

A MAGAZINE FOR STUDENTS, YOUTH AND ENTREPRENEURS

VSSOL.

FIND THE
PURPOSE OF
YOUR LIFE

BE YOUR
OWN BOSS
“START-UP
STORIES”

motivation
yourself
dream big
success
happy
digital
you can do it
grow
focus
stay positive
transformation
active



BE
CREATIVE,
INNOVATIVE
AND BE
DIFFERENT

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Founder's Corner



Switched three Start ups & Quit three jobs within 3 Months then got a Billion Dollar Idea from her Mother

Success doesn't come easily to anyone and definitely not for the one who wants to follow her passion. It takes a lot of encouragement and Passion to follow her dreams and going against the decision of Family of quitting Job where Everyone wants a fixed income or a secured Financial Life. Divya Jain, who took Life by its horns and completed MBA from Hyderabad but did nothing instead of taking up a Job.

Coming from a Business Class Family, Divya had seen how the business industry worked. While Still in College, Divya was Passionate about doing Business out of her Comfort Zone. She Tried Everything From Manufacturing to Opening Kiosk for selling Sandwiches, but couldn't find the Satisfaction about what she was doing and Moreover Opening a Stall was not being Supported by her Family. Then, Finally One day, Divya got the Idea of Creating a Digital Counselling Website from her mother while she was talking over the Telephonic call in Hyderabad. But, Making a plan was one thing, and putting the plan into execution was another. The Funds were Limited because of a limited

income from a real estate job just to collect capital. And the market was going through a roller coaster Phase where if any, investment was made, it could be a Big risk For her as there was no godfather behind her & Had to take her decision of Investing and not Borrowing a Loan.

Despite the unfavorable circumstances Divya had a vision that she wanted to make the business soar to Fresh Heights thereby Changing the way the Counselling Business Operates. VSSOL – VS SOLUTIONS which includes her Parent's name in the First two Alphabets. A Digital Counselling Website where Counselling is done for 80 Plus Courses Worldwide. Its

Includes Services like Career Counselling, Motivational Counselling, Business Ideas From Discovering an Idea to Execution, Guest Lecturer and Motivational Speaker.

It involved the Different mode of Counselling Like Telephonic Counselling, Email Counselling & Video Counselling. Currently, Freelancers and Interns are working under her all over India.

Now it's working nicely. VSSOL tied up with Several NGO to help Acid Attack Survivors and Women for encouraging them to follow their Passion and to be independent. Also became a Brand Partner with Glowtr. And going Every one Step Ahead.

Also, Divya is a writer, which includes Publishers "AMAZON.COM & AMAZON.IN" wrote Novella Like "START FROM SCRATCH 1.O" and " WHAT DIDN'T KILL HER, MADE HER STRONGER..!!!"



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W A N T T O
B E T H E
G U Y
W I T H
R O C K E T

AND
GIVE
YOUR BUSINESS
DREAM A
KICKSTART?

Reach us on



Want to start business?

Do not worry, we at VSSOL will provide you all the information you need to know about the market from discovering an idea to execution of the idea.

Which sector of business you are looking for? How much investment can you make? Which country you want to start from?



Telephone
counselling



E-mail
counselling



Video
counselling



About Us

Our Services, Resources and Programmes are intended to assist the Students not only to solve immediate problems but also to define their Academic, Career and Personal Goals also to Acquire Self Confidence and Transferable skills necessary for professional

success and individual goals. This Digital Counselling has developed a series of self-help brochures on a variety of topics of interest to students, Youth and Entrepreneur. This is also the first counselling center Organized digitally to give counselling to students, Youth

and Upcoming Entrepreneurs to take a better decision by our assistance from home at their fingertips.

Visual Perception

Our Digital Counselling Platform helps the Students, Entrepreneurs & Youth in ...

