

## Entrepreneurs of Rajasthan Story of young hearts and minds

Tabassum Parveen,  
Ph.D. scholar - Dept. of Management, Bhagwant University, Ajmer, Rajasthan  
Dr. Ritika Moolchandani,  
Assistant Professor - Dept of Management, Bhagwant University, Ajmer, Rajasthan

**Abstract:** An entrepreneur is an individual who creates and/or invests in one or more businesses, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.

**Keywords:** *Entrepreneur, Entrepreneurship, Rajasthan scenario, young entrepreneurs*

Entrepreneurship symbolizes so many dreams and aspirations, so many stories of success and struggle, ups and downs but at last a story that every entrepreneur would want to share. The passion for risk and a sound business idea in hand, small cities are witnessing growth in entrepreneurs. Small town doesn't mean limited business opportunities. From service and product-based companies to e-commerce stores, gone are the days when people had to move to a big city to start a new venture. These small towns and cities are becoming the hub of young and genius minds.

In 2021, Jaipur raised incredible funds, which mostly included new ventures. Among these major deals, two were bagged by Jaipur-based Cardekho and Netmeds are the success stories, which secured \$50 million each. Being home to many start-ups, multiple accelerators as well as incubator groups, the state government is also paving the way for a robust start-up infrastructure to nurture innovation and foster the spirit of entrepreneurship in the state. Tier II cities are also showcasing a surplus of innovation, skills and evolving as an early-stage hub, despite facing a few additional roadblocks.

There are so many stories of young entrepreneurs of Rajasthan from the rural background to the highly educated digitally aware population of developing cities. Here in this paper, some of the stories are being discussed to motivate the youth of the state to opt for entrepreneurship as an employment opportunity which can give them immense satisfaction along with the monetary benefits by using their skills set.

### Entrepreneurs of Rajasthan

1. **Ruma Devi** is a Social Activist, Indian traditional handicraft artisan from Barmer, Rajasthan. Ruma devi received the “Nari Shakti Puraskar 2018” the highest civilian honour for Women in India. She is associated with a network of over 30,000 rural women, she trained them and linked them to the livelihood.

Ruma Devi was born in 1988 and grew up in Rawatsar in Barmer, Rajasthan. She dropped out of school when she was in 8th class. She learned embroidery from her grandmother during her childhood. She got married at the age of 17 and lost her first son in 48 hours of his birth.

She started to do some work for earning. She started a self-help group after managing to convince about 10 women from her village in 2006. With a contribution of Rs 100 from each woman, they bought second-hand stitching machine, cloth, threads and plastic wrappers for making cushions and bags.

Her quest for success took her to the doorstep of Gramin Vikas Evam Chetna Sansthan in Barmer and she joined it as a member in 2008 and went on to become the president of the non-governmental organization in 2010. She did her first exhibition in Rafi Marg, Delhi in 2010 and her first fashion show in Rajasthan Heritage Week 2016. She is now working towards promoting the craft of tribal artisans and minorities of all over India to get their craft and hands behind craft recognized.

#### **Some of the awards and Awards and honors of Ruma Devi:**

- Nari Shakti Puraskar (2018) presented by the President of India Sh.Ramnath Kovind.
- Shared stage with Amitabh Bachchan and Sonakshi Sinha on Kon Banega Crorepati Show (20 September 2019).
- Invited by Harvard University, Boston, U.S. as a panelist in its 17th all India conference (15-16 February 2020).

2. **Ravi Soni** is rated as top Digital Entrepreneur of Rajasthan. He was born on 26- December 1999 brought up in Jaipur. He Completed Graduation in BCA from Bangalore. He started digital journey as a YouTubemarketer, socialmedia marketing (SMM) and PR expert and now an E-commerce specialist running a million-dollar business.

He is setting a perfect example to all the youth out there in India by growing his skills in the digital world, working in various streams. Good digital skills can also help you become a famous and thriving entrepreneur in India. By mastering these digital streams, he helps many brands and Individuals expand their business, online image, and fan base. It is a need of an hour in this digital era, and he is using digital platforms perfectly for himself and others.

Ravi today is the fastest-growing Entrepreneur in the State and now making a name as a young entrepreneur of India under 25.

