

A very amazing statement by Osho and he had said that So you can find only yourself and it's without the name whatever you have if you can share that that is much more important rather than getting something which you don't have right now and if you are going to be a parent and if somebody is getting into the married life make sure there is a huge role a huge role you play I think for a child the first role model is your parent unless you are disappointed in your parent then you start looking for somebody outside I could sense that there is nothing permanent so whatever I want to do I have to do somebody had said very beautifully that there is only one life but if you live it right once is enough do channel you can see wrote a way but she could say a giant time in finance i will not say got bored but went into something exciting so technology was a place where i find found some interest and thought that the combination of finance and technology can add more value to the system so got into a space where we used to implement planning and budgeting solutions for corporates at that time i used to kind of spend my weekends with and got so many interesting stories came across lot of interesting stories and thought that this can be an interesting thing now so most of the people say that 40 is the place where you start think what to do next and till that time we spent lot of time in the technology and the corporate space this stories individual life real life stories was an interesting space which i thought and how it can be developed into a business idea along with Naveen so trying since 2019 to kind of make this a interesting one bring real life stories in front of people So I was with Patni Computers, one of the reputed software companies, or I would say pioneer companies in India. And I had done my law, and I was with the legal team. Things were going well. There were no late sittings. I mean, I used to get weekends. So everything was fine. In 2008, my parents and Asha's parents they had gone to one place called Hemankasa or Anandwan. So these are two places which are initiated by Baba Amte, one of the legendary social workers from Maharashtra. And when they visited that place, my father was so inspired. To see that place, after interacting with those people, my father realized that after 60 years of establishment of Anandwan, I came here. There would be more and more people in. Who have not experienced this. So I would be that person who would take those people and who would show Anandwan Himalaya Prasad to. People of Maharashtra. So that time he was 60. He had just retired from his government job. And he comes back and tells me that I want to start a new venture. And I want to take people into these places. To my dad. So I was with the corporates doing the normal thing. And at the age of 60 he has a dream to show Anand 1 to at least 1000 people. And he actually promised or he actually vowed in Anand 1 that I would show Anand 1 to 1000 people. And he comes back and tells me that I want to start it. So I said let us do it. But that night we also discussed that let us not start. Any other tool company which will show people typical places like Kerala they are not bad but let us not start that. So let us stick to one idea that where we show entrepreneurship stories from Maharashtra through tourism. This is what we thought and we named it as Amrut Yatra. With my dad, I was doing job. So we named it as Amrut Yatra, which is eternal journey. So he started, he started taking people. So it was not about money. It was not about profits. It was his passion. And he started with 10 people's crew. So when I actually visited Anandwan myself, I thought that this is a place where I belong. This is a place or this is a space I would say, where I belong, truly belong. And I'm a writer. I like to tell stories. I like to visit places, interesting places. I like to meet people. So I thought This is the area or this is a space where I can, I would say, do much better than what I'm doing today. And I thought about it. I discussed this with my wife that I want to do this. And there would be many such places where people would get to interact with such amazing people. So for two years I was struggling. Two years I was fighting with my family that let me leave my job. There was the backend work of Hungry Teotira I used to do from office. Sorry for the computers, but I did it. But not at the cost of any, you know, my job. So I used to do this backend work like copywriting, writing advertisements, talking to people. And I thought this is a space where I belong. So eventually in 2012, I left my job and joined my father. When I actually started roaming around Maharashtra and when I started meeting amazing people. I thought there would be many places like as I said before that there would be places where people can be taken, people can be given great experience. But that time one interesting thing

happened that I actually used to watch TikToks. And we thought that let us create one platform in Marathi. Which has a TED Talks format. Which has that production quality. And which has that Granger. Which TED Talks have. So let us create this kind of thing in Marathi. Interestingly, or ironically, the Marathi program was very sluggish in terms of experiences. So there was no, the Marathi talk shows were very boring, I would say. So we thought that let us create that magic of live talk in Marathi. So I created one note, I still have that note, which says that there would be one program and people have to pay 10,000 rupees for that one program. I still have that. So it should have that kind of value that whatever is happening in Maharashtra, whatever is going to happen in Maharashtra, that should be demonstrated in that one program. So it should be sort of a roadmap for Maharashtra. And best of best, best of best people of Maharashtra should attend that program. And this is how the idea came in. And we named it as Swayam Talks. So it is all about one sense. Swayam is sense. So any journey starts with a sense. So maybe that is a freedom fighting or whatever. That idea came