







The month of June is that wonderful sabbatical that this side of the world takes. The Holiday season for India. When the batteries are recharged, the scales are for once tipped the other side, in the incorrigible equation of "the work-life balance"!

This year however, the scenario is changed. Going away has become imperative to avoid the intense Summer. A summer hotter than any we have seen so far. As per the UN, the planet is now about 1.2°C warmer than it was in the preindustrial era. 2023 was the warmest year on record, with the global average near-surface temperature being 1.45°C above the pre-industrial baseline. We are all aware about the critical threshold of 1.5°C.

Whether it's the Millennium Project or the Sustainable Development Goals, there lies tremendous room for both growth and impact if entrepreneurs can harness the growing challenges of the World in their local business models. A report by the "Business & Sustainable Development Commission" showcased how business models related to the SDGs could open economic opportunities worth up to US\$12 trillion and increase employment by up to 380 million jobs by 2030.

A EY report clarifies that Investors are increasingly paying attention to environmental, social and governance (ESG) risks when making investment decisions. According to the third EY Investor Survey (2017), weak corporate governance, poor environmental performance, resource scarcity, climate change and human rights risks are most likely to alter investors' decisions. As entrepreneurs, while we take that much deserved break, let's spend some time to ponder over what can come next,

what we can do, and how our strategic decisions can impact our markets, our growth and our futures.

FROM THE EDITOR VIKRAM AHUJA

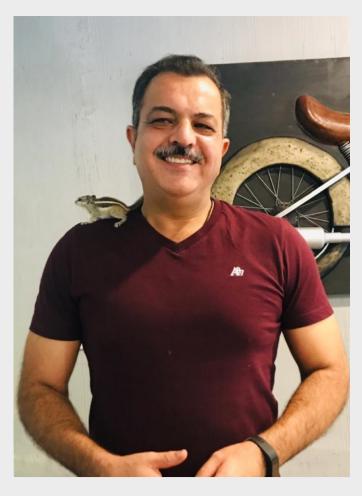
Editor- ConnecTiE | TiE Charter Member

The past month has been a little overwhelming for people across India. Partially due to the heat, partially due to the elections and a triple whammy for everyone involved with the share market. And looking back at the time of writing this, I have come to some conclusions that I decided to share in this month's editorial.

Let's begin with the rollercoaster market movements in April and May. It is the same every election cycle. As some of the more trendy students in my schools might be prone to say, stock market indices got not chill. We witnessed widely varying movements of both bullish and bearish variety on the slightest good or bad news (subjectively speaking). Ironically, all the news was speculation and based simply on voter turnout. The markets are skittish, and while purists are likely to point to candles on charts to justify movement, the bottom line is that markets are more based on emotion and speculation than hard facts.

Case in point, today morning with the exit polls predicting a huge BJP win, some already extremely overvalued stocks, belonging to a particular businessman who's supposed to be a favourite of or hon'ble PM, skyrocketed in the opening trade with over 10-15% gains. Of course within the next 20 minutes the gains were pared down to half of that but the point stands.

Given how the market functions and how facts and reality often play a secondary role, at least in the short term, one realizes that market manipulation is something very real, and us as the individual investors (often derisively called 'dumb money' by institutional investors and investment bankers) have very little direct control and are often at the mercy of larger forces which are not always governed by reason or logic and often controlled by larger players.



However if it sounds all doom and gloom, take heart reader, because despite all the flaws the indices might have by virtue of their nature, in the long run, the stock market does produce returns based on legitimate performance and this is backed by historical data. So the best lesson I can advise all the newbie investors out there to take away from all of this is to pray to God that he gives you the strength to not get perturbed by the plethora of news about bulls and bears, but rather to buy and hold.

STARTUP STORY CULENZ

Revolutionizing Engagement with Virtual Reality Culenz, a pioneer in virtual reality content creation, crafts breathtaking experiences across diverse industries including real estate, events, automotive,

travel and tourism, and manufacturing. By customizing VR experiences to client-specific needs, Culenz ensures deep engagement and higher productivity through immersive environments that eliminate external distractions. Founded with a vision to leverage VR's power to bridge

the disconnect in content consumption, Culenz has been instrumental in transforming traditional viewing experiences. Their services, such as 360-degree live streaming and bespoke VR simulation experiences, highlight their commitment to innovation. As the AR and VR market in India grows, driven by increasing technology adoption and government initiatives, Culenz stands out with its cutting-edge offerings. Led by tech-savvy professionals Rajat Jain and Abhinandan Nahata, Culenz aims to be the leading provider in the VR industry, revolutionizing how users interact with digital content and driving positive impacts across enterprises.

"I got to know about TiE within the business circle first, and then TiE's smash up got me to know the organisation better and then its association with iStart made me a part of the community.



