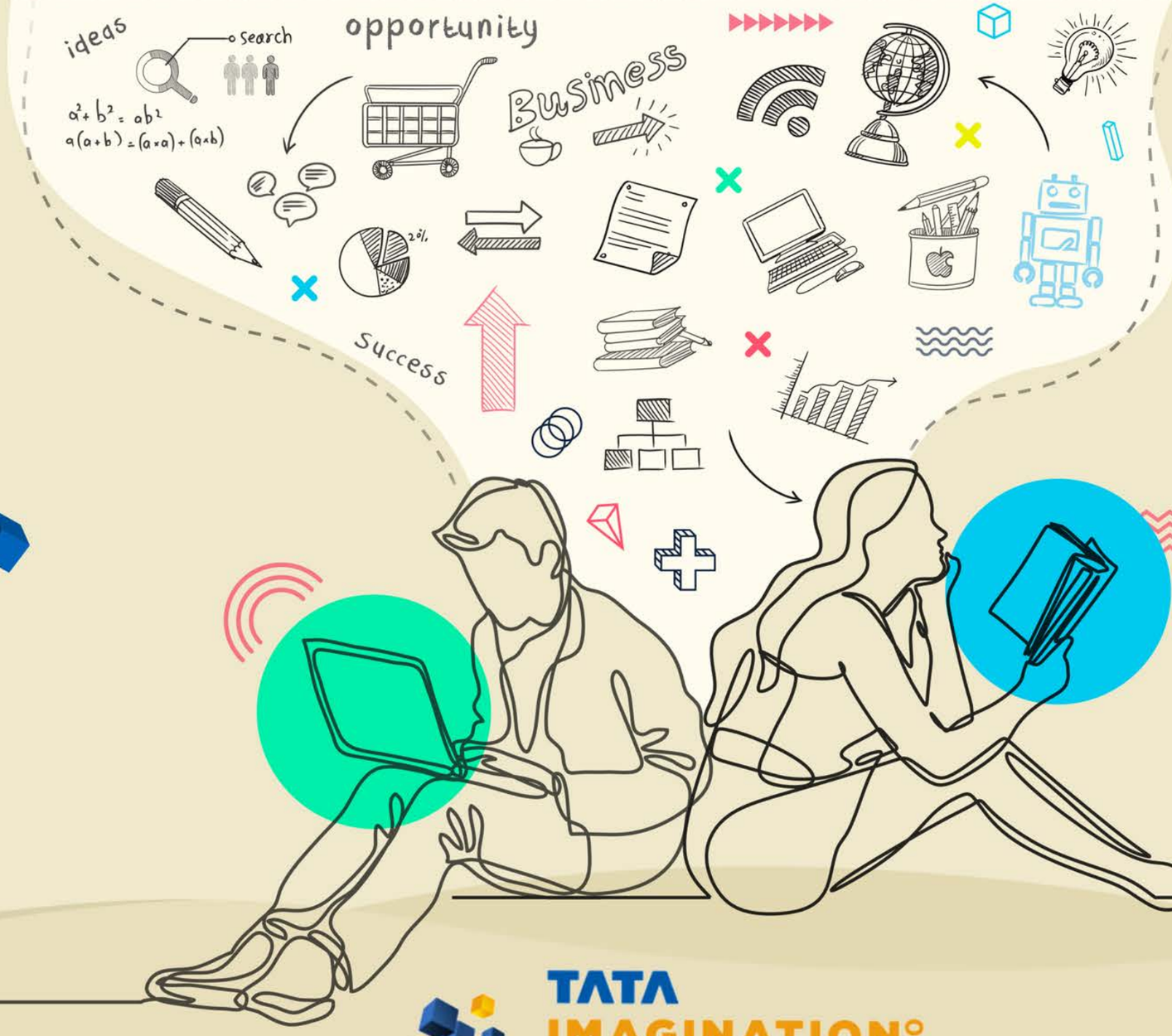
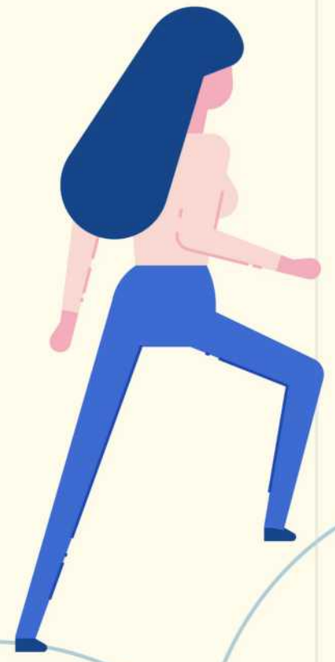
TIC CLASS OF 2020

