

30 UNDER 30

YOUNG ENTREPRENEURS OF INDIA

Case Bank

Young Minds Paving the Way to Success



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TILAK MEHTA: FOUNDER OF PAPER N PARCELS

Prof. (Dr.) Ravikant Swami and Anusha Jaiswal

ABOUT THE ORGANIZATION/VENTURE

Papers N Parcels is designed to carry small parcels and documents in the city of Mumbai with guaranteed same day delivery. According to Tilka, Papers N Parcels is her dream and she would work hard to make her business big.

The company also has its own mobile application for activities. Papers N Parcels currently has over 200 hundred employees and over 300 hundred Dabbawala partners. Together they take care of at least more than 1,200 deliveries every day.

According to the report, Tilak's launch has identified an area for its operations that is connected to the city's train network. Papers N Parcels is headquartered in Dadar, central Mumbai.

Papers N Parcels handles parcels up to 3 kg and costs around INR 40-180 per parcel. In Dabbawala, Papers N Parcels handles last mile delivery after finishing its day's work. Each Dabbawala partner at Papers N Parcels acts as a delivery person, having an Android phone with an app that accepts orders for collection and delivery. Dabbawala is happy to partner with Papers N Parcels as it is a unique concept and also gives them an additional source of income to fulfill their dreams. Currently, the company pays a fixed amount to each Dabbawala partner. However, they are moving the payment process to a delivery based basis.

According to various accounts, Tilak was inspired by Papers N Parcels when he badly needed some books from another quarter. He didn't get those books because his father came home tired after a long day at work. That's how he came up with this amazing initiative.

Tilak conducted extensive research and beta testing for over four months before officially launching Papers N Parcels. Tilak received seed capital from his father to start operations and develop a mobile application.

RITESH AGGARWAL: FOUNDER OF OYO HOTELS AND HOMES

Prof. (Dr.) Poorva Ranjan and Anusha Jaiswal

ABOUT THE ORGANIZATION

OYO Rooms which now operates under the title ‘**OYO Hotels & Homes**’ is an Indian multinational hospitality chain founded by Ritesh Aggarwal in 2013. For those who might not be aware, OYO stands for ‘**On Your Own**’. The platform has increasingly become synonymous with an economical and budget-friendly room. Over the years, the enterprise has worked to improve the quality of life for its customers by expanding sources of income and utilizing cutting-edge technology to meet the highest level of demand.

OYO Hotels & Homes offer leased and franchised hotels, houses, and living spaces to entrepreneurs and small business owners that operate and provide reliable, inexpensive lodging that visitors may reserve right away. OYO was founded in 2013 by Ritesh Agarwal and initially comprised mostly low-cost hotels.

It is well-known for offering economical lodging options. After entering the market, the firm has continued to gain accolades.

As of January 2020, OYO Hotels and Homes has over 43,000 properties and 1 million rooms in 800 cities in eighty countries, including India, Malaysia, the United Arab Emirates (UAE), Nepal, Brazil, Mexico, China, the United Kingdom (UK), the United States (US), the Philippines, Japan, Vietnam, Saudi Arabia, Sri Lanka, and Indonesia.

As of January 2023, OYO Hotels and Homes has raised funding of nearly \$4 billion over 19 rounds. The company has been heavily invested in 30 leading sectors of the market. Some of them are Qatar Insurance Company, Microsoft, The SoftBank Group, Hindustan Media Venture, Didi Chuxing, Hero Enterprise, Sequoia India, Lightspeed India, China Lodging Group, and many more.

As of March 2023, nearly 157K storefronts are using OYO Hotels and Homes tech globally

**FARRHADACIDWALLA: FOUNDER OF THE FAMOUS WEB
DEVELOPMENT FIRM CALLED CYBERNETIV DIGITAL AND ROCKSTAH
MEDIA**

Dr. Shuchi Goel and Anusha Jaiswal

ABOUT THE ORGANISATION

The Internet is ubiquitous; It is widely used not only by ordinary people but also by government agencies, military organizations and financial institutions to collect, store and process huge amounts of data.

This information is extremely important and collects valuable information needed to protect against theft and damage. Protection against a possible external malware attack; cyber security has emerged as a smart solution to maintain the security of hardware, software and electronic data. Cybernetiv Digital was founded in 2018 by FarrhadAcidwalla with the aim of providing pure expertise in cyber security and analytics.

Cybernetiv Digital, a Government of India recognized startup, provides capabilities to enhance and protect digital capabilities to organizations that retain potential capabilities. threats away. Various cyber security courses offered by Cybernetiv Digital include "Fundamentals of Ethical Hacking" and "Advanced Penetration Testing and Training", including specialized courses "Installation Language for Shellcoders", "Shell Coding" and "Fundamentals of Android Application Security". The team been recognized for finding vulnerabilities in brands like Asus and Microsoft.

ABOUT THE ENTREPRENEUR

Farrhad Nwaz Yezd Acidwalla, born in November 1993 is a 29-year-old Indian entrepreneur, startup investor advisor, mental health advocate, and a 3 times TEDx speaker. He has been cited as one of the world's youngest entrepreneurs and is best known as the creator of Rockstah Media and CYBERNETIV DIGITAL. Farrhad completed his intermediate from the esteemed Bombay Scottish School in Mahim and

SHRAVAN AND SANJAY KUMARAN: AMAZING APP COMPANY CALLED 'GODIMENSIONS'

Dr. Shalini Gautam and Anusha Jaiswal

ABOUT THE ORGANIZATION

GoDimensions is an application that is used for various operating systems (OS) through the use of one or in most cases more than one programming languages. The app was founded in 2016 by brothers, Shravan Kumaran and Sanjay Kumaran. Seven of the programmes they created are offered in the Apple App Store. Also, they produced 3 apps for the Android Play store of Google. Their first app was recently released in the New Windows Mobile marketplace as well. Together, these applications have been downloaded more than 70,000 times from more than 53 different countries. They are arguably the world's youngest programmers.

They have received numerous awards, including recognition as one of India's Top 100 Technovators, and have been featured in numerous Local and international journals and news publications. By CNN-IBN & CISCO, they were recognised as Young Achievers of Digital India in July 2016. The FORBES ASIA 30 Under 30 list has included them.

ABOUT THE FOUNDERS/ENTREPRENEUR

What age is too young to start a business? Shravan Kumaran, 16, and his brother Sanjay Kumaran, 15, have been managing a business since 2012, thus the question is irrelevant to them. Both brother are currently completing their schooling from HUS Chennai, India.

