

# THE ENTREPRENEURS OF INDIA

**India's Next-Gen  
Industrialist  
Leading a 50-Year  
Conglomerate**



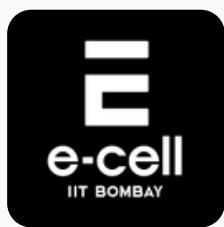
## Aditya Vikram Birla

Chairman and Managing Director of **Cosmic Birla Group**

**Legacy, Innovation, Leadership** Page: 12 - 15



We're proud to announce our association through signed MoUs with one of India's most reputed organizations!



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Thakur College of Science and Commerce



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EDC Thapar Institute of Engineering-Technology



Sardar Patel College of Engineering



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To enhance the quality and reading experience, we utilize AI tools for certain portions of the content, such as refining language, structuring narratives, or improving readability. However, the core of each story remains true to the entrepreneur's own words and experiences.

Our role is to transform these interviews into informative, engaging, and inspiring narratives for our readers. The inclusion of a story does not constitute an endorsement, and readers are encouraged to conduct their own due diligence before engaging with any entrepreneur or business featured.

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## Founder's Note

May 2025

This month, something powerful happened—something that cut through the noise and reminded us what being Indian truly means. Operation Sindoor was not just a rescue mission; it was a moment of clarity. At a time when fear and uncertainty gripped many, India acted swiftly, with courage and heart. Watching our people return home safely, watching the tears, the gratitude, the relief—it stirred something deep within all of us.



For me, it brought one thing into sharp focus: we're a country that shows up for its people. We don't turn away. We don't stall. We act. And that same energy—raw, bold, and full of heart—is what drives the entrepreneurs you'll meet in this edition.

Entrepreneurship in India isn't just about building companies. It's about showing up when it's hard. It's about fixing problems that everyone else has learned to live with. It's about believing that even if the world is a mess, we can still do something meaningful in our own corner of it.

The people you'll read about here are not sitting in ivory towers. They're out in the real world—facing risk, dealing with setbacks, pushing forward. Some of them started with almost nothing. Some have been knocked down more times than they care to count. But they're still here. Still building. Still showing up.

That's what Operation Sindoor reminded us. That no matter the situation—whether it's war, recession, failure, or doubt—we don't give up on our people. And the same goes for these founders. They don't give up on their teams, their ideas, their dreams, or this country.

India today is full of energy. We're not waiting for things to change—we're making the change happen. Whether it's someone creating jobs in a small town, solving everyday problems with fresh ideas, or helping people live with more dignity and hope, every story here has one thing in common: belief.

Belief that things can get better. Belief that action matters. Belief that this country, with all its chaos and beauty, is worth building for. So as you read these stories, I hope you feel that same spark. That same sense of responsibility. That same push to do more—not because someone asked you to, but because you know in your gut that you can.

