



## World Wildlife Conservation Day: Protecting Nature's Priceless Heritage

World Wildlife Conservation Day, observed annually on December 4, serves as a global reminder of the urgent need to protect endangered species and preserve the planet's rich biodiversity. From forests and oceans to grasslands and wetlands, wildlife plays a vital role in maintaining ecological balance and supporting human survival. The day calls for collective action, from governments and conservation groups to individuals, to combat poaching, habitat loss, and climate change. By promoting sustainable living and responsible choices, World Wildlife Conservation Day inspires everyone to safeguard the natural world for future generations.



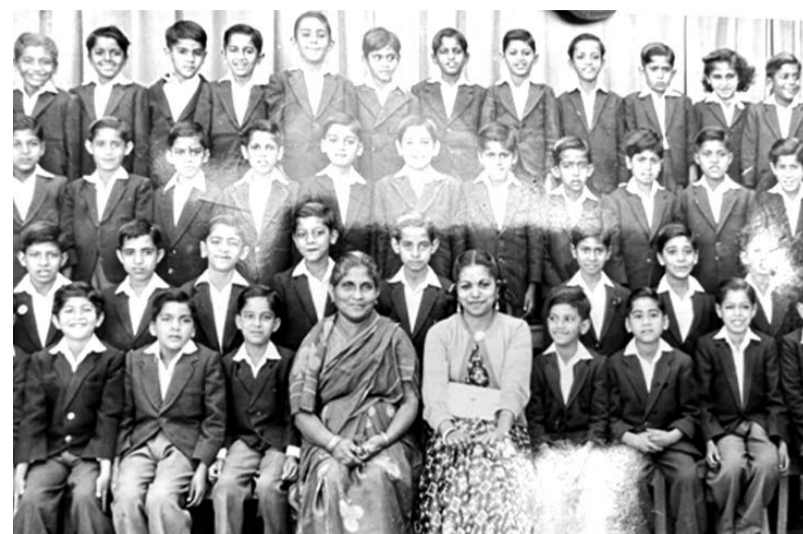
Amrit Mathur, Arun Lal, Piyush Pandey, Kirti Azad: part of Delhi Univ team-winners of Rohinton Baria, the national championship.



ROHINTON BARIA WINNERS, Delhi University team: ALL INDIA NATIONAL championship  
L TO R: Randhir Singh, KIRTI AZAD, SUNIL VALSON, AMRIT MATHUR, ARUN LAL, PIYUSH PANDEY, ALL FROM STEPHENS KARUN DUBE & RANDHIR SINGH FROM HINDU COLLEGE.



L-R - STANDING: MADHUKAR SHARMA, PRAHLAD SINGH JADEJA, PIYUSH PANDEY, MAHESH SHARMA, VIMAL SONI  
SITTING: ANJAN ROY, VINOD MATHUR, N D MARSHALL SIR, KAMLAKAR SHARMA, PRAMOD ARYA, SHARAD JOSHI, PRADEEP BHARGAVA WITH THE TROPHY.



St. Xavier's School, Jaipur - second grade. Piyush is in the top row, fourth from the right, long before anyone had heard of Cannes or Clips.



Sitting L-R : Rajender Sharma, Prahlad Singh, Sudhir Mobar, Kaniyalal Saini (manager) Piyush Pandey, Subash Sharma, Ronnie Sherman  
Standing: Arun Kaushik, Arifullah Khan, Amrit Mathur, S Arora, Kuldeep Singh, Taposh Chatterjee, Deepak Narayan Mathur.