Decision Making
Guidance
Problem Solving
Future goals

Deputation

To Motivate
To choose your career
To guide you
To help you in decision making
To choose the best course which suits you
And At an affordable price

Advantage

THE FIRST DIGITAL COUNSELLING
SOLUTION WHICH TAKES PLACE AT YOUR
FINGERTIPS BY PROVIDING THE RIGHT
GUIDANCE FOR CAREER, MOTIVATION AND
ENTREPRENEURIAL OPPORTUNITIES. ALSO,
IT FOCUSES THE PASSIONATE PURSUIT OF
SATISFACTION, HAPPINESS AND SUCCESS –
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ready to deals with the problems of
the world.**

**My motive behind this organization is
to help the people of the society and
being a medium to convey the
message of common people.**

**Our organization is
made for common
person, work for
common people.**



Shagun Gupta

Our Services



MODE OF COUNSELLING

**Guest Lecturer / Motivational Speaker
(Seminar at your Place)**

Telephonic Counselling

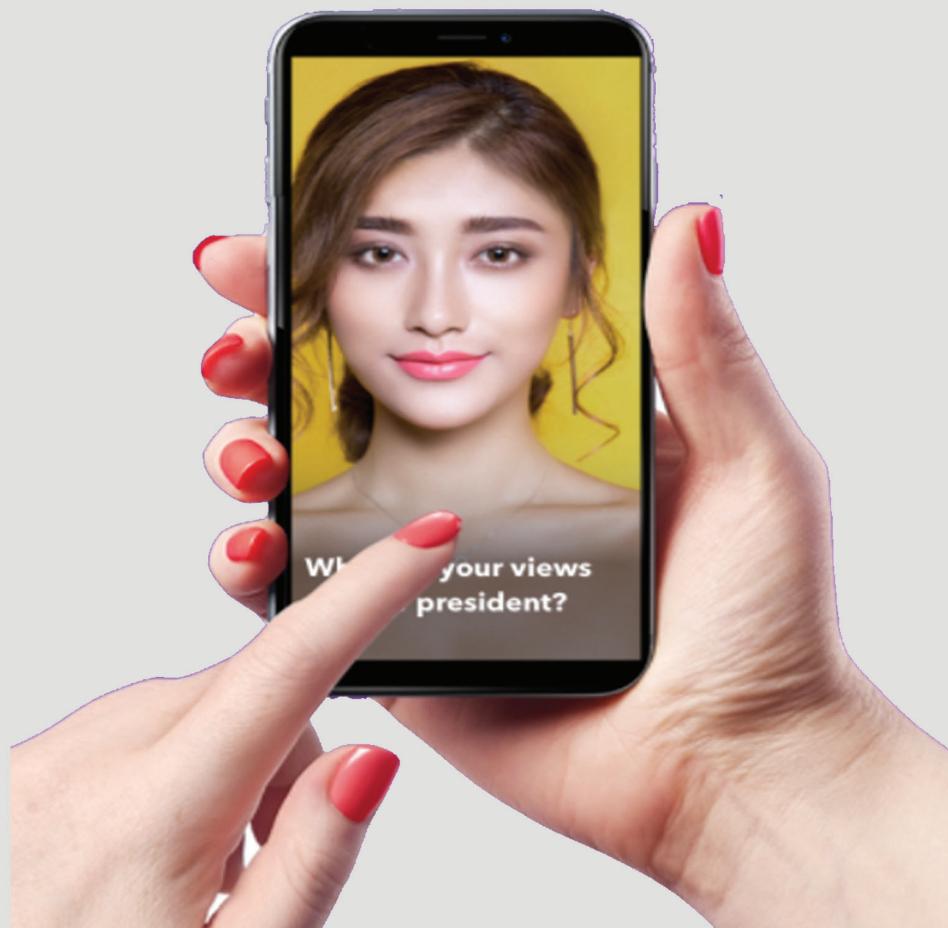
Video Counselling

Email Counselling

Your opinion matters



wishfie



Start-Up Stories



HIPBAR

Reserve your whisky on the cloud, say cheers anywhere. This startup is going after the \$35-billion liquor industry in India, and will enable people to use smartphones to buy their favourite spirit bottle on their app, which can be redeemed by a portion in any hotel across the country. Prasanna Natarajan and Prashant Adurty are two individuals who understand the retail industry and the gaps in the trade. Since they were also familiar with the workings of the liquor industry, they decided to work around the regulations that bar the sale of alcohol on digital channels to build a business.

The app of Prasanna and Prashant, founders of HipBar, allows liquor connoisseurs to buy full bottles of their favourite booze and later redeem it in any restaurant or hotel across the country. For example, if the connoisseur buys a bottle of expensive whisky for Rs 5,000, he can consume even a small portion of, say, 30 ml in any bar. The hotel or bar will then charge the connoisseur for the portion, which will be paid through the

app. The app will immediately reflect a reduction in the volume of the bottle. The bottle of whisky that was purchased will stand as a prepaid instrument and its value will diminish as the customer opts to consume the whisky later on. "We are a fintech company and also a platform for liquor companies to promote their brands on," says Prasanna, founder of HipBar. Connoisseurs may not know where their favourite liquor is available while they are travelling. HipBar integrates high-end bars across the country, and cuts deals with the liquor industry to promote their finest spirits on the app. Additionally, it provides liquor companies a platform to discover data on younger connoisseurs who will be future spenders on fine spirits.