Shravan Kumaran is the co-founder and the president of GoDimensions. He is currently studying in grade 11th. He, through his profound thinking, needs to alter the way individuals think and communicate through their apps.

The brothers, who are the sons of writer Jyotilakshmi and IT expert Kumaran Surendran, jumped on the ICT (information communication technology) bandwagon when they were young.

KING SIDHARTH: ORGANIZES CONFERENCES FOR TEENAGERS BY THE NAME CREATEENS

Dr. Rashmi Chawla and Anusha Jaiswal

ABOUT THE ORGANIZATION/VENTURE

GROWTH SCHOOL (CURRENT)

GrowthSchool is an educational technology platform focused on modern career and skill development.

According to King, traditional education cannot keep up with changes in the field; keeping that in mind he wants to support millions of students with programs to advance their careers in the Internet age.

HEADOUT (2019-2021)

Headout was a venture, founded by King in 2019. It offered encounters to millions of visitors over the world that specializes in disentangling choices and last-minute availability.

The plan and item groups fathom client's issues and make their encounters more vital.

Key Achievements under the venture include

- Designed and propelled frameworks scaling the company's portfolio of hyperlocal brands from 100 to 1000s of sub-brands covering 80% of GBV
- Improved CVR by 2% with the modern Product Design Card framework to help revelation on the e-commerce platform
- Designed mechanized framework to bolster over 4,000 sorts of advanced, manual, and different sorts of passes, tickets, and get to codes over the world
- Improved Client Inquire about and UAT Testing scope from to 90% for all basic ventures within the item pipeline with progressed prototyping. We did this amid a pandemic

RANVEER ARORA ALLAHBADIA: YOUTUBE CHANNEL IS BY THE NAME OF BEERBICEPS

Dr. Pooja Sharma and Anusha Jaiswal

ABOUT THE ORGANIZATION

BeerBiceps is a fitness channel, based in India which was started by Ranveer Arora Allahbadia in 2015. The journey goes back to times when Ranveer received his engineering college diploma. He quickly came to the realisation that the fields of social media & digital marketing offer room for even larger competition.

In 2018, BeerBiceps expanded into making territorial substance online. Nowadays the Hindi YouTube Channel, 'Ranveer Allahbadia' stands at 2 million supporters whereas the English YouTube channel stands at 3 million supporters.

In July 2019 what initially started as a fitness and self-improvement channel, gradually evolved into a podcast. The Ranveer Show TRS went on to highlight legends like Arnold Schwarzenegger, Gary Vanynerchuk, Priyanka Chopra, Kunal Shah, Glenn McGrath, Sadhguru and more. In March 2020, #TheRanveerShow got to be India's best positioned podcast on Spotify and proceeds to hold the position.

ABOUT THE ENTREPRENEUR

Ranveer Allahbadiaa.k.aBeerBiceps was born on June 2nd 1993, in Mumbai Maharashtra. Despite coming from a family of doctors, he holds a degree in electrical and communications engineering. When he launched a YouTube channel in 2014, he began his career in the digital sphere. There, he discussed his personal path towards fitness and weight loss.

He is a social media entrepreneur, YouTuber, Podcaster motivational speaker leadership coach, and content creator. He is also, a podcast presenter who oversees "The Ranveer Show," India's most popular podcast, in both Hindi and English.

As of now, he has established BeerBiceps Pvt Ltd, a company that makes self-improvement content in different designs, with presently running 6 YouTube Channels.

SREELAKSHMI SURESH: TINYLOGO AND EDESIGN, WHICH OFFER SERVICES ON WEB DESIGNING, SEO, AND OTHER WEB SERVICES TO VARIOUS WELL-KNOWN BRANDS

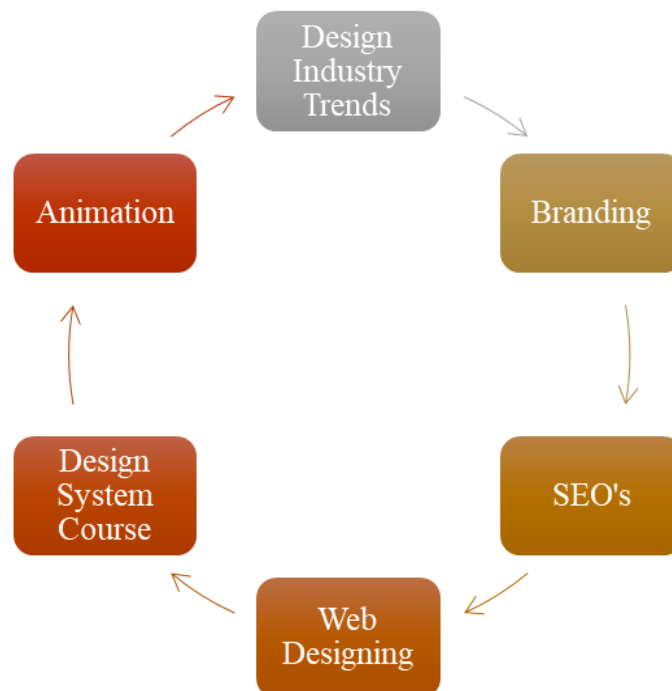
Dr. Navya Jain and Anusha Jaiswal

ABOUT THE ORGANIZATION

Sreelakshmi Suresh, established eDesign Advances at the age of 10 making her one of the most youthful web architect and CEO's of India. eDesign Innovations could be a web planning company that gives SEO, web plan, and other web — related administrations. Sreelakshmi has created over 100 websites for eminent teach and organizations over India.

For those who might be unaware Search Engine Optimization is the method of making strides the quality and amount of website traffic to an online site or a web page from search engines. SEO targets unpaid activity instead of coordinate activity or paid traffic.

