

INDIA

A SNAPSHOT FROM ACROSS SEVERAL CONTINENTS...

Once considered a land of riches
of Maharajas, Rulers, Royalty

Plundered by foreign invasion

Entrepreneurship was killed

Morale was at its lowest

Kingdoms taken over

Taxation structures introduced

Only way to unify the nations was
to drive out the British Kingdom

AND INDIA GOT INDEPENDENCE IN 1947

India was left divided,
incommunicative, suspicious

What next ?

New thinkers got into action

Started State owned companies
Which led to formation of the SSI
sector

So what changed ?

India went to war with China and then with
Pakistan.

The fear of getting ruled again, united the nation !

And the rest, is history...

- Liberalization
- Industry – infrastructure
- Education
- Commerce
- and then, Information Technology

A new, confident India was born !!!

Fear followed by victory...

That's when the nation began to get back its confidence.

The confidence to survive. To succeed. To excel.

And with a vengeance.

With or without resources !

And, domestic businesses were born.

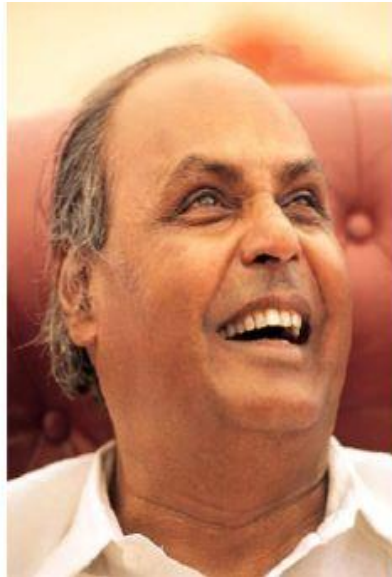
The recipe of entrepreneurship

- Evaluate options carefully.
- Go for what seems the best fit.
- Keep evolving, re-inventing.
- Follow that path, as if possessed.

**Some examples of India's early
entrepreneurs who started from most
humble beginnings ...**

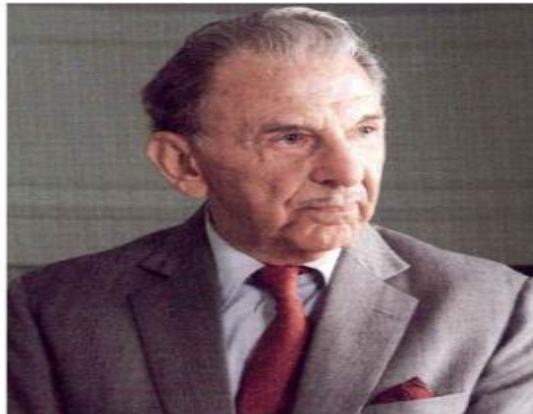
Dhirubhai Ambani

Born on 28th December 1932, his entrepreneurial career started by selling “Indian cookies” to pilgrims over weekends and going onward to built India’s largest private sector company. Over time his business diversified into a petrochemical company with stakes and interests in FMCG, IT, Communication, logistics and power. Reliance holds the distinction of being the first Indian company to be in the Forbes 500 list



J R D Tata

Jehangir Ratanji Dadabhoy Tata or JRD Tata as many know him has the honor of being India's first commercial pilot. He joined Tata & sons in 1950 as an unpaid apprentice, but his interest in flying made him the first Indian pilot and later he played a crucial role in giving wings to India by building the TATA Airlines which ultimately became Air India. His steady growth made him the chairman of TATA & Sons in the year 1938. In this year the company owned 14 enterprises and exactly 50 years later it grew to around 95 enterprises. Under him the Sir Darboji Tata trust was successfully set up which is Asia's first Cancer Hospital by the year 1941, the trust also founded the Tata Institute of Social Science in 1936 and the Tata institute of fundamental research in 1945. Today the TATA group of companies employes over 400,000 people and is the most affluent, prosperous and well to-do organization.



