

UTA025

INNOVATIONS AND ENTREPRENEURSHIP

ASSIGNMENT -1

BIG FIVE PERSONALITY TRAITS OF

ANUBHAV DUBEY

(Co - Founder and CEO: Chai Sutta Bar)



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INTRODUCTION:

ANUBHAV DUBEY



BY ANUBHAV DUBEY :- Known by the world as a Tea-Entrepreneur , Motivational Speaker, Social Activist , & also UNYCC Awardee, though I prefer myself as an Executioner and Learner. I began my journey as a Businessman who is passionate about serving people with one thing that we all love – Chai.

Being a Startup co-founder with no resources and connections, I had to motivate my friend, co-founder, my team, and mostly myself. That's how this journey as a motivational speaker began for me. Apart from this, I also had to reach out to my father with the help of these platforms.

Anubhav Dubey, a small-town lad with aspirations of becoming an IAS officer, made a remarkable pivot in his life, transitioning from UPSC preparation to founding a multi-crore business. Hailing from a modest background in Madhya Pradesh, Anubhav ventured to Delhi to chase his dream of cracking the UPSC exams, much to the approval of his parents.

However, fate took an unexpected turn when Anubhav received a call from his childhood friend and future business partner, Anand Nayak. Proposing the idea of launching a business together, Anand's proposal struck a chord with Anubhav, leading him to abandon his IAS pursuit in favour of entrepreneurial aspirations, ultimately becoming an inspiring figure for many. Operating on an extremely tight budget, the duo set up their inaugural Chai Sutta Bar outlet adjacent to a hostel in Indore. Facing financial constraints, they relied on borrowed items from friends and second-hand furniture to furnish the space. Lacking funds for a banner, they improvised by using a discarded piece of wood, hand-writing the brand's name,

"Chai Sutta Bar".

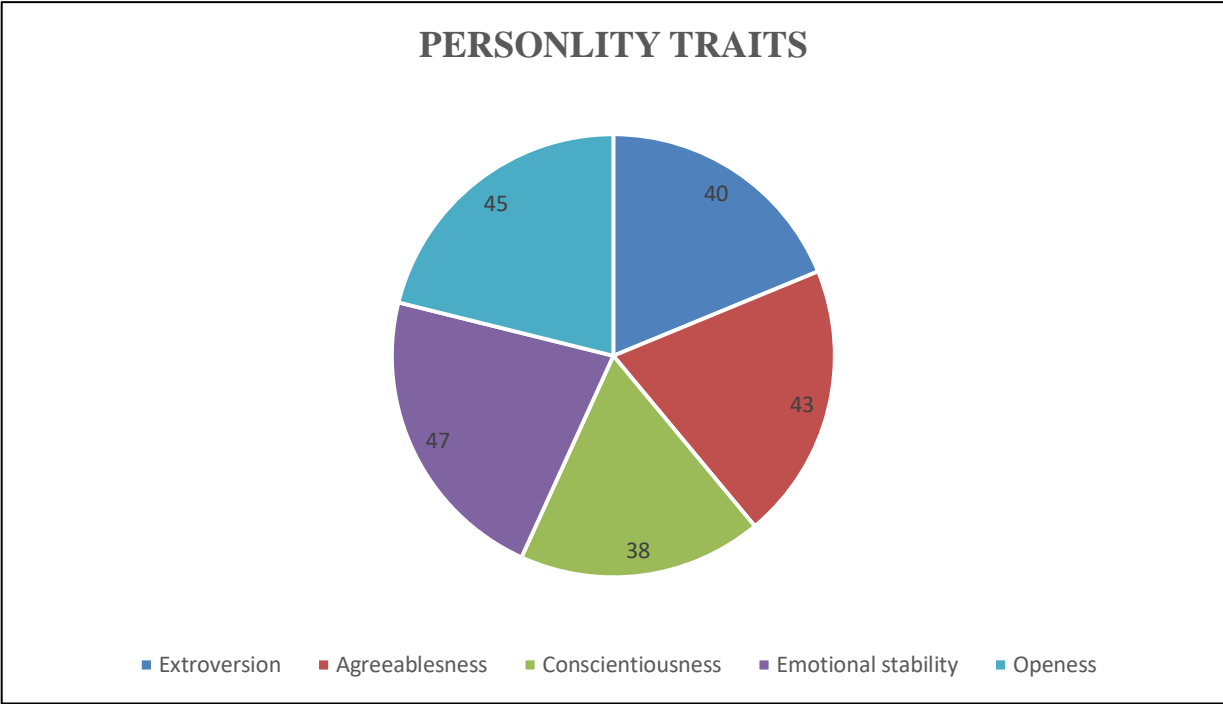
The initial days were fraught with challenges and criticism, especially for Anubhav, who faced mockery for relinquishing his IAS dreams to sell tea. Undeterred, the brand gained popularity, drawing a steady stream of customers. The turning point came when local news outlets picked up their success story, garnering support and confidence from friends and family. Fast forward to today, Chai Sutta Bar boasts an impressive 165 outlets, serving approximately 18 lakh customers nationwide. What began with a humble capital of Rs 3 lakh has evolved into a thriving enterprise with a turnover exceeding Rs 100 crore. Anubhav and Anand's venture has not only provided employment to over 100 individuals but has also created business opportunities for 250 potter families producing earthen cups (kulhads) for their outlets.

Why is Anubhav Dubey one of my favourite entrepreneur?

