

Issue 4
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Janki Devi Memorial College

- ◆ Entrepreneurship
- ◆ Young Voices
- ◆ Business Brainstorm



Ensignht.

by
IMPRENEURS



First
Generation
Entrepreneurs

In this issue:

- ◆ *Entrepreneurship Stories*
- ◆ *Creative with Activities*
- ◆ *Interviews, Podcasts*
- ◆ *And More!*



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Note to Readers

Every great journey has a beginning often a quiet one, far from the spotlight. This edition is dedicated to those who take their first bold steps into the world of entrepreneurship with nothing but an idea, a vision, and the courage to act.

First-generation entrepreneurs are pioneers in the truest sense. Often transforming personal challenges into powerful ventures.

In curating this edition, we set out to capture the raw spirit of these individuals, their resilience, setbacks, and the unwavering drive that pushes them forward. The success stories and insights you'll find here are not only inspiring but deeply human, reminding us that innovation often begins with a single person daring to ask, "What if?"

To all the contributors who brought this vision to life — thank you for your openness, your honesty, and your belief in the power of sharing your journey.

And to our readers — whether you're carving your own path or simply curious about those who do. We hope this magazine leaves you with a feeling of motivation, challenge, and reminder that being the first doesn't mean being alone. With entrepreneurial zeal and compassion,

Team Impreneurs



FROM THE PRINCIPAL DESK



Prof. Swati Pal
PRINCIPAL, JDMC

This is an exacting and exciting time for students. Exacting because one's boundaries are being pushed in educational institutions where rote learning and classroom/textbook knowledge, while not being declared redundant, are definitely not the only yardstick to measure levels of education. Exciting because this is a time when creativity /talent/interest is being given a shape that people of my generation did not even dream of. No longer is creativity seen as time pass or a hobby; it is being seen as a viable means to earn a living and economic independence.

In the last couple of years, I have been bowled over by the numerous ventures of students who have converted their enjoyment and passion or should I say their art, into craft. Be it painting bottles, making scented candles, creating beautiful packaging for gifts, coming up with out of the box stationery, or a passion for baking cupcakes, I have seen it all channeled into lucrative business by students that has been a support for them while studying. It has also been the most wonderful means to have great emotional health as one is gainfully occupied. These are lessons that I have learnt from such dynamic students.

On asking them if there were business people in the family, it was a revelation that for many of the students, this was a first ever business venture and so in a certain sense they were the first to usher in business enterprise into the family. THAT was really heartwarming for me especially because somewhere I could see that the college had indeed provided the right impetus and the right support as well as the right training to enable the students to take flight on their business wings. A great example of education done right!

The one thing that first generation entrepreneurs must keep in mind is that they need to be well informed. And that information is dynamic as developments in the country evolve. Hence one has to constantly keep track of what is new, what is viable, what is feasible and what the rules are as it is within the law that one has to work. One needs to be patient, have resilience, accept failures and yes, failures do happen, not get carried away by success, be ever vigilant and most important of all, be ready to reinvent one self. One also has to be tireless; there is no room for exhaustion (physical or mental) if one enters into the world of entrepreneurship.

I wish all the budding entrepreneurs of my JDMC family good luck in the Irish way which is

May the road rise to meet you.

May the wind be always at your back.

May the sun shine warm upon your face.

And the rains fall soft upon your field.

And may God hold you in the palm of His hand.

Congratulations for another edition of Ensign! I look forward to reading it!

Love and Blessings,

Prof. Swati Pal

CONVENOR'S LETTER

Dr. Raju Keshari



In the vibrant landscape of aspirational India, a new breed of entrepreneurs is redefining the nation's economic narrative, fueling a new growth story. These trailblazers, often young and driven by innovation, are harnessing technology, digital infrastructure, and supportive government initiatives like Startup India to transform ideas into global enterprises. From tier-II and tier-III cities to urban hubs, they are creating jobs, bridging gender gaps, and addressing societal challenges in sectors like ed-tech, fintech, healthcare, and e-commerce.

With over 120,000 startups and 100+ unicorns, new India is buzzing. Supported by a robust ecosystem, including digital platforms like UPI and incubators, these entrepreneurs are not just job-seekers but job-creators, propelling India toward a dynamic, inclusive future despite their journey being fraught with challenges. Operating in new India's dynamic landscape, these innovators—often from tier-II and tier-III cities—grapple with limited access to capital, bureaucratic red tape, and inadequate infrastructure. However, the budding entrepreneurs promise inclusive growth, creating jobs and affordable services to uplift millions, though systemic poverty and inequality remain formidable barriers to their transformative dreams despite the above challenges.

CONVENOR'S LETTER

Ms. Shalini Singh

This issue is a tribute to the young entrepreneurial minds paving their way through the pathways of discovery with undaunting spirits. First generation entrepreneurs are trailblazers, guided by their vision, resilience and self-belief. They do more than just run a business, they challenge societal norms, defy conventional timelines, and redefine success on their own terms. They pave the way for many who join the bandwagon of following their dream. This edition of En-sight explores the journeys of pioneers who had the courage to chase their ambitions and achieve the extraordinary by writing their own narratives. It's a celebration of their bravery and perseverance, reminding us that you don't need a legacy to leave one behind.

I extend my heartfelt gratitude to the editorial team for thoughtfully capturing these narratives and sharing them with the world. It's an inspiration for each one of us to dare to dream and bring to life an idea that can transform lives. A sincere thanks to all the contributors for joining us in this initiative and making this edition come to life. Impreneurs is a forum for igniting minds, and I take great pride in leading this society. I encourage each one of you to dare and take bold risks, dream and envision limitless possibilities, and achieve to transform dreams into reality through dedication and action.



FROM THE

SADHWI AATREY



President

As the President for the Entrepreneurship Cell, I'm grateful for the journey that has shaped me. From joining the cell as a logistics member to becoming an Events Coordinator and now the President, it's been a beautiful journey. The Entrepreneurship Cell has taught me to innovate, take calculated risks, and turn ideas into reality. It's not just about building businesses; it's about building character. Through the entrepreneurship cell, I have learned resilience, empathy, and leadership. The Entrepreneurship Cell has become a family, and I'm proud to have led it and served it. Together, we're empowering each other to grow, innovate, and thrive.

AVANI SHARMA

Serving as Vice President of E-Cell has been one of the most rewarding parts of my college journey. Leading a dynamic team, organizing events, forming partnerships, and navigating challenges taught me resilience, ownership, and clear communication. More than a role, it shaped my view of entrepreneurship, not just as starting a business, but as a mindset of solving problems and taking bold steps. E-Cell has been a foundation of growth, and I'm grateful for the lessons, team, and impact it's had on me.



Vice president

UNION TEAM

My journey with Ensignt has been one of the most enriching parts of my time with the Entrepreneurship Cell. It was never just about curating content—it was about shaping ideas, amplifying voices, and creating a platform for perspectives that mattered. From theme discussions to layout edits, every edition reflected the passion and dedication our team brought in. Ensignt became a space where creativity met purpose and where the entrepreneurial spirit found its voice. To contribute to its legacy has been both an honour and a privilege—one I'll always carry with pride and immense gratitude.

CHANDRIKA KIRAR



General Secretary

SHREEYA GUPTA



Treasurer

Innovation and entrepreneurship are not just concepts to me—they are catalysts for change, creativity, and growth. They embody the spirit of daring to dream and the discipline to make those dreams a reality.

Ensignt, our annual magazine, is a true symbol of this spirit by capturing stories of resilience, ideas that disrupted, and journeys that inspired. My time as Treasurer of the E-Cell was more than just managing finances—it was about learning the heartbeat of ideas and growing with a team that dreamed fearlessly.

EDITOR'S NOTE



Gauri Wadehra

MAGAZINE AND GRAPHICS HEAD

E- Cell has been my safe space at college, helping me in embracing the entrepreneurial zeal amidst my literary spark. This magazine is a product of this journey of resilience- adapting and evolving from confidence and love.

It is my first as well and I hope the readers take away some worthwhile insights from En-Sight 2025. The theme is close to my heart as I believe initiatives keep the heart beating and this magazine is all about the initiative- takers, the Trend Setters without a legacy of miracles.

Being the head of this project was a great learning experience, every setback, wrong color scheme and broken QR paving the way for a better version of this edition.

With a hope you have a Happy time Flipping through.



Naina Singh

CONTENT AND EDITORIAL HEAD

My journey in this Cell has been one of slow climbing steps, yet fast paced learning. I've been a member, coordinator and head- but the one thing that hasn't changed, is my commitment to this society.

The work is hectic at times, challenging at most, but the results are always worth the efforts. I take pride in every task I take up, and the Magazine has been no exception.

Considering my immense love for creative writing, being a coordinator for En-Sight '25 has been a wonderful experience. And so, it is my pleasure to see it come to fruition.

With sincere affection,

VISION & VOICE

Mr. Anuj Kumar



Chief Editor & in-charge

In a world buzzing with deadlines and the never-ending pursuit of "stability," there's something undeniably refreshing about watching creators craft their way into meaningful careers. It reminds us that art, passion, and purpose are not mutually exclusive—and that entrepreneurship doesn't always begin with a business plan, but sometimes, with a handmade flower.

Take Khushi Saini, the creative force behind Flowery Jiva. Her journey didn't begin in boardrooms or spreadsheets. It started with a humble bouquet—made not for profit, but for love. "I started making flowers as gifts for my friends and family," she shares. Encouraged by their support, she took her art to Project Anupam stalls and found something priceless: the joy of shared appreciation. "The love from my customers inspired me to do more," she says—and just like that, a passion bloomed into a business.

For Vipashana Atoliya, founder of Vipashana Atoliya Art, the beauty lies in the process. "The best part about selling handmade products," she reflects, "is knowing the full story behind each item." In a world often obsessed with instant results, she reminds us of the magic found in every brushstroke, the careful stitching of meaning into every piece.

Then there's Sneha Anand, the visionary behind Create with Sneha, who holds her handmade journals close to her heart. "I'd choose my signature journal," she says when asked to pick one product. "There's something special about holding a physical book in your hands." Her journals don't just bind paper—they hold stories, dreams, and whispered ideas waiting to bloom.

In her thought-provoking piece, Naina Singh invites us to rethink the paths we're conditioned to follow. She talks about the idea of "sheep mentality," especially among fresh graduates who feel pressured to chase a traditional 9-5 job. As she puts it, we aren't just eager for stability — we've been conditioned for it. It's a powerful reminder to question the systems shaping our ambitions.

Similar sentiments and challenges are found in the article of Zubia, Mishthee, Palak, Muskan, Lavanshi, Drishti, Saloni, Farah, and Vaishnavi—each one offering a unique glimpse into the creative chaos of building something from scratch, and the silent strength it takes to keep going.

Over at Crochet Corner, we spotlight the founders of Crochetify—a team that turned a seemingly simple thread into a woven narrative of success, creativity, and collaboration. And don't miss our internal editor Gauri's delightful short story, Knot an Entrepreneur—a whimsical yet grounded take on the trials of turning craft into career. To set the mood, we've curated a list of songs and video recommendations that'll make you want to roll up your sleeves, pick up your tools, and start.

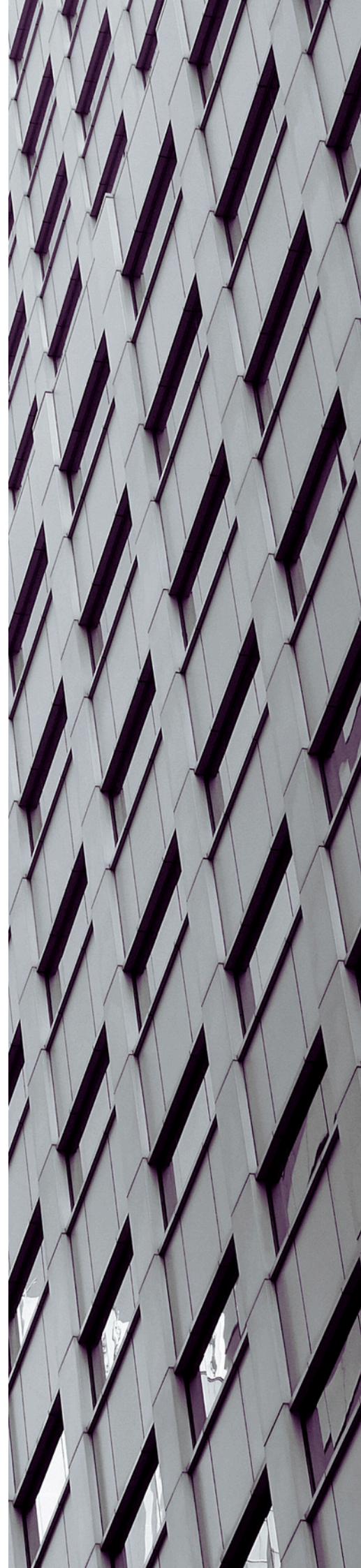
Throughout the book if you're looking for further inspiration, take a page from Deep Kalra, founder of MakeMyTrip, or Howard Schultz, the man who turned coffee into community through Starbucks. Their stories began with a spark and a dream—not unlike those of the young creators we celebrate in this edition. We have tried to bring together not just informative content but also fun quiz, show and song recommendations and so much more. We hope through this edition a chord struck you somewhere and your entrepreneurial journey will begin somewhere.

So go ahead, flip the pages and discover!

-Anuj Kumar

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CREATORS' Interviews



In Conversation with Creators



KHUSHI SAINI
Flowery Jiva

Project Anupam is an initiative by Impreneurs, the E-Cell of JD MC, launched in 2021 to promote student-led handcrafted ventures. It empowers budding entrepreneurs to turn creativity into meaningful products, blending passion with purpose.



Anvesha Bhushan

Interviewer, Magazine Team
B.A Programme, 1st year

☞ What inspired you into being a creator?

I have always been passionate about handmade crafts. As a kid, I used to watch my mother making beautiful embroidery. She is the one who inspired me to my creative side and do crafty stuff, and since the very beginning, I have had a love for beautiful flowers. As a person, my love language is gift-giving, so I always wanted to create something that lasts long. The moment I discovered ribbon flowers, I was captivated by their beauty and delicacy, and I knew I had to share my creations with others.

☞ How did you turn your passion into a business?

Firstly, I started making flowers as a gift for my friends and family members. Then my friends encouraged me to sell them, so I began to put up stalls in Project Anupam. From there, I got a lot of love from all the customers, and it really inspired me to do more.

☞ What was your largest initial challenge, and how did you tackle it?

One of my biggest challenges was pricing my products correctly. I underestimated the time and effort that went into making each flower, and I was afraid to charge too much. However, I realized that I needed to value my time and skills to sustain my business.

☞ How did Project Anupam help you through your journey?

Project Anupam provided me with valuable resources and community support. The project helped me refine my business skills, such as marketing, finance, and customer service. Moreover, it gave me a platform to showcase my products and the love I put into each product to everyone. It helped me gain confidence and motivation, and they really inspired me to create more beautiful flowers. I feel inspired to create a business that not only showcases my creativity but also supports me overall.

♣️ Out of all your products if you had to pick one for yourself, which one would you select and why?

That's a tough choice! I love creating custom orders for special occasions, but if I had to pick one product for myself, I would choose a delicate bouquet of red and pink ribbon roses. That was the first bouquet I created as an offering to Lord Krishna, and I personally think he is the one who really inspired me to have this small business right now and spread love by creating lovely flowers, giving details to each product.

♣️ If you had one advice to give to someone afraid of starting, what would it be?

My advice would be to start small and be kind to yourself. Like, don't be afraid to make mistakes; it's an essential part of the learning process. And moreover, I would like to tell people to listen to your heart and do whatever they love for it!

