

An EXCLUSIVE INTERVIEW WITH BRAJA KISHORE PRADHAN, Founder & CEO of AAHWAHAN FOUNDATION

Braja Kishore Pradhan (born 1987) is an Indian business magnate, entrepreneur, marketing guru, social worker, and mentor.



Bengaluru, May 14, 2020 ([Issuewire.com](https://www.issuewire.com)) - Aahwahan Foundation - is an NGO that is involved in promoting the welfare of the economically backward sections of the society by generating employment across various sectors. It was founded in 2009 by a team of like-minded individuals with a commitment to eradicate poverty.

• How is Aahwahan Foundation helping the society during COVID -19?

In a substantial initiative undertaken by the **Aahwahan Foundation**, over **4, 30, 210** Individuals and **1, 70,200** Families across different cities - Bangalore, Noida, Delhi, and the state of Odisha have been served food since the national lockdown for **COVID-19**. We plan to continue this service to society and feed over **5, 50,000** individuals in the coming weeks.

Aahwahan Foundation has collaborated with online food delivery companies – Swiggy, Sabkirasoi, Infinera, saankhyalabs, IPAC, NUTY, Feeding India Zomato and several corporations to reach out to the migrant workers, daily wage earners, and disabled persons. We have also cared to feed the street animals - dogs, cats, and cattle, which have been forgotten by human society as they are under lockdown in their apartments. Please donate us to do more work like this, you can donate directly from our website. www.aahwahan.com.

• Tell us a little bit about yourself and your journey as an entrepreneur?

Braja Kishore Pradhan (born 1987) is an Indian business magnate, entrepreneur, marketing guru, social worker, and mentor. **Tech-Savvy Social Catalyst** as he is widely recognized among his clients, peers, employees, and friends, has been a trendsetter throughout his career. His diverse set of global clients includes conglomerates, startups, governments, professionals, and SMEs. He has mentored students to pursue their dream and trained volunteers to deliver seamless service.

He started his career as a business development professional, helping organizations generate additional revenue and achieve their profitability goals. Later on, he forayed into entrepreneurship by successfully launching numerous verticals - (Marketonix for software development), ([Aahwahan Foundation](http://AahwahanFoundation) for social work), (Jobbasket.co.in for recruitment), (Googlefood.co.in for hospitality services).

His educational background – BBM, PGDM, DSLM from The Indian Institute of Logistics, EPDM from XLRI, and PGDM from CUTM provided him a unique opportunity to help organizations successfully compete in the overly competitive business environment.

His father inspired him to start Aahwahan Foundation. The Foundation has strengthened and expanded its support to rural education, conservation initiatives, women's empowerment programs, and community development projects, among others. The Foundation aims to create a world that is equal for everyone.

The symbiotic relationship between Aahwahan Foundation and the corporate sector, in addition to the government, has fostered a paradigm shift in the approach to social work in India. In a short span, Aahwahan Foundation has been recognized for transcending social boundaries and differences. The Foundation is unrivaled and unparalleled in relation to service delivery within the NGO space.

• Why did you choose entrepreneurship over a job?

Since my schooling days, I have aspired to be an entrepreneur; providing employment to others and supporting my employees to progress economically was always a key career ambition. This ambition ignited my entrepreneurial journey. Being a socially conscious person, I realized an opportunity in the NGO space to serve society; this intention fuelled my social entrepreneurial career.

• What was the vision behind it?

We are committed to leveraging our convening capability and leadership for catalyzing the creation of a robust platform with a focus on energizing commitment and sustained participation from social and private sector stakeholders in poverty alleviation.

- **How your organization is helping India to grow?**

The wide-ranging partnerships that the Aahwahan Foundation has developed with the public, private and social sectors at the national, state and regional levels would enable us to engage in policy transformations and mobilize resources, funding, and innovation that are crucial for poverty elimination at scale.

- **How do you handle the pressure and manage stress?**

I distress through meditation and taking time for physical exercises. Even during the most stressful situation, I do not show it in front of my staff or try to pass the buck.

- **In your opinion what are the keys to success?**

- Belief in your vision
- Hard work, hard work, and some more hard work
- Cash flow
- Strong internal system
- Brand image (transparency, accountability)
- God's grace (Luck)

- **What advice would you give to someone starting out as an aspiring entrepreneur?**

Think big, and pursue your dream, do not worry about the obstacles. Your success should be a journey, not a destination.



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Source : AAHWAHAN FOUNDATION

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