Anubhav Dubey has earned a place as one of my favorite entrepreneurs due to his inspiring journey and the courage he exhibited in pivoting from his UPSC aspirations to establish the successful Chai Sutta Bar. His resilience in the face of criticism, coupled with entrepreneurial creativity demonstrated by starting the business on an extremely low budget, adds to his appeal. The social impact created through job opportunities and support to potter families further showcases his commitment to community development. Chai Sutta Bar's remarkable success, growing from a modest beginning to a thriving business, highlights Anubhav's strategic acumen and unwavering dedication. Overall, it is his blend of courage, creativity, and commitment that makes Anubhav Dubey stand out as a source of inspiration in the entrepreneurial landscape. The saga of Anubhav and Anand exemplifies that a successful business can sprout from modest beginnings without substantial investment. Their journey underscores the importance of consistency and dedication, emphasizing that true success follows those who bravely embrace risks.

Anubhav Dubey

**"IF YOU ARE CONFIDENT ABOUT THE EXECUTION.
DON'T STRESS MUCH ON IDEA,
START IMPLEMENTING NOW!"**



BIG FIVE PERSONALITY TRAITS ANALYSIS:

S.NO	PERSONALITY TRAIT	SCORE
1	Extraversion	40/50
2	Agreeableness	43/50
3	Conscientiousness	38/50
4	Emotional Stability	47/50
5	Openness To Experience	45/50

FIVE TRAITS

1.EXTROVERSION

This trait measures the degree to which an individual is outgoing, sociable, and energized by social interactions.

Anubhav's behavior of gathering friends during his initial days of startup, discussing the startup loudly in public spaces like malls, and being a speaker at events like TEDx and Josh Talks all align with the traits associated with extroversion. His comfort in engaging with others, being vocal about his experiences, and actively seeking attention suggest a strong extroverted personality. The rating of 40 out of 50 on the extroversion scale is consistent with these observed behaviors.

2.AGREEABLENESS

Agreeableness reflects the extent to which a person is cooperative, compassionate, and considerate towards others.

Anubhav Dubey's agreeableness shines through in his journey as an entrepreneur. Despite being sent to Delhi to prepare for the UPSC exam, he chose to embark on a risky business venture with his friend Anand Nayak, deviating from his parents' aspirations. This decision suggests a level of agreeableness as he collaborates with others and values interpersonal relationships, even when it means stepping away from the conventional path. Additionally, his response to the hypothetical scenario of business failure like "What will you do after your business fail", where he answered

"I will again work on it to lift it up with some greater ideas" expressing a commitment to work on it and lifting it up with greater ideas, underscores his cooperative and determined nature. Anubhav's ability to navigate challenges while maintaining a positive and adaptable demeanor aligns with the agreeableness trait, showcasing his consideration for others and a collaborative spirit in the face of entrepreneurial endeavors. The assigned rating of 43 out of 50 on the agreeableness scale aptly reflects the evident behaviors exhibited by Anubhav Dubey.

3.CONSCIENTIOUSNESS

Conscientious individuals are organized, responsible, and demonstrate a strong work ethic.

Anubhav Dubey's profile resonates strongly with the trait of **Conscientiousness**. His multitasking abilities, coupled with a knack for imaginative and creative thinking, are evident in the innovative concept of "Chai Sutta Bar" and the introduction of seven distinct tea flavors, including the popular chocolate tea. The expansion of the business to include easily consumable food items like sandwiches and patties reflects strategic planning and adaptability, showcasing conscientious efforts to meet consumer demands.

efficiently. Furthermore, Dubey's ability to handle situations adeptly and his free-minded approach, coupled with a stress-resistant attitude, demonstrate conscientious adaptability. The noteworthy commitment to social responsibility, employing over 1500+ disabled and orphan employees, and the eco-friendly choice of selling 3 Lakhs Kulhads of tea daily showcase a caring and conscientious nature with ranking of 38 out of 50 in my opinion.

4.EMOTIONAL STABILITY

This trait assesses emotional resilience and stability. Individuals with high emotional stability (low neuroticism) are generally calm, composed, and less prone to stress or anxiety.

In the face of challenges, ridicule, and conflicts, Anubhav exhibits a calm and clear-thinking nature. His ability to navigate through tough situations, handle criticisms, and resolve conflicts without getting emotionally overwhelmed underscores a high level of emotional stability. Despite facing complaints about traffic congestion and even allegations of narcotics related to the business, Anubhav's unwavering belief in the legitimacy of their actions and his calm approach in resolving these issues showcase emotional resilience. The assigned rating of 47 out of 50 on the emotional stability scale accurately characterizes Anubhav Dubey as a highly resilient individual in the face of adversity.

5.OPENNESS TO EXPERIENCE

Openness measures the willingness to explore new ideas, embrace creativity, and engage in unconventional thinking.

From employing a substantial number of disabled and orphaned individuals to introducing creative concepts like selling tea in Kulhads, Anubhav demonstrates a caring and imaginative nature. His expansion of Chai Sutta Bar globally, the establishment of the IT company **TECH MASTER GOGO**, and the trading company **CHAI SUTTA BAR TRADING PVT. LTD.** in ceramic products underscore his openness to exploring various industries and markets. Furthermore, his role as the president of the NGO FARZ Foundation, coupled with ongoing projects like the non-veg brand 2-Boti 4-Roti, exemplifies a continuous pursuit of new ideas and initiatives. The diverse range of his ventures reflects an openness to embrace novel concepts and the willingness to take risks in different domains.

Considering these traits, the rating of 45 out of 50 on the openness to experience scale aligns well with Anubhav Dubey's exploratory and inventive nature.

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