

AN EXCLUSIVE INTERVIEW WITH OSHIN GOEL AN ENTREPRENEURIAL JOURNEY

Interviewee: Oshin Goel, Founder, Vibrant Dots

Interviewer: Rajesh Bojan

Category: Entrepreneurship

➤ **Vibrant Dots - How did it start?**

I used to say I want to be an Investment banker from much before I knew what investment banking is. However, over my course of 5 years in college, I understood myself better and saw that I am more interested in outdoor activities, doing things hands on, creating things with my own hands. My father has been working on a similar venture. His experience and support counted for a lot.

➤ **How does your training contribute to the student community in general?**

A lot of times, education inside traditional institutions, while fulfilling its basic purpose, becomes a routine affair and some interventions from time to time which come from a slightly different orientation help in enriching whatever the students are already receiving in the institutions.

➤ **Can you discuss about the challenges you are facing?**

Challenges are numerous and I think that they will always be, just that their face will change as the business evolves. Today, as it is the beginning, sometimes I have too much time ideal because there nothing that you can do beyond a point and that becomes space for laziness, boredom, negativity to creep in. Maybe, tomorrow, once the business becomes big, this same challenge might turn in to absolute lack of time. The learning curve is too steep initially. I don't know how to answer in many situations. Mine is a bootstrap start up. You have to work with limited resources.

➤ **Entrepreneurship is not for everyone - Is it so?**

I don't think that this is true. We are all entrepreneurs in some way or the other. Every home maker is an entrepreneur, for example. I think it is mostly the initial leap of faith and the patience that are key and these can be cultivated by any person.

- **Staying fit in mind and body is as important as being technically sound. How do you look at this statement?**

This is extremely important. You hear a lot of nos, like a lot! You can't let that take control of your mind. That will waste a lot of precious time. There will be hiccups, things will not be perfect as expected. You have to keep your sanity.

Body wise, fitness is very important. Health is one of the first things that we start ignoring when we are too busy - skipping meals, eating outside, eating ready-made/easy options which aren't usually very healthy; not sleeping enough when there is work; lack of physical activity.

If you don't take care of your body, burn out will be sooner, your old age will be miserable. Also, I have noticed that laziness and obesity is one vicious circle - they lead to each other and you get stuck between them.

- **What are the aims and scope of your training programmes in general?**

Our training programmes are aimed at basic life skills like team dynamics, leadership, self confidence. Some very specific modules focus on mindfulness and rigorous pre-placement training.

- **Why do you think budding entrepreneurs fail?**

Lack of perseverance and patience, inability to hear nos, lack of support and guidance. Industry dynamics, lack of resources/ecosystem, corruption could be some of the external factors.

- **What according to you is the most important aspect of any business?**

This is a hard thing to say. Everything feeds into everything. Money might be important but if it is not channelized well, you will still lose. If your operations are very strong but your marketing is weak, you won't make it. If you can market well but operations are not in place, it is still useless. Hence, it is difficult to say which function, per se, is important. Patience, open mindedness and being bold are important qualities, primarily.

- **How does outbound training enhance the performance of an individual or team?**

I will go back to my second answer here, again - putting students out of their routine and regular environment helps in doing away with the complacency that comes with set patterns. It activates you mentally as well as physically and one might be more receptive to whatever is being said/done.

➤ **What do you think is missing in today's classroom?**

Open minded discussions are important. Diverse opinions should be welcomed, discussed, critiqued-not criticized.

➤ **What kind of opportunities are offered by your firm in terms of career enhancement?**

If I say that we will change our participants lives in 3-4 days that they spend with us, I would be lying. We can give them points of view/techniques, which, if they practise regularly, they can progress.

➤ **What is your advice for students aspiring to become entrepreneurs?**

Please have faith in yourself and those around you and in the ways of the universe.

ABOUT THE GUEST INTERVIEWEE



OSHIN GOEL

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A graduate from the unique five year Integrated Programme in Management (IPM), IIM Indore, She is the founder of Vibrant Dots. The venture aims at bringing together travelling and training, creating conducive environments for idea building, thought sharing and facilitating small steps towards transformation.

She has been an all-rounder throughout school and college, gaining scholastic awards and holding key positions in the student body. As the Coordinator of the IPM Students' Activity Council at IIM Indore, she was credited for institutionalizing the body's constitution and registering it as a legal entity, along with initiating three national level fests, managing over INR 1 million of finances efficiently and coordinating numerous first time events.

Oshin has a keen interest in teaching and started peer based study groups in college and is also a certified online tutor at Chegg Tutors, a San Francisco based online tutoring website. Her interests include travelling and documenting her travels in particular and life in general. She is an amateur writer in English and Hindi.