

## Against All Odds: Ganesh Thakre's Success Story

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In a country where millions struggle against economic hardship, very few transform adversity into lasting success. **Ganesh Keshavrao Thakre**, hailing from a small village in Akola district of Maharashtra, is one such individual whose life story stands as a testament to resilience, courage, and unwavering determination.

Today, Thakre is the founder of **Alkesh Multi Services**, a growing enterprise that spans technology, renewable energy, manufacturing, and essential services. But his journey to success was anything but easy.

### Humble Beginnings in a Small Village

Ganesh Keshavrao Thakre was born in **Kalamba Kh., Balapurji village in Akola district**, into a family of five—his parents and two younger sisters. The family lived in a cramped **8x7-foot room**, battling daily uncertainties over food, shelter, and survival.

Recognising the family's financial struggles, Ganesh was sent to his maternal uncle's village for education. However, poverty followed him there as well, forcing him to work from a very young age.

### Childhood of Hard Labour and Sacrifice

From **Class 5 to Class 12**, Ganesh delivered nearly **150 newspapers every morning between 4 a.m. and 9 a.m.**, earning just **₹5 per day**. After school, he worked in farms cutting fodder or took up agricultural labour on weekends to support his education.

For eight long years, despite repeated promises, his salary never increased. Rain, heat, cold—nothing stopped his routine. This period planted a deep resolve in his heart: *he would never remain a lifelong employee.*

### Academic Brilliance Amid Hardship

Despite lacking tuition support—something most of his classmates could afford—Ganesh displayed exceptional academic ability. In **Class 10**, while others attended coaching classes, he continued delivering newspapers. Mocked by peers and burdened by responsibilities, he still emerged as **the class topper**.

However, financial barriers continued. Science tuition fees of ₹10,000, college trips, and study resources remained beyond reach. Eventually, stress and exhaustion took their toll.

### Failure That Almost Broke Him

In **Class 12**, overwhelmed by financial pressure, Ganesh lost focus and stopped attending college. The result was devastating—he failed in **four subjects**. Public humiliation followed, including harsh remarks from relatives during a family wedding.

Heartbroken, Ganesh left everything behind and moved to **Shegaon**, where he took up a cleaning job at a hotel near the Gajanan Maharaj temple—despite having vowed never to do a job again.

A chance encounter with a former classmate, now progressing in college while he mopped floors, shattered him emotionally. He quit the job the same day.

### **Second Chance and New Direction**

Determined to rebuild, Ganesh reappeared for his **12th exams and passed**. He worked at a computer shop to afford college fees and later enrolled in **B.Sc.** studies.

But a new challenge emerged—his younger sister's education. When relatives suggested marriage instead of education, Ganesh made a life-altering decision: **his sisters would study, no matter the cost**.

Against strong opposition, he moved his family to Shegaon, surviving on a salary lower than his monthly rent.

### **Birth of an Entrepreneur**

With the rise of digital education, Ganesh found opportunity. Working in a school helped him understand online systems. With no internet at home, he borrowed a friend's laptop and worked from fields behind a college at night using borrowed connectivity.

Eventually, he rented an **internet café**, working from **8 a.m. to midnight**. Though the café owner later betrayed and evicted him overnight, Ganesh did not give up.

With help from a friend, he started **Alkesh Computers & Xerox**, later continuing independently as **Alkesh Computers**.

### **Building Alkesh Multi Services**

The success of Alkesh Computers enabled Ganesh to buy a **₹25 lakh house in Shegaon**. He later ventured into the **solar energy business**, where he suffered major financial fraud—but survived once again.

Using income from ancestral land, he diversified into essential services:

- **Shree Krupa Flour Mill**, now managed by his mother
- **Anand Aqua (Packaged Drinking Water)**, handled by his father

These ventures collectively evolved into **Alkesh Multi Services**, named by combining his parents' names—**Alka and Keshav**.

### **Personal Struggles and Emotional Resilience**

Beyond financial hardships, Ganesh endured deep personal trauma. A **nine-year relationship ended in betrayal in 2023**, leading to severe depression and three failed suicide attempts. Recovery took over nine months.

During this healing phase, he met **Divya**, who became his pillar of support. Their journey culminated in marriage on **27 November 2025**, with strong backing from close friends.

### **Looking Ahead: Bigger Dreams**

Today, Alkesh Multi Services offers:

1. Alkesh Computers (Internet Café)
2. Skylight Solar (Rooftop Solar Energy)
3. Shree Krupa Flour Mill
4. Anand Aqua

Upcoming projects include:

- **Alkesh IT Park** (1108-computer examination centre)
- **Mahajit Multiplex Park**, India's first parking-friendly film shooting studio

### **A Message of Strength**

Ganesh Keshavrao Thakre attributes his success to three forces: **insults, betrayal, and financial loss**. Instead of breaking him, they ignited a fire he transformed into strength.

His story is not just about business success—it is about **dignity, perseverance, family values, and hope**, inspiring countless young Indians to rise above circumstances and create their own destiny.

### **Selected for Maharashtra's Prestigious Awards**

Recognizing his dedication and achievements, he has been selected for the prestigious “ **Maharashtra Business Icon 2025** ” award.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for him but also for the entire region.

### **Presence of Renowned Film Personalities**

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

### **Event Hosted Under Expert Leadership**

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.

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