♣️ What does Women Empowerment mean to you, and how do you see it manifest in your work?

Women's empowerment means creating a world where women have equal opportunities, autonomy, and respect. In my work, I see women's empowerment manifested in several ways. By running my small business, I'm able to support my small expenses in everyday life, which is a source of pride and independence for me as a college student. I am also trying to create a positive impact on my community by promoting handmade crafts and supporting local artists. By doing so, I hope to inspire other women to pursue their passions and become entrepreneurs themselves.

♣️ Where do you want this business to go for the future?

In the future, I see my business going into a sustainable and socially responsible brand that promotes handmade crafts made with love and supports women's empowerment. I would love to expand my product line to include more unique designs while also exploring new markets and collaborations. Ultimately, I hope to create a lasting legacy that inspires future generations of women entrepreneurs.

♣️ What is one proud moment in this journey?

One proud moment that truly stands out for me was when I got the opportunity to sponsor an event at SGBT Khalsa College. As a small business owner, this was a huge milestone. It wasn't just about visibility — it was about being recognized as someone capable of contributing to a larger platform. Being able to support a college event gave me a sense of validation, that all the hard work I had put into my craft and business was being seen and appreciated. It also allowed me to connect with a wider audience, gain valuable exposure, and establish a stronger presence in the creative community.



♣️ What is the best part about selling something handmade?

The best part is seeing the love that I am receiving from customers and how people are really appreciating the time and love a creator is putting into their products. And I also love the connection I make with people while making their orders; they often share the stories and reasons for purchasing my flowers. It's really a privilege to be a part of their special moments, and it really makes me feel happy.





VIPASHNA ATOLIYA

Vipashna Atoliya Art



♠ What inspired you to start your entrepreneurial journey?

Well, corporate jobs never really appealed to me. I've always had a little artist inside my heart, and I felt a strong pull toward creative expression. So, I decided to take a leap of faith and give this path a shot. It was a step into the unknown, but one driven by passion and purpose.

♠ What role does passion play in your work?

I've been passionate about being an artist since childhood. Art has always been my outlet and my joy. In today's fast-paced world, being a multitasker is essential, so I embraced that mindset. While art remains my core, I've also learned to manage other aspects of the business — from marketing to logistics — to make my passion sustainable.



♠ What has your experience been like with Project Anupam?

I've been a part of Project Anupam from the very beginning, part of the first batch of creators. What I really appreciate is the way everything is managed so smoothly. The management team handles the logistics and operations, allowing us, the creators, to focus on making the products. It's a space where creativity and structure go hand in hand.

♠ What do you love most about selling handmade products?

The best part about selling handmade products is knowing the full story behind each item. From the first brushstroke to the final detail, every piece carries a part of the creator.

♠ What advice would you give to someone just starting out?

First, take time to understand and gain knowledge about every product you plan to sell. Second, once you start selling, always make it a point to save and reinvest your earnings into your business.

♠ Share a proud moment from your journey.

One of the most memorable and proud moments in my journey was when I sold my first painting — a koi fish. That first sale gave me the confidence to keep going towards an entrepreneurial future!

♠ What is your current focus or goal in your journey?

My primary focus right now is to keep improving my art. I believe learning is a never-ending process, especially in a creative field. I'm constantly trying to explore new mediums, techniques, and styles. My goal is to master my craft while also growing as an entrepreneur.

♠ Which is your favorite product to create and why?

If I had to pick just one, I would say crafting and painting on cloth or diaries is my favorite. These products are not only visually appealing but also functional.





SNEHA ANAND

Create with Sneha

👉 What inspired you into being a creator?

I was inspired by the desire to create something meaningful and beautiful that would bring joy to others. Growing up, I was fascinated by the world of art and design, and I spent hours sketching, painting, and crafting. As I grew older, I realized that I wanted to turn my passion into a career, and that's when I started Anupam Creators.

👉 How did you turn your passion into a business?

Turning my passion into a business was a gradual process. I started by experimenting with different materials and techniques, and I began selling my handmade products to friends and family. As my business grew, I started to take on more clients and projects, and I eventually turned my passion into a full-time career. It wasn't easy, but I was determined to make it work.

👉 What was your largest initial challenge, and how did you tackle it?

My largest initial challenge was probably the fear of failure. I was worried that my products wouldn't be good enough, or that I wouldn't be able to make a living from my business. To tackle this challenge, I focused on building a strong foundation for my business. I researched my market, developed a business plan, and worked hard to create high-quality products. I also surrounded myself with supportive people who encouraged me to keep going, even when things got tough.

👉 How did Project Anupam help you through your journey?

Project Anupam was a game-changer for me. It provided me with the opportunity to connect with other women entrepreneurs and learn from their experiences. It also gave me access to resources and training that helped me to develop my business skills and grow my business.

👉 What is one proud moment in this journey?

One proud moment in my journey was when I was able to sell my products at a local market. It was a small victory, but it was a big deal for me. It showed me that my products were worth something, and that people were willing to pay for them.

👉 Out of all your products if you had to pick one for yourself, which one would you select and why?

If I had to pick one product for myself, I would choose my signature handmade journal. I love the process of creating each journal, from selecting the materials to binding the pages. There's something special about holding a physical book in your hands, and I find that my journals are a beautiful way to capture thoughts, ideas, and inspiration.

👉 What is the best part about selling something handmade?

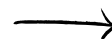
The best part about selling something handmade is the connection that I get to make with my customers. When someone buys a handmade product from me, I know that they are not just buying a product – they are buying a piece of me. They are supporting my passion and my creativity, and that means the world to me.

👉 If you had one advice to give to someone afraid of starting, what would it be?

My advice would be to just start. Don't be afraid to take the first step, even if it feels scary or uncertain. Remember that every great business starts with a single idea, and it's okay to make mistakes along the way. Surround yourself with supportive people, and don't be afraid to ask for help when you need it.

👉 What does Women Empowerment mean to you, and how do you see it manifest in your work?

Women Empowerment means creating a world where women have the power to make choices and live their lives on their own terms. For me, Women Empowerment is about creating a community of women who support and uplift each other. Through my work with Project Anupam, I've seen firsthand the impact that women can have when they come together to support each other. We are stronger together, and I believe that by empowering women, we can create a more just and equitable world.



GUESS FIRST

1



Known for his genius investments, he is CEO of Berkshire Hathaway. His value investing strategies have helped him fill up his bank account with fat cheques, but he has pledged to give away 99% of his wealth to charity.

2

Once the world's richest person, this Mexican business magnate has his hands in telecom, mining and real estate. He is the impressive owner of América Móvil, the largest mobile phone company you can find in Latin America



3



Love posting on your stories? Well, he founded the feature! Co-founding Snapchat, made this entrepreneur a billionaire at quite a young age.

4

He developed the world's cheapest artificial limb, the Jaipur Foot, providing mobility solutions to millions of people with disabilities at an affordable cost. His innovation has transformed the lives of amputees worldwide.





5

She is the founder of Bioprime Agrisolutions, a company using biotechnology and AI to improve crop yields and make farming climate-resilient. Her innovations help Indian farmers combat unpredictable weather conditions.

He created the MITRA Robot, India's first customer service robot, used in banks, hospitals, and retail. His startup is pioneering AI-driven robotics for human interaction.

6



ANSWERS

1) Warren Buffett

2) Carlos Sim

3) Evan Spiegel

4) Dr. P.K. Sethi

5) Dr. Renuka Diwan

6) Balaji Viswanathan

FIRST GENERATION ENTREPRENEURS

THE FOES OF MAINSTREAM MENTALITY



Sheep mentality” is a phrase that has gained new meaning in this rat-race-oriented world. It is often used to describe the mindset of the young generation, struggling to find their foothold in society. All newly graduated 20-something-year-olds are eager to find a stable 9-5 or a secure corporate job. Although eager is the word used here, the more apt term would be “conditioned”. This conditioning comes from the education they receive and the academic environment they are acclimated to. From scientific theses to literary papers, we receive them all. But, do we at any point, receive the necessary tools to combat social problems? What about real-world market demand? The answer mostly points to a negative.

However, it is a stretch to say that students are not taught about business organisation or the basics of entrepreneurship, it stands true that the teachings are insufficient for the majority to consider it a viable professional option.

*Most people do not have a problem with you thinking for yourself, as long as your conclusions are the same as or at least compatible with their beliefs. -
Mokokoma Mokhonoana*



By- Naina Singh
B.A. Economics Honours
2nd Year

Another factor is the social stigma that still clouds the business world. People shrug off the success of startups and call them ‘flukes’, focusing more on second or third-generation entrepreneurial enterprises. Among the family pressure and societal scorn, people tend to turn away from starting their businesses even if they have a credible idea. Thus, we lose out, not only on potentially successful startups but also on ingenious ideas. Simply imagine the names of Jeff Bezos or Falguni Nayar being lost to us because they caved under the pressure of following a more conventional profession.

Grit and iron will become necessary qualities in an aspiring entrepreneur, as the fear of failure is instilled in him. This negative connotation attached to the word 'entrepreneur' leads to discouragement at best, or a complete stop sign in the worst case. Even if we excuse the tough reality of gathering capital or convincing investors, distrust or ridicule prove to be prominent inhibitors for a startup. It must be noted that this is not a new issue. Since Independence, government jobs have been the epitome of security for the middle class. Businesses were, and are still, viewed as a product of generational wealth or frivolous ventures. It has been fortunate to see that the recent rise in global interlinking and digital commerce, has finally ushered in an era of 'startup culture'. This wave has successfully engulfed the young and the old alike. On the former's side, we see more dynamic or creative products, while the latter slowly becomes comfortable with being a first-generation entrepreneur. However, another thing to consider is that people still tend to prefer private corporate jobs rather than the option of being self-employed. The notion of possibly opening a failed business and consequently becoming a social outcast still deters people.

Overall, it can be said that society remains scared of taking the calculated risk of opening a business, especially when no one in your family has done it before. The plight of first-generation entrepreneurs primarily remains rooted in stigma and the incessant judgment that is cast upon them.

Thus before we begin to teach the young ones about the ABCs of business, we must tell them it is okay to believe in their ideas. The ultimate goal is to make entrepreneurship look like a feasible option to people instead of the predated idea that it is a doomed field. But, one must not ignore the competency and intelligence of individuals in lieu of blind encouragement. If you see a smart child interested in medicine, you can confidently push him to become a doctor even if his family is full of lawyers. So why can we not do the same for bright minds with ingenuity? That is the question we must ask ourselves, and in doing so, maybe help in the birth of one or two first generation entrepreneurs.

Naina Singh

B.A. Hons. Economics



BREAKING THE STEREOTYPE: FIRST GEN WOMEN ENTREPRENEURS

Success or Failure both have different criteria, different aspects and expectations in every individual's story, but when it comes to starting something new, embarking on a new journey and rising above only women are subjected to Judgement and discouragement. While it might sound inappropriate to say “only” them, I would say it is mostly them. First generation women entrepreneurs are female individuals who are first in their family to run or start a business without a pre- existing legacy. Entrepreneurship is a creative and powerful domain, where the wildest of ideas- strange or genius can be turned into reality with the right resources and investment.

In a world where women are still underrepresented in leadership positions, first generation women entrepreneurs are breaking the stereotype and paving the way for future generations. They are the trailblazers, the ones who are daring enough to dream big and turn their passions into successful businesses that take lead.

But looking upon the crux of the business sector, it is a patriarchal or male led sector, as despite all the progress, the men hold all the power and influence in the industry.

"The future belongs to those who believe in the beauty of their dreams."

- Eleanor Roosevelt



By- Zubia Naaz
B.A. Programme,
2nd Year

With this comes the challenges the women first generation entrepreneurs come across- firstly lacking family legacy or having connections in the industry for they are first ones to start something, new they need to rely on their own skills and build up their own resources.

In addition to this, they also face the societal stigma where women in leadership positions are viewed as a threat. The Indian Society specifically sees women as homemakers. Universally they are valued for their biological functions- propagating the human race.

For centuries now, women have been restrained

by the chain of the social norms and societal expectations, which makes it even more difficult for them to take the initiative to build something for themselves. When we look back upon the lives of female entrepreneurs who have successfully navigated the challenges of building a business, the most common obstacle they faced was Gender biasness. Not just entrepreneurship but in every other field a woman's potential is underestimated merely based on Gender.

This is also one of the main reasons despite progress women remain underrepresented in entrepreneurship, presenting a vast opportunity for growth, investment and empowerment. They have no family backup in the industry and hardly any support or faith from families or loved ones in the empire they are building, as change-makers and examples for those who follow.

Despite these challenges and obstacles we have seen a reasonable number of successful female entrepreneurs who started from scratch with the idea that sky is their limit and achieved great success. They have become inspiration to budding entrepreneurs and change makers, challenging stereotypes and biases along with promoting diversity, inclusion and women empowerment.

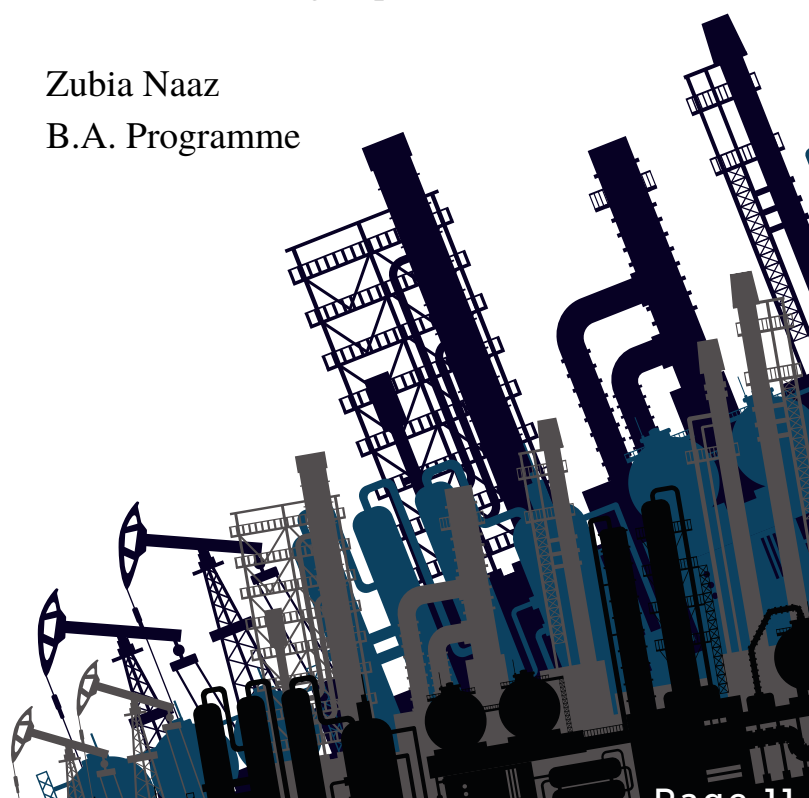
Entrepreneurs like Kiran Mazumdar-Shaw, the founder of Biocon, Vandana Luthra, the founder of VLCC, and Neerja Birla, the founder and Chairperson of the Aditya Birla Education Trust, are a few shining examples of women who, with their hard work,

sheer dedication, and innovative mindsets, are ruling the business industries, competing with world-famous brands, and breaking stereotypes. They decided that living with rules won't be their forte and were unstoppable ever since.

The journey of these women is both an inspiration and lesson to every young individual regardless of their gender. It invokes the passion of change, innovation and inclusion. Learning to not give up and being the first one to make a difference. First-generation women entrepreneurs are breaking barriers and shattering glass ceilings, inspiring future generations to pursue their dreams and create a more inclusive entrepreneurial ecosystem.

