

How a Middle Class Indian can Start Business with Zero Money - Full Guide

Video <https://www.youtube.com/watch?v=uttKIEcyP0s>

Ek middle class ka insaan karodo ka business bna sakta hai, aur wo bhi bina koi badi rakam lagaye. Bahut se logon ko ye baat impossible lagti hai. But it's perfectly possible.

Aur is video mein uska ek practical Roadmap hum abhi discuss krenge, jiske dum par maine khud ek bahut bada business banaya hai.

Sath hi hum 1-2 nahi balki 3 aise tareeke bhi discuss krenge - jinse aap almost zero capital se ek bahut bada business create kr sakte ho.

Aur do middle class students ke zero rupees se start krke ATHER jaisi 4000 crore ki company banane hai, ek aam engineer ke apne bedroom me baithe baith 5 billion dollars se jyada ka startup banai hai aur do bhaiyon ne apne ghar se hi world class company bana ke 4 saal mein 1500 crore rupay kama ne jaisi kai thrilling real life stories bhi hongy.

Aage hum is vido mein ye samjhenge ki aap kaise apne business k liye ek killer idea kaise generate kr skte ho, checklist kaise aapka sabse important tool bn skta hai, Ground Research kaise krni, business idea ko execute kaise krna hai, profits kaise lene hain, ek self functioning business kaise bnana hai aur sabse important baat ki ye saari cheezein ek middle class family se belong krte huye bina kisi major funding aur prior expertise ke kaise karni hai.

Aise kai concepts aur unko smjhane k liye extremely interesting examples aane wale hain is video mein jo aapne phle kabhi nahi sune honge aur wo aapki zindagi badal kar rakh denge.

Sabse phle ek important baat ki agar hamein business ke through crorepati bnna hai.. To sabse phle hamein ye jaruri concept seekhna padega ki hamein Business karna nhi hai..balki business banana hai.

Ye bahut gahri aur bahut important baat hai.

Jo is difference ko smjh leta hai wo chahe zero se hi kyu na start kre, eventually karodpati ban hi jata hai.. Aur jo nhi samajh pata.. Unfortunately uska business doobta hi h..

Aur hamein is baat ko sabse acche tareeke se smjhayega indore ka wo ladka, Jisne bahut hi mamuli idea aur almost negligible funding se apn dhandhe ko bna ke poore 150 crores kama liye.

Baat hai 2016 ki. Ek 20 saal ka ladka apne dost ke sath bike par baith kar indore ki galiyon mein pareshaan sa ghum rha tha. Use apne future ki chinta satay ja rhi thi. Hua yun tha ki ek bahut hi middle class family ko belong krne wala ye ladka - apne parents ko proud feel krna k liye har try kar chua tha aur sabmein fail ho chuak tha.

MP ke ek chote se shshar Rewa se apni schooling पूरी karne ke baad, usne IIT crack krne ki badi koshish kari. din raat mehnat kari - jee jaan se preparation kari - par sab bekkar. JEE mein uski rank itni kharab thi ki IIT ka to door door tak chance nahi tha.

usne chupchap Indore ke ek Tier 3 commerece college mein admission le lia aur B.com karne laga.

Par uske man mein abhi b apne parents ka hikhyal tha.

To isliye usne wahi kia jo Indian ke karodo middle class bacche is situation mein fansne par krte hain - UPSC preparation. Jee haan, Rajindar nagar ki khachakach bheed mein wobhi apni kismat badlen gay, par wha bhi jee - tod mehnat krne ke baad jab yha bhi usse kuch nhi ho paya.

Wo wapas indore aa gya.

Par uske dimag mein jo apne aap ko prove krne ka keeda tha - wo abhi mara nhi tha.

Aur us din apne dost ke sath bike mein ghoomte huye wo isi udhdbun mein laga hua tha ki aakhir kis cheez ka dhandha kia jaye.

Aur wahin use dikhi - Chai.

Ab dekhiye aisa hai ki aap chahe India ke kisi bhi kone ke kisi bhi gaon shahar kasbe mein kisi bhi chaurahe par kisi bhi waqt chale jao - koi na koi chai ki dukaaan to mil hi jayegi.

To fir is ladke ke dimaag mein jo chai bechne ka business bnane ka jo idea aaya tha, usko agar koi bhi IIM graduate sunta to hans deta.

Par baat to yhi thi - wo IIM grad nhi tha.

Uske liy to jo kuch bhi tha yhi tha. Apni saari smartness aur tactics usne isi idea mein jhonk dene ki sochi.

Ab ya to ye idea chlta - ya fir wo barbaad hota. no inbetween.

Apne usi dost k sath milkar usne apni pocketmoney se bchaye paise collect kiye - kuch aur rakam doston se udhaar li - fee k paise, petrol k paise sab kuch mila wila ke rakam hui - 3 lakh.

Ab inhi se usne Indore ke ek girls hostel ke saamne apne shop ki shuruaat ki. funding kam thi - but idea interesting tha - ek aisi shop kholna jo beche to chai hi, wo bhi kullhadon mein - par feel de poora ek uptown bar k jaisa. Old wine in a new fancy bottle. Usko apna target customer base pta tha. College ke wo student, jo ki kisi aise jgh par jana chahte hain, jise wo social media mein show off bhi kar sakein aur wo unhein bahut costly bhi na pade.

Aur girls hostel ke samne hi kyun? - kyunki unko apne target customers ki psychology acche se pta tha ki agar girls unki shop par aane lagi - to boys to aa hi jayenge.

Bade ummedon ke sath usne apni shop ka utghatan kiya. poori taiyaari thi. par customers nhi the. Phle din koi nhi aaya, doosre .. tessre jab kai dino tak na ke barabar customers aaye to ladke ka dil baith gya, Kya ek baar fir wo unsuccessful ho jayega. Aur jo loans le rakhe hain uska kya.

Usne fir se dimmag lagans shuru kia ki kaise uske target customers ke subconscious mind ko rewire kia jaye.

