

# NDIM Diorama

INNOVATION &amp; ENTREPRENEURSHIP

## CHAIRMAN'S MESSAGE



In 2016, the Government of India launched the Start-Up India mission with the vision to provide impetus to innovators and entrepreneurs. It

laid down the Roadmap for creating a conducive ecosystem for the growth of startups in India. Today India boasts to be the nation with the third largest number of startups and reports suggest that the number of startups will touch 11,000 by 2020. It is our duty to promote the startup environment from early stages so that students with ideas are motivated to take the plunge to the next level. NDIM has always promoted creativity and innovation amongst students. Entrepreneurship is now part of NDIM genome and our students not only learn about the culture through a formal course launched in collaboration with PM Yuva Yojna (GOI Project) and Wadhvani Foundation but also get the opportunity to interact with young entrepreneurs. Students are pushed to present their ideas at various inter and intra college platforms so that their ideas may soon see the light of the day. NDIM's incubator namely InCube helps in promoting the concept of entrepreneurship to each and every student. NDIM campus is brimming with workshops and activities which helps connect budding entrepreneurs to respective mentors along with enlightening the students about the latest innovations. This issue of the newsletter further promotes the theme of entrepreneurship by engaging the thought processes of industry, academia, students and faculty alike.

Lastly, I would like to congratulate the team for their tireless efforts in bringing the best out of the newsletter.

Dr. V. M. Bansal  
Chairman, NDIM

## FROM CLOTHES TO SMILES: THE JOURNEY OF A SOCIAL ENTREPRENEUR

I CREATE  
I TAKE RISKS  
I LIVE MY PASSION  
I AM UNSTOPPABLE  
I AM AN ENTREPRENEUR.

These lines perfectly sum up the life of an entrepreneur. The entrepreneur always searches for change, responds to it and exploits it as an opportunity. The journey of Clothes Box Foundation began in 2014 when a simple marketing research on providing clean clothes received an overwhelming and energetic response from the society. Clothes Box Foundation is the brainchild of Mr Sajan and Mr Naman. Clothes Box collects clothes that have outgrown their usefulness from their owners, and donate them to the less fortunate.

We started off from a 70sq ft basement where we use to sort and segregate clothes and then look for people near construction sites. While we kept our focus on our USP of letting people know where their clothes are going via pictures on social media. We realized the power of social media and its capacity of connecting people across the globe. These platforms helped us bring a positive change in the lives of 80,000 people across the country. Initially, clothes were collected by volunteers from the donor's doorstep at the volunteer's cost but we realized this model could not be sustained in the long run as it was not economically and logistically efficient. Hence this problem was addressed by social media where we partnered with a logistics company, hotel chain, NGOs, NPOs and local communities to reach every nook and corner of remotest of places.

With our tagline - 'Think out of the box' we want masses to know that Innovation can make turnabouts. Innovation is seeing what everybody has seen and thinking what nobody has thought. We have always considered underprivileged masses as the problem but the fact is that they are the resources that need to be developed. It was our passion and innovative ways of addressing the problems such as lack of proper clothing and pollution caused due to the discarding of outgrown clothes that our organization has reached newer heights.

Mr. Sajan Abrol  
Social Entrepreneur - Founder Clothes Box Foundation



## INNOVATION LIES BEYOND FEAR

I was in a discussion with one of my clients regarding their training requirements. This company is into innovation through operational excellence. They wanted to know how training can facilitate innovation. I asked them what are they doing to create innovation and the obvious answer was: Hiring innovative people and reward system. When I asked them what they are doing to manage emotions to create more innovation, they raised eyebrows and asked, "what do you mean?"

