



LEARNNOVATOR

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ENTREPRENEURSHIP JOURNEY

Editorial

Entrepreneurship begins with an innovative idea and the conviction that the idea can be put to commercial production which along with the risk taking trait of the entrepreneur blossoms into a product or service and it, in turn, makes him/her a successful business person. However, the entrepreneurial journey is not as easy as it looks because success always comes after a lot of hard work, difficulties and problems and in many cases initial failure too. For any person who is wanting to walk on the path of entrepreneurship it is imperative that he/she learns from the experiences of successful entrepreneurs who have made a mark in the world of business.

Entrepreneurship is in the blood of the people of Gujarat where entrepreneurship is revered almost as a religion. Gujarat has to its credit many entrepreneurial giants who have made their mark at the global level. To name a few we have - Dhirubhai Ambani of Reliance, Karsanbhai Patel of Nirma, Gautam Adani of Adani group, Girish Patel of Paras Pharma, Jaysukh Patel of Ajanta, Khambattas of Rasna, Pankaj Patel of Zydus, Govind Dholakia of Shree Ram Krishna Exports Pvt Ltd. A noteworthy example is that of Rajkot-based Chandubhai Virani, Chairman & MD of Balaji Wafers, who is giving Uncle Chips and Frito-Lay's a run for their money. Major MNCs, considering it as a threat to their business, have consistently made offers to Virani for a buy-out. This potato chips firm has grown multi-fold in the last decade. This venture, which churns out revenues of Rs. 800 crore today, was started with a few hundred rupees in a small canteen that served sandwich.

Entrepreneurial journey is the sharing of the experiences of the various entrepreneurs and it is a repository of knowledge for the budding entrepreneurs.

Dr. J. M. Kapadia
Prof. and Director
S. R. Luthra Institute of Management



My Entrepreneur Journey....

During my journey as an employee of the corporate world for almost 15 years, not a single day had gone without thinking of starting something on my own. Business seeds were planted into me even before I was the fetus. One fine day, I was introduced to the work of Derivatives trading by my brother. Just within no time, we both decided to start our firm. Since then, my most exciting journey as an entrepreneur has started. Now, within six years of experiencing entrepreneurship, I admit, that the knowledge I have gained here is something I would surely not have gained in another 20 years of a corporate job.

I always try to analyze if entrepreneurship is different from being employed. At the surface level, there are many differences but with a magnifying glass, it unfolds only one fact. And that is the feeling of ownership. I feel that it becomes nearly impossible to achieve such a feeling of ownership when one is employed.

- In the corporate world, an employee frequently faces many changes and experiences difficulties coping with them. In the business world, everyday things are changing. That could be with regards to anything; people, strategy, planning, estimation, budget, accounting, policies, customers, office boys, infrastructure, profit, loss, etc. What I learned is that the more you accept and adopt the change, the more relaxed you are. And yes, to **go with the wind** is the most peaceful thing to do!
- In the corporate world, an employee sees so many conflicts between bosses, team members, peers, etc. In business, it is there too and more prominent, because the conflict is not only with teams and peers but also with partners. I learned that conflicts are a part of life. Accept them! Try to convince or just let go. And yes, every entrepreneur fails. Most of the super-successful entrepreneurs of the world got to where they are only after experiencing the failure of past ventures. No matter who you are, failure will rattle you -- but it's a stage so work with the right attitude and enough commitment. Be relaxed with conflicts or failures and **take it easy!**
- In the corporate world, our bosses' advice that we read more, undergo training, courses, certifications, etc. and be updated! In entrepreneurship too, even for a day, if you are not updated with technologies, you feel you are lagging. And if you don't correct it, you will be OUT. So, business mandates you to **be updated and know the world.**
- In the corporate world, an employed person gets a paycheck. Very nice! In business, you don't know when you will cross your break-even and start earning. Once you start making a profit, you think about expansion and diversification, which eats your profits! And then you project to have a bigger profit in the future. So, to have real monetary benefit, you need to develop **PATIENCE!** Business helps you to **develop patience.**

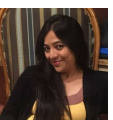
These learning have helped me to build my company from starting as a small group of derivatives traders to a team of 50+ people, develop strategies/analytics solutions, tools, software products and launch unique style and content of live coaching business! This mindset helps me to manage the whole show remotely and efficiently! Therefore, no matter what you become, whether an employee or employer, you have to accept changes, take it easy, update yourself and be patient! And the learning continues.....

