

# NEW DELHI INSTITUTE OF MANAGEMENT

## NDIM DIORAMA

CONGREGATION.....COLLABORATION.....INSPIRATION

QUARTERLY NEWSLETTER

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### Entrepreneurs are born to succeed, given the right tools and training



Many books or thought leaders speak about various sutras to become a successful entrepreneur and building successful enterprises. Most of us often do not realize that we are born with innate potential to become great in whatever we do. Some of us make it to the list while others struggle to achieve success. The path to entrepreneurship is not just straight, however the most successful ones have either learnt their craft along the way and worked hard enough to get lucky. A vast majority of enterprises from the fortune 500 list were startups at one point. History makes it clear that entrepreneurship is hard and not for everyone. It is quite daunting but an interesting process to start a business, scale-up and develop a lasting company. In my career journey, I have been a vital part of start-up to scale-up businesses, growing and leading them as large businesses was a rewarding exposure. The experience of bootstrapping a business with negligent startup capital, developing a prototype, proof of business concept with fewer resources and 'go-to-market' remains a voyage of discovery and tremendous learning. For first time entrepreneurs, it may be useful to share a few perspectives from my learning experiences:

(A) Dream it & do it-Find your true calling. Everyone has some kind of idea or a dream. Test your idea, prototype, product & market fit, set SMART milestones and execute it brilliantly well.

(B) Planning and preparation: True success comes from setting the right foundations and business principles in place. Ask and address the right questions about "why's and how's of doing a business".

(C) Failures are potent teachers- Learn from failures but do not fail to learn. Fail fast, get up and get going faster

than competition.

(D) Good learning and advice: Learning only comes from doers and by doing right things rightly at the right time. Network and solicit good advice from all possible sources, especially from "been there done-that" kind of entrepreneurs. Calibrate, collaborate and innovate as you go.

(F) Think like a customer- do you know what customers want? Why people should buy from you? What is your value proposition? Are you delighting the customer with your product or service?

(G) Don't give up and keep your spirits high: passion for excellence, perseverance, persistence and patience are the tools to business success.

(H) Customers fund a good business: Do not worry too much about big investors and funding. They will automatically follow, once you have a robust customer pipeline

(I) Winning mindset: Discipline, details, drive and determination keep you going in the right direction.

(J) Business-revenue-delivery model- Get this right to be in shape always. Do some reality checks that will make you stay on course.

The entrepreneur's journey is full of trials and tribulations, no magic pills that can do the job. There aren't any right or wrong answers or straightjacketed recipe for quick success. If you haven't failed that means you have not tried enough. Finally, don't worry if you think you aren't born with everything needed and it doesn't mean you can't learn it. Get inspired, master your craft and chase your dreams come true.

**Mr. Vijay Rai**  
Managing Director- APAC &  
EMEA Markets with Saviour US INC

### "If opportunity doesn't knock, build a door."- Milton Burle



Entrepreneurship is all about taking a calculated and self-driven risk. The individual has to have the guts to forgo the comforts of a cozy well-paying salary. It is a choice that reflects tremendous self-belief and a fierce desire to persevere what one feels is the core reflection of self-esteem and the charm of realising the full potential and be the master of own destiny interwoven around blood and sweat. For very

long, the measure of individual success had been a monthly salaried job and considering a start-up was considered to be the domain of those who gave up on a competitive fight for a salaried job.

Times have changed now. The practical manifestation of confidence, skills and success at entrepreneurial ventures as reflected in the real life stories in a more interconnected world is motivating millions to take the difficult path in the entrepreneurial route for actualisation of dream instead of giving a lifelong commitment to their jobs. As entrepreneurship spreads there is more wealth distributed across many people, which in turn signals positive economic development for the country. In fact one of the key measures of success for an economy has come to be the quality of entrepreneur ventures and the contribution of small private business to the national income.

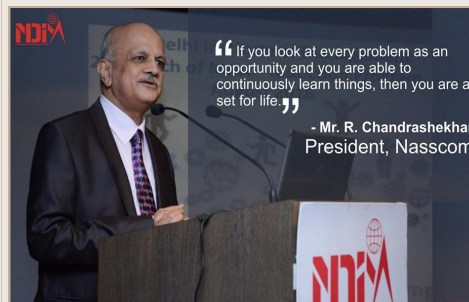
The coming of age for entrepreneurship as a way of life is reflecting in the choices made by young students after their formal education. Young minds are revelling in preference for an entrepreneurial journey and mind set. The lure of being your own boss is too hard to avoid. What is more heartening is that choices are turning towards business of products and services which are sometimes unique and unheard of. The marketing theories are turning into practice here in larger successes going to ventures driven by clear identification and targeting into unoccupied product-market segments.