The services offered by the ventures of Sreelakshmi Suresh are as follows:



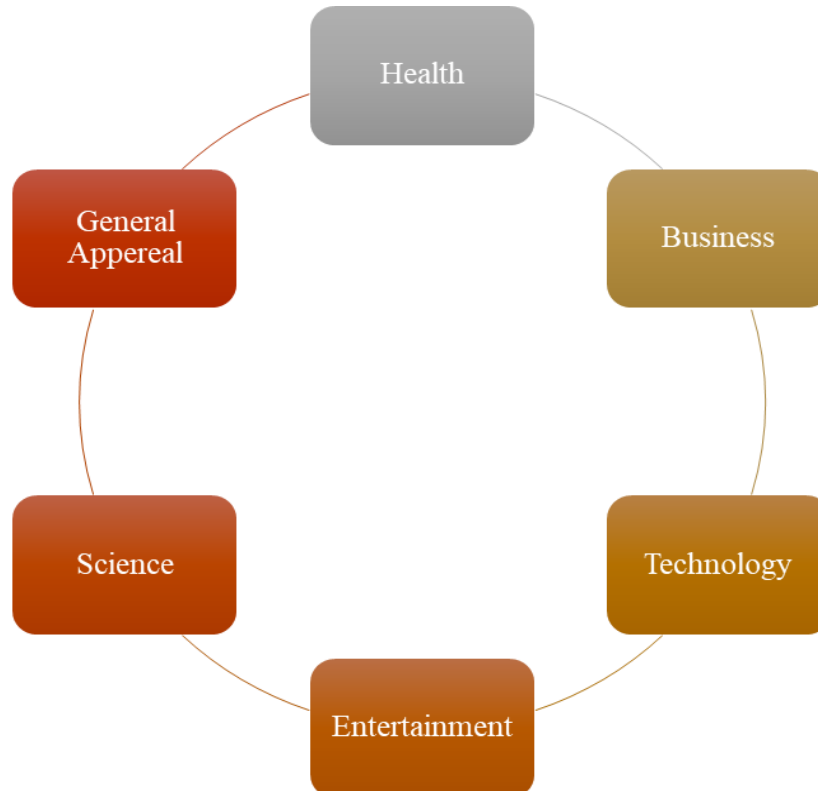
Source: The Author

DIVYA GANDOTRA TANDON: FOUNDER OF SCOOP BEATS PVT. LTD.**Dr. Khushbu Khurana and Anusha Jaiswal****ABOUT THE ORGANIZATION/VENTURE**

Scoop Beats Private Limited was launched as an online news media company in August 2018 and officially incorporated on February 6, 2021. The company was launched and founded by Diviya Gandotra Tandon.

The company primarily operated as a platform for memes, news and other viral content. Scoop Beats is an online media company. The goal of the company is to bring the audience into the real world. They do this by delivering data as quickly as possible without compromising the quality and reliability of data.

They majorly cover the following additionally, their articles are designed to capture readers' attention and improve retention.



Source: The Author

TRISHNEET ARORA: TAC SECURITY SOLUTIONS

Ms. Pooja Tripathi and Anusha Jaiswal

ABOUT THE ORGANIZATION/VENTURE

TAC Security is in the field of vulnerability management, protecting Fortune 500 companies, leading enterprises and governments around the world with ESOF (Enterprise Security on One Framework), a vulnerability management platform based on artificial intelligence.

It is considered as one of the cyber security auditors of the Union Government which mainly manages UPI and NPCI.

The company offers businesses protection against data theft and network vulnerabilities. It mainly provides vulnerability assessment and penetration testing services. He also claimed that the various portals of his company were attacked countless times.

The company has four offices in two countries. It also provides cyber security to several Indian companies including Reliance Industries. TAC Security raised pre-A funding from Indian investor Vijay Kedia in 2016. Prior to this, the company appointed Subinder Khurana, a former vice-president of Cognizant, to its board.

In June 2021, Tech Mahindra announced a partnership with Trishneet Arora's cyber security firm TAC Security. The partnership uses artificial intelligence and user-friendly analytics to help reduce vulnerabilities across the entire IT stack and protect customers' applications and infrastructure from cyber threats.

Along with Tech Mahindra, TAC Security has partnered with 21 global partners from 9 countries, including Google, IBM and Deloitte. The turnover of TAC Security in the financial year 21-22 is 1.5 times higher than in the previous year 20-21.

ESOF uses remedial guidelines to prioritize business risks and provides an accurate grade and cyber risk score. It combines the broadest view of vulnerabilities and risks across the enterprise to create comprehensible cyber risk scores

AKHILENDRA SAHU: WORLD'S YOUNGEST SERIAL ENTREPRENEUR

Ms. Roli Wadhwa and Anusha Jaiswal

ABOUT THE ORGANIZATION

In 2016, Akhilendra Sahu founded his first company, Technical Next, which is a hosting company. He is the founder and CEO of ASTNT Technologies Pvt Ltd, an IT company which is the parent organization of Technical Next, ASTNT Media, ASTNT Hosting, ASTNT Newswire, StartUp199 and the founder of Scoop Beats Pvt Ltd, an online news media company.

ASTNT Technologies Pvt. Ltd. is India's best and cheapest web hosting and reseller hosting platform. The plan starts at a very nominal price of Rs. 9 / per month The company works with more than 500 clients worldwide.

Under the parent company ASTNT Technologies Pvt Ltd, he founded the following companies-

- FoodChilli (Online Local Food Delivery Service (App and Website))
- TNT SMM (Cheapest SMM Service Provider (App and Website))
- FCERTIFY (Free Online Courses with Certification (App))
- HostDom (Online Marketplace for Hosting and Domains (App))
- TNT Marketing (USA Digital Marketing Company)
- News Portal Development (News Web Hosting Services)

ABOUT THE FOUNDER/ENTREPRENEUR

Sahu was born on 1 February 2001 in Narsinghpur, Madhya Pradesh. He studied in Narsingh Public School. He earned a bachelor's degree in economics from Justin College. He started his career as a freelancer in the media industry at the age of 16.

Akhilendra Sahu is a young entrepreneur and writer. He is the CEO of ASTNT Technologies Pvt. founder and CEO. Ltd. He is known in the media as "the world's

SUUMIT SHAH: FOUNDER OF DUKAAN APP

Ms. Shanu Jain and Anusha Jaiswal

ABOUT THE ORGANIZATION/VENTURE

India's most popular digital DIY platform, the Dukaan App, launched in May 2020. The application allows merchants, retailers and others without programming skills to create their own online store. The program allows traders to set up their business in 30 seconds. The motive behind the release of this program was to help offline business owners online. Within 20 days of its release, more than 1.5,000 online stores were created for the program, 5,000 products were listed, and more than 75,000 orders were placed through the Dukaan program.

This O2O (Offline to Online) e-commerce channel has enabled small and medium-sized merchants to continue doing business even during the coronavirus pandemic. The program has enabled nearly 2 million small and medium enterprises across India to start and grow their business through the Internet.

The 2020 shutdown restricted people to quarantine at home. And small businessmen have been forced to close their businesses due to the severe effects of the coronavirus. At that time, Suumit received a message from a radio jockey, "We are now accepting orders via WhatsApp." Suumit was surprised to receive this sms and then started thinking about it. This thought came to Suumie's mind and in 48 hours he and his friend built the Android app "Dukaan".

