



LEARNNOVATOR

E - Newsletter: Vol. 4 | Issue 4 | Quarter: Oct - Dec, 2020

UNLEASHING POTENTIAL & BUSINESS GROWTH

In This Issue:

Editorial

Dr. Jimmy M. Kapadia | Professor & Director | SRLIM

Unleashing Potential: A Secret to Business Success

Mr. Vipul Kapoor | Co-Founder | eZee Technologies

Not Resilient, Antifragile

Dr. Rakesh Doshi | Entrepreneur & Investor | Growth Avenue Ltd.

Considering the Drip Dilemma

Dr. Hemlata Agarwal | Professor | SRLIM

India's take off to Atmanirbhar!

Ms. Kruti Tammakuwala | 2nd Year Student | SRLIM

Guest Lectures @ SRLIM

Webinar Series

01

Habits to unleash potential

04

01

02

03

03

03

04

UPCOMING ISSUE

Gen Z: Career Aspirations & Expectations

Editorial

Unleashing potential either for individuals or businesses is to discover the innate ability, and strengthen unique set of capabilities. In order to unleash collective potential, the business needs to discover its strength and build a unique set of competencies based on the differentiated capabilities.

Traditional organizations still focus on performance but forward-looking and modern organizations explore the new possibilities and build capabilities to perform in the future so that the organizations do not only 'earn enough from today,' but 'thrive in the future'. Forward looking organizations always strive to create an authentic organizational culture and empower employees to constantly learn, grow, inspire, discover, gain autonomy and mastery.

Visionary organizations are increasingly exhibiting varied characteristics in different shades, extensiveness, and intensity. The ultimate goal of the business either today or in future is to achieve the high-performance result and accelerate high-level business maturity.

As a society, we need to inspire authenticity, creativity, respect and encourage change, difference, and uniqueness. It is only then we will see 'human potential' exhibit, via the progressive lens, with the power to make the impossible possible.

In a world distressed by the COVID-19 pandemic, lockdown and a looming recession it may be hard to focus on growth. But scrutinizing stimulating potentials of a business for long-term success is necessary. This will require leaders to think out of the box in terms of their business. Leaders may unleash the abundance of human potential as perhaps this is one of the best rewarding arenas for any organization. Leaders need to have courage to look forward positively and assess the business across full range of capabilities as a key to unlocking long-term growth and success.



Dr. Jimmy M. Kapadia
Prof. & Director
SRLIM

UNLEASHING POTENTIAL: A SECRET TO BUSINESS GROWTH

"Growth is never by mere chance; it is the result of forces working together." Opening doors for a hospitality tech-business in a tier 2 city as Surat was a difficult decision to make. The geography, market conditions, economic standards, lack of IT and startup infrastructure; were some of the thoughts running over my mind. Despite these challenges, I firmly believed, *"Ideas are cheap, but the executions are important."* Bringing in this kind of opportunity for the market was a game-changer not only for our business but also for our diligent workforce.

We stepped our foot into creating the company's online presence when the others were still learning and new to this digital world. Our prime focus was to hit right into the global market rather than rushing towards the homegrown space. And today, eZee's worldwide exposure in over 160 countries, speaks it all.

I would like to add, *"eZee's passionate team and the strong R&D culture have been our pillars of strength for the last 15 years, establishing a significant presence in the industry."* At present, we are one of very few companies to offer full suite hospitality solutions. Our business model aims to empower small and medium-sized independent hotels and hotel chains to be more efficient and profitable in cultivating better relationships with guests.

Over time, customer expectations have changed. They want quicker and better services, where technology becomes the ultimate answer. As a company, we have always had a pioneer mindset to walk in line with the latest technologies.

Alongside, we have grown with the team, nurtured their ideas, and guided them to unlock their potential in the correct footsteps.

Our solutions and services are designed to serve the industry's requirements and pain points; regardless of the situation. At a time when the contactless services were the talk of the town and the industry was forced to adopt them, we had already incorporated those in our cloud-based PMS back in 2017. And, presently, with our parent company Yanolja, we are looking forward to building a completely automated hotel management platform - the Y FLUX solution. This will transform the way hotel operations are conducted, which is perfectly poised for the new business environment.

