Diamonds Are Born Out Of Difficult Situations:
Ajay Data

Inside Story: House Prices In Jaipur Nosedive 10%
Diamonds Are Born Out Of Difficult Situations: Data

Moichand G Chakar @ BR Venezuela

Sometimes names dictate the destiny. Dr Ajay Data, a veteran of Data, is a case in point. His name, derived from a reasonably common name like his business, like many other business families, is a trade mark. The name, like many other business families, is an asset. The name, like many other business families, is a symbol of success. The name, like many other business families, is a symbol of wealth. The name, like many other business families, is a symbol of power. The name, like many other business families, is a symbol of influence. The name, like many other business families, is a symbol of respect. The name, like many other business families, is a symbol of admiration. The name, like many other business families, is a symbol of honor. The name, like many other business families, is a symbol of pride. The name, like many other business families, is a symbol of success.

A fashion designer, innovator, mentor, sportsman, and a successful IT entrepreneur, Dr Ajay Data is known as the Father of Internet in the state. He started Data Sloots at the age of 26 in 1999 when Google was still a baby. Today, his company, which launched the first ISP in the country, employs more than 1000 people, and is counted among the top companies in the country.

Dr Data got an opportunity to take over a Jampur Glass and Pottery. The company was struggling to maintain its business. A family business, the name was changed to Data Sloots. The new name became a new beginning. A new venture, "I started my second business at the Jampur Glass and Pottery. During that period, I completed my MBA in Computer Applications," said Data.

He studied IT and developed a liking for it. One day, when he saw an advertisement in a national newspaper about a technical professional who had invented a new technology, he called the number and started talking to them. They called me for an interview. As I went, I saw a lot of people from Jampur listening to me. In the end, he called me for a demo. We discussed the details and he was about to sign up with him for Rs 1 lakh. But later on, I came to know that he was a distributor. According to me, it was a partnership. We are doing it together.

Dr Data worked in many places in India, but he found it difficult to find an ISP business. He needed courage and conviction. But the Khobhar District Administration had to go for an ISP. They were thinking about doing it together. We are doing it together.

Dr Data worked in many places in India, but he found it difficult to find an ISP business. He needed courage and conviction. But the Khobhar District Administration had to go for an ISP. They were thinking about doing it together. We are doing it together.

Dr Data worked in many places in India, but he found it difficult to find an ISP business. He needed courage and conviction. But the Khobhar District Administration had to go for an ISP. They were thinking about doing it together. We are doing it together.

Dr Data worked in many places in India, but he found it difficult to find an ISP business. He needed courage and conviction. But the Khobhar District Administration had to go for an ISP. They were thinking about doing it together. We are doing it together.
Ajay Data with chief minister Vasundhara Raje

Rajasthan is far more behind in terms of where the state should ideally be. We need better ecosystem here, stronger support from the government, improved climate to learn and work, and better opportunities. Today, it is no more a specialized field. It is required by every office in different forms. There are hundreds of companies in Rajasthan. But we need more and we have the capability.

Technology was a good move. It was not only a good business by itself. It now helps the entire family business,” explains Data. In the initial days after Data Infotech was set up, he had to burn the midnight oil. “There are hundreds of people who fail. It involved a lot of risks and challenges. We worked very hard, tirelessly for several weeks and months. Often, we would find that there was no time to go home and sleep. We slept on chairs whenever there was a truck. This was a learning process. If there is a will to do something different, there are no other options left. The only option is to try, all by yourself. It was a trial and error process. We went through every cycle of the phase which was critical. I would like to say that the most critical phase was the most difficult situations. The problem is we do not put ourselves in difficult situations.

Most of us seek comfort zones. The moment we put ourselves in such comfort zones, we do the wrong things, the things we should not do. If we put ourselves in difficult zones we would be seeing out like diamonds. There are no shortcuts to success,” explains Data.

When Data started the company, the startup concept was not there. But he feels that Data Infotech is the perfect example of a startup.

“Startup is something that you do in a unique way that no one has done before. It should be innovative and also changes people’s lives. Data Infotech qualifies in all the three aspects that a startup must have. It is actually the true startup of the state. Startups are meant to do something innovative. Data Infotech is the original startup of Rajasthan. The only thing is that there was no startup concept at that time,” adds Data.

Data adds a new spin to the current breed of startups. He is critical of the companies hopping through huge amounts of cash every day and losing every day. “Some people are just here to make money with the aim to become a millionaire overnight. That is the reason they are starting startups. The moment one develops the intention of becoming a millionaire overnight, the premise becomes wrong. In any business where money becomes the main driver, the business becomes second priority. One has to create a business model where the focus should be on the product or service not on money. There are three reasons why a large number of startups fail. First is the derivatives of original ideas are packaged in an innovation. Second is not having a proper investor and have the original idea of the product. Finally, a startup should not depend only on one person. It is a little risky. One needs to find a right co-founder or co-funder,” explains Data.

Giving a message to the next generation entrepreneurs, Data says one should have a “never say never” attitude. He gives an example of Michael Jordan, he says “Never let others decide your value. The only problem is we all know our capabilities but forget them when we become greedy. Everything depends on decision and it is something that everyone has.”

On Rajasthan’s potential, Data says we are far more behind in terms of where we should ideally be. “We need better ecosystem here, stronger support from the government, improved climate to learn and work, and better opportunities. Today, it is no more a specialized field. It is required by every office in different forms. There are hundreds of companies in Rajasthan. But we need more and we have the capability, but sadly that is not happening.”

Like every successful entrepreneur, Data has his own model and it is one rather than Bill Gates. But he also likes Gates as a person, “If you see the real sense of technology in this world, without Microsoft, the world doesn’t exist. This is the company which has given so much to the world. If Microsoft were not there, it would have been almost impossible for so many companies to exist. 99% of the companies and Microsoft. I love that company which started from a humble background,” feels Data.
About Data Inksys’ profitability, Data says he started the company with an investment of Rs 4,95,000. However, he said, by the time the operations started, he had recovered that amount. “Frankly, we sold everything in advance. It was on 15th April, 1999 we had the full money in our hands. There was a vacuum in terms of the presence of IT companies. It is a problem that everybody wanted. At the age of 26, making my own identity and getting so much of recognition was outstanding. People used to look at me with an impression of a phenomenon, going high in a field like IT. It always motivated me to move further and do something better. I never focused on money. My only goal is to influence people. At present, the company is providing services to more than 1000 million people. Setting in Rajasthan, we have become India’s largest serving company. I started as one-man army and today we have teams of 1000 people,” explains Data.

Speaking about his family, Data says that he owes a lot to his parents who stood by him during the initial years of the company. “It was five years of my marriage. I had not taken a single leave. I had a chat with her about building the company and she extended her full support unconditionally. Throughout the journey, she stood by me. My parents are my pillars of strength,” reminisces Data.

While he is the most sought-after speaker and mentor for startups, when asked about his next move, he says he is far behind his goal. “Yes, I may be successful in the eyes of people but in my view, I have a lot to do. Sometimes people judge you by certain parameters. But you have your own expectations. My goal is always to be happy. This is a technique that I have to be learnt,” adds Data. Besides success, Data has many dreams which he holds very close to his heart. While he is enjoying his journey, Data says being happy is a priority in life.