Nothing succeeds like success and the amount of satisfaction in self-employed people is usually greater and more infectious than of those who work for someone else. Keeping this thing in mind, the corporates have also focused on developing an "intrapreneurial" atmosphere where wings are given to new ideas and execution with ownership has come to stay.

In terms of giving freedom and thence creativity for new ideas, there is more freedom in terms of employee work hours, location of work, salary structuring and freedom to pursue areas of interest. All of this leads to loyalty and increased productivity for time spent at work, a win-win for both the corporates as well as employees. Even the government has also over time brought many changes in the policies and tried to make entrepreneurship as easy as possible for people by building enabling ecosystems.

Entrepreneurship is a huge risk but once successful it can give a person not only a great income but also the chance to build a great legacy. This may also become a great business model one day. The successful entrepreneurs didn't fly in from Mars, they dared to do what other couldn't and so can you. However, one has to be cautious enough that it is a journey which will call for supreme drive, fierce zeal and a multitasking ability to be a planner, thinker and a leader who drives single-mindedly towards the goals one has set out for to achieve. Challenges then become a cake-walk and satisfaction with self-esteem guaranteed.

**Dr. Kamal Kishore Sharma**  
Fellow IIM Ahmedabad  
Consultant/Mentor/Promoter at E-Commerce,  
Auto Aggregation & Water Management



"If you look at every problem as an opportunity and you are able to continuously learn things, then you are all set for life."

- Mr. R. Chandrashekhar  
President, Nasscom

### CHAIRMAN'S MESSAGE



Courage of leaving secure jobs and exploring your own potential in unknown fields was a rarity and a big no in the youth of the developing economies till some time back. Venturing into high risk entrepreneurial situations was generally discouraged by the society as entering the world of challenges and uncertainty did not fit into the old comfort of stability and security. Many young entrepreneurs are experimenting with big ideas resulting in upsurge of entrepreneurial ventures in the country in the recent months. Entrepreneurship today is being recognized as a powerful and magnetic market force and the need of the hour. With governments actively endorsing startups & small businesses, entrepreneur-driven innovation is becoming mood of the day. Today when India is at the threshold of startup boom, being world's third fastest growing startup eco-system, greater emphasis on "Make In India" and "Creating Ease of Business" are resulting in complete re-think of career options by the next generation. I am happy that Team NDIM, continuing with its legacy of grooming the leaders of tomorrow, has taken up another new initiative of launching this Newsletter on topical and thematic issues to fill the existing information gaps at various forums. The theme chosen "Trending Entrepreneurs" for the inaugural issue of the newsletter is most befitting the current spirit of the nation and youth of our country.

I congratulate the Editorial Team for thinking new. I am sure the readers will have a fruitful Journey!

**V M Bansal**

### TEAM'S MESSAGE

It's a delight to launch the inaugural issue of Quarterly Newsletter; NDIM Diorama which is a topical theme based initiative by NDIM on 24<sup>th</sup> Founder's Day. It's a contemporary theme-based initiative, which would incorporate multiple perspectives of corporate, students and academia. The theme chosen for the inaugural issue is 'Trending Entrepreneur' which is the most venerated issue in the country these days. We are delighted to share that we received articles from stalwarts in the industry and some established and budding entrepreneurs for the same. We also present to the readers the perspective of academia that are the building power behind the youth of the country and the perspective of young talents in the student's corner. We express our deep sense of gratitude to Hon'ble Chairman & Director CRC Ms. Bhumika for giving us this opportunity. We are extremely grateful to the contributors for sparing their valuable time. Last but not the least our appreciation to the student coordinators.

Happy Reading!!



**Coordinator**



**Editor**



The Entrepreneurship club of NDIM in association with Jarvis Accelerator organized Investor Demo Day on 26th August'16

**THE  
ENTREPRENEUR  
ALWAYS  
SEARCHES FOR  
CHANGE,  
RESPONDS TO IT,  
AND EXPLOITS IT  
AS AN  
OPPORTUNITY.**

**PETER DRUCKER**



Mr. Mani Iyer, Director, Incube Ventures Pvt Ltd., sharing his valuable expertise on entrepreneurship with NDIMites

## CORPORATE VIEWPOINT

### How to Become a Trending Entrepreneur



I often face a question – “Which idea, do you think, would be more investor friendly?” And it never ceases to amaze me. If you really want to become an entrepreneur, and a trending one, there are few basic things that you should keep in mind.