— Arjun Jani  
Founder & CEO  
The Entrepreneurs of India

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# Ishna Batra

*Digital Creator*

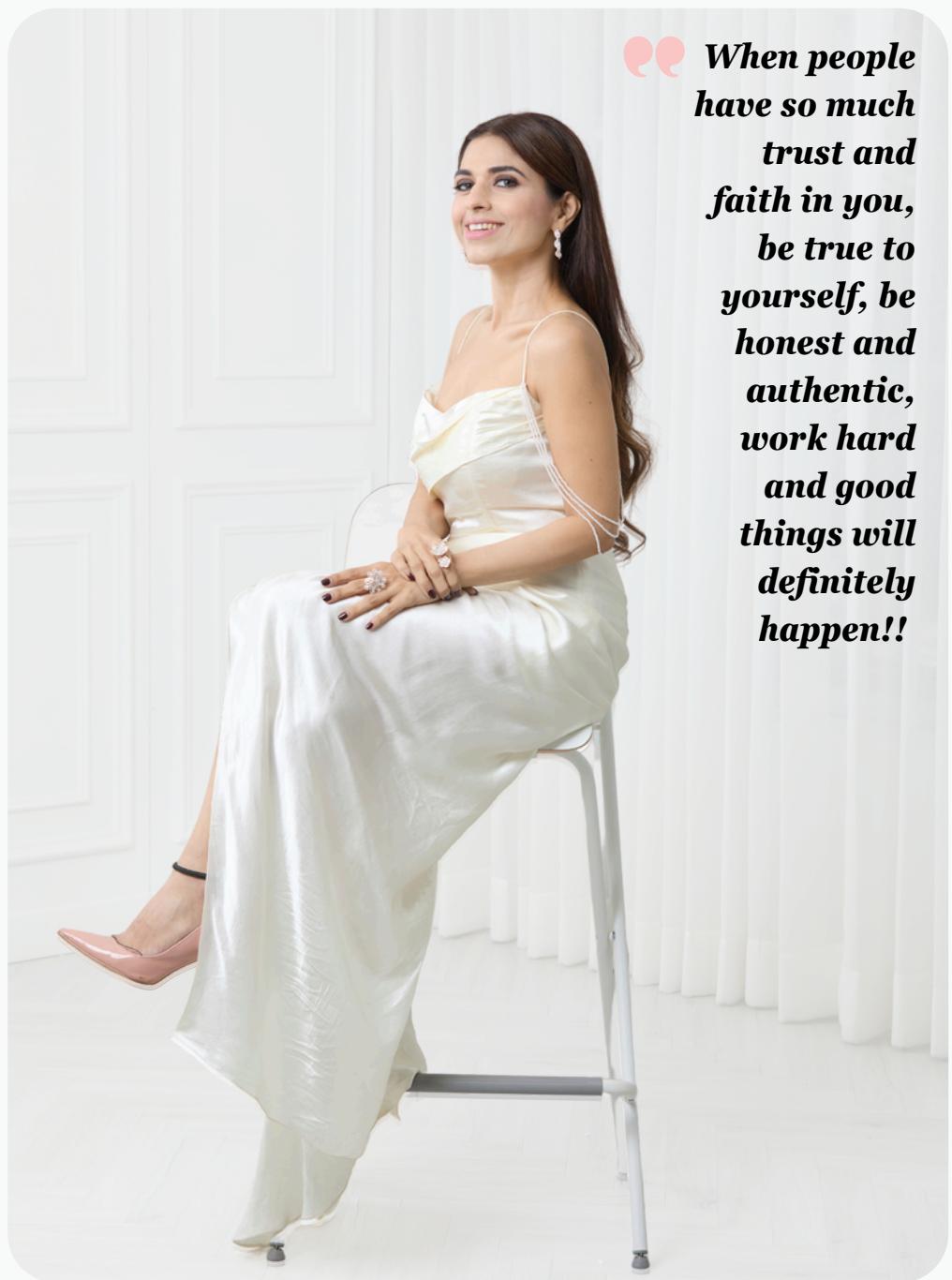


Ishna Batra, a young mother on vacation, watched her two-and-a-half-year-old daughter swing a toy club on Deck Thirteen of a Royal Caribbean cruise is when the Idea Struck! That simple game of baby golf, observed by a sleep-deprived traveler and mother, whispered a quiet revelation—parenthood moments, often buried in daily chaos, deserved a wider stage. Back in Mumbai, Ishna's degree in Business Studies from the United Kingdom hung untouched, while her days revolved around school runs and toddler tantrums. But the urge to blend purpose with presence kept growing. She longed for something that honored her education and also let her be around to kiss her children good-night. In the then-nascent space of mom bloggers in India, she found a calling. Posts were written between naps, photos clicked in dim kitchen light, and content uploaded with more hope than a concrete strategy. Yet sincerity, in its rawest form, resonated—and soon, readers multiplied beyond her expectations.

Without roadmaps or mentors, every piece of content became a lesson. From undercharging for brand deals to uploading videos at the wrong times or even misspelling sponsor names, Ishna made the kind of mistakes that shape resilience. She often reminds herself—and others—"Know your worth before the market guesses it," a line first scribbled into a dog-eared notebook that still accompanies her on work trips.

Over the years, the influencer space evolved rapidly. WhatsApp became a marketplace for rate cards, algorithms grew temperamental, and metrics turned into gospel. Ishna adapted quickly. She studied analytics, built a small but sharp team, and invested in better equipment—mirrorless cameras, studio mics, tripods that survived toddlers. Collaborations expanded across FMCG giants, wellness brands, luxury stays, and lifestyle products. What began as a side hustle soon demanded P&L statements and performance reports, transforming into a full-fledged business. Each revenue spike brought the same thrill as exam results once did. Behind the glossy videos and polished reels lies a support system few see. Her husband doubles as an emergency editor, her in-laws and parents fill in as caretakers when she's away for shoots, and her sister handles the backend chaos. That safety net gives her the freedom to board early-morning flights or say yes to last-minute shoots in Himachal without childcare anxiety. Gratitude, she says, is not just a feeling—it's her everyday ritual.

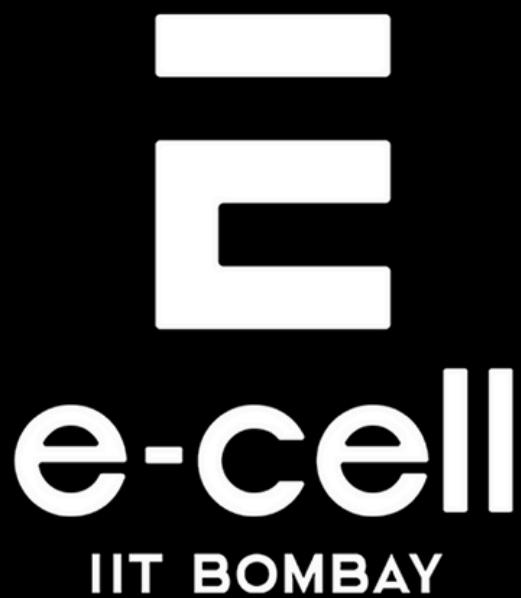
In the early years, convincing brands to collaborate with a mother of two from India, running an entirely organic profile, was no easy feat.



**When people have so much trust and faith in you, be true to yourself, be honest and authentic, work hard and good things will definitely happen!!**

Many saw her follower count as vanity and doubted the depth of her niche. But results trickled in—promo codes redeemed in minutes, pantry essentials wiped clean from shelves, boutique hotels booked out after a single reel. She didn't just grow a community; she built trust.

Today, her venture encompasses content strategy, influencer marketing consultancy, and cross-platform storytelling. Whether it's skincare reviews, fitness routines, travel diaries, or parenting tips, every collaboration passes through a lens of authenticity. Her audience, largely made up of women who run their households and influence family decisions, stays loyal because Ishna never compromises on honesty. "Trust your gut, it has Wi-Fi," she often tells rising content creators. When doubt creeps in at 2 a.m., she rewinds to that moment on the cruise deck—her daughter, the toy club, the spark. That image fuels her journey. Dream louder than the noise, stay kind, and never underestimate what storytelling mixed with truth can create.



**CREATING JOB CREATORS**

# **Unlocking Leadership and Entrepreneurship: The Campus Ambassador Internship Program by E-Cell, IIT Bombay**

In today's competitive world, students need more than just textbooks and lectures to succeed. Practical experience, leadership skills, and a strong network are crucial. The Entrepreneurship Cell (E-Cell) of IIT Bombay offers a unique opportunity through its Campus Ambassador Internship Program to help students develop these qualities. This program allows students to promote entrepreneurship on their campuses while gaining valuable skills and recognition.

