

# Childhood Dream To A Successful Entrepreneur

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Rajive Dhava Startup What's In A Name



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**Rajive Dhavan wouldn't have thought that his dreams will materialize in such a mesmerizing fashion. His journey from being a Sales Assistant at a clothing store to becoming the Founder & CEO of 3 successful companies in such a short time span wasn't definitely a diabolism; rather, a handful of supporting friends, a minuscule loan, and the much-needed passion drove the engine.**

He set up his first business when he was in class VIII. He used to supply Food Colour, Canned fruits et al to bakeries. It was a part time business. But he had to close that a couple of years later. And that's when he had decided that he would want to come back to entrepreneurship some day. Later, he took up various jobs. Having worked in quite a few streams, the turning point in his life was when he decided to leave a cushy job in one of the biggest MNCs, and join a Newspaper as a Trainee Sub-editor, at 1/6th of his previous salary. This is when the writing bug bit him. But his next job, as a copywriter in an advertising agency, laid the foundation for him to take up entrepreneurship. He wasn't paid for over three months in that agency, and that's when the idea of doing it on his own struck him. After a months of backend work, with the help of his good friend & business partner, Harini Prabhu, he launched his first startup venture – **What's In a Name Creatives (WIN).**



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The company which has some of the biggest awards in its kitty, was self-funded with a mere Rs. 40,000. *“The idea was to bring about a positive change in the way brands communicate with their audiences. And that’s still the foundation of what we do.”* says Rajive. The journey didn’t, however, shape-up the way this team of youthful colleagues expected. *“We went through a lot of struggle. We made our share of mistakes. In some cases, we got the wrong people onboard as well. But all these mistakes taught us a lot.”* he continues. Just being a skilled Copywriter wasn’t all that was required to turn the then dream into a current reality. Challenges showed up but the man didn’t defer. The first business seemed to be on its way to success.

In the initial years, What’s In a Name Creatives managed to create a niche for themselves in an over-crowded market. And then there was no stopping them. The company’s work has been appreciated at a some of the biggest forums. *“The credit goes to every single person who has worked with all the honesty, and showcased exceptional respect for his work.”* he says.

The idea to avoid outsourcing, and generating more business led to the strategic decision of starting up his next venture – **Namesake Productions**. The company specializes in Online Videos, Corporate Films & TV Commercials. *“We thrive on the idea of bringing to life a vision that revolves around the art of storytelling,”* says Rajive.

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Adding to his list of achievements, Rajive decided to move out of his comfort zone, and kicked off **Just Flaunt Salon**. “This is a brand we’ve built ground-up. It’s not just a salon; it’s an expression... an experience. The plan to expand is certainly on the cards. But we are in no rush,” he says.

With a target to focus on the Global market, and expand to several other geographical locations, Rajive’s journey is an inspiration to many youngsters. And taking his journey ahead, he also wrote a book, called **STFU – Start The F Up**, for present and future startup leaders. This book has got some rave reviews, and it’s been making waves all over.

Rajive advises the young entrepreneurs to oversight demoralizing factors, and stick to the ones who are supportive. Hard work, perseverance, and unmatched zeal along with a hint of practicality can be the foundation for a great innings.

You can also connect with Rajive at [www.rajivedhavan.com](http://www.rajivedhavan.com)

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