Innovation demands employees to leave their comfort zone and travel to uncomfortable zone which no one has seen or experienced earlier. But during this, an employee has to conquer his inner world, which is his belief system and mind set. Marcel Proust quoted "*The real voyage of discovery consists not in seeking new landscapes.*" It seems organizations tend to ignore WHO will bring the change and what process an innovator goes through? Studies show that innovators constantly experience roller coaster of emotions and the single most important

emotion employees have to manage is FEAR. Fear is a major roadblock to innovation and can be categorised in three ways :

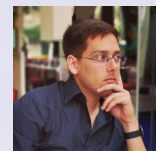
**Fear of getting judged:** We all are naturally judgmental. Thus, while expressing new thoughts or before doing anything new employees tend to focus on its acceptability by others. "What will my boss say? or "How will my colleagues take this idea? Such thoughts make them very unlikely to put themselves in situations where they believe they will be embarrassed or ridiculed.

**Fear of Cynicism:** Cynical implies a contemptuous disbelief in human goodness and sincerity. It has direct impact on empathic connection with the team. People tend to think that, "Others gain is my loss.". If an employee brings an innovative idea to you, don't shoot it down just because the idea wasn't yours. New idea needs to be celebrated than discouraged or doubting person's goodness.

**Fear of Failure:** This is most important emotional barrier that comes in the way of innovation. In the process of innovation fear of failure is a constant feeling. It has to be supported by feeling of progress and recognition. Employees also experience pressure of their performance appraisal. They have a feeling that one failure can cost them their job.

These are the emotional barriers faced by people. Most of the time organizations are unable to see these barriers, as they are difficult to understand or to be seen and touched. Throughout the process of innovation what motivates people is sense of progress, acceptance of failure and recognition. Every person is born with equal amount of creativity and can innovate. Organizations and leaders must understand these barriers and create supportive culture as **INNOVATION LIES BEYOND FEAR.**

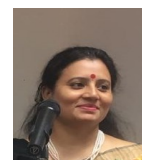
Dr. Aparna Rahul Sethi  
Founder Member—Pro Touch HR Services, Motivational Speaker



## TEAM'S MESSAGE

The theme of this issue of the newsletter is motivated by the young students that are full of new ideas and want to test the waters by trying their hands at entrepreneurship. This issue tries to amass maximum knowledge in the field by attracting articles from young social entrepreneurs to women entrepreneurs that share their experiences that they have learnt in their journey. Academic experts and trainers in this domain also share their words of wisdom and leave a message to the young to-be entrepreneurs. This time the theme of Innovation and Entrepreneurship was not restricted to the newsletter but was vibrant across all the campus activities. We hope that the newsletter intrigues as well as excites the minds of its readers.

Happy Reading !



Prof. Teena Singh  
Coordinator



Dr. Swati Dham  
Editor

# Corporate Deliberations

## INDIA CAN PROGRESS THROUGH INNOVATIONS AND ENTREPRENEURSHIP



Innovation and entrepreneurship require business opportunities, collection of resources including finance, talented personnel, managerial skill, and proficiency to take decisions which will include calculated risk. The true entrepreneur will unearth new opportunities in public as well as in private enterprises.

Government of India launched Make in India program on September 25, 2014 with the intention to encourage companies to manufacture goods in India which can be used locally and can also be exported. Make in India encourages entrepreneurs with innovative ideas to invest and manufacture in India.

Make in India would enhance economic growth of the country and will create more jobs, augment skill development, protect intellectual property, attract foreign investment particularly Foreign Direct Investment (FDI). Industries would be established under Make in India program and it will alleviate the whole area because for establishing industries basic infrastructure is obligatory. Establishment of more industries and manufacture of goods would enhance the GDP of the country and Indian rupee which is otherwise sliding.

Under Make in India program not only the quantity but quality of the product would also improve and it would enhance the brand value of Indian goods. It will create a better business environment

and obsolete regulations and procedure would be scrapped.

The energetic entrepreneurs would also up-grade the technology in the manufacture sector where Indian industries are lagging behind. Previously several young entrepreneurs migrated to the developed world as they felt that it was difficult to establish industry in India. Nevertheless under Make in India young enterprising persons are setting up industries in the cities as well as in rural areas. It is now economical to set up industry in rural areas because of low-priced land and less-expensive labor. On the other hand, the critics feel that excessive industrialization would exhaust natural resources, pollution would increase manifold, agricultural would suffer and large chunk of arable land would be taken over by industries. It will be a big threat to the ecology and environment of the nation.

