

The grand vision

Deepak Bhardwaj's Insight Into The World Of Entrepreneurship

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A visionary entrepreneur and CEO of Launchspace, Deepak Bhardwaj has been a key contributor of cutting-edge inventions in the IT, automobile, and defence sectors. Some of his achievements include setting up the world's largest mobile display plants, creating e-governance programmes for several Indian states, designing the first e-rickshaw, conceiving smart-class programmes, formulating the first broadband policy, and many more. He speaks to GT about the world of entrepreneurship.

Being an entrepreneur

When at least one per cent of our population becomes entrepreneurs, that will be the turning point for our country. It is definitely a risk to put all your savings in your own start-up but it is a risk worth taking. The most important thing as an entrepreneur is to focus on the product or solution you are offering rather than focusing on yourself and wondering how much profit you can make. One also has to be different. The journey of creativity needs to start at an early age and a lot of research needs to be done to understand the vocabulary of the industry you wish to capture. Motor skills have to be well developed through regular exercise and activities. Lazy people

don't make successful start-ups.

Explaining the trend

South Indian states are leading when it comes to entrepreneurship. Such places are called incubation centres where you can turn an idea into a business with the help of mentors and tech. Unfortunately in North India, such places are under-utilised as everyone wants to have a government job or become a civil servant. In the South, however, places like Hyderabad, Kochi, Bangalore etc., have driven the trend for start-ups immensely. If we have to grow as a nation, North India must catch up.

Overcoming challenges

It is important to unlearn what you already know. I had to let go of everything I had learnt in the corporate world. To become an entrepreneur, you have to think differently and innovate constantly. The other challenge is funding. I come from a humble background and the risk of putting all my savings in my start-up was a huge step. So, I had to simplify my life to the extent that I started taking train journeys instead of flying. Similarly, we need to let go of many habits we acquired when we had a cushy and comfortable life if we want to become a successful entrepreneur.

Finding motivation

The biggest motivation for an entrepreneur

is curiosity. I became an entrepreneur at the age of 55. And, even today, I spend a few hours reading something new and if it interests me, I go to the extreme of finding every little detail about the interesting subject. Know that age need not be a barrier to learning something new. For the new generation, especially, it's very important to be self-directed, target-oriented, and hardworking. Being passionate about our country is also important. I can accept criticism for myself but will always react when someone criticises my country. The feeling of doing something, however small, for your country is beyond any other gratification. I remember the time when I was able to create affordable laptops so that India could achieve computerisation.

Message for Amitians

I think, as kids, it is vital that you try to do your very best to discover your own true self. Please remember that even if you fail sometimes, you should never stop the learning process and never stop chasing knowledge. In life, always be energetic, cheerful, and try to be positive.



Deepak Bhardwaj, CEO, Launchspace

INTERVIEW



The exam hall

A Potpourri Of Several Expressions

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The month of March and April calls for exam season, when thousands of students appear for their annual exams and give their best shot to ace the exams with flying colours. It's interesting to note the expressions of students while entering the examination hall. Some step inside laughing, some scratching their heads with pencils, some cramming last minute formulas while some of them are confused with sweat tricking down their neck; making the examination hall appear

like a war zone. The real battle begins when the question paper is distributed and the bell rings. Hurriedly, the students tick the questions they are sure of and start writing answers in the most beautiful calligraphy on their answer sheets. And while they are engaged in the process, wide open eyes of the invigilator tries to catch hold of any notorious activity in the exam hall. Even the smartest ones cannot escape from the invigilator. Moreover, all the tips and tricks fail in front of the invigilator.

As time passes by, the atmosphere of the examination hall becomes more tense when



the call for extra sheets begin. Every time a student asks for an extra sheet, s/he is met with an unusual stare from his/her fellow mates in the hall. And hence, the beautiful calligraphy transforms into an doctor's prescription note because the focus now shifts to 'extra sheets for extra marks'.

Nonetheless, the students carry on writing and the announcement "last ten minutes

left" by the invigilator makes their heart skip a beat.

The bell rings and as they step out of the examination hall, a replay of the same expressions with which they entered the hall can be seen. But this time, they also keep their fingers crossed and pray to secure the best of the scores, just to enter another exam hall next year.