## **About E-Cell, IIT Bombay**

Since its establishment in 1998, E-Cell IIT Bombay has grown into Asia's largest student-run organization focused on entrepreneurship. The E-Summit, E-Cell's flagship event, is one of Asia's biggest entrepreneurship festivals, attracting thousands of participants including top entrepreneurs and investors. The organization has received recognition from UNESCO and benefits from support under India's key government initiatives like Startup India and Digital India. This strong backing highlights E-Cell's role in shaping the startup ecosystem in India.

## **The Campus Ambassador Internship Program**

This program invites motivated undergraduate and postgraduate students to represent E-Cell at their colleges. Presented by Upstox as the Title Investment Partner and Education Vibes as the Dream Study Abroad Partner, it offers a platform for students to build entrepreneurial communities in their institutions. Participants develop leadership, marketing, event planning, and strategic skills while working closely with the E-Cell team.

Unlike traditional internships, this program focuses on creating real impact and building personal credibility. Ambassadors get to organize events, engage fellow students, and help expand the startup culture on their campuses. These experiences sharpen essential skills like communication, teamwork, and problem-solving.

## **Rewards and Recognition**

Along with valuable experience, Campus Ambassadors receive certificates and letters of recommendation from E-Cell IIT Bombay, which enhance their academic and career profiles. They also get access to premium educational resources such as courses and subscriptions from platforms like Upstox, Stockedge, Languify, TC Global, VSkill, HenryHarvin Education and many more. Ambassadors enjoy free passes and accommodation at the E-Summit, giving them a chance to network with leading entrepreneurs and innovators. Selected ambassadors receive exclusive E-Cell merchandise and corporate gifts as additional recognition.

These rewards combine learning, networking, and acknowledgment, all of which help students build a strong foundation in entrepreneurship.

## **Building a Pan-India Entrepreneurial Network**

One of the biggest strengths of this program is the community it creates. Campus Ambassadors become vital links connecting their colleges to the larger startup ecosystem. By spreading awareness and motivating students across India, the program helps democratize entrepreneurship and inspires innovation at the grassroots level.

## **Who Should Apply**

The program is open to any student passionate about entrepreneurship, regardless of their field of study. What matters most is enthusiasm, leadership potential, and a desire to inspire peers.

## **A Platform for Future Leaders**

With IIT Bombay's strong reputation and support from respected partners, this internship program is a credible and rewarding way to grow personally and professionally. It goes beyond ordinary internships by providing skills, connections, and recognition that prepare students to become future leaders in startups and business innovation. For students ready to take charge and make a meaningful impact, the Campus Ambassador Internship Program is a valuable opportunity to turn ideas into reality.

Students who join move beyond the classroom, becoming active leaders who foster innovation and create lasting change in their communities..

Ready to take the leap? Head over to [e-cell.in/ca](http://e-cell.in/ca) to apply and don't forget to use the referral code TEOI\_CA25 during registration to unlock an exclusive surprise waiting for you!

# Navneeth Ramprasad

Praan Health



In a world rushing toward convenience, tech, and instant gratification, Navneeth Ramprasad took a different road—one that loops through sweat-soaked table tennis courts, pivots through Silicon Valley, and finally lands at the heart of India's deeply personal health crisis. For over a decade, he wore the Indian jersey with pride, playing at national and international levels. The discipline and mental agility he learned from sports never left him. They only evolved. His professional journey led him to Netflix and Meta, where he served as a Product Lead, shaping global user experiences and learning how humans engage with content. These weren't just jobs—they were arenas that refined his understanding of storytelling, attention, and value delivery at scale. But beneath the sheen of tech glamour, a whisper of dissatisfaction lingered. Something was missing.

That something came into sharp focus when he turned his gaze inward, toward his family, toward aging parents, and the slowly ticking time bomb of chronic disease in Indian homes. This wasn't just about diagnostics or prescriptions. It was about how sons and daughters—especially those spread across cities or oceans—could take care of parents who still walked and smiled, but needed someone watching their sugar levels or blood pressure, not just their smiles on a video call.

So Praan was born. Not out of market research, but out of emotion, culture, and a desperate need. It's India's first family-focused health platform aimed at preventing and reversing chronic conditions in elders.

It uses tech, yes—but tech that respects the emotional wiring of Indian families. With personalized care programs that understand Indian food, family habits, and intergenerational gaps, Praan isn't trying to westernize healthcare—it's Indianizing it in the best way possible.

Getting here wasn't easy. Navneeth left behind a stable tech paycheck to bootstrap Praan from scratch. It meant burning savings, cutting corners, and making hard calls daily. But with his wife as his biggest support system and his parents at the center of the brand story, Praan became a true family startup. That emotional investment became their strongest equity.

Resources were limited. Capital wasn't pouring in. But constraints bred clarity. Every rupee had to show impact. This forced discipline shaped their approach to product, hiring, and marketing. And it paid off. In just a year, they built a 430,000-strong community—a number few venture-backed startups can claim without big budgets.

What made it happen wasn't luck. It was listening. Listening to Indian parents. To NRIs. To the unspoken fears children carry when they can't be there in person.



Navneeth believes the real driver behind success isn't some secret growth hack—it's people. He bets on attitude over aptitude. He says he's seen average ideas soar with passionate teams and great ideas flop without soul. At Praan, the hiring rule is simple: bring hunger, we'll train the rest. Because technology changes fast. But fire, trust, and grit—those are rare finds.

His learnings are etched with both stumbles and leaps. Early in his career, he avoided uncomfortable situations. He now sees those as missed opportunities. The real breakthroughs happened only when he leaned into discomfort—whether it was speaking in public, taking risks without all the answers, or experimenting across fields that didn't align with a "perfect" plan. "Controlled chaos," as he puts it, taught him more than stability ever could.

And through all this, one truth keeps ringing in his ears—health cannot be a reaction. It has to be a ritual. Most people ignore their body until it screams. Praan wants to flip that script. "Health is compound interest," he says. Small choices today, multiplied daily, bring massive gains. Or losses, if ignored.