In a nutshell, India has no option but to make the country a manufacturing hub so that more jobs are created for young people nevertheless stringent rules should not only be formulated but must be implemented in letter and spirit so that the environment of the country is not polluted and does not harm the health of the people.

**Mr. J K Verma**  
**Strategic Analyst & Former Director**  
**Cabinet Secretariat India Strategic**

*Innovation distinguishes between a leader and a follower.*

*-Steve Jobs*



## INNOVATIVE LEADERSHIP ARE YOU AT IT ???

Innovation the buzz word is synonymous to any fashion style which is fast 'In and Out' - accepted during the good times and tossed back into the closet at a time of downturn.

But the good news is that as globalization fades away the geographical boundaries, the avenues to grow ones business to its full potential are umpteen. The ability to create new ideas, tap fresh ideas from the suppliers, employees, partners and customers is anything but faddish. In fact Innovation has become a key core driver of growth, performance and valuation for any organization in the 21<sup>st</sup> century global business ecosystem. We have key players like Google, Apple and P&G who have set an example for others to follow the Innovation league.

The McKinsey Quarterly Reports on Leadership & Innovation tells us that Innovation shall be one of the top three drivers of growth in any company in next three to five years. It is the most important way for companies to accelerate pace of change in today's Business Environment. The report emphasizes that most of the executives are disappointed in the ability to simulate innovation within their organization and work culture. Even starting to build an organization where Innovation plays a central role is very frustrating to most of the Leaders.

**ISSUES:** Although senior executives understand that innovation is an important driver of growth, few of them explicitly lead and manage it. Some of the prime reasons for this are:

- ⇒ Innovation is managed on need basis when necessary
- ⇒ It is placed on the Senior Leadership's agenda to manage without taking any personal responsibility.
- ⇒ Innovation is still not a part of most Companies' strategic planning and processing; their only agenda being budgeting and forecasting.

Unanimously leadership has been cited as the best predictor of innovation performance. Leadership capabilities play the most significant role in developing an innovative organization. As with any downward communication in an organization, the way leaders behave sends strong signals to employees. Innovation is inherently associated with change and takes attention and resources away from efforts to achieve short-term performance goals. Surveys indicate that the top two behavior motivators to promote innovation are:

- ⇒ Strong leaders who encourage and protect it
- ⇒ Top executives who spend their time actively managing and driving it.

### Suggested Strategies:

**Define innovation to drive growth and meet strategic objectives:** When senior executives enquires for substantial innovation in the gathering of consumer insights, the delivery of services, or the customer experience, for example, they communicate to employees the type of innovation they expect. In the absence of

# Corporate Deliberations

such direction, employees will come back with incremental and often familiar ideas.

**Add innovation to the formal agenda at regular leadership meetings:** This is a good approach followed among leading innovators. It sends an important indication to employees about the value, that the management attaches to innovation.

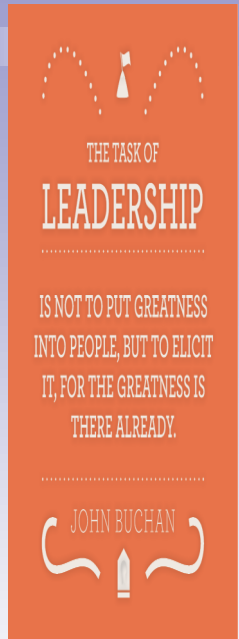
**To set up performance metrics and targets for innovation:** Leaders should think about two types of metrics: the financial (such as the percentage of total revenue from new products) and the behavioral. For example, "What metrics, would have the greatest effect on how people work?" One company required that 20% percent of its revenue come from products launched within the past three years. Another established one targets for potential revenues from new ideas in order to ensure that they would be substantial enough to affect its performance. Setting up such culture is absorbed quickly and becomes a part of the functioning.

