

# Best Practices ANNEXURE II



## ENTREPRENEURSHIP

### BE ON YOUR OWN – JOB CREATOR

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# Entrepreneurship

## Prism of Possibilities



### BE ON YOUR OWN - JOB CREATOR (Entrepreneurship)

- To be a catalyst in facilitating and mentoring the emergence of competent first-generation entrepreneurs endowed with ethics and values.
- To help the students in transition of their existing family business into successful and sustainable growth-oriented enterprises.
- Promote entrepreneurship through education, training, applied research.
- To support interested students to set up their own businesses, helped by start-up mentors and funding agencies.
- To develop capacity in students to display intrapreneur zeal to support the organizations where they would serve as employees.
- To support the students for Business Incubation for approved Business Plan.
- To develop interested faculty as Entrepreneurship educators and mentors.

### The Context

In response to the crying need of India for entrepreneurship and innovation, this initiative was born. Many students of the University have a family business background, with needs to overcome stagnation or negative growth. In line with the vision of the University, the government's thrust on 'Make in India' and the success of Alumni, the practice encourages the students to be entrepreneurial.

Many bright students tend to make a career in a MNC, as it is well paying and secure. They also lack the courage to take risks and fear failure. Moreover, parents except those from business backgrounds discourage their children to be on their own. The students lack exposure to networking, emerging trends, business references, mentoring, counselling and requisite training to understand the complexities of business, the regulatory framework, statutory compliances, funding avenues and the other aspects of the business environment. This initiative helps them to overcome these.

### The Practice

The highlights of the practice are:

**About Entrepreneurship for beginners** – Facilitating a certificate course offered to students by Entrepreneurship Development Institute of India (EDII).

**Entrepreneurs on Training (EOT)**, is a platform allowing students to nurture, polish and showcase their entrepreneurial zeal. This helps students to learn the corporate and business skills while they pursue studies, mentored by experts from start-ups and alumni.

**Skill Building activity:** The selected students undergo focussed learning along with hands-on experience to gain confidence to enter the market either as a trainee or a micro entrepreneur.

**JAIN Bazaar** - It is an activity-based learning where students will be given a theme based on which they will develop their own products and identify the customers for the same. For instance, during earlier academic year students are given a theme “Reduce, Recycle and Reuse”, then they are made to develop their products and market. More than 800 students participated in the same.

**SIFE (Students in a Free Enterprise)** is an international non-profit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders.

**ENACTUS (earlier SIFE)** is an international not-for-profit organization that is dedicated to inspiring students to take entrepreneurial action to improve the lives of others. It is the largest organization for experiential learning and it empowers students to take up entrepreneurial action. Enactus is now a group of strong and dedicated students striving hard to explore the entrepreneur in them, with two projects at hand in this current year and many in the past in social entrepreneurship.

**CORPORATE EXPO** is an annual Inter-class Commerce and Management Fest conducted by JAIN (Deemed-to-be-University). Organized by the members of the Student Council, it provides a platform for participants to exhibit their professional talents to reach new heights and also exercise team spirit and collective vision. Every year a theme such as Brand, Real Estate, Stock Market, Mutual Funds is given focus. In the past, some of these have been converted to successful business ventures in areas like wealth management, financial planning, and event management.

**Start-up Connect (EDII RO):** The Startup Portal is India's largest online networking platform for startups and entrepreneurs, connecting them to tens of thousands of Investors, Incubators, Accelerators, Mentors and other start-up’s across a range of industries, locations and other criteria.

## Evidence of Success

**Opportunity 1: STUDENT NIRBHAR** – A Unique e-commerce platform that enables a manufacturer or business entity to market/sell their products and services to a large customer base across the country. Owned and managed by students. It presents a channel to the existing Students and Alumni of Jain (Deemed-to-be University) and JGI to sell their products and services to a large customer base with ease.

**Opportunity 2: KALPAVRIKSHA POWERED BY SHREE KUTUMB** (proposed) are skill-based models whose outcomes of engagement are entrepreneurial orientation, positive thinking, character building, creativity, problem solving and intellectual growth even while transforming graduates into entrepreneurs with a social conscience. The aim of the practice is to enhance in the graduate entrepreneurial vision, social interaction, leadership, self-discipline and self-confidence while stimulating the thinking process by providing guidance and support. The teaching-learning-practice as well as enrichment through value added processes further prepare graduating leaders to become integrative and progress as job creators.

Further, themes from Corporate Expo and ENACTUS have been converted to successful business opportunities. Passion Connect, My Country Run (MCR), Entrepreneurs on Training (EOT) are some of the themes which had its root through Corporate Expo and about 10 students are part of different ventures.

## **Problems Encountered and Resources Required**

Many students lack the motivation to be an entrepreneur, with the fear of failures in business, reluctance to deal with stress and self-doubt and dealing with the unknowns. Mentoring and a cohort environment are used to infuse self-motivation, competitive spirit, risk taking and team building.

Time management, arranging finances and how to take the first leap are the other issues to be tackled. The students lack exposure to networking, emerging trends, business references, and requisite training to understand the complexities of regulations and compliances, funding and the other aspects of Business Environment.

Although a considerable amount of interest amongst the students is generated, at times there are challenges to identify mentors with the right mind-set to spend large amounts of time required to keep the motivation level of the students high. The time required for the student to adhere to the academic requirements also poses a challenge.

The ecosystem created in the University for Innovation with both institutional mechanisms like research centres, Chenraj Roychand Centre for Entrepreneurship (CRCE), Technology Business Incubator, the policies and support for IPR acquisition and programme activities like Hackathon and Makethon, mentorship from experienced faculty/industry experts and alumni are all ensemble what provides vitality to the best practice described. Our experience shows that it is the alignment of the best practices catering to the diverse talents and interests of students, their active engagement in the organisation and timely mentorship plays a critical role in success in addition to institutional support for infrastructure and external interfaces with industry. Creation of awareness in the early lifecycle of the student at the institution and seeding the ideas on the possibility of job creator roles will be beneficial for providing the students to explore tangible ideas and translating them to give practical shape and to prepare themselves.

## Prelude

Prior to becoming JAIN (Deemed-to-be University), Sri Bhagwan Mahaveer College (SBMJC) was the most preferred College for students from the family business background or had interest to be on their own. SBMJC also preached the students to contribute to nation building. The campus had Bangalore Stock Exchange Limited as its neighbour which enabled the students to get opportunities to be on their own in the financial market segment. To promote and sow the seeds of Entrepreneurship in them SBMJC entered into a MoU with **Entrepreneurship Development Institute of India, Ahmedabad (EDII)** A premier Institution of National importance to promote Entrepreneurship.

To give students applied exposure towards being on their own, SBMJC tied up with **National Entrepreneurship Network (NEN)**, a Wadhvani Foundation Initiative. The feather in the cap was SBMJC was declared National Champions in the Annual Entrepreneurship Championship, conducted by NEN.

Some of the selected faculty had undergone a PG **Entrepreneurship Educator Course (EEC)** offered jointly by **NEN, IIMB and Stanford** Technology Ventures Program. The **Chenraj Roychand Center for Entrepreneurship (CRCE)** also supported Business Incubation.

- To become a catalyst in facilitating and mentoring the emergence of competent first-generation entrepreneurs with thrust on ethics and values.
- To help the students in transition of their existing family business into successful and sustainable growth-oriented enterprises.
- Promote entrepreneurship through education, training, Applied research.
- To support interested students to set up their own businesses with the help of Startup mentors and funding agencies.
- To develop students as Intrapreneurs with an Entrepreneurial zeal to support their organizations where they seek employment.
- To support the students with Business Incubation through CRCE for identified and approved Business Plan.
- To develop interested faculty as Entrepreneurship educators and mentors.

11% of adult population in India is engaged in "Early-Stage Entrepreneurial Activities", and only 5% of the country's people go on to establish their own business, a survey has found.

Bangalore is not only the Silicon Valley of India but also the Start-up Capital of India. Many of the students in our university are from the family business background and unfortunately based on reports the growth of Family Businesses has either stagnated or negative. Keeping the vision of our University, Governments thrust on Make in India and Vocal for Local, there is ample opportunity for students to be on their own to be job providers instead of job seekers. The success of our Alumni in their own Enterprises to inspire the inbuilt urge to innovate our students was also one the reasons for this practice.

Most of the students prefer to work in MNC's as it is well paying and is secured. They also lack the courage to take risk and fear for failure. Moreover, parents except from Business background

do not encourage their children to be on their own. The students lack exposure to networking, emerging trends, business references, Mentoring, Counselling and requisite training to understand the complexities of a Business Enterprise, understanding the complex regulatory framework, statutory compliances, funding agencies and the other aspects of Business Environment.

It is believed that Entrepreneurship is not everybody's cup of tea. Keeping in mind the opportunities available, our governments thrust on Make in India, Digital India, Incredible India, Skill India and self-employment opportunities to be on your own, earn while you learn with NIL or negligible capital there are lot of opportunities for the students with the right attitude, readiness to work hard and adaptability to difficult situations. The highlights of the practice are:

**About Entrepreneurship for beginners** - A Certificate course is offered to the interested students by Entrepreneurship Development Institute of India (EDII) covering the necessary aspects to be an entrepreneur, the challenges, compliances, how to overcome failures etc. Motivational Sessions from speakers, achievers, talk from successful organisations like AWAKE, talk from agencies like MSME, Banks, Venture Capital firms, Legal and audit firms, participation in Events organised by NITI Aayog, Women in Entrepreneurship, KASSIA, ASSOCHAM, Industry clusters also is a part of the course.

**Entrepreneurs on Training (EOT)**- Through this initiative we give students from Family Business background or who want to be on their own with inputs on real life business cases and training through self-employed professional or Start-ups. EoT is a unique program aimed at helping aspiring entrepreneurs who are currently students to be professionally trained by industry experts and acquire the skills required to become real time entrepreneurs. The programme started with the vision of CRCE to create 8800 entrepreneurs. Thus, providing students a platform to nurture, polish and showcase their entrepreneurial zeal. This will help the students to learn the Corporate and Business skills while they are perusing their graduation. There are lots of activities that we do at EOT, it's not only about creating Entrepreneurs, it's also about nurturing the young minds and giving them hands on experience, so that they know what is life of an entrepreneur.

**Skill Building activity (EDII RO)** - The selected students underwent focussed learning along with hands-on experience to gain knowledge, skills and the confidence needed to enter the market either as a trainee or as a micro entrepreneur. To ensure that they do not begin with an ill-defined business model, they were introduced to opportunities in the some of the sectors for self-employment, and support institutions that aid new enterprise creation. The programme was received well and this was ensured by personally attending to their queries and doubts. Industry experts debated on various entrepreneurial opportunities to generate viable options after mutual consent.