“  
Proactively invest in health before it becomes urgent. Throughout my journey building Praan, I've seen countless families caught in reactive healthcare cycles—responding to emergencies rather than preventing them in the first place.

# Aditya Vikram Birla

*Cosmic Birla Group*



The legacy of the Birla family and the Cosmic Birla Group is deeply intertwined with the vision and resilience of its founding figures. The journey began with the late R.S. Birla, a luminary whose business acumen and societal contributions laid a strong foundation for future generations. Born on October 2, 1934, in Pilani, Rajasthan, R.S. Birla played a pivotal role in shaping the industrial landscape of India. His illustrious career saw him occupy key positions within the G.D. Birla Group, where he spearheaded transformative initiatives for CIMMCO International, Gwalior Suitings, and Jiyajeerao Cottons—his unwavering commitment to excellence set new benchmarks for business innovation and success.

In 1975, R.S. Birla's entrepreneurial spirit led him to co-found the Cosmic Birla Group alongside Deo Kishan Mohta. A shared vision of innovation, sustainability, and impact drove their partnership. Under their leadership, Cosmic Birla Group emerged as a powerhouse, revolutionizing industries and making a meaningful difference in various sectors. Later, Ravi Kumar Birla furthered this legacy by playing a crucial role in the establishment of the Ferro Alloy plant in 2005. His expertise in procurement, production, sales, and marketing significantly contributed to the expansion and success of the group.

“True leadership isn't just about carrying forward a legacy—it's about redefining it.”



Today, Aditya carries forward this illustrious legacy with a renewed sense of purpose and dynamism. Having joined the family business in 2011, his journey has been one of resilience, learning, and transformation. Reflecting on his evolution, Aditya shares, “I joined the family business around 2011, so it’s been 13 years now. If you ask me about my journey, though, I feel I truly found my footing in business only after 2017 or 2018. Before that, the market crash in steel between 2012 and 2017-18 presented significant challenges. We faced tough times and had to overcome several pain points.”

The turbulent years of economic uncertainty forced Aditya to expand his expertise beyond marketing, sales, and manufacturing. “During this period, I had to learn about financing and banking—areas I hadn’t been exposed to before, despite my experience in marketing, sales, and manufacturing. I was 27 at the time, and thankfully, I managed to navigate through it. This experience exposed me rapidly to the financial and capital markets, giving me a comprehensive understanding of how these aspects interplay.” His ability to adapt and absorb knowledge swiftly became a defining trait of his leadership.

Under the astute leadership of Aditya Vikram Birla, Chairman & Managing Director, Cosmic Birla Group has evolved into a powerhouse of innovation and excellence, operating through a diverse portfolio of subsidiaries. With 22 companies, 14 factories and over 1,000 employees—both direct and indirect—the group is a testament to Aditya’s strategic expansion and unwavering commitment to growth.



At the heart of this industrial giant is Cosmic CRF Ltd, the group’s publicly traded flagship entity listed on the BSE. The company has reported exceptional growth in the first half of the financial year 2024-25, with a 37.19% year-on-year increase in revenue, a 136.03% surge in EBITDA, and a staggering 172.33% rise in PAT. Such impressive financial strides underscore the effectiveness of Birla’s leadership and the firm’s strong market positioning.

## Cosmic Birla Group at a Glance

**Legacy Founded:** 1975

**Founders:** R.S. Birla & Deo Kishan Mohta

**Companies:** 22

**Factories:** 14

**Workforce:** 1,000+ (direct & indirect)

**Key Subsidiary:** Cosmic CRF Ltd (Listed on BSE)

**EV Revolution:** Raft Cosmic EV

**FY Revenue Post Acquisition:** ₹102 Cr (Up from ₹10 Cr)

**PAT Post Acquisition:** ₹16.5 Cr (Up from ₹1 Cr)

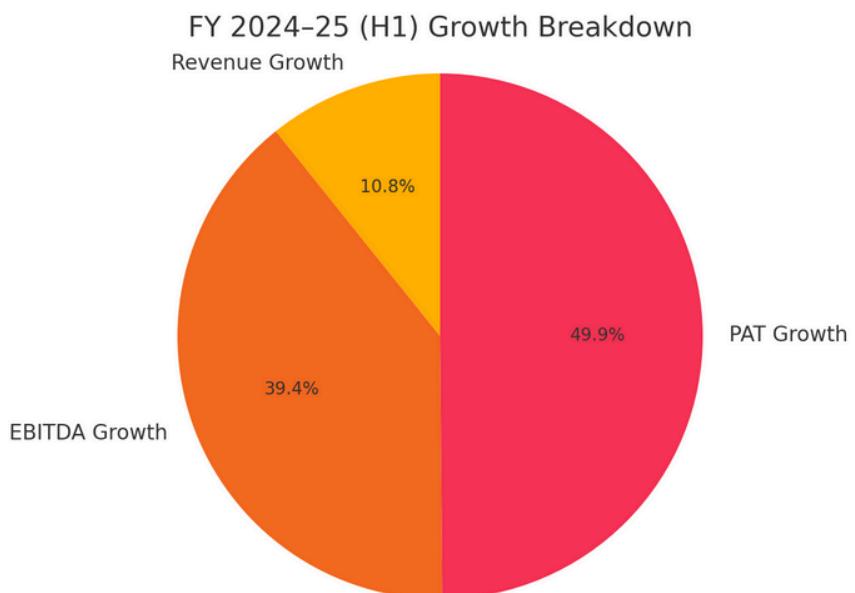
**Dealer Network:** 92 Pan-India.