ABOUT THE ENTREPRENEUR/FOUNDER

Suumit Shah, now known as the founder of Dukkan, was born on December 25, 1990. Hailing from a middle-class family in Mumbai, he had his ups and downs. After school, he worked in his uncle's shop in Satara, Maharashtra. He got his engineering degree from Sangli and being a quick learner, he took courses in digital marketing and web design and development from a roommate in college.

ROHIT KASHYAP: MAYTREE SCHOOL OF ENTREPRENEURSHIP

Mr. Bhupinder Singh and Anusha Jaiswal

ABOUT THE ORGANIZATION/VENTURE

In 2019, when Rohit Kashyap started Maytree School of Entrepreneurship. However, one thing was clear to me and my team: the traditional model of business education no longer makes sense. It is out of date.

Therefore, their mission, which has been "bottom star" since the beginning, is to democratize business education and help thousands of students and professionals achieve their goals without having to invest the time and money required for a typical MBA education, anywhere.

By creating such a disruptive proposal, the venture wanted to challenge the status quo and break from all these pre-established dogmas:

Why should top business education be limited to the few? Why the hell does it have to be so expensive?

Why do you need to learn from an average professor when technology allows you to learn from the world's best on your smartphone?

Why do you have to spend thousands of hours learning theory instead of enjoying a much more efficient, practical and up-to-date approach?

Since then, thousands of students and professionals from 20 countries have joined the program because they too believe that education must change.

ABOUT THE FOUNDER/ENTREPRENEUR

Rohit is the founder and CEO of Maytree School of Entrepreneurship. His entrepreneurial journey began when he was just 13 years old and now he has taken the initiative to support young and passionate entrepreneurs on their journey through Maytree School. Apart from being a Karamveer chakra awardee and an influential quorum writer, he also has a deep knowledge and keen interest in finance and entrepreneurship.

BHAVISH AGGARWAL: CO-FOUNDER OF OLA CABS AND OLA ELECTRIC

Mr. Swaraj Manchanda and Anusha Jaiswal

ABOUT THE ORGANIZATION

Ola Cabs (stylized as OLA) is an Indian multinational ride-hailing company headquartered in Bangalore. It is founded by Bhavish Aggarwal and Ankit Bhati. It also operates in other business sectors, including financial services and cloud kitchens. Several private equity investors, including Softbank, have large stakes in the company.

In March 2015, Ola Cabs acquired Bangalore-based taxi service TaxiForSure for around ₹12.37 billion (\$150 million). As of June 2015, Ola users could access TFS dashboards through the Ola mobile app. Later in November of the same year, Ola acquired travel planning software company Geotag for an undisclosed sum.

To expand beyond connecting taxis, Ola acquired struggling food technology company Foodpanda India in December 2017 to expand its business in the food delivery segment. In April 2018, Ola acquired Ridlr (formerly Traffline), another public transport ticketing app. Later, in August 2018, Ola raised Series A funding for scooter rental company Vogo and invested another \$100 million in December.

In January 2018, Ola expanded into its first overseas market, Australia, and launched in New Zealand in September 2018. In March 2019, Ola started operations in the United Kingdom.

In 2019, more than 10,000 drivers applied online and offline before it launched in London. In February 2020, Ola launched its taxi service in London with over 25,000 registered drivers. Ola posted its first ever operating profit of ₹90 million (\$11 million) in the 2020-21 financial year.

Ola Electric Mobility is an Indian electric two-wheeler manufacturer based in Bengaluru. Its manufacturing facility is located in Krishnagiri, Tamil Nadu, India.

KUNAL SHAH: FOUNDER OF FREECHARGE AND CREED

Ms. Priyanshi Jain and Anusha Jaiswal

ABOUT THE ORGANISATION/VENTURE

Freecharge is an Indian digital payment platform and mobile wallet that allows users to recharge their mobile phones, pay bills and pay for various services online. It was founded in 2010 and acquired by Axis Bank in 2019.

Freecharge offers a convenient and secure way to make online payments without cash or physical cards. Users can link their bank account, credit or debit card to the freecharge account and use it to pay. The platform also offers users various cashback and discount offers for using their services.

Apart from mobile recharge and bill payment, users can also use the free charge to pay for various other services such as DTH recharge, electricity and gas bills, water bills, broadband and other services. The free charge is available on both Android and iOS platforms and users can download the app from Google Play Store or Apple App Store.

"Cred" is a Bangalore-based fintech startup founded in 2018 by Kunal Shah, who is also the founder of Indian mobile payment company, FreeCharge. Cred is a members-only platform that rewards users for paying their credit card bills on time.

The platform allows users to manage multiple credit cards in one place and offers several features such as invoice reminders, expense tracking and the ability to make payments directly from the app. Users can earn cred coins for paying bills on time, which can be redeemed for discounts and cashbacks on various products and services. Cred's mission is to encourage responsible use of credit cards and help users improve their credit score. The platform uses a proprietary algorithm to assess users' credit worthiness and only accepts members with a credit score of 750 or higher. Cred has partnerships with several banks and financial institutions in India and currently has more than 5 million members. In addition to core services, Cred also offers various value-added services such as Cred Pay, which allows users to pay rent, insurance and

KAVITA SHUKLA: FOUNDER OF FRESHGLOW CO.

Ms. Shirly Rex and Anusha Jaiswal

ABOUT THE ORAGNIZATION/VENTURE

FRESHPAPER was created by a young inventor who found the active ingredients after accidentally drinking tap water while visiting his grandmother in India. His grandmother gave him a home remedy - a spice mix - that kept him from getting sick. (Hear the story in his own words.)

After years of research and development, starting with a high school science project, she discovered a new application for her grandmother's generation-to-generation home remedy—a very effective way to keep food fresh!

Made from organic spices, FreshPaper is a single-use, recyclable and biodegradable sheet that naturally keeps produce fresher for longer - reducing food waste. Today, it is used by farmers and families around the world, and FRESHGLOW Co. has partnered with some of the world's largest retailers.

Today, FRESHGLOW Co. FRESHPAPER paper is used by farmers and families around the world, and we create initiatives that benefit local food banks in the United States and small farmers in developing countries.

FRESHGLOW Co. is a social enterprise with a mission of "Fresh for All".

