

Inspirational Episode 38



Krunali Jaiyawala

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*This episode of **INSPIRATIONAL** features a “True Story” from the life of **Ms. Krunali Jaiyawala** (Founder of Ad Venture Agency & Trece HUB, SEO Expert, Marketing & Branding Expert)*

*“The movie Om Shanti Om was released in November 2007, I was thirteen years old, and as a teenager, I didn’t know the meaning of this dialogue – “**Agar Yeh Ho Sakta Hai, Toh Life Mei Kuch Bhi Ho Sakta Hai!**” But when life happens, everything starts making sense.*

Hi! I am a small-town girl and I’m proud to be one now! Being a small-town girl never stopped me from dreaming big. From my initial school days, I was into writing. Creativity was something that excites me a lot. May it be planning a surprise, writing poetry, making jingles, marketing creatives, and much more. These things can motivate me to work harder and most importantly every day. I’m the kind of person who doesn’t want to follow a systematic work life where you have to do the same thing every day. I like to experience new things every day, where you have to be creative in solving the issues. And, I wanted to opt for a career where I can be creative every day.

Before knowing the twist and turns of my professional life, let's discuss the background of the story, the supporting cast. We are a nuclear family with a bank teller dad and mutual fund investment consultant mom, a younger IITian brother, and me. I was the opposite of all, not at all interested in studies and I hate banking and economics. But, we had a luxurious life, so to maintain that, unlike other parents, my parents told me to be self-reliant. They taught me a simple but great value of life, i.e., "If you want a luxurious life, you don't have to wait for a rich guy to fulfil your dreams. Be self-reliant. Take responsibility for your own needs." With this thought, I completed my graduation and after that, the struggle began.

I opted for a Master in Business Administration in Surat, Gujarat with the purpose to enter the world of marketing. I was so excited as after a year, I got to do my summer internship training in India's first payment gateway company CCAvenues in Mumbai, Maharashtra. There I got to know that for working in the most renowned advertising companies, you need to have experience in local ad agencies. So, after coming back to my hometown, I started collecting data about the local ad agencies and analysing which one was worth joining. But, life had other plans for me.

At the time I was planning all this, there was an announcement of vacancies for the bank my dad was working for. They also had a separate staff quota announcement, where along with the outsiders, they also had a test among the heir of their employees. And, being a typical Indian family, even my parents suggested giving those entrance tests and opt for banking. I tried avoiding it and convincing them for marketing, but I failed. I had to give those exams. I could have just randomly ticked the answer and could have easily failed. But, I didn't do that. I gave it sincerely because I wanted to convince them and not to cheat them. And, after one month the results were announced, and I got selected for the interview round. Dad was really happy. This was probably the second time in my lifetime I made him happy. I started preparing for my interview and according to me, I had a great interview round as well.

I was waiting for the results which were supposed to be in the next 2 weeks. But, on the same day (the interview day), I don't know how, but many people knew that I impressed a lot of them and everyone was praising the confidence I had while facing 14 recruiters at a time in an interview room. My dad was happy and proud as well. Seeing him happy, I decided to quit my masters and join the banking sector, because the second year of my masters would be based on marketing, and if I will start learning that I would never be happy to join a banking sector. Now, officially, I was a bank employee. I had a job I never wanted.

But, Dad will be a dad. He requested the management to grant me a leave of 10 months before joining. And, the first time in the history of that bank, this was allowed. I didn't understand it was my destiny or the outcome of my wishes. But, I continued my masters. I loved learning marketing tactics and was so much into all of those strategies, that I started convincing my parents again, to leave the banking sector for marketing.

*My parents aren't strict, they are just overprotective. They had no links in this field and were also not aware of the back office marketing work. It was tough not just for me but for them as well. We all struggled to convince each other of the pros and cons of changing/not changing the job. Everyone with whom my dad discussed my thought of leaving the job, told him that "Don't allow her to take this crazy step!". Obviously, it was a crazy step for them. People were dying for banking jobs and on the other hand, I'm dying to quit this job. At last, my dad told me, you don't want to continue, fine, complete the 3 year bond period and then leave. I was so happy to hear that. We spend almost all the weekends discussing how can I stay in touch with marketing so that after 3 years I will be able to join the marketing field. Seeing, my excitement even my parents were wondering, **'Are they making a mistake of stopping me and not allowing me to do what I want?'***

*Maybe because of the constant prayers and questioning the almighty about what is good for me, we saw the hope of ray. On Independence Day, the chairman of the bank, gave a speech. In his speech he mentioned that the banking authorities are working towards the strategies to improve marketing for the bank. I was not there, but my dad was. To my surprise, that day, my dad came home and told me. **"You wanted a single chance to prove yourself, right? Here it is, management is working on marketing strategies. Are you capable of advising them? Can you find out how to do so? Do you have the guts to talk with them? If yes, go ahead. Write a letter to them, meet them, discuss it with them. Do whatever you want to do, just prove that you deserve to be a marketer and not a bank teller."** I jumped off the couch and started analysing the loophole and how to fill them. I prepared a list and drafted a letter and sent them.*

I waited for a month and started losing hope. I started wondering, "Why they didn't call me? Did the things went wrong? Was my strategy not impactful? Did I sound rude while mentioning the loopholes?" I was not able to conclude anything. But, as I started losing hope, my manager got a call. He was told to send me to the head office because the chairman wants to discuss the

letter I wrote. This time we all were happy at the same time, for the same reason. The chairman called me, appreciated me, and told me, “It is easy to pin-point things, but it’s very difficult to correct them. I believe in you. Go ahead, discuss your plan with the assistant general manager, and correct the things which are wrong”. I told them to focus on internal marketing before starting external marketing. They agreed and I was appointed to train them on the basics of marketing. Not marketing as a subject. I used my marketing knowledge to plan and appoint out aspects that all the bank tellers need to follow.

My first training was held on 28th September 2017 and it started with my superior saying that this is a trial training where my work will be judged and based on this they will decide to keep this going or not. The training was for about 45 mins. After that, the superior didn’t wait for the response of the crowd, and he announced that they will carry on with this, as he loved my command over the marketing concepts as well as my way of explaining.

This training was the turning point in my life. Not only the superiors but even the employees, who were part of my training, called up my dad and appreciated my work. And gradually, all those people who told him earlier that leaving a bank job is a crazy idea asked him not to stop me, as I am meant to fly.

Within 2 months, I got an opportunity to work in India’s best digital marketing firm eBrandz solutions in Mumbai, Maharashtra. After spending days, weeks, and months of convincing and reaching a point where my parents’ supported me to move to a big city with bigger dreams, this is what my journey is all about.

Moral Of The Story:

No matter how tough your life gets, if you want something, you will get it later or sooner. And the feeling of getting it is the most beautiful feeling in the world.

Don’t give up on your dreams just because people don’t believe in them. Work hard and make them believe that you are meant to be there where you want to go.”

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