TATA



TATA
IMAGINATION CHALLENGE 2020
IDEAS AND ME



MUMBAI

AIYUSH BAHL
NMIMS MUMBAI

CHIRAG MEHTA
IIM BANGALORE

RAJASTHAN

ANANT BORDIA
IIM AHMEDABAD

ADITI SOMANI
SPJIMR MUMBAI

UTTARAKHAND

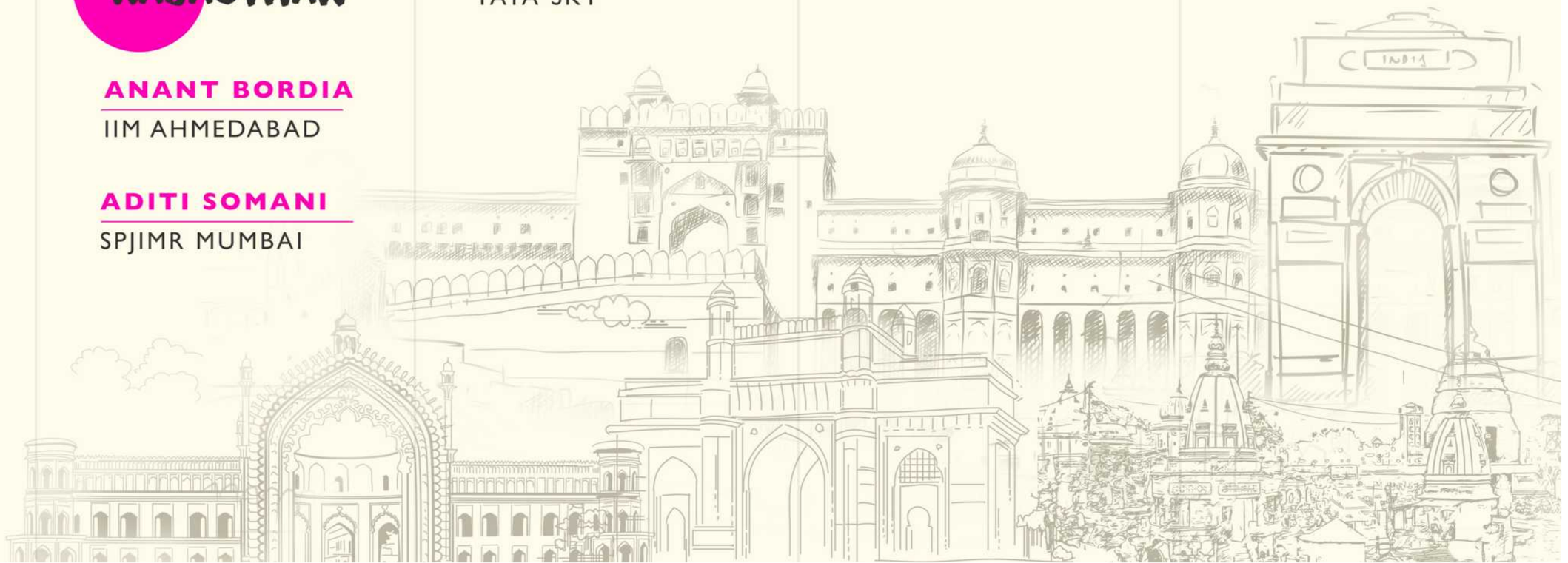
HIMSHIKHA
TATA SKY

LUCKNOW

ISHITA VISHNOI
IIM LUCKNOW

NEW DELHI

LOKESH RAIZADA
MDI GURGAON





JAMMU & KASHMIR

PRANAV DEV SINGH
IMT GHAZIABAD

PUNE

PRATIK BHALGAT
TATA PROJECTS

KOLKATA

RAGHAV GUPTA
IIM AHMEDABAD

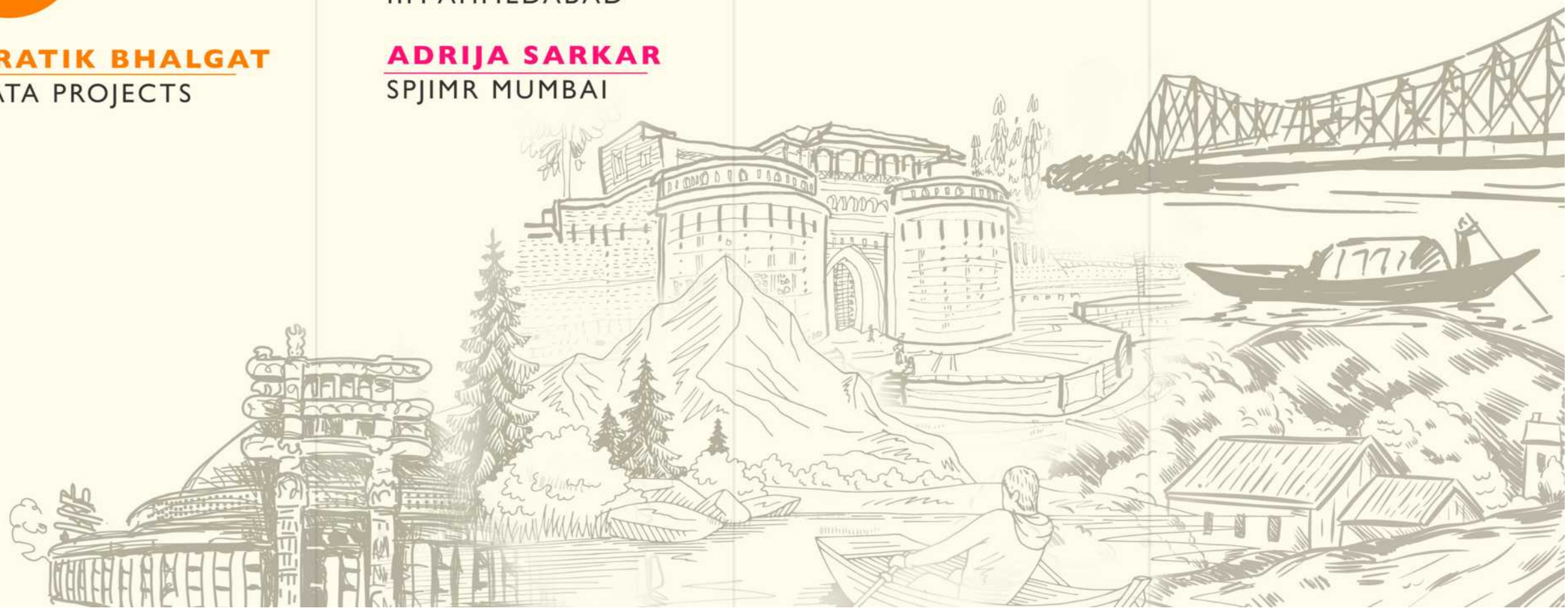
ADRIJA SARKAR
SPJIMR MUMBAI

MAHARASHTRA

SHUBHAM MANJITSINGH BAGGA
SPJIMR MUMBAI

MADHYA PRADESH

SWAPNIL CHAUHAN
TATA TRUSTS



Mumbai



AIYUSH BAHL

"PARTICIPATING IN TIC, ESPECIALLY IN THE THIRD ROUND, WAS ALL ABOUT SELF-DISCOVERY. I HAVE ALWAYS BEEN FASCINATED BY THE PROSPECT OF PRESENTING MY IDEAS TO COMPANY LEADERS, AND THIS IS WHERE IRECEIVED THAT WONDERFUL OPPORTUNITY," says Aiyush.



Aiyush Bahl Of Superman and Sustainable Energy Aiyush loves to know machines as keenly as he loves to know people. As a kid, he would be instantly attracted to gadgets, and would try to repair and re-engineer them if they had stopped working. And his school computer science teacher always encouraged him, boosting his natural affinity for technology. Now pursuing his MBA from NMIMS in Mumbai — the city he was born and grew up in —Aiyush likes to go off the beaten track and do things his own way. "I am very curious and I always want to try out new things in order to learn more about myself," he says. The comics aficionado has Superman on his phone cover and Steve Jobs is his real-life superhero. "Jobs may not exactly have been a team player, but he could present products in a unique way. I could listen to him for hours. When everyone else was making products based on demand, Jobs had the vision to create a product first, which automatically became in demand. He was a magician," reflects Aiyush. In his own attempt to do something pathbreaking, a la Jobs, Aiyush has found a way to make generation of electricity cheap, sustainable, and rewarding through Power Step — a solution so smart it is literally as simple as a walk in the park!

Creating a shoe whose insole can generate electricity with every footstep was something Aiyush had thought of long ago, but it was through the Tata Imagination Challenge (TIC) that he was able to convert a promising idea into a product pitch that dovetailed business acumen with his bold vision. When not challenging himself in business competitions or developing websites for NGOs, he likes to go adventurous with his choice of food and watch films. In keeping with his personality, Christopher Nolan's space-exploration masterpiece, Interstellar, is his favourite.

> **"For me, the power of leadership is all about the power of collaboration. Leaders are not those who walk ahead, but those who walk along with others," says Aiyush, all set to unleash a new kind of power with a new kind of walking."**

"If I had one superpower, I would love to read people's minds...justly and fairly," says Aiyush. Justice and fairness are integral to who he is, and how he thinks of his role in the world, as someone "giving back to society." In order to do so, Aiyush understands the importance of leadership, something he will get to appreciate even more upon joining the Tata Administrative Services (TAS) in 2021.