ABOUT THE FOUNDER/ENTREPRENEUR

Kavita Shukla is the founder and CEO of The FRESHGLOW Co. and the inventor of FreshPaper. What began as a high school science project—an Indian home remedy—soon evolved into a world-changing innovation that took on the enormous challenge of global food waste.

The young entrepreneur holds four patents (and several international awards) for her innovations and was the youngest woman ever to receive the world's biggest design award, the INDEX Design to Improve Life Award, presented by the Crown Princess of

HARSH AGARWAL: FOUNDER OF HARAGO

Prof. (Dr.) Ravikant Swami and Diya Thapliyal

ABOUT THE ORGANISATION

With reference to (Vibhor, 2023), A company that rejoices the traditional craftsmanship, handwoven as well as vintage textiles and showcasing the same in their wide range of trendy apparels. This has made Harago a high-end menswear brand which has made its name in the hearts of their audience, throughout the world. The menswear brand by Harsh Agarwal, located in Jaipur, was introduced in January 2019. It uses handwoven materials, historical textiles, and traditional embroidery techniques to produce straightforward, wearable silhouettes.

Embroideries and textile explorations are the brand's main areas of interest. Vintage items take the lead in its expanding textile vocabulary as a crucial component of the brand language, drawing inspiration from Agarwal's grandmother's textile collection. Hand stitching is used to patch and fix unique items like a boxy, short-sleeved shirt made from a vintage quilt from the 1980s, a winter shirt-jacket produced from a handwoven tapestry from 1984, and an embroidered shirt that was inspired by a tablecloth from the 1970s.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

Harsh Agarwal- The creator of HARAGO's interest lies in "sustainable-fashion" which led him to learn about the traditional handloom and handwoven textile techniques used throughout India, and he decided to use a menswear brand to highlight them. The end result is a line of premium shirts, jackets, jeans, and shorts with a relaxed look that can be worn for work, special occasions, meals, picnics, or even just lounging about.

Agarwal, his sister Yashika Agarwal, a masterji, three tailors, and two embroiderers make up the Harago team. The brand doesn't have a physical location, but in India, it sells its products at Jaipur Modern, an online concept store run by Doodlage, and on the e-commerce site aanswr.com.

ANUVRAT JAIN: FOUNDER OF LIGHTSPEED

Prof. (Dr.) Poorva Ranjan and Diya Thapliyal

ABOUT THE ORGANISATION

As per (Lightspeed, 2023), The American venture capital firm Lightspeed Venture Partners specialises on multi-stage investments in the business, consumer, and healthcare sectors. Lightspeed makes investments in startups at all stages, including seed and growth. The company has advisers and investment experts in Silicon Valley, Israel, India, China, Europe and Southeast Asia. It makes investments both domestically and internationally. Ten offices for Lightspeed exist worldwide.

Serving the "most amazing people in the world who are creating tomorrow's businesses today" is the company's stated objective.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

According to (Panchal, 2023), The India and SEA Growth Investing team of Lightspeed was founded by Anuvrat Jain. He became interested in investing because he believed it may spur the improvement of several sectors. Anuvrat stated, "I wanted to promote the new-age businesses that are altering the way we live our lives every day. The one field where I can integrate my skill sets with my enthusiasm for bringing about change is growth investing."

At the age of 28, he has already accomplished a number of things that go beyond what is taught in management schools or by investment banking firms: interact and network with founders and businesses that are fostering a stronger ecosystem, even if they are not in your portfolio; identify trends without being constrained by potential investment decisions; and subtly assert yourself within the team.

GENESIS TO GROWTH OF THE ORGANISATION

Additionally, Jain has served on the boards of three Lightspeed portfolio companies: the Indonesian logistics and warehouse company Shipper, the debt marketplace company Yubi (previously CredAvenue), and the shared workspace provider Awfis. He meets

NIYATI RAO AND SAGAR NEVE: FOUNDER OF EKAA

Dr. Shuchi Goel and Diya Thapliyal

ABOUT THE ORGANISATION

According to (Ekaa, 2023), Ekaa is a restaurant focused on food that is interpreted and inspired by people, cultures, and ingredients which is as vast and varied as India, rather than any one specific cuisine. Ekaa, which translates to "One," "Unique," or "Matchless," is the beginning of interpreted cuisine inspired by products, people, and civilizations.

The restaurant is created by and for the people, to avail benefits of the entire globe due to the fact that fine dining is evident in the food, not in the service staff's attitude.

ABOUT THE FOUNDERS/ ENTREPRENEURS

When Niyati Rao, a fine dining chef who had previously worked at the Taj hotel's Zodiac Grill and Wasabi by Morimoto, reconnected with a former co-worker, Sagar Neve, 29, during the lockdown, the idea to open a concept restaurant with a focus on ingredients was created.

Before going back to Mumbai, she spent her most recent spell at Noma in Copenhagen. Niyati wished to make a contribution to the Indian culinary scene with her profound experience. She envisioned and worked on the idea of opening a restaurant whose cuisine is defined and driven by people, cultures, and ingredients after much thought and research.

Sagar, who began as a driven young businessman, is now in charge of all day-to-day operations of Nisa Experience. An alumnus of Ecole Hoteliere, Sagar highlighted the Indian hospitality industry and won the Accor Take Off! award in 2014. In 2015, he built his first restaurant, and since then, he has been involved in many ventures all throughout India. Sagar is passionate about restaurants and has a varied portfolio of capital investments with an emphasis on India.

**MAYANK KALE, AMRIT SINGH: LOOP BUNDLES HEALTH INSURANCE
COVERAGE FOR EMPLOYEES**

Dr. Shalini Gautam and Diya Thapliyal

ABOUT THE ORGANISATION

With reference to (Meghani, 2023), The first integrated care company in India is called Loop. The company works with businesses to secure incredible health benefits for their staff and provides care using our own internal staff of 30 skilled physicians.

The firm produced digital health records for 500,000 patients in India before launching Loop. They discovered a serious issue: General Practitioners are compensated to treat people when they are ill, not to maintain their health.

Patients are at a disadvantage since they don't know enough about medicine and struggle to understand the confusing healthcare system. We wanted to build a business that actively cares about people and is motivated financially to promote their wellbeing. This is made possible by combining primary care and insurance.

ABOUT THE FOUNDERS/ ENTREPRENEURS

As stated in (Datanyze, 2023), Amrit Singh is a co-founder and chief revenue officer at Loop Health, an insurance firm started in 2018 with about 80 people. Their management level is C-Level, and they are a member of the Sales Executive team inside the C-Suite Department. India is where Amrit presently resides.

