internal Security, Child Welfare, at the State Government's Academy, YASHADA at Pune
- Made presentations on Maharashtra's investment opportunities in the Agro sector, before Prime Minister of Mauritius, officials of FAO in Rome, and British Govt. in London
- Was visiting speaker in the CD Deshmukh Civil Services training institute, run by Municipal Corporation, Thane
- Guest faculty in the MMK College Bandra - Entrepreneurship
- Have delivered over a hundred talks in different forums such as Seminars, Workshops, in University Colleges and schools, Social gatherings, Rotary clubs etc., on various issues such as Positivity, Management of Enterprises, Project Management, Urban development, Slum redevelopment, Social Inequities, Women and Child development, Road Safety, Crime and society, Floriculture, Urban waste management, Tribal development, Environment & Ecology, Child labour etc.

Personal Social Responsibility:

WITH A VISION OF :

Peaceful, healthy, happy and free homo sapiens, living in harmony with nature.

Mr. Uke has passionately pursued his vision and liberated thousands via USP® (Ujjwal's System of Productivity). The focus is on understanding the power of the sub-conscious mind and more importantly on how to use this power. He believes that understanding the biology of the mind is the starting point. This helps us to understand evolution and the logic behind the working of this power scientifically. The motive of the USP® workshop, is to change the default setting of our thought process to positive, and to train our conscious mind to give the proper command to our GENIE (Sub-conscious mind) to achieve tangible results.

With this approach Mr. Uke achieves the Mission of USP® – To Enable maximum number of people to understand, and use the technique of USP® for improved relationship, enhanced income, better health and meeting ones career goals.

Personal Social Responsibility:

- Assistant Sales Officer IPCL, Baroda.
- Looked after Sales of Poybutadiene Rubber in Gujarat, MP and Rajasthan
- Assistant Currency Officer RBI, Mumbai

Background

Born in Nagpur, Ujjwal Narayan Uke spent his childhood in Nagarjunasagar (AP), Ranchi, Bastar, Faridabad, Panna & Delhi. Graduating in Economics with honours from St Stephen's College, Delhi, he went on to do his MBA from IIM Ahmedabad. Gaining 6 years' experience in fields like Sales, Marketing and Finance, he joined the IAS in 1985, where he was allotted the Maharashtra cadre.

His father NG Uke, had the distinction of being the first person in his district to have secured an all India scholarship to pursue higher education in London in 1945. A rationalist, he was against all dogmas, and rituals. He had a great influence in developing an inquisitive and open mind in his son.

Academic Record

- **Indian Institute of Management, Ahmedabad**
MBA, Marketing
1977 – 1979
- **St Stephen's College, Delhi**
BA Hons., Economics
1974 – 1977
- **Kendriya Vidyalaya Delhi Cantt**
Hr. Sec., Economics, History, English Litt.
1971 – 1974