CHIRAG MEHTA

"PEOPLE LIKE MUSK ARE LEADING US TO THE NEXT WORLD ORDER. I USED TO BELIEVE IN LOOKING UP TO VISIONARIES LIKE HIM. BUT THEN, I BEGAN TO REALISE THAT THE LIKES OF MUSK ARE TOO DISTANCED FROM THE EVERYDAY REALITIES WE FACE IN INDIA," says Chirag



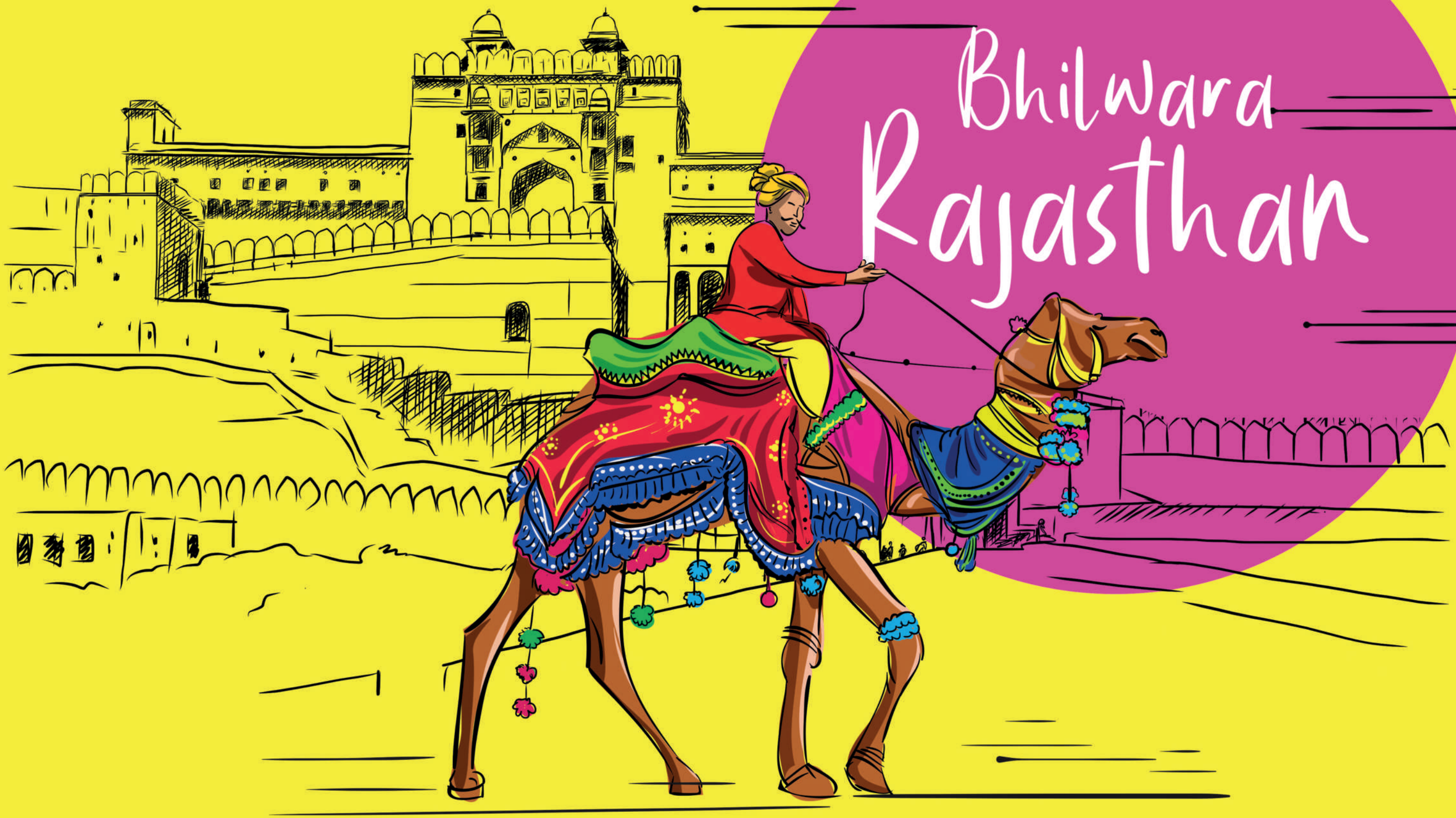
Chirag likes solving problems — big or small, simple or intricate — for it is in his nature to approach any situation logically and with a "problem-solving attitude." "I was born in Mumbai, but I spent my formative years in Singapore. The primary education I received in Singapore helped shape my personality, besides nurturing my love for technology," says Chirag, who is currently studying at IIM Bangalore. Drawn to robotics as a child, Chirag attended several robotic workshops as a teenager, and inevitably, began to idolise Elon Musk. "People like Musk are leading us to the next world order. I used to believe in looking up to visionaries like him. But then, I began to realise that the likes of Musk are too distanced from the everyday realities we face in India," he says. Soon enough, Chirag found a hero closer home in Anshu Gupta, founder of the NGO Goonj. "I met him (Gupta) briefly in 2018 and was blown away by the impact his foundation has on the poor. His model is so intuitive yet so unique," says Chirag. In 2017, while studying to be a Chartered Accountant, Chirag worked with Jayadev Galla, Member of Parliament, on a public-policy project related to farmers' issues. It allowed him to "analyse the troubles Indian farmers have been facing for over four decades, especially those concerning chronic underpayment."

When the Tata Imagination Challenge (TIC) came along, Chirag had already started exploring ways to solve the problem through his idea of a cutting-edge food processing powerhouse — Tata Foods — that will increase farmer income and reduce wastage of produce by deploying the latest technology."My experience at TIC was extremely thrilling, and the last round was especially rewarding as we had the opportunity to present directly to Tata CXOs," says Chirag, who had started to "jump around in excitement" on hearing that he had made the cut.

> **"analyse the troubles Indian farmers have been facing for over four decades, especially those concerning chronic underpayment."**

A huge Formula One fan, Chirag enjoys the adrenaline rush that comes with the intersection of speed and technology on the racetrack. "I find the sport really exciting and completely unbiased," he says. While he might be indecisive when ordering at a restaurant, Chirag has immense clarity where it matters, in envisioning the future for himself and his idea. "Tata Foods is currently at an advanced stage of ideation. I am also working on identifying a suitable location and product mix for the pilot," he says. Going ahead, Chirag would like to work as part of a "growth-focused team", a diverse group of people focused on revenue, sales, and value. "I eventually see myself in a venture of my own or in a portfolio company of a leading firm or conglomerate. I do not have goals in terms of what designations or which industry I want to work in," says Chirag, because for him "the people that I work with are more important."

Bhilwara Rajasthan



ANANT BORDIA



"I WAS HAVING AN INFORMAL CHAT WITH ONE OF MY FRIENDS AT IIMA WHEN THE TOPIC OF E-WASTE MANAGEMENT CAME UP, AND WE ENDED UP DISCUSSING SOME OF THE GROUNDBREAKING TECHNOLOGIES THAT WERE BEING DEVELOPED ABROAD TO ADDRESS THIS," says Anant

Anant sees himself as someone who is comfortable being uncomfortable and unafraid to foray into uncharted territories. Born and brought up in Bhilwara, Rajasthan, Anant moved out of the city after completing his Class X board examinations."My values were imbibed from my parents. My mother is very religious. I have learnt compassion, forgiveness, and humility from her. My father, who is a Chartered Accountant, taught me the importance of perseverance, how to manage time, and push myself through multitasking," says Anant. He cites his sister as another major influence. She urged him to take up non-academic activities, such as playing the guitar, and helped him hone an all-round personality. Having completed his graduation from HR College in Mumbai and become a Chartered Accountant, Anant is studying at IIM Ahmedabad, where his breakthrough idea for the Tata Imagination Challenge (TIC) was conceived. "I was having an informal chat with one of my friends at IIMA when the topic of E-waste management came up, and we ended up discussing some of the groundbreaking technologies that were being developed abroad to address this," says Anant, whose TIC project revolves around efficient recycling E-waste by deploying the latest technology to ensure reintroduction of recycled equipment and materials, thus creating a circular economy.