According to (Datanyze, 2023), Mayank Kale is the Co-Founder and Chief Executive Officer of the 2018-founded insurance firm Loop Health, which has an estimated 80 workers. They are members of the Executive team within the C-Suite Department and their management level is C-Level. Mayank is stationed in Pune, India, and received his degree from the University of Illinois at Urbana-Champaign in 2017.

Together, Kale and Singh made the decision to create Loop, a platform that provides access to a primary care physician, limitless free consultations, and reduced tests for

SIVA TEJA KAKILETI: NIRAMAI TEAM, WHICH PROVIDES SCREENING TO ENSURE EARLY DETECTION OF BREAST CANCER

Dr. Rashmi Chawla and Diya Thapliyal

ABOUT THE ORGANISATION

The biggest cause of cancer-related fatalities in women today is breast cancer. The World Health Organization (WHO) estimates that one in every 12 women is at risk for developing a breast deformity. It is crucial to get a diagnosis right away to reduce fatality rates. "Non-Invasive Risk Assessment with Machine Intelligence" is the abbreviation for NIRAMAI.

In contrast to conventional techniques or self-examination, NIRAMAI has created a unique software-based medical gadget to identify breast cancer at a considerably earlier stage. The remedy is a portable, low-cost, automated, and accurate cancer screening device that may be used in any clinic. Their imaging technique is painless, non-touch, radiation free, and effective for women of all ages. They have patented machine learning algorithms for dependable and accurate breast cancer diagnosis were used to create the core technology of our service.

This innovative approach can be utilised for mass screening in rural and semi-urban regions, routine preventive health checks, and cancer detection tests in hospitals. In 30 Indian cities, there are 150+ hospitals and diagnostic centres that offer NiramaiThermalytix. Among others, Apollo Clinics, HCG, Narayana Health, and Rainbow Hospitals are some of their clients. Through their distributors, Niramai test is also offered in the United Arab Emirates, Kenya, Sweden, Turkey, and the Philippines.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

According to (Niramai, 2023), Director and Principal Research Scientist of Niramai is Siva Teja. He was also a part of the Niramai founding group. Having worked in AI/ML for medical imaging for more than seven years, he has co-authored more than 25 international articles, two book chapters, and is an inventor on 23 international awarded

PULKIT BALDEV: CO-FOUNDER, METALBOOK (MBOOK TECHNOLOGY PVT. LTD.)

Dr. Pooja Sharma and Diya Thapliyal

ABOUT THE ORGANISATION

As per (Crunchbase, 2023), The cheapest prices can be found on Metalbook, a full-stack digital supply-chain platform that links a global reach of metal suppliers and customers. Additionally, it offers fabrication and customization for finished and semi-finished goods connected to metal at the greatest costs on the marketplace. They are committed to creating a global marketplace by bringing together offline companies in the marketplace which believes in speedy, accurate operations and hassle-free logistics, facilitating end-to-end procurement solutions for the client.

As per the source (Anonymous, 2023), One amongst Metalbook's key objectives is to develop into a one-stop shop and pricing information platform for the metals industry while also providing cutting-edge logistical systems for efficient procurement. Their goal is to raise the bar for competence in the products and services they provide, while also offering the market outstanding value and an amazing, dependable experience for all of our customers.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

According to (Baldev, 2023), Metalbook, founded by Piyush Baldev, aims to digitise the iron and steel industry's supply chain. A seasoned head of procurement with a track record of success in the mining and metals sector, skilled in vendor management, business sense, team building, and marketing strategy, he is also a strong sales professional with a Post Graduate Certificate in Management from the Indian Institute of Management, Shillong, with a general management specialization.

Baldev, who started his business with two classmates, claims that despite the size of the market, things continue to be done the traditional way. He calls its method of functioning "haphazard" and was drawn in by the high volume of large-ticket transactions. He has also witnessed the quick scaling up of multinational corporations like Reibus, Zhaogang, and Felux.

**ARUN GEORGE, NIKHIL NP, RASHID K, VIMAL GOVIND MK: CO
FOUNDERS OF GENROBOTICS**

Dr. Navya Jain and Diya Thapliyal

ABOUT THE ORGANISATION

As per (Linkedin, 2023), Genrobotics Innovations is a company that specialises in designing and creating robotic solutions to solve the most serious social problems. Their best-in-class solutions seamlessly integrate the usage of robotics and artificial intelligence. A young group of enthusiastic engineers with backgrounds in robotics and defence engineering launched the business in 2017.

The vision of the company is to "Create technology that provide safety to those facing extremes and helps people recover from disabilities more quickly through human-friendly robotic solutions."

"Providing Better & Safer Methods to the People, Using Robots & AI for Working with Extreme & Unsafe Environments for the Welfare of Mankind," is the firm's mission statement.

GENESIS TO GROWTH OF THE ORGANISATION

Custom product and service development is crucial to the progress of a nation towards prosperity. Being a member of India's most prestigious initiatives, Made in India and the Swachh Bharat Abhiyan, is an honour.

Their invention, the "Bandicoot" manhole cleaning robot, has been radically altering the attitudes of many sanitation employees who previously dared themselves without considering the dangers concealed in the manholes and ensuring everyone's cleanliness.

By awakening the distressed aspects of the populace and creating a better environment, they are leading the perseverance to build, design, and put into practise systems of change that are advantageous to all sentient beings as well as to the environment.

KAUSHAL SHETTY: NOSTOS HOMES IS A NON-PROFIT THAT BUILDS MODULAR, LIGHTWEIGHT, AND EASILY TRANSPORTABLE SHELTERS

Dr. Khushbu Khurana and Diya Thapliyal

ABOUT THE ORGANISATION

For those who have been ejected, Nostos Homes construct dwellings. During a natural disaster like a storm or an earthquake, internal displacement can occur abruptly. It may take place over a brief, severe time of civil war, slowly and continuously over decades, as the consequence of public or private sector development initiatives, or it may happen all at once.

For people who have been forcibly relocated, Nostos builds homes so they can prosper. Our cutting-edge dwellings are intended to act as temporary shelters for those who have been forced to flee their homes because of violent conflict or severe weather. The modular, lightweight shelters are simple to carry to the afflicted locations.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

As per (Balachandran, 2023), It all started with a personal trauma for Kaushal Shetty. Growing up in the lush, green town of Madi, close to Udupi in Karnataka, Shetty had witnessed first-hand how the Ghataprabha River would frequently overflow during the rainy season, flooding his village. The floods destroyed homes, damaged crops, and reduced yields, forcing many people to rely on day-to-day subsistence. His family later relocated to Bombay, but many other people weren't as fortunate as he was. The agony of being uprooted has stuck with him.