Our collaboration with Yanolja has had eZee commence on a new journey to become the global #1 hotel tech provider within the next 3 years. With new and enhanced products in the pipeline, we are not only looking forward to opening the path for a better customer experience but also making our products feasible for the larger hotel segments.

"And, I am pretty excited to see how the present year turns out to be with modern developments in hand. Above and beyond we feel lucky to have such enthusiastic individuals onboard who have understood and aligned their minds with the company's goals."



Mr. Vipul Kapoor
Co-Founder
eZee Technosys, Surat

Resilience is an ability to recover from a crisis and return to normal (like a phoenix). Antifragile, as the author Nassim Taleb narrated, does not only recover from the crisis but gets better than before. The way we as a nation have dealt with the COVID 19 is nothing less than 'Antifragile'.

Not only the private sector but also the government machinery proved their mettle.

The pandemic brought the unique challenge in the sense that all three issues of Affordability, Availability and Accessibility showed up simultaneously and that too across the world. In India, we also have a large population that earns daily wages for their living and because of the lockdown, they couldn't earn. Affordability was a serious issue.

Many countries offered big stimulus packages even at the cost of fiscal deficit. E.g. Japan (21%) and the USA (10% in the first go) went for a massive fiscal deficit. We chose only 2%. The criticism was that we are not doing enough for the poor and not taking steps to push the purchasing power. So, there was little chance to revive the economy. We chose to maintain fiscal prudence so that the long-term impact is minimized.

So, what did we choose to do? The Indian Government preferred to spend its resources for free vaccination instead of large stimulus.

Why was free vaccination necessary? As Swaminathan Aiyar (On ET NOW) points out that as compared to agriculture and manufacturing, the service sector got worse hit. People (even with good affordability) feared going out for shopping, travel, tourism, pilgrimage and entertainment. This sector contributes a large to our GDP. With free Vaccination, we will be able to get that fear out and hope that the citizens go out for shopping, eating, entertaining. This will have an instant and profound impact.

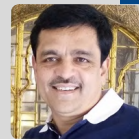
It is important to understand that we might have solved the problem of affordability and availability but the key constraint was accessibility. In spite of the Affordability and Availability what if people feared to go out and buy anything? What if they are not ready to access the services? The free vaccination intends to solve the issue. Many sectors of the economy are getting better than before COVID19.

The lesson to learn is, "analyze the problem correctly".

For Indian corporate, the 'C+1' policy is a boon. Annoyed with China, many large global companies have decided not to depend only on china and add 1 more supplier for their input. This was a tremendous opportunity. E.g. even if only 10% of the Pharmaceutical APIs were to come to India, we need to expand our API manufacturing capacity by 2.5 times. Many such opportunities propped up.

But were all Indian companies able to capitalize on such an opportunity?

No, there were many who kept feeling helpless and waiting for the government to solve the pandemic issue. However, there were few who rose to the occasion and exhibited a splendid performance. E.g. Asian Paints Ltd used its superior logistic skills to connect to the smaller construction workers, plumbers and painters and managed to supply them with groceries and daily necessities. They spent around Rs. 100 crores. This was not only an act of humanity but an idea to strengthen their position in the hearts of their ultimate customers. The likes of Asian Paints knew where to focus and how to leverage their energy and resources to get the best out of a crisis like this. They had a winning attitude and full preparedness to exploit such opportunity much before the competition even understand the situation. They are Antifragile.



Dr. Rakesh Doshi
Entrepreneur & Investor
Growth Avenue Ltd., Surat

CONSIDERING THE DRIP DILEMMA

The old ways of setting and implementing strategy are failing us in part because we can no longer keep up with the pace of change. Organizational leaders are torn between trying to stay ahead of increasingly fierce competition and needing to deliver this year's results. Although traditional hierarchies and managerial processes—the components of a company's "operating system"—can meet the daily demands of running an enterprise, they are rarely equipped to identify important hazards quickly, formulate creative strategic initiatives nimbly, and implement them speedily.

One possible reason could be that 'Data' is not yet strategic for many organizations. While many success stories confirm data can augment immense value, most organizations still struggle to build data into their business strategies and, conversely, to align their data efforts to the needs of the business. Thirty-five years after Robert Waterman's observation in 'In Search of Excellence' that companies were "data rich and information poor (DRIP)," little has changed. For sure companies are "data richer," having exponentially more data at their disposal. But they are still information poor, even as leaders have implemented a wide array of programs aimed at exploiting data.