Usne apne saare doston ko phone kia aur free mein roj chai pilane ka vaada kia.

Wo log aane lage aur unke dukaan par hamesha bheed rhne lagi.. dhere dheere normal customers ko bhi ye lagne lga ki is nayi shop par hamesha bheed rhti hai, hamein bhi chal kr dekhna chahiye.

Aur is trah se unka business chal nikla. Aur wo bhi aisa ki aaj uske 370 cities mein 600+ outlets hain aur 150 crore se jyada ka turnover hai - wo bhi completely bootstrapped.

Aur haan - naam iska hai Chai sutrta bar aur us ladke ka naam hai anubhav dubey - jisne apne dost Anand Nayak ke sath milkar ise itni uchaiyon par pahucha dia hai.

Dekhiye Anubhav ka idea simple tha.. Chai bechna. Par us chai ne use crorepati nhi bnaya.. Balki jo Chai bechne ka business usne bnaya.. Usne use crorepati bnaya.

Agar sirf wo khud ki shop khol kar chai bna ke bechta rhta tk wo aaj crorepati nahi hota.

Par usne ek ecosystem taiyaar kiya, jisme uski shop par ane wale customers ko ek acchi qhality ki chai, affordable price me milte hai, top notch ambiance ke

sath..har baar. Aur ye same system usne doosre.. Teesre aise kr kr ke 370 se jyada shahron me replicate kia.

Aur that's why he got rich.

Abhi aage hum asian paints ke ek hidden tech company hone, ratan tata ke brutal failure, covid me ek tier 3 city se bane multi million dollar brand aur Naykaa ke unexpected success ke secrets ki kahaniya dekhenge - jinse hamein apne business ko create krne ke integral steps , like killer idea generation, checklist, research aur execution & exit ko bahut easy tareeke se samjhne mein madad milegi taki aap bahut hi low ya almost negligible funding se ek bahut bada business create kr sako aur apni zindagi badal sako.

video thodi lambi hai par ek ek line maine bahut soch smjh kar rakhi hai - har concept aur har story se aapko aise aise baatein seekhne ko milengi ki aap hairaan rh jaoge.

Abhi filhaal yha ek sawaal bada important hai ki, aakhir Aubhav ko hi success kyu mili aur india ke doosre lakho chhaiwale aaj bhi bahut ameer kyun nhi hain?

Aur usse bhi important baat ki anubhav ne to fir bhi 3 lakh lagaye the - agar hamare pass wo bhi nhi ho, to hum kaise karodo ka business bna sakte hain?.

Iska solution hum kuch hi seconds mein dekhenge jab hum ye raaj jangenge ki kaise ATHER jaisi badi company apne ghar se bina ek rupay lagaye bnai gayi.

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Aur that's why he got rich.

Aur aapne Anubhav ki kahani ye bhi smjh hi lia hoga - ki aap bahut kam capital laga kar bhi ek proper self functioning profitable business bna sakte ho. Ek aisa business jo aapki presence ke bina bhi function kar sake.

Aur aisa krte hi saikdo log maujud hain jo aapke paas franchisee ki request le ke aa jayenge - means ki aapko khud ka paisa bhi nhi lagana padega aur aapka business poore desh mein fail jayega.

Ye ek bahut hi accha tareeka hai ek aam middle class insaan ke business create krne ka.

Par isse bhi accha ek aur tareeka hai - jisme aapko jo chota initial capital hota hai - wo bhi lagane ki need nhi hai.

Wo tareeka kaise kaam krta hai ye smjhne k liye hamein Tarun mehta ki kahani jaanni padei jinhone zero rupees laga ke, sirf apni mehnat ke dum pas 4000 crore ka empire khada kr dia.

Aur jab aap aisa extraordinary business create krne ki kshamta rakhte ho to fir Investors marte hain aap paisa lagane k liye.

Ji haan aise kai institutions hain, angel investors hain, investeent firms hain jo activly seek kr rahi hain ek profitable aur sustainable business idea wale enterprenuer ko - jinko unke paise ki need ho.

Franchinsee aur Venture Capitalist investment ye do tareeke to humne seekh liye bina khud ka paisa lagaye business banane ke. Inke alawa ek aur tareeka hai - jo in done se jyada powerful hai - use hum aage video mein samjhenge.

Par abhi yaha sabse bada question to ye aata hai - ki ek middle class insaan hoke, jiske paas koi prior business experience nahi hai, hum aisa busines create kaise kar sakte hain.

Iska answer dene k liye main aapko ek bahut hi interesting concept smjhata hoon, jo ki 99% logo ko pata nhi hota, aur uski wjh se wo apni poori zindagi waste kar daalte hain.

Dekho aap chahe business kro ya job kro, agar aap sincerely work krte ho to aapki life ka graph kuch aisa dikhega.

Jaise jaise aap apne field mein experience gain krte jate ho, aapka specific knowledge badhta hai, aapki earnings bhi bdhti jati, savings hoti hain, investment hota hai aur aapki netwoth kuch yun badhti jaati hai (Draw an exponential graph).

Humme se har koi isi graph ko create krne ke liye daud raha hai.. kaise bhi krke phle 10 lakh kam liye jaye... fir 20, 30 1 cr, 2 cr aise hamari networth badhti hi jaye...

Par asal mein to graph ka second axis hi important hai aur use hi hum ignore kar dete hain.

Wo axis hai - hours put per day on you job/business.

Jo ki humme se bahut logo ke case mein cases mein same hi rhti hai zindagi bhar.

Dekhiye aap shuruaat mein jitne ghante laga rahe ho - agar wahi last tak chalta rahe to fir aapki networth to badhegi - par aap apni zindagi ki aur bhi kai keemti cheezein miss kar jaoge. Gharwalon ko time nhi de paoge - apne shauk poore nhi kar paoge.