A) Concentrate on building a customer base. Your customers are your best investors and your revenue is the best form of investment.

B) You might have a great plan. But the plan needs to be tested. Test it on a small segment of the market, prepare yourself for the challenges you face. And then, expand your business.

C) Technology is very important. But make sure that you keep your target customers in mind and plan accordingly. Use simpler technologies, if required.

D) Don't go with the flow. Create your own sector, or concentrate on the sectors which are relatively ignored – and make a change there!

E) Manage your funds well. It'd help you in the long run. Create a cost effective business.

F) Only a handful of people would tell you what it really takes to make it through – pay attention to them. Not to every other person with an opinion.

G) Remember, starting on your own is only the start of a long journey, not some milestone. So, have a long term goal and plan accordingly.

There practically are no rules of entrepreneurship. Go explore and make your own rules – that's all it takes. Look at all the young entrepreneurs around the world – originality has paid off, every time!

**Ms. Ananya Banerjee**  
Founder - Unico Legale | Startup Enthusiast & Advisor | Public Speaker | Entrepreneur

### Renewable Power Sector in The Age of Millennial Entrepreneurs



India is still a not independent Nation as far as Electricity era and it renders gigantic open doors in the range of sun oriented vitality for building a more grounded country for tomorrow. The activities by Government in this part have given a stimulus to the entire development to manifolds. There are incalculable open doors for actualizing an imaginative sunlight based vitality arrangement. So those of you who are now entering their 30s form the oldest of the “millennial” lot. Web presence, e-commerce, payment security, online lending, business intelligence, are just a few examples of trends that the current crop of entrepreneurs are chasing.

However, I intend to shed some light on the potential the Renewable Power Sector holds for young entrepreneurs. As an entrepreneur who started out with meager capital investment in the early 90s, I now own a company manufacturing Power Electronic Products catering to Power, Defense, railways and Solar. Debunking myths in the awareness of renewable energy is a full time occupation that some of you might want to consider!

On a serious note, through this brief write-up, I hope to motivate you to explore this industrial sector and take up this challenge of venturing into manufacturing. In the last ten years alone, it has risen by many times. This industry is expected to grow

gigantically owing to recent conducive environment created by favorable government regulations (“Make in India”, subsidies, etc.), enormous market demand, FDI, among others.

Armed with the power of disruptive innovation techniques and effortless adaptation of new technologies, the millennial have changed the global entrepreneurial landscape. Tapping into renewables right now would certainly prove to be a long-term sustainable and lucrative business decision.

What extra you bring to the Nation is the opportunities not just for yourself but for millions of brothers and sisters who could not get so much educations or privileges which we in this institution have got.

**Mr. Manoj Pande**  
Managing Director  
Statcon Energia



### The Day of the Entrepreneur



Business enterprise is quick rising as a transformational mega trend of the 21st century given its ability to reshape economies and ventures all through the world. As of late, the worldwide entrepreneurial scene has seen an outlook change regarding patterns, with SMEs assuming a crucial part in social and monetary headway. The variables impelling enterprise vary amongst developed and quick development markets, with the previous being out of chance and the last being out of need. Because of the commonness of strong entrepreneurial structures offering access to capital and successful administrative and assessment systems, experienced markets generally house dynamic and impactful new businesses that have the ability to disturb existing enterprises and make altogether new ones, or possibly new portions. Google, Facebook, Twitter and Virgin Airlines are some of the examples. As indicated by the 2013 Global Entrepreneurship Monitor, about half of the world's business people are between the ages of 25 and 44, with 25 to 34 year-olds demonstrating the most noteworthy rates of

entrepreneurial movement.

As indicated by the Kaufman Index of Entrepreneurial Activity (KIEA), the entrepreneurial rate in the U.S. is now well over the dot.com rise of 15 years prior. Despite everything it signifies more than 20 million non-boss organizations out there today, with all the more beginning each day.