How two 21-year-olds made Rs 20 crore in 2 years selling t-shirts. NIFT students Praween KR and Sindhuja K set up Young Trendz to target fashion-conscious 20-somethings; their bootstrapped brand sold 25,000 units on Flipkart in five days during the 2017 festive sale, writes Athira Nair.

Sindhuja K and Praween KR, Co-founders of Young Trendz. Praween KR (from Bihar) and Sindhuja K (from Hyderabad) were students when the entrepreneurial bug bit. In their seventh semester of the knitwear design bachelor's course at National Institute of Fashion Technology, Chennai, the duo decided that they wanted to do something of their own, on their own.

It was 2015, and e-commerce was making a lot of noise. The duo decided to go with the flow; they started their own online clothing brand, Young Trendz, in September with an investment of Rs 10 lakh. In two months, they had started selling on online marketplaces like Flipkart, Amazon, Voonik and Paytm, and launched their own e-commerce website.

Their growth was fast. Before the semester ended, they were participating in college events with freebies and providing customised T-shirts under the Young Trendz brand.

"We started with 10 orders a day on our website. By the eighth semester, we were doing customised T-shirts by collaborating with more than 100 colleges across the country, including IITs and IIMs," Sindhuja recollects.

The startup has grown to around 1,000 orders a day, and has generated an impressive GMV of Rs 20 crore with zero VC funding.



Rotis at a click of a button. A machine for almost every Indian, who has spent hours in the kitchen. That's Rotimatic. It will help you make rotis at the click of a button. Rotimatic comes from Zimplistic, a venture founded by Singapore-based Pranoti Nagarkar. Zimplistic is one of the 15 Singapore startups which has received a total grant of \$6 million from Spring Singapore. Rotimatic also has an impressive board which will help scale up the company. The major demand will come from South Asia and Indian expats living abroad.



How did Myntra ship orders in less than an hour COO Ganesh Subramanian Bangalore-based eCommerce company, Myntra (<http://www.myntra.com/>) hogged media attention when it shipped orders in less than an hour. COO Ganesh Subramanian told us how he did it. "Optimizing the supply chain is the key. There are technological improvements involved but the basic problem solved is to reduce the queue time." He also told us about the supply chain at Myntra, how they decided to set up their own logistics division in 2012, setting up last-mile operations and so on. After you've hit a certain scale, delivering via your own logistics is cheaper, he said



From coding to selling pani-puri - Gapagap story. When Prashant Kulkarni was working with Infosys, he ate pani-puri from a roadside vendor, fell sick and had to stay off his favorite street-food for months. This prompted him to look for hygienic pani-puri. He found that there were no brands selling this popular snack. Prashant launched 'Gapagap', India's first pani-puri brand. Today, under his venture Chatar Patar, Prashant and his team manages Gapagap and other several products like 80 types of bhel, 27 types of chaats, pohas, etc. Chatar Patar sells pani-puris in 112 different flavors. 25K Happy Customers Without Spending a Rupee – This Gurgaon Based Startup Tells You How to Bootstrap and Succeed.



Indiagift is founded by couplepreneurs Rupal and Mohit Bansal. While the former is a business grad from TNTU, Mohit is an IIM-Ahmedabad alumnus. Rupal is a digital marketing professional and a writer at heart while Mohit is a serial entrepreneur with many successful ventures to boast of. Indiagift was the solution to a problem that the couple faced to connect with their relatives on

their birthdays in a small town of Punjab. The couple decided to take the challenge head on and connect the smallest of towns and cities with their relatives and friends across the world. Indiagift now delivers cakes/flowers/gifts to more than 1000 towns of India including Tier 3 and 4 sectors. Rupal is now at the helm of the youthful team of Indiagift while Mohit stays as a mentor and is busy launching his next startup.



Emergence of GiftaLove.com – A Bumpy Ride with Undying Zeal for the Way to Success

Before emerging as the Founder & Managing Director of GiftaLove.com, Mr. Deelip Kumar developed a better understanding about the e-commerce business. Primarily, ran a Digital Marketing Company 'iSearch Solution Pvt Ltd' that aims to help growing businesses by boosting their brand visibility in the web world. Subsequently the innovative thought of simplifying gift sharing in India has led to the creation of his current gifting website that enable people to share gifts within few clicks.



