

MBA-LSCM ENTREPRENEURS: PAYING BACK TO THEIR MOTHERLAND

Entrepreneurs 2016-17 in India has discovered and unleashed breakthrough Ideas, Innovations and Insights needed to realize their power to disrupt the social, economic and tech ecosystem. Even Government of India aims to bring together inspiring entrepreneurs and investors for creating new opportunities for investment, build new partnerships and collaboration avenues and highlight entrepreneurship as means to address some of the most intractable societal challenges.

The funding for start-up have gone up from \$6,445 million in 2016 to \$7,505 million in 2017. To put it in perspective, the number of start-up have gone up from 509 in 2016 to 1,345 in August 2017.

The investor that invested in start-up are Flock, iSoS, CASHe, Latest One, Wassup, Laundry, Heads Up For Tails, Twenty Two Motors, Juno Clinic, EzCred, GST Star etc. who identify the potential of the entrepreneur and rebuild their ideas.

I always believe that MBA students should become entrepreneurs and create employment not only for themselves but for others also. There are few advantages of entrepreneurship that attract the students for start-ups or promote their family business.

Ease of doing business index, Uttrakhand has attained 9th rank in the country, previous year it was on 23rd rank.

- **It gives a great amount of freedom**

If you are working for a boss and a company, you need to meet all their requirements and only have very little freedom on the job. On the other hand, if you start your own business, you will be able to fulfil your dreams and set your own priority and schedule. On the job, one is supposed to devote minimum 8 hours and if one does one's business, he does for himself and gives him utmost satisfaction.

- **It can be exciting**

Entrepreneurship can be very exciting, with many entrepreneurs considering their ventures highly enjoyable. Every day may come across new opportunities to challenge your determination, skills and abilities.

- **It allows you to set your own earnings**

Of course, you will be the one setting your own wage and making investments when you own the business. The work that you do would be for something you own, which can be a huge advantage compared to when you are working as an employee for a certain company.

- **It offers flexibility**

As an entrepreneur, you can schedule your work hours around other commitments, including quality time you would spend with your family and also gives opportunity to needs of the society through the business activities.

UPES also facilitates and provides guidance and support for the students willing to set up their own business. UPES provides a golden platform to budding entrepreneurs to describe their idea to the society and it help to convert idea into business reality. There are good number of students from various streams of engineering and management who have been running their own ventures successfully. MBA –LSCM program was launched in July 2008 and only 8 batches have passed out till date. I am pleased to highlight few gems of MBA –LSCM turned entrepreneurs. These have not only

created employment for themselves but also providing employment to many others in their own motherland- Dev Bhoomi i.e. Uttarakhand.

1. Rasik Bhatia

He was the first batch pass out of MBA Logistics & Supply Chain Management in year 2010. During the college time Rasik was quite active in organizing various events like Uurja the college festival, other events like Freshers / Farewell Party and other events. Was the class representative for both the years? He did his summer internship with Future Group, Mumbai and was offered Pre-placement offer, but he chose to promote his own hotel business. Rasik Joined his family business and managed Hotel Magnet House at Premnagar Dehradun and launched a new venture "Gailfarms" in 2014 for various events and parties at Premnagar Dehradun.

He is also associated with the print media and writes for an English Daily of Uttarakhand "Garhwal Post."

Socially also he is active and is associated with Rotary Club from last four years and is currently the president of Rotary Club Doon Shivalik Hills and is undertaking various community projects in adult literacy , rural health services and skilled development etc.

He was married to Medhavi Bhatia of same batch from UPES, who is presently a homemaker and they have been blessed with two kids Aarush (4.5yrs) and Kuber (10months).



2. Nikhil Dhyani

Proprietor – M/S Deliverers

Founding Partner – Himalayan Cove

He did MBA (LSCM) from UPES in 2009-11 and got campus placed in Kuehne-Nagel. After working for a year in the MNC, he realized that the amount of dedication, commitment and hard work needed by the corporate can be channelized in such a manner that instead of working for them, he can work for himself and get paid well. Hence M/s Deliverers started in 2012. Business was good, as he had the specialization in Supply chain and his classmates (118 friends) were working in the Industry. But then, Kedarnath -2013 happened. It changed the way he perceive things. He, along with his two friends started a travel & tour company i.e. Himalayan Cove, to generate employment in my home state of Uttarakhand. As of now, Himalayan Cove has 3 properties viz. The Kanatal Orchids (Kanatal), Windsor Cottages (Lansdowne) and Camp Himalayan Monks (Rishikesh). We have generated 24 direct employment to the locals and many indirect employment. This is our way of fighting with the root cause of all problems i.e. Migration due to unemployment. Migration from the villages of Uttarakhand is leaving behind thousands of ghost villages.