All these things are a good sign for the future of India. We need more experts and entrepreneurs like Ravi Soni who help India do better globally by growing in Digital platforms.

3. **Mr. Karmesh Gupta** is CEO and Co-founder ofWijungle. He started his professional journey with Rajasthan Royals at an age of 18 while he was in Second Semester of graduation and then went on establishing milestones with each passing day. Hailing from a lower middle-class family in Alwar Rajasthan, he co-founded HttpCart Technologies (legal entity behind WiJungle) in October 2014 while he was in his fifth semester. In April 2015, HttpCart became the first-ever Indian private company to launch Completely Free WiFi - "WiJungle". Forbes selected Karmesh Gupta in Under 30 Asia 2020 List. WiJungle is a Unified Network Security Platform that enables organizations to manage and secure their entire network through a single window. The artificial intelligence (AI)and machine learning (ML) based comprehensive product offers the security stack of multiple stand-alone solutions like Network Firewall, WAF, SD-WAN, Hotspot Gateway, End Point Defence, etc. in synchronized manner and thus not only cut the cost of investment by upto 60% but also simplify management as well as scalability challenges.
4. **Mr. Amit Jainis** CEO and Co-founder ofCarDekho. He is an IIT Delhi graduate hailing from Jaipur, Rajasthan. CarDekho.com is India's leading car search venture that helps users buy cars that are right for them. Its website and app carry rich automotive content such as expert reviews, detailed specs and prices, comparisons as well as videos and pictures of all car brands and models available in India. He is on the mission to build a \$10bn organization, impacting the Automotive sector in India and empowering our users to make the right decision by enabling them with cutting edge technology, correct information, and using Artificial Intelligence to help them choose the vehicle of their choice. They have also ventured into creating India's most trusted place for buying and selling used cars.
5. **Shreyans Mehta**, Co-founder of Aayua health-tech platform which provides teleconsultation services and allows its users to order medicines from nearby medical stores and get them delivered at their doorstep in the quickest time within 2 hours. Also, it lets users store their important medical records like prescriptions and reports, and eliminates the hassle of maintaining easy-to-lose hard copies. One can order medicine by uploading a prescription or by searching the names of the medicines on the app. Aayu app is connected to a hyper-local network of more than 25,000 medical stores across India in states including Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, Delhi, Gujarat, Maharashtra, Jharkhand, Punjab, Haryana, Chattisgarh, West Bengal, Assam, Karnataka, Kerala, and Telangana. It gives the users an option to select the nearest and trustworthy medical store from the list available on the app.
6. **Vineet Rao**, founder and CEO ofDealShare is from Jaipur, Rajasthan. The Jaipur-based startup aims to use the capital raised for geographical expansion, improving user experience and expanding its warehouse network. DealShare was started in September 2018 in Jaipur, Rajasthan. The startup, which follows a social commerce model, mostly targets non-metro and middle-income customers in India with mass-market products. DealShare has also incorporated regional languages to draw non-metro users. Since 2018, the Jaipur-based hyperlocal

ecommerce company has grown with leaps and bounds. The startup is focused on the mid-income demographic of 500 million new Internet users and has raised total capital of \$34 million.

7. **Rishabh Suthar** is Cybersecurity Expert, founder of Cyberroot. He is based in Chittorgarh , Rajasthan.He is also having an export business of marble articles and handicrafts items. He has factories in Bhilwara, Rajasthan and a five-star resort in Jaipur. He also owns agarment business having a brand name seven horse.
8. **Pranshu Patni** is a **co-founder of CultureAlley**, which has developed Hello English, an interactive, mobile-based application that allows speakers of 16 different vernacular languages to learn English right on their phones. It is Asia's largest Educational App with over 50 million users. It is revolutionizing how the next billion learn English. **Some of the achievements of Pranshu Patni:**
  - Listed as Forbes India's 30, under 30 achievers for creating an app that is one of the top 10 educational apps in the world (2015)
  - Award from the Internet and Mobile Association of India's Best Mobile App, 2017 – IAMAI
  - India's most innovative mobile App (2016 and 2014) by IAMAI.
  - Google's Best of 2016 Apps
  - Global Academics' Choice Award (Hello English Kids) - 2019
9. **Tanushree Jain** is a Jaipur based entrepreneur. She was seeking a healthy lifestyle solution, so she started **Nushaura** — a Jaipur-based social enterprise which makes sustainable, healthy, and handmade utility products.