As we celebrate their success, let us also recognize their strengths, power of resilience, determination, and collective support in empowering women entrepreneurs to thrive and make a lasting impact.

Zubia Naaz
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PIONEERS VS. HEIRS...

WHO SUCCEEDS MORE?

Entrepreneurship is a dynamic process, riddled with risk, reward, and lessons acquired along the path. There has long been debate on whether first-generation entrepreneurs, who start companies from scratch, are better than second- or third-generation entrepreneurs, who inherit and run family businesses. Both camps have different strengths and weaknesses, and declaring one better than the other is an arduous task. Rather, the secret to long-term business success can be found in a balance of pioneering and legacy stewardship.

First-generation entrepreneurs are pioneers, with nothing but vision, grit, and a penchant for risk to guide them. They are ambitious and willing to make sacrifices to make their vision a reality. Unlike family business heirs, they don't inherit an existing base of customers, infrastructure, or industry relationships, so they must entirely depend on their capacity for innovation, adjustment, and tenacity. One of the key strengths of first-generation entrepreneurs is their freedom to be creative.

They build companies according to their vision without the legacy structures holding them back. Their resilience is astounding, as they endure financial instability, operational difficulties, and market volatility. The learning curve is steep, and they experience frequent failures, but they acquire an unparalleled skill at problem-solving and pivoting when needed.



By- Mishthee
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The trip is never without challenges though. The capital requirements of establishing a business prove expensive, as many entrepreneurs shell out personal resources or borrow loans. Lack of guidance also can contribute to tougher first stages in the business. On top of this, emotional pressures of keeping up with doing it all themselves may be extensive, resulting in exhaustion and frustration.

Second- and third-generation founders take over firms that have already been established by their parents or grandparents. They do not start from scratch like first-generation entrepreneurs but rather grow up being surrounded by the business, which exposes

them to company operations and decision-making processes at an early age. This environment equips them with a solid financial management, leadership, and strategic planning background.

One of the strongest strengths of legacy entrepreneurs is that they are usually financially secure. They seldom have to work hard to raise funds because they inherit a successful business. There is established brand name and customer allegiance as well, which makes their position stronger in the marketplace. Also, with access to mentorship from experienced family members, they are able to steer clear of pitfalls that first-generation entrepreneurs usually commit.

But taking over a business also has its challenges. Successors usually feel enormous pressure to sustain or expand the business, with family, employees, and peers within the industry exerting pressure.

As we dive in deeper we can decode that in some cases Resistance to change can be extreme, with some successors unable or unwilling to adapt or innovate outside of set-in-stone traditional models. Internal family conflict also makes succession harder and more challenging to decision-making process.

First-generation entrepreneurs are born innovators. They have to build something from the ground up, and that compels them to think out of the box. They are extremely adaptable, always adapting to market conditions.

Their risk-taking ability is much greater since they don't have a established base to rely on.

Conversely, second- and third-generation business leaders value stability. They become more measured with risk, having to ensure business sustainability in the long term more than making huge changes. Perhaps they are less revolutionary than before, but they are better at streamlining business models, tuning operations, and using inherited networks to grow strategically. Neither approach is inherently better. A business thrives when it combines the daring innovation of first-generation entrepreneurs with the strategic refinement and stability brought by their successors. The key challenge for legacy entrepreneurs is to avoid complacency while keeping the business relevant in an ever-changing markets.

Elon Musk is an archetypal first-generation entrepreneur. He founded several successful businesses, such as Tesla and SpaceX, from scratch. His risk-taking and industry-disrupting efforts have made him one of the most impactful entrepreneurs of our generation.

Conversely, Mukesh Ambani embodies the success of a second-generation entrepreneur. He inherited Reliance Industries from his father, Dhirubhai Ambani, and built it into one of the world's largest conglomerates. His capacity to innovate in an existing empire demonstrates that legacy entrepreneurs can also fuel enormous growth.



Similarly, William Clay Ford Jr., a great-grandson of Henry Ford, has been instrumental in revamping Ford Motor Company so that it continues to be competitive in the changing automobile industry. These instances illustrate how first-generation entrepreneurs, as well as legacy entrepreneurs, can be extremely successful if they are able to succumb to market requirements and utilize their strengths in the best possible way.

There is no one-size-fits-all answer to the question of whether first-generation entrepreneurs are superior to the lot of second-generation or the third-generation entrepreneurs.

The two categories possess different strengths—first-generation entrepreneurs are innovators and risk-takers who create companies from scratch, whereas legacy entrepreneurs provide continuity and stability in the long term.

Entrepreneurial success is not whether one inherits or begins from scratch, but how well they innovate, adapt, and lead. The most profitable businesses marry pioneers' boldness with successors' strategic thinking and provide sustainable progress for generations ahead.

Mishtee
B.Com Honours



FIRST GENERATION ENTREPRENEURS: BREAKING INDIAN STEREOTYPES THROUGH PHILOSOPHY

Entrepreneurship is far more than just making money. It's about chasing a dream, creating something new, and bringing meaning to life. In India, first-generation entrepreneurs need to fight, not just for money and competition, but also against society's rigid stereotypes. People believe that only certain communities, genders or age-groups should be entrepreneurs. Oftentimes it ends up erecting barriers of social stigma. But modern entrepreneurs have proven that it doesn't matter where you are from, but what you do. Innovation and ingenuity are unbound by age.

For example, a young girl, straight out of college might fare better as an entrepreneur, as compared to a man in his 50s. Similarly, a middle-aged corporate worker might one day have a genius idea for a startup. It all boils down to passion and skill, rather than stereotypical factors. This primitive line of thinking ends up holding back the new generation of entrepreneurs, or even suppressing their passion.

It has been ages since people from the Baniya and Marwari caste have “hogged” the sphere of entrepreneurship.

“Success consists of going from failure to failure without loss of enthusiasm” - *Dean Graziosi.*



By- Palak
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Their generational business discourages young minds, looking to enter the startup market. The Philosophical idea of Free will says that, “We have the power to make our own choices and are not completely controlled by fate, destiny, or external forces”.

A great example is of our beloved, Sir Dhirubhai Ambani, who came from a small village of Gujarat and started out as a mere petrol pump worker in Yemen. Despite being financially weak, he dreamt big and returned to India, to start his own textile company. He then proceeded to build ‘Reliance’ industries, a name heard by everyone.

Another dilemma people face is a trade off between stability and a so-called 'risky' profession. We live in a society that prioritises a sheet of paper over practical skills. Government jobs are preferred over unexplored business ideas. The Philosophical idea of Dharma (righteous duty) explains- "To do the work selflessly and give our best despite thinking of the end result, and to follow what you feel is right, not what the society expects you to do." Byju Raveendran left his stable government job as an engineer, to follow his passion of teaching and created Byju's- India's biggest EdTech company. His risk gave him a return, worth billions of dollars.

Gender-biases are still rampant today. Women are treated as designated homemakers. Their potential is neglected and they are told to stay away from male-dominated spheres of work, like the entrepreneurial world. Women possess resilience and can multitask, better than their male counterparts. These skills can help them earn money and respect both, if they are allowed to step into business fields. Falguni Nayar, a successful investment banker, left her high paying job in her 50s. She started the beauty brand, Nykaa, that made her one of the richest self-made women in the country.

Many First Generation entrepreneurs are known to have done a mainstream, high paying degree, before stepping into the world of start-ups. The Philosophical aspect of Karma Yoga (Work without ego) says that


"No work is big or small; what matters is how well you do it."

A corporate job may garner respect, but it cannot provide one with the contentment that you get from following your dream. Varun Mayya, an IIT graduate who chose entrepreneurship over a high paying traditional job, is the founder of Avalon Labs, a successful tech company. Later, they launched Avalon Meta, a platform for modern education. His journey inspired society and taught them that, "Degrees open doors but passion builds an empire." Success is not inherited, it is always earned through hard work. Fulfillment comes from following the path you are passionate about, and having faith in yourself.

First Generation entrepreneurs are continuously trying to shatter stereotypes, as they rewrite the rules of the game. They live to inspire and innovate.

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“Every time you state what you want or believe, you’re the first to hear it. It’s a message to both you and others about what you think is possible. Don’t put a ceiling on yourself.”

Oprah Winfrey

OPRAH WINFREY

A FIRST GEN ENTREPRENEUR

Oprah Winfrey is an iconic example of a first-generation entrepreneur who reshaped the media industry and expanded her influence across multiple business sectors. Rising from a challenging childhood, she built an empire that not only revolutionized television but also extended into publishing, film, wellness, and philanthropy. As a self-made entrepreneur without generational wealth or industry connections, her story embodies resilience, strategic innovation, and a relentless pursuit of excellence.

Born on January 29, 1954, in Kosciusko, Mississippi, to a single teenage mother, Winfrey's early years were defined by hardship. Raised by her grandmother in poverty, she developed a love for storytelling and education at an early age.

Despite enduring significant personal challenges, including abuse and instability, she remained academically ambitious, eventually earning a scholarship to Tennessee State University to study communications. These formative experiences instilled in her the perseverance and drive that would later define her career as an entrepreneur.

From Journalist to Media Mogul: A Self-Made Success Story

Winfrey's career began in broadcast journalism, where she quickly distinguished



By- Chetrangda Antahal
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herself with her engaging storytelling and empathetic interviewing style. Her big break came in 1984 when she was offered a daytime talk show in Chicago, later rebranded as The Oprah Winfrey Show. Unlike conventional talk shows, Oprah's approach was deeply personal, tackling issues ranging from social justice to self-improvement, which resonated with millions of viewers.

The show's unprecedented success marked her transition from a television host to a media powerhouse. She redefined the talk show format, proving that authenticity and emotional intelligence could be powerful business assets.

However, her most entrepreneurial move came when she took control of her brand by founding Harpo Productions in 1988. This strategic decision made her the first African American woman to own a major media production company, granting her complete creative and financial independence.

Building a Multifaceted Business Empire

Winfrey's influence extends far beyond television. Her business ventures have demonstrated her ability to innovate and diversify. She founded O, The Oprah Magazine, which became one of the most successful publications of its time, and later launched the Oprah Winfrey Network (OWN), further solidifying her dominance in the media landscape.

Beyond traditional media, Winfrey has made strategic investments in wellness and consumer brands, including her significant stake in Weight Watchers, which helped rejuvenate the company's brand. She also introduced Oprah-branded food products, tapping into the lifestyle and wellness markets. These ventures exemplify how first-generation entrepreneurs must continually evolve, diversify, and remain adaptable to changing market dynamics.

Philanthropy and Social Entrepreneurship

A defining aspect of Winfrey's entrepreneurial journey is her commitment to social impact. She established the Oprah Winfrey Foundation and the Oprah Winfrey Leadership Academy for Girls in South Africa, investing millions in education and empowerment initiatives.

This commitment to philanthropy underscores how first-generation entrepreneurs can leverage their success to create lasting change beyond business.



Lessons for First-Generation Entrepreneurs

Winfrey's journey offers valuable insights for aspiring entrepreneurs.

Ownership is the Key-Controlling her own production company ensured her creative and financial freedom.

Authenticity Builds Trust- Her ability to connect with audiences fueled her business success.

Resilience is Crucial- She overcame personal and professional challenges to carve out her own path.

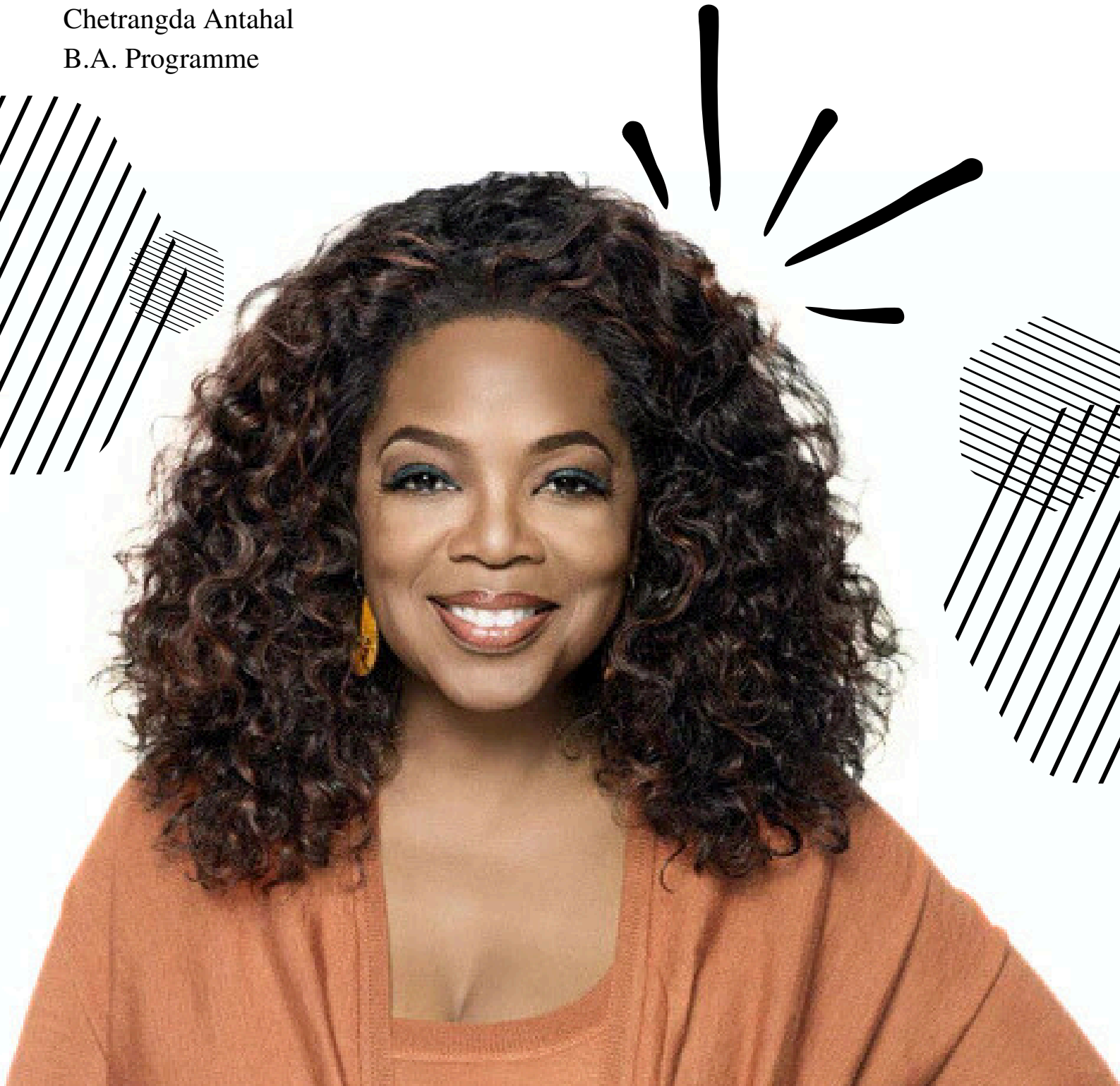
Diversification Ensures Longevity-Expanding into different industries helped her stay relevant.

Impact Beyond Profit- Using her wealth and influence for social good and welfare reinforces her legacy.

Oprah Winfrey’s entrepreneurial journey illustrates what it means to be a first-generation entrepreneur—breaking barriers, building from the ground up, and leveraging success to inspire and uplift others. Her story is not just one of media dominance but of transformational leadership, proving that with vision, perseverance, and an unwavering commitment to one’s values, true success is achievable.