**ENACTUS (earlier SIFE)** is an international not-for-profit organization that is dedicated to inspiring students to take entrepreneurial action to improve the lives of others. It is the largest organization for experimental learning and it empowers students to take up entrepreneurial action. At Enactus, JAIN (Deemed-to-be University) we are a group of strong and dedicated students striving hard to explore the entrepreneur in them, with two projects at hand in this current year and various projects executed in the previous years by our seniors, we are the social entrepreneur's division for Jain (Deemed-to-be-University).

**CORPORATE EXPO** is an annual Inter-class Commerce and Management Fest conducted by JAIN (Deemed-to-be-University) Organized by the members of the Student Council, it provides a platform for participants to exhibit their professional talents to reach new heights and also exercise team spirit and collective vision. Every year a theme is conceptualized and presented e.g.: related to Brand, Real Estate, Stock Market, Mutual Funds. In the past, some of these themes have been converted to successful business ventures. Students have become entrepreneurs, have been selected to join corporates, started ventures of Wealth Management and Financial Planning, Event Management etc.

**Startup Connect (EDII RO):** The Startup Portal is India's largest online networking platform for start-ups and entrepreneurs, connecting them to tens of thousands of Investors, Incubators, Accelerators, Mentors and other start-ups across a range of industries, locations and other criteria. Start-ups on the portal can also access a wealth of free resources and participate in various challenges and programs hosted by corporate and government bodies. Over and above this activity the selected students get connected with Startups in and around Bangalore and get opportunities to understand the experiences of running a business through their promoters.

**Daan Utsav – The Joy of Giving Week** - One of Mahatma Gandhi's goals was to attain 'Ram Rajya' - to eradicate poverty. Thus, Daan Utsav – India's Festival of Giving is observed on account of Gandhi Jayanti every year. The week-long event starts from 2 to 8 October holding the name the "Joy of Giving Week". Daan Utsav has been celebrated over the last decade by schools, colleges, NGO's, and millions of others in the nation to cherish and partake in the joy of giving books, food, money, etc. to those in need. Jain (Deemed-to-be University) organizes Anna Seva, as part of Daan Utsav, where the focus is on collecting non-perishable food materials and distributing them to the needy, particularly the underprivileged people, slum-dwellers, and daily-wage workers. The materials will be collected by the staff and students of Jain (Deemed-to-be University). The collected food materials will be distributed to the beneficiaries from 2 to 8 October every year.

Themes from Corporate Expo have been converted to successful business opportunities. Students have become self-employed, have been selected to join corporates, have become financial advisors of Wealth Management and Financial Planning, Event Management, Wedding Planners etc. The leadership of our university have come out with mandatory opportunity to earn from business for the students and the faculty as mentors.

# Entrepreneurship Opportunities for Students

## Student Nirbhar – (E-Commerce)

The primary objective of Student Nirbhar is:

- To promote and encourage students to become ENTREPRENEURS as Student Nirbhar is completely owned and managed by the students.
- To present a unique platform to the existing Students and Alumni of Jain (Deemed-to-be University) and JGI to sell their products and services to a large customer base with ease.
- To encourage the 'LOCAL BUSINESSMEN' to serve customers through quality goods and services and in turn increase the turnover of the business as there is no involvement of middlemen.
- To support the education of children of parents serving in Armed Forces.

Categories of Business of which the products and services can be sold to the customers are

- **Electronics**
  - Laptop
  - Desktop
  - Camera
  - Mobile
- **Groceries**
  - Staples
  - Fruits & Vegetables
- **Fashion**
  - Men
  - Women
  - Boys
  - Girls
- **Furniture**
  - Home Decor
  - Office
- **Others**
  - Gifting
  - Books & stationery
  - Art
  - Watch & Jewellery
  - Give Away
  - Flower and Boutique
  - Home & Garden
  - Pet Supplies

➤ **Services**

- Entertainment
- Financial Services
- Health & Beauty
- Travel & Tourism
- Sports

**Notes:**

- Student Nirbhar is By the Students, For the Students and Of the Students.
- The opportunity to elevate your business is here at Student Nirbhar.
- Grab the opportunity and register for free to walk the path of a successful business journey.

Pre-requisites to register at Student Nirbhar:

- You have to be an existing student of Jain (Deemed to be University) / JGI or an Alumni.
- Student ID Card (for existing students) and for Alumni, registration or USN number to be provided
- Aadhaar Card

## KALPAVRIKSHA Powered by Shree Kutumbh - (SBU) (Proposed)

- Project Enterprise Ecosystem Accelerator Model
- Shree Kutumbh Online Market Place Delivery Aggregator

### Earn while you learn and self-employment opportunities for Students and Teachers.

- To enhance the quality of life of university stakeholders through enterprise creation
- To impart skills with a focus on Self Employment
- To establish multiple business that are modelled as interdisciplinary, student-centric capstone projects
- To integrate external mentorship bodies and individuals to the training, orientation and immersion activity
- To develop students by crafting in them wholesome personalities with the commitment of making them business owners
- To impart entrepreneurship skills through immersive and experiential learning
- To promote in students a drive towards self-employment and business value creation through entrepreneurship learning and practice
- To create and support socially impactful business ideas

A research study says only 5% of adult Indians establish their own business even though opportunities exist to be an entrepreneur. Many of the students lack the motivation to be an entrepreneur, they fear to venture into being on their own. Some of the reasons for not venturing on their own is the fear of failures in business, they face Social Rejection as Business may lack sustainability and inconsistency. There is an assumption that entrepreneurs find it difficult to deal with stress and self- doubt, dealing with the unknown, unable to make decisions with a doubt if it proves wrong, monotony, lack of self-motivation, facing competition, risk taking opportunities, Opportunity to take a break, Building the right team, Time management, arranging finances and how to take the first leap. Moreover, parents except from Business background do not encourage their children to be on their own. The students lack exposure to networking, emerging trends, business references, Mentoring, Counselling and requisite training to understand the complexities of a Business Enterprise, understanding the complex regulatory framework, statutory compliances, funding agencies and the other aspects of Business Environment. The challenges to adhere to the academic requirements has been taken into consideration while designing the proposed self-employment opportunity through Kalpavriksha.

**To safeguard** and secure the financial autonomy and self-sufficiency and self-reliance of the JGI group and emerge as the best perceived destination of choice for students.

**Kalpavriksha** entrepreneurial ecosystem and Sree kutumbh the business arm are based on unique core values and sanctified business principles for creating businesses (SBUs) which in turn generates wealth and creates employment opportunities.

**Proprietary intellectual property** (IP of the JGI Group) which is a distinct ‘practice school’ skill-based education delivery model which is delivered by Kalpavriksha and Sreekutumbh.

**Develop a robust education continuity plan** for ensuring that the student is absolutely well served through an educational product that is modular, distributed, on the go, anytime, self-paced and crowd sourced.

**Sree kutumbh is a built on a business incubator framework** that is a precursor and standard for multiple businesses under the Kalpavriksha ecosystem that will be modelled as student centric capstone projects.

**To Institutionalise Kalpavriksha** within JGI and JU as a project enterprise entrepreneurial ecosystem based on our chairman’s lifelong vision and shared values

In recent times there is visible disruption in the higher education space. Knowledge is fragmented and traditional forms of higher education may not fit in with the challenge of meeting millennials aspirations. There is a need to innovate and to create opportunities and determine new pathways that would serve the millennials student population uniquely. The new normal inspires us to create opportunities to stay relevant, embrace digitisation, focus on outcome, leverage the millennials mindset and ensure continuous development through upskilling.

The evolving scenario provided the opportunity to realise our Chairman, Dr. Chenraj Roychand’s vision which is to enhance the Quality of Life for All Stakeholders – Faculty, Students and University which is realised through enterprise creation by ensuring sanctity of business principle through Ethical Conduct & Ethical Behaviour.

**Despite our current age** of unprecedented global wealth, billions of people worldwide still live-in deprivation. Over the past decade, however, governments, the non-profit sector, and the business world have explored the ability of small and growing businesses to create and exploit opportunities, particularly in emerging markets.

The promise of finding market-based solutions to social problems has generated a good deal of excitement about impact investing—an investment strategy that seeks social/environmental returns in addition to financial returns. While social enterprises continue to emerge many innovative companies in their early stages have had difficulty getting off the ground.

**Kalpavriksha** enables people with ideas and startups in their early stages to be able to access and take advantage this new flow of capital or the other types of support and resources they need to succeed. While there are thousands of early-stage innovators seeking to launch companies that can drive social change worldwide, very few are able to build the teams, find the customer base, or raise the investment necessary to scale. This is where Kalpavriksha comes in.

**Kalpavriksha** provides support to early-stage entrepreneurs by providing them with (a) business development support (e.g., consulting, technology assistance); (b) infrastructure support (e.g., access to office space, shared back-office services); (c) network support (e.g.,

access to potential customers, investors, mentors); and (d) financial support (in the form of grants/investments).

Starting up a new business can be incredibly difficult. It takes a lot more than a great Idea and a pocket full of dreams in order to disrupt markets and generate success. New entrepreneurs need access to capital, mentoring and structural resources in order to prosper. Kalpavriksha is designed to prevent those premature deaths.

### **Kalpavriksha delivers:**

- An Entrepreneurship Ecosystem for Business acceleration and support for entrepreneurs, freelancers, msme’s, fledgling businesses and startups to start, run and grow their businesses.
- There are enterprising people with innovative ideas just short of financial, marketing, human resources and operational plans and branding to make a big impact in their field. we take care to provide both of these.
- SBU for strategic consulting through psychometrics administration & assessment, legal and intellectual property services, report preparation, mentoring and training programs for startups, freelancers and entrepreneurs. **Kalpavriksha encourages stakeholders** towards entrepreneurship by influencing and gaining access to strategic partners in the government sector as well as institutions of higher learning by offering unique, co-branded value offerings.

**The scaling up, expansion and growth of the project enterprise ecosystem model** will be actioned through learning and development experiences and opportunities offered to strategic partners formalized through MoUs and MoAs.

**Prasheekshanam** training and orientation will be a primary goal for operationalizing Kalpavriksha where trainees will not only develop in themselves a strong orientation for entrepreneurship ventures but also be able to pitch their ideas before a mentorship body and investor network even while they earn, monetize and retrieve invested capital through SreeKutumbh sales of various products.