**ESG Impact:** Leasing/rental tie-ups with Zomato & Swiggy.

**Stakeholder:** Cosmet Fleet Pvt Ltd – EV Bike Rental Pioneer.



**COSMIC BIRLA**  
GROUP  
FORGING LEGACIES POWERING FUTURES



## Core Sectors

Cold-Rolled  
Formed Sections

Railways

Defence &  
Infrastructure

EV Mobility

Electrical  
Transmission

Steel & Metal

FMCG

Real Estate



“

We are here to create legacies, not just businesses. And our journey has only just begun.”

Beyond its flagship entity, the group's strategic expansion includes a wide range of associated companies, including AVB Entech, Comet Technocom, Comet Tradecom, Prilika Enterprise, Asansol Steel, Cosmic Rail Solutions Ltd, Cosmic Springs & Engineers Ltd, AVB Endeavours Pvt Ltd, Cosmic Castings Ltd, and N S Engineering Pvt Ltd. These businesses span critical sectors such as cold-rolled formed sections, railway components, electrical transmission, defence, infrastructure products like crash barrier, sheet piles, building structures and poles for T&D (power transmission & distribution) further solidifying the group's market dominance.

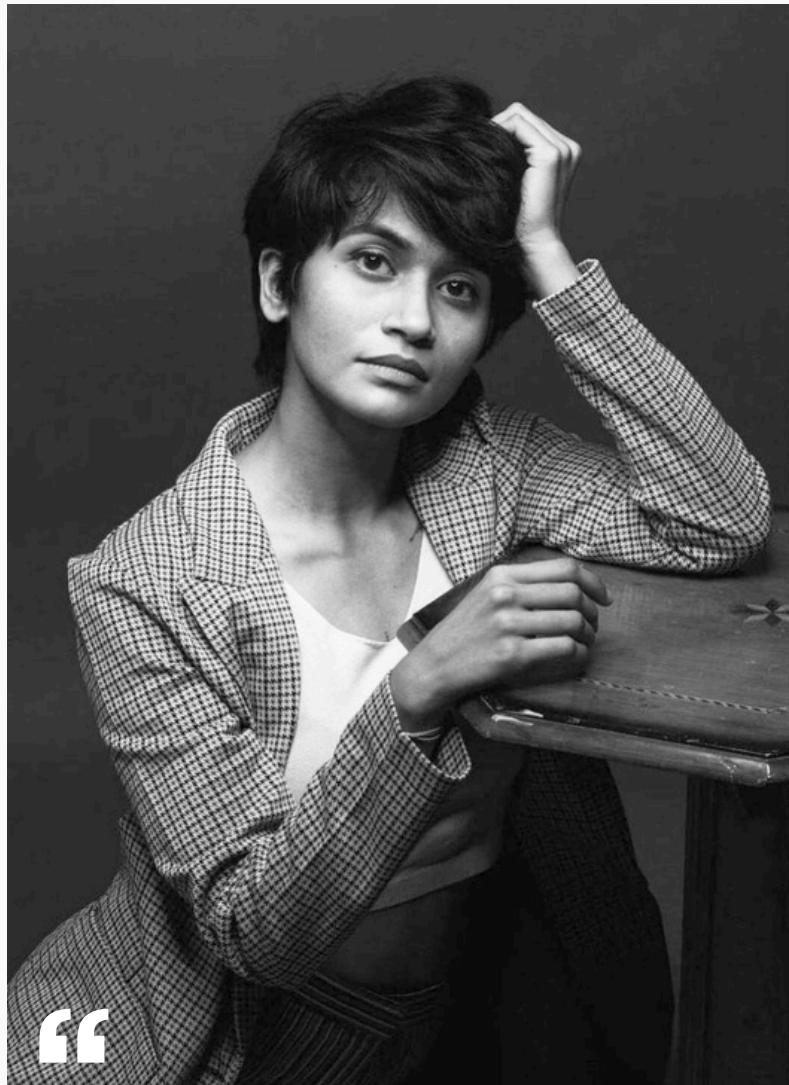
A notable highlight in the group's expansion is Raft Motors Ltd, a venture into the electric vehicle (EV) space that aligns with global sustainability goals. This company was acquired by Cosmic Birla Group in 2024. Prior to takeover, the average annual revenue was Rs 10 crore with a PAT of approx Rs 1 Cr and a Balance Sheet size of 6 cr. Post takeover, within 1 year they were able to achieve a topline of Rs 102 Cr with a PAT of Rs 16.5 Cr and a Balance Sheet size of Rs 100 Cr.. With a robust network of 92 dealers across India and a rapidly growing presence, the company is spearheading India's EV revolution. Taking a step further in its ESG (Environmental, Social, and Governance) objectives, Raft Cosmic EV has also ventured into leasing and renting EV bikes, forging strategic partnerships with leading delivery aggregators such as Zomato and Swiggy. This initiative not only broadens the company's reach but also fosters sustainable business practices in the last-mile delivery sector. Birla also holds a major stake in EV two-wheeler rental company Cosmet Fleet Pvt Ltd.

With a keen eye on diversification, the Cosmic Birla Group has ventured into real estate, primary steel goods, and FMCG, demonstrating a holistic approach to industrial growth. Furthermore, being an approved vendor by the Research Design and Standards Organisation (RDSO) attests to the group's unwavering commitment to quality and industry standards. The company is on an aggressive expansion spree, with Cosmic Castings Ltd leading the charge. Plans are underway to establish a cutting-edge greenfield project with an annual capacity of 25,000 metric tons. This project will supply railway products and cater to export-oriented sectors, marking the group's foray into global markets. Additionally, Cosmic Birla Group is evolving into an integrated wagon builder, providing complete rail solutions to the Railway Board of India. A state-of-the-art castings facility is being set up in Durgapur, WB, with a planned investment of INR 250 crores. The group also intends to acquire a major liquid metal unit in Barjora, WB, for backward integration, ensuring a steady supply of raw materials for its various engineering concerns.