In 2018, she made a bolder decision to quit her job and invest the savings in Nushaura to become a first-generation entrepreneur in the family. Working with over 250 women artisans in rural Rajasthan, Tanushree stays with her family for two days a week, and spends the rest of the time in the villages.

Today, Nushaura offers a wide range of sustainable products, including aromatherapy candles, soaps, bamboo products, washable masks, and eco-conscious gift hampers. In FY20, the brand clocked Rs 12 lakh in revenue. Priced between Rs 99 and Rs 2,000, Nushaura's products are sold on ecommerce platforms like Amazon, Flipkart, and Brown Living, among others.

The brand operates on a dual model of B2C in the domestic and international markets, including Canada, France, Germany, the US, and the UK. Through its B2B model, it has worked with over 50 companies, including Gaia Conscious, Gyanjee Caterers, and other local corporate offices.

10. **Anuj Mundra** started a business of trading salwar-suit pieces in Jaipur. He would purchase suit sets in bulk and sell them to vendors and shopkeepers. When he started earning some income, Anuj opened his own block and screen-printing units in Jaipur.

Around 2012, Anuj visited Delhi and saw huge hoardings of ecommerce marketplaces Jabong and Snapdeal. He felt a moment of epiphany and realised that ecommerce is going to be the next big thing and the future of shopping in India.

He returned to Jaipur and launched Nandani Creation Pvt. Ltd. in 2012 and branded the ecommerce offshoot as Jaipurkurti.com.

The company today manufactures and sells suits, kurtis, fusion wear, bottom wear, and a host of other apparel items. The B2C company even exports to countries such as the UK, the US, Australia, Malaysia, and a few others. The company also got listed on the National Stock Exchange (NSE) Emerge, a platform under NSE for start-ups and mid-sized companies to get listed on, in 2016.

## Conclusion

Rajasthan is now becoming a hub for start-ups over the recent years. Many entrepreneurs are liking to invest in information technology, finance, software, and other sectors to earn more money. The number can increase in the future due to the availability of high manpower and skilled population. Rajasthan can grow faster with the help of the startup ecosystem which can contribute to the country's economic growth. Start-ups not only economically empowers the entrepreneur but also offer several job opportunities for jobs seekers who want to start their careers with the best salaries. So, these stories can be motivating and more and more startups can emerge in the state.

## References

1. <http://bwdisrupt.businessworld.in/article/4-Rajasthan-Based-Entrepreneurs-Thriving-The-Startup-Industry>
2. <https://indiaeducationdiary.in/karmesh-gupta-24-year-old-entrepreneur-from-rajasthan-makes-it-to-the-forbes-30-under-30-asia-2020-list/>
3. <https://www.hindustantimes.com/brand-post/ravi-soni-is-one-of-the-top-digital-entrepreneurs-of-rajasthan-101620384140871.html>
4. <https://timesofindia.indiatimes.com/city/jaipur/rajasthan-entrepreneurs-inspire-students-with-their-rites/articleshow/51503830.cms>

5. <https://www.wikilistia.com/list/youngest-businessman-of-rajasthan/>
6. <https://yourstory.com/smbstory/india-jaipur-business-entrepreneurship-innovation-aatmanirbhar-bharat/amp>
7. <http://sites.ndtv.com/women-of-worth/nominee-pranshu-bhandari-patni>
8. "Ruma Devi | WEF | Women Economic Forum". WEF. Retrieved 15 February 2020.
9. Roytalukdar, Rakhee. "Ruma Devi and her motifs of change". @businessline. Retrieved 15 February 2020.
10. <https://www.thehindu.com/news/national/other-states/2400-crore-shot-in-the-arm-for-womens-shgs/article37981873.ece> {The Hindu }
11. <https://en.wikipedia.org/wiki/Entrepreneurship>

\*\*\*\*\*