



VIJAY TIWARI

A Businessman and a Social Worker



About

MR. VIJAY TIWARI

The name of Vijay Tiwari is a reputed name among the people associated with the history and fragrance industry of Kannauj, Uttar Pradesh. Vijay Tiwari, born in this area famous for perfumes, has left a deep mark not only in the field of business but also in social service. He is currently handling the operations of Gauri Distiller, Jasoda Cold Store, and Gauri Fragrance Business Establishment.



Along with this, he has played his role as a trustee in Baba Neem Karoli Dham Mohammadabad, Farrukhabad for the last years. His loyalty and dedication towards social welfare distinguish him as a successful businessman as well as a sensitive social worker.

BUSINESS JOURNEY

CONTRIBUTION TO GAURI SUGANDH AND DISTILLERS INDUSTRY



Vijay Tiwari started his business journey in Kannauj, which is known worldwide for its perfume and fragrance tradition. His companies, like Gauri Sugandh and Gauri Distillers, are among the major business units in the region. Under his leadership these businesses not only achieved economic progress but also generated new employment opportunities for the youth of the area.



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KANNAUJ CINEMA STARTED IN 1982.

Vijay Tiwari brought a new wave of progress and modernity to Kannauj when he started the first cinema house in the district. This reflects his vision and his dedication towards the happiness of the people.



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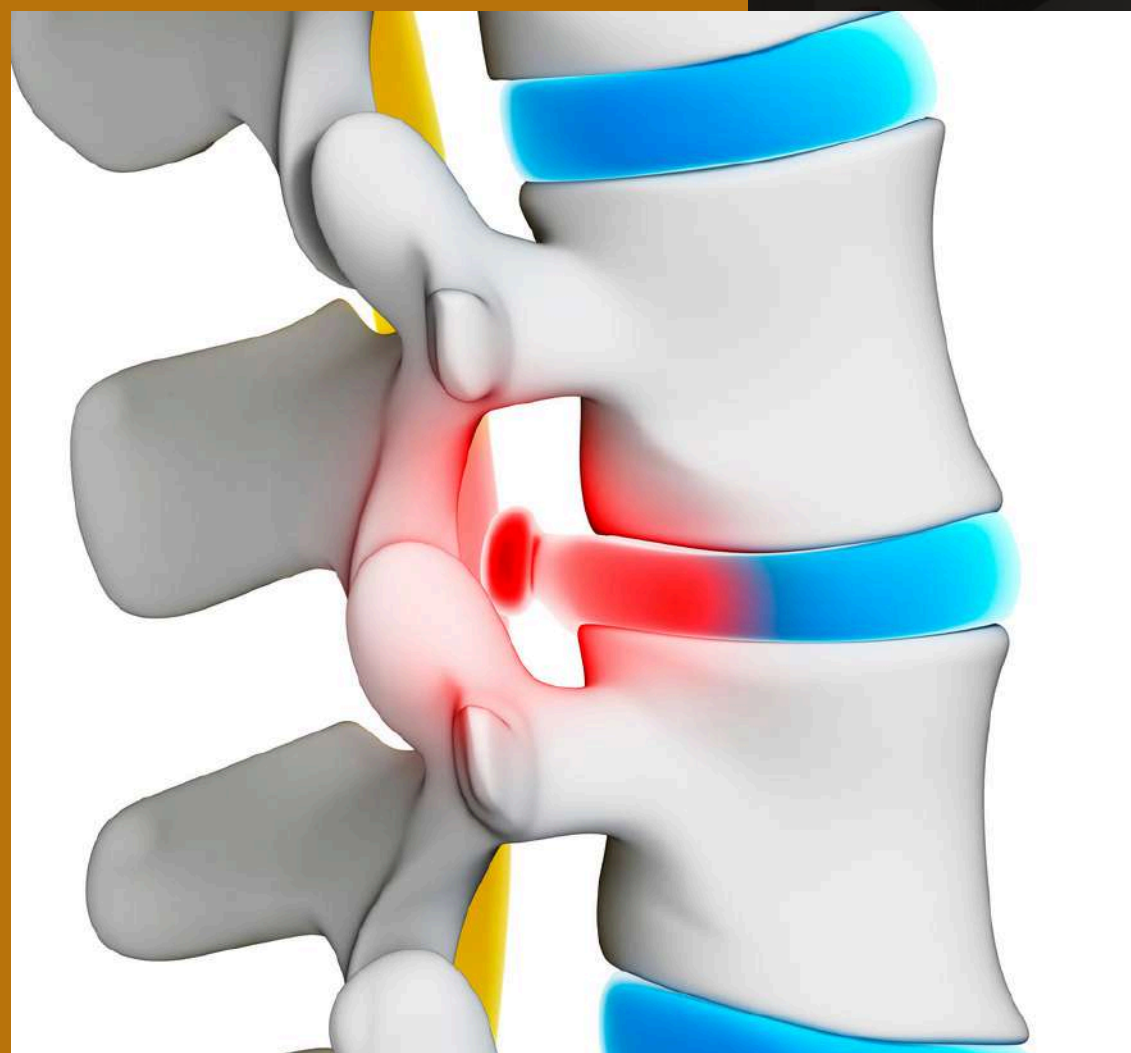


