

Review Article

Arihant Global - The Journey From Local Papad Seller to a Global Service Provider

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A B S T R A C T

This case study delves into the remarkable journey of Mr. Rahul Jain, who transitioned from a local papad seller to a global service provider. Starting his entrepreneurial voyage at the age of 11 to support his family, Rahul's initial venture in papad reselling laid the groundwork for his understanding of marketing fundamentals. The study chronicles his evolution, navigating through various small business ventures in Sikar, culminating in strategic partnerships with industry giants like IMIMobile.

As the digital revolution unfolded, Rahul's adaptability became evident. From self-learning digital marketing to venturing into SMS marketing, voice services, and later specializing in WhatsApp APIs, chatbots, and DLT, Rahul exhibited a keen eye for emerging opportunities. The narrative unfolds as he seamlessly transitioned from the telecom industry to the burgeoning field of digital marketing. This case study sheds light on his journey of skill acquisition, resilience, and strategic shifts that propelled his business to new heights.

The study outlines key milestones in Rahul's career, such as receiving prestigious awards, being featured in media, and earning recognition for his contributions to entrepreneurship. However, no success story is without its challenges. The narrative takes a turn with the onset of the Covid-19 crisis, forcing Rahul to make tough decisions, retrench his team, and navigate the unprecedented business landscape.

In response to the crisis, Rahul's resilience shines through as he strategically rebuilds his team, utilizing internship programs to identify and nurture talent. His innovative approach not only aids in the recovery of his own business but also contributes to the transformation of numerous enterprises in the pharma and healthcare sectors.

This case study aims to provide valuable insights into the dynamics of entrepreneurship, emphasizing the importance of adaptability, continuous learning, and strategic decision-making in the face of challenges.

Keywords: Startup, Innovation, Technology, Entrepreneurship, Small Scale Business

Introduction

Mr. Rahul Jain turned into an entrepreneur at a tender age of 11. He had to support his family and he used it as an opportunity to learn and grow. He was thinking about what he could do to start business – along with his studies. He started with Papad reselling business. Papad is a very popular food item in Rajasthan. He was able to understand the fundamentals of marketing in this business. He started focusing on relationship management and business development. He tried with other similar small business ventures in his home town in Sikar. He partnered with IMIMobile (which is part of Webex / Cisco now). He tried to adapt to new business opportunities and reach those opportunities. When digital revolution was driving everyone, he thought about entering this segment. He learnt digital marketing on his own and soon started his services to small enterprises in the field of digital marketing and related sectors. Meanwhile he also completed his MBA and continued with his business.¹

When everyone was embracing mobile phone, he realized growing business opportunities in this sector. He learnt and gained expertise in SMS Marketing, Voice, Election campaigning etc. Later he skilled himself in WHATSAPP APIs, Chatbot & DLT SPECIALIZATIONS. When telecom was growing business, he was with the telecom industry, but when digital marketing started growing, he shifted to this segment. He gained expertise in Branding & Leads generation and organic engagement. He started receiving lot of business opportunities in the domain of digital marketing. He decided to shift to Jaipur city and expand his business. He got a very good response and accordingly hired a team of professionals to provide excellent services in the domain of digital marketing, branding and business development. His popularity started rising and he started getting business opportunities almost every day. He also got featured in many newspapers, media and this publicity further helped him in scaling up his business.^{2,3}

A few examples of his achievements are mentioned below:

- He was appointed as a part of Jury for Entrepreneurship Business Plan contest titled Tide 2.0 final by JECRC UNIVERSITY, JAIPUR in Jun 2022
- He claimed and won 2 times the RAJASTHAN BEST BRAND AWARDS for the years of 2022 & 2019 by CMO Asia at Hotel Radisson Blu, Jaipur | . Jul 2019, June 2022
- He got the Digital Start-up of the Year | Digital Start-up of the Year Issued by The Entrepreneur of India. Feb 2022 Issued by The Entrepreneur of India in Feb 2022
- His interview was published by <https://www.greatcompanies.in> in Dec 2021
- His company was declared as the Company of the year 2019 by Technology widgets. Oct 2019 Issued by Technology widgets in Oct 2019

