

JULY '16 EDITION

# INNOVATOR'S EYE

## RAGS TO RICHES ENTREPRENEURS

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# INTRODUCTION

Quit making excuses, putting it off, complaining about it, whining about it, crying about it, believing you can't, worrying if you can, waiting until you're older, skinnier, richer, braver or all around better. Suck it up, hold on tight, say a prayer, make a plan and

**JUST DO IT!!**

We happened to read this somewhere and well, thought what better a start could this article ever have?!

'Startup' is one word that can spark up many a lives, but only a few use this spark to light up their fire. Others are usually afraid of the burns!

To be able to dream is a gift in itself but what is even more beautiful is to live it, breathe it!

But a head full of fears has no space for dreams. When shit happens, turn it into fertilizer ;)

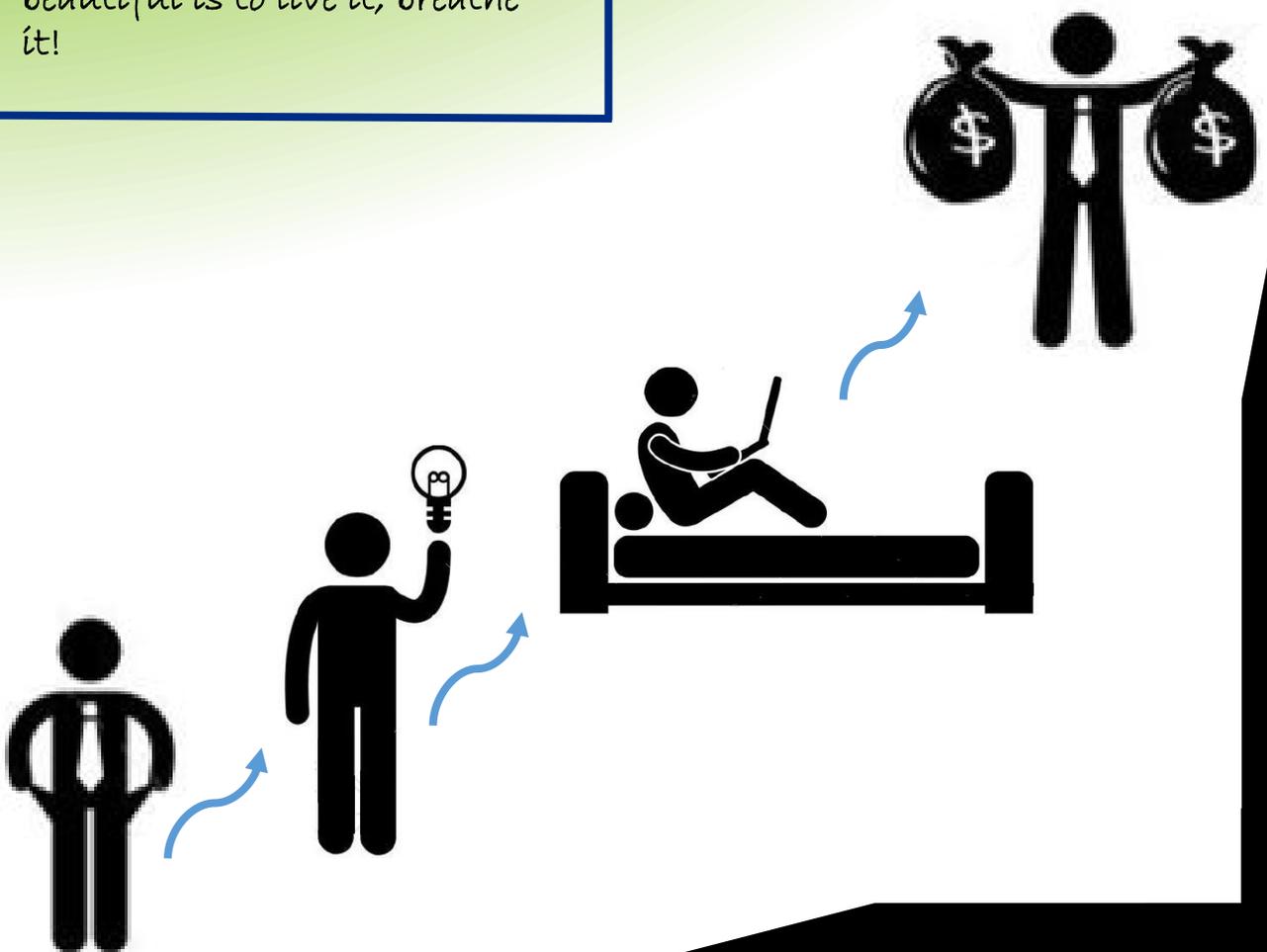
You only have a finite amount of heartbeats, don't waste any of it.