### **Sree Kutumbh Aggregator Products identified include -**

Daily Essentials – Groceries- Staples, Snacks, Wellness Products – Ayurvedic Clothes and Textiles, Electronics & Furniture

**Beneficiaries:** for stakeholders other than students a major benefit of the accelerator model is the opportunity to become beneficiaries of an alternative source of income.

**Kalpavriksha** as an accelerator model is envisaged as a visionary solution that would rejuvenate and sustain the larger education value chain both in India and worldwide, and across cohorts and beneficiaries in multiple geographies.

## **Kalpavriksha realises its potential and is involved in adding value through the following *Life Cycle*:**

**Idea stage** - The proverbial “idea on paper”; ventures at this stage do not yet have a working prototype, good/service/product, or customers.

**Prototype stage** - The most common stage for accelerator involvement, “prototype stage” is where accelerators have a working “minimum viable model” of their good or service but do not yet have revenue.

**Post-revenue stage** - Ventures have customers and typically functioning revenue models; however, their business model is not yet at scale, they are not yet cash-flow positive, and they typically have not raised significant financing outside “friends and family.”

**Growth stage** - Ventures are operating business models at scale; they typically are cash/flow positive and/or have raised significant outside venture financing.

## **Kalpavriksha Operational Highlights**

Kalpavriksha is a rare, one-of-its-kind, strategic initiative to institutionalize the vision of our chairman. Kalpavriksha is envisaged as a project enterprise ecosystem that exemplifies and institutionalizes the vision of our Chancellor Sir of creating new businesses where students are future business owners and faculty are beneficiaries.

**Kalpavriksha** is further visualized as a JGI-wide accelerator model that would support and reinforce the Build/Start/Run/Grow aspects of multiple ventures to create a robust ecosystem of entrepreneurs.

**Kalpavriksha as** a strategic partner will also influence government agencies and premier higher degree institutions to encourage stakeholders towards entrepreneurship through co-branded developmental offerings and certifications.

**Kalpavriksha** is incorporated as a holding company and an independent entity which will help unleash its fullest potential as an innovative game changer in education with its focus on employability; apprenticeships; on-the-job trainings; and capstone projects, powered by the Sree Kutumbh Sales marketplace aggregator to seal in the experience.

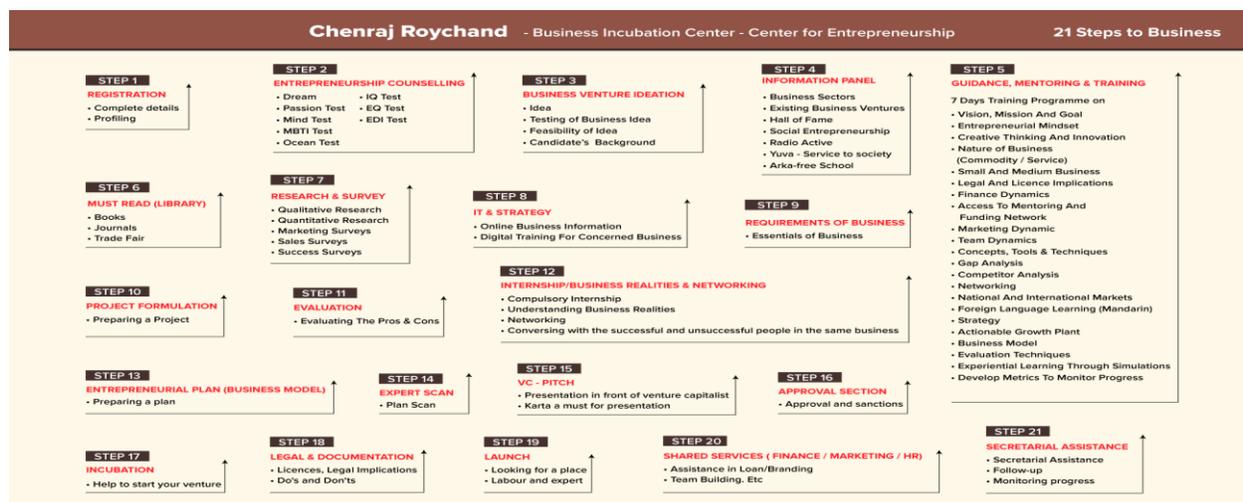
The independent entity gives Kalpavriksha the autonomy, the freedom and the flexibility to create verticals and enter into a host of strategic partnerships and collaborations with willing and likeminded organizations to propel the vision of our beloved Chairman forward, which is to become entrepreneurial in education practice.

## Chenraj Roychand Center for Entrepreneurship (CRCE)

[Chenraj Roychand](#) Center for Entrepreneurship (CRCE) is an entrepreneurial wing of JAIN (Deemed-to-be University). Entrepreneurship is a creative process which harnesses and harvests the individual's skills, abilities and energies in a business context. We believe that India is a land of opportunities and is one of the largest pools of young talent in the world. If the young population is provided the necessary guidance and skill sets and is encouraged to be creative, they will build a vibrant and developed India. Indians are the most sought-after minds across the world, and our intellectual prowess creates and sustains world class organizations. Chenraj Roychand Center for Entrepreneurship brings together academics, student entrepreneurs and incubated companies for the study and practice of entrepreneurship.

CRCE works with the potential entrepreneur to inculcate the knowledge and skills required to be a successful entrepreneur. These are the skills that are not just theoretical but the practical realities and difficulties that one may face in the real world. To provide a platform for the entrepreneurs to put into practice gave rise to the business incubation arm of CRCE known as JGI Ventures. JGI Ventures takes on the task of incubating the concept into reality with a strong backing. The support structure at JGI ventures is unique and has elements such as mentors, seed capital and benefits of an extensive existing network which are available to entrepreneurs as required. Many innovative areas are planned for learning, group work and research. One such area is the Entrepreneurship Hatchery. This incubator space is an excellent venue for mentorship opportunities that brings together the skills, experiences, and networks of successful entrepreneurs, business owners, venture capitalists and other professionals who can help students navigate the process of taking their great ideas from concept and into the marketplace. It focuses them in a practical way on the needs of emerging businesses - offering perspective on the market and the opportunities and risks faced in business.

### Business Incubation Center – 21 Steps to Business



Incubated Companies List		
Company	Entrepreneur	Core Business
JCH Group	Mr. Saket Jalan	Hospitality
Intouch Analytics	Mr. Arun Prabhu	Technology
Damask	Mr. Vineet Agarwal	Low cost footwear
Chrysallis India Pvt.Ltd	Mr. Jaisimha Jaithirth	Education
Basket Option Pvt.Ltd.	Mr. Abdul G Sait	Financial Services
Smart Earth Pvt.Ltd.	Mr. Abdul G Sait	Real Estate
Samaavesh	Ms. Jyothi C	Consumer Real Estate
1947 Restaurant	Mr. Jia Jain	Food & Beverages
ICS Technologies	Mr. Abhishek Mr. Himansu	Technology
Globals Inc	Mr. Suhas Gopinath	Technology
Radio Active	Ms. Pinky Chandran	Community Service
Blue Man Support Services	Mr. K Rajesh Kumar	Housekeeping
Arka Eduserve Pvt Ltd.	Mr. Mahaveer K Solanki Mr. Sandeep Jain Mr. Sharanagouda Mr. Melashankar Mr. Ankit Vohra	Education
House of Music	Mr. Ankit Bhandari	Media & Entertainment
Claims Express	Mr. Abdul G Sait	Financial Services
Jain Housing	Mr. Vishal C	Real Estate
Red Lounge	Ms. Nehal Batheja Core	Financial Services
Passion Connect	Mr. Karthik Kittu	Education
52 Week High	Mr. Shubam Deva Core	IT & Research

Loan Basket	Mr. Govinda Raj	Financial Services
Real World	Mr. Mohammad Fayaz	Real Estate
Bull Street	Mr. Preetham	Financial Services
Institute of Digital Market	Mr. Kishore B S	Education
Anveshana	Mr. Kumar TSM	Technology
100ML Design Studio	Mr. Shyam Pawar	Technology
Munchiez	Mr. Ashish	Food & Beverages
CMS Brand Studio	Dr. Dinesh Nilkant	Media & Entertainment
Nutri Paradise	Mr. Vijay Surya	Food & Beverages
1947 Malleswaram	Ms. Manjula	Food & Beverages
Stock Market Institute	Ms. Deepak Kumar & Kishore B	Education
Mad box innovations	Mr. Karthik Kittu Mr. Shubham Deva	Technology
Institute of Technical Excellen	Mr. Shubam Deva	Education
Envisage	Mr. Muffadil	Education
Edu Turks	Mr. Prakash	Education
Rock Solid Studio	Mr. Abdul Mr. Srinivas Mr. Chandru	Health & Fitness
My Health Check Up	Mr. Adithya Kumar	Healthcare
ABCD	Mr. Anoop Mr. Aman Mr. Varun Mr. Vineet	Textile
Luckymaskot	Mr. Nixon John Mr. Rahul	Gift Design
Money Bag Ventures	Mr. Govinda Raj	Financial Services
G Seas	Mr. Yashwanth Setti	Education
Alchemy	Mr. Aman Jain Mr. Varun Meghani	Textile
Crazy Code Technologies	Mr. Vinod Bhandari	Technology
Book Keeper	Mr. Sunil Saraf	Financial Services

# JUINCUBATOR - A Hub for Innovation

Engage . Connect . Innovate



JUINCUBATOR is a joint initiative by JAIN (deemed-to-be university), Department of Science and Technology (DST), Govt. of India, and ALSTOM India Limited. At JUINCUBATOR, we engage with start-ups at the national level and concentrate on providing an end-to-end ecosystem to start ups in 3 core areas - Energy and Environment, Agriculture and Allied Fields and Novel and Nanomaterials. It provides tremendous scope for entrepreneurs to develop their business and contribute to the GDP growth of India.

JUINCUBATOR is housed inside JAIN (deemed-to-be university)'s School of Engineering & Technology at JGI Global Campus. Hence, the incubation centre leverages all the resources available within the campus, such as office space, access to laboratory, workshops, development and testing centres, computing resources, library and above all highly experienced and knowledgeable human resource.

In addition to these, JUINCUBATOR also has a network of eminent professionals, academicians, bankers, venture capitalists and businessmen, who can extend support to new ventures through mentoring and management training.

## Vision

JUINCUBATOR has envisioned to facilitate the growth of innovators and entrepreneurs in achieving their goals that will contribute to the nation's development.

