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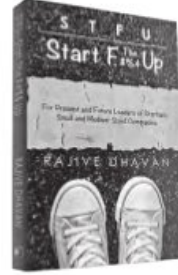
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Author speaks

Entrepreneur-turned-author Rajive Dhavan gets talking about his debut book, STFU - Start the F***Up, and his roller-coaster journey of breathing entrepreneurship for over five years

HELPING YOU TO RESCUE YOURSELF



From a corporate communications executive to an assistant account manager to a HR manager to a process trainer for HSBC Bank from a sub-editor and columnist with Deccan Chronicle to a copywriter in an advertising agency, 29-year-old Rajive Dhavan has done it all. The latest feather in his cap is a book that he has out to, STFU - Start the F***Up.

How did your entrepreneurial journey start? I fell people that I am a failure. I was expelled from school in class eight. It was my first try with failure. In fact, I had also started a small part-time business to supply canned fruits, sauces, etc., to bakeries. Later, I closed my 10th from a state board school. But the situation at home was financially weak. So, I decided to quit my studies, and took up a full-time job in a clothing store. Later, my job was to set up racks, and fold shirts once they were showed to customers. After a gap of a year, I got back to

studios, and joined St Mary's college. While I was in the second year of my college, I got my first corporate job at GE Capital. This was around 10 years back. Since then I did quite a few jobs in different companies and streams. When I look back today, I think my phase of being an employee played a major role in shaping up my entrepreneurial life.

At my last job with an advertising agency the idea of What's in a Name triggered I did some back-end work on it, and pitched it to my friend and colleague, Harish Prabha. She immediately accepted to be a part of this journey. At that point we didn't even have a single rupee to invest in the company. After struggling for weeks, we managed to get a loan of 50,000 from a friend. That marked the beginning of What's in a Name Creative, and our entrepreneurial journey book. I was 22 then.

Who came up with the catchy title and the enticing cover design of the book? I read a lot of business books. And most of these books are serious

books. I've learnt a lot from these books. I always wondered why those books are not young and aggressive. Especially when we are talking to young leaders of startups. So, I wanted to come up with a title that youngsters can relate to. STFU is a commonly used acronym. And I thought that by tweaking it a little, the title will connect with the young target audience, and it will also convey the aggressiveness that the book embodies. The approach for the cover design was an extension of the title. I wanted it to be young and cool. Hence, a slightly worn-out canvas shoe that denotes the beginning of a young entrepreneur.

What provoked you to author this book? There is a quote written behind the book. It reads, "If marriage is an instantaneous entrepreneurship is a lifestyle". As an entrepreneur your life is full of challenges, and you are constantly learning through experiences. Through these are some really good books written by super successful entrepreneurs, I always felt that there was a gap. I didn't find a lot of

books talking about the subject of entrepreneurship from scratch. And I felt that when people start, they would want to know a lot of stuff that we did here. I wanted to make sure that I document a path that was recently taken.

So, is this like a self-help book for entrepreneurs? Not really. And it is not at all a "learn-it-in-30-days" book. This book shares insights and stories that will bust a few myths, challenge the status quo, and help you with a fresh perspective. It's an effort to bring you closer to those people who will always come to your rescue - you.

Do you think getting expelled from school was the best thing

that could have happened to you? Well, at that time, it was scary as a kid who was trying to move away from the "failure" tag. But now, in retrospect, I think it was maybe the best thing that happened to me. And that's because an entrepreneur's life is full of uncertainty. May be learning how to deal with uncertainties and failures at such an early stage in my life helped me.

If you had a chance to start again to do it differently, would you do it any different? Not really. At the risk of sounding preachy, I think that it's important to witness failure. It's important to see hardships. They are the best teachers.

All through this journey of ups and downs, what is the most important lesson that you have learnt? The biggest lesson that I've learnt is that life is full of uncertainties. And there's only one person who will always come to your rescue - you.

Express Features

A rental start-up against mindless consumerism

Giving further proof that peer-to-peer businesses or share economy is growing in the country, offering different products and services, a city-based start-up has entered the online

renting platform with home delivery and pickup services. Sabrentkart.com lets anyone to list the things that are not currently in use and to find someone who can rent it for some time. An individual or a company can register themselves with Sabrentkart.com. In a country like India there is a dire need of renting platforms as many of them look

for renting things right from computer systems, laptops, camera, refrigerators to car, bikes and the list goes on. Sabrentkart.com was an idea that sprouted up in a 15-year-old video games loving teen. And instead of buying so many games, he decided to exchange them with his friends. Wiser later, the boy transformed the same concept into a portal that rented out everything that you could possibly want to rent. And thus, Raj Sirajev every individual an entrepreneur with almost zero investment.



By being on the futuristic outcome of this idea, Raj started out with a small office which grew day by day by adding like-minded people who were also loved the idea. Sabrentkart.com, an online platform, will soon be launched globally.

Express Features



Sabrentkart.com allows people to rent out household products that they seldom use and thus reduce wastage

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