Furthermore, under Cosmic Springs and Engineers Ltd, the group has invested in a cutting-edge spring manufacturing facility at Jangalpur, WB. This facility will manufacture CANSUB springs and forging items used in railway bogeys and wagons, further strengthening Cosmic Birla Group's footprint in the rail sector. Cosmic Birla Group is in the process of acquiring units in Chandigarh and Alwar, Rajasthan with a planned investment of Rs 500 Cr. These units will be developed as world class integrated state of the art facilities for building locomotives, wagons and coaches on the lines of “Vande Bharat Express”.

# Bhakti Gandhi

**Nastrè**

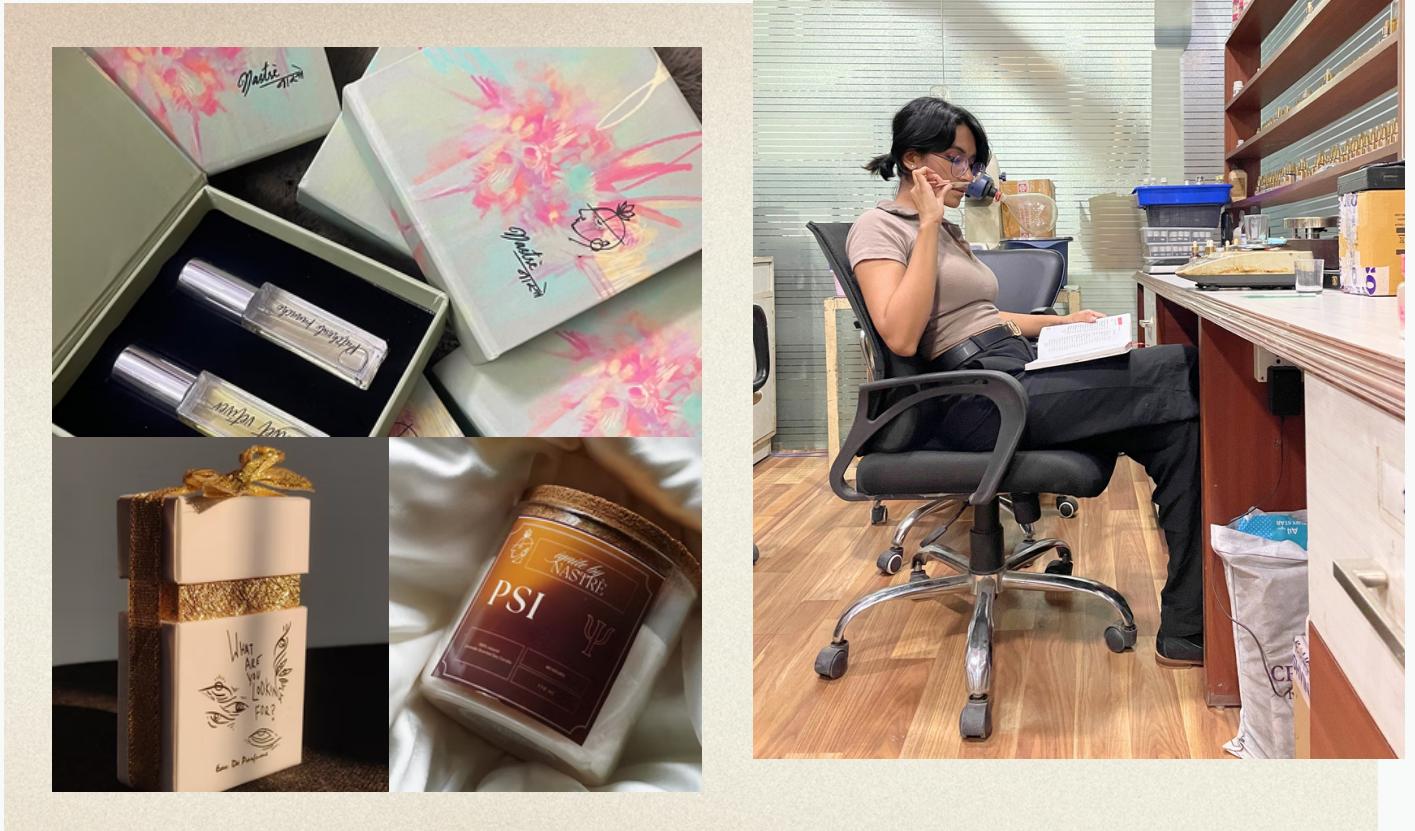


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Innovation comes  
from  
experimentation.  
**Be bold, be playful.**  
**Keep experimenting!**

Nastre, by Bhakti, is based in New Delhi is a transdisciplinary artist, alchemist, and philosopher. Nastre uses various ways to explore brain aerobics by engaging the sensorium. Their practice is rooted in awareness such that it builds on a base of movement and visual arts, blends psychology and spirituality which makes for a strong heart note while the vocabulary of perfumery and understanding of body mechanics add hints of science to the topnote. The establishment of Nastre, has its roots in Bhakti's journey. Having learned classical Odissi dancing at an early age, they felt drawn to the performing arts from the very beginning. It was then that the realization of not letting form limit the practice dawned upon them and prompted them to learn multiple dance forms and experiment with various art mediums. With a background in psychology, they believed that the lack of connection between disciplines limits intellectual growth. This realization inspired them to integrate those disciplines. Their training in Performance Studies and Psychology further strengthened the understanding that disciplines aren't airtight containers and encouraged them to explore political, cultural, and traditional issues with a trans-disciplinary practice that they are building.

Although they realized early on that continuing the family's legacy in perfumery was expected of them, it was only much later that they took the reins themselves. Coming from a family with 3 generations dedicated to crafting and innovating fragrances and flavors, they spent years observing and learning from their elders. After a temporary loss of taste and smell due to COVID-19, they decided to formally study perfumery at the Grasse Institute of Perfumery in France. This crucial experience contributed to the development of Nastre (initially called Nosetradamus) a project aimed at uniting seemingly distant disciplines that they practice diligently.