**Designing innovation networks:** Every organization has some people who are passionate about innovation and others who feel uncomfortable about any topic related to change. It has been found that differences in individual creativity and intelligence matter far less for innovation than connections and networks—for example, networked employees can realize their innovations and make them catch on more quickly?

**Cross-fertilize ideas:** Since new ideas seem to spur more new ideas, networks generate a cycle of innovation. Furthermore, effective networks allow people with different kinds of knowledge and ways of tackling problems to cross-fertilize ideas. By focusing on getting the most from innovation networks, leaders can therefore capture more value from existing resources, without launching a large-scale change-management program.

**Focus on critical, differentiating capabilities:** Things that your organization can do better than anyone else, and that aligns with your innovation and overall business strategy—will give your company the coherence necessary to outperform and out-innovate the competition. And that, of course, comprises the basics of innovation and corporate strategy.

Ms. Shruti Sinha  
Regional Manager North India  
Wadhvani Foundation



## SKILL DEVELOPMENT LANDSCAPE IN INDIA



India is one of the few countries in the world where the working population will be far in excess of those dependent on them and as per the World Bank, this will continue for at least three decades till 2040. This has increasingly been recognized as a potential source of significant strength for the national economy, provided we are able to equip and continuously upgrade the skills of the population in the working age group.

If India wants to become a manufacturing-hub, given its requirement for employment generation to reap the demographic advantage; it must focus on skill development instead of present education system. Since, India's education system has been skewed in favour of formal education focusing on academics; it has done well in services/tertiary sector. As this sector is the most important recipient of formally educated work-force. Manufacturing processes, on the other hand, does not require academic skills to that extent, for majority of work-force. As a result, the people employed in this sector are either uneducated or unskilled as low-end firms can't afford college graduates; or they are over-educated and yet unskilled at the task required, in case of firms that can pay. The education required for manufacturing is very basic that enables a person to read and understand instructions and make basic calculations; while the skills actually required vary from painting, welding, polishing, assembling, packaging, and equipment handling, among others. Thus, a complete overhaul of the existing education system is required.

In recognition of these needs, the Government of India has adopted skill development as a national priority over the next 10 years and made a road-map for skill development in India, and favoured the formation of Skill Development Missions, both at the State and National levels. To create such an institutional base for skill development in India at the national level, a 'Coordinated Action on Skill Development' with a three-tier institutional structure consisting of the PM's National Council on Skill Development, the National Skill Development Coordination Board (NSDCB) and the National Skill Development Corporation (NSDC) was created.

The main functions of the PM's National Council on Skill Development are,

- ⇒ To lay down overall broad policy objectives, financing, and governance models and strategies relating to skill development.
- ⇒ To review the progress of schemes and guide on mid-course corrections, additions, and closure of parts or whole of any particular programme/scheme.
- ⇒ Coordinate Public Sector / Private Sector Initiatives in a framework of collaborative action.

These initiatives would lead to a brighter and better skilled India tomorrow.

Mr. Sudhir Oberoi  
Former Dy. General Manager – HSE  
Hindustan Petroleum Corp. Ltd.

## NDIM DOES IT AGAIN !

NDIM has now been empaneled by National Skill Development Corporation (GOI) as a Sending Organization for Indo-Japan Technical Intern Training Programme. This collaboration would be working to train the Indian Youth in Japanese Language and Technical Skills. These trained candidate would then be sent to Japanese Organizations for Technical Training for the duration of 5 years. This collaboration would be another feather in the cap of our institute.



# Academic Perspectives

## ENTREPRENEURSHIP IN INDIA



Before 1991, Indian business success was a function of ambition, licenses, government contacts, and an understanding of the bureaucratic system. Decisions were based on connections, rather than the market or competition. Pre-1991 policies were inward looking and geared towards the attainment of self-reliance. During this era, entrepreneurship was subdued,

capital was limited and India had very few success stories. As well, society was risk averse and the individual looked primarily for employment stability.