## Mission

To create a multiplier effect on opportunities for entrepreneurs by promoting new technology-based enterprises

- To conduct programs on entrepreneurial development
- To incubate technology-based ideas by supporting with planning, monitoring and coaching
- To support and nurture the enterprises to success

## Objectives

- Our purpose is to accelerate commercialization of R&D outputs and technology transfer using new tools to improve technology development.
- Our aim is to create technology-based new enterprises that can generate value-added jobs and services.
- We concentrate on fostering the entrepreneurial spirit among students, faculty members & other stakeholders.

## Thrust Areas

 <p><b>Energy &amp; Environment</b></p>	 <p><b>Agriculture &amp; Allied Fields</b></p>	 <p><b>Novel &amp; Nanomaterials</b></p>	 <p><b>Internet of Things</b></p>	 <p><b>ICT</b></p>
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## Incubation Process

### Preliminary Assessment

The selection of entrepreneurs and their ideas is done by an eminent panel, comprising individuals from different backgrounds and industry verticals. Some of the key factors that are considered for selecting the Startup ideas:

- Technology
- Team
- Entrepreneurship
- Business Model
- ROI

### Application Process

Pre-procedure at JUINCUBATOR involves rigorous scrutiny of the proposals submitted to the expert screening committee. This procedure helps to choose promising business ideas that will go through the phases like submission of application, evaluation, presentation of the business plan, verification and final decision-making process by the expert screening committee. Considering the emergence of many incubation centers in India, JUINCUBATOR is focused on supporting the budding entrepreneurs by providing the best services within the affordable fee structure.

- Submission
- Evaluation
- Presentation
- Verification
- Selection

## **Post Selection Process**

For business innovation and entrepreneurship, JUINCUBATOR is committed towards its goal and will continue to provide training for technical support at the incubation centre. Post procedure after the selection process of the proposal involves an agreement to the negotiation terms by the incubatee(s). Further a complete business plan is drafted which involves both short and long-term objectives and lastly, venture gets started up.

- Admission
- Review
- Tenure
- Graduation



**ENACTUS** earlier Student In a Free Enterprise (SIFE) being an international not-for-profit organization has dedicated to inspire students to take entrepreneurial action for the improvement of the lives of others. They organize various activities for the same including competitions. Below is a brief highlight of the activities of ENACTUS.

## Highlights of ENACTUS activities...

### 2016 - ENACTUS National Competition

The Enactus National Competition was held on 21 and 22 JULY 2016 at Taj Lands' End Bandra, Mumbai. We the students of Jain University had the privilege of participating on such a big platform, where we presented our three projects namely, MADE BY ME, AKSHARA and HERSTELLEN.

The main objective of our project MADE BY ME was to empower rural women and make them independent individuals. Project AKSHARA was all about setting up a library in a government school. Project HERSTELLEN was about helping towards the restoration of the Sarakki Lake.



About 55 colleges from all over India participated in the National Competition where we were exposed to different ideas and various projects. All the teams were divided into five different leagues, where each league consisted of ten teams. We were placed in league one and competed against seven different colleges.

We had the opportunity to witness the level of competition, which helped us analyse our weakness and work towards it. The main area where we fell short was the duration of the implementation of our project as we could show progress of only three months, whereas on the other hand most of the colleges had shown a progress of around two years.

Hence, we learnt the importance of working and showing progress over a long period of time. This platform helped us all learn as to how we can improve on our presentation skill, on our project and prepare ourselves in a better manner for the following year. We were privileged to take part in this competition.



***Enactus competition participants from Jain University with Faculty Co-ordinator***

On Wednesday and Thursday, 30<sup>th</sup> November and 1st December, Zee business covered Enactus projects, students, teachers and the project site. Ms. Smita K facilitated the same. The same will be telecasted next week.

## **ENACTUS 2016 – 17 – Activities...**

2016-2017 started off with a lot of enthusiasm as the Enactus Nationals were to be held in the month of July. Preparations for the same had commenced from December 2016 and The Enactus Forum was geared up.

The Nationals were held in Mumbai and colleges from all over India had come as participants. National competitions are a showcase of how students are transforming lives an enabling progress through entrepreneurial action.

As a famous author once said, “You may have to fight a battle more than once to win it. “ For us, winning or losing didn’t matter, because when we compete to improve lives, we all win. A winner is a dreamer who never gives up, and this is what we did. Success in life comes when you simply refuse to give up, with goals so strong, that obstacles, failure and loss only act as motivation.

We came back with stronger will power and started preparing for Enactus Nationals 2017. During this process, we got another opportunity to showcase our talent. The Government of Karnataka had held a competition called the “E-Sahayog” where around 60 colleges from all over Karnataka had to come up with any social entrepreneurial idea which would help and try to eliminate the various social or cultural problems existing in the society. We saw this as a golden opportunity and decided to present our on-going project which was MADE BY ME (Stitching of cloth bags by rural women ) . We also came up with 2 more ideas which related to WASTE MANAGEMENT and providing shoes to the underprivileged rural people ( SOLE FOR EVERY SOUL ) We were elated when we got to know that all the three

projects presented by us were in top 10 and one of the projects stood 2nd! With this motivation, we continued our projects.

Every year, the Enactus Forum organizes a fest for only the fresher's, i.e., the 1st years which is called IGNITE. In this, all classes have to compulsorily participate and come up with social entrepreneurial idea which will have an impact in the society SOCIALLY, ECONOMICALLY AND ENVIRONMENTALLY.



The students are given a time period of 30 days where they have to show us how their project can be sustainable and scalable and how many lives are they impacting. At the end of 30 days, external judges will be assessing their projects based on various criteria and 4 teams will be shortlisted. These teams will be given a further time period of 2 weeks where they have to show if the project satisfies all the requirements of sustainability and scalability, after which 2 teams will be selected, further developed and presented for the National Competition.

At the moment, the Enactus forum is preparing for the Nationals to be held in Mumbai in the month of June and we hope to put our best foot forward.

On December 06<sup>th</sup> and 07<sup>th</sup>, 2017, "IGNITE 2017" an interclass competition was organized by ENACTUS forum. 17 classes from B.Com.(14), BMS(2) and BCA(1) participated and presented their community based projects. Simultaneously 14 stalls were put up by the students with creative ideas on the same day in third floor Quadrangle. Out of 17, 6 teams were shortlisted to the second day of finals. Classes worked with slums, transgender communities, NGOs in and around Jayanagar. External Judges from NGO, Corporate and Start-Ups along with the Alumni's were invited for judging. In the end two projects were selected for implementing further to participate in the National competition to be held in Mumbai.



*On December 06 & 07, 2017, "IGNITE 2017" an interclass competition was organized by ENACTUS forum*

- Organised inter-collegiate competition
- Won top place in 'Daan Utsav' organized by Fourth Ambit
- Students presented Research Papers in Conference at Christ University
- Conducted Polio drops campaign along with BBMP

## **IGNITE 2017 - ENACTUS Forum**

Ignite for the year 2017 was conducted on Feb 17<sup>th</sup> and 18<sup>th</sup>. The main aim of the event was to bring the first-year students out of their comfort zones, work with various underprivileged communities and come out with outreach business projects. Ignite helps students improve on their entrepreneurial skills and shape them into socially responsible citizens.

Ignite 2017 successfully started off on 17<sup>th</sup>feb, where all the first-year students set up stalls on the 3<sup>rd</sup> floor quadrangle and sold the various products their communities had made during the course of their project. the teams also had to present their ideas to a panel of judges and were questioned and judged on the basis of social impact, environmental impact, economic impact, presentation skills and innovativeness of the project. The teams went on to showcase the importance of team work and the learning outcomes they acquired through the course of the project. The first round of presentations concluded by 1:30pm. Out of 11 teams who took part, 4 teams were shortlisted for day 2. The results were announced at 3:00 pm. The stalls put up by the students were used to sell not only the products made by their communities but also any

refreshments or handicrafts in order to raise funds to further continue their projects. The teams went on to sell all their products until 5:00pm.

On 18<sup>th</sup> Feb, the teams which were selected had to present their projects again in front of a panel of external judges. The judges included Ms Anjana Radhakrishnan, Commerce Faculty in Seshadripuram, Joseph Antony Hecto, credit risk analyst at Dell, Ms Lipika, Ex-student, Jain University and Mr Amith, Ex-student, Jain University. The judges had to choose the best project out of 4 and they were declared the winners of Ignite 2017. The class that managed to get through the competition was 1Bcom E section. This class worked with a group of underprivileged women and came up with cloth mats made out of old cotton sarees. The scalability and sustainability factors were well established and this helped them win the competition. The competition on day 2 came to an end at 12:30pm and all the classes were given their participating certificates and the day ended on the note that all the classes would still work towards continuing their projects and be a part of making the world a better place.

Ignite 2017 was an event which helped all of us become socially responsible citizens in one way or the other. This event has helped us improve on our communication skills, team work, build our entrepreneurial skills and networking. We will continue to work on the best projects from Ignite 2017 and take the best to the Enactus National Competition 2017.



A few photographs during IGNITE 2017

## IGNITE 2018

IGNITE 2018, an annual event exclusively for the first years organised by Enactus- JU was held on the 20th and 21st of December 2018. It all began with the orientation for the all the first years on the 6th December. The order of the event was as follows:

### AUCTION

The auction was a completely fun filled round for the participants but at the same time involved a great amount of strategy to it. We had about 16 teams that took part. This was held on the 10<sup>th</sup> of December. The participants were supposed to bid for at least of one area where they had to implement their tentative plans. (Please find the attachment of a document with the areas with the mentors and pictures of the event)

### ROUND 1

This was held on the 20th of December and started off with an introductory ceremony. Dr. B A Vasu, Prof. Punith, Ms. Ghana and Mr. Chetan were accompanied with the alumni's of Enactus and JU that were Mr. Atharva, Ms. Namitha and Ms. Roshni. The event proceeded with the 13 teams being split in to two different rooms i.e., 6 teams were judged by Prof. Punith, Ms. Ghana and Ms. Namitha in room no. 806. The other 7 teams were judged by Mr. Chetan, Mr. Atharva and Ms. Roshni in the room no. 714.

On the completion of the presentations in both the rooms, the results of the teams were announced and 7 teams qualified and the results were announced by the judges. During the presentations of the teams, the other team mates were manning the stalls which were in the quadrangle. There were 11 stalls along with a few outsourced stalls in the quadrangle, we had dominos come in for us along with a chat stall. The quadrangle was filled with fun loving games and delicious food items. There were a few representatives of our forum who ensured that there were no disturbances whatsoever.