This has brought me closer to the various workshops, sessions and master classes hosted by TiE to enrich founders. Not to forget numerous pitch sessions for startups with investors. Now the Startup Market Showcase created by TiE on their new website is a great platform for startups," says Rajat.



Hosting 600+ startup enthusiasts over 2 days **Participants from**



SHINING YOUNG STARS ARTINNOVATE

ArtInnovate is revolutionizing art investment by addressing key industry challenges with a comprehensive and technology-driven approach. Their Provenance Evaluation leverages data-driven analysis to meticulously verify the authenticity and trace the

associated with counterfeit pieces. ArtInnovate also offers Objective & Swift Appraisal, utilizing cutting-edge technology and market insights to provide accurate and timely valuations, enabling investors to make informed decisions swiftly.

history of artworks, significantly reducing risks

Emphasizing Accessibility & Accountability, ArtInnovate maintains transparency through detailed data gathering and analytics, fostering trust and confidence among investors by offering clear insights into the art market.

A standout innovation is their introduction of Fractional Ownership, a concept that allows multiple investors to share ownership of a single artwork. This approach reduces the capital required for entry into the art market, making it more accessible and potentially increasing liquidity.



"TiE Rajasthan pushed all of us at Artinnovate to think beyond our potential and compelled us to be better today in order to be the best tomorrow. The organisation brought us a whole new world of entrepreneurial experiences and gave us opportunities we never thought of," says team ArtInnovate.

SHOWCASING CHARTER MEMBERS' SPOUSES' NEW ENDEAVOURS RUCHI KHANDELWAL

Ruchi Khandelwal, a visionary leader and Director of Desire Energy Solutions Pvt. Ltd., is a driving force behind the company's remarkable journey. Beyond her successful corporate journey, Ruchi Khandelwal is a passionate advocate for social change and women's empowerment. As an extension of her commitment to making a meaningful impact on society, she has played a pivotal role in establishing and nurturing the Desire Foundation.

The Desire Foundation, spearheaded by Ruchi's vision, is a vibrant CSR initiative dedicated to women's empowerment. Grounded in principles of equality, education, and economic independence, it strives to create a fairer world for women. Through scholarships, skill development, and mentorship for women entrepreneurs, the foundation fosters self-reliance and confidence. Ruchi's commitment to social causes alongside her corporate success embodies her leadership ethos, inspiring positive change. Ruchi Khandelwal's journey is more than just a tale of career success—it's a testament to the transformative power of business leaders. Her commitment exemplified through her work with the Desire Foundation, showcases her belief in education and economic independence as catalysts for change.



TYE REGIONAL FINALS JURY MEMBERS







OPEN MIC - JURY MEMBER OF THE MONTH





टाई राजस्थान का टाई बाइंड् कार्यक्रम आयोजित हुआ

जयपुर | स्टार्टअप को प्रोत्साहित करने के लिए टाई राजस्थान की ओर से टाई बाइंडस कार्यक्रम का आयोजन किया गया। इसमें टाई के बेंगलुरु चैप्टर के अध्यक्ष मदन पदाकी, केडीईएम के सीईओ संजीव कुमार गुप्ता तथा बेंगलुरु के निवेशकों ने हिस्सा लिया। बेंगलुरु टाई के प्रतिनिधिमंडल ने भामाशाह टेक्नो हब का दौरा भी किया। राजस्थान सरकार के आईस्टार्ट और टाई राजस्थान की ओर से स्टार्टअप को प्रोत्साहन और छह स्टार्टअप को निवेशक और फंडिंग उपलब्ध कराने की सराहना की। इस मौके पर टाई इंडिया एंजल्स के अध्यक्ष महावीर प्रताप शर्मा की ओर से 'एंटरप्रिन्योरल फायरसाइड चैट' में उद्यमशीलता पर चर्चा की गई। टाई राजस्थान की प्रेसिडेंट डॉ. शीनू झंवर ने बताया कि टाई के वैश्विक स्तर पर 61 चैप्टर हैं। टाई बाइंड्स' के तहत टाई चैप्टर एक-दूसरे को सहयोग कर रहे हैं। टाई के ग्लोबल नेटवर्क को प्रभावशाली बनाया जा रहा है। इससे सभी राज्यों में युवा इनोवेटर्स और सीरियस स्टार्टअप को ग्लोबल लेवल पर प्लेटफार्म उपलब्ध कराया जाएगा।



TIE MEMBER CORNER

a passion for innovation and a commitment to excellence. Joining TiE represents a significant step in my quest for continuous growth, both personally and professionally.

The decision to become a part of this vibrant network was inspired by the incredible opportunity to learn from some of the brightest minds in our region. The exchange of knowledge and experiences within this group is invaluable. It is through such interactions that we can collectively overcome challenges, seize new opportunities, and drive our ventures towards unprecedented success.