"Him-manthan" is our annual informal Brainstorming session including experts from the industry and local govt. is an attempt to fight poverty, unemployment and Illiteracy.

3. Kushika

She are two sisters Kushika and Kanika Sharma, people call her now the organic sisters, and she were brought up in the beautiful and serene hill station Nainital. Thus, she both naturally valued our surroundings and environment. Her father always gave us the important push we needed. He always taught us that we could do anything in this world.



She both had different academic backgrounds, Kushika, a product of University of Petroleum and Energy Studies, MBA in Supply Chain Management. Worked as a Supply Chain Senior Research Analyst with a leading MNC for 4 years. Whereas her sister a post graduate in Human Rights from Jamia Millia islamila and completed her scholarship in entrepreneurship from ISB Hyderabad.

But her heart and soul always belonged to hills and doing something meaningful for the society. she perhaps had all the comfort and luxury in our life. But had it not been it for our father, his passion toward his hospitality work and his dream to make the villages and the life of farmers/villagers of Uttarakhand more comfortable and revelling the true value of the organic farming to the world. We would still be doing our city jobs. She came up with the concept of Dyo – The Organic Village Resort. Where she solely wanted to share the beauty and joy of organic and natural farming with the world. She had an ancestral land and we thought of utilizing it to the max for our mission. She came together to bring an organic twist in the hospitality industry with motto to give back to the mother earth and to our society. Dyo is a concept towards promoting Agro tourism and make farming as glamorous as any cosmetic product in a mall. Understanding that farming is a very important part of our economy.

- Her focus is to make ends meet, natural and organic farming with high-end hospitality which will benefit both sectors of society.



- She want people from different backgrounds who have minimum interface with roots and farms to experience beauty of hills and hard work of farmers
- For the society to grow its important the youth to grow at personal level. Therefore She give opportunity to school dropouts who have no previous hospitality skills in order to help them with skill development and to stop youth migration from the hills. The sisters, not only wanted to share the experience but also help uplift the locals. Thus, by choosing to take under our wing, school drop outs, She have taught those skills, in-turn providing employment and reducing hill migration.

Located in Mukhteshwar Uttarakhand, on the foothills of the Himalayas, it is a luxury resort. Dyo presents an

opportunity, for everyone to experience the sheer joy of Organic and Natural farming.

Along with the vast variety of Organic fruits and vegetables and a luscious and exclusive farm to table menu, she also provide luxury rooms with state of the art amenities. She give a wholesome package of experience to our guests. One can sip a cup of tea and behold the captivating view of the Himalayan range or unwind and explores each aspect of contentment in physical, mental, emotional and spiritual way with a variety of treatments available. An experience worthwhile!



What She are doing at Dyo Farm.

- Mountains have scarcity of water therefore at Dyo rainwater is harvested using gravity based system and water supply drainage pipe. At present 4 Lakh liters of rain water is harvested and further plans to multiply the capacity.
- Fallen leaves, farm and kitchen waste are recycled for the preparation of manure using compost pits
- Cow dung used for farm manure
- Focus on energy conservation by installation of solar roof panels
- Training nearby farmers about organic farming

Website: <http://www.dyoorganicsresort.com/>

4. Abhhenav Malhotra

Doon Hot Foam Car Wash, Dehradun

Batch: MBA LSCM – 2013-15

Excellence has a word that can aptly describe UPES College of Management & Economics Studies (CoMES). He consider himself to be fortunate to have graduated from such a great college. UPES College of Management & Economics Studies (CoMES) has a place which not only ensures academic but also provides practical exposure to the contemporary world and professional excellence to the students. He say this because He have experienced the same short span of my professional career. As a student, He was constantly motivated to enhance his knowledge.

HE wish UPES and lets students a very bright future. He started his career in 2015 with Nestlé world's largest food and Beverage Company. He got his placement in second semester himself. But job was never his taste, so he moved onto an entrepreneurship role. So today he is a founder CEO of Doon Hot Foam Car Wash, a contemporary Car Care Centre based out of Dehradun.