

Report on leadership talk with Mr. Yashraj Bharadwaj, Co-founder of Zenith Vipers, Ensure Equity Partners & Y2 Bros on 20th April 2020

Recently, **Dr. Abhay Jere, Chief Innovation Officer, Ministry of HRD, Govt. of India** conducted an online event of “**Leadership Talk**” and I got an opportunity to be one of the viewers of the talk with **Youngest Entrepreneur, Mr. Yashraj Bharadwaj**, who’s co-founder of **Zenith Vipers, Ensure Equity Partners, Y2 Bros.** and company and have multiple patents on their name. During the talk, he graciously talked about their journey and they started at a very young age of 11-12 years when they both were in 5th standard and started earning when they were in 7th -8th standard.

These young people were **born leaders** and filled with **enthusiasm** that when they started having doubts, they approached people, especially professors on social media websites but they never answered because their doubts were either not good enough, they created multiple fake Accounts on Facebook and they started sending their doubts from these IDs to professors, and to all of our surprise, they started getting replies back. They took this opportunity and kept on asking various doubts, and he himself mentioned that when he looks back, initially both of them were asking stupid doubts, but as their doubts were cleared, their intellect adapted to it and their doubts started improving, and they started asking actual curious questions as their doubts, and then they started researching because all doubts cannot be solved and they gathered enough knowledge to start their own thought process on their doubts.

Yashraj also mentioned about his first project, which was inspired by **Ganga Purification process**, which was covered heavily by media when it started. They made a water purification project by the name “**Pumpkin Purifier**”, where they used pumpkin to not only purify the water, but also to mine hard metals like Lead (Pb), Arsenic (As) and Chromium (Cr) from contaminated water. But due to their lack of experience, they finished the project but didn’t file any patents and their story and project was all over the internet. Later on, they got an offer by a company who wanted to buy the project and the intellectual rights but they were unable to sell because it was not patented. That was their setback although those brave gentlemen didn’t lose heart and started another project, this time they made a **water purifier using Bajra** and results were same and the process was 10 times cheaper than pumpkin purifier, so they followed the correct path this time for filing patents and other formalities and then they approached the same company who wanted to buy their project, and quoted a price of **11crores**. These fine gentlemen participated in numerous science fairs, and every one of them and won lakhs of money as prize.

Yashraj shared an anecdote where in a science fair they were invited as a judge but they refused and instead wanted to go as participants because participants, if they win, will get cash prize but judges don’t get any cash. They wanted their financial security because they wanted to do research work for whole life and they understood that research is not a probable profession. It’s a leap of faith that whatever they are doing, should work or should yield something. If they don’t yield something then it all is very disappointing and at the end of the day they will require food to sustain, so they understood the value of money from very young age and now they are running a multinational company, headquartered in Dubai, have offices in Hong Kong, Shenzhen, and they are starting an office in Mumbai and already have a big office in Gurugram. Their motive is to encourage young generation for research work, they fund

projects and start-ups that they feel are worthy, they have around **300** researchers working under them who are grass level researchers and not PhDs or M.Tech. They even give opportunity to college dropouts and school drop outs that opted out of the current education system to make a difference, to do research on projects they always wanted to do. Currently they have **129 patents** out of which 69-70 are commercialised, which help their company draw revenue. They also do patent consulting where they advise other researchers how to file patents and help them commercialise their patents to draw revenue. Their company is working with various firms and governments on system integrations and various other hardware level projects and all this revenue is used to fund projects, start-ups, researchers and salaries of people involved. India is proud to have these young entrepreneurs in India.

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