

HOLY INCLINATIONS

When Shivakumar realised that the young generation does not understand the value of culture and tradition, he decided to bridge this gap between today's youth and divinity. That's when he gave birth to his non-profit venture www.epoojaonline.org. A proprietor of GSM Corporation, Shivakumar supplies coconut shells to factories, which use coal for their fuel needs. "Although my work expects me to travel for at least 10-15 days in a month, I make the best use of that time by gathering information on ancient temples all around the world. And this is how the idea of starting a new venture cropped up," says Shivakumar.

Speaking about his next venture, Shivakumar

this business venture and he explains, "The idea behind this socio-religious activity is to promote and popularise old and ancient temples, which form an integral part of India's rich culture and tradition. It is a pity that a lot of old temples do not have the basic resources to afford simple day-to-day activities. Some temples cannot even afford oil for lighting lamps; let alone other rituals."

Any challenges faced? "I was under the impression that starting a web portal does not involve any cost. But there is a server space cost, url cost, mechanism cost, etc. I was also asked by my

HIGH FLIER

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adds Shivakumar.

DREAM COME TRUE

Rajasree Chatterjee, CEO, Red Molecule and founder member of NGO Swapno believes in doing new things in life, especially in a different way and something which is beneficial to all at the same time. As she says, "Just like a platter, you need everything for your taste buds." A division of the SOPL Group, Red Molecule is into events, HR and manufacturing of leather goods as well as textile trading.

Speaking of her other venture which she manages alongside, Chatterjee elucidates, "Right from school, I had an inclination towards social services. When I entered college, I was involved in a lot of social activities, which made me realise the responsibilities of being human. When I started Red Molecule with my husband, I was more inclined towards corpo-

sponsible social roles joined hands for my NGO Swapno, which I am slowly improving and building upon."

Speaking of the challenges she faced, if any, Chatterjee explains, "Nothing comes easily in life. The first challenge I faced was starting a business venture at a young age. As far as doing social work is concerned, there are certain limitations and my job doesn't get appreciated unless and until I stick to my views and prove my stand."

SUCCESS REDEFINED

Ranjana Kanti, director, E-dutainment Limited & founder of India Redefined - a non-political citizen's empowerment movement calls herself an animator and designer by profession and a social entrepreneur by habit. "Being a computer illiterate, I got myself trained in animation, graphics and multimedia. I worked at several studios including my husband's animation studio as an animator, as well as worked at various colleges as a lecturer in animation

India Redefined is a movement to light up the fire in the hearts of every Indian citizen, to be awakened, to exercise their rights and fulfill their obligation and responsibilities. It is a social movement, which is more about awareness, responsibility and ownership, a movement to help



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change the behavioural patterns of people and their responsibilities towards the country. Most of our day-to-day activities revolve around doing something for ourselves. Similarly, I always had a strong urge to 'do something' for others. In this context, it's not freedom from oppression but from priorities (day-to-day activities), freedom to take your own decisions and most importantly, eco-

CAUSE FOR A CAUSE

MANAGING TWO BUSINESSES AT THE SAME TIME IS NO EASY TASK. NOT ONLY DOES IT REQUIRE ADDITIONAL EXPERTISE, BUT ALSO A GREAT AMOUNT OF PATIENCE AND DEDICATION. SHEETAL SRIVASTAVA CHATS UP WITH THREE SUCH ENTREPRENEURS WHO JUGGLE BETWEEN 'WORK AND WORK'



says, "www.epoojaonline.org is basically an effort to popularise old and ancient temples. The portal provides information on temple legends, route maps, images and also gives an option to book *poojas* online."

So what actually inspired him to come up with the idea of starting

family and friends to offer travel packages, astro services, shopping cart options on the site, etc. but I wanted this to be purely a socio-religious/spiritual activity. Also, once the site was launched, I got a lot of queries from users asking me astrological advice, *vaastu* queries and also translation of Sanskrit *shlokas*,"

rate and social events, and gradually started organising events for Rotary Club. I came up with the idea of starting a social forum www.aid-sawarenesskolkata.org, where I involved a few friends and professionals who helped me in structuring the idea. That's when a few eminent people from different re-

and graphics and later chose training as my profession," says Kanti.

The mind behind India Redefined, Kanti has spent 22 years in social service and considers her contribution 'a drop in the ocean' and feels there's still a long way to go. How did India Redefined happen and she chuckles, "Started in April 2009, In-

conomic freedom. The combination resulted in the culmination of India Redefined."

So the next time you think of starting a new business venture alongside an already existing one, be ready to take up the challenge!

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