Doubt is something Bhakti disagrees with because it can block a person from reaching what is possible for them. The main point is to trust your ideas, act on them and not give up. Being grateful for everyone's opinions supports the individual in being grounded..

Bhakti's parents played a very important in shaping who they became and continue to become, by being unconditionally loving, even when the path looked uncertain and risky. They feel every person wanting to become an artist and start a business should feel listened to and encouraged to talk about their ideas. Critique is constructive feedback which is good but being overly critical can hurt someone's drive. Even though they were born into an affluent family, Bhakti funded their own education by working different jobs. They also self-funded the startup. Striking a balance between creativity and commerce has been one of their greatest challenges. While companies focus on offering what people demand, artists aim to move their audience with powerful, unexpected creations. Understanding how these two worlds can intersect is an ongoing learning experience for them.

To develop one's own unique artistic voice is a process. That's why Nastrè focuses on being unapologetically raw in their structure instead of picking up a structure that most brands use and the market offers.

Olfaction was long believed to be mainly used for survival and has rarely been thought of as a creative sense. Although Nastrè focuses on traditional perfume creation, they also perform experiments at the edge of olfaction to make art that includes fragrance. After covid, people need to understand olfaction as an extension of the breathing process. Through this understanding, Nastrè performs as a cultural scholar and researcher to unpack the nuances in the socio-cultural fabric of their lived reality in the country and to possibly rephrase human rights.

Olfaction is more than simply accessorizing, even though it contributes significantly to the fashion industry. But just like clothes we wear, fragrance is an expression of oneself.

The fragrance and flavor industry is special because it joins both scientific and creative elements. As with music, fragrance is not something you cannot see but it significantly affects our moods and memories. With an awareness of the hierarchies in our sensorium, Nastrè reinforces the importance of olfaction in a visibility dominated world of digitalization. Fragrance and flavor play a major role in Indian traditions, both religious and culinary. They enhance how people enjoy everyday which makes this industry so unique.



Crafted with Pride, Built for the World.

# WHY 'MAKE IN INDIA' IS MORE THAN A CAMPAIGN

**What if the next global tech giant, automobile marvel, or sustainable solution isn't born in Silicon Valley, but in Surat, Chennai, or Pune?**



Launched in 2014, Make in India began as a clarion call—a bold invitation to transform India into a global manufacturing hub. But a decade later, it's evolved into something much deeper. It is no longer just a campaign. It's a mindset. A movement. A mission to rebuild the economic fabric of India by championing innovation, self-reliance, and local excellence.

India has always been a land of creators—from the invention of the zero to breakthroughs in metallurgy and medicine. But over the years, dependence on imports and outsourcing dulled our industrial edge. Make in India is our declaration of intent—to bring back that edge, sharper and more resilient than ever.



Today, Indian entrepreneurs are building electric vehicles that rival global giants, exporting space tech to international partners, and setting up AI-driven factories that redefine efficiency. Over 27 sectors—from defence and electronics to textiles and chemicals—are now part of this transformation. Government policies, FDI liberalization, and a relentless push for infrastructure have laid the foundation. But the real fuel? The spirit of Indian entrepreneurship.

In Tier 2 towns and rural belts, job creation is on the rise. Young engineers, artisans, and technocrats are not just looking for employment—they're creating it. And as we reduce our dependency on imports, we're not just strengthening our economy; we're reclaiming control over our future.



## India's Moment to Manufacture!

Make in India is more than a slogan—it's a national awakening. As the world seeks resilient supply chains and innovative manufacturing hubs, India stands ready with unmatched talent, resources, and ambition. From cutting-edge tech to traditional crafts, Indian-made products are redefining quality and pride. This is not just about self-reliance; it's about making India a global leader in creation and innovation.

# Bhavya Sanjay Patel

*Photographer*



“  
Don’t wait for things to be perfect. Start where you are, and keep learning. That’s the only way you’ll grow.

Brought up in a middle-class Indian upbringing, where education was treated as sacred and hard work as routine, Bhavya Patel’s journey into the world of photography began with a simple gift—a camera from his brother. Raised in a household where both parents were college graduates, Bhavya was gently pushed toward academic success. But the B.Com. degree he initially chose quickly turned stale. Numbers and ledgers didn’t speak to him. Creativity called louder.

It wasn’t an overnight switch. After stepping away from commerce, Bhavya found himself wandering into the world of frames, light, and stories—photography felt alive. A casual interest slowly snowballed into serious exploration, and with time, the desire to craft visual narratives took over. He enrolled in the Bachelor of Arts in Film, Television, and New Media Production at KES Shroff College, where theory and practice met. Working behind the scenes as the Social Media Head and shooting freelance helped him build not just skill but grit. Each frame became a mirror of his progress, and every client interaction turned into a masterclass in communication.

Breaking into the Indian photography scene wasn’t smooth. Most clients expected big-brand output at budget-friendly pricing. And few understood the countless hours that go behind editing a 30-second clip or perfecting color tones. So Bhavya made it a point to talk. To explain. To set expectations before signing anything. His contracts became his shield—detailing delivery timelines, revision counts, and payment clarity. When the work is this personal, protection isn’t optional.

Early on, Bhavya struggled with technical settings—ISO, aperture, white balance. Some shots were just...off. But instead of blaming the gear or the moment, he took it as feedback. After each shoot, he sat down, studied what went wrong, and corrected it. Preparation became his ritual. He trained himself to adapt to various lighting conditions and developed an instinct for capturing the right angle at the right time.



Money was tight. With just one camera at his disposal, rentals ate into most of his earnings. It wasn't glamorous. It was grinding. Freelance projects helped pay the bills, while unpaid internships gave him room to build confidence. Every penny saved went towards slowly buying his own equipment. Over time, the dependence on rentals lessened, and so did the stress. What remained was hunger—and that's what pushed him forward.