to one mind. And that's why Swayam is very important. I heard a very amazing statement by Osho and he had said that you are nothing but yourself. So you can find only yourself. And this is how Swayam, the name Swayam, I discussed this idea with all these friends and everybody liked it. I still remember there was a debate whether people will pay for this kind of talk shows, whether people will attend this kind of things. But I thought this has some value and we should do it. And this is how it's done. So actually I was a pretty notorious child. I was very flamboyant and always I believed that if you have a situation, I always wanted to be at the center of those things. And in that excitement, most of the times what happens is even if you don't have anything concrete and if you have the curiosity to remain in spotlight, you create some of your own stuff around. And that's where I think my mom and dad played a very interesting role. So when I used to kind of create something which was not real. My mom explained it to me in a very interesting manner. So she said that whatever you're trying to, it's fine. But you have to understand that every individual is a brand. And what do you mean by a brand? When people will hear Asha as a name. What comes along with Asha becomes very important. So in the belief that this fellow just keeps on saying something which is not real. And it keeps on adding up. After a point in time, whenever people will say Asha, they say that somebody was just trying to make something nothing real stuff inside. And now it is open for you. If you want to kind of stay as this brand, you can stay in this. Another stuff was how to handle ads most middle class families would have. In those days, most of the times it was scarcity was it was driving that stuff. So how to kind of manage scarce resources? So it was just very small example that one of my friends whose dad was working in Dubai at that time. So he used to come down with pistachios in his pocket. And normally it would happen that if he comes down with that stuff, we used to give it to everybody and he becomes the center point of that discussion. And because I could not afford that, I used to kind of feel that because he could spend that much, he is getting that. But I want that space when I'm there and I am kind of giving pistachios to everyone. I once went and asked my mom that how kind of cost me the pistachio. I said, what happened? Suddenly you're talking about pistachios. I said, I can buy me some pistachios so that I can go and share it with my friends. So she got to know there's something. Do you really know that what kind of drives this thing? Just explain. She said that whatever you have. If you can share that, that is much more important rather than getting something which you don't have, right? I can give you pistachios, but one time. You have groundnuts at her place. You take that into her pocket and go and share. And I'm telling you, if you share, people will like it. I went and I kind of did that. Rather than people accepting that, what you felt inside was the real real. Because whatever you don't have, if you try to kind of share it, every time you have to kind of keep something or you have to kind of make something which is not fair with you. But if you are able to share what is with you, because you have earned that and now I am able to kind of share it with people and the smile which I saw. So in this overall childhood, I understood two things. One thing is it is good to be in spotlight, but you will have to. It's hard to be there. And wherever you reach, if you are able to share it with people. And that became my habit. So in corporate life also, whether it is, if you learn something and if a junior asks you something, I was never insecure to tell him

because I always believe that if I share this knowledge with him. I will have enough space in my mind to kind of get the new knowledge. If I try to kind of just keep it and I don't share it, if I am insecure that if I share this and I will not have anything for myself, that would be a very narrow mindset. So that I think so parents inculcated very well. That be flamboyant, but with that flamboyance, there is that effort which is needed. So if you don't put effort and if you just try to be flamboyant, you are creating some bubble which someday will burst. So I think so that was a very nice learning from the childhood, which I still value and carry in whatever I'm doing. I was born in a, I would say, a middle class Maharashtrian family. My parents were government servants. I don't think money was never a talking point in our home. It was typical Maharashtrian family. So there was no talking about business or nothing. But I had a great exposure about literature. And I grew up in a place called Girgaon which has amazing social fabric. So it was not a typical block culture or flat culture per se. There used to be a common galleries so it is called Charles in Bombay so we had amazing social atmosphere in Girikau so I'll just tell you one example as Asha put it so we used to have India Today at our home that time when we used to have Marathi papers we used to have every Monday India Today I never read India Today that time somebody asked my father why India Today in your home so he said I still remember his answer that he should be aware that there is one magazine called India Today at this age this kind of awareness is enough so this kind of ad was where I got at my home and one amazing thing happened in 1983 or 84 my parents decided to start one festival and it is called Gokul Ashtami which is believed to be Lord Krishna's birthday generally it happens in August so they started one festival this Gokul Ashtami and the central thing was not any any spiritual or any religious things but calling some writer calling some personality from literature and we used to have ten by ten two rooms or two rooms of ten by ten square feet in that small place we used to we had great of the great writers and that kind of atmosphere I got when I was a child so if you ask me what they said I don't recollect sometimes I used to