For budding entrepreneurs, Winfrey’s legacy serves as both a blueprint and a motivation to forge their own paths in the business world.

Chetrangda Antahal
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FIRST GENERATION WOMEN ENTREPRENEURS: AN EXPERIENCE OF SELF DISCOVERY

Nowadays, many women entrepreneurs are cracking the glass ceiling by leading successful businesses in male dominated industries, despite facing challenges.

As time progresses, it has become evident that the contribution of women entrepreneurs adds positively to economic and social growth. In India, their success has proven society of their capabilities. They have made a bold statement, that they are just as capable as men, in achieving entrepreneurial success. In a country where patriarchy still influences many aspects of the society, the journey for female entrepreneurs is not just tough but hindered by diverse challenges.

Women are often stereotyped as being ‘too emotional’, lacking in ambition or unfit to lead a successful business venture. However we can now witness a paradigm shift. Indian women are no longer restricted by these outdated beliefs, and they firmly stand on equal footing with men when it comes to launching and managing successful businesses.

“She had a dream, that she could face the world and conquer it. They said it's impossible, but she turned it into reality. They doubted her ability and she proved them wrong with her actions. She did not just build a business, she built a legacy.”



By- Muskan Yadav
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This is evident through the growing number of women led enterprises thriving across the country. According to reports women now own around 30% of small and medium enterprises globally, thus contributing immensely to employment generation and innovative product development.

Although the charts may show positive numbers, women still face gender bias. Although Indian society has progressed and many assert that men and women are equal, gender barriers remain deeply rooted, yet.

Despite government initiatives promoting women's leadership and empowerment, women

still struggle to demonstrate their capabilities and receive due recognition for their efforts. Gender disparity and wage gaps are among the biggest challenges faced by women entrepreneurs in India.

Additionally, economic challenges also pose an issue. The Indian finance sector has massive gender gaps, which leads to a lack of funding for female business owners. Many Angel investors and Venture Capitalist firms refuse to invest their money in women-led companies, citing vague and unspecified reasons. This makes it difficult for the company to get adequate funds or capital, in the startup stage.

Women entrepreneurs, who are first generation owners, often encounter legal hurdles. They face difficulty in navigating laws concerning property rights, inheritance and business approvals. This situation is worsened by the lack of legal representatives willing to advocate for them. Complex legal procedures and high cost further add to their challenges.

As per a recent National Health survey (NFHS) report, only 32% married Indian women (aged 15 to 49) are engaged in employment. In most Indian households women are dictated to be responsible for domestic chores, or familial care. Society views these duties as essential roles that women must fulfill.

For a business woman to succeed, achieving work-life balance becomes crucial to managing both personal and professional commitments. When a woman decides to launch a business, her lifestyle undergoes a drastic change.

Social prejudice leaves her battling for recognition and acceptance. To add onto the burden first generation women entrepreneurs face several challenges such as, lack of networking and mentorship, access to resources and technology, etc.

Despite the difficulties encountered, women have proven time and time again that they are capable of starting and running successful businesses. From Falguni Nayar to Kiran Mazumdar Shaw, there are many who aspire and inspire. Women entrepreneurs do not just run businesses, they transform industries, economies and societies through sheer determination and hard work.

Muskan Yadav
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~SUCCESS STORIES~
FIRST GEN EDITION

ENTREPRENEURIAL JOURNEY



DEEP KALRA

The Founder of Make My Trip



Deep Kalra, the founder of MakeMyTrip, is a first-generation entrepreneur who revolutionized the Indian travel industry. Born in 1966 in Hyderabad, India, Kalra grew up in a middle-class family with no business background. He graduated from St. Stephen's College in Delhi and later earned an MBA from the Indian Institute of Management, Ahmedabad.

After working for several years in the corporate sector, Kalra realized his passion for travel and entrepreneurship. In 2000, he founded MakeMyTrip, which initially focused on providing travel services to Indians living abroad. However, Kalra soon expanded the company's scope to cater to the domestic market, offering online travel bookings, hotel reservations, and holiday packages.

Despite facing numerous challenges, including intense competition and limited internet penetration in India, Kalra persevered and innovated. He introduced new features, such as online payment options and customer reviews, which helped MakeMyTrip gain a competitive edge.

Under Kalra's leadership, MakeMyTrip went public in 2010, listing on the NASDAQ stock exchange. Today, the company is one of India's largest online travel agencies, with a presence in several countries.

<https://in.linkedin.com/in/deepkalra>



HOWARD SCHULTZ

The Founder of Starbucks



Howard Schultz, the founder of Starbucks, is a first-generation entrepreneur who transformed the coffee industry. Born in 1953 in Brooklyn, New York, Schultz grew up in a low-income family and was raised in public housing projects. He graduated from Northern Michigan University and later worked for several companies, including Xerox and Hammarplast.

In 1982, Schultz joined Starbucks, which was then a small coffee roaster in Seattle. However, it was during a trip to Italy that Schultz discovered his passion for espresso-based drinks and the Italian coffee culture. He convinced the Starbucks founders to test the concept, but they were hesitant.

Undeterred, Schultz left Starbucks in 1985 and opened his own coffee shop, Il Giornale. Two years later, he acquired Starbucks from its original founders and merged it with Il Giornale. Schultz rebranded the company as Starbucks Corporation and began expanding aggressively.

Under Schultz's leadership, Starbucks revolutionized the coffee industry by introducing high-quality espresso-based drinks, a unique customer experience, and a commitment to corporate social responsibility. Today, Starbucks is one of the world's largest coffee chains, with over 30,000 stores in more than 75 countries.

<https://www.linkedin.com/in/howardschultz>

ADOLF DASSLER

— Founder of Adidas —



Adolf Dassler was the founder of Adidas, one of the world's largest sportswear brands. He started his journey in 1924 by making sports shoes in his mother's laundry room in Herzogenaurach, Germany, along with his brother, Rudolf Dassler (who later founded Puma). After World War II, Adi Dassler officially registered Adidas in 1949, with the iconic three stripes as its brand identity. His breakthrough came when German sprinter Jesse Owens won gold at the 1936 Olympics wearing Dassler's shoes. Dassler revolutionized the sports footwear industry by focusing on innovation, athlete performance, and marketing through endorsements. His dedication helped Adidas become a global leader in sportswear.

JATIN AHUJA

— Founder of Big Boy Toyz(BBT) —



Jatin Ahuja is the founder of Big Boy Toyz (BBT), India's leading luxury and exotic pre-owned car dealership. His entrepreneurial journey began in 2009 when he identified a niche market for premium pre-owned cars in India. Initially, he started by refurbishing and selling high-end cars, leveraging his passion for automobiles. Despite facing skepticism about the resale market for luxury cars, he successfully built BBT into a trusted brand by ensuring quality checks and customer satisfaction. Over the years, he expanded the business, offering rare and exclusive models, and positioned BBT as a market leader in luxury pre-owned car sales. His journey exemplifies perseverance, market insight, and strategic branding.



DHIRUBHAI AMBANI

— Founder of Reliance —

From humble beginnings to building Reliance, Dhirubhai Ambani's journey of determination, innovation, and success remains inspiring. With the valuable insights he gained into trading, commodities, and the global business, while working as a clerk for A. Besse & Co at the age of 16, he started a small spices business as a partnership with only Rs 500 in his pocket, and later solely expanded his firm to what we know today as Reliance Industries Ltd. It took 8 years for him to establish his name in the business landscape.



ANITA RODDICK

— Founder of The Body Shop —

Wanting to provide a living for her two children, Anita Roddick opened a small shop in England with the help of self-financing and bank borrowings, selling body care products that were ethically sourced and had naturally-based ingredients. Breaking beauty standards and pioneering social change, the Body Shop grew into 2000 outlets across 55 countries by the 1990s. Anita's entrepreneurial activism and ethical consumerism landed her a prominent spot in the clean beauty industry.





SHATTERING BARRIERS & BECOMING BIG PLAYERS

When we think of entrepreneurs, we tend to imagine individuals who belong to business families, inheriting something that's already established for them. However, first-generation entrepreneurs are not like that. They begin from zero, with no business to return to in their families—only an idea, plenty of resolve, and the courage to risk. These self-made men and women challenge tasks that other people wouldn't even consider attempting, and that is why what they do inspires us.

What's great about first-generation entrepreneurs is that they don't have a playbook. Unlike heirs to the throne, they don't get a rulebook handed to them. They get to learn everything for themselves, from their own mistakes and continuous adaptation. It's not simple, but that's what separates them.

Of course, there are no smooth seas. They face money issues, no connections, and sometimes even being doubted by people.

But rather than giving up, they find means to push forward—acquiring new skills, networking, and making things work on their own terms.

First-generation business owners aren't only doing it for themselves—they help the economy by providing jobs, introducing new ideas, and showing the world that you don't have to be privileged in order to succeed. They break down old mindsets and invent solutions to everyday issues.

One of the most fascinating aspects of them is their problem-solving attitude. They don't start businesses for the sake of it; they identify a gap in the market and look for ways to bridge it. Whether it's simplifying life, providing affordable solutions, or advocating for sustainability, they make a tangible difference.

Let's face it—starting a business without any experience in doing so is difficult. Investors would rather invest in businesses that have experience, so funding becomes difficult. There's also fear of failure, particularly when society pressures you to get a secure job instead of pursuing an uncertain dream.

But here's the thing: first-generation entrepreneurs don't let these challenges define them. They take every error as a lesson, stay ahead of the curve when it comes to trends, and employ unconventional ways to make their business flourish. Their flexibility is what makes them stand out.

There are so many inspiring stories of first-generation entrepreneurs who began with nothing and created something great. Steve Jobs, for instance, wasn't from a business family, but he turned Apple into one of the largest technology firms in the world. Kiran Mazumdar-Shaw had no biotech connections in her family, but she turned Biocon into a giant success story. Their experiences prove that success is not a matter of where you are coming from—it's a matter of how much you are ready to struggle for your dreams.

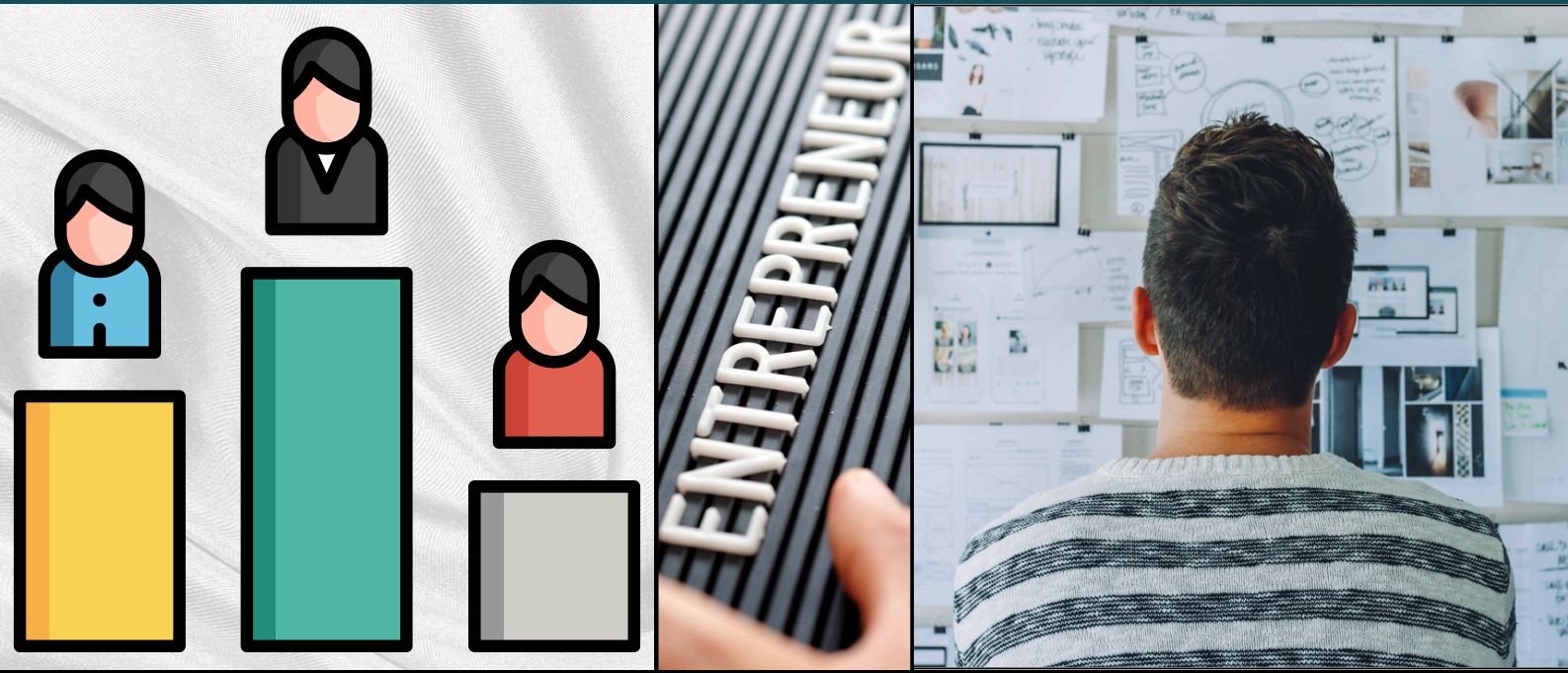
Being a first-generation entrepreneur is a challenging but rewarding experience. It's all about breaking through barriers, seeing things differently, and refusing to give up even when it gets tough.

They show that success isn't inherited—it's attained. And frankly, that's what makes their stories so compelling. If you have an idea and the ambition to make it a reality, why not give it a try? The journey won't be easy, but it could just be worth it.



By- Lavanshi
B.Com Honours
2nd Year





-DISRUPTING THE STATUS QUO-

How First-Gen Entrepreneurs are Turning Established Norms Upside-Down

In the traditional world of business, entrepreneurship was often synonymous with inherited wealth, family legacies, and established networks. Yet, the rise of first-generation entrepreneurs—those forging their own paths without the safety nets of family-owned businesses—has rewritten this narrative. These entrepreneurs are not just establishing companies; they are breaking barriers and transforming industries in ways that challenge our previous perceptions about success, risk, and innovation.

Redefining Risk: The Power of the Underdog

First-generation entrepreneurs exhibit a unique outlook towards risk, one that propels them to challenge traditional business models. Without the luxury of inherited wealth or the support of family businesses, they often start with little more than an idea and a strong will to succeed.

This sense of urgency and personal investment pushes them to take risks others might avoid. For instance, Sara Blakely, founder of Spanx, revolutionized the fashion industry with her shapewear brand, despite having no prior experience in fashion and just \$5,000. Blakely's success story is a prime example of how first-gen entrepreneurs leverage the lack of family resources as a catalyst for radical innovation.

Similarly, Elon Musk, a self-made billionaire, entered industries—electric vehicles and space exploration—that were dominated by established giants, challenging norms with Tesla and SpaceX.

Both Musk and Blakely defied traditional expectations, showing that first-gen entrepreneurs are more willing to venture into uncharted territories, disrupting established industries in the process.

The Failure-First Mindset: Embracing Setbacks as Stepping Stones

Failure, for first-gen entrepreneurs, is not a setback but a stepping stone. Unlike their second-generation counterparts, who may have inherited businesses with safety nets, first-gen entrepreneurs face more direct consequences from their failures. However, this often leads them to develop an ability to view failure as a valuable learning experience rather than a roadblock.

Howard Schultz, the man behind Starbucks, serves as a prime example. Schultz grew up in a working-class family and faced numerous rejections before turning Starbucks into the global coffee giant we know today. His journey was fraught with financial setbacks and personal challenges, but his resilience turned those failures into lessons that ultimately fueled Starbucks' transformation into an innovative coffee culture. A 2020 study from Harvard Business School supports this narrative, finding that first-generation entrepreneurs are more likely to learn from failure and persist despite challenges, often leading to greater innovation.