When setting a company strategy, there are customers to satisfy, competitors to fend off, uncertain regulatory environments to accommodate, and skills gaps that must be closed. Plenty of great ideas - including carbon neutrality, diversity, social responsibility, new technologies, and yes, data - compete for resources and attention. Many success stories confirm data can add enormous value, but it is hard to know where data fits.

However, when integrated properly, data can accelerate many business strategies by improving the processes and empowering the people needed to execute them. This starts by having the right conversations - by seeing through all the complexities, finding common ground, and establishing priorities on which everyone can agree. To do this, leaders and data experts should focus on looking at data and strategy through the lens of six "value modes," or ways that companies can derive value from data. These value modes include -

- Improved processes
- Improved competitive position
- New and improved products
- Stemming from better customer and market data
- Informationalization, or building data into products and services
- Improved human capabilities
- Improved risk management

Becoming a data-driven organization involves adapting their culture, which is difficult and time-consuming. Solving these problems is essential for those that wish to unleash the power of data across their organizations.



Dr. Hemlata Agarwal
Professor
S. R. Luthra Institute of Management

INDIA'S TAKE OFF TO ATMANIRBHAR!

The current Covid-19 pandemic has hit globally at the worst time than any before. Yet, if we pause and look at the present situation, we realized that this is one of the best times for us to commence the journey towards true self-development.

EXPLORING (UNLEASHING) AN INDIVIDUAL'S POTENTIAL

Working remotely has helped many individuals to develop their talents through online platforms and training sessions. The New Education Policy – 2020 introduced by India has been a boon for the young minds of India. It aims to provide infrastructure support, innovative education centers that provide the overall development of an individual. The principle of creativity and

design thinking has fulfilled the need for more learning than reading. This will help individuals to be flexible enough for the upcoming era of digitalization.

EXPLORING (UNLEASHING) THE COUNTRY'S POTENTIAL

The "Vocal for Local campaign" launched few months ago focuses- To buy Indian Products and be Indian. The national government has campaigned doggedly for the nation to set itself along a path by which it is able to realize its precious material, dynamic potential, which will help India to develop into a global manufacturing hub, and lastly evolving into the trillion economies of world. When envisioning for corporate purpose, the MSME sector is spiking in India giving an opportunity for expansion of exports by India.

EXPLORING (UNLEASHING) THE WORLD'S POTENTIAL

From Make in India, now the concept of "Make for World," is also emerging in India. Since, the union budget 2021 is based upon- the healthcare and well-being, infrastructure, textiles and manufacturing sectors. In India, the FDI inflow jumped in November 2020 by whopping 81% growth as compared to November 2019. All sectors have been the traditional sectors which welcome Foreign Direct Investors and have proven track record of growth from the past few years. Hence, for India, FDI has been a great source for economic development since multinational companies come and develop their businesses.



Ms. Kruti Tamakuwala
2nd Year Student
S. R. Luthra Institute of Management

GUEST LECTURES

OPTION TRADING STRATEGIES

CA Manan Shah
Partner | Foresight School | Ahmedabad

SECURITIZATION & ASSET RECONSTRUCTION COMPANY

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

RECENT LABOUR REFORMS

Mr. Nainesh Modi
Deputy Manager | Gujarat Fluorochemicals Ltd. | Bharuch

CURRENCY DERIVATIVES

Ms. Rupal Raicha
Manager (Commodity & Currency) | Jainam Share Consultants Pvt. Ltd. | Surat

VEHICLE ROUTING PROBLEM

Mr. Nishant Agarwal
Ph. D. Research Scholar | Nirma University | Ahmedabad

GLOBAL INDUSTRIAL RELATION PRACTICES

Dr. Ushma Desai
Assistant Professor | B.R.C.M College of Business Administration | Surat

WEB ANALYTICS

Mr. Bhautik Sheth
Founder | iVIPANAN Digital Marketing Services and Management Services | Surat

WEBINAR SERIES

Sessions on Financial Markets & Economy

Dr. Aditya Srinivas

Chief Economist & COO | BSE Brokers Forum | Surat

Interactive Session on "Health Management during COVID 19 Pandemic"

Dr. Ami Yagnik

M.S. (General Surgeon) | Surat

Career Opportunities in Broking Industry

Mr. Romil Pattani

Regional Head | Motilal Oswal Financial Services Surat

HABITS TO UNLEASH POTENTIAL

Observe Your Feelings

Let's face it – you are the only person in the world that knows what you feel. Others may guess, speculate or ask, but they never know for sure. Sometimes you are excited, worried, feel pain and sometimes you are bored to death and want to disassemble this fact. Take responsibility for your feelings and observe when you feel unusually high or low and think why.

