

My Big Fight

Meeta Wasan, founder of Doon Consulting had to fight for business after returning to India with no local contacts

The last eight years since I founded Doon Consulting have been a very challenging period in my life. When I moved back to India in December 2003, I had never worked here before. My friends from high school and college were scattered and I did not have even the semblance of a professional network. But being the stubborn daughter of an uncompromising mother, I started up my company at the dining table. I made cold calls and set up meetings for myself. I pretended to be my own assistant. I recall sitting outside people's offices for hours, days and sometimes even weeks to get a purchase order and then to get a contract signed. The bottomline was, every phone call had to yield a current or future contact; every conversation was about marketing my firm and myself. And that was the outward facing half of my job. Internally, I struggled with funds to organise the infrastructure and pay my bills and staff. I struggled with finding a



qualified team to work with and office space with reliable power and toilets! In 2004, Gurgaon was beginning to go through a building boom, and on any given day, I'd find that someone had sliced through our Internet or phone lines. And yes, there was the irritant that India is still a patriarchal society, and women – even forceful ones – are not taken seriously. Having said all this, I also found some great mentors, from a great chartered accountant to clients who gave me the moral and emotional support that was required to stick with it. And pretty soon, things began to change. Today, Doon is 60 people strong and works with the finest technology companies in India. However, the challenges have not ended; they have merely taken a different form. But without them, my professional life would be dull, and one cannot have that!

- As told to Nikhil Menon