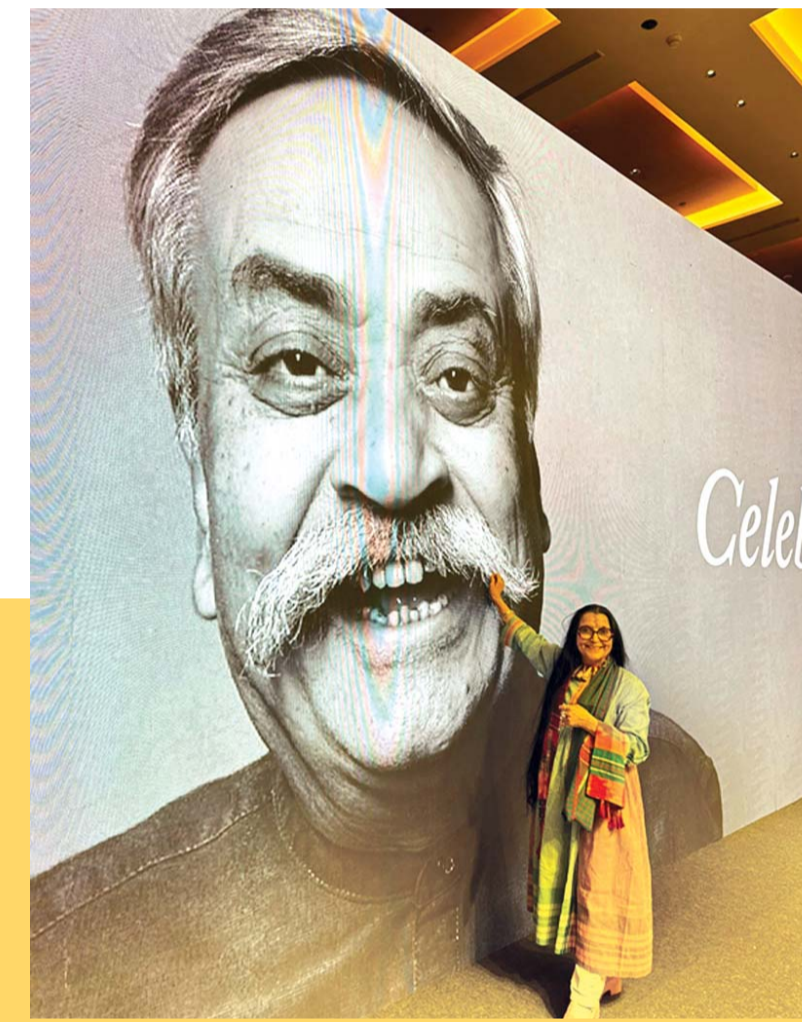
Piyush graduated from St. Xavier's in 1972.



L-R: RAMA PANDEY, PIYUSH PANDEY, TRIPTI PANDEY AND ILA ARUN.

# Remembering Piyush Pandey Xavierite, Stephanian, team- mate, and 'yaaron ka yaar'

Ronnie remembers that during cricket net practice, under the watchful eyes of N.D. Marshall, the contest between Piyush, Abdul Quum, and himself was to see who could break the maximum number of glass windowpanes. Strangely, the panes were shattered late in the evening, but were found repaired by 7:00 AM the following morning. Since Ronnie was Marshall's favorite, the blame fell on Piyush. N.D. Marshall would admonish him: "Saala, tu kya karta hai? Aise kya khelta hai? Seedhe kyon nahin khelta hai?" Although Piyush would get irritated at being singled out, they would always laugh it off later over chai and kachoris.



His sister Tripti Pandey celebrating his life.



Lt Gen Padam Singh Shekhawat, PVSM, AVSM (1984 batch), chief guest at St. Xavier's School Sports Day on 29 November 2025, with Piyush Pandey's books - the No. 1 bestseller Pandemonium and Open House.



'Pande' and 'Bhooth,' Piyush Pandey with lifelong friend Anil Kumar. "He remained 'Pande' and I loved 'Bhooth'," Anil says.



St. Stephen's College cricket team, 1978. Piyush stands in the back row, fourth from the right.



Pushpendra Bhargava (Jaipur-based hotelier, writer and chronicler of the city's everyday histories)

Before he became the most recognisable face of Indian advertising, loved kachoris, and collected friends for life. News of Piyush Pandey's passing travelled fast through the world of advertising, but in Jaipur, the shock was also very local. Tributes across India have called him a legend. His friends here still talk about him as the coolest one we knew.

**Jaipur lanes, Jaipur flavours**  
One line of family memory says a lot. His mother's constant mantra at home was:

**"Jo soya vo khoya, jo jaaga so paaya."**

Whoever sleeps loses; whoever stays awake gains. Those who knew him feel he carried that line his whole life, always alert, always watching, always working. His siblings are well-known in their own fields:

- Ila Arun on stage, screen and as a folk singer
- St. Stephen's College cricket team. 1978. Piyush stands in the back row, fourth from the right. Prasoona Pandey in film and advertising.
- Rama Pandey (extremely popular teacher at St. Xavier's), later with BBC HINDI RADIO, LONDON
- Tripti Pandey's exemplary writing on the heritage and tourism of Rajasthan

His Jaipur was also mapped through food and people. Khunteta Namkeen Bhandar in Kishanpole Bazar, where shopkeeper Dinesh Khandelwal proudly said that he already had one of Piyush's books. RASTA'S every old Jaipurite will recognise - Kishanpole Bazar, Khazane Walon Ka Rasta, Purohitji-ka-Bagh, New Colony WAS THE CYCLING ROUTE - remembered through the taste of kachoris and shared jokes.

**BAND OF BANDITS**  
St. Xavier's: the first team

A second-grade class photograph from St Xavier's School, Jaipur still survives: boys in neatly combed hair and shorts, teachers flanking

them in the middle row. In the top row, fourth from the right, stands a small, serious-faced Piyush - long before the moustache, long before Cannes and Clips, already part of a city classroom that would form him.