Financing for early-organize new companies is more accessible than any time in recent times. Banks, venture capital investors and even the more traditional loaning set ups are more willing to invest in the new and upcoming. 2. Expense for a startup is at an all time low. The times have changed in the ecommerce scenario where once you couldn't do much without a million dollar venture to Presently you can make a website for nothing – and be en route with your most recent creation or individual administrations. 3. The world is a now single business sector, both homogeneous and heterogeneous. Business visionaries now can contemplate the open door, from the very beginning yet begin locally. This methodology, prevalently known as “glocalization,” means you outline and convey worldwide arrangements that have absolute significance to each neighborhood market you plan to launch. 4. Online networking or Social Media is an aid for business visionaries and new companies. With the key online networking stages today, a business visionary can tune an item, fabricate a brand, and develop the business with minimal effort and a high intelligence at no other time conceivable. The components incorporate correspondences, portable stages, and area based administrations. 5. Women are now a major player in the entrepreneurial space. Very nearly 20% of young ladies now seek to maintain their own business today as business people (15% in 2008), as per a late survey by The Telegraph. They naturally have leeway, since ladies as of now control more than 70% of family pay and over \$20 trillion of buyer spending.



**Ms. Guncha Sharma**  
Marketing Consultant, Austin Tx

## ACADEMIC DOSSIER

### Developing Entrepreneurial Thinking in Young Minds of Today



Entrepreneurs both big and small are able to capture their audience and survive the customers' market only by making their mark on the social web. The presence of large number of spectators on the social media today acts like a huge market space which helps build visibility and a huge word of mouth publicity even without actually speaking a word. A recent case of a Gurgaon woman did rounds on the social media. This woman belonged to the a simple middle class family where her husband, the prime bread winner lost his job due to an accident and she required money for is surgery. Being a good cook she wanted to pick up the simplest choice of opening a restaurant which required heavy investment. Unable to invest so much, she chose to open a small 'thela' of matar Kulcha under a peepal tree in a prime Gurgaon market. While she was definitely picking up good number of customers just there, this story on the FB did multiple rounds. It had over 9000 shares and nearly 2000 positive comments from a gentry of people who would not ideally have recognised her in the market or may be, even stop to shop from her thella. But the social media built the required emotional background. She became a sensation enough to appear in multiple headlines. It surely kick-started her business and she is now planning

to take to the next level.

Social media can truly make even a small entrepreneur a grand success in no time.

**Ms. Pratibha Kumari Singh**  
Education Freelancer  
Gurgaon



### Social Media : Lifeline of Today's Entrepreneurs



With the largest youth population in the world, India needs a paradigm shift and strategic move to engage, empower and equip youth, shaping their present and preparing their bright future. Entrepreneurship for young minds then comes as the best answer. Living in an age of entrepreneurship today, it would not be an exaggeration to say that never ever in the human history the opportunities among youth were as enormous as they are today. While education becomes a powerful instrument in this digi-globalised world where access to information and knowledge is available with a click and a touch to inject the entrepreneurial zeal among them; as educators, need is to focus how to collaborate with the invention of Google boys and Facebook makers to construct effective platforms where they can apply their critical thinking, creativity and innovative skills to spot and generate opportunities in consistent and sustainable ways. Their journey from classrooms to board rooms of their offices and their own ventures, through teaching, internships, live projects, hands-on experiences and encouraging start-ups, should be such so that when they face challenges and threats of the global world today, they are well prepared to handle them.

Pertinent is congregation of young minds with educators, academicians, industrialists and policy makers to engage in transcendental dialogues, forgetting individual differences and inspiring one another to build a world where youth takes the lead and contribute in shaping the global health of the world and its various nations.

**Dr. Swati Oberoi Dham**  
Experienced Educationist  
Gurgaon



AN  
ENTREPRENEUR  
ASSUMES THE  
RISK AND IS  
DEDICATED AND  
COMMITTED TO  
THE SUCCESS OF  
WHATEVER HE OR  
SHE UNDERTAKES.

VICTOR KIAM

## STUDENTS' PERSPECTIVE

### The New Age Students

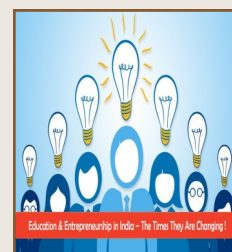


Life has become so easier with an easy transition of decision from no to yes. It signifies the ushering in an era of internet where a single click of the mouse gives you thousand good ideas to start up a venture. Adding to the comfort, professional courses, business incubators, crowd funding and angel investors have tend to make things easier for entrepreneurial minds.

