



*This episode of **INSPIRATIONAL** features a “True Story” from the life of **Mr. Anubhav Gaur** (Artepreneur, Founder at Skyshot Arts and Entertainment)*

“Hello, I am Anubhav Gaur, a 30 year old human who craves to gather diverse experiences and learn as much in this short life that I have.

An engineer by degree, I am an Art entrepreneur with over 8 years of professional work experience. I have always enjoyed figuring out ways to add value to people and processes around me. After having worked in the risk analysis, talent development & inclusion areas in the past, I now run an arts and entertainment company that aims to promote art and artists in India. We do this by hosting art workshops, and producing interesting stories from around the world in the field of arts and entertainment.

My professional journey: I graduated as an engineer in 2013 and immediately landed myself a job at one of the biggest insurance companies in the world where I worked as a risk engineer for 6 years. Though I liked what I did there- I was still not content. I felt like I was missing out on my dreams. For a long time I felt like quitting the job- but some good career opportunities and an amazing set of people kept me from leaving. I believe in this philosophy called “golden

handcuff” where someone pays you so much that it gets difficult for you to leave. And I found myself wearing that golden handcuff. Then finally in 2019, I decided to take a plunge and started Skyshot- an arts and entertainment startup. I have been of the opinion that every human should practice an artform- dance, music, visual or performing arts. Be it acting, writing, photography, painting, dancing. Practicing an art form makes you creative and keeps you sane.

With an idea of bringing people closer to art- I started Skyshot in August 2019. We started with hosting some awesome art workshops but by the time things were starting to work out- corona happened and like the case with most business owners- everything came to a standstill. What felt like a temporary interruption turned into a lockdown of months. The initial days of the lockdown were spent in the kitchen cooking new meals, making (pathetic) dalgona coffee. But as the lockdown extended- I started getting nervous about the future. There were days I would just lay on bed for days not talk to anyone, contemplating my choices. Being the opportunist that I am- I even considered switching my business to something more suitable for the pandemic. I explored making designer masks, an aggregation platform for offering covid tests at home and what not. But I knew that I would not want to continue with these ideas in the long term- so I stayed put with my original idea of bringing people closer to art. Apart from travel, arts and entertainment industry has been the worst hit by the pandemic.

With all the negativity that was going around- one good thing that happened was that the lockdown gave me some time to think creatively. In today’s world- your potential customers have a lot of choices and the only way they are going to choose you over others is if they believe in your story. And therefore- every company today has to be a media company too. You have to sell your story & engage people before you make your first sale. So I started creating content. I hired a couple of content creators and we started writing blogs. A few months later- I produced this video series called the 2 minute artlog- where every Friday I would tell an interesting story of an artist or artform in just 2 minutes. The show did well- the first season with 10 episodes garnered close to 30k views across platforms. Producing video content for Skyshot also exposed me to video production in general. And producing videos gave me a lot of firsts in 2021.

I was selected as one of the 25 creators across the country for India’s first creator fellowship program sponsored by Mx Takatak and hosted by Nas Academy. Recently- I had the

opportunity of directing my first Ad commercial for an Indian electric scooter brand where I got to work with seasoned Bollywood actor Mr Arun Bakshi.



The past few years have taught me some important lessons. A few of those learnings are:

- 1. Your talent can only take you to a level. You go to do more.*
- 2. One should live for weekdays. People who find happiness on the weekends are usually the most unhappy ones.*

- 3. You got to take risks. Sometimes its unhealthy to think too much before taking a plunge.*
- 4. You are going to fail 8 out of 10 times and what will keep you going is your love and passion in what you are doing.*
- 5. Uncertainties will always be there- and the thing with uncertainties is that no matter how calculated your risks are- they are still risks.*
- 6. Life is short- and no matter what you do in life- you are going to die one day. And this thought has really helped me make some difficult decisions in life- especially the long term ones.*

As I continue to hustle to make Skyshot successful- God could not have not been more kind.”

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Website Link of this Story: <https://livingvirtuously.in/inspirational>