

Rtn. Ashok Mahajan: “Dil Maange More” A Relentless Pursuit of Purpose

A TRUE LEADER LISTENS, INSPIRES, AND LEADS BY EXAMPLE—WITH INTEGRITY AND COMPASSION.

There are lives that inspire.

And then there are lives that redefine what it means to live with purpose — that quietly nudge you into asking yourself: Am I doing enough?

Rtn. Ashok Mahajan’s journey belongs unmistakably to the latter.

UNITING MUMBAI, INSPIRING CHANGE
RTN. RACKHEE MEHTA

It is not merely a story of success, nor just a chronicle of leadership—it is a living philosophy. A sustained expression of belief, discipline, and service that has unfolded over decades, quietly yet powerfully shaping lives across India and beyond. After rising to some of the highest positions in Rotary—Past RI Director and Trustee of The Rotary Foundation—after enabling impact that touches millions, he still pauses and says, with a sincerity that disarms you:

“I still feel I have more potential... I can do much more for Rotary.”

This is not modesty in the conventional sense.

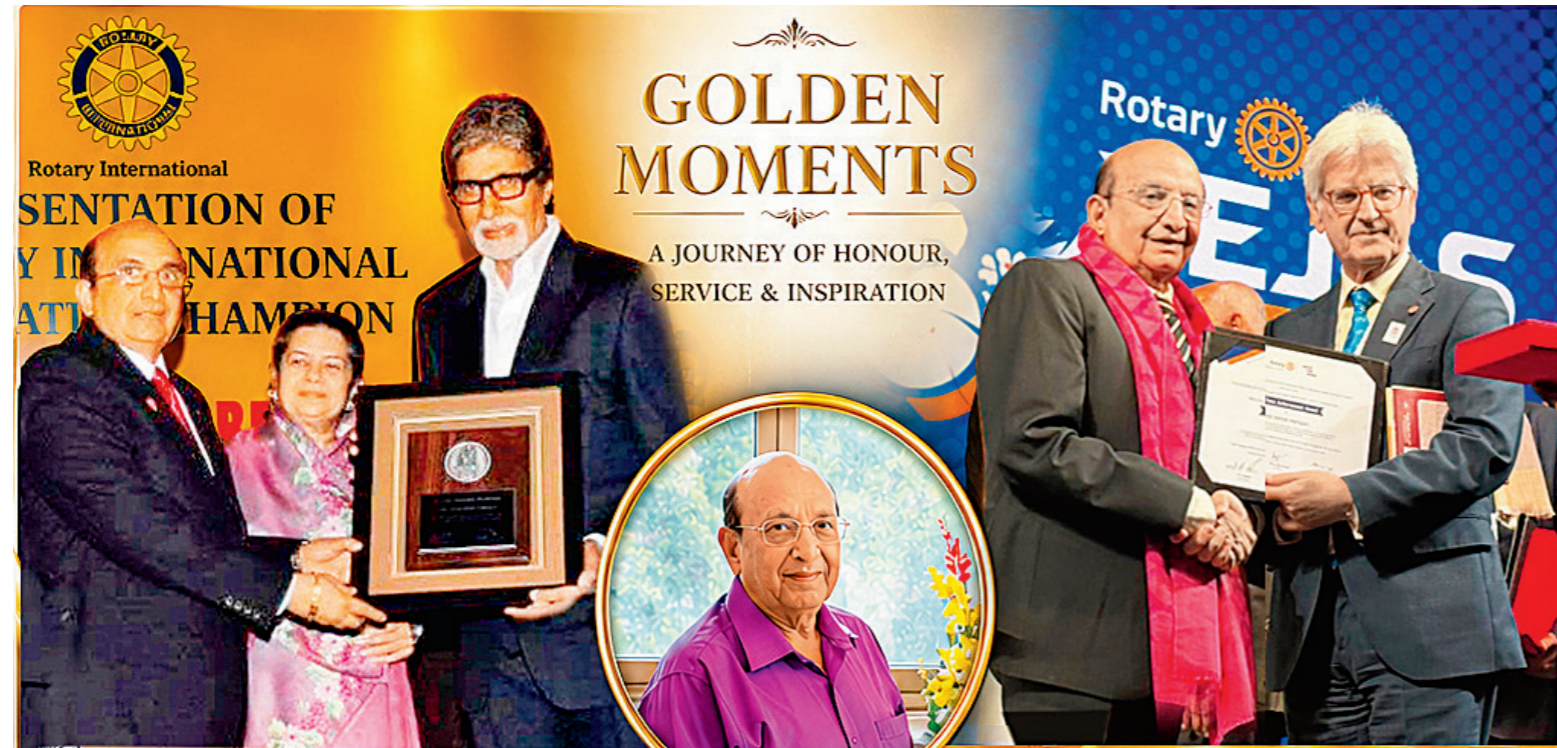
It is conviction. It is perspective. It is the rare ability to look at extraordinary achievement and still see unfinished work.