EATMYNEWS

WHY

VISION

One day every person in the world will be positively inspired, informed and intelligent

Purpose

so that Humanity grows to greater heights

WHAT

We enable young people to develop themselves through learning from knowledge, opportunities and challenging experiences.

HOW

We believe that holistic development of the youth is the fundamental solution to building a better future.



WHO

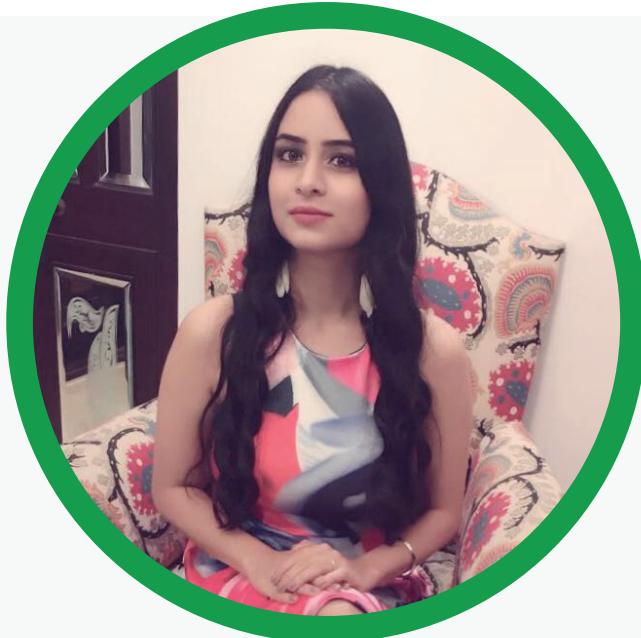
Eat My News is an independent global youth community and learning platform made of people who believe in the movement to make the world more inspired, informed and intelligent.

Our Values

- Noble & Authentic Leadership
- Create Wow Moments
- Fast & Lean
- Play to Win
- Naked Transparency
- Innovation & Execution

OUR MOVEMENT

Our movement is against the current sub-standard education system, lack of practical skills and limited awareness.



Tanya Kathpal
Founder
& President

Success Stories



Ritesh Agrawal's story is an affirmation of this statement, he is a young Indian entrepreneur and founder of OYO Rooms, an organization that offers budget rooms for the travelers, young couples and family members who are on a trip and looking for rooms.

Born in a village in Orissa, he was an enthusiastic learner as he started coding when he was only eight years old although he was not able to capitalize his talent due to insufficient financial backing from his family. He even sold SIM cards to survive in the age of thirteen. When he was apparently preparing for IIT entrance exams in Kota, Rajasthan. He travelled to Delhi on weekends to meet people who are in startups. He traveled for months, stayed in budget hotels and observed every possible factors like budget, hotel, customers and their expectations from a hotel. Then he began his journey to become one of the most youngest and successful entrepreneur.

Ritesh dropped the college when he was 17 years old and launched his startup named Oravel Stays Pvt. Ltd. in the year 2012. It was a platform for listing and booking budget rooms. After getting selected for The Theil Fellowship Program in U.S. by Theil Foundation wherein fellows receive \$100,000 helped him pivot Oravel to Oyo which got his imagination come alive successfully.

Ritesh, a college dropout, who once wanted to sit for an engineering exam, today heads among the most valuable start-up.

When we talk about school and academics below is one more example how one can achieve his universe by his passion.

Happy is the man who can make his living by his hobby.

COUNTING CARS™



When we talk about school and academics below is one more example how one can achieve his universe by his passion.

Happy is the man who can make his living by his hobby.

Yes, This is the story of the person who made his love and passion for automobiles into a mind blowing business named 'count Kustoms'. Danny Koker aka THE COUNT(the founder of Count Customs) The world wide famous automobile repair and maintenance shop. It got its fame from a T.V. series 'counting cars'.

The car that began it all was a 1966 Mustang GT that his father drove piqued his interest—white with blue stripes. Koker still drives that car today. "My father bought it when I was 9. That started the whole thing. He bought it from a gentleman in Cleveland who kept it in a carpeted, heated garage. I'd go in there

and look under the hood." From that moment his interest and love for cars made him learn everything related to cars by himself.