Anant was in the middle of an online exam when he got the call confirming his TIC victory. “I took the call as my exam was about to get over, secretly hoping that it would be from the Tata team. I was ecstatic to know of my win. The gift hamper and the certificate arrived on campus the same day, adding to my joy!”Away from academics and the world of ideas, Anant enjoys travelling, especially to hill stations and beaches. His all-time favourite getaway is Goa, though he also finds the serene Northeast of India incredibly beautiful.

I took the call as my exam was about to get over, secretly hoping that it would be from the Tata team. I was ecstatic to know of my win. The gift hamper and the certificate arrived on campus the same day, adding to my joy!

He also likes watching films of various genres. An Akshay Kumar fan, Anant has watched and rewatched several of Kumar’s comedies, from Welcome to Bhagam Bhag to Phir Hera Pheri. In Hollywood, Anant’s picks include the Pirates of the Caribbean and The Dark Knight series. Intent on entering the corporate world, Anant desires to evolve into a professional with the potential to lead an entire organisation. Continuously in search of new ways to upskill, Anant would like to be known in the future for his work ethic and integrity.

ADITI SOMANI

"I ENVISION MYSELF AS AN INDEPENDENT WOMAN, DOING WORK THAT HAS AN IMPACT ON THE WORLD, AND LEADING A STRING OF BUSINESS VERTICALS," says Aditi



Aditi is obsessed with discipline and focus. Born in Bhilwara, Rajasthan, she has grown up in a joint family and credits her family environment as the foundation for her "always being sincere" in her pursuits, while being "adaptable, and constantly learning and growing."Having completed her bachelor's degree in business administration from the Symbiosis Centre of Management Studies, Aditi is studying at the SP Jain Institute of Management and Research. She does not have one role model, but believes in drawing inspiration from various sources."I don't think anybody is perfect, so whatever good I see in someone, I get inspired by that and that's how I like to grow my personality. For example, I have been reading many books on health and fitness written by leading nutritionists and that has inspired me to incorporate healthier lifestyle habits," she says. Aditi's industry and determination are qualities she has inculcated from her father, "a passionate soul who works extremely hard for his business, while keeping high levels of integrity." He inspires Aditi to work hard too and be right to people. The Tata Imagination Challenge (TIC) provided Aditi the perfect platform for her work to reap great rewards and "the two most thrilling months" of 2020. She came up with her idea — to standardise the unorganised salon market by bridging the gap between different stakeholders — during the second round of the competition, after conducting a case study to explore the launch of a beauty category for Tata Cliq.

"TIC pushed me to think out-of-the-box... and I decided to give everything for the final round. I was sleeping when I got the call about my win. I literally woke up to the news of my victory, and it made my day! It was a once-in-a-lifetime experience," says Aditi. A fitness freak and passionate dancer, Aditi takes part in dance-fitness sessions regularly, often supplementing her exercise with tennis or badminton, as playing refreshes her mind.

> **A passionate soul who works extremely hard for his business, while keeping high levels of integrity**

When she is not working or working out, Aditi can be found binge-watching Marvel movies or The Vampire Diaries — she has a fondness for fantasy storylines set in ancient times and anything with a supernatural element. She is also a keen reader who is always up for a "good, positive read."Aditi admits that she has not travelled enough and would love to change that since she is aware of how exploring new places can enhance her personality further. As of now, Aditi's plan to integrate the salon and beauty experience is "still raw", waiting for the "right experience and a good network of people" to come to fruition. A micro-planner and macro-dreamer, Aditi has given thought to where she sees herself in life. "I envision myself as an independent woman, doing work that has an impact on the world, and leading a string of business verticals," she says, while stressing the need to balance "professional aspirations with my personal life and interests."

Uttarakhand

HIMSHIKHA

"I AM ORIGINALLY FROM A SMALL VILLAGE IN UTTARAKHAND CALLED DEVIPURA. I KNOW WHAT IT IS LIKE FOR VILLAGERS TO NOT HAVE PROPER HEALTHCARE FACILITIES," SAYS HIMSHIKHA,



HIMSHIKHA Mountain Girl's Push for Healthcare Summit Himshikha is a hodophile — a travel lover — who takes solace in wandering, discovering, and overcoming obstacles.

Growing up, she had to keep shifting from one city to another because of her father's postings in the Armed Forces. This led her to take a great interest in different cultures and celebrate almost all festive traditions.

An employee at Tata Sky, Himshikha has served before in the disbursal of IFA tablets to women (used for iron-folic acid therapy during pregnancy) and knows the difficulties of not having an integrated medical service system.

whose cousin and relatives work as Accredited Social Health Activists or ASHAs, who make up the last line of health services for most of rural India.

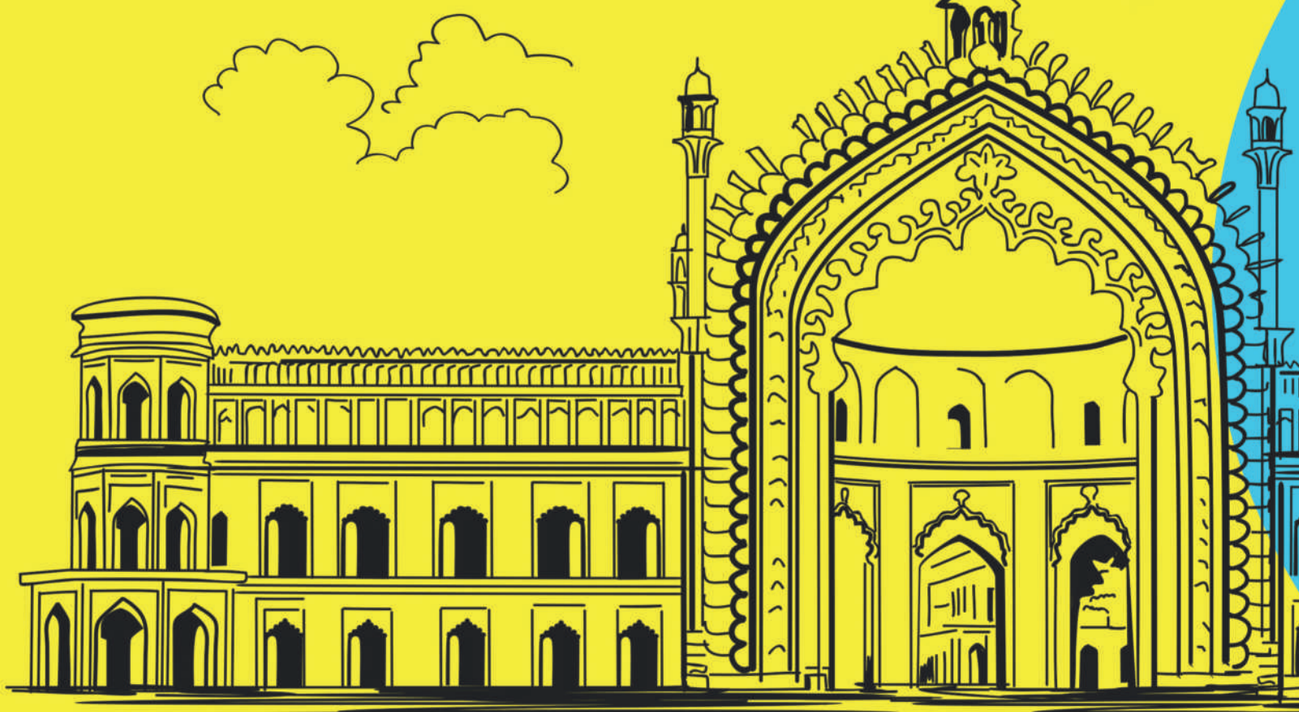
"I was at IIM Lucknow when I interacted with numerous ASHAs. I knew that my solution had to deliver both the hardware and the software components for the work they do. Moreover, it had to save time and money for these invaluable members of our society."

