

# Biography of Lokesh Oli

## 1. Early Life

Lokesh Oli, widely known as "Bijuli Dai," was born in Jhapa, a small town in eastern Nepal. His early life was characterized by a deep curiosity and an eagerness to explore the world beyond his immediate surroundings. Growing up in a modest family, Lokesh's first significant travel experience was a night bus journey to Kathmandu, which ignited his passion for exploration and ambition. This journey marked the beginning of his quest for knowledge and success.

Lokesh's early years were spent in a close-knit community where traditional values and modern aspirations coexisted. His family, though not affluent, provided him with the support and encouragement needed to pursue his dreams. This nurturing environment played a crucial role in shaping his character and instilling in him the values of hard work, perseverance, and integrity.

## 2. Childhood and Family

Lokesh's childhood in Jhapa was filled with dreams and aspirations. His family played a pivotal role in his development, providing a stable and loving environment. His father, a supportive figure, bought him a bus ticket to Kathmandu, marking the beginning of Lokesh's journey towards success. This early support from his family laid the foundation for his future endeavors.

Growing up, Lokesh was surrounded by a supportive family that valued education and hard work. His parents instilled in him the importance of perseverance and resilience, qualities that would later become instrumental in his success. Despite the financial constraints, his family ensured that he had access to education and opportunities to explore his interests.

## 3. Education

Lokesh pursued his education with a focus on business and technology. He holds a Master of Business Administration (MBA) from Tribhuvan University, which equipped him with the knowledge and skills to navigate the business world. His educational background played a significant role in his entrepreneurial journey.

During his academic years, Lokesh was an avid learner, always eager to expand his knowledge and skills. His interest in technology and business led him to pursue higher education, where he excelled in his studies. The MBA program at Tribhuvan University provided him with a solid foundation in business management, which he later applied to his various entrepreneurial ventures.

## 4. Career Achievements

Lokesh's career is a testament to his dedication and innovative spirit. He established his first business in 1996 in the printing field, which he later expanded to include digital printing. In 2007, he founded Oliz Music, focusing on electronics and pro audio equipment. His venture into the tech industry continued with the establishment of Oliz Store, a successful tech store in Kathmandu.

Lokesh's alter ego, "Bijuli Dai," became a viral sensation in Nepal's social media landscape. His candid approach to content creation, particularly his efforts to raise awareness about electric vehicles, earned him widespread recognition. Through his YouTube channel, Lokesh has become a prominent

advocate for electric vehicles, sharing reviews, driving experiences, and insights into the latest developments in the EV industry.

His entrepreneurial journey is marked by several notable achievements. Under his leadership, Oliz Store has become one of the leading tech stores in Nepal, offering a wide range of electronic products and services. His innovative approach to business and his ability to adapt to changing market trends have been key factors in his success.

## **5. Relationships**

Lokesh values his relationships deeply, both personal and professional. His family has been a constant source of support throughout his journey. Professionally, he has built strong connections within the tech and business communities, which have been instrumental in his success.

His personal relationships have played a significant role in his life, providing him with the emotional support and encouragement needed to pursue his dreams. His family, friends, and colleagues have been a source of inspiration and motivation, helping him navigate the challenges and obstacles he encountered along the way.

## **6. Personal Interests**

Lokesh has a profound interest in travel and exploration. He has traveled to over 35 countries, with Europe being one of his favorite destinations for its beauty and exploration opportunities. His passion for electric vehicles is also evident in his content creation, where he shares insights and reviews on various EVs.

In addition to his interest in travel and electric vehicles, Lokesh is also passionate about technology and innovation. He enjoys staying updated with the latest trends and developments in the tech industry, and he often incorporates this knowledge into his business ventures and content creation.

## **7. Challenges**

Lokesh's journey has not been without challenges. Establishing and expanding his businesses required overcoming numerous obstacles, including financial constraints and market competition. His determination and resilience have been key factors in navigating these challenges.

One of the significant challenges he faced was the initial lack of resources and support when starting his first business. Despite these difficulties, Lokesh remained focused on his goals and worked tirelessly to build his business from the ground up. His ability to adapt to changing market conditions and his innovative approach to problem-solving have been crucial in overcoming these challenges.

## **8. Background**

Lokesh's background is rooted in a blend of traditional values and modern aspirations. His upbringing in Jhapa, combined with his educational and professional experiences, has shaped him into a dynamic entrepreneur and content creator. His journey from a small town to becoming a prominent figure in Nepal's tech industry is truly inspirational.

His background in business and technology has provided him with the skills and knowledge needed to succeed in the competitive tech industry. His experiences have taught him the importance of perseverance, innovation, and adaptability, qualities that have been instrumental in his success.

## 9. Future Plans

Lokesh Oli's vision for the future is both ambitious and impactful, reflecting his commitment to innovation and sustainability. His plans encompass a broad range of initiatives aimed at promoting electric vehicles (EVs), expanding his business ventures, and contributing to the sustainable development of Nepal.