Despite that, ironically the number of successful entrepreneur in our society is very bitsy. So what lays the impediment for the success of the entrepreneurs of new age provided the abetted ecosystem? To answer this question I would rather say that Entrepreneurship these days have turned out to be a twisted idea which got engrossed in the brilliant commercialization of the idea within itself. Business pundits, educational institutes, business works shops and books on business have brought the whole concept of entrepreneurial science under same umbrella. Whole point of concern being our failure to understand that one idea or one approach doesn't work out for every entrepreneur because the concept of entrepreneurship centers on

combination and permutations of newer and existing ideas. Entrepreneurs of the new age are following the footsteps of dated back predecessors by experimenting trials that were already conducted before and sadly ending up with an error. It is very important to understand the game changing move that makes an entrepreneur realize that he is different and not to doing things which other successful entrepreneurs have done before would be a wise move. A meager percentage of success in entrepreneurship across the globe could bring about trillions of dollars improving the economy and alleviating poverty. Let's cut all the slacks and yardstick defining the specifics of the entrepreneurial myth from the business ecosystem. That is sure going to unleash the potentials of the young minds and bring the best out of them to give a brand new dimension to the new age entrepreneurial tendency of lovemaking.

**Mr. Chintoo Konwar**  
MBA Student-NDM



# CAMPUS

## THE TEAM

### Coordinator

Prof. Teena Singh, Registrar NDIM

### Editor

Dr. Pratika Mishra, Associate Professor, NDIM

### Student Coordinators

Ms. Anumeha Bhargava, Beta  
Ms. Hamsa Raina, Theta  
PGDM First Semester, NDIM

ARTICLES INVITED FOR NEXT ISSUE ON  
**BUSINESS IN THE ERA OF APP WORLD**  
NDIMDIORAMA@NDIMDELHI.ORG

## NDIM Hosted an International Delegation of South Korea

NDIM hosted an International delegation from South Korea comprising of Students and Faculty which gave an opportunity to both sides for understanding and inculcating cultural exchanges and business ideas. It gave the students a platform to understand the concept of cross cultural management and its implications in the current parlance. The event was held at NDIM campus on September 2, 2016.



## BLOOD DONATION CAMP @ NDIM Campus

Blood Donation Camp was organized by You Can Foundation in collaboration with AIIMS and NDIM at the campus premises on 28th of September. The blood donors were also given a 'donor card' by AIIMS which allowed them or their blood relatives to get one unit of blood in a year from any government blood bank. NDIM extended this kind gesture by allowing the friends of the donors to also use this card and get one unit of blood from any government blood bank against a letter from NDIM which should be stamped and have the signature of an authorized person.



## Orientation 2016

The new batch of NDIM entered the campus on 20th of June with a 'Havan' done to ensure the success and prosperity of all in terms of health, wealth and education. The young guns come from various parts of the country. Known for its great industry network, the students became privy to this within the first week itself when almost everyday multiple guest lectures were organized for the students from various industry experts as well as from the NDIM alumni. To get the students in the mindset of management studies, numerous management games and activities were organized by the college, which not only acted as ice breakers amongst the students but also taught them team work, team spirit and pushed them to think out of the box.



## Corporate Connect

Mr. Sudarshan Banerjee, President & COO - Starting Point Global Inc. visited NDIM on 27 August and shared many corporate insights with the future managers of NDIM. Mr. Banerjee is a top performing, solutions-driven visionary executive with 25+ years of rich experience with a record of profitable growth, increasing market share, and restructuring global organizations across multiple industries and verticals in diverse international markets. The session was highly appreciated by the students as it gave them an insights right at the beginning to learn, unlearn and relearn the realities of corporate world. NDIM continues such talks by dozens from Industry almost every week.



## Campus Reverberates by presence of Hon'ble Governor of Uttarakhand

His Excellency Hon'ble Dr. Krishan Kant Paul, Governor, Uttarakhand visited NDIM for a guest lecture on 9th September. He addressed the students on various topics such as planning cities, his experience in various fields and departments through out his career. He was focused to imbibe students with the importance of management in their lives and the various issues that can be solved on a national, local and personal level through implementation of proper management. His mode of delivery mixed with humour not only kept the students engaged but also made them realise the importance of self management.



NDIM students taking the lead for 'Swachh Bharat'



Electrified and Energetic Fresher's 2016



NDIMites undertook a CSR project for Able Foundation

## RECENT ACTIVITIES



H.E. Sir Ton Sinh Thanh, Ambassador, Vietnam



Campus Rejuvenates with Onam Celebrations 2016



India's leading FM Channel Radiocity 91.1 FM @ NDIM



NDIMites showcased their creativity @ Spandan 2016