AGRICULTURAL COLD STORAGE MANAGEMENT



Understanding the importance of preserving agricultural products, Vijay Tiwari established Jashoda Cold Store. This cold storage became a means for farmers to preserve their produce, helping them get better prices.

STRUGGLE WITH SERIOUS SPINAL DISEASE



MULTIPLE SLIPDISK

Spine Treatment

In the year 2000 of his lifetime, he had to face a lot of difficulties when he had to fight with severe multiple slipped disc disease in the spine. This time of Vijay ji was full of challenges when he had to live on belt, stick or bed rest for 6 years of his life. At this time, most of his time was spent in reading books and listening to people's problems. But it is said that if a person has the courage to stand up after falling, then what can he not do? After almost 7 years of treatment and multiple operations, his spinal cord was



CANCER BATTLE AND VICTORY

Own Experience

There was a time when Vijay Tiwari himself was battling a fatal disease like cancer. During this difficult period, he did not give up and fought the disease with full determination. This personal fight of his not only shows his strength and positivity, but it is also an inspiration for others.



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CAMPAIGN FOR CANCER AWARENESS



Dr. Pankaj Chaturvedi, who heads the department of oral cancer at **Tata Memorial Hospital**, installed Vijay Tiwari as the **brand ambassador of Tata Memorial**. After winning his battle with cancer, Vijay Tiwari pledged to spread awareness about the disease. As a brand ambassador, he also submitted a memorandum related to tobacco to the then Health Minister JP Nadda on behalf of Tata Memorial.



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CANCER BRAND AMBASSADOR



Vijay Tiwari inspired thousands of people through platforms like **Lions Club** and **Cancer Bhagao Campaign**. His campaign attracted the attention of leading health institutions such as AIIMS Delhi, **Tata Memorial** and **Kumar Mangalam University**. Today, these organizations honor him as a brand ambassador for cancer awareness, reflecting the widespread impact of his commitment and inspiration.

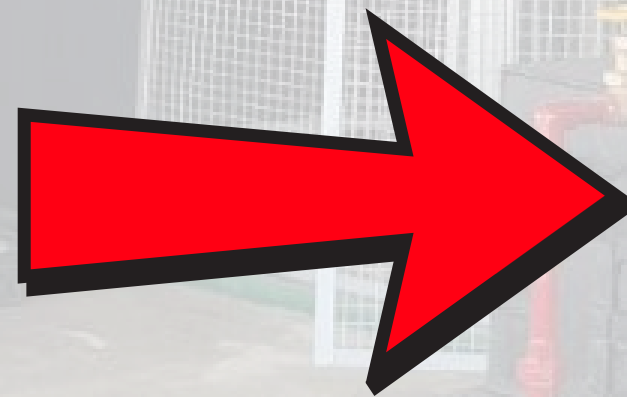


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**2011, post-cancer
transformation**



2011 How did Tiwari ji look before cancer?

POSITIVE ATTITUDE AND RESPONSIBILITY TOWARDS SOCIETY

Vijay Tiwari's life teaches that no matter how difficult the circumstances are, positive attitude and sense of responsibility towards the society not only makes us successful in life but also makes us a source of inspiration for others.



CONTRIBUTION TO SOCIAL SERVICE



Neem Karoli Dham, Mohammadabad

Vijay Tiwari ji has been associated with **Baba Neem Karoli Dham Mohammadabad** Farrukhabad as a trustee for the past many years and also in **Neem Karoli Kainchi Dham** for many years he has been contributing to the service of Baba by staying at Gate No. 1 on the foundation day of 15th June. is coming

Bharat Vikas Parishad and management of Dharamshalas

Vijay Tiwari has been associated with **Bharat Vikas Parishad** since 2008. Through this organization he is contributing in the fields of **education, health, and social awareness**. Additionally, he is also a trustee of **Bholanath Dharamshala**, which is dedicated to charitable works.

- Continuous contribution to health related services
- Unprecedented work in the field of education
- Contribution to social reform, women empowerment and Anna Daan

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Service during Corona epidemic

During the Corona pandemic, when the entire country was in crisis, Vijay Tiwari made special efforts to help the needy. With their help, hundreds of families received food, medicines, and other essential facilities.