The road to success for first-generation entrepreneurs is rarely smooth. They face challenges such as limited networks, access to capital, and skepticism from investors and customers.

Daymond John, the founder of FUBU, is another example of this perseverance. Starting with just \$40 and a vision, John built his fashion brand into a multimillion-dollar empire. Despite numerous hurdles along the way, his resilience—fueled by a desire to prove himself—allowed him to disrupt the fashion industry and become a powerful figure in the business world.

Leveraging Technology to Break Barriers

One of the most significant opportunities available to first-gen entrepreneurs is the digital landscape, which has removed many barriers to entry and allowed them to disrupt industries traditionally dominated by incumbents.



Tech startups are increasingly founded by first-gen entrepreneurs. Research by the Kauffman Foundation found that first-generation entrepreneurs are twice as likely to create tech-focused startups as their second-generation counterparts. This phenomenon is especially evident in Silicon Valley, where about 40% of startups are launched by first-generation entrepreneurs, according to a 2019 New York Times report.

Social Impact: Innovating with Purpose

For many first-generation entrepreneurs, success is not just measured in financial terms. Their businesses often focus on solving societal challenges and making a positive impact. First-gen entrepreneurs are uniquely positioned to identify gaps in the market, particularly in underserved communities, and build businesses that address these needs while also delivering value.

A powerful example is Richa Kar, the founder of Zivame, a pioneering e-commerce platform in India for women's lingerie.

By challenging societal taboos and providing women with a discreet and empowering shopping experience, Kar disrupted both the retail and cultural landscapes in India. Similarly, Blake Mycoskie, the founder of TOMS Shoes, redefined corporate social responsibility by integrating social good into his business model with the "One for One" initiative, donating a pair of shoes for every pair sold.

standards for what entrepreneurship can be. Their stories are proof that breaking the mold and defying expectations can lead to extraordinary success.

As these entrepreneurs continue to disrupt industries, it's clear that the future of business will be shaped by those who are not afraid to challenge the status quo. The legacy of first-generation entrepreneurs is one of resilience, innovation, and transformation—proving that sometimes the best way to create the future is by completely dismantling the past.



Conclusion

First-generation entrepreneurs are not just rewriting the rules of business; they are completely reinventing the game. By embracing risk, learning from failure, leveraging technology, and driving social change, they are challenging traditional norms and setting new

By- Sanskriti
B.Sc. Mathematics Honours
3rd Year



FIRST GENERATION ENTREPRENEURS- WHO ARE THEY?

First generation entrepreneurs chisel through discouragement and carve a niche for themselves in the world of business. They are self-made business leaders who start from scratch, an expert at taking risks. These entrepreneurs often face numerous challenges, from financial constraints to lack of mentorship, yet their vision, determination, and innovation drive them to success.

There are certain characteristics that sets them apart from the others. Self-made success is a hallmark for them, unlike second- or third-generation entrepreneurs who inherit businesses. They build their enterprises from the ground up, employing only their innovation and fresh ideas. Their ingenious ideas often shake up the traditional industry and lead to the birth of a unique business. These individuals also possess a significant risk-taking ability; without the security of an established business, they take significant risks to turn their ideas into reality. Resilience and determination define their journey as they face financial, operational, and societal challenges, exhibiting persistence in overcoming hurdles.

Additionally, we see that many first-generation entrepreneurs are persistent with their customer-centric approach that allows them to focus on solving real-world problems and ensuring their products or services meet market demands.

Although their skills set them apart, that is not enough to run a successful business. One of the major challenges they face is a lack of capital. Without inherited wealth or business assets, securing funding becomes a significant hurdle, leading them to rely on savings, loans, or venture capital. They also encounter a limited business network, having to build their professional connections from scratch, unlike established business families.

Market competition is another obstacle, as they must compete with experienced players, requiring them to find unique selling points. Additionally, navigating regulatory hurdles, such as business laws, taxation, and compliance, can be overwhelming without prior knowledge. Starting a business requires hours of dedication and grit. And so, the pressure of building a business often leads to long working hours and stress, affecting their work-life balance.

Some famous personalities who inspire other first-generation entrepreneurs are- Dhirubhai Ambani, who started as a small-time trader, went on to build one of India's largest conglomerates, Reliance Industries.

Similarly, Steve Jobs, who began working in a garage, revolutionised the technology industry, exemplifying a first-generation entrepreneur whose innovation changed the world.

Narayana Murthy co-founded Infosys with a vision to make India a leader in IT services, building one of the most respected global companies without any business legacy.

Elon Musk's journey from startups like Zip2 and PayPal to leading Tesla and SpaceX showcases the power of determination and futuristic vision.



As startup culture becomes increasingly more feasible and popular, governments worldwide have begun to recognise the role of first-generation entrepreneurs in advancing economic growth.

Various schemes and policies have been introduced to support them. For instance, in India, 'Startup India' provides tax benefits, funding support, and ease of doing business for new startups.

The Small Business Administration in the USA offers loans, mentorship, and business guidance for new entrepreneurs. The European Innovation Council supports high-risk, high-impact startups with funding and mentorship.

After considering all factors, we can confidently say that first-generation entrepreneurs play a vital role in economic development by creating jobs, introducing innovation, and boosting industries.

Despite the numerous challenges they face and the criticism they bear, their passion and persistence drive them to success. With the right support, resources, and mindset, they can turn their entrepreneurial dreams into reality, inspiring future generations.



By- Drishti Bhutani
2nd Year,
B.Com Honours



JOURNEY OF FIRST- GENERATION ENTREPRENEURS

In the fascinating world of ‘entrepreneurship’, a rare group of people exist, and they are called ‘First generation entrepreneurs’. A first generation entrepreneur is one who starts a company from scratch, without any family history in business.

They are famous for their strong vision, determination and ability to turn ideas into reality. They willingly brave the odds, and take on the risks that come with being an entrepreneur.

To put it in perspective, imagine a town, where generations have been engaged in a conventionally secure occupation such as being a doctor. In such a community, a first generation entrepreneur would be the courageous soul who dares to pursue their dream of opening a startup business.

Being a first generation entrepreneur is not a piece of cake. Walking into the business world is not simple, but the challenges are exciting and test your determination at each step. So, with proper motivation and drive, you can have a successful business of your own. Anyone willing to sacrifice their job for entrepreneurship, is likely to face many challenges.

They are often viewed with dubious eyes filled with curiosity and doubt. We live in an era where financial stability defines the success or failure of a person, as the future of one’s family also depends upon it. Mismanagement of funds is one of the challenges that a nascent entrepreneur faces.

India is a country that is still moving along its cycle of growth, thus business regulations are

not yet consolidated or fully developed. First generation entrepreneurs find it difficult to get access to capital, for starting and growing their business in the earlier stages.

They often struggle to get loans and investment money, because people are hesitant to trust their ideas and management. A lack of networking, combined with the absence of mentorship, makes it very difficult for anyone to succeed. Entrepreneurs often have to navigate these challenges on their own. While starting a business is no easy feat, being a first generation entrepreneur can also reward you. It offers the chance to build something new and achieve financial independence. Although the journey may be challenging, the prospect of self-sufficiency makes it worthwhile. The freedom to make your own decisions, brings a sense of discipline and structure to life. Although, it is important to understand that it is both a reward, and a responsibility. A business cannot be run alone, so one must consider everyone's opinion carefully, then make crucial decisions. Being in a position of leadership requires special skills, such as- self discipline, good communication, passion, optimism, patience and a strong work ethic. These skills also help you become a more inspiring leader in both your work and personal life.

Real life examples show us the same results. Steve Jobs, the co-founder of Apple, is a great example of a first generation entrepreneur who changed the technology industry. With his smart ideas and hard work, Jobs turned Apple from a small garage business into one of the biggest companies in the world. His life story inspires many to start their own business.



Looking to India, Ritesh Agarwal is the founder and CEO of the Oyo Hospitality chain. At 19, he founded Oyo rooms to solve the problem of finding affordable and quality hotels. Despite having no business background, he made his brand a multinational success. First generation entrepreneurs show us that with hard work and smart ideas, anyone can build a successful business. You do not need to have a background, or family connections to build your own empire. The success stories are many, and they prove that success is possible, if you stay focused and never give up.



By- Saloni Bhalla
B.A. Economic Honours
2nd Year



ENTREPRENEURSHIP

“STILL A CHALLENGE FOR FIRST GENERATION WOMEN”

Women, today, take up male-dominant roles, and are even going much beyond them. They share responsibilities that lead to societal development. They have begun to show interest in income generating activities and entrepreneurship.

Consequently this has resulted in property rights, personal rights, family development, community development as well as overall economic growth. While this progress is commendable, there is visible disparity observed when talking about entrepreneurship.

It is evident that first-generation women entrepreneurs have to confront numerous challenges at various stages of the business, whereas second-generation women entrepreneurs have to push ahead with legacy. Although we see proof of modernisation in society, women entering the business market successfully is still no easy feat. Let's go through some of the major challenges and hurdles that women face as first generation entrepreneurs. Right from the stage of planning and commencement of business, every entrepreneur requires a huge amount of funding

Lack of abundant financial support is a major hindrance in the field, for most. First generation women, in particular, mostly rely on external financing as they may not necessarily have the support of their family and peers.. Additionally, in most Indian states, land, property, and ancestral wealth is inherited. Widespread stigma dictates that a woman's fair share is limited to her dowry, hence excluding her of any financial rights. This is a major hindrance for first-time entrepreneurs and women growing up in semi-urban and rural India.

Several studies and surveys back up this observation. As stated in a study conducted in 2023, “Expectations and predictions of success are based on gender in society, with the man receiving the benefit of doubt and the woman always needing to prove herself.” Data shows that 29% of women business owners, who were polled in Bank of America's Small Business Owner's Report (SBOR), said they don't believe they will ever have equal access to capital.

Despite being subjected to oppression and stereotypes, women have emerged as strong and independent individuals in the 21st century. However, they still require financial, emotional and social support from a number of entities. It has been disheartening to observe that the support of family and friends, especially the father and husband, is the biggest source of support for women. This is because families in the rural areas are not supportive of women led endeavours. Thus, the government support system is imperative for the development of entrepreneurship, particularly for women. Earlier, women were not on the priority list of most government initiatives, but in the current scenario, major state governments in India have begun supporting first time women entrepreneurs and formulating women- centric governance.

This was also highlighted in the Indian Union Budget 2025. Other than this, cut-throat competition is a ceaseless concern. Globalisation and liberalisation have boosted market growth but this in turn, has led to stiff competition for the local entrepreneurs. New entrants like the first generation women entrepreneurs with minimal financial backup and market experience, have to face terribly tough competition from their male counterparts. These are mostly big corporations who dominate the market with their advanced technology and manpower. Choosing a particular business and industry that has higher chances to be commercially successful is another challenge for first generation women. For instance, the healthcare workforce is dominated by women at 70% globally. Despite this clear dominance in healthcare, investor's interest in health startups by women is scarce.

Even high-level positions in this sector fall behind the statistics. According to the recent Oliver Wyman reports, women make up 30% of C-suite executives and 13% of CEOs.

Shortlisting an industry or target market with scalability and future growth prospects is a tough nut to crack, especially in male- dominated fields such as software, technology and medicine.

For a business to be successful, one must devote themselves to it entirely. Due to this, women generally fail to meet the demands of family and society, which leads to conflict in their personal lives. Work-life Balance is a huge struggle met by women business owners. While examining the relationship between business and family roles of the married female entrepreneurs in Turkey, a study reported role conflict in their personal and professional lives. Starting a business had a negative impact on their personal life; offset however by a positive impact on their social, economic and individual lives.

In conclusion, first generation women entrepreneurs have to look out for additional hardships when commencing and operating their business. Having survived the patriarchal mindset of society over the years, women have become resilient and self-dependent. However, social stigma still lingers in industries, that becomes an obstacle in the way of women.



By- Farah Ahmed
B.A. Political Sci Honours
2nd Year

WALT DISNEY

AN INSPIRATION TO FIRST-GENERATION ENTREPRENEURS



Walt Disney is known as one of the most iconic entrepreneurs of his era. His work is widely recognised for transforming the entertainment industry through innovation and creativity. The success of Disney showcases how humble beginnings can lead to the establishment of a global empire. The contribution of Walt in fields of animation, amusement parks, and storytelling has left an everlasting impact on the world. His achievements are an inspiration to entrepreneurs everywhere.

To understand how he created his empire, one must look back to his past and journey. Walter Elias Disney was born on 5 December 1901 in Chicago. He was brought up in a modest family, where he developed his passion for art and storytelling. His passion was unfettered in the face of financial issues, as he worked hard by taking night classes at the Chicago Academy of fine arts. First, he started a small venture called 'Laugh-O-gram Studio' in Kansas City. Thereby, he created short animated films, but soon, the financial crisis led to bankruptcy. But his first ever failure did not leave him discouraged, rather, he learned a lesson from it. In 1932, Walt moved to Hollywood with \$40 and a box of dreams, along with his brother Roy. There, he and his brother established Disney Brothers Studio (The Walt Disney Company). Their first major success came with the creation of Oswald the Lucky Rabbit, which gained a lot of popularity. However, business took a setback as Disney lost the rights to Oswald due to a contractual loophole.

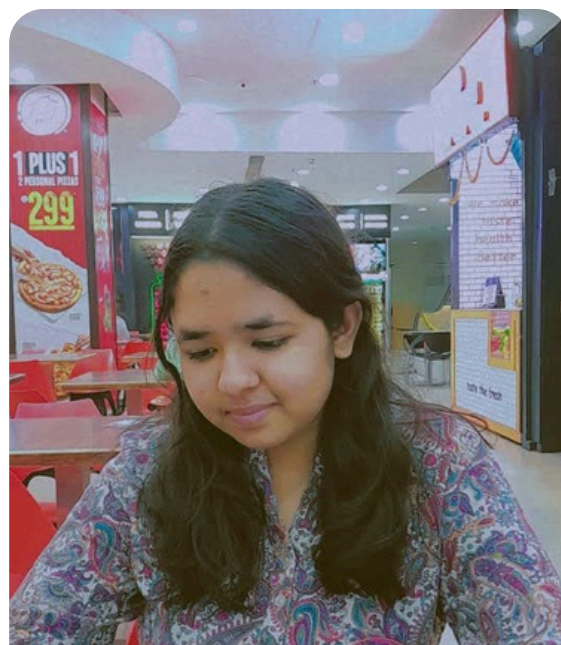
But he did not give up, and vowed never to lose his creation to anyone. His past experiences led to the creation of Mickey Mouse, who redefined animation. With the release of Steamboat Willie in 1928, the world was introduced to synchronized sound and animation, hence marking a revolutionary moment in entertainment.

The innovations that he brought to the animation industry were- Sound in Animation (Steamboat Willie was the first cartoon with synchronized sound), Technicolor Animation (Disney introduced color in animation with Flowers and trees in 1932), Feature-Length Animation and much more. There were many people who doubted his ideas and expected him to fail, because they did not believe that an audience would sit and watch the animations. Then, his creation Snow White and the Seven Dwarf became a massive hit and proved them wrong. Lastly he introduced the Multiplane Camera, which added depth and realism to animation. This was seen in films like Pinocchio and Bambi.