UPCOMING ISSUE

The Economics of Well - Being

Interested readers are invited to contribute their ideas / views / opinion on the above theme at learnnovator.srlim@gmail.com before 15th February, 2020

Ms. Falguni Vahora
Co-Founder & CEO
BilssQuants | Surat



INSPIRING STORIES OF INDIAN WOMEN ENTREPRENEURS

Everyone aspires to be an entrepreneur and intend to make millions, but forget that they need to grind themselves for years to become successful. An entrepreneurial expedition is not short term. Behind every triumphant entrepreneur there is much of hard work, ardor and sacrifice of years. Each arena of entrepreneurship, from the initiation of an idea is filled with unanticipated challenges, sacrifices and rewards.

With the invariable growth in the Indian ecosystem, women are chasing the entrepreneurial dream and succeeding in their ventures. In a recent study by tech giant Dell and consultancy firm IHS Markit, Bangalore (40th Rank) and Delhi (49th Rank) are two Indian cities that are ranked as the most favorable global places for women to work. The ranking is based on inputs from Indian female entrepreneurs, policymakers, venture capitalists, media, and academicians who view a city's ability to attract and support women to grow their businesses.

National Sample Survey reports 14% of the businesses in India are run by female entrepreneurs. In India most of the women aren't encouraged to think big but there are some who have succeeded. These women are inspiring other ladies to venture on the path of startups through the stories of their personal struggles and challenges.

WOMEN ENTREPRENEURS IN INDIA

Aditi Gupta - A social entrepreneur and co-founder of Menstrupedia (works towards spreading awareness about menstruation). The venture stemmed from her experiences with this so-called taboo. She continues to inform women on menstrual hygiene and advocates the need to remove misconceptions against this natural process. She aspires to create a future where menstruation is not seen as an evil but a welcoming change in a girl's life.

Neeru Sharma is the co-founder and director of Infibeam, India's leading e-commerce portal. Neeru is an expert in conducting market research and providing financial diligence for investments. She holds an MBA degree in Finance and Strategy from Carnegie Mellon University's Tepper School of Business. She has also been a part of TCS, Nokia, and Amazon

Shivali Bakshi, Founder of the "Streak", is a person who will not wait for someone to give her the platform but will create her own. She believes to do the work with great enthusiasm and be loyal to it. She strongly proposes not to give up even in the hard times because that might be a learning process and encourages to be committed to work and that shall surely give great results

Shradha Sharma is a courageous girl who was at the top of her career while working with famous news media houses like Times of India and CNBC in Mumbai. During that, she interacted with the many entrepreneurs and their success story. An idea struck her mind to make an online portal to provide a platform to those stories. YourStory started in 2008 and today has 70,000 stories and she leads a team of 100+ people who offer content in 11 local languages. The motive is to share the roller coaster of emotions that entrepreneurs go through.

Swapna Sundar – a young entrepreneur from Chennai has a venture IP Dome. Her venture IP Dome is a key IP Strategy Advisor. She aims at big challenges and big rewards. This helps her to be patient while I build on opportunities for rewards. She did not realize the importance of networks but is now overcoming it by creating a space where people can come together to meet and exchange notes and thereby create a strong network of people from different backgrounds and industries. She aspires to give value in every interaction generously.

Upasana Taku co-founded Mobikwik with her husband, Bipin Preet Singh. Mobikwik is a fintech startup. It is a virtual wallet tied to a huge network of companies and services. People can recharge and pay at registered places through Mobikwik wallet. Mobikwik also rewards its customers with cashback through a concept called SuperCash. Upasana has a strong fintech background, having worked as a senior product manager at PayPal (an eBay company) in Silicon Valley and with HSBC, San Diego prior to that. She graduated with Bachelors in Engineering from NIT Jalandhar and a Masters in Management Science from Stanford University.