play when they used to come but something interesting happening in my home that was a feeling I had in my childhood and I think that was very important so I don't think they taught me anything I don't know but they gave me a lot of exposure to these things and I think that is the most important factor in my childhood So it shaped my life in such a way that I used to participate in everything right from sports to relocation competition to singing competition So I used to represent my school in cricket. So from fifth standard to ninth standard, I represented my school in cricket. I don't know whether to say it on camera, but Sachin Tendulkar was a contemporary that time. He was in 10th when I was in sixth. And he used to play school. We were from the same schools. No, no, we were in different schools. But our school cooperated. I have seen Sachin and Vinod Kamli playing in their school nets. Yeah, okay. Kind of contemporary to Sachin Tendulkar. But I think those days shaped my life, I would say. Meeting new people, and I think the seed of Swayam, I would say, I would say the roots of Swayam are in those days. So this kind of exposure I got, and whatever I, that was the only learning I got, that whatever you do, do it at your best. But just participate. The results are more important. Correct, correct, correct. So I used to be everywhere. I was good in studies also. I used to be in first three or four. But I used to participate in everything. So I think that exposure is what matters, and this is what I, this is what shaped my life, I would say. Lovely, lovely. So before I go ahead, as in I really want to thank your parents. I wish I can meet them personally, you know. So just send my grand regards to both of them. They must have done it. Actually, when it, Swayam as a concept, when it started, as I said, Naveen was heading it all alone. So at that time, because Amrit Yatra and Swayam talks were happening parallelly, it was kind of a once in a year event which used to happen. And rest of the year, he was more concentrating on the tools and creating, curating new tools. That was his job. But when Swayam started happening and we started putting those things on the digital channels, it started getting a lot of reach. And then I sensed that we are creating something valuable and we are restricting it to only a particular live audience. Whereas it has got the potential to reach many and when it is reaching many people, whatever stories we used to get, we used to think that it is making some difference in their lives. Because all these are real stories. It is about real people managing some challenging situation or creating some

difference in the society and that is creating an environment where everybody believes that we should contribute something to the society. And that was a very interesting discussion which we had where we thought that whatever was being presented on Swayam is adding some value to the society. And if we are creating that environment that everybody when they are trying to create a new venture or creating a new concept, everybody first thinks that what is the value we are adding. And if that idea we are seeding into people, it needs to spread to more. And that's when I, and just to kind of give you a background that he is mostly the artist type. He is the heart and I am the brain. So the heart doesn't have any limits. So it dreams. It comes up with very interesting projects. And then you need to have a brain which is open enough to listen to that dream what comes in. Try to put it in some form, some execution model to it and then create an execution engine for it. So I said to Ravim that if you want to end of really scan this up, I can come into the picture. But you will have to need the dreams part of it. I will take care of the execution part of it. Because till that time, what needs to happen is if you have a program, now he wants to kind of do the program at a grandeur level. But if suppose that ticket sale has not happened or the sponsorship has not come in, he is kind of eroding his capital. And that cannot continue for a long time. So, somebody has to come in and put a process in place on which you can kind of put your dream. And I always kind of, I had coined a term which is called surprise. So before thriving, you have to survive. So you cannot thrive without surviving. So if you just say that I'm going to kind of go all out and you don't kind of through that journey, you will die somewhere. So, if you have the self-thrive, it is always that balance between thriving but surviving. And for that, whatever model needs to be put in place, that became my role in Swayam. And we both agreed to it. And we defined those roles. So my role in the overall organization is try to put some method to this madness which is happening. And his job is to kind of give me more madness. Please believe that whatever you do first you have to create a philosophy for it. Philosophy does when any new entrepreneur. So I had created a philosophy for myself when I went into entrepreneurship. So it is a very small experiment which we used to do in school, which we used to take a magnifying glass. We used to kind of hold it onto a paper and with sunlight we used to burn it. Okay. Now if you kind of think deeply, there are three elements to it. One is you have a magnifying glass in your hand and you are able to keep it staying. Okay. Now that is the place where it is this contra-nibbles which come for an antarbhan. That we fixed on something for a reasonable period of time. The second thing is what you were kind of focusing on. Does it have the capacity to burn? If you kind of hold that magnifying glass on a stone, whatever happens, it is not going to burn. So the paper is my reflection of do you believe that this idea is going to end up click someday? I'm not talking tomorrow. I'm not talking. It might take some time. Is it going to burn? And the third part is the sunlight, which comes as the luck or whatever you call it. So there is some tinings which are there. So if you have a paper and if you have a magnifying glass, if you hold on to it for