In that obsession he only studied up to high school. But after the death of his father he went crazy and tried many things like starting a rock band , a tattoo shop but nothing was going right so he decided to do what he does the best and started COUNT KUSTOMS with his best friend Kevin which turned his passion and hobby to a million dollar business. People come from other state only to customize their cars and bikes from his shop.

It is a inspiration for many of us that how he dedicated his whole life towards the thing he was passionate about.

But the thing to be remebered is "One meets his destiny often in the road he takes to avoid it." and is proved by the following story



From Coding Software to Selling PaniPuri: Prashant Kulkarni's inspiring "ChatarPatar" Story. This man found the destiny he deserved even when he got a temporary one. Giving India's favorite snack a new identity and making huge profits from it.

Prashant Kulkarni was having a very strong feeling that he is not made for doing job at very early stage. his believe in creating his own empire made him take a chance although his idea came from a bad expirience. It all started with the incident that made him prey of food poisioning due to eating his favorite snack panipuri which he usually ate after office hours. He

could not eat it for four months. This incident spurred Prashant to research about the companies that offer panipuri in the country and he discovered there was no company who took their chances with this product. So, he decided to go with this idea and today ChatarPatar sells pani-puris in 112 different flavors. Some of the famous items include Maggi Gapagap: a combination of various tastes with the regular Maggi, Masala Fries: Indian street version of French fries, Chaatizza: Chaat+Pizza, Idli fries, idlichaat, and khakhra chat. Since launch, ChatarPatar has grown rapidly. Now this brand is getting requests from international markets too, and has a good stand in the market with expanding outlets in the country.



**A Talent Network is a Fast Growing App helping
20K+ Talents broadcast their Talents Via Video,
Audio, Short Text & Get Recognized**

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The image displays two screenshots of the Nojoto app. The left screenshot shows the main feed with a post by Neeraj Yadav titled "Photography" from 17 days ago. The post features a photo of a squirrel and a bird. The right screenshot shows a posting screen with a text input field containing "Share about your interest", a hashtag input field with "Use #hashtag", and four preview thumbnails for Photo, Video, Quote, and Frame.

Pulse

Today's TOP

Quotes & Thou...

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Discover Stories of People with Similar Interests

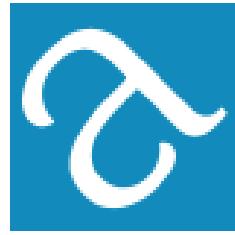
Photography 17 days ago

By Neeraj Yadav In sif explor

Share about your interest

Use #hashtag

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Query Section

Ques 1: What are the career option after 12 with Science?

Ans: U can further study in engineering, defence, pharmacy, architecture, law, management, fashion, textile, social work, library science B.Tech(B.Tech), BBA, B.Arch, ICWA Program, Travel & Tourism Courses, BA, Environmental Science, Fashion Technology, BCA, Media/Journalism Courses, CA Program, CS Program, M.Sc, B.Com, Hotel Management, Defence (Navy, Army, Air force), B.Des, Designing Courses, LLB (Bachelor of Law), Sc. Degree, Education/Teaching, Film/Television Courses, Bachelor of Physiotherapy, Integrated M.Sc, Bachelor of Pharmacy, Dairy Technology, BOT (Occupational Therapy), Biotechnology, BMLT (Medical Lab Technology), General Nursing

Ques 2: I am pursuing B. Tech in Mechanical trade and now I'm confused whether I choose core mechanical job or non technical job (like marketing,etc) ?

Ans : If you have a job offer in core mechanical job even with low pay scale because the growth is high than non technical job. And In production jobs, you have to do hardwork and take responsibilities ,it is tiring job in starting but after 1-2 yr experience u starting good pay scale and jobs offers. But if you loves neat and clean jobs and like to meet others as well as you have ability to persuade others, then Non-Technical job is best option for you.

Ques 3: I am final year student of engineering and I want to start a Start-up but I have confusion regarding to my Idea. Suggest me what to do?

Ans: Being a entrepreneur is tough decision it is career risk, but if you are sure about your idea then I suggest u to invest time on idea before implementation. Make a Market survey and take Review on your idea and make your team and work on different aspect of your Start-up plan. If these steps are in your favour then you are on right track. Just keep going and believe in yourself.

Ques 4: What are the career option after graduation ?