And always remember :

These are not just things to say! Right now, it might sometimes seem like life is stuck in second gear

But there are real life stories to back this up with!!

SHAIL SHARMA



## SANDHEEPA CHAIN OF RESTAURANTS

### FROM A MOBILE CART TO 14 RESTAURANT OUTLETS

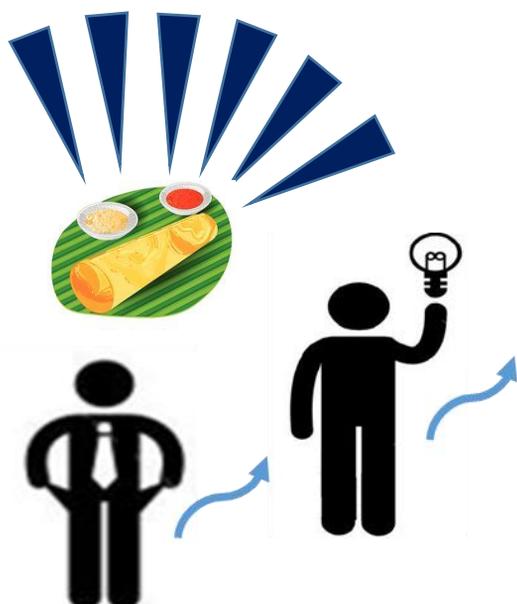
The journey of Sandeepha Chain of Restaurants is quintessentially a rags-to-riches story. It is a story entwined with serendipity and hardwork that epitomizes blooming in adversity. Founded by Patricia Narayan, the restaurant now has more than 14 outlets throughout Chennai.

One day the Slum Clearance Board gave her an offer to run the canteen at their office with a proper kitchen and thereafter, she never looked back. By then, she had become a pro at what she did best. She exactly knew how to manage things, run things, and smoothly delegate & execute things effectively.

Starting from merely 50 paise per day, Mrs. Patricia Narayan now earns INR 2 lakh a day. She started her career 31 years ago as an entrepreneur, selling eateries from a mobile cart on the Marina beach amidst all odds. Today, she has overcome the hurdles and owns a chain of restaurant with more than 200 people working in the restaurants.

In 2006, the foundation of Sandeepha chain of restaurants was laid in the loving memory of her daughter 'Sandeepha' which now boasts of channelizing sales through 14 outlets across Chennai. The founder was awarded 'FICCI Entrepreneur of the Year' in 2010.

Abandoned by her family for marrying against their will and eventually facing a failed marriage, Patricia decided not to succumb but carve her own destiny. She began selling pickles, squashes and jams made at home on Marine Drive, Mumbai in the year 1980. She began by selling a cup of coffee, making 50 paise the first day. She continued running this cart till 2003! The maximum she ever made from the cart was Rs. 25,000/day

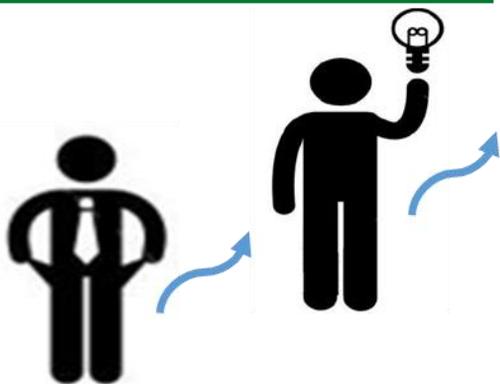




The Steel tycoon who grew up in one-room weaver's cottage: Andrew Carnegie, The retail giant who had to milk cows, deliver newspaper: Samuel Walton and many others in line proved that no-one is born rich. Following their path, two brothers from Kerala (Arun George and Anoop George) have envisaged to rule the world in their way, they developed a small wind turbine which is an affordable solution for common people, for which they already have received orders from 32 countries and some renowned firms as well.