And thus sprang the idea of Tata Sahayika, a comprehensive digital health assistant for ASHAs across the country that includes a multi-purpose app to take care of all the daily needs of the health workers alongside a tab that can be used for training and gathering knowledge.
"When I presented my idea at the Tata Imagination Challenge (TIC), the panellists already knew the fineprint of my proposal. Hence, they focused on having a thorough discussion rather than just a presentation. I had participated in similar events before, but such an emphasis on discussion was something I had only experienced at TIC."

"When I received the courier that contained the news of my win, I thought this was something TATA Sky had sent for Diwali. Even after I read my name as one of the winners, I could not believe that I had actually done it!" recalls Himshikha.

The diligence Himshikha has shown while harnessing her idea is inspired in part by her role model, Kalpana Chawla, whose path-breaking exploits as an astronaut have left a deep impression on her.
A frequent baker of chocolate cakes who is most at ease in the midst of "chilly mountains", Himshikha was not expecting to be one of the 13 winners for the TIC, even though she had cracked national-level competitions before.
Himshikha has since been continuing with the vast amounts of research required to bring her project to fruition and taking help from her younger sister, a student of computer science, on certain aspects of the app development.

Lucknow





ISHITA VISHNOI

"THE BEST THING ABOUT TIC WAS THAT STEP BY STEP, THE ROUNDS KEPT ON GETTING MORE INTERESTING. I WAS EXTREMELY SURPRISED AND OVERWHELMED WHEN I GOT THE NEWS OF MY VICTORY,"
says Ishika, who had never expected to go all the way.



Murakami Fan's Quest for Change

Ishita believes not only in working hard, but in working smart. Born and brought up in Lucknow, she has, since childhood, been keenly aware of the importance of discipline and the need to go beyond academics to express herself. "My childhood years taught me the importance of extracurriculars. I frequently participated in debates, literary events, Model United Nations and summer camps, among other events. In terms of my personality, I owe a lot to my parents and teachers, who made sure that I learnt how to optimise my talents and work ethic," says Ishita.

Ishita is studying at JIM Lucknow after completing her B.Tech. at the Delhi Technological University. She confesses that she could never really decide on a role model, but the incredible achievements of Kalpana Chawla — her pioneering vision, resilience, and passion for her vocation — inspired her as a child.

Ishita recollects her time at the Tata Imagination Challenge (TIC) as an "amazing experience" that brought about the growth of her idea as well as her personality. Deeply interested in all things technology and environmental science, Ishita, along with a friend, came up with the idea of aggregating urban rooftop farming on non-residential buildings for direct to consumer commerce. Both continue to rack their brains in trying to improve and implement the idea. According to Ishita, going and talking to the staff at Starbucks for primary insights during the case study round of TIC was the highlight of her competition. She also enjoyed presenting her big idea in front of "such an esteemed panel of judges (in the final round)." Ishita is not a film or sports buff. In her leisure time, she loves to read and travel. Kerala is her favorite travel destination in India and one day she would love to go on a trip to Europe. Among authors, Ishita has a clear favourite: the legendary Japanese novelist, Haruki Murakami, whose eclectic range of fiction appeals to her like nothing else.

> **Ishita loves Murakami's idiosyncratic humor, the depth of his characters, and the classic conflict in his stories between "commitment and detachment".**

Being committed to her cause while being detached to the vagaries of outcomes is something Ishita may have picked up from Murakami. Gazing into life's crystal ball, she sees herself "as part of an organisation where I can see the impact and the scale of the work that I do. I do not want to restrict my aspirations to any single domain." Ultimately, whether it is through urban rooftop farming, corporate leadership, or technological innovation, everything Ishita does must be directed to "drive a change in society".

New Delhi



LOKESH RAIZADA



"THE TIC WAS AN AMAZING EXPERIENCE THAT TAUGHT ME A GREAT DEAL ALONG THE WAY. IT PROVIDED COMPLETELY UNPARALLELED LEARNING," SAYS LOKESH.

Lokesh has mastered the art of staying calm in the midst of chaos, of turning adversity into opportunity. Born and brought up in Moradabad, Uttar Pradesh, Lokesh shifted to Delhi following his Class X board examinations. "My childhood and formative years taught me to stay focused even in difficult and challenging situations. My family was instrumental in giving me a perspective of what is important in life and the things I should value most," believes Lokesh, a B.Tech from Delhi Technological University now studying at MDI Gurgaon.

Lokesh credits his father with instilling in him the importance of optimism, industry, and above all, the patience to avoid obsession with outcomes. Another role model for Lokesh has been Ratan Tata, who he regards as "an epitome of ethics." Lokesh recalls one of Tata's quotes that never fails to motivate him: "Business needs you to self-impose a framework of ethics, values, fairness, and objectivity on yourself at all times." Buoyed by his idol's model of leadership, Lokesh, too, aspires to showcase the true value of business by enriching his society and the nation.

Lokesh participated in the Tata Imagination Challenge (TIC) as a step towards his goal and stood out for his idea about a system of urban mining that leverages India's E-waste to ensure sustainability and self-reliance.Admitting to feeling "overwhelmed" on learning about his victory, Lokesh recounts how the win "was one of the proudest moments of my life. I can still remember the sheer happiness I felt when I received the call [of my win] and how I started jumping in joy and rushed to tell my family and friends!"

> **He strives to learn constantly and is passionate about working for rural progress and women's empowerment. He would like to be a "leader in my industry, capable of solving a real-life problem and taking decisions that will be significant" to the growth of his organisation. But, above all, Lokesh wants to "touch lives in a positive way."**

When not brainstorming on how to benefit society, Lokesh loves to travel, watch cricket, especially the IPL, play badminton, and binge watch his favourite TV series, Friends. He is someone who "always jokes around with friends" and can have a cuppa and cookies any time of the day.