Narayana Murthy

More commonly known as the Father of Indian IT industry, N R Narayana Murthy was born on 20th August 1946 in Bangalore, India. Starting with a salary of Rs 10,000 a month (\$ 150) he is known to have sold all his wealth, including his wife's meagre jewelry to follow his dream. He went on to pursue his electrical engineering at National Institute of Engineering, University of Mysore and he obtained his M.Tech from the Indian Institute of Technology Kanpur. He founded Infosys in 1981. Infosys today has a market value of around \$ 32 Billion and employees around 200,000 people. Fortunes Magazine list voted him one of *"the 12 greatest entrepreneurs of our time"*.



Walchand Doshi

The son of a small time money lender and with no entrepreneurial history at all, Walchand always had a big dream that he wanted to live. Soon after completing his tenth standard in school, he started taking railway contracts in partnership with Laxmanrao Phatak who was a clerk at the railways. His never ending zeal to grab whatever novel ventures came affront resulted in the end of the partnership. Walchand will always be remembered for having started the first ever Indian aircraft company, Hindustan Aircraft and his contribution to Indian Shipping industry via Scindia Steam Navigation Company and Hindustan Shipyard Limited.



Verghese Kurian

The man born in the backwaters of Kerala went on to design and lead Operation white flood, the largest dairy revolution of India that swept the entire country. He is the founder of the Gujarat Co-operative Milk Marketing Federation, which is world's leading producer of milk and milk based product. His company is famously known as Amul.



Was THAT entrepreneurship ?

Can illiterate folks join hands and demonstrate THIER version of entrepreneurship ?

Check this :

<https://www.youtube.com/watch?v=fTkGDXRnR9I>

Its probably easier to multiply
money when you have some.

What if you are as less fortunate as
these ????

Meet some of Indias new age
entrepreneurs

Can it get more basic ?

Patricia Narayan, winner of this year's 'FICCI Woman Entrepreneur of the Year' award.

She started her career 30 years ago as an entrepreneur, invested Rs 1000 (\$15) selling eateries from a mobile push cart – fighting all alone battling a terribly failed marriage, coping with her physically abusive husband, a multiple addict, and taking care of two kids.

Today, she has overcome the hurdles and owns a chain of restaurants.

I never felt scared to stand there all alone and late into the night. My only thought was to prove myself and move ahead. There was a fire in me that made me believe that I could be successful without anyone's help. I did not want to be a failure. If you have that fire, nothing in the world can stop you from succeeding.

Destiny played truant again. She lost her daughter and son-in-law road accident, a month after their marriage in 2004. That STILL did not dissuade her. She worked harder – starting a restaurant in her daughters name.

'Do not ever compromise on quality. Never lose your self-confidence. Believe in yourself and the product you are making. Third, always stick to what you know. When you employ people, you should know what you ask them to do'



Prem – the rice pancake man !



Prem was stranded at a Railway Station as the person accompanying him left him and fled. Prem had no local acquaintances or knowledge of the language.

He made up his mind to brave it and look for work in Mumbai. He started with washing and cleaning utensils in a restaurant and progressing to serving tea at tables.

A customer made him an offer on account of his pleasant demeanor. He wanted Prem to be his partner where the owner would invest the money while Prem would run the shop. The shop started doing brisk business when the owner became greedy and walked out on the partnership, replacing Prem with an employee.

Prem was livid. He took a Rs 5000 (\$90) loan from his uncle and with his brother, opened his own tea and snack stall. In under 6 years, Prem's Dosa Plaza runs 26 outlets and 5 of them are company owned. It has 350 employees and a turnover of 13 crore (\$2 million).

The barber owns a few RR

Ramesh Babu bought a Maruti Van for Rs 100,000 (\$1500) with his meagre savings in 2004. By 2007, he had a fledgling car rental business with seven regular cars. In 2010 he has a fleet of 200 cars. With 75 of them being luxury cars like a range of Mercedes, BMW's, Audi's, luxury vans and, his ultimate pride, a pair of Rolls Royce.

Difficult Beginnings:

I was born in a poor family. My father was a door to door barber. He passed away in 1979, when I was just seven years old. My mother started working as a maid servant to make ends meet. She would give us five rupees (10 cents) a day. We took to having one meal a day just so we could survive. From when I was in middle school, I took up various odd jobs to make a little extra cash. I would deliver newspapers and milk bottles and whatever else was convenient to ease my mother's load a bit. I started cutting hair, giving a shave, trimming mustache and the like.