Take a sheet of paper and list last week moments that energized you and depressed you. Every week you can make such list and take one step away from “depressors” towards “energizers”. This will unleash your potentials step by step.

Make Personality Test

Observing your feelings is a great way to realize your uniqueness and potentials, however there are also many personality tests available that may help you discover your natural gifts and talents. Try Strengthsfinder, Myers-Briggs, Enneagram, or others. The key is to find your strengths, something you can build on effectively.

Everyday make a Small Steps

As Lao-Tzu said “a journey of a thousand miles begins with a single step.” You may travel from East to West Coast with a car by seeing just a few miles ahead at any specific moment.

This is also true to unleash your potentials. Don't think for too long – discover your strengths and weaknesses, find the world hunger you may feed, set challenging goals for them, but at the end, use every day to make just a small step towards it.

Work on Your Habits

Every day we make hundreds and thousands decisions, but most of them subconsciously. All these small and big decisions sum up to your life. This is why working on habits is so important. You may turn negative patterns into positive, and learn how to be thankful, how to deal with stress, have healthy and inspiring relationships.

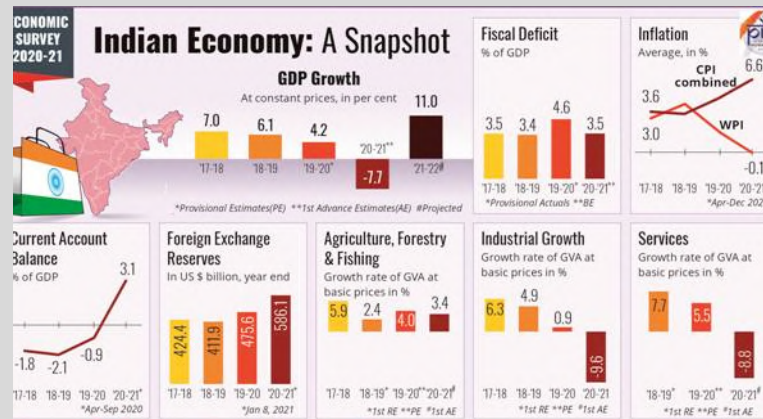
They won't change overnight, but once formed they will positively impact hundreds of your decisions later on.

Be Courageous

When facing death, people usually regret the things they did not do, rather than what they did. Life is full of challenges and fears, but you may ask yourself few questions: Will I regret not doing this when I am old? Will I remember this in 10 years from now? How much it matters for me? Will I be able to look in the mirror if I don't do this?

It takes courage to unleash your potentials and without bold moves you may be just spinning in circles.

Source: www.lifehack.org "Things to do to completely unleash your potentials"



There is always room in your life for thinking bigger pushing limits & imagining the impossible

Tony Robbins

Disclaimer: All information, material and resources in this Learnnovator E-Newsletter are prepared by the editorial team of SRLIM. Information is compiled from various sources and is duly acknowledged where ever required. Learnnovator E-Newsletter will be circulated in soft copy via email to all subscribers. The views and opinions of authors expressed in the newsletter are their own. Nothing in this newsletter should be taken as a recommendation or promotion of any person and their views, nor we represent or guarantee any accuracy or viability of information. In no event, SRLIM shall be liable for damages, what so ever arising out of the use of or reliance on the contents of this E-Newsletter.

Privacy Policy: The information and photographs related to SRLIM are the Institute's property; they cannot be reproduced without prior permission from the editorial team of SRLIM.

Unsubscribe: If you do not wish to receive any newsletters please reply with 'unsubscribe' to our email: learnnovator@srlimba.ac.in

Green Policy: Please do not print this attachment unless you really need to.

Virus Warning: Although SRLIM has taken reasonable precautions in this E-Newsletter, we do not undertake any responsibility for any loss or damage arising from the use of this email or attachment.