

**E-Talk  
(E-igniters)**



The E-Igniters cell organized an E-talk on August 3, 2017. The talk was delivered by Mr. Ankit Jain, an alumnus of IIIM. He oriented students about his entrepreneurial journey as a founder of TravlOnCards – Women Group Tour Company.

He shared that TravlOnCards is a set up for the women to travel with women and enjoy each and every moment of it. He told that he along with his three female business partners analyzed the genuine concern that women can't travel like guys often do. A stigma is attached with females in our society is, she can't travel by herself.

To counter this stigma and to let women explore and get a break from their routine responsibilities, they came up with a different business idea. Before establishing the venture they conducted a pilot survey in Udaipur for nearby travel trips to analyse whether this will be acceptable and profitable. He shared that initially they started in Ahmedabad but it was a big failure because it being a big city and the high price for everything, increased its cost, they changed the entire plan and moved to Udaipur. Now they have three successful ventures i.e. TravlonCards, Safarnama and ClubTOC and branches at various places.

He told that the journey of entrepreneurship is a bumpy ride and sleepless nights but through clear vision, perseverance, coordination and good risk appetite, a successful business model can be created.

Mr. Ankit provided the aspiring entrepreneurs, some very useful tips on issues which are often overlooked in the process of chasing bigger professional goals.