Disney's entrepreneurial vision continued to expand, and he dreamed of creating a place for families to enjoy his magical creations. This vision led to the creation of Disneyland in 1955 in Anaheim, California. The concept of 'Disneyland' was revolutionary. Unlike traditional amusement parks, Disneyland was designed to provide a storytelling experience. Despite the challenges, Disneyland became a massive success and redefined the theme park industry. It laid the foundation for future Disney parks worldwide such as the Walt Disney World in Florida, which was under construction at the time of his death. Disney's success and milestones were the result of tremendous grit and determination.

He was left bankrupt battling for intellectual rights, all the while dealing with public scrutiny. However his struggles did not take away his ability to take risks, innovate and turn his vision into reality. His business strategies included the integration of merchandising and licensing, while brand expansion helped him establish a sustainable and profitable enterprise.

As one remembers his ordeals and legacy, it would be amiss to consider him a simple animator. First and foremost he was a visionary entrepreneur who rose against the odds and laid the path for his success, brick by brick. His story is one of passion, determination and innovation, as once said by Disney himself- "All our dreams can come true if we have courage to pursue them."



By- Prachi Srivastava
B.A. Political Science Honours
1st Year

FEARLESS & PASSIONATE

The Journey of Female Entrepreneurs

It's not to create an enterprise; it's below the vision, above the risks, and all else falls under that. The grip of the entrepreneurial world has been traditionally dampened by men, yet it is gradually casting load upon much more women, taking the challenge of these norms that have been years in the making, pioneering, and doing even for a risk. Their stories have something for every audience, haven't they-no inspiration from such high-achieving role models like those who have faced adversities but soldiered on with a lot of resilience and courage and with innovation.

Such women entrepreneurs don't only set up a business: they create impact. They shape industries, accelerate economic growth, and uplift communities. However, they always find their journeys full of unique obstacles, from gender biases to financial struggles. But they never lose heart and keep pushing forward, abiding by the strong faiths they put on themselves. What drives them? Passion. And passion, when combined with perseverance, is unstoppable.

Passion as The Heartbeat of Entrepreneurship

Every entrepreneur feeds on passion-they truly love what they do and it excites them to solve the problems for which they have committed their lives to make a difference. Most female entrepreneurs start out in their new ventures not only as promising moneymakers but also as solutions to personal experiences, societal issues, or gaps they've found in the market.

FEARLESS & PASSIONATE

The Journey of Female Entrepreneurs

Consider Falguni Nayar, founder of Nykaa, India's foremost beauty e-commerce platform. After a long stint in investment banking, she took the plunge at 50 years of age to pursue her real passion for business and beauty. Her dream? To make the platform that facilitates beauty for Indian women into reality. Nykaa is today a billion-dollar company, but the success of the company got its root in her vision of the idea and faith in making it work.

Perhaps one of the power-packs is leaving behind other stories like that of Kiran Mazumdar-Shaw, the woman who brought Biocon, India's leading biotechnology company, into the work space. If her life is anything to be believed, this wasn't an easy journey at all-she fought endless battles on grounds of resistance from a male-dominated industry even to get funding. But to her passion for biotech innovation, she inspired herself. Today, she is counted among India's richest self-made woman-moguls, proving that passion, thereby persistency in its wake, makes extraordinary things possible.

Passion drives resilience- It keeps an entrepreneur alive despite failures, rejections, and incredibility in most cases. It keeps them going even when every factor is against them and the focus is on the sole entity in charge.

For women who usually have to struggle twice as hard to be heard, it makes a potent force.



By- Vaishnavi Snigdha
B.A. English Honours
3rd Year



THE CROCHET CORNER

Stories of the wool...





Crochetify

The Birth of a First-Gen Business



It all began when we saw a crochet stall at our college fest. The stall owner, our senior, had such cute things that we couldn't resist buying them. We were captivated, but also curious about how they were made.



We've always loved crafting, trying to recreate things we saw. ..

Each of us had our own specialty: one with crochet, one with clay, one with business management and public relations, and the other with finance. Our friendship of four comes with a pack of different skills and we love embracing and honing them.

That's when we realized we could turn this into something bigger, something that would empower us to create. In a world of mass-produced goods, we wanted to make affordable, customized handmade products for college students who couldn't afford the expensive crochet items.

We learned crocheting and clay making, and set up our shop. Project Anupam gave us the platform to showcase our products during Symphony'25, The Annual Fest of Janki Devi Memorial College. We invested a reasonable amount of two thousand rupees, believing we could create something amazing, even though we were not professionals and had no one to teach us. YouTube was our crochet mentor, and we helped each other learn the clay work.





That's how we started, as individuals driven to create. We even had our share of clashes, as personal and professional lives often collided. Yet, overcoming all the fights and issues, we earned over six thousand rupees in just two days of the fest! It was shocking for all four of us. Even though the amount seems small, the effort made those six thousand priceless. And that's how our journey continues. We still produce and work hard, and we hope this small business of ours flourishes. We're not just creating products; we're crafting a story, one stitch and one sculpture at a time. We're building a community of handmade appreciation, and we're excited to see where our shared passion takes us. We are hoping that this small start will one day lead to a large and vibrant community of makers and customers!!!

The Co-Founders, Crochetify

Ridhi Aggarwal,
Debalina Adhikari
Palak Saini
Divya Kandpal

B.A. English Honours,
3rd Year



KNOT AN ENTREPRENEUR

A Short Fiction

It runs in my family.

I had always seen my grandmother crocheting. A tapestry of an art that spoke the voice of her heart. She told me how weaving is of a significance greater than life. “You see those threads intertwine, tangle in the most perfect way. There are times you are skeptical to leave a woolen best but child! Move your hands in the same fashion and you knit a story. This art is the art of life, dearest maiden. Hold on to your tools and you decide the ornaments that you adorn your life with.” Grandma would tell me every time she worked on a muffler or a sweater.

I was intrigued by the simplicity of such a delicate process. Every time I went to school with my chic accessory that the teacher confiscated I would proudly tell them how my grandmother customized it.

Growing everyday came with its challenges. Sometimes my accessories broke, sometimes the whole cloth undone itself when it was pierced through by something sharp. Nevertheless my supply of yarn did not end. My biggest supporter, my grandmother kept on guiding me with her wrinkled hands.

It wasn't long before grandma's crocheting tool broke and I was without a user manual for all the kits I had bought from Amazon. I was in college by now and half the stores near my house had closed down. A cotton-candy like sky stared in my eyes to drop a twinkle to them. There was emptiness. I had lost a lot. Maybe if grandma's tools weren't kept away for her last rides maybe then I would have had her accompany me to a new journey. Maybe then would I have stuck to my hand printed photos and not the fast fashion, short lived outfits. Had I the capacity to etch Aunt Jennifer's tigers into clothes? Had I the potential to prepare a handkerchief that could drive away the tears of my family they all held in the constricted veins? I wanted to use no washing machine or dryer to cleanse the ancient cries, a legacy slipping through the frays of an heirloom.

“Wow! Those earrings look awesome! Where did you buy them from?”

My classmate exclaimed. I had buttoned up the shirt of my throat to not answer. I hadn't the spinster in me open up. She Continued, “ah, maybe your mother bought them for you. Mine does the same and every time she's in Delhi, we go shopping. It's such a splurge!”



Delhi, right. I am not at home, I'm in Delhi. The hustle, the business, I wonder how the city runs and runs smoothly with all those knots that tighten up because the threads run opposite. There are villages struggling to keep up their heads and then there are urban bourgeoisie who sit on woollen piles when all they wear is silk sarees.

Do I belong here? I have no answer because my mouth is still stitched by my traumas. A grief of unfulfillment, the regret of inability. My grandmother on her deathbed had said, "a person's death is when the soul dies...my soul shall die if my culture does. Please keep me alive. I hope you will, my dearest."

I took it as a responsibility in the back of my mind and here I am in a modern place, a new place without a plan of action.

Where had I bought my earrings?

I made them. Made them just like my tote bag. Grandma had taught me this. Grandma had stayed. Grandma was staying until I asked her to go away. I stood up from my seat and ventured out of the claustrophobic room I was sitting in, threads should have spaces for the air to seep in. There should be flexibility.

As I passed on I saw a laphing's shop near a Dhaba, the intermingling encounter of threads! I took this as a sign to get my tools. The hook was new. It took me minutes to understand its functioning and there! I had crocheted a sunflower. The battles of optimism and hope guiding a vision in a new land. I took it to the classroom the next day and I was asked the same question.

"The flower is so pretty. Who bought it for you?" My answer? It was that I made it.

Wow! Can you teach me too? Sure, let's do it on a larger scale shall we?

The threads wrapped themselves around the sharp object and made a plushie. Bend it, stretch it and it retains the art of my family.

From a learner to a teacher I and my classmates sat in the ground exploring different ways of tying knots, changing colours while knitting and creating 3D items.

From stress busting fidget cubes to tulips for our beloved we were crafting history, a magical storm of memories. One of our professors planned an excursion to Dilli Haat after seeing our enthusiasm. From Karigari suits to sarees and heavily jewelled ornaments consisting of rings and necklaces, the variety was everlasting. It was a charm seeing the cultures come as one, the indigenous traditions becoming and coming into a sweet woollen union.

We stood mesmerized and dazzled with the beauty that quenched the thirst for creativity and initiative.

"Do you wish to set up a stall?" The question came from our professor.

Of course!

I would love it if grandma would find her afterlife home in our little initiative. Then, days and nights of wool woven in the spirit of camaraderie passed like minutes on a desk.

Cut, hook, tangle. We were representing a culture at fest and stalls. It started off as an idea, and became a business. A business where all the threads came together.

Frays of love, trust and fire. Fire to keep alive the old and the wise. While working for a pitch for our new crochet bracelets, my headband from home fell on the desk. It broke and a note popped in grandma's handwriting- "you managed to break the chains and bands of mental restrictions it seems. Wherever you are I am breathing alive."

I knew it was time to carry on my grandpa's sculpting journey too. The sculptures would be all wrapped in possibility- Hope, perseverance and the yearning to live.

Come what may and we will continue. Continue to crochet the veins of the heart with beaming red. Sculpt a phoenix to be remembered when blood, the artifact is found in ambition.

And I will say it again. It runs in my family. Not a Business but an Art.



By- Gauri Wadehra
B.A. English Honours,
2nd Year



REVIEW

&

RECOMMENDATIONS



REVIEW-START UP



KDRAMA, 2020

Have you ever planned on starting a startup?

Well, there was someone like you!

Seo- Dalmi, The protagonist of *Startup 2020* aspired to be the Steve Jobs of Korea regardless of her non- business family background.

"Start-Up" is a South Korean drama consisting of 16 episodes that blends elements of entrepreneurship, romance, and personal growth. It's set in the fast-paced world of start-up companies, focusing on young, aspiring entrepreneurs trying to make their mark in Silicon Valley-esque "Sandbox." The series brings together a mix of ambition, love triangles, and the harsh realities of the business world.

At its core, "Start-Up" is a story about ambition and entrepreneurship. The directors have done a good job with choosing the actors that fit the role. The representation of struggles is also done in a realistic manner. For a person who is unfamiliar with the technical terms, each episode provides definitions of words and it is such a holistic learning binge- watch!

The drama takes a deep dive into the high-stakes, pressure-filled world of tech startups. From pitching ideas to securing investment, the drama realistically portrays the hurdles faced by entrepreneurs. It emphasizes the importance of failure, resilience, and learning from mistakes. The startup world is not shown as a glamorous one; rather, it's depicted as a place where people pour their hearts into their projects, deal with rejection, and face the constant struggle of financial instability. The characters' growth throughout the series mirrors the challenges and rewards of pursuing one's dreams in an uncertain, competitive world. It is also emotional as we see the idea of "aging", hiding identity and more. This makes the plot even more complex but I would not want to spoil it for you!

"Start-Up" also delves into the characters' journeys of self-discovery. Each character is on a quest for personal fulfillment. Dal-mi's journey is about finding her own identity, away from her father's shadow and away from the expectations placed on her by others. Do-san's growth is a testament to finding one's place in a competitive world. Both characters experience moments of doubt and failure, yet their perseverance and willingness to learn from mistakes make them inspiring role models.

The series beautifully explores the emotional and psychological challenges that entrepreneurs face. It sheds light on how isolation, pressure and fear of failure can affect one's mental health. Yet, the story ultimately emphasizes resilience, showing that failure doesn't define one's worth, but rather how one rises after falling does.

Whether you're an aspiring entrepreneur, someone navigating their own dreams, or simply a fan of heartfelt dramas, "Start-Up" offers a compelling narrative that's both relatable and uplifting.

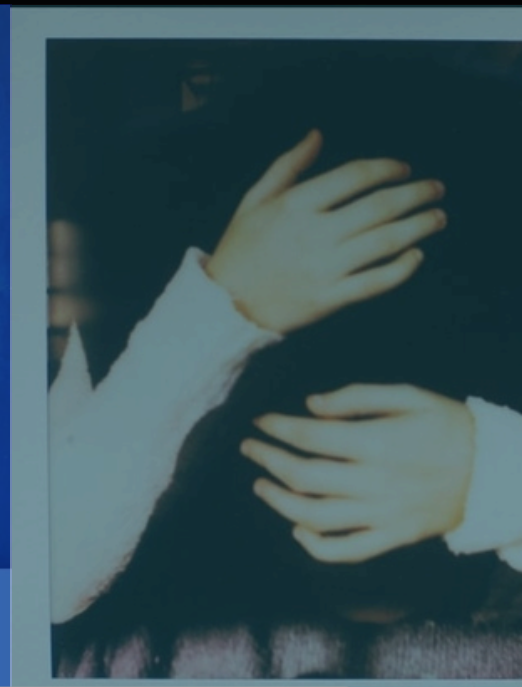
The show balances its lighthearted moments with serious discussions on ambition, love, and the human condition, making it an enjoyable watch for a wide range of viewers.

I really liked this drama as it beautifully captures the struggles and triumphs of building a startup from scratch. It showcases the hardships of entrepreneurship and how innovation, passion, and perseverance can drive success. The characters' growth, from personal challenges to professional breakthroughs, is inspiring. The main characters are well-developed, especially the female lead, who is trying to prove herself in a male-dominated field. Her journey of self-discovery and overcoming obstacles is empowering. The male leads also add great depth, each with their own unique backstory and growth arc.

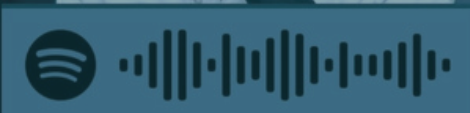
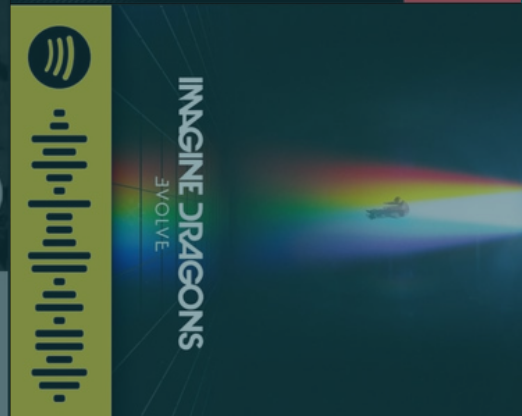
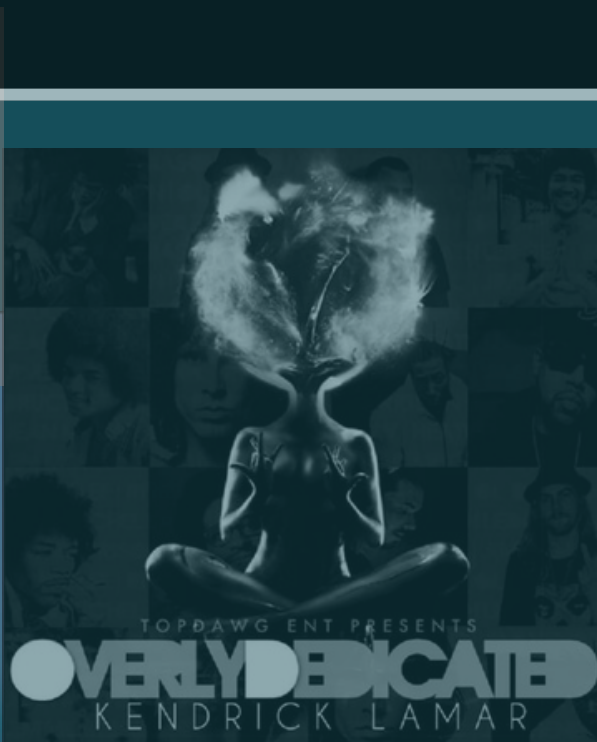
I would recommend it to anyone looking for a mix of ambition, romance, and a feel-good narrative, especially if you're inspired by the tech world or enjoy stories about personal and professional growth.