Shivali Bakshi, founder of the "Streak", is a person who will not wait for someone to give her the platform but will create her own. She believes to do the work with great enthusiasm and be loyal to it. She strongly proposes not to give up even in the hard times because that might be a learning process and encourages to be committed to work and that shall surely give great results.

Lessons from these Women Entrepreneurs

Being creative takes courage. In today's time, there is an unvarying antagonism which one gets enrolled into without getting to even discover oneself first. To ace this – one can either be a follower or a leader. A follower is subservient, patient and meticulous. A leader is also meticulous and assiduous, but also innovative and a risk taker. When one chooses the path of his own, it's a road journey which is written by one. The youth today is de-motivated and lethargic, so they starve for even a little bit of hope and inspiration. There is plethora of resources available, widespread internet connectivity, innumerable exchange of technology, knowledge and information, and all this it present right in front of us. We just have to grab it.



Dr. Parinaz Bharucha
Assistant Professor, SRLIM

TOP 5 WOMAN-OWNED SMALL BUSINESS INDUSTRIES

- 1 HEALTH/ BEAUTY/ FITNESS
- 2 FOOD/ RESTAURANT
- 3 BUSINESS SERVICES
- 4 GENERAL RETAIL
- 5 EDUCATION

Source: Guidant Financial: 2019 Trends - Women in Business

CHALLENGES FOR FEMALE SMALL BUSINESS OWNERS



INNOVATIVE STARTUPS FROM SURAT



dealboX is the one app for all the smart deals for your favorite places, they help you discover the best places in the city and offers the top deals and offer from the finest restaurants, spas, gyms, health and wellness.

Rescuing you from splurging every time, dealboX saves your money with the awesome deals with zero membership cost from consumers. Kudos to the founders that this local based bootstrapped Startup has been able to structure much better deals for the consumers than Zomato or Swiggy by providing Coffee or Pastry for just Re 1.



Space Technology and Aeronautical Rocketry, also known as STAR is a research-based startup that aims to make space travel commercial and to develop a culture of space research in India.

SPACE IS FOR EVERYONE

STAR also provides a platform for students who want to design, build and launch sounding rockets and small satellites. It provides internship and hand-on experience of working on a High powered Rocket.



iKoverk Coworking Space iKoVerk is a Vibrant “Co-working Space” in Surat that converges people from different Professional Backgrounds which may include Startups, Freelancers, Consultants, and Young Entrepreneurs. The idea is to offer “a Plug and Play” Workdesk with a wide array of amenities and provide people an opportunity to connect and collaborate with other coworkers.

The “Synergy” surely works when one get exclusive access to the “Think Tank” – the Mentors spanning across various fields of expertise and their highly “curated community events” like Investor Meetups, Demo Days, Open Mics etc. helping coworkers to Co-rise and improve their business growth trajectory



digiQC The flagship product of Spaceify Technologies Private Limited, is in the name of “digiQC” that simplifies and facilitates the daily work of engineers and site inspectors and other person who perform technical assessments of buildings ordering inspections or audits on-site performed anywhere online or offline on any mobile device. The Solution shall make inspections and

quality check of real estate and construction project easy through the use of in-app check-lists and by eliminating Paper, PDF or MS Excel inspection forms.



“Iconscout.com” is a They are building the next-“design asset” marketplace Design Resource for Icons, Illustrations and Marketplace and Design Stock Photos. They are a Management tools to simplify the global technology company collaboration between designers, offering a creative platform engineers, product managers, and for high-quality assets, teams across organization. tools and services.

CA Mehul Shah

**Chapter Director | Startup Grind | Surat
Community Manager | iKoVerk**



POSSIBILITIES IN NEW YEAR



Votes: 4,015

Q What would you like to do with your startup/SME in 2020?

	2020	2019
Grow it	58%	71%
Sell it	17%	5%
Close it	17%	24%
Can't say	8%	NA

THE ROAD AHEAD

Votes: 4,954

Q As a startup/SME, what do you foresee as your top challenge in new year?

	2020	2019
Raising funds	31%	37%
Finding growth	10%	18%
Corruption & bureaucratic inefficiencies	35%	45%
Survival of the business	20%	NA
Others	4%	NA

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is gradually becoming a crucial element in the worldwide discussion on volunteerism and civic commitment. It interleaves the passion of a common cause with industrial ethics and is notable and different from the present other types of entrepreneurship models due to its quest for mission associated influence.