Ans : Graduation is the formal education tag which we bear after spending those years in college. The after graduation phase is called (life 2) because here, most individuals begin their financially independent life or start executing their dreams! Here is the list displaying an unending scope a student holds after graduation:

study abroad: A graduate may start applying to renowned foreign colleges.

competitive exams: graduates also start preparing for civil services and other government examination

Independent business: Few people dream of establishing their own empire, for which they start planning and build their own trade in the market.

Jobs: This is the most common road which is walked by 70% of college students. Graduates expect a suitable placement which could get them settled.

Hobby: This is the road not taken by those 9 to 5 ones. Few students like to take a break (which according to enthusiasts is not a right option). This crowd like to give their time to what they love. They get their hands on cooking, gardening or designing own products.

Ques 5: I am Kumkum Gupta pursuing BPT (Bachelor in Physiotherapy) and I am little bit worried about my future ?

Ans: Initially you won't get job easily if you do not come from the medical background & you'll also get less pay job if you get one, but trust me you'll get a job any city or any place you want.

you can start from clinic/hospital as an assistant physiotherapist. but always try to save money for your future private clinic because it need so much investment for the modality equipment to setup your own physiotherapy clinic as compare to normal MBBS/BHMS or any other doctor's clinic. Dentist, physiotherapy & ophthalmology clinic need maximum investment since they have to work with equipment as a part of treatment and believe me you've to keep learn new techniques & technology everyday.

you can earn well but not as much other doctors earn, & if you want to earn more, then

try to create monopoly in the area you serve. since monopoly & giving the good solutions to patients is the best practice to earn as a doctor. you can also earn more by visit(by going to patient's home & give them a treatment there). physiotherapists charge almost triple for "per home visit".

Ques 6: Should I do a job or a post graduation?

Ans : The only person who can answer this question is YOU! YOU!! YOU!!!

Decide your priorities.

Ask Q's to yourself like--

Where do you want to see yourself in coming years?

Is it really worth doing higher studies?

Will it add any value to your knowledge?

If you want some work experience then go for higher studies? etc

Think of all possible options and their outcomes. There are so many things you should think about, before going any either direction. Choose your path wisely

Ques 7 : I'm Misty and wants to know how do I apply for foreign universities?

Ans : You will have to follow websites which provide information about courses and relevant information, regarding available opportunities in foreign universities and latest updates.

Once you find a course as per your requirement in a particular university you could read about the entry requirements and procedures for the respective degree.

Most foreign universities require your GRE, IELTS, TOEFL scores.

They also ask for letter of recommendations, Statement of Purpose etc.

Start looking at your current qualification and if you happen to fulfill the conditions, apply for the process

If you are successful you will receive a Conditional/Unconditional Offer letter from the universities and all other information regarding your application process.

A good tip is to apply in multiple universities for a better chance.