And perhaps, that is where his story truly begins—not in what he has done, but in how he continues to think.

Rooted in Values, Driven by Service



From his formative years as a volunteer with the Rashtriya Swayamsevak Sangh (RSS), Rtn. Ashok Mahajan imbibed discipline, commitment, and a deep sense of service. These early influences became the cornerstone of his journey, shaping his character, nurturing leadership, and guiding him along a path defined by purpose, resilience, and an unwavering dedication to society.



A Life of Service, Leadership, and Lifelong Learning

Born on 23rd July 1947, in a nation at the cusp of independence, Ashok Mahajan’s early life was shaped by one of the most defining moments in Indian history—the Partition.

His family migrated from undivided India, leaving behind land, wealth, and stability. They arrived in India with little more than courage, resilience, and an unyielding belief in rebuilding.

His father, once a landlord, started afresh in Mumbai. The transition was not easy, but it was purposeful. Education became the family’s central mission.

That determination would go on to define Ashok Mahajan’s trajectory.

From a modest Hindi-medium school in Mulund, where he quickly stood out as a bright and sincere student, to scoring 76% in SSC at a time when such marks were exceptional. But alongside academics, something more enduring was being shaped—his value system.

At a very young age, he became associated with the RSS as a swayamsevak. The discipline, punctuality, and clarity of thought he exhibits even today, he attributes to those formative years.

“Whatever I am today—my discipline, my thinking—it comes from that training,” he says.

But there was another side to him too—one that loved words.

Poetry, ‘dohas’, verses—he absorbed them effortlessly. Antakshari competitions were serious business in those days, and he went from ranking third in Mumbai to eventually becoming number one.

Even today, his speech carries a lyrical quality — thoughtful, measured, occasionally poetic. Some of his reflections stay with you:

“Service without humility is incomplete.”

“If you can help someone, don’t delay it—tomorrow is never guaranteed.”
“Recognition is not the goal—but good work must be seen, because it inspires others.”

Reading remains his lifelong companion. It is both his refuge and his fuel.

And when asked who he would have loved to meet, his answer comes without pause—Atal Bihari Vajpayee. Not for power, but for presence. Not for position, but for poetry.

“An honest man. A brilliant orator, a thinker, a poet,” he says, perhaps unknowingly describing qualities he himself embodies.

He went on to study at St. Xavier’s College and later at VJTI, Bombay University, where he qualified as an Electrical Engineer with a merit position. But even at this stage, his learning did not stop. Diplomas in Operations Management and Business Management followed—early indicators of a mind that refused



Dil Maange More
Rtn. Ashok Mahajan’s life is not just a story of achievements. It is a story of attitude. It is about how he thinks. From displacement to determination. From curiosity to commitment. From service to leadership. And still, he stands not at a conclusion—but at a continuation. Because in his heart, one belief remains unchanged: There is always more to do. More lives to touch. More impact to create. More trust to build. More humanity to awaken

Dil Maange More - is his way of life. And perhaps that is why his journey stays with you— long after you have finished reading. It is a mirror. It does not just celebrate what he has done—it quietly challenges what we are doing. It asks:
Are we thinking big enough?
Are we doing enough?
Are we using our potential fully?
And most importantly:
Is there more we could do?
Because in the end, his greatest contribution may not just be the millions of lives he has impacted. It may be the countless others he has inspired to believe— That their best is still ahead. And that service, when done with sincerity and conviction, can truly change the world.

to remain static. Years later, he would articulate a thought that reflects this very approach to life:

“Life is not about finding yourself. Life is about creating yourself.”

And that is precisely what he did—consistently, consciously, and courageously.

The Courage to Choose His Own Path

After graduating, Ashok Mahajan joined Kaycee Industries, a leading manufacturer of electrical switches. There, he did more than just perform his role—he immersed himself in every aspect of the business: from production to procurement, from finance to development.

Then came a curious moment that would test his conviction.

Two senior and respected Rotarians approached him separately, both offering him business partnerships—50-50 collaborations that most young professionals would have readily accepted.

He declined both. Instead, in 1973, he chose to step out independently and founded Raj Industries.

Looking back, his reflection is simple yet profound:

“When others recognise your potential, it is a signal. When you act on it, it becomes your destiny.”



That decision—to trust his own instinct over comfort—set the tone for everything that followed.

Rotary: A Beginning From Curiosity to Calling

His entry into Rotary was almost acci-

Engaging with Leadership, Driving Impact

Meaningful interactions with leaders like Maharashtra’s Deputy Chief Minister reflect a journey rooted in service and influence. Such moments highlight his continued commitment to public welfare, collaborative leadership, and impactful initiatives that strengthen communities and inspire collective progress.

But Rotary revealed itself not through meetings—but through action.

During the railway strike led by George Fernandes, he was given responsibility for arranging transport for stranded commuters. Trucks were organised, people were helped, and for the first time, he experienced the power