Few examples of entrepreneurs who serve their life not only for profit but for nation and society development are:

Ria Sharma in 2014 founded 'Make Love Not Scars' NGO, which is a rehabilitation centre for acid attack survivors (mostly women) in India. This is the crowd-funded organization where it teams up and reach volunteers and funders through a social media platform.

Karthik Naralasetty in 2009 founded a technology company 'Redcode Informatics' for a couple of years. Later he started a social networking site called Socialblood.org after reading an article about a family struggling to find blood for transfusion for their four-year-old daughter. The organization helps by connecting blood donors via Facebook.

Ajaita Shah's aim is to start at the grass root level, beginning technologies of the highest grade at cheaper prices to rural India. Business Week ranks her as the most influential leader under 30, working for a tenure of 5 years in SKS Microfinance and Ujjivan Financial Services. Frontier Markets organisation is her brainchild.

Harish Hande - Founder of SELCO, he has a reputation of installing 120,000 systems in Karnataka, his aim being making renewable resources the predominant source of energy in rural India. Stressing as an observer of minute details, he grew into an innovator and a social entrepreneur.

In last conclude, Entrepreneurship is not a destination; it's a journey. On this journey, successful entrepreneurs don't have an expectation of "arriving" to some finish line. If you do have that expectation, you won't continue to push yourself to step outside of your comfort and grow.

Dr. Jayshree Siddhpuria
Assistant Professor
S. R. Luthra Institute of Management



LOGO: FACE OF A BUSINESS

Man since time immemorial has been caught up in the creative world, with each product of his thinking heartwarming part of a healthy evolutionary cycle. As a designer, I've been able to advance in concepts, techniques and solutions in various spheres of our economy. Since last 2 years, I've helped 100+ business owners from all around the world with their branding & graphic design needs. And from that experience I can say that design has led to a straight forward view (Small Visual Representation) from a wholesale view. And that in a way marked the birth of a logo in the running of economic, social or political activities.

Logo designs are everywhere. If you look around now, and you can easily count up at least 10 different logos without much effort. They are scattered around us everywhere we go, are embedded in our culture and way of life. They influence our decisions, communicate and represent a company's values, and are often full of meaning. Have you realized that you're able to instantly identify a business by looking at its logo, even if their name isn't a part of the logo? Perhaps you've noticed that you can correctly guess the nature of a business by looking at its logo for the first time, even if you've never heard of the business before. Symbols are a succinct and efficient way of communicating information about your business. A logo is an important part of your company's brand, and makes a significant impact on a company's public perception. In fact, a logo is one of the most important branding investments a business can make.

Logos are perhaps as vital and crucial for marketing success of a brand or company as appearance is important for the first meeting with a client or employer. It's much easier to get a job you want, make friends or partnerships if you are a person of substance and have something memorable in your identity. The same happens with brands: it takes seconds for them to lose in the ocean of competitors if they don't build up strong image and character via which clients, buyers or users can get the chance to recognize them. It's a strategic tool – it's not art.

Mr. Yash Patel
SRLIM Student
S. R. Luthra Institute of Management



GUEST LECTURES

MONETARY POLICY

Dr. Jayesh Desai
Principal | B.R.C.M. College of Business Administration | Surat

CURRENT SCENARIO OF INDIAN ECONOMY

Dr. Aditya Srinivas
COO and Chief Economist | BSE Brokers' Forum | Mumbai

INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)

CA Kenish Mehta
Owner | Kenish M. Mehta and Co. | Surat.

HR AUDIT FOR LEGAL COMPLIANCE

Dr. Tanseem Navsariwala
Founder | Arc - A RE-LEARNING CURVE | Surat

CORPORATE GOVERNANCE

Dr. Namrata Khatri
Assistant Professor | G.H. Bhakta Management Academy |
Department of Business and Industrial Management | VNSGU | Surat

CAMPUS PLACEMENT

ESTEEMED
RECRUITERS

No. of Companies - 21

No. of Students Placed - 87

Avg. Salary: INR 3.84 / PA



IDFC BANK



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