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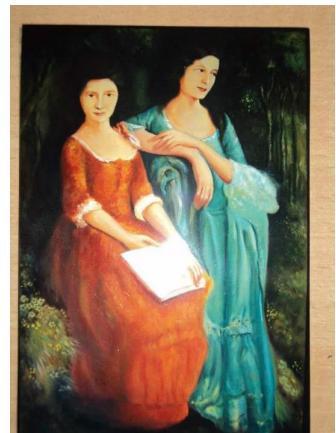
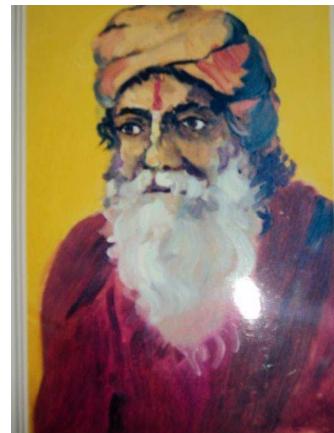
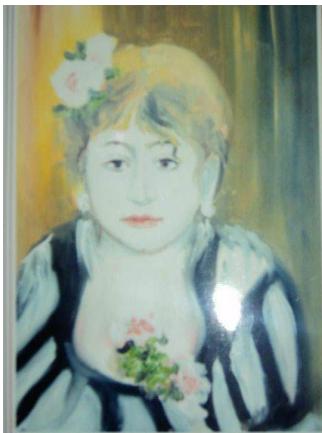
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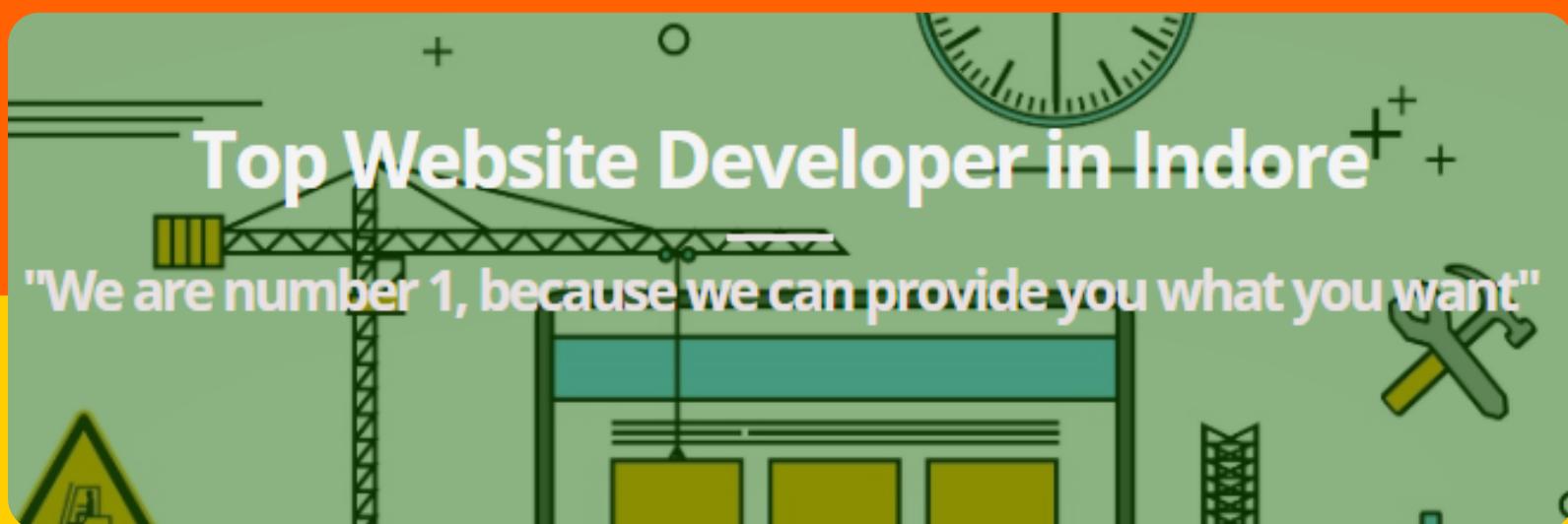


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**- Sangeeta Tallera
Painter, Artist**

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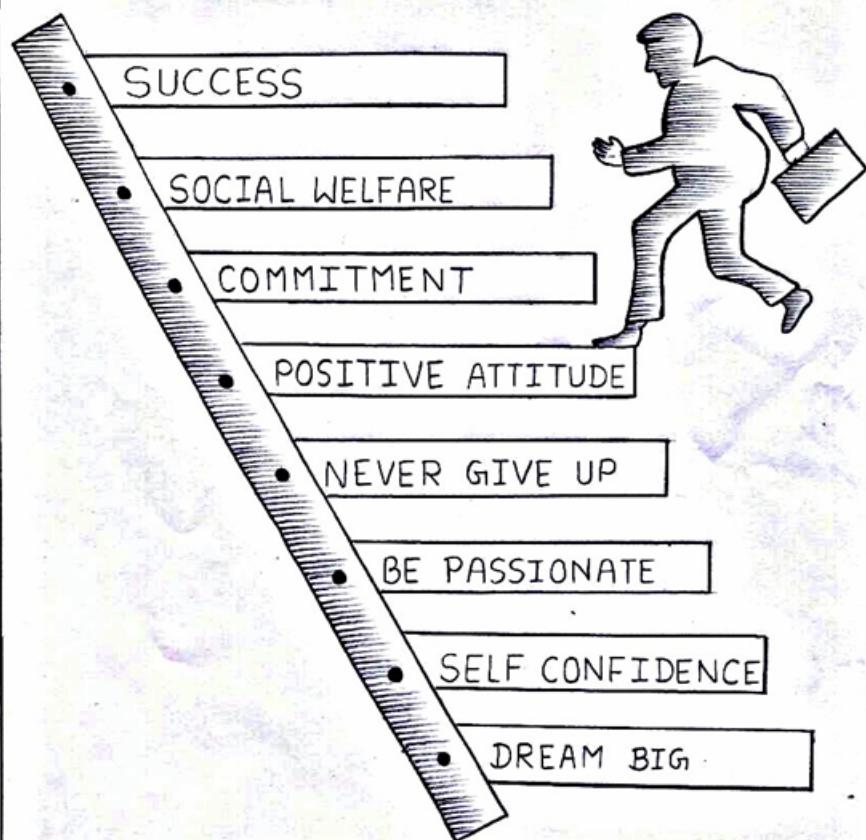