Photographs of IGNITE 2018

## ROUND 2 – Finale

This was the complete highlight to our fest, we commenced our day with the lighting of lamp, followed by a video about Enactus and a few words by Dr. B A Vasu. This was held in the Ground floor conference hall 2. The judges for the day were Mr. Yashas (bio), Prof. Punith and one of our very own alumni Mr. Gaurav Joshi (President Enactus-2017)

The teams that qualified round 1 presented and after which the judges took a deep discussion for the announcement of the winners, runners and the best presenter award.

- The Best Presenter was given to Amar (BMS-E)
- The Runners up was given to BMS-IB
- The Winner of the event was awarded to BMS LS

## ENACTUS 2019 – 20 – Activities...

### 1. Enactus Team – UG

- Reclaim Your Garden City
- Research on UPCYCLE IT
- Induction
- Ignite
- Illuminate
- E-mobility
- Enactus Cares
- Enactus Plus

### • RECLAIM YOUR GARDEN CITY:

#### Pre event – 2<sup>nd</sup> August 2019



The Guest speaker for the day was **Mr. Randeep D**, he is an Additional Commissioner in the Bruhat Bengaluru Mahanagara Palike (BBMP). He has majorly worked in fields like Solid Waste Management and Public Health.

He gave us an insight about the alarming condition we all live in due to the conscious choices we've made and are making.

#### On event 11<sup>th</sup> August 2019

Jain Group of Institutes in association with Department of Horticulture, Govt of Karnataka, Lalbagh, and Bangalore Samrudhi people service trust, Rajajinagar, Bangalore organised awareness campaign 'Reclaim your Garden City' at Lalbagh, Bangalore on august 11, 2019. The campaign laid special emphasis on understanding nature as it is an eco-centric part of our life. The program was inaugurated by Shri Tejasvi Surya, Hon'ble Member of Parliament, Bengaluru (South). The Chief guest present for the event was Dr. Chenraj Roychand, President, JU Trust. The guests of honour for the program were Shri Ravindra Bhandari, Vice President, JU Trust, Dr. N. Sundaranjan, Vice Chancellor, JAIN(Deemed-to-be-University) and DR. N.V.H. Krishnan, Registrar, JAIN(Deemed-to-be-University). The other dignitaries also gathered to make the event a successful one.

Given the situation in north Karnataka, Kodagu and many other regions of the country, we need to explore technological solutions that will help us manage our water resources better. It's unfortunate that many regions which were facing drought are now ravaged by floods.

The Jain university Forums- Enactus, Samashti, NSS and NCC came together and initiated a nature walk educating the importance of saving trees. They distributed about 7,000 saplings in and around Lalbagh. The coming together of about 100 volunteers shows their commitment and passion in preserving our environment.

On the opening ceremony of this program, all the dignitaries imparted their valuable knowledge regarding water crisis in India. At the beginning of the program, Mr. Swaroop briefed the audience about the activities of the awareness campaign. Shri Tejasvi Surya, Hon'ble Member of Parliament, Bengaluru (South) shared his precious experience with the audience regarding water issues. The program also included a street play that promoted 'Swachh Bharat'.

The members of Enactus were able to spread the message to save our garden city by interacting with public and bring about awareness in and around the area.



**Members of Enactus spreading the message to save our garden city and interacting with public**



Members of Enactus spreading the message to save our garden city and interacting with public

● **UpCycle It - Research insights phase :**

For the first project of the academic year our team came up with “UpCycle It” - UpCycle It is a two fold Mobile Solid Waste Management project that focuses on generating energy through anaerobic digestion of wet waste specifically for the food and beverage industry.

To kick off this project we conducted a market research study to better understand the situation of government led collection of solid waste and its disposal in the Koramangala area in Bangalore city.

We visited upto 50 restaurants in our sample area and analyzed the following :

- 1) Does the restaurant comply with waste segregation rules?
- 2) Does the restaurant produce more than the stipulated amount of waste?
- 3) If yes, How do they deal with the situation?
- 4) Is the BBMP regular with collecting segregated waste?
- 5) Do the BBMP officers/workers collect a bribe fee?
- 6) If yes, how much and how regular?

These aforementioned questions helped us understand the scale of the problem and the scale of impact our project has in this particular industry. We are currently working on the next steps involved in this project.

- **INDUCTION (Introduction of enactus forum to the first years):**

The enactus team visited first year classes and introduced the freshers to the concept of a global learning platform dedicated to creating a better world while developing the next generation of entrepreneurial leaders and social innovators - that is enactus. We were overwhelmed by the positive response that we received and got up to 100+ registrations from the enthusiastic crowd.

We then conducted the recruiting process and selected handpicked individuals who are now part of the enactus family.

- **IGNITE - An annual inter-class fest (exclusively for the first years):**

An exclusive intraclass fest for the first years is an amazing opportunity for the fresher's to embrace their talent in the social entrepreneurship field. The main focus of this fest is to bring in the element of social entrepreneurship within the students.

The students were asked to come up with an idea that would focus majorly on these 3 elements:

- 1) Social acceptability
- 2) Economic feasibility
- 3) Environmental impact

The event was

Launched – 12<sup>th</sup> December 2019

Prelims – 18<sup>th</sup> December 2019

Semi- Finals – 20<sup>th</sup> December 2019

Finals – 21<sup>st</sup> December 2019

We've had mentors constantly supporting their teams from the first week of December to the last.

On Day 1 – 20<sup>th</sup> December

We had our alumina Bhavana Shankar & Roshni Bhandari judge 9 projects and quality 4 teams for the finals. The students from all the teams also put up stalls in the quadrangle as a source of fundraising for their project.



**Glimpse of Event**

On day 2, we were accompanied by Mr. Raghavan & Mr. Chandan Singh from Darpan Foundation along with Mr. Tejas, who is Partner and Financial Advisor at Cerebral Advisors.



**An eventful finale where the judges gave the teams valuable advice on how to take these projects forward.**

Winners – B.com A presenting the project, Community Care  
Runners Up- B.com D presenting the project, The Concrete Pot



## Illuminate 2020:



Illuminate is an annual intercollegiate event held by the members of Jain University Jayanagar. This is an event that tests the entrepreneurial characteristics in an individual or team. The event tests out the participants on three primary aspects of their idea,

1) Social acceptability 2) Economic feasibility 3) Environmental impact

This year we at Jain University were fortunate to be able to collaborate our prestigious event with that of Tarusamskriti- a national level intercollegiate fest hosted by Samishti the Student Counsel of Jain University.

The event lasted for two days in the presence of external judges. The judges panel consisted of 4 members, each accomplished in their own field. The judges evaluated the teams based on the environmental impact, social acceptability, economic feasibility and sustainability of their projects.

On the first day, each team was allotted a box containing various products that were to be sold, the proceeds of which go to an NGO of their choice. Through this process we were able to help out 3 NGO's, namely: - Darpan Foundation, Giftable charity and Center for Social Action (CSA) who collectively provided for the products. This was followed by a Quiz round wherein the teams were judged on their knowledge and accuracy.

In the second and final day, The participants came up with a project that helps in upbringing the financial stability of any community, the team from Jain University Center of Management Studies excelled in all 4 aspects of judgment will won the competition when the team from Mount Carmel College came in a close second.



**Illuminate 2020**

## E-Mobility and movable infrastructure Exhibition and Workshop:

On the 27<sup>th</sup> February 2020, Laghu Udyog Bharati, Karnataka in association with National Small Industries Corporation Ltd organized a workshop and exhibition on e - mobility (EV) and charging infrastructure. An event conducted exclusively for the First Years. The objective of this workshop was to educate people about the quick adoption of e - mobility means of transportation and also the business models that can be used for the quick adoption of e - vehicles and other auxiliary technologies. The event took place in Bharat Scouts and Guides Premises, Palace road and it was a huge success amongst the students.



E-Mobility and movable infrastructure Exhibition and Workshop

## **Enactus Cares**

Enactus India is launched a program, '**Enactus Cares – A Virtual Program**' that supports and enable our efforts in strengthening teams and communities. Whilst staying safe at home during the lockdown. Enactus Indian organized multiple Zoom from your room (zoom sessions) for the members and it was kickstarted by the Chief Innovation Officer, Terry Torok.

The main agenda of Enactus Cares is to be prepared and help the post-corona world. A world which will have a whole new set of social, economic and geo-political challenges. They launched a challenge "Ideas for Impact", whilst current leaders are readying themselves for the new normal, our next-gen leaders should also emerge from this crisis with greater hope, confidence and life-skills. The members for Enactus Jain(Deemed-to-be University) have taken part in it actively. The members came together to work for the Enactus ideation project that will help benefit the locality greater good through multiple socio-entrepreneurial ideas.



**Enactus Plus** - with 72000 students and 37 countries, An opportunity to unite with worldwide Enactus network, Build business skills, Associate with Strong professionals and powerful mentors, Become a part of World Water Race working alleviate the water scarcity and sanitation challenges in communities around the world.

The members of Enactus JAIN (Deemed-to-be University) have also enrolled themselves onto Enactus Plus.

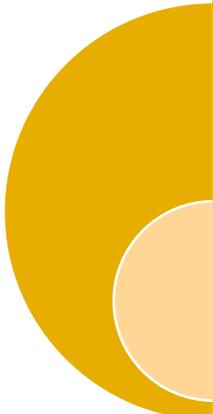
## **Enactus Team – PG**

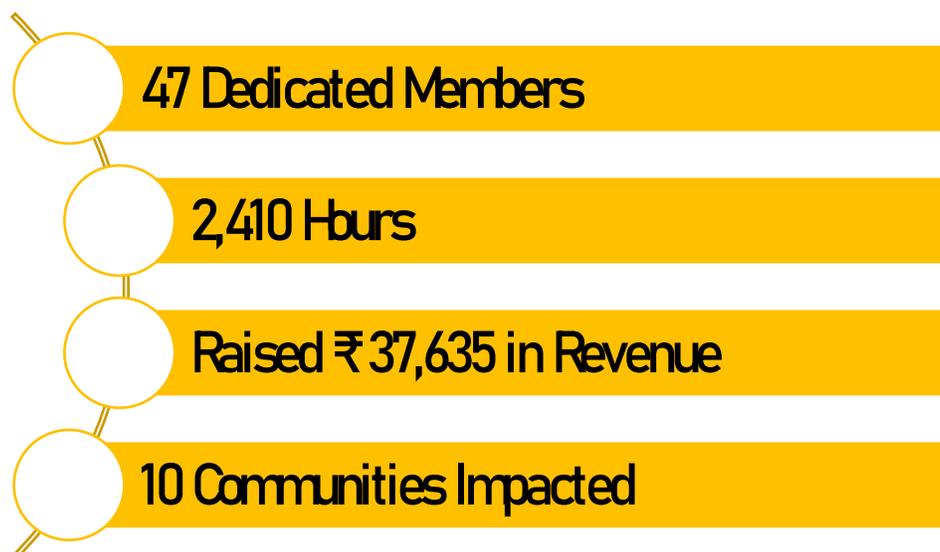
Enactus has been shaping generations of entrepreneurial, passionate leaders that look at advancing the economic, social and environmental health of the society. Enactus PG Forum at JAIN (Deemed – to – be University) was started in September, 2019. This forum was an opportunity for all those students to come together who were passionate about contributing to the society they were a part of.

