

problem to counter,” explains Antala. Crederity has helped thousands of individuals prove their identity and integrity through its partnerships with websites such as SimplyMarry, tutorsource and FirstNaukri among several others. With Crederity India taking off, he is currently gearing up for the global launch by end-2009. That is bound to be a successful journey for the chemical engineer from Gujarat. And as Crederity’s tag line says, Trust Matters.

**Role model:** Richard Branson of Virgin Group because he is an entrepreneur at heart and an adventurer who appreciates life.

—*Amarnath K. Menon*

### **KAUSHALENDRA, SAMRIDDHI, 27**

*“I have plunged into this business to earn money, generate employment and ensure quality products to buyers.”*

Imagine a boy from the Mahmmadpur village of Bihar taking an education loan of Rs 5 lakh to complete a degree from IIM-A. Who then stays away from campus placements and decides to sell vegetables. Where pray? In Bihar. That’s exactly what Kaushalendra, 27, did.

He knew it wasn’t going to be easy. Besides integrating potential business associates, like a roadside vegetable vendor in Patna and a farmer in a faraway village in Nalanda district, he also had to convince his parents, who initially thought their son had taken leave of his senses. He laid the foundation of a farmers’ cooperative, Samriddhi, under which he established a supply chain to deliver fresh vegetables, picked up directly from the fields, to his outlets in Patna and Lucknow, to be sold in specially-designed ice-cooled pushcarts.

Almost two years later, his cooperative earns Rs 4-5 lakh every month and employs over 1,000 people. Besides working for the farmers, Kaushalendra also keeps the consumers happy by making special efforts. He arranges free home delivery of vegetables, besides offering a kilo of potatoes free with every purchase of 2.5 kg of any vegetable.

“We keep the consumers informed on healthy eating. No wonder we are rocking,” he says. Kaushalendra has succeeded in inspiring confidence in his elder brother, Dhirendra, who left his job as lab technician to join him. With Dhirendra, by his side, the balding, bespectacled and ever-smiling Kaushalendra knows he can manage it all.

**Making a differences:** Kaushalendra’s friends call him the most highly-educated green grocer India has ever produced.

—*Amitabh Srivastava*