Corporate tours with a dash of adventure

A column on people who chucked the easy life to make a difference

Prachi Garg
Founder, ghoomophiro.com

IT WAS the fascination surrounding an idea that led to the creation of ghoomophiro.com. The idea occurred during one of my holidays at Pachmarhi, where during an interaction with a local, I thought of converting my travel passion into a profession.

It felt like I was standing infront of a bridge. It was upon me to cross it now. In my mind I knew I had to cross it. After all, this world is dotted with men who have crossed bridges in their imagination far ahead of the crowd. These thoughts have always inspired me to strive for excellence and innovation.

My greatest challenge came when I began my first startup, a journal for mba aspirants from tier-II cities named Managing Minds.

During those days, I learnt what it takes to be an entrepreneur. The create stakeholders, clients, advertisers, sponsors and so on. The primary stakeholders for any print media are its readers and advertisers. Advertisers are the key monetary resource for any media enterprise.

My stint with entrepreneurship broadened my perspective and I became more open to ideas. Taking risks on the personal and professional front became easy for me and I realised that a business problem is not isolated to one specific area/sector but encompasses every domain.

Now, working at ghoomophiro is easier as compared to Managing Minds. But luck has been a constant companion and my learnings at handling projects in my past jobs have kept me going.

It is going to be a year now since ghoomophiro took its first clients out on a trip. In a year, the company has achieved a break-even. I started this firm with just Rs 1 lakh as capital channeled purely through my savings and today I have managed to earn enough profits that can be put back into the business.
My client base are the corporates. I conduct about three to five trips a month which ranges from a weekend excursion to a week long outing depending on the client preference.

Most of my trips are customised. Right now, I design the trip, dot it with places to visit and the activities that would take place.

It is a tedious task to zero down on the options, keeping in mind the needs of the team members. Yet, what helps me is my love for travel. I am an avid traveler too, and keep exploring unknown places.

I realized that a lot of the trips that I end up organising are an extension of the traveler in me. Thus, many trips are created on the genesis of where I would want to travel to. Whatever places I end up going, I build on contacts.

Wherever I go, I contact local folks, who are into travel and take their help to make the tours more adventurous.

The major challenge in the hospitality sector is the quality of service because it is all about the first impression. In order to ensure quality, all the places that we recommend through ghoomophiro.com are tested by me personally. Our major thrust is to provide timely and quality service.

We provide a plethora of options including adventurous, leisure and corporate team events. Our usp is that our instructors are locals, who are aware of unexplored spots.

I firmly believe that one can outsource skills, but not attitude. However, a balance of skill and attitude can create wonders. Along with my family’s support, this mantra has helped me cross all hurdles smoothly.

Also, whenever I face any problem, I do not sulk, instead I find a solution to it. Hailing from a business background, taking up risks runs in my blood.

Also, the craziness of doing things differently keeps me going. As far as ghoomophiro is concerned, the next big step would be organising trips for school students for which we are planning tie-ups with schools.

Prachi Garg is currently a student at Great Lakes Institute of Management. She graduated from Miranda House in computer science. She was analyst at the Royal Bank of Scotland and Sapient.