The forum rallies the energy, ideas and passions of all its members, who are essentially student leaders along with the advice given by the faculty advisor, implement community empowering projects.

Enactus PG Forum, provides an experimental learning platform that help the members and volunteers embrace their entrepreneurial spirits and develop the talent and outlook required to make a better world.

## At a Glance -

	<b>JAIN (Deemed - to - be University)</b>	<ul style="list-style-type: none"> <li>▪ School of Commerce</li> </ul>
	<b>Faculty Advisor</b>	<ul style="list-style-type: none"> <li>▪ Dr Smita Kavatekar</li> </ul>



## Projects

The forum has worked on numerous projects during the first year itself. Once the core members were oriented into the forum, they went on to take in more members wanting to be a part of the forum. The four projects by the Enactus PG Forum during 2019 - 2020 are -

- Government School Project
- Pad Donation
- Enactus Day
- Paper Bags Project

## Government School Project

The Government Primary School, Jambusavari had a shortage of teaching staff to manage the students of classes 1 – 5. Enactus student volunteers went on a daily basis to the college to help spread the gift of knowledge. The volunteers taught English, Math, Drawing, Crafts and Dance. This project helped develop leadership and professional skills which helped enhance the value of the Enactus PG Forum.



**ENACTUS - Government School Project**

## Pad Donation

This project was to donate sanitary napkins to help the girls at Abayashram with basic menstruation requirements. This was done in association with another faculty. Her main target was to collect 8,000 pads and Enactus PG Forum members helped collect 2,000 sanitary napkins and contributed to the final target. This helped the members to see how huge an impact every small step makes.



**Pad Donation**

## Enactus Day

This was an initiative where NGOs and other organisations were involved. These organisations were looking for opportunities to better their communities. The Enactus PG Forum provided them with a platform at JAIN, where they could set up stalls and display their products, make sales, create awareness and expand their volunteer base. Through this initiative, all the involved organisations were able to raise a collective fund of ₹37,635. This revenue was used by the respective NGOs to help their associated communities.



**Glimpse of Enactus Day Event**



**Enactus Day Celebration**

## **Paper Bag Projects –**



The project helped the differently – abled orphan community at the Gerizim Mission India. The children made paper bags as part of their dexterity training and the forum purchased these bags to use as disposal bags for sanitary napkins in the college washrooms. Phase I of this project has been rolled out where 900 paper bags were purchased from the orphanage. The forum is looking into making this a regular project.

## **Together We Care, We Can, We Will**

An initiative to protect and safeguard the lives of the numerous frontline workers in Karnataka. The Enactus forum of Jain (Deemed-to-be) University Bangalore, in collaboration with the Enactus forum of IIT Delhi, carried out this project.

The first step of this project was to fund ourselves. We initiated a crowdfunding campaign on the fuel a dream website under the direct guidance of Mr. Ranganatha Thota, the CEO of fueladream. The campaign started on the 8th of July, 2020. We had nearly 30 fundraisers taking part in this campaign. The funds were raised to provide face shields to the frontline COVID warriors in various districts of Karnataka, the duration of the campaign being three weeks. The students reached out to friends, relatives, teachers, the Enactus alumni and also reached out to a few social media influencers as well. The forum was able to collect a total of Rs.3,60,000 from this initiative, which was used to manufacture 14,000 good quality face shields.

The shields were manufactured in-house by IIT Delhi and were then shipped to Bangalore by road and reached the Jain University campus on 8th August 2020. We received 56 boxes

containing 250 shields each, which was then stored on campus, and within a week these shields were distributed across 24 districts in Karnataka.



The students of Enactus JAIN (Deemed-to-be University) reached out to the various government hospitals, police stations, and municipal corporations. We enquired these bodies about their requirement and how well equipped they were. Once the requirement was assessed the shields were dispatched with the help of various local transportation service providers. Upon reaching the destination, the boxes were picked up by a volunteer within the city who then distributed the shields by themselves.

Each box was packed, sanitized and sealed off with a dispatch letter signed by the president of the forum which stated the number of shields being dispatched. Once the boxes reached the destination the volunteer sanitized the boxes and distributed these face shields while sending pictures of the distribution drive as well. Once the distribution drive was completed each recipient sent a signed acknowledgment letter stating the number of shields received. This system ensured safety and zero manipulation.

During this campaign, we collaborated with various NGOs and interacted with several commissioners as well. The journey taught us, students, a lot, while helping us make connections as well. We also had a profound sense of happiness and pride to help our society out in these times of peril. The whole team came together as one and operated from different parts of the country, making the is campaign a success.



Glimpse of campaign

We would like to express our profound gratitude at the completion of the project to all our donors, volunteers, transport agencies, commissioners, and any other individuals who have been directly or indirectly involved in making this project work successfully.

**For further references and detailed insights about the project, do visit our website: <https://enactusju2020.wixsite.com/enactusju/projects>**

**For further details about the fund raising, do visit the link**

**below: <https://www.fueladream.com/home/covid19-jain-university-enactus>**

## ENACTUS DAY

- Creating this event, which is the first of its kind, where ENACTUS-SCMS JU hosted this event to create social awareness among student community.
- NGO's got an opportunity to network with student community and tap their potential, raise fund and market their products and projects
- This event created social, economic and environmental impact directly and indirectly
- Students got an opportunity to interact with NGO's, key social entrepreneurs and other social organizations, Enactus team as such got an opportunity to network with these NGO's in initiating our future projects.
- Branding and marketing of Enactus in college as well as to the social communities outside college
- Exposure to the Enactus team about working structure of social organizations.
- Raising of funds through sponsors, for the future projects of Enactus
- Impairing communications, soft skills and organizational ability to the members of Enactus, which are beneficial in the long run.

## Corporate Expo - Exhibiting Professional Talents of our Students



ENTREPRENEURSHIP  
 DEVELOPMENT  
 INSTITUTE OF INDIA



## Startup Connect (EDII RO) – Activity done by Entrepreneurship Development Institute of India Regional Office Bangalore



### STARTUP INTELLECTUAL PROPERTY PROTECTION (SIPP) SCHEME

- THE FAST-TRACKING**  
Startup's patent applications examined faster
- THE ASSISTANCE**  
Patent and trademark facilitators to assist in filing of IP applications
- THE COST ADVANTAGE**  
Government to bear facilitator cost
- THE FEE REBATE**  
80% in patent filing  
50% in trademark filing

### ADDING MOMENTUM TO THE STARTUP SPIRIT

- INCUBATOR SUPPORT
- FUNDING SUPPORT FOR STARTUPS
- INNOVATION FOCUSED PROGRAMMES FOR STUDENTS
- TAX BENEFITS
- REGULATORY ISSUES ADDRESSED

## Social Responsibility – For Entrepreneurs

The Joy of Giving a week-long celebration in developing the habit of giving by our students

### DAAN UTSAV – The Joy of Giving Week



One of Mahatma Gandhi's goals was to attain 'Ram Rajya' - to eradicate poverty. Thus, Daan Utsav – India's Festival of Giving is observed on account of Gandhi Jayanti every year. The week-long event starts from 2 to 8 October holding the name the "Joy of Giving Week". Daan Utsav has been celebrated over the last decade by schools, colleges, NGO's, and millions of others in the nation to cherish and partake in the joy of giving books, food, money, etc. to those in need.

Jain (Deemed-to-be University) organized Anna Seva, as part of Daan Utsav, where the focus is on collecting non-perishable food materials and distributing them to the needy, particularly the underprivileged people, slum-dwellers, and daily-wage workers. The materials will be collected by the staff and students of Jain (Deemed-to-be University). The collected food materials will be distributed to the beneficiaries.

## Pandemic Awareness

A social awareness activity conducted for our students to become responsible citizens of India.

  
Dec 20, 2018 - Dec 19, 2021





# MUCORMYCOSIS (BLACK FUNGUS INFECTION) FAQ'S

**Dr. Ravi Sachidananda**  
Chief - People Tree ENT and Head & Neck

**POST COVID TSUNAMI OF BLACK FUNGUS**  
(Mucormycosis)

**PEOPLE TREE  
BLOG**

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"BE WITH YOGA, BE AT HOME"



### FACILITATOR

Mrs. Madhavi Sharma  
Integral yoga teacher  
People Tree Hospitals



Date  
21/06/2021

Time  
8:00AM to 9:00AM

Touch · Move · Inspire

**Yoga for Good Health**

## Motivational and Awareness Talk Series

The students are given Motivational and Awareness Talk Series to keep up their motivation level alive for being an Entrepreneur or Manage their Family Business. This continuous motivation/awareness talk series covers the following aspects:

- Cases of Successful Entrepreneurs
- About Family Business and its Challenges

### Cases of Successful Entrepreneurs

#### Stories of Entrepreneurs from Developing World

Our students are given an opportunity to be on their own to be an entrepreneur by incubation through CRCE or Technological Incubation through JUIC. Motivational talk series of successful entrepreneur journey are shared with the students to keep up their interest alive.

**Some of the success stories on Entrepreneurship:**



#### **“When the Inspiring Mind of One Became the Aspiring Minds of Many” - Aakanksha Srivastava”**

Aakanksha Srivastava, the founder of [#SheInBusiness](#) and co-founder of [#TheAspiringCEO](#). She believed that women are already empowered, it's just they need to realize it.

Her life was quite good as her father had a business. They lived a very normal middle-class lifestyle. She was one who believed in “Finding happiness in small things”, but suddenly things got changed with a blink of an eye.

How would it feel when you are dragged out of the class in between the exam, in front of all other students, just because your school fee is not deposited?