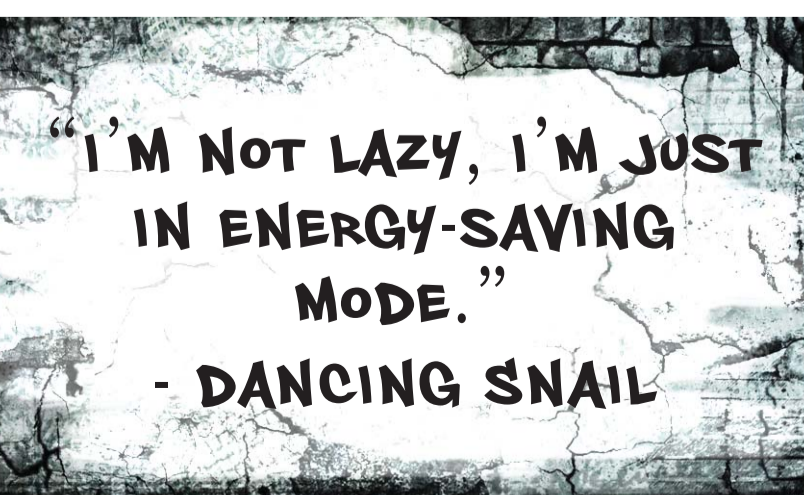
At Xavier's, he was more than a backbencher with good jokes. His cricket coach was N. D. Marshall, who 'insisted his players follow the sacred basics of correct technique: Those lessons in discipline and basics stayed with him in cricket and, later, in advertising.

He played cricket at both St. Xavier's and St. Stephen's, and for the city's pride, the 'Jaipur Blues' side. Playing for 'Jaipur Blues' and for Rajasthan made Jaipur his cricket ground long before the country knew his name from television screens.

"Piyush sir, you're the legend who didn't just change Indian advertising - you rewrote its DNA with wit, wisdom, and that unmistakable Pandey-ji magic.

From one Xavierite to another: you proved that 'Ogilvy bhi kabhi Xavierite tha' - and we're all still learning from your genius!"

## THE WALL

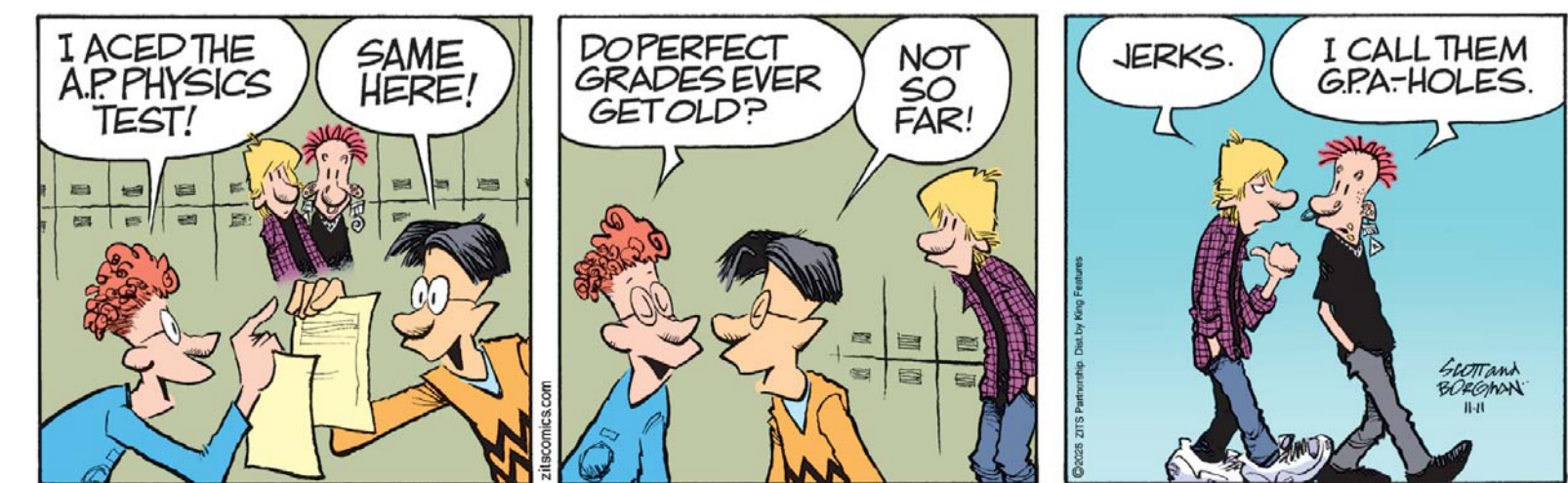


## BABY BLUES



By Rick Kirkman & Jerry Scott

## ZITS



By Jerry Scott & Jim Borgman

## #OUR 'JAIPUR RATAN'



PRAHLAD SINGH JADEJA WITH PIYUSH.

disobedience. Most of his friends, Mahesh Sharma, Amrit 'Tony' Mathur; Ronnie Sherman, PRADEEP AGARWAL, Prahlad Singh, Jadeja Anil 'Bhooth' Kumar, Ashok Sampatram, Alok Sarma, and Ajit



Cycling to Ramgarh, answering to 'Pandu.'