Years later, when Shetty was a student at the prestigious Indian Institute of Technology, Kharagpur, he once more saw the destruction caused by Cyclone Fani, which had struck the eastern coast. Almost 1.2 million people were relocated as a result of Cyclone Fani, which also left \$8 billion in damages in its wake.

At that point, Shetty and his friend Madhav Datt created Nostos House, a non-profit organisation that creates modular, lightweight shelters that are simple to carry to

RAHUL RAI: CO-HEAD OF MARKET NEUTRAL AT BLOCKTOWER CAPITAL

Ms. Pooja Tripathi and Diya Thapliyal

ABOUT THE ORGANISATION

With reference to (BlockTower, 2023), Block Tower is an institutional investment company that manages portfolios for both digital and traditional assets while also doing professional trading, venture investing, credit underwriting, and underwriting. With programmable blockchains as the foundation, cryptocurrencies offer innovative technology, liquid public markets, and new use cases and business models.

It takes a strategy functioning at the nexus of early stage investing, game theory, network and behavioural economics, competitive strategy, computer science, credit analysis, and portfolio management to navigate this environment.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

As per (Tripathi, 2023), Rahul Rai enrolled in The Wharton School in the US the same year he graduated from IIT-Bombay in 2015. After earning his BSc in economics in 2019, Rai spent more than a year working as an FX trader for Morgan Stanley in the US. He resigned in 2020 and relocated to India to start his own business. Around this time, the crypto ecosystem experienced rapid growth. Rai became attracted by the idea of decentralised finance (DeFi) and began further investigation together with another cryptocurrency enthusiast.

At Block Tower Capital, Rai co-heads Market Neutral and oversees a \$150 million cryptocurrency hedge fund. Despite the general market decline, he asserts that it was one of the top-performing cryptocurrency hedge funds in 2022.

GENESIS TO GROWTH OF THE ORGANISATION

The Web3 and cryptocurrency ecosystem had a difficult year in 2022 as many businesses filed for bankruptcy and exchanges crashed. The market cap had decreased dramatically and funds were down.

RAJ SHAMANI: FOUNDER OF HOUSE OF X

Ms. Roli Wadhwa and Diya Thapliyal

ABOUT THE ORGANISATION

With reference to (Raj Shamani, 2023), With an amazing list of investors, Raj Shamani's House of X was established with the goal of assisting digital content producers in building and expanding their D2C businesses. Rajiv, who is headquartered in Delhi-NCR, writes about startups, corporations, different types of entrepreneurs, and yes, the marketing and advertising industries.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

At the age of 16, Raj Shamani started working for his family's business, selling dish soap with his father. In just 18 months, the company expanded 20 times, and once he had turned it profitable, he began to document his progress online. With more than a million Instagram followers, he is currently one of the most popular content producers in India. Shamani discusses business starts, sales, and opportunities for young people.

Along with founding Figuring Out, a radio show about entrepreneurship, he also founded Figuring Out Academy, an edtech platform where anyone can learn how to create and grow their own firms from the ground up. Avalon Scenes, Classplus, Growth School, Zionverse, Wint Wealth, Deciml, Mainstreet, and more startups have received funding from him as an angel investor.

GENESIS TO GROWTH OF THE ORGANISATION

According to (Singh, 2023), There is something else that is as imposing. Shamani is a master of social media, with 1.2 million Instagram followers, 792,000 YouTube subscribers, 290,000 Twitter followers, and 131,000 LinkedIn followers.

In fact, over the past year, more than 100 million people have listened to his podcast Figuring Out. The 26-year-old content producer is also an angel investor in nine firms and the author of the book Create, Don't Talk.

**NIKITA TIWARI, HARSH AGRAWAL: NEERX'S SMART SENSOR,
ANALYSES SOIL HEALTH IN A COUPLE OF SECONDS TO EQUIP THE
FARMER WITH REAL-TIME INFORMATION**

Ms. Shanu Jain & Diya Thapliyal

ABOUT THE ORGANISATION

As per (Thaker, 2023), Maybe the most overlooked aspect of farms is soil health. With its portable sensor Shool, NeerX, an agro deep tech firm, hopes to concentrate solely on this. According to founder and director Harsh Agrawal, "the sensor may be carried by a farmer or any owner of an agribusiness into the field. According to (NeerX, 2023), It takes around two seconds to examine agricultural conditions, which are displayed on the mobile application.

The Indian Space Research Organisation (ISRO), Indian Agricultural Research Institute, and National Crop Forecasting Center are currently using the solution, claims the startup. Presently, Gujarat, Haryana, Lucknow (Uttar Pradesh), Delhi, Jaisalmer (Rajasthan), and Hyderabad are receiving solutions from NEERx (Telangana).

ABOUT THE FOUNDERS/ ENTREPRENEURS

As part of a student project, Agrawal and Nikita Tiwari began developing the Shool prototype. They eventually incorporated the business and began developing an industrial design in 2019, which was later.

According to Tiwari, "the farmer needs real-time updates that can be done through our innovation within a few seconds because the weather is always changing, making the technology the need of the hour."

GENESIS TO GROWTH OF THE ORGANISATION

A farmer's only option is to have their soil tested in a lab, but this takes close to two or three weeks, and by the time some modifications can be made, it's already too late. The tool also offers information on crop foliage and crop health using satellite data in addition to soil data. It takes one Shool instrument to analyse 2.5 acres. The fact that

UDIT SINGHAL: FOUNDER OF GLASS2SAND

Mr. Bhupinder Singh and Diya Thapliyal

ABOUT THE ORGANISATION

According to (Anonymous, 2023), The collection of glass bottles for recycling had become economically unviable for them due to a decline in demand, the necessity for vast storage facilities, and the high cost of transportation. Empty glass bottles were no longer separated and began to be dumped in landfills.

The local municipal entities were already concerned about the limited landfill space. Glass takes a million years to break down. Udit was eager to find a solution as a result. His search was finally successful in New Zealand, where he found cutting-edge green technology.

H.E. Mrs. Joanna Kempkers, the New Zealand High Commissioner to India, decided that his proposal merited a special funding.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

As per(Shah, 2023), Glass is the second-largest source of pollution in landfills after plastic. Glass would take 1,000 years or more to degrade in landfills, whereas plastic takes a few hundred years to do so, according to Glass2Sand creator Udit Singhal.