Jammu & Kashmir



PRANAV DEV SINGH

"MY DAD, WHO RETIRED AS THE HEAD OF THE PAEDIATRICS DEPARTMENT, HAS NEVER FAILED TO INSPIRE ME. HE IS A SELF-MADE MAN AND PRACTISES WHAT HE PREACHES IN TERMS OF GIVING BACK TO SOCIETY," SAYS PRANAY.



Queen of the Skies and the Corner Store

Pranav is fond of constructing and deconstructing machines as well as attitudes. Born in Jammu in a family "dominated by doctors", he has always been welcoming of new places and experiences.

"My parents had transferable jobs, which meant we were always on the move. My sister and I had to change our schools every two-three years. Personally, this made me embrace change of all kinds," says Pranay.

At an age when most kids would be delighted to ride gingerly on their bicycles, Pranav was already taking his apart, curious about the parts that made it up. "I was more interested in assembling and disassembling the cycle than riding it," he admits, citing that to be the trigger behind his "romance with mechanical engineering."

Pranav completed his graduation in mechanical engineering from the National Institute of Technology in Srinagar and is now studying at IMT Ghaziabad. Ever since childhood, Pranav has looked up to his father, whom he admires for his work-ethic and focus on values and ideals.

Giving back to society is something Pranav takes very seriously, too, as comes across in his idea for the Tata Imagination Challenge (TIC) — a promise to transform the humble Indian kirana ecosystem into something modern, appealing, and profitable.

"I have always been inquisitive about the day-to-day operations of a kirana store. My interactions with a neighbourhood store are what really got this idea rolling. I have been working on this for the last three years and have been able to implement my recommendations with a couple of stores with significant benefits."

> **"I especially love bird and wildlife photography, and my work has been featured on several media platforms. I am also a big aviation enthusiast and can usually name an aircraft when shown a picture. My favourite is the Boeing 747-8, 'the queen of the skies'," he says.**

Participating in the TIC not only gave Pranav's project credibility and mileage, but also made his idea acquire relevance "on multiple fronts, like analytics, brand awareness, real business scenarios, etc... TIC was a breath of fresh air, and being able to present my big idea to leaders of the TATA group was a dream come true," says Pranay.

An avid fan of Chelsea FC and a keen follower of European football, Pranav is also an expert photographer and an aviation aficionado.

Pranav understands the precarity of the modem world, as one filled with "VUCA" (vulnerability, uncertainty, complexity, and ambiguity). Wanting to take full ownership and responsibility of his life, Pranav sees his future self in a role that "allows him to support and groom people to take on challenges in personal and professional aspects."

Pune



PRATIK BHALGAT

"MY FATHER HAD A TRANSFERABLE JOB, WHICH MEANT THAT WE KEPT SHIFTING. AS A RESULT, I HAVE GROWN TO APPRECIATE THE IMPORTANCE OF DIVERSE CULTURES AND PEOPLE," SAYS PRATIK.



Ideas for Unicorns and Sanitation Slam Dunk

Pratik believes that strong bonds in life are the bases of self-development. Born in the Ahmednagar district of Maharashtra, Pratik grew up in a family of four, staying in cities like Pune, Ahmedabad and Mumbai as well as the rural areas of Ahmednagar and Wardha.

An employee at Tata Projects, Pratik obtained his postgraduate degree in project management from the National Institute of Construction Management and Research, following his B.Tech from the University of Pune. The numerous leadership positions he held as part of student bodies during his college days provided Pratik with "the much-needed impetus for self-development."

Pratik's role model is his father, who taught him to be kind, generous, and honest. "He motivated me to achieve the goals I had set for myself through sheer hard work."

Pratik's latest goal is to completely alter the dynamics of sanitation in India through an integrated sanitation system that alleviates the most basic but long-standing issues related to excretion and the disposal of excreta. This is also the idea that led Pratik to victory at the Tata Imagination Challenge (TIC).
To describe his experience at TIC, Pratik comes up with the saying: "Safar khoobsurat hai manzil se bhi (the journey is more beautiful than the destination)!" He cherished the opportunity to develop "revolutionary ideas" for TIC and regarded the final round, where he could present his idea before Tata leaders, as the "most amazing and precious part."

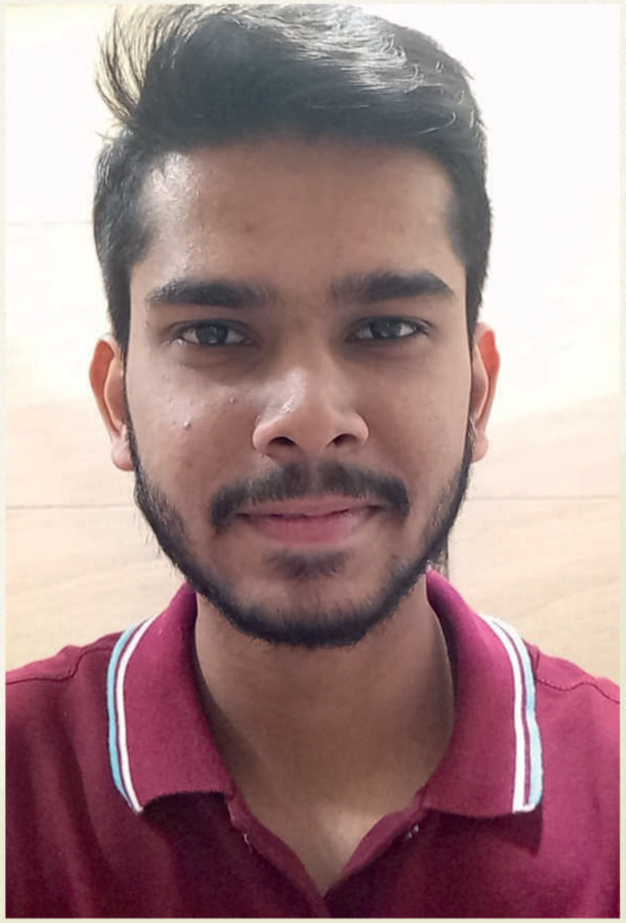
> **"In the long run, Pratik aspires to work in research and development projects in rural India, for he is convinced that "people in rural areas contain untapped potential and desperately need a platform. That is where the truly revolutionary ideas exist."**

Pratik was ecstatic to discover that he was among the winners. The win marked a culmination of all those days in college when he would diligently note down project ideas in his favourite diary, hoping that one day one of them would strike gold. His sanitation project is now under phase-wise implementation, awaiting the necessary usage certifications.
Away from work, Pratik loves to "drop the gear and disappear." Extremely fond of travelling, trekking, and biking, he also keeps himself up to date on global affairs, gardens, and obsesses about stamps.
Pratik considers cricket and basketball to be integral parts of his life, and tries not to miss the action whenever Rohit Sharma or Joe Root are at the crease, for watching them gives him the same exhilaration as witnessing Michael Jordan dunk his way to glory in the NBA.
But when an idea strikes, everything else takes a back seat. Pratik habitually wakes his friends up at odd hours just to "have a conversation about some mind-blowing idea" that struck him and how it could be the basis of the next unicorn.