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Personality and Motivation

- Vijay Tiwari's life is a symbol of moving forward with patience and dedication even in difficult circumstances.
- They move forward by keeping their life balanced in both society and business.
- He believes that true success is one that brings positive change in the lives of others.

Life Lessons



Vijay Tiwari is not only a businessman but also a social worker, who has inspired others by learning from his experiences. His business acumen, dedication to society, and his fight against diseases like cancer make him an extraordinary personality. His life gives the message that determination and philanthropy can change not only one's own life but also the lives of others.



Foreign Tours





(Some pictures of Vijay Tiwari ji)

In Media

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अपने ही बनाए गुटखे से हुआ माउथ कैंसर

■ ज्योति शेलार, मुंबई मिरर

बंद करेंगे कारोबार

कई वर्षों से गुटखे का कारोबार चला रहे 52 वर्षीय विजय तिवारी खुद ही मुँह के कैंसर का शिकार हो गए। कैंसर के इलाज के लिए छह कीमोथेरापी और 36 चरणों के रेडिएशन के दर्दनाक अनुभव के बाद तिवारी ने 'फलते-फूलते' कारोबार को बंद करने का फैसला किया। उनका कहना है कि गुटखे की मैन्यूफैक्चरिंग के दौरान कैंसर, इलायची आदि के फ्लेवर के बजाय सस्ते केमिकल का इस्तेमाल किया जाता है। तिवारी को भी गुटखे की लत अपने गुटखे के क्वालिटी चेक के दौरान लगातार इसे चखने के कारण लगी। लत इतनी बढ़ी कि वह रोज 25 पैकेट तक गुटखा खाने लगे। उन्हें 2011 में मुँह में कैंसर का पता चला। इसके बाद उन्होंने गुटखे में इस्तेमाल होने वाले खुशबू बनाने के विजनस को बंद करने का फैसला किया।

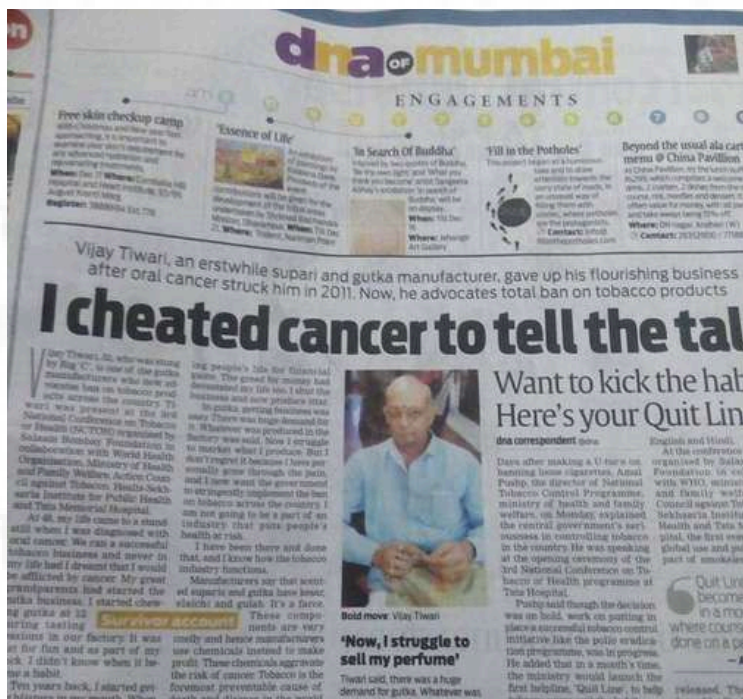


■ क्वालिटी चेक के दौरान ऐसी लत लगी कि रोजाना 25 पैकेट गुटखा खाने लगे कारोबारी विजय तिवारी



गुलाब के बजाय 25 हजार रुपये के केमिकल फ्लेवर से काम चलाया जा सकता है। असली और नकली चीजों के दाम में इतना बड़ा अंतर होता है, इसलिए कोई भी गुटखा मैन्यूफैक्चरिंग कंपनी असल खुशबू का इस्तेमाल नहीं करती है।

कैंसर के कारण हुई कई बार की सर्जरी से तिवारी का चेहरा बदल चुका है। अब उन्होंने इस बात का फैसला किया है कि वह गुटखा इंडस्ट्री का हिस्सा नहीं बने रहेंगे।



Social Work

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Contact

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A photograph of an elderly man with glasses and a bindi, smiling while sitting in a flight simulator cockpit. He is holding the control yoke. The cockpit is filled with various instruments, screens, and control panels.

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Thank You!

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