Jabki hona ye chahiye ki jaise jaise years in service beette jayein - aapki earnings to badhein, par aapka hours put in per day kam hota jaye, tabhi aapke itne efforts krne ka koi matlab bnta hai.

Deepinder goyal ne jab Zomato ki shuruaat ki thi - wo 16 se 18 ghante kaam kiya karte the. Aaj uka kaam bas kuch ghanto ka hi hai.

Jeff bezos ne jab apne garage se Amazone ki shuruaat jab unhone ki - to order ko pack krne, mail karne se lekar customer ke calls ko receive krne tak ka saara kaam wo khud hi krte the. hardly kuch ghante sone ka time unko milta tha - jis wo wahigarage mein bita dete the.

Aaj wo apni rich lifestyle enjoy krne me busy rhte hain.

Dekho Ye baat aap bhi jante ho - ki job karte huye ye possible nhi hai ki aapka graph kuch aisa bane. Job mein aap chahe kitne bhi senior kyu na ho jao- aapke retirement tak hours put per day same hi rhenge aur ye graph aisa hi rhega.

Infact ye one of the major reason hai ki log job na krke business krna chahte hain.

Unko bhi pta hai ki jab wo 9-5 ki job krne lagenge to earnings to honggi, par freedom nhi hogi. Aur most of the cases mein to wo earning itni jyada bhi nhi hogi ki ghar ki emi, education fee, car loan ki kiston ke athaah chakrvyuuuh se bahar nikla ja sake.

Aur yhi wjh hai ki main ye video bna raha hu aur aap ise dekh rhe ho taki aap bhi business kar sako aur aapka graph aisa na ho.

Par asli dikkat tab aati hai - jab aap business bhi kr rhe ho - aur still apka graph aisa hi ban rha hai.

Aisa bahut se logo ke sath hota hai, especially un middle class logo ke sath - jo ki job na krke chota hi sahi par apna khud ka business banane ka dare dikhate hain.

Aapne dekha hoga aapke shahar mein ek Momo bnane wali aunty honggi, jisse aap pichle kai saalo se momos kha rhe hoge aur uska taste aaj bhi utna hi lajawaab hoga. grahakon ki bheed lagi hoti hogi, log fan honge unke.

10 saal phle bhi wo aunty roj subah shop se maida, patta gobhi tamatar lati thi, dopahar momos bana ke sukhati thi aur shaam ko unko steam krke bechati thi. Aaj 10 saal baad bhi wo itni hi mehnat kar rahi hain.

Par fir aakhir wo karodpati kyu nhi ban payien ?

Aur wahin doosri taraf 2 college graduates ke dwara apni pocketmoney bacha kar shuru kia gya ek kiosk, wow momos aaj ek 2000 crore ka business kaise bn gya?

The answer is simple - aunty ne momos banane par mehant kri aur wow momos ke founders ne momos ko bechne ke business ko banane mein mehnat kari.

Aaj Aunty ek din bhi beemar pad jayein to us din unki ek rupay ki earning nhi hogi - wahin wow momos ke owners mahino tak kaam na karein to bhi unka bank balance as it is badhta rhega.

Aap chahe kitna bhi accha business kyu na choose kr lo - agar aap business banane mein mehnat krne ki jgh sirf business karne mein mehnat karte rah gaye to fir your life will become worse than that of a jobgoer. Aap 9-5 job krne ki jgh poore 12-14 ghnte physically apne business mein fanse rahoge aur mentally to poore 24 ghante.

Jis cheez se aap bhag rhe the - usse worse situation mein fans jaoge.

Is se bachne k liye Aapko day 1 se ye ensure kr ke chlna hai..ki aap aisa business create karo, jo ki Bina aapke active participation ke autonomously function kr ske.. . Taki aap use replicate kr sako.. Aur ya to uski franchisee deke ya fir usmein funding lake apni earnings exponentially increase kr sako.

Aur aisa krne ke liye hamein jo sabse important cheez chahiye rahegi wo hai ek perfect IDEA.

Aur wo hamein kahan aur kaise mil skta hi.. aaiye smjhte hain..

but again, eneterprenuership ka maza to tabhi hai jab aap us cheez ko possible kar do jo duniya ko impossible lage.

Is poori kahani mein kai aisi baatein hain, jo ek middle class insaan ko safal businessman banne mein help karti hain par sabse important baat jo pta chati hai wo hai Idea generation ka source.

Dekhiye kahi bhi agar kisi cheez ke beech demand aur supply ke beecha ka gap hai.. To Wo aapka business idea hai.

Girish ne dekha ki ek reliable aur cheap CRM software ke demand hai.. Par supply nhi to wo unka idea bn gya.

Deepinder goyal ne dekha ki india me khane ko ghar par mngane ke liye Ek reliable platform ki need hai.. To wo unka idea ban gya.

Anupam mittal ne dekha ki India mein shadi ke ladka ladki dhoondhne ke liye ek online pan country database ki eed hai, to wo unka idea ban gaya.

Ab yha aap ye kah sakte ho, ki ye Freshworks, zomato, shadi.com.. Ye sab examples to theek hain.. Inhone ek naya idea laya jo us waqt india mein available nhi tha. But Anubhav ne aisa kya idea la dia ki wo ameer bn gya.. Aakhir chai hi to bechi usne.

Auf sirf anubhav hi kyu.. Naykaa b to cosmetics hi bechta h.. Amul dairy products hi bechta hai, jo ki waise bhi mil jate hain... Bisleri paani hi to bechta hai.

To fir in logo ne multi billion dollar business kaise bna liya.

Yha to aapki demand and supply wali theory fail ho gyi?

Dekhiye yha ek important baat smjhne wali **agar aap ek bada aur successful business banana chahte ho to - ya to aap kisi category ke first business howo, ya fir apni khud ki category bnao.**

Aur khud ki nayi category aap purani category mein hi ek naya twist lakar bana sakte ho.

Bisleri sirf paani ya plastic ki bottle nhi bechti.. Wo ye reliability bechti hai ki aap ye jo pani piyenge to isse aapko koi beemari nhi hogi.