Yes, this happened to me! I was in my 7th standard. Being the youngest among the 4 siblings I wasn't always a priority. An innocent mind didn't know that money is required for studies. I think it was the first inner call and motivation. But anyways all this happened as my father encountered a massive loss in business.

What could a child do after all this?

Share my feelings with my mother? But this was even not possible because I had lost my mother at a very early age and here, the first stage of being strong alone started.

Dreams are the first thing which disappear when you go into a financial crisis. I wanted to be a singer but the dream died inside me. I started working in a small printing shop as a cashier on small monthly wages to support the family. Now imagine a 15-year-old girl who should logically plan her dreams and enjoy life was now bounded by the circumstances to do a time-restricted job.

While working there, the daughter of my rent owner tried very hard for me so that I can get a job of a receptionist in an Indian matrimony site named “Shaadi.com”. It was difficult as I was underage but my intentions were clear. I wanted to earn money and finally, I got a good pay job.

Again, I was so fortunate and because of one of the customers of shaadi.com, I got the job of a marketing executive in a brand “TATA-DOCOMO”.

Life gave a good chance to learn what market is all about but a woman who is in a marketing field has to deal with many sick mentalities. This made me stronger and increasingly gave my career a great accomplishment.

Due to financial straits, I worked in different niches because my only motive was to earn money. There was no place for 'career plans' in this process. But I got to realize my goal when life gave me a chance to work as an HR executive in an IT company. This was the turning point of my life. This gave the correct direction to my career. It was exciting and overwhelming at the same time as I have worked only for money without caring where I was working.

While I was working and earning a decent amount, I decided to focus back on my studies. So, I opted the distance learning program to study while earning.

As I wasn't going to school, I had to join an academy to study further. It was that place where I met my support system, Piyush Singh. He became my first friend and supported me in every up and down.

I didn't realize when from ME and HIM, it came to 'WE'. After we both completed our graduation, Piyush got placed in a company as a marketing executive and I already had an experience of 8-9 years.

Source:

<https://www.hersuccessbits.com/post/when-the-inspiring-mind-of-one-became-the-aspiring-minds-of-many-aakanksha-srivastava>



**ALIBABA GROUP’S MISSION IS TO MAKE IT EASY TO DO BUSINESS ANYWHERE**



They enable businesses to transform the way they market, sell and operate and improve their efficiencies. We provide the technology infrastructure and marketing reach to help merchants, brands and other businesses to leverage the power of new technology to engage with their users and customers and operate in a more efficient way.

Their businesses are comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Group, an unconsolidated related party, provides payment services and offers financial services for consumers and merchants on our platforms. An ecosystem has developed around our platforms and businesses that consists of consumers, merchants, brands, retailers, third-party service providers, strategic alliance partners and other businesses.

GMV transacted in the Alibaba Ecosystem was RMB8,119 billion for fiscal year 2021, which mainly included GMV transacted through our China retail marketplaces, as well as GMV transacted through our international retail marketplaces and Local Consumer Services. As of March 31, 2021, annual active consumers for the Alibaba Ecosystem reached a milestone of over 1 billion, including 891 million consumers across our China retail marketplace, Local Consumer Services and digital media and entertainment platforms, and approximately 240 million consumers outside China.

**Meet @ Alibaba**

We enable commercial and social interactions among hundreds of millions of users, between consumers and merchants, and among businesses every day.

**Work @ Alibaba**

We empower our customers with the fundamental infrastructure for commerce and new technology, so that they can build businesses and create value that can be shared among our ecosystem participants.

**Live @ Alibaba**

We strive to expand our products and services to become central to the everyday lives of our customers.

As we continue to expand our businesses from commerce to cloud computing, digital media and entertainment, among other sectors, Alibaba has evolved into an ecosystem that is unique, energetic and innovative. We have set five-year goals to serve over 1 billion annual active consumers and achieve over RMB10 trillion in annual consumption through our China

consumer business by the end of fiscal year 2024 as we continue on the path of globalization. We believe the five-year goals put us closer to achieving our vision for 2036: to serve 2 billion global consumers, enable 10 million businesses to become profitable and create 100 million jobs.

ALIBABA GROUP WAS FOUNDED IN 1999 BY 18 PEOPLE LED BY JACK MA, a former English teacher from Hangzhou, China. Our founders started our company to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in domestic and global economies. We believe that concentrating on customer needs and solving their problems – whether those customers are consumers, merchants or enterprises – ultimately will lead to the best outcome for our business.

Source:

<https://www.alibabagroup.com/en/about/overview>

**"There is a difference between how Narayana Health is perceived and what we truly are."**

**- Dr. Devi Prasad Shetty (Founder and Chairman)**

The world perceives us as a low-cost Indian healthcare service provider; what we are engaged in is a passionate journey to establish ourselves as the lowest-cost, high-quality healthcare service provider in the world.

At Narayana Health, we are convinced that 'quality' and 'lowest cost' are not mutually exclusive when it comes to healthcare delivery. In fact, we are well on our way to demonstrate that we are not running our institution as just another number-only business, but are attractively placed to create an affordable, globally-benchmarked quality-driven healthcare services model.

At Narayana Health, we will continue to trust what has worked for us in the past. We will keep our model predominantly asset-light; we will reinvest our accruals; we will engage with governments for land and help them achieve affordable healthcare promises made to their constituencies; we will rent premises from private owners and create small-to-large clinics within existing hospitals. As a result of this flexible approach, we will commission hospitals, medical facilities, and clinics across the breadth of this country, getting closer to patients and taking the promise of quality affordable healthcare to the doorstep of the country's millions. It is this exciting prospect that stokes my motivation to do bigger and better for the glory of the country that is mine.

## **NH Overview**

Narayana Health is headquartered in Bengaluru, India, and operates a network of hospitals across the country, with a particularly strong presence in the southern state of Karnataka and eastern India, as well as an emerging presence in northern, western and central India. Our first facility was established in Bengaluru with approximately 225 operational beds and we have since grown to 21 Hospitals + 1 Cayman Islands and 6 heart centres, 19 primary care facilities across India and an international hospital in the Cayman Islands. The group now features over 5,859 operational beds through a combination of greenfield projects and acquisitions. We believe that the "Narayana Health" brand is strongly associated with our mission to deliver high-quality, affordable healthcare services to the broader population by leveraging our economies of scale, skilled doctors, and an efficient business model.

In aggregate, our centres provide advanced levels of care in over 30 specialties, including Cardiology and Cardiac Surgery, Cancer Care, Neurology and Neurosurgery, Orthopaedics, Nephrology and Urology, and Gastroenterology.

Source:

<https://www.narayanahealth.org/about-us>



The Taste of India

## Amul – The Taste of India

In 1994 Shri Kanon Krishna of Advertising and Sales Promotion (ASP) Advertising Agency, Mumbai once asked Federation Officer “Why should Amul hire us when there are 525 other advertising agencies around in India?” “It is”, he replied his own question, “because we go the extra mile”, He went on to explain that in search of a corporate slogan and logo for Amul he had to bring in “taste” and the “diverse” nature of our country. To catch a glimpse of this or a slice of India as it were, he used to go to Matunga in Mumbai, which had denizens from many states, on Sundays.

The earlier clips of the campaign when Amul, The Taste of India went on air tried to connect Amul with "food" and "taste" and fix it in the viewers' mind before the campaign went on to promote a variety of Amul products.

The need for a new corporate Amul logo was being increasingly felt because the Federation dairies began making more and more different dairy products. And the polka dotted dress wearing cute girl after all covered only Amul Butter, even though at that time, Butter was our flagship product, and in many ways still is.

It took many sittings of ASP Advertising with Dr Kurien and other Federation Officers to finally approve the Taste of India logo with its red and green background. In the last meeting Dr Kurien asked Shri Kanon Krishna, "But how will this insignia look on my products?" Shri Krishna said, excuse me, and sipped down his jersey to display the bright "Amul, The Taste of India" emblazoned on a white "T" shirt that he wore. Yes, he had come prepared. He distributed some more "T" shirts to the officers present. So fond did Dr Kurien become of this logo that he would ask in the meetings with other ad agencies covering different other products, "Have you included The Taste of India" in your Artwork?"

The Taste of India – these four words are more than what the common man may think of these – a mere slogan. Advertising people call this corporate positioning. But jargon apart these four words lend meaning to Amul's never ending crusade; they reinforce Amul's commitment of taking quality food products right down to the rural man, products, the common man otherwise would have never afforded. It was Amul that first made chocolate affordable to the 'aam admi', then followed the same with Ice Cream, pizza and a gamut of value-added products.

Source:

<http://www.amuldairy.com/index.php/the-organization/amul-the-taste-of-india>



## BYJU's – The Learning App

The Bangalore-based educational technology platform BYJU's is an online tutoring and coaching firm that was started in the year 2011 and runs on a freemium model. BYJU's parent company is 'Think and Learn Pvt Ltd'. The main aim of BYJU's is to provide coaching through online video lectures for students of class 1 to class 12 and also for people who prepare for competitive exams like IIT – JEE, NEET, CAT, GRE, and GMAT.

BYJU's - the Learning app was launched in the year 2015 and has been a huge success. It is used by more than 15 million students all over the world and has 9,00,000 paid subscribers. The app helps the students to learn on their own rather than rely on spoon-feeding. Its approach combines the re-invention of learning, world-class teachers, proven pedagogical methods, and personalized learning.

**Byju Raveendran** is the founder of BYJU's Classes, the education Technology firm whose tagline/slogan is "Fall in love with learning".

Byju Raveendran, BYJU's founder and CEO, was born in 1980 in Azhikode, Kerela. He has a B.Tech (mechanical engineering) from Government Engineering College in Kannur, Kerela. Before starting BYJU's, Byju Raveendran was working in a multinational shipping firm as a service engineer. However, teaching was his passion and inspired him to start BYJU's.

Besides being an entrepreneur and teacher, Byju Raveendran is also an expert sports person active in six different sports. He played football, cricket, table tennis, and badminton at the university level. Popularly known as Byju sir among his students, Byju cleared CAT twice with 100 percentile. He never joined any IIM, though.

### **How was BYJU's Started?**

Coming from Azhikode, a small village in Kerala, Byju Raveendran was an engineer with a shipping company based in the UK. While he was working, he started to help his friends prepare for the CAT exam, an entrance exam for getting into the best business schools of India. To test himself, Byju also gave the exam and secured 100 percentile! He did not join any of the IIMs but started teaching students for their mathematics exams.