**What didn't kill her, made
her Stronger...!!**

By Divya Jain

START FROM SCRATCH 1.0

(GOING AHEAD)



DIVYA JAIN



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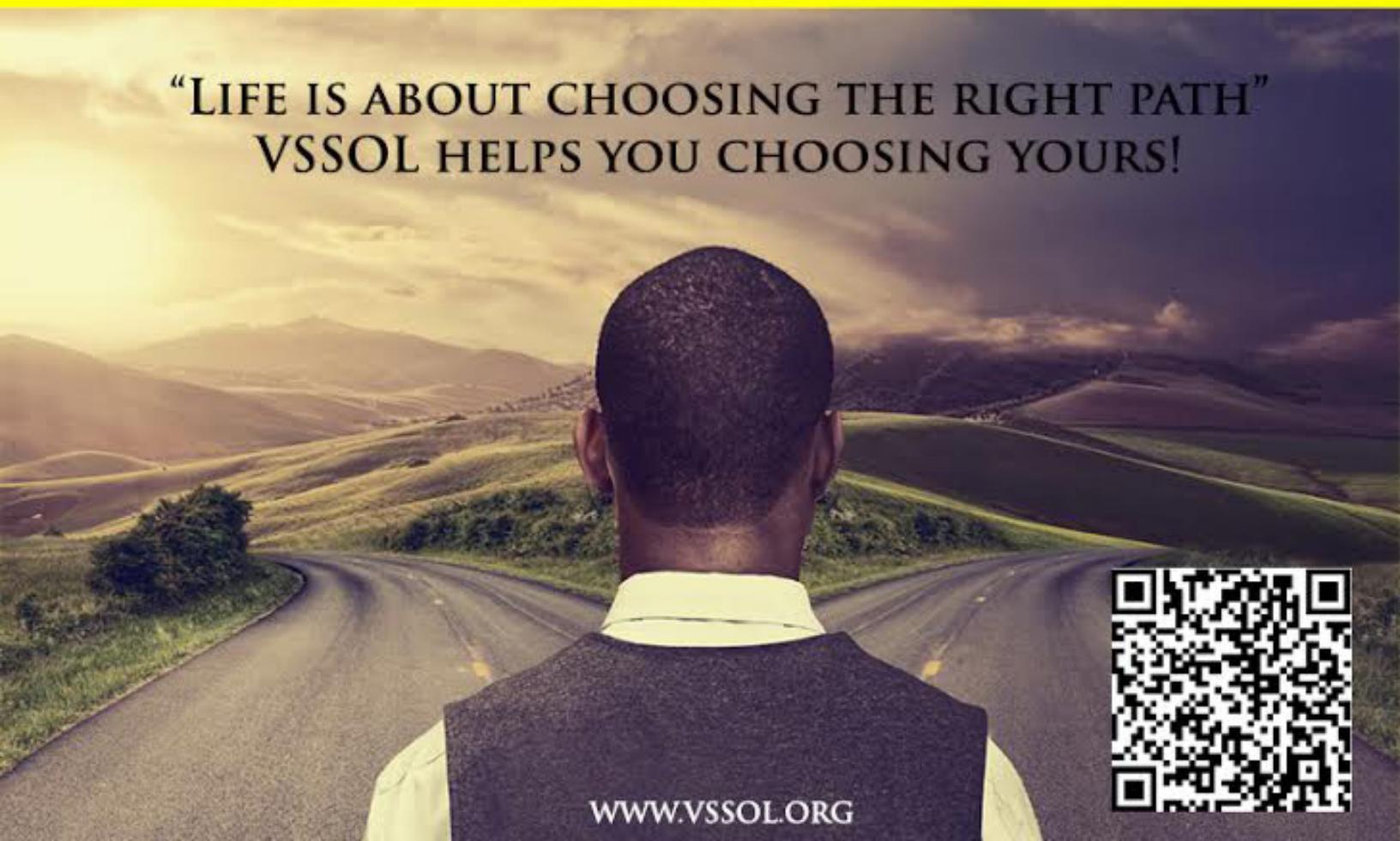


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EMAIL COUNSELLING

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BUSINESS IDEA