Amul sirf dairy nhi bechta, wo ye bharosa bechta hai ki bina kisi milaawat ke dar ke aap unka product khareed skte ho aur har baar same quality milegi.

Anubhav ne chai peene ki demand ko cater nhi kia.. us category mein to lakho dukanein already maujud thi. Balki usne chai pekar cool bnne ke demand ko cater kia.

CSB mein Quality, price point, taste ye saari cheezein bhi thi... But aesthetics in sabse upar tha. Aur ye us time par koi nahi kar rha tha.

yha ek aur gahri baat nikal ke saamne aati hai jo aapke successful ya unsuccessful businessman hone ka bada differentiating factor hai.

Jab kisi normal businessman se ye pucha jata hai - ki aapkis business mein ho - to wo hamesha us commodity ka naam leta hai jo uski company produce & sell krti hai - koi software, koi matress, koi footware, koi fruit, koi service.

jabki ye commodity aapka product hai hi nahi.

commodity to wo cheez hai - jo customer ke hath me aati hai aapko paise dene ke baad.

But aapka product wo jo hai - wo wo feeling hai, jo customers ko aapse business krne ke baad hoti hai.

PW ka product knowledge nhi balki security hai.

Apple ka product iPhone nahi balki class hai.

LV ka product bags nhi balki exclusivity hai.

McD ka product burgers nhi balki happiness hai.

Jo is difference ko smjh pata hai - wo hi ek great business ban sakta hai.

Aapka bhi business idea isi trah ka hona chahiye.. Ya to aap ek naya hi innovation kar lo - jiski apni khud ki category ho aur usmein aap automatically first ho.

Ya fir aapke idea ki category bhale hi simple aur common ho. Par us category mein wo ek specific demand ko cater krne wala hona chahiye.. ek particular positive emotion generate krne wala ho, Aur usi solution me aapko apna poora business banana hai.

Ab yha aap ye bol skte ho ki ham aakhir aisi nayi category ya fir purane category mein ek naya twist dhoondhe kaise?

Iske liye aapko kahin bahar nahi balki apne andar aur apne aaspaas problems dhoondhna hai.

Dekhiye har aadmi ka aisa koi na koi specific area hota hai, jiski use jyada knowledge hoti hai.

Ek to aapne jo bhi education li h us wjh se.. Aur doosra aap jaha rah the ho..jin logo se milte ho us wjh se. Aur is knowledge ka use krke aap demand & supply ke beech ka gap dhoondh sakte ho.

Anubhav college student the to unhe doosre students ki iccha pta thi.

Girish tech field me the to unhe CRM software ki need k bare me pta thi.

Infact jo Ather ki story humnein abhi dekhi - wo isi ka ek prime example hai. un ladko ne apne engineering ki knowledge ka hi to use kia itna bada business banane mein.

Theek isi trah aap bhi apne aas paas dekho..koi na koi naye product ya service ki need hogi ya fir jo existing product aur services hain unme improvement ki gunjaish hogi - taki logo ki zindagi mein convenience badh sake. -

Ek aur important sawaal ye aata hai yha ki hum kis category ka idea layein? matlab hum logo ke fear ko solve karein, unko aspiration bechein ya fir unko convenience provide karein.

Dekhiye, Azadi ke baad kai decades tak we were in Scarcity mindset. kai femines aaye, poverty prevalent thi aur earning sources bahut kam the. Companies bhi apne ad mein sasta sundar aur tikau par focus karti thi. Ek aam middle class family ki soch thi ki agar aap kuch extra efforts krke 4 paise bcha skte ho - to kyu na bchaya jaye.

Us time par agar aap logo ko koi convenience wala product bechte to fail ho jate.

Aisa hi hua tha Dippy's ke sath. Aaj se 50 saal pahle ye company India mein packed ready to eat to eat food sell krna chah rhi thi, but as you know ki us samay hamari country me iski bilkul need nhi thi aur ye company eventually fail ho gayi.

isi tarah Vikram sarabhai aur unke fathe ki ahemdabad mein jo textile mill thi - Calico mills unhone bhi 1980s mein indian middle class ke liye readymade shirt aur pants launch kiye the. Taki unko kapda lekar tailors se silwan ka kharcha aur samay dono bach jaye. Par again - us samay convenience ki koi value aur need nhi thi - siliye ye brand - aur eventually unki mills hi band ho gayi.

Par ab cheezein badal chuki hain. Ab hum scarcity se surplus mindset ki traf shift ho rahe hain. Choti moti hi sahi par logo ke paas naukriyan hain aur wo ab convenience par kharch karne mein jyada hesitate nhi krte.

Readymade kapade aur ready to eat food to kya, aaj hum Khana ghar par bna kr paise bchane ki jagh hum paise kharch krke samay aur efforts bachane par jor dete hain.

Apne rojmarra ki choti choti cheezon ki bhi ghar mangwane k liye extra paise kharch krne mein nhi katrate.

Dekho waise to aap apne customers ki kisi bhi category mein target kr sakte ho - unke fear ko address kr skte ho - Allen, Akash jaise institutes ne non selected rah jane ki fear par apna business banaya. Aap chaho to unke aspirations ko target kr skte - like apple & lv, jisne logo ke ameer dikhne ki chah par apna business bnay hai. ya fir aap unke convenience ko facilitate kr skte ho - like Ather or zomato or Amazone.

Fear par business banana sbse easy hai - par isme ideas bahut kam hote hain - kyuki aap koi ek aisa naya fear logo ke man mein paida kr do, jiski wjh se wo aapka product khareedein - ye bahut tough hai.

Aspirations par business banana bahut tough hai - kyuki yha aap koi bahut naya revolutionary product nhi invent kar rhe, balki aapka product jo ki baki product ke jaisa hi hai , use branding, marketing aur storybuilding ke dum par next level me place kr rhe ho. Ismein kaafi mehnat lagegi aur bethasha paisa bahana padega.