- He got listing in 30 Best Indian Founded Companies in 2019 issued by The Silicon review. May 2019 Issued by The Silicon review. May 2019 (Ref: <http://thesiliconreview.in/2019/profile/30-best-indian-founded-companies-2019>)
- He won the Entrepreneur of the Year 2018 issued by Yeforum. Jan 2019 Issued by Yeforum in Jan 2019
- He also won INDIA 5000 AWARDS issued by india5000.com. Jan 2019 Issued by india5000.com. Jan 2019
- He also won Most Promising Enterprise Mobility Solution Providers-2018 issued by CIO Review India. Jan 2019 Issued by CIO Review India. Jan 2019
- He got the TheBIZZ Awards Issued by WorldCob/ TheBIZZ Awards. Jan 2019 Issued by worldCob/ TheBizzAwards in Jan 2019
- His articles were published by various media including ICFAI University newsletter (Ref https://www.iujaipur.edu.in/e-Newsletter_February_2018.pdf (Corporate Speak section, Page 3-4))
- His success story appeared in StartupSuccessStories.in : article: Entrepreneurial Journey of This Entrepreneur From Selling Papads to Creation of a Company Will Inspire You. article: Entrepreneurial Journey of This Entrepreneur From Selling Papads to Creation of a Company Will Inspire You. Published on <https://startupsuccessstories.in/>. Oct 2016 Issued by <https://startupsuccessstories.in/>. Oct 2016
- His success story was also published by Rajasthan Raftaar News Paper. Jan 2016 Issued by Rajasthan Raftaar News Paper. Jan 2016
- BIT Mesra, E-cell associated by IIT Bombay, ICFAI University Jaipur, JECRC University, Manipal University Jaipur and many institutions invited him to deliver his talk
- He also got award for maintaining good quality in the form of World Quality Commitment Award (WQC) World Quality Commitment Award (WQC) issued by Selection confirmation by World Quality Commitment Award (WQC) Issued by Selection confirmation by World Quality Commitment Award (WQC)⁴⁻⁶

While awards were pouring in and business was growing, then came the Covid19 crisis. This was a big jolt. He had to slowly retrench his team. Business shrank. It is not easy to handle the business crisis where your entire business just stops and you have to continue to pay your bills.

He started wondering about how to continue? He had to curtail his expenses. He was now thinking about switching over to a job.

Post covid19 there was a sharp business recovery and Rahul had to work hard to build a team to support the growing business. It was a big challenge to find the right candidates to prepare a strong team again. He started giving internship

opportunities to MBA, BCA, BBA and MCA students and this was one such route to mentor, train and pick up the right candidates for building the team. His strategy is helping him in reviving his business. A large number of pharma companies and hospitals are his clients. They rely on his inputs for brand building. He has been able to ensure transformation of many enterprises.⁷

Evolution and Strategic Shifts:

Rahul's foray into digital marketing and his mastery of emerging technologies, including WhatsApp APIs and chatbots, reflects his foresight and ability to capitalize on industry trends. The study outlines his strategic moves, aligning his business with the evolving needs of the market.⁸

Milestones and Recognitions

The narrative highlights key milestones and recognitions, underscoring Rahul's impact on the entrepreneurial landscape. From winning awards to being featured in media, these accolades attest to the success of his innovative business strategies.

Crisis and Resilience

The study details the challenges posed by the Covid-19 crisis, forcing Rahul to reevaluate his business model and make tough decisions. His resilience becomes evident as he not only navigates the crisis but also contributes to the recovery of the broader business community.^{9,10}

Talent Acquisition and Innovation

Rahul's post-crisis strategy of leveraging internship programs for talent acquisition provides insights into his innovative approach to team building. The study explores how this strategy not only revived his business but also contributed to the transformation of other enterprises.^{11,12}

Questions for Discussions

1. What are the benefits and challenges of service sector entrepreneurship?
2. How should a small entrepreneur scale up business enterprise?
3. What qualities of a successful entrepreneur do you find in this case study?¹³

Teaching Notes

1. Service Marketing has plenty of opportunities for entrepreneurship. The teacher should explain the fundamentals of service marketing and then use this case study to let the participants discuss the opportunities in this segment. This case study will inspire and motivate the participants to explore possibilities in the services segment, which requires less investment and gives ample opportunities to expand.

2. This case also brings to light the trauma of lockdown. The entrepreneurs face very difficult times when the business is closed down due to circumstances beyond control. This case study will enable the participants to discuss this risk.^{14,15}

Conclusion

Mr. Rahul Jain's journey from a local papad seller to a global service provider is a testament to the transformative power of entrepreneurship. This case study encapsulates the essence of adaptability, continuous learning, and strategic decision-making, offering valuable insights for aspiring entrepreneurs navigating the dynamic business landscape.

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