Kolkata

RAGHAV GUPTA

"I GREW UP IN A JOINT FAMILY, AND WAS ALWAYS A STUDIOUS KID, SOMEWHAT OF AN INTROVERT. BUT I USED TO PLAY A LOT OF SPORTS —TENNIS, BADMINTON, AND CRICKET," HE SAYS.



Sports Playbook for Start-up Success

Raghav is all about spontaneity. Be it sitting for examinations, preparing for interviews, floating a start-up, or acing a competition, he relies on instinct and believes in "letting the moment dictate how things go."

Born and brought up in Kolkata, Raghav completed his B.Com from St. Xavier's College, Kolkata, and is now pursuing his MBA from TIM, Ahmedabad.

It is from the world of sports that Raghav found his first role model, India's World Cup-winning captain, Mahendra Singh Dhoni. "I really admire his calmness and composure, how he handles pressure, and how he invariably plays for the team," observes Raghav, determined to incorporate personality traits from the MSD playbook into his own life.

Besides sports, music is Raghav's other passion. He learnt playing the keyboard as a child and spent four to five years honing the craft and performing in his school band.

Raghav's breakthrough idea for the Tata Imagination Challenge (TIC), FarmEasy, which aims to provide Indian farmers with a modern, integrated, and efficient credit system, was a product of his characteristic spontaneity. "I first thought about something like this while taking a course at IIM, but it was really in the 15 to 20 days for the TIC that I fully developed the idea," he says.

TIC allowed Raghav to brainstorm for his project with the top echelon of the Tata group, an opportunity he treasures. "The Tata leaders asked me a lot of pertinent questions and gave me some great insights, which was a lot of fun," he says.

> **"I had been wondering if my certificate would have the tag of a finalist or that of a winner, and fmally, when it said winner, I could scarcely believe it," says Raghay.**

Raghav was in Ahmedabad when his mother sent him a picture of his winner's certificate for the TIC, which had been mailed to his home in Kolkata.

But Raghav is no stranger to success. As a bachelor's student, he (along with a few friends) founded Page Inc., a digital start-up whose meme page — The Wise Indian Uncle — quickly became one of the most followed accounts in its genre. "We started receiving promotions on our page from businesses that wanted to target the youth. That allowed us to expand our horizons and build new databases," says Raghay.

Raghav is now juggling a number of different roles. Still a part of his start-up, he is going through the rigours of placement season at IIM, while also chipping away in his attempt to make FarmEasy a reality.

"I do not know where I will be in a few years' time. But I would definitely like to be part of a company in the future that gives its employees a chance to make an impact on the world. The Tata group would be a good example of that," says Raghay.

ADRIJA SARKAR

"I ABSOLUTELY LOVE TRAVELLING, AND HAVE COVERED ALMOST ALL OF INDIA AND A FEW COUNTRIES ABROAD WITH MY FAMILY," SHE SAYS.



Woman on the Move for Women on the Move

Adrija is a woman of many talents — she is trained in classical music, is well versed with the harmonium, has mastered the forms of Kathak and Bharatanatyam, and is a voracious reader who frequently recites poetry and occasionally dabbles in glass painting. But her foremost passion is travelling.

Born in Kolkata, Adrija's childhood was spent moving between Madhya Pradesh and Chhattisgarh, during which time she stayed in six different locations, each of which taught her "something different", broadened her perspective, made her "more patient and adaptive."

A student of SPJIMR in Mumbai, she looks up to the likes of Jacinda Ardern and Michelle Obama as women who embody the best of power and humility.

"I have learnt perseverance from my parents, and from Ardern I have understood that kindness can be powerful. Michelle Obama's journey, as told in her memoir, Becoming, has really impacted me, too, making me strive to better myself every day, motivating me to inch closer to the person I want to become," notes Adrija.

As Adrija grew up, she began to notice that the market catered overwhelmingly to the needs of men, with very few brands and products adapting to the emergence of the working women in ever higher numbers. "There has been little to no innovation in the products available for women. It baffles me, for instance, how traditional female attire still does not have pockets," she says.

Adrija's plans of catering to women's needs found the perfect outlet through the Tata Imagination Challenge (TIC), where she presented the idea of Astrid — a portable and easy-to-use, 2-in-1 intimate hygiene kit designed for the woman on the move, alongside a community-based app that provides regular information about women's personal hygiene.

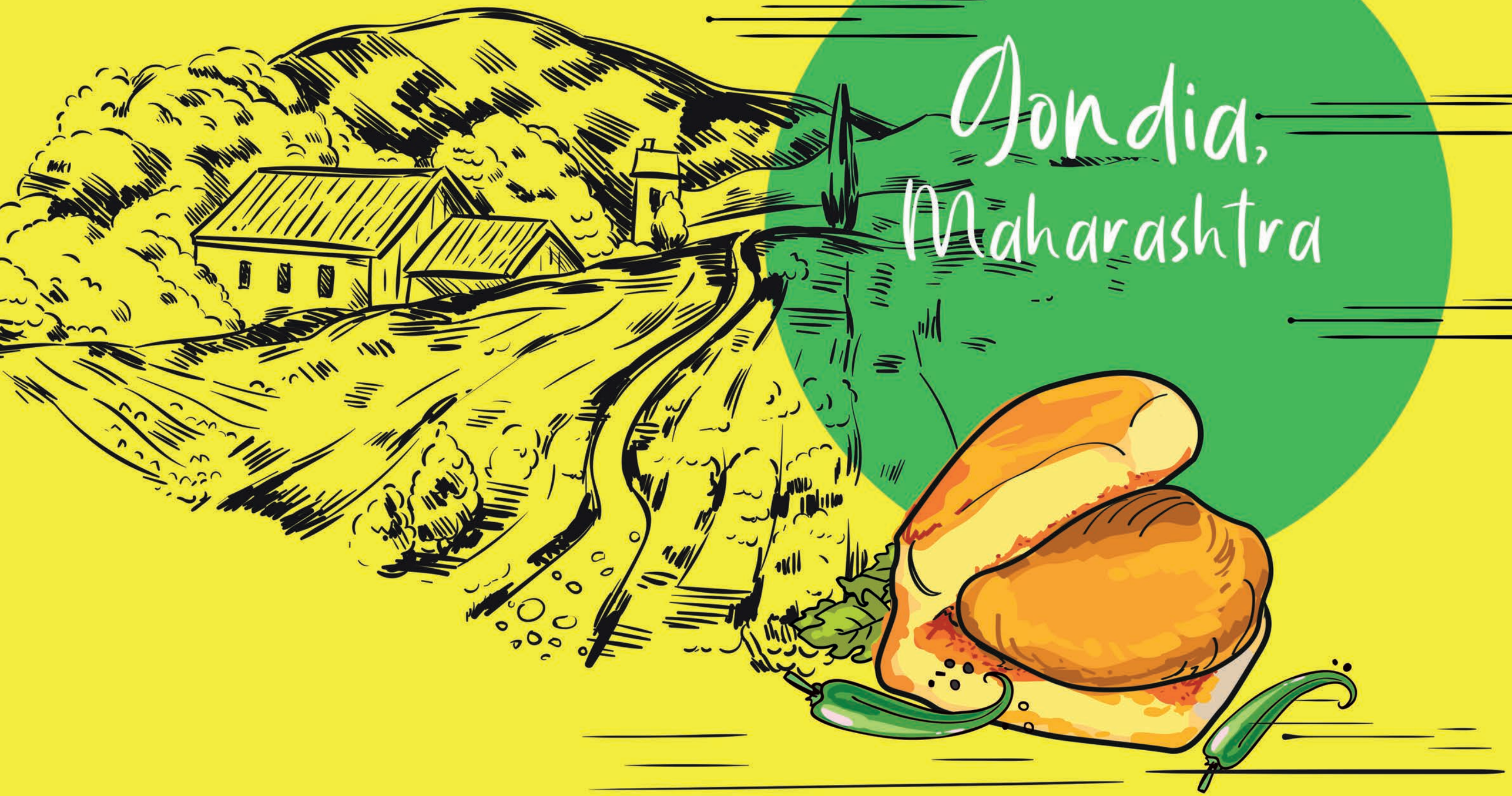
> **"I needed a platform to discuss these issues so that other girls could be inspired as well. TIC provided the perfect opportunity for me to do so; I had a great time participating in the competition," says Adrija.**