By- Sarika
B.A. Political Science Honours
3rd Year



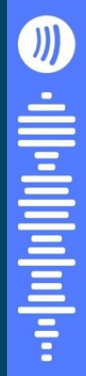
Song Recommendations



Song Recommendations

It's Time you get inspired by the melodies that move us!

Euphonie members share their favorite song recommendations that align with the theme of first generation entrepreneurs. These specific lines are sure to fuel your passions and motivations. A little music is cherry on the cake for an entrepreneurial venture



MIRACLES(SOMEONE SPECIAL) -COLDPLAY

“In you I see someone special
Don't go to war with yourself
Just turn, just turn, just turn it on
And you can't go wrong”



By Sneha Suresh
B.A. Pol Science Hons.
3rd Year



By Laavanya
B.A. Prog.(Eco & Maths)
3rd Year

WHATEVER IT TAKES -IMAGINE DRAGONS

“Working onto something that I'm
proud of, out of the box
An epoxy to the world and the vision
we've lost”



TIME- OLIVIA DEAN

It's a gift to exist, it's a
wonder to taste!



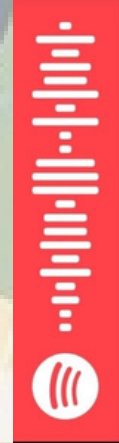
By Ishi Malhotra
B.A. English Hons.
1st Year



By Kuhu Kavya
B.A. English Hons.
3rd Year

LOSE YOURSELF- EMINEM

"Better go capture this
moment and hope it don't pass
him"



THE NIGHTS -AVICII

He said, "one day, you'll leave
this world behind so live a life
you will remember"



By Anushka Verma
B.A. Pol Science Hons.
1st Year



By Mayuri Medhi
B.A. Pol Science Hons.
2nd Year

WAVIN FLAG- ANY TOM SENDER

When I get older,
I will be stronger.
They'll call me 'Freedom'.
Just like a wavin' flag



By Shweta
B.A. Prog. (Pol Science & History)
3rd Year

RISE UP - ANDRA DAY

"And I'll rise up, I'll rise like
the day / I'll rise up, I'll rise
unafraid."



By Tanushree
B.A. Sociology Hons.
2nd Year

SURVIVOR - DESTINY'S CHILD

I'm a survivor, I'm not
gon' give up I'm not gon'
stop, I'm gon' work
harder"



TIME- OLIVIA DEAN

It's a gift to exist, it's a
wonder to taste!



By Ishi Malhotra
B.A. English Hons.
1st Year

WE HUG NOW - SYDNEY ROSE

"I have a feeling you got
everything u wanted and
you're not wasting time stuck
here like me"



By Rashmi Elagbam
B.A. English Hons.
2nd Year



CUT YOU OFF - KENDRICK LAMAR

"And If i speak good into
existence, that instant my
dreams will unlock "



By Ayat Shekh
B.A. English Hons.
1st Year

FEVER DREAM - MXMTOON

"I took the train, I took the call, I didn't
know just where I'd fall, or where it'd take
me.

Another step, another stair, I'll never know
if I'll get there, but just maybe"



By Priyanshi Miglani
B.A. Prog. (Economics & Philosophy)
2nd Year



B U S I N E S S P L A N

3D Scanning and Digital Mannequin

Concept

DigiMannequin, an innovative Indian startup, aims to revolutionize online fashion shopping in India by offering smartphone-based 3D scanning technology to create personalized digital avatars. Our solution addresses the unique challenges of the Indian e-commerce market "size and fit" issues which is a leading cause of returns accounting for 40% to returns 45%. It also aims to enhance the online shopping experience, reducing return rates, and increasing customer satisfaction.

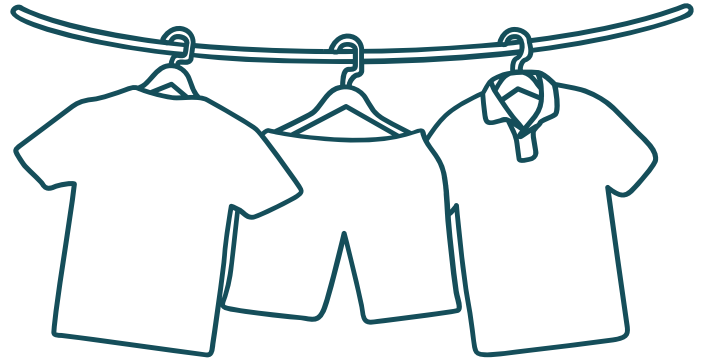
Problem

- Consumer hesitation to purchase clothing online without trying it on. Size and Fit issue lead to lot of returns
- Diverse body types across different regions in India not represented by standard mannequins



Solution

Digital self-avatar for a virtual try on feature. This can be made either through phone by giving proper images from each angle or by going to a physical store and undergoing a physical scanning process there.



Target Market

Online fashion retailers in India (e.g., Myntra, Flipkart Fashion, Ajio)

Revenue Model

Tiered subscription model for retailers:

- Basic: ₹25,000/month
- Pro: ₹50,000/month
- Enterprise: Custom pricing



By- Garima Mongia
2nd Year, B.Com. Honours



The concept was born out of personal experience while shopping online. I face various issues finding the perfect dress for myself. So, I did some brainstorming to get the solution of the problem to avoid the hassle of ordering & returning. I conceived the idea of DigiMannequin which I have put forth for all the budding first generation entrepreneurs as an example.



AI AND STARTUPS



“Rewriting
the Rules of
Innovation”



INTRODUCTION

WELCOME TO THE NOW

Not long ago, Artificial Intelligence (AI) felt like a far-off dream—something out of sci-fi movies with robots and talking computers. But today? AI is everywhere. It's in our phones, our playlists, our shopping carts, and even our hospitals. From making life easier to solving problems we didn't even know we had, AI is shaping the way we live, think, and grow.

While big corporations are using AI to boost productivity and cut costs, it's the startups—those bold, idea-powered ventures—that are really driving the innovation bus. They're fast, fearless, and focused on building tech that genuinely improves lives.

Let's explore how AI is changing our world and how startups are stealing the spotlight in this revolution.

HOW AI IS REDEFINING OUR WORLD

AI ISN'T JUST A COOL TECH TREND—IT'S A FULL-ON GAME-CHANGER THAT'S TOUCHING EVERY PART OF OUR LIVES.

1. Smart Automation

From self-checkouts in grocery stores to chatbots that handle customer queries 24/7, AI is automating the dull stuff. This means businesses can spend less time on repetitive tasks and more on creativity and strategy.

2. Data-Driven Decisions

AI thrives on data. It analyzes massive amounts of information in seconds, finding patterns and offering insights that help organizations make better, faster decisions—whether it's in marketing, logistics, or medicine.

3. AI in Healthcare

Imagine early cancer detection, AI-assisted surgeries, or even personalized treatment plans based on your DNA. AI is transforming healthcare into something smarter, faster, and more accessible.

4. Personalized Experiences

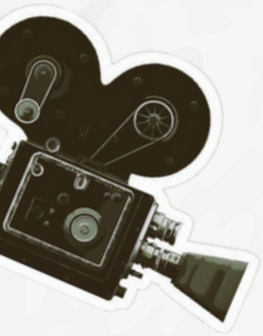
Whether it's Netflix knowing your next binge-watch or Spotify curating the perfect playlist, AI is behind the scenes making your digital experience feel tailor-made.

5. Security and Finance Upgrades

From fraud detection in banks to AI-powered surveillance systems, AI is playing a huge role in keeping systems secure and financial risks low.

By Vanshika

B.A. Programme, 1st Year



THROUGH OUR LENS

Every click tells a story. From groundbreaking ideas to the laughter in between, here's a glimpse of our journey through the lens. These moments, frozen in time, capture the passion, hustle, and heart of Impreneurs. Flip through and relive the energy!





EN-TALK

TWO ENTALK SESSIONS WERE ORGANIZED IN AUGUST 2024 AND APRIL 2025. MS. NIDHI, FOUNDER OF NEMA-AI, AND MS. KALYANI SAHA CHAWLA WERE THE RESOURCE PEOPLE RESPECTIVELY. THE OBJECTIVE OF THE EVENT WAS TO HIGHLIGHT BUSINESS STRATEGIES USED IN THE ENTREPRENEURIAL WORLD, AND INSPIRE STUDENTS.





B-PLAN COMPETITION

AN INTER-COLLEGE CASE STUDY COMPETITION WAS ORGANISED ON SEPTEMBER 14, 2024. THE PARTICIPANTS NAVIGATED THROUGH VARIOUS ENTREPRENEURIAL INTRICACIES INVOLVED IN A STARTUP. THE JUDGES FOR THE EVENT WERE MS. BHAWNA PAL AND MS. VAISHALI. THE CASE STUDY REVOLVED AROUND THE "G & G GEOMETRY" THEREBY DEALING WITH GREENWASHING & GENDER .





THE PHOENIX PITCH

AN INTER-COLLEGE COMPETITION, 'PHOENIX PITCH' WAS ORGANISED ON FEBRUARY 8, 2025. THE COMPETITION WAS HELD UNDER THE AEGIS OF THE ANNUAL COLLEGE FESTIVAL, SYMPHONY 2025. THE JUDGES FOR THIS COMPETITION WERE MR. ANSH SEHDEVA AND MS. SAKSHI BANSAL. THE OBJECTIVE OF THIS COMPETITION WAS TO REVAMP A BRAND THAT HAS BEEN FALLEN IN THE MARKET.





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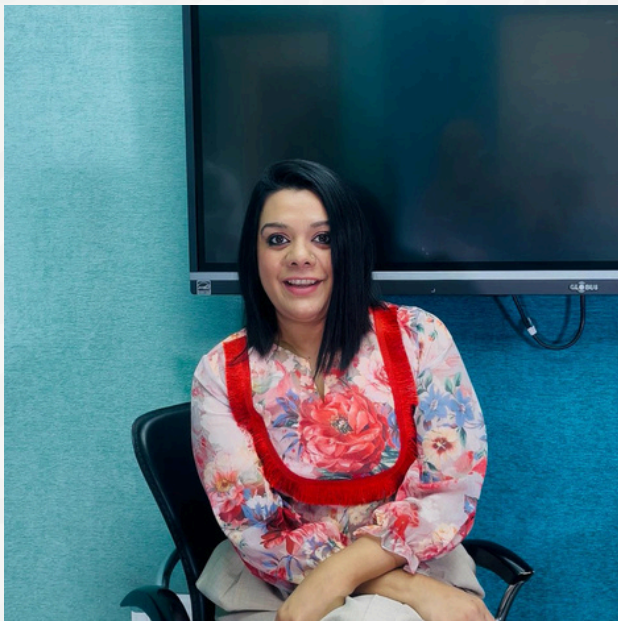
SEMINARS SESSION

IMPRENEURS HAS SUCCESSFULLY CONDUCTED NUMEROUS SEMINARS OVER THE TENURE, FOCUSING ON EMPOWERING STUDENTS WITH THE SKILLS AND INSIGHTS. EACH SESSION WAS THOUGHTFULLY DESIGNED RO PROVIDE KNOWLEDGE, GUIDANCE AND OPPORUNITIES FOR GROWTH.





SCAN AND TUNE INTO THE PODCAST



PODCAST

IN AN INSPIRING CONVERSATION, WE SAT DOWN WITH RENOWNED CHEF GAURI VERMA TO EXPLORE HER JOURNEY THROUGH THE CULINARY WORLD. FROM HUMBLE BEGINNINGS TO ESTABLISHING HER UNIQUE IDENTITY IN THE FOOD INDUSTRY, CHEF GAURI SHARES HER PASSION, CHALLENGES, AND INSIGHTS ON CREATIVITY, INNOVATION, AND PERSEVERANCE.





Enlightenment



Explore the world of
photography
submitted by
Lumiere members

PHOTOSTORIES

1.0

Where beauty meets
the eye of the
beholder

Photostories



Amid the bustling lanes of Ema Market, the heart of commerce beats in the hands of resilient women. Generations of mothers, daughters, and grandmothers have built this marketplace, not just as a space for trade but as a testament to strength, independence, and tradition. Each smile, each negotiation, each display of handcrafted goods tells a story of perseverance and legacy. Here, women don't just run the market—they are the market.

—Rashmi Elangbam,
2nd Year, B.A. English Honours

PHOTOSTORY

2025 Edition

ENSIGHT



The flowers bloom and that's exactly when her fortune also does. As she sells flowers that will adorn the lives of people who buy them, she knows she is not a random vendor. The first in her family to earn for them, there is something different about her. Once again as she sets the table, we see the woman she would have been against the woman she chose to be. Looking at the passerbys, would anyone want a customized flower garland for their beloved today?

—Tiya Sharma
2nd Year, B.A. English Honours



THE ARTIST'S STROKE



Ridhi Aggarwal, B.A. (H) English, 3rd Year

Art & Entrepreneurship are not binaries. You delve in the music of entrepreneurship and you create the melody of change. Even the woman can string the violin of her fortune and fame...

THE ARTIST'S STROKE



Palak Saini, B.A. (H) English, 3rd Year

I am an entrepreneur. The chains of my actions control my heart and mind. This tussle never ends. There is always a confusion. Should I let the heart free or the mind? So, I chain them both.

SPECIAL EDITION
MAGAZINE
COMIC STRIP



**THE FIRST
SUPER-
ENTREPRENEUR**

*AI Generated Graphics,
Original Story

To look back at childhood days ahh..



I just had to dream..



Businessman

OR



Superman

I could be anything!

BUT...



I wasn't told dreams are like papers, they crumble when we get older....



So I made papers my dreams. Maybe, A perfect 100 could make me a hero

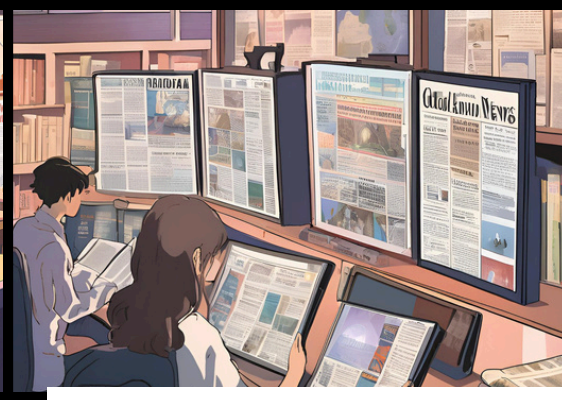
scraps of paper drain away the ink in you

Is scrap dealing more profitable?