Convenience par business banana is the sweet spot. Purane ideas par thoda naya twist daal kar unko aap aur bhi useful bana skte ho - to aise me yahan ideas ki kami nahi hoti hai.

Ho skta hai kahi par ek aise app ki need ho jo on demand babysitters available kra sake..kahi par aise stores ki need ho jo aapka monthly expenses track kre aur khud hi next month ke ration ki list bna kr saman de de aapko.. Ho skta hai ek aise

agency ki need ho jo ek common service class aadmi ko uska personal brand bnane me madad kre..ho skta hai aise law firm ki need ho jo specifically content creators ke cases ladne ka kaam kre..

There are endless possibilities to improve the lives of people.

Aur agar aap wahi improvement repeatedly top quality me logo ko available kara sakte ho.. To fir aap usse ek sucessful business bna sakte ho.

Ab use bnana kaise hai ye discuss krte hain.

Jab aapne ek pitch perfect idea dhoondh lia, to agla step aata hai uske baare mein knowledge gain karne ka.

Aapne jo bhi idea socha hai.. Us par deep research kariye, proper data collect kariye aur uske baad hi aap business start krna..

Aur data collect karke apne idea ko validate ka sabse accha tareeka hai ground par logo se baat krna. Kai baar hum sirf apne perceptions ke basis par hi koi business create krne ka soch lete hain.. Jabki ground reality kuch aur hi hoti hai..

Infact India ke one of the most elite industrialist Mr Ratan tata se bhi ye galti ho gayi thi.

Early 2000s mein ratan tata ne dekha ki Indian middle class families mostly bikes mein safar krti hain, kai baar to 4-4 5-5 log ek hi bike mein baithe rhte hain. Unke man mein iccha aayi ki wo ek aisi car banayein jismein sari family ek sath conveniently safar kr sake aur wo bahut hi sasti ho - sirf ek lakh rupay ki.

Yha se journey shuru hui tata nano ki.

Jo ki single wiper blade, 4 ki jgh 3 nuts , petrol bharne k liye nozal ke absence jaise kai design changes , body mein steel ke use mein reduction, singur mein politicians ke sath gahri ladai, Gujrat ke sanand mein plant ke transfer jaise kai padaavon se hoti hui finally 2008 mein apne production ke anzaam tak pahuchi.

Us zamane mein iska itna hype tha, ki pre booking krne k liye lottary system tak nikalna pada tha.

par in sab mehnat ke bawazood Ratan tata ji se ek galti ho gayi.

Customers ke need ko smjhne ki.

indian customers cheap car to chahte the - par wo ye nhi chahte the har koi unki car ko cheap smjhe. Ji haan - Car indian customers k liye convenience se jyada aspiration segment ka product hai - aur nano ki lakhtakia car hone hone ki image iske just opposite kaam kar rahi thi.

Nano ke sales dheere dheere kam hote gaye aur finally 2018 mein ye out of production ho gyi.

Isliye kisi bhi idea, chahe wo kitna hi naya aur revolutionary kyu na lage, use par deep research krke use ground level par validate krna bahut jaruri hai. Warna definitely wo fail hoga.

Dekhiye ek business ko start krne k liye ya to funds chaiye hoti hain.. Ya fir guts.

Ab funds to kam hain hamare paas.. To fir guts jyada rakhna pdega.

Aur guts aapke andar tabhi aayega.. Jab aap har scenario/possibility ke kiye taiyaar ho... Aur wo possible hota hai research se.

Jab ek surgeon operation theatre mein apne patient ki surgery kr rha hota hai.. To aisi hazar cheezein hoti hain.. Jo galat ho sakti hain.. Ho skta hai koi artery kat jaye aur sara khoon bah jaye..ho skta hai koi nerve kat jaye aur pat paralysed ho jaye.. Aur b bahut kuch.

Par itni mishap possibilities ke baad b uske chechre par ek shikan tak nhi hoti..
Kyu.. Kyuki usne ek ek karke in saare scenarios ki preparation phle hi kar rakhi hai.
The same goes for your business also.

Aur jab aap itni mehnat kar lete ho, tab apne aap aapko apbe business ki saari requirements smjh aa jayengi ki Manufacturing kaise hoga, distribution kaise hoga aur fir marketing kaise ki jayegi.

Ab aapko yha ye krna hai in saare components ko sub components mein todna hai aur clear cut define krke ek paper par kikhna hai. Aur har column me likhte jana hai ki us component ka jo work hai usko kaun krega.

Jaise ki Ek technical team chahiye rahegi - aapke ideas ko product mein convert kar sake. Ek marketing team chahiye rahegi jo product ko sell kr skae.

Inventory management, customer rlationship managment, quality control, R&D - aisi kai cheezein chahiye rahengi, aur finally ek CEO chahiye rhenga, jo sab kuch manage kar sake.

Ab yha aap ye bol skte ho ki main to middle class se belong krta hu mere paas doosre logo ko hire krne k paise nhi hain to mujhe to khud hi sab kuch krunga.
Bilkul.. Koi dikkat nhi h.. Aap khud hi sab kuch krne se shuruaat kr skte ho..

Anupam mittal is one of the earliest investors in Ola cabs. Jab unke pass is ka offer aaya, to unhone cab booking ke liye phone lagaya - us time par sirf app nhi

phone se bhi booking hoti thi - Aur wo surprised rah gaye jab us side se bhavish ne phone uthaya.

Anupam ne unki lagan dekh kar turant apna paisa ola me laga diya.

Nithin Kamath ne jab Zerodha banai to unhone wesite banane se lekar customers handle krne - sara kaam khud hi kia tha.

Ritesh agrawal, Deepinder goyal, jeff bezos aise founders ki list bahut lambi jinhone khud hi sb kuch krne se shuruaat kri aur aaj billlionaire hain.

Jab aap khud sabkuch kar rhe ho, to fir aapke is table ke saare columns mein aapka naam aayega.