As the World is passing through a major havoc called global warming, consequences of which are rising of temperature. So, The World Environment Body (UNFCCC) has decided to take some major steps towards making our Planet a beautiful

and Green Planet as it was. Consequently, Arun George along with his brother Anoop founded a Start-up called "Avant Grade Innovations" which is a Thiruvananthapuram-based start-up which is the only clean energy company in India founded in Jan, 2015 and at Climate Summit in Paris (COP'15), AVANT GRADE INNOVATIONS was one of the two companies (other Infosys) that committed to building renewable energy solutions. It has built a portable turbine price at INR 50,000, which generates 3KW of electricity a day, enough to power a home. They developed a wind turbine at a tenth of the market price which would certainly revolutionize the clean energy generation.



# JUMBOKING<sup>®</sup>

VADA PAV

Dheeraj Gupta an aspiring entrepreneur from Mumbai completed his MBA in 1998. Gupta wanted to establish manufacturing and distribution of Indian sweets in the line of chocolate companies, but it never took off. During the bootstrapping days for the sweet business, Gupta lost about Rs 50 lakh in two years which he had borrowed from various sources. Gupta had to say good bye to the sweets business as he had decided to build a business on the lines of McDonald's.

Jumboking is the success story of how the desi vada pav built growth in the international style QSR chain.

With an initial corpus of only Rs 2 lakh, Gupta started Jumbo King — a retail chain that would sell authentic vada pav across India. Gupta leased out a 150-200 sq ft space outside Malad railways station, western suburb in Mumbai, to set up the first Jumbo King outlet that started selling 20 per cent larger vada pavs than those sold by ordinary street stalls. On the first day August 23, 2001-Gupta made Rs 5,000 by selling vada pav. While he closed

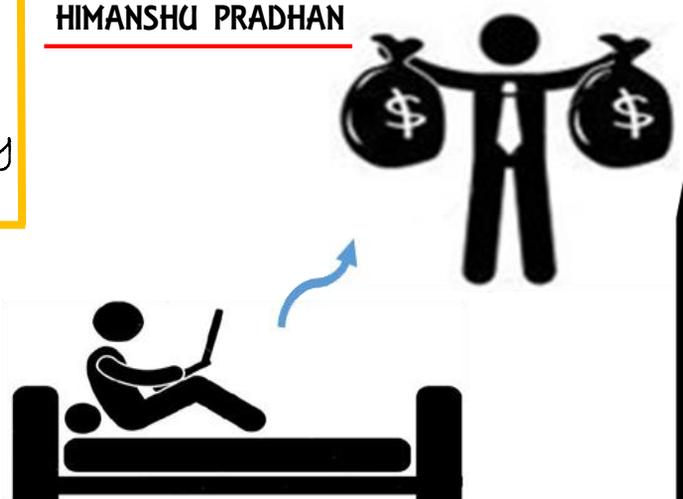
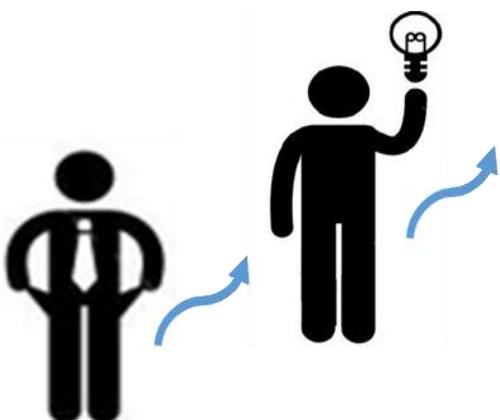
the first year with a revenue of Rs 40 lakh, Gupta had to wait till 2003 to open the second store.