She has the prototype ready for her project and is awaiting the right resources and opportunity to systematically progress with the idea.

A self-confessed Netflix buff, Adrij a's favourite shows include Friends, The Big Bang Theory, Dark, House of Cards, and the latest streaming sensation, The Queen's Gambit. Just like Elizabeth Harmon, Adrija is an optimist who believes in constantly improving herself; never allowing complacency to settle in.

"I enjoy work that gives me ample chance to learn and grow. I want to create a net positive effect on people's lives and the environment," says Adrija. At the same time, she is aware of the importance of enjoying life, of striking a balance between work and fun, which, for her, means travelling more, experiencing new things, and spending quality time with the people who matter.

Jondia, Maharashtra



SHUBHAM MANJITSINGH BAGGA

"AFTER GOING THROUGH A CASE STUDY OF THE COFFEE REVOLUTION IN THE UNITED STATES, I THOUGHT WHY CAN'T WE TWEAK THAT MODEL TO SUIT OUR LOCAL PRODUCE," HE SAYS.



Motorcycle Diaries and Model Farms

Shubham likes speed and intensity, but does not let either waver his focus and concentration. Born and brought up in Gondia, a small town in the eastern most district of Maharashtra, Shubham comes from a joint family, which he believes nourished his upbringing with "inputs from a lot of different personalities, making me a person who understands things from different perspectives."

Shubham spent several of his formative years moving between cities, which prevented him from taking things for granted or becoming complacent. Inspired by Anand Mahindra, whose oratory and people skills he admires, Shubham aspires to a vision that can nurture a company as well as a nation. The Tata Imagination Challenge (TIC) gave Shubham the chance to take the first steps towards his own vision, something he did with aplomb through his idea of Navodaya — a technology-driven farm to fork business model that makes farming more convenient and rewarding, besides looping in customers and helping them make informed choices.

Shubham, who completed his bachelor's in mechanical engineering from the University of Pune, first thought of Navodaya in the first year of his MBA at the S.P. Jain Institute of Management Research, where he is currently studying. At TIC, Shubham not only honed his vision but had an "enthralling time... where every round was a unique opportunity to learn and stretch the imagination." Shubham especially enjoyed the last round and recalls his interaction with the Tata leaders as the "most memorable part of this journey." Delighted to have been picked among the TIC winners, Shubham took heart from his success to assure himself that his efforts are heading in the right direction.

> **"I love riding bikes, reading auto magazines, and, in general, going on long tours with friends as an escape from mundane routine," he says.**

Most of Shubham's hobbies are connected to automobiles and his love for speed and intensity.
When it comes to travel, the picturesque town of Munnar in Kerala is among Shubham's favourites in the country. But as a dream destination, nothing in his mind beats the appeal of New York City.
Not much into films — Rang De Basanti is an exception — Shubham is an avid follower of cricket and is effusive in his praise for the former Indian batsman, Rahul Dravid, whose tenacity at the crease never failed to impress Shubham.
Going forward, Shubham envisions his progress not only within the corporate sector, but also as a teacher giving back to students. His passion to teach, says Shubham, harks back to his desire to bridge the often overlooked gap between industry and academia.

Ratlam
Madhya Pradesh



SWAPNIL CHAUHAN



"I HAD BEEN WORKING ON MY IDEA FOR QUITE A FEW MONTHS, AND MY WORK AT TATA TRUSTS ALSO EXPOSED ME TO SEVERAL ASPECTS OF THE PROBLEM STATEMENT. JUGGLING THE TIC WITH MY WORK WAS A BIT OF A CHALLENGE, BUT ULTIMATELY, WINNING SUCH A PRESTIGIOUS COMPETITION MADE ALL THE EFFORT WORTH IT," says Swapnil

Swapnil likes to dedicate himself to causes — be it increasing nutrition or rural livelihoods, striving for water conservation or ramping up efficiency in education. And once he identifies a structural problem, he feels compelled to think of creative solutions. Born in Ratlam in Madhya Pradesh, Swapnil grew up across nine Indian cities thanks to his father's transferable job. Residing in different places exposed Swapnil to a variety of cultures and influences that shaped his "personality and perspective, specifically in terms of adapting to varied situations and developing a knack to communicate well with people from different walks of life." Employed at Tata Trusts, Swapnil earned his bachelor's degree in engineering from the Birla Institute of Technology in Mesra, Jaipur, before completing his MBA from IIM Ahmedabad. A keen observer of people around him, Swapnil believes in learning from everyone — friends, family, and colleagues. He remembers how, while working with Prabhat Pani, a Tata veteran, he got to learn, by example, "professionalism, discipline, work ethic, taking ownership, and managing high-performing teams." That stint with an industry leader like Pani put Swapnil in good stead for the Tata Imagination Challenge (TIC), where Swapnil's idea of optimising and integrating multiple levels and stakeholders in India's education system, came up trumps. The idea, WINT, is in the concept stage now, with the development of a prototype being the next step.

"I had been working on my idea for quite a few months, and my work at Tata Trusts also exposed me to several aspects of the problem statement. Juggling the TIC with my work was a bit of a challenge, but ultimately, winning such a prestigious competition made all the effort worth it," says Swapnil. Citing TIC as a great learning experience, Swapnil especially praised the dynamic nature of the competition, where each round had its "own set of interesting requirements".

> **I do not exert myself into thinking or making long-term career plans**

When it comes to leisure and relaxation, Swapnil has one all-consuming passion: travel. With over 20 states in India and 25 countries under his belt, Swapnil is spoiled for choice when quizzed about his favourite destinations. Eventually, he opts for Kashmir, Gujarat, and Rajasthan in India, and Iceland, Spain, and the exquisite French Riviera abroad. Not much into sports or films, Swapnil likes cooking, going on long drives, spending time chatting with friends and family, and voraciously consuming any and every bit of nonfiction he can lay his hands on. "I am a good negotiator," admits Swapnil, when asked to say something about himself that not too many know. Swapnil's negotiating skills, in part, stem from his hunger to keep reinventing himself all the time, learning from all the challenging assignments he undertakes."I do not exert myself into thinking or making long-term career plans," says Swapnil. But whatever he does in the future will invariably involve "a quality peer group and serve society in one way or another."