Breakthrough Idea:

As a plunge, I took a loan and bought a second hand Maruti van to travel to customers residences. My grandfather had to mortgage his property to enable the loan. I was reeling under the loan repayments – until I got an idea of renting out the car when it was just lying around. And that got me into the car rental business. The first company I rented it out to was Intel. I noticed that everyone had small cars. I thought of getting into luxury cars because that is something that no one else was doing. The rest is history.

Babus mantra

- Identify the right opportunity. We all have them. Few can see them.
- Take your time to evaluate. Once done, wear blinders and jump. Don't look back.
- Stay connected with the whisper on the street. Keep reinventing.



Here is one lady, born in abject poverty in a small village in South India, sold for matrimony at 16, mother of 2 kids at 18 – a farmhand earning Rs 5 a day (10 cents) until 1989, who rose to become the CEO of of Keys Software Solutions in the US.

Agricultural Labourer to CEO of USA companies (Ms. Jyothi Reddy)

శ్రీమతి జయలక్ష్మి గారి జీవితకథను సాక్షాత్తుకుంటూ ఉన్నాము



1986- warangal



1995 USA

Meet school dropout Savjibhai Kaka

No money for fees – gifts \$10m

Gives 500 cars + 200 apartments to staff every year



From child bride to multi-millionaire

An Indian Dalit (formerly untouchable) woman – Kalpana Saroj once attempted suicide to escape discrimination, poverty and physical abuse. She is now the CEO of a \$200 million company .

Born into a low-caste Dalit family, she was bullied at school, forced into marriage at the age of 12, fought social pressures to leave her husband, before she tried to take her own life.

Today, she is a multi-millionaire. At the helm of a successful company, she rubs shoulders with prominent businessmen and has won awards for her professionalism.



"The first time I came to Mumbai, I did not even know where to go. I was from such a small village. Today my company has two roads named after it in the city," she says, summing up the extent to which her life has transformed.

Her life started with her moving to a slum in Mumbai with her husband, 10 years her senior. She was beaten and starved. She was humiliated. She decided to end her life.

"One day, I decided to end my life. I drank three bottles of insecticide, termite poison," she says, recalling her lowest moment. Kalpana was saved after her aunt walked into the room and found her frothing at the mouth and shaking uncontrollably.

THAT marked a watershed for her. "I decided to live my life, and do something big, and then die," she says.

So, at the age of 16, she moved back to Mumbai to stay with an uncle and work as a tailor. She began by earning less than a dollar a month, but tirelessly learnt how to operate industrial sewing machines, and as a result saw her income rise. But the money she earned was not enough to pay for her sister's treatment which could have saved her life, a moment which defined Kalpana's entrepreneurial spirit.

"I was highly disappointed and realised that money did matter in life, and that I needed to make more. I needed to be smart and move swiftly. I needed to prove my self-worth"

Now, Kamani Tubes is a growing business, employing over 500 people and worth more than \$200m.

The LIJJAT story



Seven semi-literate Housewives decide to use their cooking skills to create a small industry.

The women borrowed Rs 80 (\$120) from a social worker. They start manufacturing Papads (Indian savory). On March 15, 1959, they gathered on the terrace of their shack and start with a production of 4 packets of Papads worth Rs 100 (\$150)

Within three months there were about 25 women making papads. Soon the women bought some equipment for the business, like utensils, [cupboards](#), [stoves](#), etc. In the first year, the organization's annual sales were Rs. 6196 (\$100). The broken papads were distributed among neighbors.

They believed and they expanded, and they succeeded, and today, they **empower 45,000 other women** who are part of this women-only co-operative.

Current annual turnover is more than \$200 Million !

Their story is taught as a case study in Management schools.

Their product is a **household name** in India.

Just as Coke and Pepsi stand for Cola drinks, "Lijjat" is the de facto standard for "Papad".

[https://www.youtube.com/watch?
v=FbG14qP29FA](https://www.youtube.com/watch?v=FbG14qP29FA)

Its probably the same everywhere
only the hardship levels may vary..

Unlike the past where it was a bit of a hit and miss,
today there are means and ways to be a tad more sure-
footed ... of what to embark on.

Companies employ consultants. The consultants give
insights to options, market size, competition, ROI etc