The photography industry, as Bhavya describes it, is unpredictable. There's beauty in it, but also chaos. Deadlines can become overnight monsters. Clients may suddenly want a music change or a new edit. Some delay payments. Some ghost entirely. It's this pressure that makes communication his superpower. And if there's one thing he urges young creators to work on, it's their ability to speak, explain, and hold ground. "Experience teaches you how to shoot. Communication helps you get paid for it," he says with a grin.

Today, Bhavya's focus is clear. Deliver high-quality visuals. Be on time. Be affordable. And above all, stay reliable. It's this trio that's earned him client loyalty in a competitive market. His phone buzzes with new inquiries—not because he runs fancy ads—but because people trust his work ethic.

Support played a huge role in his journey. His parents never discouraged the switch from commerce to camera. His brother's gift opened the first door. And a special mention goes to Dr. Raavi Parihar Batra, his college HOD, who believed in him and secured him his first internship. It's proof that belief—when given at the right time—can shift someone's entire path.



# Mihir Negandhi

**ThatChefWhoClicks**



— 99 — Believe in yourself. If you built it once, you can build it again.

*Be cautious in business. Not everyone you work with will have integrity—even business partners. But life is about learning from these experiences and moving forward with wisdom.*



Some careers surge from boardrooms; Mihir Negandhi's began with the silvery click of a Sony Cybershot in a crowded Pune apartment. That modest sensor froze birthdays and college trips, yet the sound of a Canon shutter—sinewy, metallic, hypnotic—rewired his future overnight. He bought the body next morning, unaware that the decision would reroute him toward hospitality branding, gourmet photography, and the intricate vortex of social media marketing for restaurants across Goa.

Then life pressed pause. Eight silent years—punctuated by grief and the claustrophobia of lockdown—hid the camera inside a wardrobe. When restrictions lifted, he aimed at runway models, yet a detour awaited. A Goan restaurateur, noting Mihir's instinct for flavour-as-visual, invited him to recast the venue's identity. The brief arrived with astonishing freedom: no mood boards, no corporate leash, just “see what your eye sees”. That single shoot spiralled into a portfolio of heritage cafés, beach-side bistros, and boutique hotels seeking buoyant Instagram engagement, high-intent search traffic, and mouth-watering reels. Mihir renamed the venture ThatChefWhoClicks, fusing culinary storytelling with crisp videography and targeted hospitality SEO techniques that convert followers into footfall.



Success, though, never travels in straight lines; pending invoices do. Persuading restaurant owners that creative labour merits punctual payment turns into routine diplomacy. “Art feeds your menu before mouths are fed,” he reminds clients, and sometimes the conversation sparks respect, sometimes a curt nod, occasionally an unexpected friendship, or empathy.

Goa itself offers a living studio: monsoon trails dripping emerald, colonial facades splashed in ochre, night markets where masala smoke curls upward like calligraphy. Mihir photographs sunlight the way chefs plate desserts—layered, deliberate, a touch indulgent. His hospitality social media marketing strategy pivots on local insight: tide charts decide brunch timing; visa-free weekends for Russians reshape coupon codes; sudden floods redirect influencers toward hill cafés.

Data whisper to him through booking dashboards, yet instinct still pilots the drone. One evening he waited thirty minutes for a dog to stroll across backlit cobblestones, the resulting reel hitting two million organic views, boosting targeted keywords “hidden cafés in Goa” and “authentic Goan breakfast spots” straight onto Google’s first page. Numbers matter, story matters more. Viewers tasted atmosphere before they booked a seat. Accolades arrived: Best Hospitality Influencer and Photographer 2025 by IIHM India and IHC London, then Best Lifestyle and Fashion Influencer 2024 by IFBA. Prizes look shiny on a shelf, although rent still waits at the end of every month anyway.

Beyond restaurant reels he crafts narrative campaigns for celebrities who slip into Goa incognito, seeking seaside backdrops for personal brands. Each collaboration refines his palette—colour grading that mirrors coconut husk, audio beds echoing distant susegad choirs. Mentoring interns, he warns, a camera is merely a device; living teaches focus. He turned down twelve projects last season because the brief felt hollow, advising juniors to protect credibility like shutter blades protect sensors. When payments lag, he drafts polite reminders at dawn, a ritual as steady as tide. One mentor once told him, “keep working—regardless,” and the mantra embosses itself on morning coffee cups, maybe grammar is imperfect but resolve stays spotless. Clients notice that quiet perseverance, it wins bids without speeches.

Next on his storyboard is a series revealing monsoon Goa—fern-lined paths, cinnamon skies, rain hitting tin roofs like jazz drums. He plans to weave tourism SEO phrases such as “Goa monsoon itinerary” into lush visuals that spellbind travelers before they pack. The narrative is still unfolding, camera batteries charged, heart tuned to the ocean’s hum, while sunsets rehearse tomorrow’s palette.

# BRAND IS EVERYTHING

## How Personal Branding Fuels Business Growth

### Top Destinations to Add to Your Bucket List

In an era where attention is currency, your personal brand is the most powerful asset you own. Entrepreneurs, CEOs, and even solopreneurs are realizing that their public persona is no longer optional—it's essential. Whether you're pitching to investors, attracting top talent, or winning customer trust, your personal brand can be the tipping point that fuels exponential business growth.

“You are your own brand!”



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### How Personal Branding Drives Business Success



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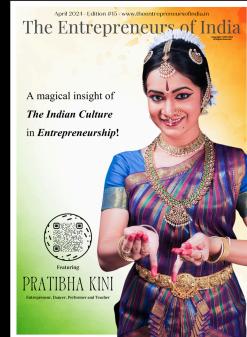


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