### Advocacy for Electric Vehicles

Lokesh is deeply passionate about the potential of electric vehicles to transform transportation and reduce environmental impact. He plans to continue his advocacy for EVs through various channels:

- **Public Awareness Campaigns:** Lokesh intends to leverage his social media presence and YouTube channel to educate the public about the benefits of electric vehicles. He aims to dispel myths and misconceptions about EVs, highlighting their efficiency, cost-effectiveness, and environmental benefits. By sharing real-life experiences and reviews, he hopes to make EVs more accessible and appealing to a broader audience.
- **Collaborations with Industry Stakeholders:** Lokesh is actively involved in discussions with key stakeholders in the EV industry, including manufacturers, policymakers, and environmental organizations. He plans to collaborate on initiatives that promote the adoption of EVs in Nepal, such as incentives for EV buyers, infrastructure development for charging stations, and policies that support sustainable transportation.
- **Participation in Events and Conferences:** Lokesh regularly participates in national and international events and conferences focused on electric vehicles and sustainable transportation. These platforms allow him to share his insights, learn from global experts, and advocate for policies and practices that support the growth of the EV market in Nepal.

### Expanding Business Ventures

Lokesh's entrepreneurial spirit drives his ambition to expand his business ventures, particularly in the tech and EV industries. His plans include:

- **Diversification of Product Offerings:** Lokesh aims to diversify the range of products and services offered by Oliz Store, his successful tech store in Kathmandu. This includes introducing new and innovative tech gadgets, expanding the selection of electric vehicles and related accessories, and providing comprehensive after-sales support to enhance customer satisfaction.
- **Exploring New Markets:** Lokesh plans to explore new markets both within Nepal and internationally. By identifying emerging trends and consumer needs, he aims to expand his business footprint and reach a wider audience. This includes potential partnerships with international brands and exploring opportunities in neighboring countries.
- **Investment in Research and Development:** Recognizing the importance of innovation, Lokesh intends to invest in research and development to stay ahead of industry trends. This includes exploring new technologies in the EV sector, such as advancements in battery technology, autonomous driving, and smart charging solutions. By staying at the

forefront of innovation, he aims to offer cutting-edge products and services to his customers.

- **Sustainable Business Practices:** Lokesh is committed to incorporating sustainable practices into his business operations. This includes adopting eco-friendly packaging, reducing carbon emissions, and promoting the use of renewable energy sources. By setting an example, he hopes to inspire other businesses to adopt sustainable practices and contribute to a greener future.

### **Contribution to Sustainable Development**

Lokesh's vision extends beyond business success to making a positive impact on society and the environment. His plans for contributing to sustainable development include:

1. **Community Engagement and Education:** Lokesh plans to engage with local communities to raise awareness about sustainability and the importance of adopting eco-friendly practices. This includes organizing workshops, seminars, and community events focused on topics such as renewable energy, waste management, and sustainable living.
2. **Support for Green Initiatives:** Lokesh intends to support and collaborate with organizations and initiatives that promote environmental conservation and sustainability. This includes providing financial support, volunteering, and leveraging his platform to raise awareness about important environmental issues.
3. **Development of Green Infrastructure:** Lokesh is advocating for the development of green infrastructure in Nepal, such as the establishment of more EV charging stations, the promotion of public transportation, and the creation of pedestrian-friendly urban spaces. By working with policymakers and urban planners, he aims to create a more sustainable and livable environment for future generations.
4. **Promotion of Renewable Energy:** Lokesh is a strong proponent of renewable energy sources such as solar and wind power. He plans to invest in renewable energy projects and promote their adoption in both residential and commercial sectors. By reducing reliance on fossil fuels, he hopes to contribute to a significant reduction in carbon emissions and support Nepal's transition to a sustainable energy future.

### **Vision for the Future**

Lokesh's vision for the future is one where technology and sustainability go hand in hand. He envisions a world where electric vehicles are the norm, where businesses operate with a focus on environmental responsibility, and where communities are empowered to make sustainable choices. His plans are not just about personal success but about creating a lasting positive impact on society and the environment.

By continuing his advocacy for electric vehicles, expanding his business ventures, and contributing to sustainable development, Lokesh aims to be a catalyst for change. His journey is a testament to the power of innovation, resilience, and a commitment to making the world a better place. Through his efforts, he hopes to inspire others to join him in creating a sustainable and prosperous future for all.

## **10. Publications/Articles**

Lokesh has been featured in various publications and articles, highlighting his journey and achievements. Notable mentions include his interviews and features in Yatra Magazine and

NAMM.org, where he shared insights into his career and the traditional musical instrument history of Nepal.

His contributions to the tech and EV industries have been recognized by several media outlets, and he continues to be a prominent figure in these fields. His publications and articles provide valuable insights into his journey, achievements, and future plans.

## **How I Find Him Inspirational**

Lokesh Oli's journey from a small town in Jhapa to becoming a successful entrepreneur and a viral social media figure is incredibly inspiring. His dedication to his passions, whether it's technology, business, or electric vehicles, demonstrates a relentless pursuit of excellence. His ability to overcome challenges and his commitment to innovation make him a role model for aspiring entrepreneurs. Lokesh's story is a testament to the power of ambition, resilience, and the support of loved ones in achieving one's dreams. His journey inspires me to pursue my passions with the same vigor and determination.

Lokesh's story is not just about his achievements but also about his journey, the challenges he faced, and the lessons he learned along the way. His ability to turn obstacles into opportunities and his unwavering commitment to his goals are qualities that I deeply admire. His journey serves as a reminder that with hard work, perseverance, and the right support, anything is possible.