

Asia. Business Outlook

ASIABUSINESSOUTLOOK.COM

MAY, 2024

AVANISH SINGH VISEN

Director & CEO, DCJ Group (APPL & Encraft India)

The Powerhouse
Behind DCJ Group's
Dominance

\$30



AVANISH SINGH VISEN

Director & CEO, DCJ Group (APPL & Encraft India)

The Powerhouse Behind DCJ Group's Dominance

By Manish Kumar

The pulsating global community is flourishing due to the dynamism of the business world, led by visionaries whose ambitions orchestrate a seamless transformation of ideas into thriving businesses. Identifying unique market opportunities to resolve problems and challenges, no matter how big or small, Avanish Singh Visen, Director & CEO of DCJ Group (APPL & Encraft India), uses his business-savvy to fuel the growth of the DCJ Group (APPL & Encraft India). Making his mark by reshaping the manufacturing industry unlike ever imagined before Avanish is making tremendous strides with groundbreaking strategies and ideas.

COVER
STORY



A reckoning force in the evolving manufacturing sector, Avanish leverages his decades of experience, technical expertise, and business acumen to drive business success. Overcoming the challenges posed by the rapidly transforming manufacturing sector, with technological innovation, sustainability initiatives, supply chain resilience, and a shift towards localized production, he is employing a distinctive approach and harnessing the potential of his team to deliver favorable results.

Humble Beginnings

Avanish’s journey to his current role began in a small town, strengthened and shaped profoundly by the unwavering support of his family. The values inculcated by the closely knit small community of his town instilled the values of resilience and determination in him from an early age, leading him to grow up into an agile and strong-willed leader, unshaken in the face of hurdles, while still preserving humility. Within this community, a lack of ample resources imbibed the values of hard work, perseverance, and a spirit of seizing every opportunity to create positive change within Avanish, guiding him to this day.

“The unconditional support and encouragement from my family fueled my ambition and provided a solid foundation upon which to pursue my goals. Their belief in me has been a driving force, empowering me to overcome the most complex challenges and strive for excellence in every endeavor I have ever undertaken”, shares Avanish Singh Visen, Director & CEO, DCJ Group (APPL & Encraft India).

Rising Through The Ranks

Despite hailing from a small town, Avanish paved a very fruitful career path for himself where he reaped the rewards of his hard work, rising through the ranks gradually, eventually achieving his current position. Prior to this role, he has held a number of managerial roles, which in his words ‘have been instrumental in preparing him for the challenges and responsibilities of being CEO’. With every role, Avanish was exposed to a new set of critical skills and valuable experience which he developed and refined over time to use today as he navigates the unique opportunities his current role brings. Leadership skills, building heart-to-heart relationships, strategic planning skills, and decision-making skills, which dictate his primary job description today, have been honed and polished over the years as he held varied managerial positions.

“As a manager, leading teams and departments taught me how to motivate and inspire others, foster collaboration, and drive performance towards organizational objectives. Managing projects and initiatives honed my ability to think critically, solve problems, and adapt to changing

circumstances. Additionally, navigating diverse stakeholder relationships and communicating across various levels of the organization enhanced my interpersonal and communication skills. These experiences have equipped me with the confidence, resilience, and strategic acumen necessary to lead the company forward, driving growth, innovation, and success in today's dynamic business landscape”, further shares Avanish.

Making Waves

Serving currently as the Director & CEO of DCJ Group (APPL & Encraft India) - a globally diversified organization specializing in the manufacturing of thermoplastic engineering products, as well as glass and fenestration products, aided by technologies like automation, IoT, and AI, which streamline manufacturing processes, enhancing efficiency and competitiveness. As a visionary leader, his primary role within the organization involves inspiring the



workforce to continually perform better, by cultivating an environment where employees feel motivated and empowered to recognize areas of improvement and dedicate themselves to continuous learning.

Passionate about the vision to bring transformational change in the organization, he aspires to inspire others to reach their maximum potential, be innovative, and drive organizational success. For this, he aims to foster an environment of trust, transparency, and a shared sense of purpose and ownership that aligns with the company’s broader vision.

“I believe in leading by example, demonstrating authenticity, humility, and a genuine commitment to the well-being and success of my team members. It’s important to foster a culture of innovation, collaboration, and social responsibility, encourage the team to think outside the box, embrace creativity, and take calculated risks to drive meaningful change and innovation. Prioritizing diversity,

equity, and inclusion initiatives is another aspect that needs attention. Additionally, it's vital to give back to the community and make a positive impact beyond business goals”, further adds Avanish.

His unique leadership style which he describes as transformational has nurtured a workforce that enables him to strategically tackle the evolving challenges and stay competitive in this highly crowded industry. Always striving to overcome the hurdles of global competition which presents pricing pressures, continued demand for innovation, quality enhancement, and provision of value-added services, coupled with technological advancements that necessitate continued large-scale investments, ongoing employee training, continuous infrastructure upgrades, and tactical resource allocation decisions, Avanish ensures that his workforce is armed with the right talent that can optimize these aspects, and more.

Moreover, he fosters a worker-friendly workplace by sourcing consciously handpicked recruits, and offering competitive compensation, and nurturing a culture of innovation. Recognizing outstanding contributors, and encouraging initiative from the employees empowers him to put the

firm on a path of sustained growth. A key function he performs is closely monitoring global trends, changing regulatory requirements, and implementing the necessary policies required for mitigating any risks and overcoming supply chain disruptions in the highly unstable landscape of international trade.

Dedicated to remaining agile in this dynamic ecosystem, he observes a proactive multi-step approach to stay informed of the developments in the industry, diversify supplier base and manufacturing locations, and actively communicate with key stakeholders and policymakers apart from industry associations, and trade partners, to encourage the formation of policies which are conducive to support fair trade across borders and minimize any trade barriers.

Encouraging Future Leaders

As an exemplary business leader dedicated to business success and industrial evolution, Avanish is not just an inspiration for his workforce, but also for entrepreneurs and future business leaders, still learning the ropes of the trade from masters like him. Sharing his experience and wisdom with the upcoming generations of leaders, he aspires to encourage them to prioritize continuous learning, embrace innovation, and cultivate problem-solving skills. As in most industries, the manufacturing sector is being fueled by technological advancements, making it critical to develop a habit of always staying abreast of market changes.

“*I believe in leading by example, demonstrating authenticity, humility, & a genuine commitment to the well-being & success of my team members*

“I believe aspiring business leaders can only succeed if they are enthusiastic about their field and for becoming the top players in it. For this, they need to develop strong problem-solving skills, as business environments present complex challenges that require creative solutions. Furthermore, fostering strong leadership and communication skills, building a professional network, and maintaining a growth mindset are key factors for long-term success in any industry. By embracing these principles and remaining adaptable and resilient in the face of challenges, aspiring professionals can carve out rewarding and impactful careers”, lastly shares Avanish. [ABO](#)

Asia. Business Outlook

WWW.ASIABUSINESSOUTLOOK.COM

Asia
Business Outlook

recognizes



AVANISH SINGH VISEN

DIRECTOR & CEO, DCJ GROUP (APPL & ENCRAFT INDIA)

As

**BEST VISIONARY
CEO OF ASIA - 2024**

This certificate acknowledges exceptional industry performance,
signifying competency in the field, adherence to industry standards,
and a determination to innovate and achieve excellence.

Sudhakar Singh
SUDHAKAR SINGH
Managing Editor