To fir is kagaz ki jarurat hi kyun?

Dekhiye..video ke starting me hi hmne ye clear kr lia tha ki hame dhandha krna nhi hai... Dhandha banana hai.

Aur dhandha bnane k liye ye cheez bahut jaruri hai ki eventually in saare columns mein aapke alawa aur kisi ka naam likha ho..

Ji haan.. Tabhi ye possible ho payega ki aap free howoge aur Apne business ko aur bda bnane aur use expand krne k baare me soch paoge.

Aur iske liye ek effective tool hai Checklist.

Aap jis bhi component mein kaam kr rhe ho - uske har ek step ko ek checklist ke form me likhte jao. Usme itni detail me har cheez mentioned honi chahiye ki ek unskilled aadmi bhi us checklist ko follow krke same quality ka product ya fir serive create kr sake.

usme discretion ke liye koi jagah nahi bachni chahi. Har ek situation already pre imagined and pre planned ho aur Aapka employee ya even aap khud hi kyu na

ho - koi bhi apne man se kisi bhi tarah ke changes na kar sake.

Starbuck ki coffeee aap poore world mein jaha bhi jao - same taste ki millti hai.

The reason is their checklist manual - unhone miligram tak mein quantify kar rakha hai ki ki coffe mein kaun sa ingredient kab, kis temperature par jayega.

Ek baar jab wo manual online lek ho gya tha - tab kaafi bawaal macha tha.

Dekhiye aapne jab ek perfect idea dhoondh lia, uske componenets likh liye, checklist bna li - to agla step aata hai - business ko shuru krne ka.

Ab chunki hum middle class se belong krte hain - funds ki kami hai - to hum chote level par shuruaat krenge - khud hi sab kuch krne se.

Parr ye minimal scale pr shuruaat krna koi curse nahi hai - balki ek blesing hai.

Ji haan, jab aap small scale par business operate krte ho - to aapki problems bhi choti hoti hai - unki wjh se losses bhi kam hote hain - aur unko rctify krne mein kharcha bhi kam aata hai : par jo learning hoti hai - wo bahut badi hoti hai.

Harsh mariwala ne 20 saal ki umar mein apni padhai poori kar ke apni family ki dukaan mein baithne ki sochi. Unke gharwale nariyal tel ko nikalwa kar thok mein becha krte the.

ye 1970s ka india tha - jab log khulle mein hi saara saman lena pasand krte the-branded cheezon ki utni demand nhi thi.

Us tym par harsh ne decide kia ki wo branded aur achhi quality ka coconut oil bechenge.

Customers to unko baad mein reject krte - unki family ne unko phle hi reject kr dia.
par wo nhi mane.

unhone khud se tel banaya use pack kia aur apne scooter pr lekr nikal pade - dukandaro ke pas uska stock rkhwane.

wo khud hi customers aur shopkeepers se puchte rhe ki is tel mein aur kya sudhar ki gunjaish hai - aur usko implement krte rhe. smell, consistency, pricing sabhi chezon mein unhone improvement kia.

Poore 10 saal tak wo ye mehnat krte rhe - tab kahi jake unka brand chalna shuru hua. par jab chla to aisa chla - parachute aaj coconut oil ka synonym ban chuki hai. Harsh ne baad mein isi trah se saffola, livon aur set wet jaise brands establish kiye.

jab aap apne business ko small scale par operate kar rhe to aapko ek aur cheez karni hai - **quantification.**

Business ek aisi cheez hai, jaha choti choti cheezein bhi bada effect daalti hain.

Aap customers ko shuruaat mein hello bolkar smile krte ho ki nhi - iska U shaped correlation rhta hai aapke sales par. yani ki genuine smile sales badhati hai. fake wali nahi.

Red color ka use impulse buying ko promote krta hai aur yello color happiness evoke krta hai - aur inki wjh se sales almost double ho jati hai. Yahi wjh hai ki McD apne scheme mein yellow aur red use krta hai. Aur even Burgerking bhi unhe hi use krta hai.

yahi cheez aapko apne business ke saath krni hai.

Har ek cheez ko quantify krna hai.

Aapke menu ka kaun sa item sabse kam cost me sabse jyada profit de rha hai.
Kaun sa bilkul nhi bikta.

Aapka kaun sa software US UK se top dollars mein sales la ke deta hai - aur kaun sa 3rd world countries me jata hai.

Aapki shop ki timing subah ek ghnta kam krke raat me ek ghnta badhane par sales mein kya affect padta hai.

week ke kaun se din hain jab aapka product sabse jyada sale hota hai.

Aise saikdo sawaal hain jo aapko apne business se poochne hain - aur unka jawab ek proper quantifiable manner mein note krna hai.

Ho skta hai ki in jawabon se jo concluding data nikal kar aaye - wo aapki belief se contradictory ho.

Ho sakta hai ki aapko green color ki theme pasand ho - par data is favouring Red color.

Ho sakta hai aapko daytime operational hours pasand ho - par data is favouring night.

Ho skta hai aapke business ka naam hi logo ko easy to remember nhi lag rha ho.

Aapko us data ke according hi apne business mein required changes lane hain.

And that's the recipe of building a perfectly grate business.

Jeff bezos ne apni company ka naam Amazon isliye rakha kyuki ye A se start hone ki wjh se directory mein sabse upar tha.

Apple ne bhi simplicity ki wjh se ise choose kia.

Abhi kuch din phle maine ek school bus dekhi usmein ye naam likha tha viskschan international school. ab ye naam yun to hai to bahut accha - hindi ke vishakshn shabde se bna - jiska matlab hota hai excellence. But bus se leke billboard tak

sbhi jgh branding to english mein hoti hai aur aise me ek aam parents ke dimag mein iska brand chapna bahut mushqil hai - & they'll loose money coz of this.

