

GNLU Alumnus receives National Entrepreneurship Award 2019

Gandhinagar, Nov 23, 2019: A GNLU alumnus, Ms Nikita Maheshwari has received National Entrepreneurship Award 2019 in Logistics, transports, e-commerce & other services under A3 category for initial investment between Rs.10 Lakhs to Rs.1 Crore.

The award was conferred by the Minister of Skill Development and Entrepreneurship Dr Mahendra Nath Pandey at the award ceremony held on November 09, 2019. The award consists of a Trophy, Certificate and a Cash Prize of Rs.5 Lakhs.

Nikita has received this award for her enterprise, Tatkalorry Private Limited, co-founded by her in 2016. Tatkalorry is a mobile App connecting manufacturers, dealers, truck drivers, truck owners and transporters for flexible ceramic good deliveries. The company has created opportunities for employment for local truck drivers, auto-rickshaw drivers and labourers on temporary, contractual and one-time delivery basis. Tatkalorry also accepts low volumes and loads, which the usual fleet owners shy away from. Tatkalorry engages 50 employees and generated a revenue of over Rs.5 Crores in 2018-2019. They have 60% repeat in terms of customers which is a big number given the competition in the logistics market.

Tatkalorry was the only awardee in the Logistics category this year.

Acknowledging GNLU's contribution to her success, Nikita said, "From the first year, apart from academics, I was given opportunities in various co-curricular and extracurricular activities to represent the university especially when it came to organizing and managing various National and International events. During such activities, I was exposed to various situations and scenarios which required problem-solving, decision making and other enterprising attitudes. Therefore GNLU has been crucial in shaping my researching skills as well as many of my entrepreneurial qualities which shall remain with me forever."

"GNLU creates opportunities for the holistic development of its students which enable them to realize their full potential. It is heartening that GNLU alumni are contributing to nation-building in diverse areas," said GNLU Director Dr S.Shanthakumar. "GNLU is the only National Law University in the country having an incubation centre," he added.

Nikita's Story

I am Nikita Maheshwari, CEO & Co-founder of Tatkalorry Private Limited. I graduated from Gujarat National Law University in 2015 and Entrepreneurship Development Institute of India in 2017.

Being in the top 20% of my class at GNLU gave me an opportunity to opt for a white-collar high paying desk job. However, coming from a service family the idea of employment generation and

risk-taking always fascinated me as a perfect anti-thesis of the service life that I had seen my parents lead. Today the opportunity and ability to positively influence a greater number of lives gives me immense satisfaction which is why I chose a labour-intensive industry that requires a lot of human capital.

While I was pursuing my Masters in Business Entrepreneurship I could not help but be influenced by a barrage of tech-oriented start-ups. However, as I developed a keen understanding in business I realized that tech-start-ups more or less enhance an already existing thriving business. Less and less number of young entrepreneurs for core-manufacturing industry-related and allied business with the ability to transform any sector from grass-roots. My belief in entering such a core area was fortified by the vision of our Hon'ble Prime Minister Shri Narendra Modi during the Make in India campaign. With resources of the Government being channelized in promoting manufacturing industries, I was motivated to contribute by supporting such splurge in manufacturing by developing an effective logistics and supply chain management system.

It was in 2015 was visiting my father in Morbi and that is when I saw the potential of this small town in Gujarat named Morbi. Morbi houses almost 1000 factories within a periphery of 50 Kms. It was then when I with my younger brother launched Tilebazaar.com (trying to create a Flipkart of Tiles). However, we failed miserably because there was no strong logistics and supply chain management company.

Supply chain and logistics management have been the backbone of industrial growth and development. Government of India has also been emphasizing on the need for a robust supply chain and logistics management in several sectors most notably in agricultural, core manufacturing and multi-brand retailing sectors. For example, Foreign Direct Investment (FDI) in multi-brand retail requires a mandatory 50% investment in back-end infrastructure which essentially includes logistics and supply chain management such as distribution, packaging, transportation, storage and warehousing.

Logistical costs have been extremely volatile. Further, ineffective supply chain management leads to unavoidable price rises and thereby contributes largely to the inflationary trend of the economy being the single-largest indirect costing factor to the ultimate consumer.

Tatkalorry Private Limited is a niche logistics and supply chain management company operating primarily in the ceramics and construction material industry committed to providing effective logistical support to a largely unorganized sector. Not only do we streamline the end-to-end customer service in the industry as a single point solution provider we also organize over 100 small and medium scale service providers under our umbrella.

The presence of our company in this space has provided continuous and routine employment to a large diaspora of unorganized daily-wage labourers. Further, we have also been active in providing assistance and awareness to small-scale service providers to bring their businesses within the regulatory sphere especially of Goods and Services Tax (GST).

With a wide range of services from full-load management to part-load management and from factory-to-factory to the factory-to-door-step delivery mechanism, aligned to specific needs of manufacturers, wholesalers, stockists, retailers and individual consumers, we cater to the needs at each and every step of the transaction significantly reducing the costs of every stakeholder by shrinking the transaction timeline. In the process, we generate employment and business opportunity for the smallest of the service provider, from a large transportation company to an individual porter.

Today Takalorry is in 13 cities and since its inception has churned roughly around a turnover of 15 crores generating employment for roughly 350 people serving around 2500 customers across the country.

About the National Entrepreneurship Award

Instituted in 2016 by the Ministry of Skill Development and Entrepreneurship, Government of India, the National Entrepreneurship Award aims to recognize and honour the outstanding young First-Generation Entrepreneurs and Ecosystem builders for their outstanding contribution in entrepreneurship development and providing support to entrepreneurs. It seeks to instil and entrench the entrepreneurial attitude among the future generations and the Youth of India.

For the awards this year, 6098 applications were received online, which were checked for completeness and correctness. The 4134 eligible applications then underwent field assessment and regional online evaluation, which was undertaken by 12 partner institutes, spread across the country. National Jury, chaired by Dr R A Mashelkar and comprising of experts from industry, academics and business then selected the final winners. There were three categories of competition for entrepreneurs- A1 category for initial investments up to Rs 1 lakh, A2 category for initial investments between Rs 1 lakh to Rs 10 Lakh, and A3 category for initial investment between Rs 10 lakh to Rs 1 crore. Various sectors were selected for the awards, and there were 4 special categories including Women Entrepreneur, Entrepreneur from SC/ST Category, Entrepreneur from People with Disability category, Entrepreneur from difficult areas. Award Winners received a Trophy, Certificate and a Cash Prize of ₹5 lakh (enterprises/ individuals) and ₹10 lakh (organizations/ institutes).

Media Contact:

Ashok Shah

Email: 9909960240, 8849110049