In 1991, the Indian government liberalized the economy, thus changing the competitive landscape. Family businesses, which dominated Indian markets, now faced competition from multinationals that had superior technology, financial strength and deeper managerial resources. Thus, Indian businesses had to change their focus and re-orient their outlook outward. Importantly, a new breed of business was born, one that focused on Technology also called as Information and Communication Technology and created wealth for owners and employees. For others, or the old business houses, success had come from the close-knit joint family structure that fosters family values, teamwork, tenacity and continuity.

But surprisingly, India produces too few entrepreneurs for its stage of development. The pace of creation of new businesses and new start-ups in India is low compared to the rest of the world. A slow pace of entrepreneurship is associated with a slow pace of job creation. A million people join the labour force every month; the question on their lips is if there will be enough jobs for them.

As per analysis of enterprise in 600 districts in India, it confirms that there is a strong relationship between new start-ups and subsequent job growth. Districts in India that embraced entrepreneurship have experienced faster job growth. It is not only that the pace of entrepreneurship growth is too slow in India, it is also lopsided. There is huge heterogeneity in entrepreneurship within India, with new establishments concentrated in a few places.

The good news is that in India, the entrepreneurial potential as measured by highlighting the self-perception about entrepreneurship is on rise as per the latest Global Entrepreneurship Monitor (GEM) Report on India for the financial year 2016-17. As per GEM Survey 2016-17 it has found increase in the rate of entrepreneurial intention to 14.9% compared to 9% 2015-16. While the fear of failure rate has decreased to 37.5% from 44% in 2015-16. The GEM considers those who perceive good opportunities for starting a business as well as those who believe they have the required skills, as potential entrepreneurs in the society.

A macro comparison of all economies suggests that the entrepreneurial intention rate of India is close to the rate of innovation-driven economies, which is commendable. We believe that policies such as Make in India, Start-up India, Stand-up India, Skill India and Digital India are making India a favourable destination for doing business. But, India has still to do more.

**Prof. Anil Kamboj**  
Professor, NDIM



## RELATIONSHIP BETWEEN INNOVATION & ENTREPRENEURSHIP

Where there is Innovation, entrepreneurship will be emerging. There is nothing like resource until man finds a use for something in nature and thus endows it with economic value. Innovation is defined as creating better, more effective or efficient processes/services for generating the ideas or culture that will breed this creativity. Innovation is about making changes but it must be considered as more than just making changes in order to be perceived differently. Innovation requires definition and research and has a greater impact on the end-user by adding value to existing products and tainable. Entrepreneurs need to search purposefully for their symptoms that indicate opportunities for a suc-mon forms of innovation is the creation of a new prod-ogy or it may be the outcome of a whole new technolo-utmost important to the long-term success and survival find it difficult to grow and eventually they do a per-one discover what opportunities exist now or will ap-tors. Innovation is not only about designing a new business practices to improve efficiency, cut down on waste and increase profits. If a company doesn't adapt to its changing environment by constant reinvention of its products & processes, it will soon be surpassed by its competitors.



Innovation beyond being an engine of profitable growth for companies, it plays a pivotal role in increasing the vitality of an industry and society by creating jobs and raising the standard of living. Entrepreneurship produces financial gain and keeps the economy afloat, which gives rise to the importance of innovation in entrepreneurship. Entrepreneurs are innovators of the economy. With rising population of the world, the world's need and necessities pattern had also evolved through the years. Without new business ideas and technology to support it, no consumer demand will be fulfilled completely. Thus, innovation and entrepreneurship is the need of hour and needs to be adopted by one and all business enterprises. Innovation and Entrepreneurship is more about creating a framework for innovation that can be used to compartmentalize current practices and shed light on their origins. The insight into this alone, makes the concept well worth understanding.

**Prof. Rachna Agrawal**  
Professor, NDIM

# Academic Perspectives

## RESILIENCE OF ENTREPRENEURS

Vicariously living out our fantasies through those who achieved success, gives us hope it will happen to us. The fact is, while there are an infinite ways that successful entrepreneurs make their money, there's only one thing they all have in common: failure. There's no shortage of examples of great successes who had to struggle before they became the winners. Oscar-winner Steven Spielberg was rejected from U.S.C film school; Thomas Edison went through thousands of prototypes before perfecting his light bulb; "Colonel" Harland Sanders didn't hit it big with KFC until he was 68 years old and many more.