Data ka use kitna jyada important hai - iska sabse bada example hai Asian paints - jo ki ek paint company nahi balki asal me ek hidden Tech company hai.

champaklal chuksey ne jab 1950s mein paint bechne ki shuruaat ki thi - tab ye sector bada hi disorganised tha.

Dekhiye india ek vibrant country hai - aur har ilaake ka apna ek alag colour preference hai, jo ki season ke hisaab se bhi badlta rhta hai.

us time par companie ke paas is baat ka koi data nahi tha - is wjh se unka production jarurat se jyada ho jata tha - aur bahot sa maal waste jata tha.

Champaklal chuksey ko data ki importance tabhi se samjh aa gyi thi - isliye unhone ek extremely shocking kadam utha ke india ka phla supercomputer khareed lia, wo bhi 1970s mein - jab infosys, tcs jaisi companiyaan exist bhi nahi karti thi.

aaj unke big data processing ki wjh se hi wo har ek shop par required colour 6 hrs se bhi kam time mein pahucha paa rhe hain.

Is tarah agle kuch mahino mein jab aapne hazaro problems face krke apne small scale business ko hazaro baar rectify kr lia - sare aspect ko quantify kar lia - apni checklist ke multiple iterations kar kar ke usko perfect kar lia - aur sath hi isi

business se thode paise bhi juta liye hain - to ab aata hai logo ko hire krke mechanical multiplication krne ka time.

Ab chunki humne aisi checklist taiyar kr rakhi hai - jisko koi bhi follow kr sakta hai - to hamein koi bahut jyada skilled person ki jarurat bhi nhi hai.

Infact business idea ke conceptualization ke time hi aapko is baat ka dhyaan rkhna hai - ki aapka idea aisa hona chahiye ki uske components hum individual unskilled logo ko sikha sakein aur same quality result aaye.

McDonald's iska sabse accha example hai.

Chahe aap India ke kisi bhi kone mein chale jao - aapko McChicken burger mein wahi same taste milega. Ye is baat par bilkul depend nhi krta, ki use kaun prepare krta hai.

Asal mein hota ye hai ki poore India mein jo bhi patties use hote hain - wo Vistafood naam ki ek factory mein bante hain. Waha unhein parfry krke fir steam se gujara jata hai aur fir sub zero degree mein freeze krke different outlets mein bheja jata hai.

Bakebest foods krke ek Bun factory hai, jaha roj lakho bun taiyaar krke different outlets mein bheje jaate hain.

Jb burger ko prepare kia jata hai - to sab kuch fixed rhta hai - ek fixed degree tak use fry kia jayega, ek exact fixed weight ka sauce dal jayega, pickle ki matra fixed rhegi.

- saaari cheezon ke Standar operation procedures hote hain. Prepare krne wale worker ko sirf use follow krna hota hai Use koi extra skill ki need nhi hoti hai.

Aapko bhi apne business mein is process ko ensure krna hai, jitna kam aapke business ki logo ke skills par dependency hogi - aapka business utna bada banega.

Infact agar koi business highly skilled logo par bahut jyada dependdnt hota hai - to uske fail hone ke chances ulta badh jate hain.

Aapne dekha hoga ki healthcare sector mein aksar doctors hi apna hospital kholte hain.

Ek non medico aadmi bhi - agar uske paas capital ho- to hospital khol skta hai aur kai doctors ko apne yha par salary basis par rakh kar use run kar skta hai - par most of the cases mein wo fail hi hota hai.

Reason simple hai - doctors are highly skilled people - wo jo kaam krte hain use aap simple checklist ke bharose kisi aur se nhi kra sakte.

Ab aise mein kisi doctor ka agar ye man kar gya ki aapk hospital mein kaam krne mein unhein internal satisfaction nhi mil rhi - ya fir unhein kahin aur better opportunity available hai and they leave your hospital - to fir to aapke paas badi problem aa jayegi.

Which is exactly the kind of situation you want to avoid in the first place.

isiliye checklist banane mein hum itni jyada mehnat karr bhi isiliye rahe hain - taki skill ko picture se hata hi dein.

Ab yha aap ye bol skte ho - ki aapne to Money series ke first video mein ye bataya tha ki we should chase specific knowledge, aur jitni jyada se jyada irreplaceable skills acquire kr sakein krni chahiye. Bilkul sahi.

Infact jab maine us series ke 2nd video mein bottleneck ki baat kari thi - tab bhi kuch aisa hi message tha.

To kya is video mein cheezein badal gayi?

Bilkul nahi.

Dekhiye wahan hum aapke individual level par successful aur rich hone ki baat kr rhe the - uska ek hi tareeka hai - sp knowledge gain krke bottleneck banne ka. Tabhi to aap muhmaaangi keemat mang paoge, and companies will pay.

But hum yha nadi ke doosre kinare par khade hain, aur business bana kar doosre se kaam lene ki baat kar rhe hain. Aur yha ye bahut jaruri hai ki aapke employees ke paas itni sp knowledge na ho ki wo bottleneck ban jayein aur muhmangi keemat mang sakein.

Isliye we are putting so much emphasis on simplicity here.

Isliye ab jab aapne apne sath aur kuch log jod liye - to ek ek karke un components se apna naam katte jao - aur uski jagah in naye recruits ko us componenet ke liye train kro aur inka naam daalte jao.

Aur jab finally aapka naam sab jgh se hat gya to aapka kaam 90 % finish ho gya - aapne ek aisi business entity taiyaaar kr li hai - jo khud se breath kr sakti hai. Day in and day out perpetual function kar sakti hai. aur wahi doosri or aapka hours put per day bhi constantly decrease ho gaya.

Ab yahan dhyaad dene waali baat ye hai - ki abhi tak humne profit ki koi baat nhi kari hai.

Jabki businesses ka to existance hi bade proffits bnane k liye hai.

Ji haan baat sahi hai - par jab tak aapka business self functioning stage mein nhi aa jate - aapko bade profits ke baare mein nhi sochna hai. Jo bhi revenue aapko

milta hai - aapko usko poora reinvest kr dena hai- apne liye minimal living expanses kaat krke.