Singh Shekhawat. Sanju and Anju Mudkavi, Balendu Singh were stars in their own right. Ronnie remembers that during cricket net practice, under the watchful eyes of N.D. Marshall, the contest between Piyush, Abdul



Khunteta Namkeen Bhandar in Kishanpole Bazar.

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Banna Ji FROM PUROHITJI KA BAGH.

favourite, the blame fell on Piyush. N.D. Marshall would admonish him: "Saala, tu kya karta hai? Aise kya khelta hai? Seedhe kyon nahin khelta hai?" Although Piyush would get irritated at being singled out, they would always laugh it off

"Pandu" was his nickname in those years. Some of the American Fathers at Xavier's were on first-name terms with boys and even some parents. That mix of formality and informality, respect and easy banter shows up later in his work life too.

later over chai and kachoris. School days weren't only about teams and trophies. There were cycle rides all the way to Ramgarh for day picnics, punctures included, with students pushing their cycles under the watchful eye of Father Wilzbacher: "Pandu" was his nickname in those years. Some of the American Fathers at Xavier's were on first-name terms with boys and even some parents. That mix of formality and informality, respect and easy banter shows up later in his work life too: relaxed on the surface, strict on the basics, never taking himself too seriously. One caption from the family material describes those years simply as 'lifelong friends with numerous misadventures as favourite memories.'

Who has been on a Jaipur school picnic bus knows exactly what that means. D. Marshall sits in the centre, surrounded by a line of young men in whites - Madhukar Sharma, Prahlad Singh Jadeja, Vinod Mathur and others - with Piyush standing among them, part of a side that gave Jaipur its first taste of that trophy.

He went on to captain Rajasthan in the C. K. Naidu Under-22 Trophy, and later played Ranji Trophy cricket for Rajasthan in the 1977-78 and 1978-79 seasons. For a Jaipur boy of that generation, this alone would have been enough to be remembered. He was on the St. Xavier's School swimming team, where he excelled alongside Vijay Chug and Hemant Babali. He captained the Greens House, won the Masuda Cup, and even substituted for a missing athlete from his house to win gold in the javelin throw. The icing on the cake was his mother, Mrs. Bhagwati, sharing in that moment.

**St. Stephen's: Delhi colours, Jaipur spine**  
The path then led to St. Stephen's College, Delhi, where he read History while continuing to play

serious cricket. A 1978 group photograph of the college cricket team has become a small relic now: Piyush stands in the back row, fourth from the viewer's right, teammates in maroon blazers and whites packed around him.

In his remembrance, Shashi Tharoor wrote that he was 'devastated and heartbroken' by the news of Piyush's passing, and added, with typical understatement, that he had been a 'pretty good college cricketer as well.'

Friends also remember a line from his youth cricket days that he loved to repeat. When the scoreboard once read 53 for 6, teammate Arun Lal is said to have told him: "Fifty-three for six is an opportunity for someone who wants to be great." Piyush carried that line as a life metaphor, turning crises into chances in work and life.

In Piyush's words, "Arun Lal, my best buddy... Participating in the Ranji Trophy was the target for me, but it was just the beginning for you."

In *Pitchside*, his book, Amrit Mathur writes: "The annual inter-college battle between St. Stephen's and Hindu College - once played over seven days - was the stuff of legends. The final was something special: classes were suspended in Delhi University, thousands of spectators packed the university ground, and there was live commentary on the radio." The present Principal of St.

Stephen's, Prof. John Varghese, recently wrote: "You will be happy to know that this semester, one of the assignments that I gave for my students was on Piyush Pandey! Language through Literature is the course that I taught this semester. The students enjoyed working on Piyush." College added many more layers to his Jaipur base: A wider view of India's cities and regions, with the ability to handle big-match pressure and work in teams.

Put together with Xavier's discipline and Jaipur roots, these experiences prepared him for exactly the kind of job where you need to speak to everybody, not just one type of person.

**A Jaipur life, fully played**  
In piece 2, we will look at Piyush Pandey, the advertising craftsman: the Cadbury girl dancing on a field, the Fevicol truck that never breaks, the polo campaign, the Padma Shri, the 'commercial artist' who insisted that people must love the work before awards mattered.

For the rest of the country, he was the man with the moustache who made Indian advertising speak like us. For Jaipur, he remains the boy who once pushed a punctured bicycle to Ramgarh, captained Jaipur Blues, and never stopped answering to 'Pande.'

**To be continued...**

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