When he was 16 years old and attempting to find a solution to the empty bottle problem at home, he had discovered this. Singhal is a final-year BSc management science student at University College London who also runs a glass bottle recycling business in India that produces silica-rich sand.

With reference to (Singhal, 2023), Singhal, who just turned 21, was chosen as one of the 17 Young Leaders for the Sustainable Development Goals in 2020 by the United Nations. Also, he enjoys making websites and is a talented artist and photographer.

GENESIS TO GROWTH OF THE ORGANISATION

If all glass bottles were recycled into sand, it might be possible to reduce the amount of glass in landfills as well as the demand for mining the diminishing resource, which may or may not be of industrial grade, or silica rich, if done on a worldwide scale.

AKSHAY MAKAR: FOUNDER OF CLIMATENZA SOLAR

Mr. Swaraj Manchanda and Diya Thapliyal

ABOUT THE ORGANISATION

With reference to (Tripathi, 2023), Climatedenza Solar, a Delhi-based company founded in 2018, designs and develops concentrated solar thermal technology to produce energy for industrial uses. The purpose of the thermal concentrators is to reflect sunlight onto a receiver, where liquids are transformed into steam that can either be stored or transformed into power.

Increased adoption of renewable energy throughout industry is the aim. The business has 23 MW of capacity in the pipeline with the potential to develop it to 273 MW in five years and is collaborating with multinationals to help them achieve their net-zero targets.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

As per (Echoing Green, 2023), In the area of sustainability, Akshay Makar, founder and CEO of CLIMATENZA, has a proven track record as a thought leader, an innovator, and a climate entrepreneur. His goal is to create ground-breaking technologies that use innovation as a tool for better sustainability practise, to support the success of global sustainable solutions, and to increase public interest in the sustainability issue. He is strongly motivated to hasten the switch to a future powered by renewable energy. Under his direction, CLIMATENZA has expanded internationally, with operations in Chile and India.

GENESIS TO GROWTH OF THE ORGANISATION

Over the past ten years, renewable energy has grown at a never-before-seen rate. Nevertheless, according to Climatedenza Solar founder Akshay Makar, this growth is only applicable to electricity generation. The International Renewable Energy Agency estimates that the combustion of fossil fuels provides 75 percent of the energy used in industry.

Misbah Ashraf: CO-FOUNDER AND CHIEF PRODUCT OFFICER, JAR

Ms. Priyanshi Jain and Diya Thapliyal

ABOUT THE ORGANISATION

As per the detailed study (Jar, 2023), Jar is a daily gold savings programme that enables you to save money by automatically investing spare change from your online transactions in virtual gold. Jar is the first Made in India app to devise a novel way to set aside money every day and invest it automatically in digital gold to take advantage of the best gold pricing.

By automatically investing modest amounts in Digital Gold, which can be redeemed or withdrew whenever you wish to your Phonepe, Paytm, or Googlepay account, Jar helps you develop the habit of everyday saving.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

According to (Singh, 2023), Misbah Ashraf was raised in Bihar Sharif, the provincial capital of Bihar's Nalanda district. Ashraf had to move rapidly because he was born into a middle-class family that was struggling financially.

Entrepreneurs, according to Ashraf, are naturally upbeat individuals who desire to hasten the future. The important thing to keep in mind is that one must approach a project from the perspective of long-term building.

GENESIS TO GROWTH OF THE ORGANISATION

With the knowledge at hand, Ashraf launched Jar, his third business, in less than a month. The consumer financial product was developed with the intention of assisting investors and savers. Jar began with gold since it is the asset class that Indians are most accustomed to.

In just 18 months, Jar, according to Ashraf, has over 11 million users and processes approximately 300,000 transactions per day.

AASHTI MILLER: FOUNDER OF FOUNDER, MILLERINK

Ms. Shirly Rex and Diya Thapliyal

ABOUT THE ORGANISATION

As per (Miller, 2023), MillerInk is an illustration and graphic design studio. In an effort to understand the surprising convergence of her two seemingly unrelated worlds, Aashti creates drawings. Her aesthetics and styles have therefore developed intricate designs that delicately brings balance in her paintings. Her art extensively explores and draws inspiration from environments, places, and faces.

ABOUT THE FOUNDER(S)/ ENTREPRENEUR(S)

According to (Routh, 2023), In order to combine her professional work as an architect with her passion for drawing and graphic design, Miller, a 29-year-old Cornell alumna living in Mumbai, created her design firm, MillerInk. Over the years, Miller's dedication to fusing these two seemingly unrelated professions has assisted her in creating a distinctive style that incorporates constructed and painted elements, digital and analogue techniques, as well as being two and three dimensional.

GENESIS TO GROWTH OF THE ORGANISATION

Miller's designs reimagine a new world bound together by a single digital currency in one of her most recent pieces for Art & Found, who contacted her on behalf of finance business Cred to be an artist for the brand's Money Art series. "There are 14 levels in the artwork, each of which features components from various world currencies. These are combined and layered to form a completely unique object that is reflective of every area", according to Miller.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

With reference to (Miller, MillerInk, 2023), Unique international and local relationships with companies like Michael Kors, Cred, and the St+art India Foundation have become Miller's notable clients. Along with Procam International, she also created distinctive medals for the four marathons that took place in India in 2020.

30 UNDER 30

YOUNG ENTREPRENEURS OF INDIA

Case Bank

Entrepreneurship is the promotion of innovation by identifying opportunities and creating new ventures. The purpose of entrepreneurship is to fulfill the unsatisfied needs of society, thereby promoting sustainable growth of the economy. It has been found that entrepreneurial activities are directly related to the level of economic growth of the country.

There has been a consensus around the world that Entrepreneurship as a career option has been gaining massive attention and growth. People today are keener to start a new venture and be their own boss. This is especially true for young people who are below 30 years of age and exploring various avenues available to them.

The book discusses the journey of the top 30 entrepreneurs who are under 30 years of age and have dedicated their life to entrepreneurship. The book highlights the work, products, and journey of these young entrepreneurs which is not just amazing but inspiring too. The book is a valuable asset for budding entrepreneurs and future entrepreneurs who wish to create their own ventures.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



Dr Poorva Ranjan is a professor and head of DME Management School. She is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a certified POSH (Prevention of Sexual Harrasment) trainer. She works closely with students for skill enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security and Google Tools, to name a few. A Google certified digital marketer, she specialises in Social Media Marketing and Content Development. Her areas of work/teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management and Skill-building.



Ms. Priyanshi Jain is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland.

Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.