To kya hum bade profits bilkul hi na expect krein?

nahi - aisa nahi hai.

Here comes the concept of Delayed gratification, jo ki sabse bada tool hai ek aam middle class insaan ke ek highly profitable business banane k liye.

Aur use smjhte hamare aakhiri but sabse thrilling example se jisme 2 bhaiyon ne sirf 4 saal ke andar 1500 crore kama liye.

Sath hi ye kahani aapko apne business idea ko fund krne ka wo teesra tareeka bhi batayegi - jiski baat maine video ke shuruaat mein ki thi.

2020 ke October mein, jab sari duniya apne gharo me dari sahmi si baithi thi. Mohit aur Rahul Yadav naam ke do bhai apna startup launch krne mein lage huye, is baat se bilkul bekhbar, ki kuch hi din mein poore india ke business ecosystem ko hila kr rkhe dene wale hain.

Par kahani shuru hoti hai 2008 se, jab] mohit jo ki Credit suisse bank mein kaam kr rahe the - unke mangment ne unhein kaha ki wo promotion lein aur London ya Hongkong, dono me se kisi ek jagah relocate howein - the bank needed his expertise there.

Dekhiye aap kisi bhi banker se poochoge to wo ye offer palak jhapakte hi accept kr lega.

Par Mohit ka apni family se itna jyad sneh tha - ki unhein apne bhai ko chhor kar foreign jane ka bilkul man nahi kia.

Unke bhai Rahul ne usi saal apni pocketmoney se bache paise laga ke ek online shop shuru kia tha Scopia Fashion, jisme wo T shirts becha krte the.

Mohit ne apna offer reject krke Rahul ko join karne ka decide kia aur 2010 mein unhone ise rebrand kia MangoStreet ke naam se, jisme wo baccho ke liye branded fashionwear becha karte the.

Dono bhaiyon ne apni mehnat se Mangostreet ko ek profitable venture mein convert kia aur eventually Hushbabies nam ki cmpny ko use ek bahut acche profit ke sath sell kia.

Rahul aur mohit ko is startup ko run krte waqt manufacturing aur supply chain management ka itna gahra experience ho huka tha - ki Hushbabies ke CEO sridhar sheshadri ne unhein apne sath hi kaam krne ka offer dia.

Par dono bhaiyon ki apne roots se lagav itna jyada hai ki unhone apne hometown - jaipur ke startup ko preference di aur use join kia - jiska naam tha CarDekho.

Waha un dono ne man laga k kaam kia aur apne expertise aur sharp brains ke dum par unhone Cardekho ko ghar ghar mein pahucha dia - har insaan car lene se phle unki site visit jarur krta tha. The founder of Cardekho - Amit jain was immensely impressed by them.

Par kismat ne ek baar aur palti maari - aur 2 saal ke baad hi Mohit ko fir se india ke bahar relocate hona pada - cardekho ke indonesia jointventus oto.com ke CEO ki post mein.

Is baar chunki dono bhai koi aur startup par kaam nhi kar rhe the - isliye Mohit indonesia chale to gaye - par unka man india mein hi rah gya.

Waise bhi ek baar jiske muh mein business owner banne ka khoon lag jata hai - fir use naukri raas nahi aati.

Jaise taise karke unhone wahan 2 saal kaate - aur fir ek din resign dekar India wapas chale aaye, ek naya business start krne.

Is baar unhone ek bahut hi unique idea par kaam shuru kia tha - logo ke liye unki hair type, location aur environment ke according custom hair products provide karane ka. Unhone iska naam rakha tha Freewill, aur iske liye unhein 100 crores ki funding bhi mil gayi thi.

Par jaisa ki aapko is idea ko sun ke hi smjh aa gya hoga - isme ek fundamental flaw tha.

Wo pane har ek customer ke liye different product taiyaar kar rhe the - to obviously unki efficiency kam ho rahi thi aur usko scale krna impossible tha.

Infact isiliye maine is video ki shuruaat mein hi ye baat kahi thi ki hamein aisa dhandha banana hai jo autnomously function kar sake. Har baar ek naye input ki need na ho aur eventually use franchisee ya funding ke through scale kia ja sake.

Aur Eventually isi wajh se unko apna ye startup band karna pada.
par wo haar anne walo mein se nahi the.

Unhein ek aur business banane ka decide kia. 2 businesses se hui earnings ki saving to thi hi unke paas, sath hi experience bhi ho gaya tha.

is baar unhone ek cosmetics brand launc kia - Minimalist.

Dekhiye unko ye baat bhut acche se pta thi ki business mein overnight success pane k 2 hi tareeke hain - ya to aap ek nayi category hi invent kr do - ya fir purani

category mein nay twist la do.

unhone yha ye twist laya tha - ki jo bhi chemical unke product mein use honge uski detail information unhone package aur apne social media sites mein bhi prominently di, full transparency ke sath.

Infact unko is baat ka idea bhi USA ke brand The ordinary se aya.

Ordinary ke product us tym par viral hit the - but india mein bahut hi jyada cost par available the.

Yadav brother ka Minimalist ne apne aap ko uska ek low cost but high quality alternative ke roop mein establish kar lia.

Yha unhone convenience bhi offer kia aur cost par bhi khel gaye.

Unka target base jo ab bahut jyadq quality consious ho chuka tha - is baat se bahut khush hua.

Aur is baat ka Nateeja ye hua ki launch ke 48hrs ke andar hi unki poori inventory sold out ho gayi. 8 mahino ke bheetar hi unka revenue 100 crores tak pahuch gya.

Aur abhi Hindustan unilever jaisi diggaj company ne unka 90.5% stake khareeda hai 2670 crore rupees mein, jo ki hamare deska one of the biggest startup acquisition hai.

Thank you.

Video <https://www.youtube.com/watch?v=uttKIEcyP0s>

Visit <https://www.nishantpatel.in/>