I will wait for some miracle or a Superhero to see the prodigy I am

So, I failed to find a way to recycle the harmful papers dumped around me...



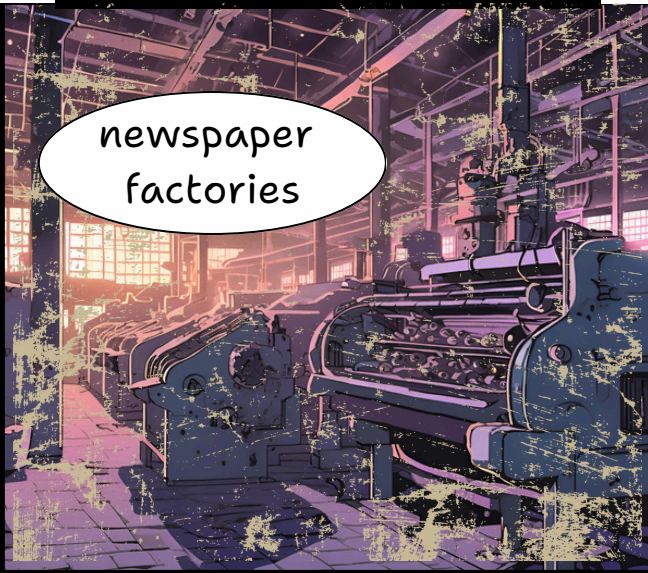
Newspapers are preserved in Libraries very delicately

For generations to read and imbibe history, & for current affairs

They are important papers, old or new, they stay relevant



As I look back, My idea published from them



newspaper factories



Discarded Papers..



and spooky research



The Elixir of Entrepreneurship is in sight!

I spread my wings to fight the monster of misprints



Fear

Laziness

Why me?

Good ideas stem from eliminating insecurities



A DIVA!

and mine came from **NEWSPAPERS!**



Embracing the child in you amidst adulthood teaches you wonders

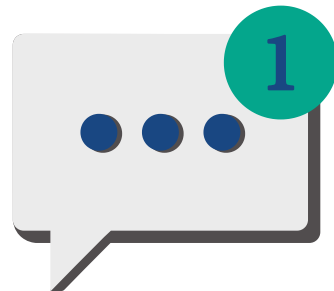
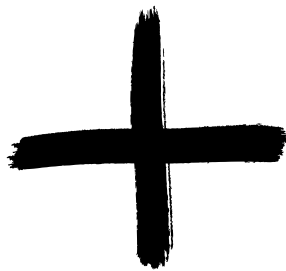
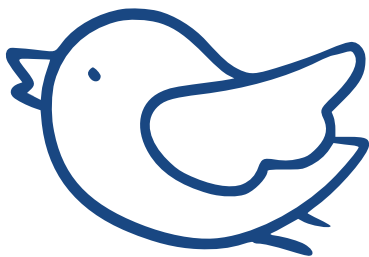
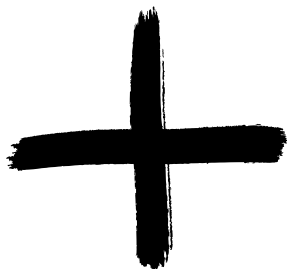
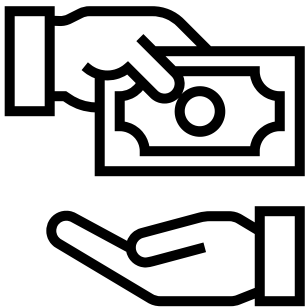
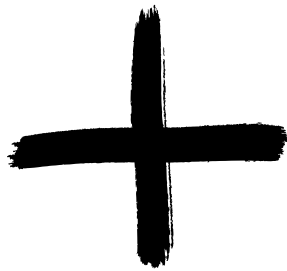
Not all Superheroes wear Armors and fancy undergarments on pants

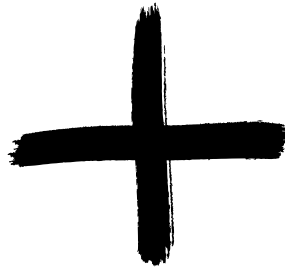
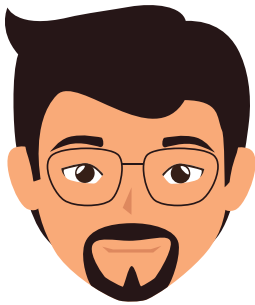
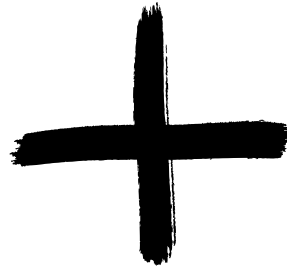
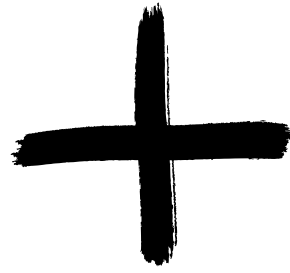


Some wear capes of **Newspapers!!!**

and you can be the capemaker :)

ENTRE LES ÉMOJIS





Answers

1) Starbucks

2) Paypal

3) Twitter

4) Spotify

5) SpaceX

6) Facebook

DID YOU KNOW?

1

Narayana Murthy borrowed ₹10,000 from his wife - Infosys co-founder Narayana Murthy had no money to start his company, so his wife Sudha Murthy funded him with her savings!

2

Kiran Mazumdar-Shaw trained to be a brewmaster - India's "Biotech Queen" and founder of Biocon initially studied beer brewing in Australia before pivoting to pharmaceuticals.

3

Dhirubhai Ambani started as a gas station attendant - Before founding Reliance Industries, Dhirubhai Ambani worked at a petrol pump in Yemen, dreaming of building a business empire.

4

Naukri.com started with just one computer - Sanjeev Bikhchandani, founder of Naukri.com, ran India's first job portal from a tiny room with a single computer, before it became a recruitment giant.

5

Vijay Shekhar Sharma couldn't speak English in college - The Paytm founder struggled with English, but taught himself by reading Hindi-to-English books and went on to build one of India's biggest fintech firms.

6

Ritesh Agarwal stayed in budget hotels before founding OYO - To understand the budget hotel industry, the OYO founder personally lived in low-cost hotels for months, learning about customer pain points.

7

Ghazal Alagh (Mamaearth) started her company for her baby - When Ghazal Alagh couldn't find chemical-free baby products for her newborn, she created Mamaearth. Today, it's a top beauty brand in India!

8

Deepinder Goyal created Zomato because of office menu struggles - He started Zomato after scanning and sharing restaurant menus with his colleagues, realizing this could be a business idea!

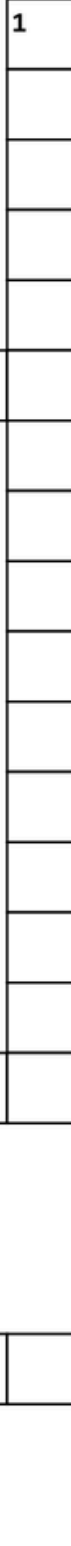
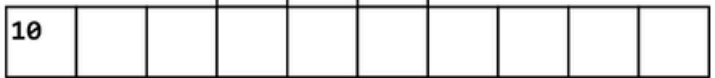
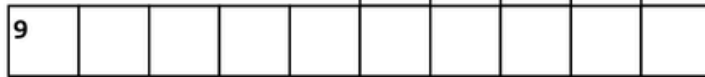
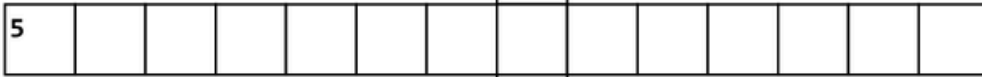
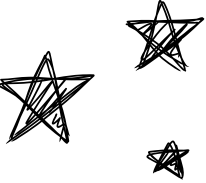
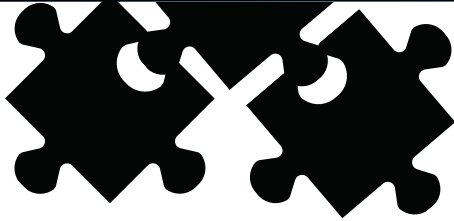
9

Bhavish Aggarwal almost shut down Ola - Before Ola became India's biggest ride-hailing service, Bhavish Aggarwal was on the verge of quitting due to financial struggles. A last-minute investment saved it!

10

Harshil Mathur (Razorpay) was rejected by 100+ investors- Before Razorpay became India's top fintech firm, Harshil Mathur faced over 100 rejections from investors. Today, the company processes billions in payments monthly!

CROSSWORD



CLUES

ACROSS

- 2. The capacity to recover from setbacks.
- 5. The ability to network and build relationship.
- 7. The drive to achieve goals.
- 9. The skill of critically analysing, interpreting, evaluating and making a judgement.
- 10. The ability to identify and act on business opportunities.

DOWN

- 1. The ability to solve problems.
- 3. The ability to lead and inspire a team.
- 4. The ability to take calculated risks.
- 6. The skill to effectively communicate ideas and plans.
- 8. The skill to manage financial resources.

A WORDY BUSINESS



Spot the Entrepreneur's Name



Arm yourself against the scrambled words!



HINTS



1. RATAN TATA
2. FALGUNI NAYAR
3. DILIP SANGHVI
4. ARDESHIR GODREJ

5. NARAYANA MURTHY
6. BYJURAVEENDRAN
7. KUNAL SHAH
8. FALGUNINAYAR

9. SAHIL BARUA
10. SACHIN BANSAL



BRAINBUSTERS

FUN-FACTS!

Here are 10 fun and unique facts about first-generation entrepreneurs that you probably haven't heard before:

BRAIN BUSTER 01

"Garagepreneurs" -

Many first-gen entrepreneurs start in tiny spaces like garages, basements, or even cafes—Apple, Amazon, and Google all began this way!

BRAIN BUSTER 02

"No Plan B" Syndrome -

Unlike second-gen entrepreneurs who inherit businesses, first-gen founders often have no safety net, making their hunger for success even greater.

BRAIN BUSTER 03

Outsiders Win Big -

A surprising number of first-gen entrepreneurs break into industries they have no prior experience in—think Howard Schultz (Starbucks) in coffee or Elon Musk in space travel.

BRAIN BUSTER 04

Failure = Tuition -

Since they don't have family business knowledge, many first-gen entrepreneurs consider their early failures as the "tuition" they pay for real-world learning.

BRAIN BUSTER 05

DIY Branding -

Many first-time founders create their own logos, websites, and marketing materials before they can afford professionals. Steve Jobs hand-drew the first Apple logo!



BRAINBUSTERS

FUN-FACTS!

Here are 10 fun and unique facts about first-generation entrepreneurs that you probably haven't heard before:

BRAIN BUSTER 06

Odd Sleep Patterns –
Some first-gen entrepreneurs have crazy work schedules—Nikola Tesla reportedly only slept two hours a night!

BRAIN BUSTER 07

Accidental Inventions –
Many successful businesses started as side projects or hobbies, like Instagram, which was originally a check-in app before pivoting to photos.

BRAIN BUSTER 08

The "Last Dollar" Story –
It's a common trend for first-gen entrepreneurs to hit rock bottom before making it big—Walt Disney was once so broke he ate dog food!

BRAIN BUSTER 09

Maverick Mentality –
Studies show that first-gen entrepreneurs are more likely to challenge norms and disrupt industries because they aren't bound by traditional business mindsets.

BRAIN BUSTER 10

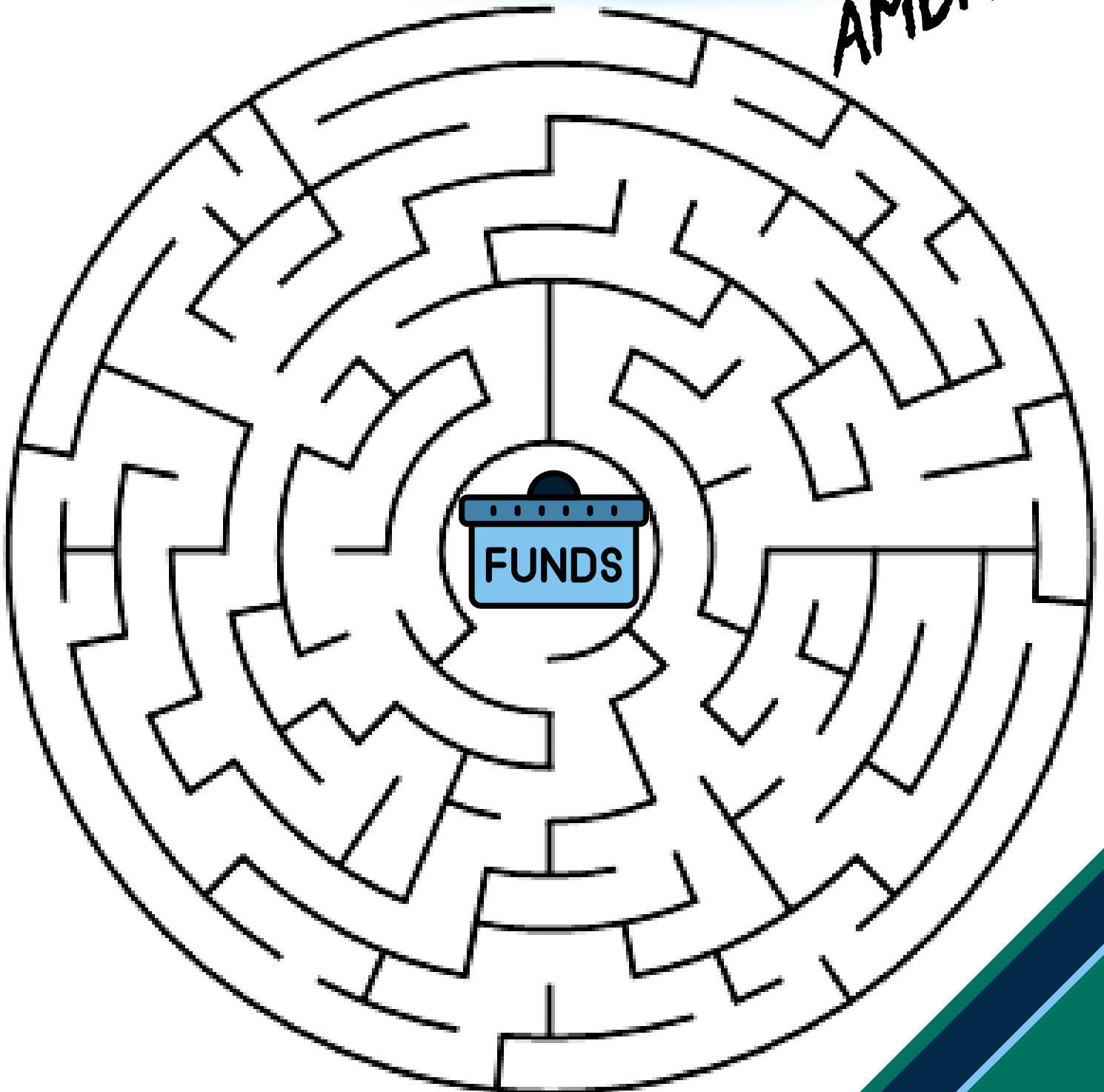
"Family First" Phenomenon –
Unlike their successors, first-gen entrepreneurs often start businesses to provide for their families rather than just for legacy or wealth.



Maze-ing First



AMBITION



Did your first- generation AMBITION get you funding?



From stones to building castles, This edition of Ensignt explores the success stories + struggles of **THE FIRST**. If you ever thought “what if” before taking the first step in your journey, these pages will give you the strength as you learn from The First Generation Entrepreneurs!!!