Gupta started franchising Jumbo King across cities. Jumbo King is now present across 12 cities, says Gupta. "Over the next five years, we will be focusing on the top 10 cities and will open about 50 stores each. By 2020, our target is to have 1,000 Jumbo King outlets (200-300 sqft each). We want to build vada Pav stalls like ATMs across the country," he adds.



Dheeraj Gupta

HIMANSHU PRADHAN



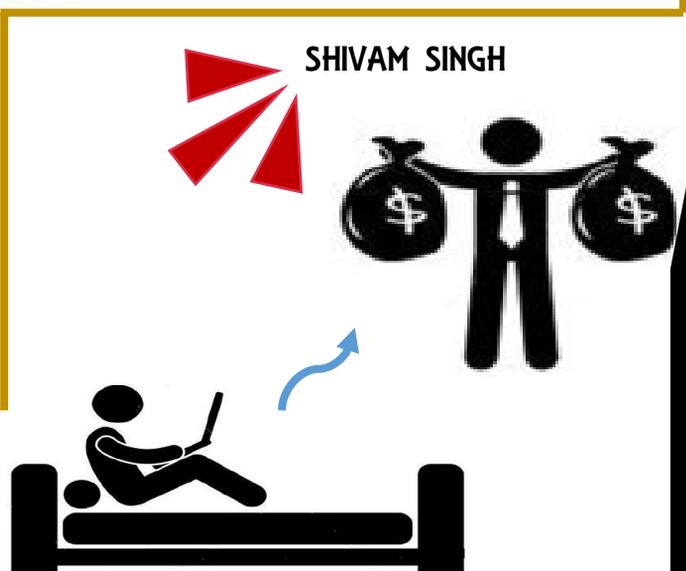
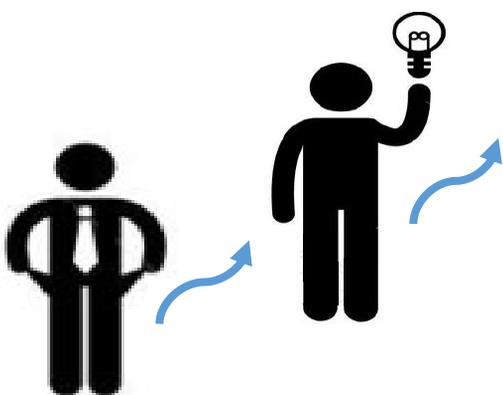
# GOVERNMENT AND START-UP'S

Relaxed norms of Public Procurement for Startups-at present, effective April 1, 2015 Central Government, State Government and PSUs have to mandatorily procure at least 20% from the Micro Small and Medium Enterprise. Government has exempted startups (in the manufacturing sector) from the criteria of "prior experience/ turnover Tax exemption to Startups for 3 years, organizing startup fests for showcasing innovation and Providing a collaboration platform.

Legal Support and Fast-tracking Patent Examination at Lower Costs-The scheme for Startup Intellectual Property Protection (SIPP) shall facilitate filing of patents, Trademarks and designs by innovative startups. Fast-tracking of startup patent applications, panel of facilitators to assist in filing of IP applications, Government to bear facilitation cost, rebate on filing of application. Rolling-out of Mobile App and Portal-Government shall introduce a Mobile App to provide on-the-go accessibility for registering startups with relevant agencies of the Government, tracking the status of the

registration application, collaborating with various startup ecosystem partners compliance regime based on self-certification-In order to make compliance for startups friendly they are allowed to self-certify compliance (through startup app). No inspections will be conducted for a period of 3 years and may be inspected on receipt of credible and verifiable complaint of violation, filed in writing.

Startup India Hub-The "Startup India Hub" will work in a hub and spoke model and collaborate with various institutions, assist startups through their lifecycle & important aspects, organising of mentorship programs in collaboration with government organizations and incubation centers who aspire to foster innovation  
Creating Creators  
#StartupIndia



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“DON'T STOP TRYING ,LEARNING,  
FIGHTING, EXPERIMENTING, DOING,  
UNTIL THE MIRACLE HAPPENS.”

-KIM KIYOSAKI

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