Even Bill Gates, maybe the most successful businessman in history, didn't rocket straight to the top with Microsoft. It's not a well-known fact that his first company - Traf-O-Data, was an early attempt at using computerized data to improve traffic surveys for municipal governments. But, when it came time to wow the county officials who would be their customers, the machine was a bust. Gates and his number two, Paul Allen, were certainly discouraged but ended up being better suited for their real business revolution that was yet to come. That valuable experience led to the founding of the software company that made them both multi-billionaires. What failure is, for the lucky ones, is a stepping stone to greater things. By refusing to let it define us, and learning from the experience, we give our self the wisdom to make big things happen while going forward. Lets see some Indian Entrepreneurs .

### **N R Narayana Murthy: Infosys**

First worked in IIMA and then started a company called Softronic in 1976. When it failed after a year and a half he joined Patni Computer Systems. Later he started Infosys Technologies along with 6 other professionals as partners in 1981 and the rest, as they say, is history!

### **Ratan Tata while building Tata Motors:**

In 1998, Ratan Tata brought a hatchback car Indica but it failed badly. People didn't like it. Nobody wanted to buy that car. Some people suggested him to sell his car division and he agreed. In 1999, He contacted many companies. In 2008, Ford's Jaguar-LandRover was a terrible loss. At that time, he bought JLR division of Ford. JLR made a loss of 1800 crore that year and because of that Tata had to

bear a loss of 2500 crore. This time, Ford's words were -"You are doing us a favor by buying our company.". In 2017, Tata Motors made a profit of 2.33 Lakh Crore and JLR's share in it was off 1.90 Lakh Crore, around 82%.

### **Ritesh Agarwal-OYO Rooms**

The company served as a Marketplace for Bed and breakfast. The reason of failure was not the proper building of a team which led to arguments in the team and ultimately the downfall. In 2013, Agarwal transformed Oravel to OYO Rooms, wherein the company standardizes budget hotels in its technology-enabled network to deliver hassle free and pleasant stay in the budget and economy hotels sector of Indian Hospitality industry.

One thing failure gives us, is a picture of the other side of trying. As we're getting ready to make the move, that unknown looms large. Every successful business story starts out with failing. Failing hurts, that's no secret. Even after reaching the heights of success, the failures that come are difficult as any. Our character is defined by our response to adversity. Since failure is a fact of life, there are ways to deal with it so that we will be able to overcome the setback. It's a process that can take some time, but responding healthily to lost opportunities is the only way to get back on track. This resilience is a requirement for entrepreneurial success. Failure doesn't have to leave a permanent stain. Losing out will hurt, but the best salve is to get back to working on that next project. Hang onto the lessons and the knowledge gained, but forget about the pain. Failing isn't the destiny of a certain kind of person. Failing is just a byproduct of trying.

**Dr. Ritu Talwar**  
**Professor, NDIM**



## THE ENTREPRENEURIAL SPIRIT



The legendary Peter Drucker edited a book with this designation more than three decades ago. Drucker and many other management cogitators have accentuated the paramountcy of innovation not only for the magnification of an organization but additionally for its very subsistence. Drucker defined innovation as "the act that endows resources with an incipient capacity to engender wealth".

While traditional industries and incipient age organizations have contributed their might in engendering wealth, in today's world, entrepreneurs are playing an increasingly more sizable voluminous role by bringing innovative products and accommodations, which were sometimes never auricular discerned of afore. Change being the only constant, organizations which have not kept pace with the transmutations in the environment or which have failed to read the signals, have invariably perished. In 1998, Kodak had proximately 1,70,000 employees and made more than 80% of all the photo paper sold ecumenical. Nobody would have celebrated that it would go bankrupt. Kodak just failed to consistently visually examine the environment and perished. The same story goes for companies that restricted themselves to making dot matrix printers, floppy disks and other homogeneous contrivances now obsolete. Concurrently, nobody could have imagined that an organization which owns no conveyances would become synonymous with taxi accommodations around the world (Uber).