One of the highlights of my initial weeks with TiE has been participating in the Coffee o'clock sessions. These gatherings have been nothing short of enlightening. Sharing and listening to diverse business stories has not only broadened my perspective but also provided practical insights that I can apply to Desire Energy. The camaraderie and support within these sessions underscore the essence of what TiE stands for - fostering growth through shared experiences. I am also thankful to Dr. Sheenu Jhawar and other esteemed Charter Members and Associate Members at TiE Rajasthan have proven to be invaluable allies. Their willingness to listen to my business idea and its expansion facilitate beneficial connections has been a cornerstone of our collaboration. Additionally, the dedicated efforts of TiE Rajasthan's backend team have played a crucial role in enhancing the overall experience of being associated with the organization.

I am excited about the journey ahead with TiE Rajasthan and look forward to contributing to this esteemed group. Together, let's continue to inspire, innovate, and achieve great heights.

Gaurav Kumar Gupta Founder and Managing Director **Desire Energy**



WELCOME TO THE TIE FAMILY **Charter Member**

Sanjay Agarwal Founder, MD, and CEO of AU Small Finance Bank



Mr. Sanjay Agarwal is the visionary Founder, MD, and CEO of AU Small Finance Bank, India's largest small finance bank. A first-generation entrepreneur and Chartered Accountant, he established AU Financiers in 1996 to support small entrepreneurs and underserved individuals. Transforming it into AU Small Finance Bank in 2017, he has championed financial inclusion and innovation. His leadership philosophy, "Badlaav Humse Hai," drives proactive change and customer-first approaches. Recognized for his contributions, Mr. Agarwal has received accolades like EY Entrepreneur of the Year 2018 and led AU SFB to numerous awards, ensuring sustainable and inclusive growth.



SENEFIT

Associate Member

Gaurav Pareek Head of DevOps and Infrastructure at Rezcomm

Mr. Gaurav Pareek is passionate about technology and has founded and scaled two successful software firms. With 13 years of experience, he has been mentoring and investing in startups within the software space. As the Head of DevOps and Infrastructure at Rezcomm, Gaurav enjoys discovering new innovations and exploring life's diverse experiences.

NextGen Members

Sahil Jain Executive Director, Rajasthan Cylinders and Containers Ltd

recently ventured into the stock broking industry by joining his family business. With a strong academic foundation and a passion for finance, Sahil is eager to apply his knowledge and skills in a practical setting. Sahil is committed to continuous learning and is excited about the opportunities ahead to contribute to and grow within the family business.



APPLY NOW

TIE MEMBER PODCAST EXPERIENCE

The EM-Podcast series initiated by TiE Rajasthan stands out as an admirable endeavor dedicated to disseminating the insights and journeys of its Emerging Entrepreneur Members (Ems). It was an honor to participate in this podcast, which was hosted by Ashutosh Garg, a seasoned entrepreneur and author renowned for The Brand Called You (TBCY).

I am confident that TiE's podcast series will evolve into a valuable reservoir showcasing the remarkable endeavors of our chapter members. Furthermore, it holds the potential to serve as a catalyst, inspiring other TiE chapters globally to embrace similar ventures. I eagerly look forward to tuning in to forthcoming episodes featuring my fellow EMs, fully expecting them to catalyze meaningful collaborations within the broader TiE community.

I extend my heartfelt appreciation to TiE, and particularly to President Dr. Sheenu Jhawar, for her unwavering support.

Scan the QR Code

to Register

Rajendra Lora Co founder & CEO, Freshokartz Agri

Rajendra Lora

Click here to view full podcast

PHOTO GALLERY



Mr. Sahil Jain, a graduate from NMIMS with a specialization in finance, has

CELEBRATING FAILURES

ShopX

India-based e-commerce enablement startup ShopX closed down operations at the end of August. From its founding in 2016 through 2020, the startup raised nearly \$48M to help local kirana store owners build their digital presence through the establishment of ecommerce operations. As it grew, it took out a number of loans from Singapore-based Fung Investment, which ironically ended up leading to its future failure. The company's faulty business model prevented it from generating the cash flow and funding required to pay off the interest on those loans, forcing it to file for insolvency and bankruptcy.

What do you think could have saved ShopX from this downfall leading to complete failure? Share your views with our editing team **HERE** and the best views will be published in our next newsletter.

OUR GIFTING PARTNERS



NIBS CAFÉ & CHOCOLATARIA





CONNECT WITH US

Follow us : 🗗 🞯 in 🖸

Shalini Singh Associate director C-97, Janpath, Lalkothi Scheme, Jaipur (Rajasthan) - 302015 E-mail: ad@tierajasthan.org | Ph.: +91 141 4030736 Website: www.rajasthan.tie.org | www.tie.org



360' Advertising Solutions Priyanka Agnihotri +91-9828090005