

OF ANCESTRAL WISDOM

Ancestral wisdom, an indispensable family heirloom of the Marwari community, places great importance on virtues such as honesty, courage, honour and valour. **MARWAR** spoke to business persons from varied fields like construction, education, jewellery and F&B, as well as a professional from the community, and found that the tales that they were regaled with while growing up had helped them to prepare for life ahead.

Compiled by ✨ **Crystal D'sa**



DIVYA JAIN
CEO, Safeducate

Most of my father-in-law's stories about his family go back to the days when the family was based in the hinterlands of Marwar. We've often heard him recall the instance when he had bought a first-class train ticket from Rajasthan to Kolkata for his father, who, much to his surprise, became visibly upset about it. "Does the first-class rail compartment reach Kolkata before the third-class?" his father had asked. Paying additional money for luxury was an alien concept to him. These ideals helped form my own business philosophy and safely steered me through one of the toughest financial climates our generation has seen.



MAMTA GUPTA
Co-founder, Zariin

A key takeaway for me, from the elders of my family, has been the power and value of relationships. Whether it is your customers, employees, vendors or peers, respect is fundamental. While interacting with customers, we try and ensure that they all feel like they are a vital part of the Zariin family. We also keep our work environment invigorating and exciting through different team-building activities. In my family, it is always emphasised that while material possessions may deteriorate over time, relationships remain as long as we honour them, and this is one value that I hope sticks in the minds of our future generations too.



RAJNIGANDHA SHEKHAWAT

Singer

I find the largely one-sided portrayal of Rajputs, especially thakurs, in popular media quite unfortunate. Earlier, thakurs were thought of as brave men who made the best soldiers and defenders. Even today, the Jhunjhunu district sends the maximum number of recruits to the Indian army. But the picture that has been painted is of thakurs as 'cruel landowners'. I chose a career in music, which is quite unorthodox for a Marwari even today. I've been often told that I have too many dos and don'ts regarding my concerts, but I'm only trying to ensure that I'm accorded the respect due to any working professional. I believe that these ideals of professionalism and good conduct stem from my Marwari upbringing. 'Dignity before everything else' is my mantra, just like it was for my ancestors!



BIJAY AGARWAL

MD, Salarpuria Sattva Group

My parents had migrated to India from Bangladesh in 1965. Born into a middle-class business family, I spent a memorable childhood with nine siblings in the small town of Kisanganj in Bihar. Growing up with limited resources, I learnt to be penny wise quite early in life. It was tough to win my parents' respect, but their love was unconditional. This environment has been replicated at our workplace where we cultivate and enable an inclusive work culture. Another important lesson which I have always followed is to manage resources judiciously. 'A penny saved is a penny earned. You never know how much you will earn, but if you cut down on your expenses, you can be sure of earning at least that much through savings.' These wise words which have been followed by my family have helped me accomplish my dream of establishing a successful business.



HARSHVARDHAN SAMOR

Co-founder, He Said She Said- Shot Bar and Cafe

My grandfather used to narrate a very interesting incident to me. In the 1950s, he was posted quite close to the Indo-Pak border. One evening, he had to visit a friend's house for the first time. Being an obsessive walker, he decided to walk. After a long time, he realised with dread that he had crossed over to Pakistan. He admitted that his first instinct was fear but then came determination. He started to retrace his steps and, as luck would have it, ran into a Pakistani officer. It could have had serious repercussions, but instead of offering a grovelling apology, he gathered all the courage he could muster and explained the series of unfortunate events that had led to their meeting. The officer couldn't help but admire his courage and personally dropped him off at the border. It taught me that no matter how big a problem one faces, if one remains determined, brave and true, nothing can harm one.