Innovation keeps an organization germane over a longer horizon of time. What makes a company more innovative than others? The entrepreneurial spirit is certainly a key factor.

Mr Akshay Gupta  
PGDM Student, NDIM



ICICI Stockmind Season 6 was a nationwide financial simulation challenge where more than 2.5 lakh students participated to test their risk taking ability in the stock market. This year the following students held the following encouraging positions

All India Rank 66 : Mr. Akshay Gupta

All India Rank 104 : Ms. Hitanshi Takkar

All India Rank 302 : Ms. Sakshi Mahobia

NDIM wishes congratulates them for their performance and wished them luck for further bigger opportunities



# Campus Fizz

## SPANDAN & SPARDHA 2018

Students of NDIM came together in full spirit to participate in the annual inter-college sports and cultural events—Spardha & Spandan respectively. Over a span of 3 days students played in more than 12 games aligned the institute with the Khelo India mission. In Spandan 2018, over 30 colleges participated in more than 20 different cultural events from beat boxing, to dance to singing to fashion show—just to name a few.

## SMART INDIA HACKATHON— 2018

Once again, NDIM was the only MBA institute in north and central India to host the government of India's biggest digital initiative –Smart India Hackathon. Here 29 teams came to the campus from all across the country and spent 36 hours of non stop problem solving. The students of NDIM helped in this mission and stood as a strong support. They organized multiple activities like yoga, Zumba and many more for the students. Mr. Prakash Javadekar, HRD Minister, Govt. of India while inaugurating the Smart India Hackathon 2018 at the NDIM campus, addressed all the participating teams to believe in out of the box thinking after getting to the root cause of the problem. Other dignitaries present were Prof. Dileep N Malkhede, Advisor, AICTE and Executive Secretary, Smart India Hackathon, Sh R Subrahmanyam, Secretary, Ministry of HRD and Dr Anand Deshpande, Founder & CEO, Persistent Systems.



ARTICLES INVITED FOR NEXT ISSUE ON THE THEME OF  
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#### **Student Editorial Assistant**

Mr. Abhishek Vasoo

## MAVERICKS, INNOVATORS, ENTREPRENEURS

They love what they do.

They do what they love.

They double their rate of failure.

For they always engage in peak performance.

They know how to care.

They have grit and determination.

They do not give up despite facing the challenges.

They unite the Ying and Yang in their work.

They know the art to wait for the serendipity to happen.

Work, passion and play, all are one for them.

They fearlessly walk on the untraded path.

Take risks and go against the winds of commonality, too far.

Ability to bear the intellectual pain for the birth of new idea, they have.

They can detach from the work after soaking the ideas, they work upon.

They know to connect the unconnected dots.

They know to work in “disciplined chaos”.

They recognize the blissful eureka moment so well.

A rebel on a mission they are.

For mavericks they are known.

In the sky of innovation, that is too vast;

In Entrepreneurship, for sustainability and longevity,

Innovation becomes the prime key,

A maverick, so well, knows this.

And thus, “Innovation is the only way to win,” says Jobs.

**Dr. Pratibha Singh**  
Education FreeLancer

### FAREWELL February'18



### NATIONAL PR DAY April'18



### ASSOCHAM AWARDS March'18



### ALUMNI PREMIERE LEAGUE April'18



### DOCTORAL CONCLAVE May'18



### SHARK BAIT - BUSINESS PLAN COMPETITION April'18



### INTERNATIONAL WORKSHOP



### ASTRONAUT'S WORKSHOP ON INSIGHT INTO FUTURE MISSIONS TO MOON AND MARS, May'18



### BUSINESS EXCELLENCE, INNOVATIVE BEST PRACTICES AWARDS BY NDIM April'18