Initially, he took mathematics workshops for free and then started charging a fee when he was confident about his prowess. At one point his workshops were so popular that more than 20000 students participated in one such workshop. In the year 2009, he started to record videos of the workshops he organized.

His former students who graduated from the IIMs encouraged him to start BYJU's classes. 'Think and Learn Pvt Ltd' was then formed to create content for school students. He launched Byju's – The Learning App in 2015, and the app was downloaded by more than 5.5 million people in the first year itself.

## Motivational Talks Series - Family Managed Business

Many of the students who join our programs are from the family business background. Many of the family business in India are diminishing hence, to make them understand the difficulties of family business and take them to reach greater heights, JAIN (Deemed-to-be University) has an understanding with The Asian Institute of Family Management Business (AIFMB), Mumbai to spread the spirit of Entrepreneurship and Family managed businesses.

### About AIFMB

The Asian Institute of Family Managed Business (AIFMB) is a 'not for profit' company with the objective to catalyse the growth of Family Business Entrepreneurship in India. AIFMB values represent a strong belief that the progress of Asian economies is going to be driven by excellence of Family Business and not by MNCs.

AIFMB aims to create a significant and sustainable impact with a collaborative model. It has a network of more than 2000 Family Business Leaders, 20 Educators and more than 18 years of experience.

Mr Harsh Mariwala of Mariwala Group, Founder Marico Industries and Mr Dilip Sanghvi of Sun Pharma are our Patron Members. Prof Parimal Merchant, a stalwart in the field of Family Managed Business is the Chief Advisor of AIFMB.

AIFMB conducts the Young Leadership Development Program (YLDP) to encourage the next generation of Vendors/Suppliers to join the Family Business to take it forward. They also encourage youngsters to join Family Business at an early age and they set up business cells in colleges/universities. They also provide E-Learning course.

Some of the articles and cases discussed by the Prof Parimal Merchant to our Students are:

## Family Businesses play a big role in development of Asian Emerging Markets

Family businesses in many of Asia's emerging markets (EMs) have long spearheaded economic development by being better providers of public goods than local governments.

It's a system that has benefited both businesses and the local population, but certain inherent dangers mean it's not always the optimum solution for turning EMs into developed markets.

### A history of public assistance

Asian EMs have traditionally lacked elements vital to a well-functioning economy; infrastructure, power, access to finance, business customer protection, transparency and good governance are just a few.

When these elements are missing, it creates "institutional voids," a term coined by Harvard University professors Tarun Khanna and Krishna Palepu in 1997 that refers to a country's undeveloped market ecosystem.

Institutions responsible for creating and maintaining the ecosystem, namely governments, don't always function as expected, so private-sector players frequently step in, according to Khanna's and Palepu's theory. By providing solutions that local institutions cannot, these private players create profitable business empires.

"These entrepreneurs are public spirited because they must fill the institutional voids, that is, compensate for the inadequacies in their environment...Virtually all well-run large entities in Asia do this," Khanna told CNBC.

Family-run businesses, in particular, are at the forefront of this phenomenon, Khanna added, pointing to the Philippines' Ayala Corporation as a prime example.

### Ayalas step in with infrastructure

The Zóbel de Ayala family has controlled Ayala, the country's largest conglomerate, since its creation in 1834. The firm is credited with developing the Philippines' premier business district in Makati, Manila, as well as

Following the end of World War II, Ayala Land—the company's property development arm—converted the area that hosted Manila's first commercial airport into the country's first master-planned, mixed-use development with modern infrastructure.

The infrastructure included underground electricity and telephone lines, integrated sewage and a well-planned road layout, all public goods that the government couldn't provide at the time, explained Jamil Paolo Francisco, associate professor of economics at the Asian Institute of Management (AIM).

Several of Ayala's companies also invest in "skilling" their middle managers in order to address the country's weak human capital development. A 2015 World Economic Forum index showed the Philippines ranked 46th of 124 countries when it came to nurturing talent through education and skills development.

### **'Ciputra does the government's job'**

Indonesia's Ciputra Group, meanwhile, is hailed for establishing a higher standard of living in Jakarta. The company's vast property portfolio comes with a range of public goods, including the provision of security guards and the upkeep of greenery.

"The government has always possessed little capacity to provide public grids, which makes living in Jakarta hard with the lack of parking and cleanliness. Ciputra was the pioneer among property developers to organize these things themselves," Marleen Dieleman, associate professor at National University of Singapore and a specialist in Asian family business groups, said.

In a broad sense, companies like Ciputra were doing the government's job, she noted. "Legally speaking, it's a grey area. City infrastructure, such as roads or water treatment plants, mostly belongs to government but private companies like Ciputra maintain them since local governments don't possess the capacity to do so."

### **Power from the people**

The fact that citizens typically have little faith in national institutions empowers these companies, allowing them to wield substantial power, the AIM's Francisco said.

But there are weighty consequences of such intense private sector participation in public life.

If just one or two private firms control most of the public goods, there is more room for market abuses, such as higher prices, inefficient service, or poor quality products, noted Francisco. "This is where competent competition policy must come in," he added.

Moreover, inequality can spike, Dieleman said, explaining that some public goods, such as infrastructure provided by property developers, were only available to wealthy gated communities within cities, rather than the general public.

But on the bright side, this should allow the government to focus on the poor while corporates take care of the rich, she said.

### **Public spirit or pure profit?**

The motivation behind these public-minded companies is typically a blend of a sincere interest in social responsibility and corporate self-interest, according to experts.

“If poor infrastructure prevents them [companies] from developing high-quality, globally competitive commercial or residential districts, then they have no choice but to build the infrastructure themselves and integrate them with [often less well-developed] infrastructure provided by government as seamlessly as possible,” Francisco said.

It should also be noted that the phenomenon isn’t Asia-wide; Countries with heavy state influence, such as China, tended to take control of public goods, Dieleman said.

Source:

<https://aifmblinks.com/article-listing/aifmb-articles.html>

## Expanding and Diversifying a Family Business

Family businesses around the world come in many different forms and sizes. Global giants such as WalMart and Ford are prominent examples.

A large proportion of family firms however come under the category of small and medium sized enterprises (SMEs). In this sector firms tend to be characterised by the dominance of the founder or leader and a shortage of specialist managers with decision-making often highly centralised and driven by the intuition of the founder or the leader.

One consequence of this is that the decisions are not questioned or vetted through a rigorous process, hence we often see family businesses taking on growth strategies that are risky in their own right or are unrelated to their core competence, possibly leading to even greater risk.

In May last year for example a relatively small Singaporean travel agency had to abruptly shut down because of a \$2 million loss on properties, a sector completely unrelated to its core business. It was a cautionary case for many small businesses.

Recently, I met SMCFood21, a Singapore-based family business that has enjoyed considerable success in its growth and diversification strategies. Liang Chye Cheng, the firm's founder and managing director, came from a family business producing and distributing sugar products.

The company had been a manufacturer of sugar cubes but found itself presented with an expansion opportunity in the 1990s when it took over the production plant of a bankrupt supplier that had owed SMC a significant amount of money.

The plant was used to make blends of sugar, milk and cocoa and SMC quickly realised that the bankrupt company had built good relationships with its customers, something it in turn was able to capitalise on.

From this accidental entry into the production of blends, SMC has made the process the core of its business. But while SMC deserves credit for identifying the initial opportunity, its subsequent moves are even more interesting.

SMC has sought to actively deepen its customer relationships – for example, making some exclusive blends for some of the large Japanese trading houses. It also supplies directly to some smaller retail customers, thus eliminating the mark ups charged by middlemen. Over time, it has also shifted the bulk of business to supplying Japanese customers.

On the supply side also, SMC has tried to enhance its competitive advantage. It has established plants in Thailand and Malaysia because it recognised that it could save transportation costs and possibly procurement costs by being close to sources of supply.

It has continuously increased overall capacity as well as the capacity of each plant. While the former allows it to serve customers and participate in their growth, the latter allows it to benefit from economies of scale.

A common problem facing small, growth-oriented family businesses is the absence of specialised executives. The flipside of this however is that it is easier to maintain an informal and familial culture.

Mr Cheng, the MD of SMC fully recognises this, making it a point to know every employee by name and actively nurturing the familial and close-knit culture.

For example, the company has a flat corporate structure consisting of just three levels and takes every employee for an annual holiday. It also invests actively in training and development by sending production workers on training programs and backs selected employees to attend MBA programs.

SMC is not resting on its laurels, with ambitious plans to enter new areas such as milk powder manufacturing, aiming to develop and market its own brand milk powder—a first for the company which has been in the business-to-business space so far.

The example of SMC's evolution offers several worthwhile pointers for family businesses.

- The company has mostly stayed within the domain of making blends, supporting the viewpoint that many family businesses do best by 'sticking to the knitting' – in other words, doing what they know and do well.
- Family businesses have to continuously think of enhancing their competitive advantage, as SMC did by deepening customer relationships, increasing volumes and implementing rigorous quality control at its plants.
- Family businesses can strive for a balance between different types of diversification—e.g., based on product, geography or customer. SMC has balanced narrow product focus (i.e., low degree of product diversification) with a broader geographic focus, especially in terms of establishment of plants in Malaysia and Thailand, taking it closer to sources of supply. If family businesses achieve this balance, they may be able to reduce risk.
- Finally, SMC also demonstrates how a firm can leverage on its strengths. Family businesses are well served by building strong commitment from their employees, helping compensate for lack of quantity of staff or even specialised staff. Their familial culture which is facilitated by their small size can be a very important asset.

Growth-oriented family businesses, especially small family businesses, would do well to consider emulating these.

Source:

<https://aifmblinks.com/article-listing/aifmb-articles.html>

## In Indian Start-Ups, there's plenty of Room for Family Business

Family-owned businesses were the norm in Old Economy—children or descendants simply inherited their family's businesses and professions—from politics to medicine. The age-old practice was so mater-of-fact and popular that some educational institutions, like the Ahmedabad University, even offered a study of "family business" as part of curriculum to students.

However, unlike in the West, where startup unicorns flowered, the New Indian Economy appears to be following the same age-old, 'all-in-family' model, with some of the startups getting launched by, or studded with, family members in important decision-making positions. Even as there are startups that seek co-founders from diverse backgrounds to boost businesses, there are those that are roping in their family members as business associates, suppliers or mentors-advisors.

Modspace.in, launched in June 2015 as an online furniture company for delivering designer modular kitchens and home goods, follows this business route. Avijit Marwah, Co-Founder, roped in his sister-in-law Mehaa as Co-Founder, and his other family members as suppliers. "I am the fourth-generation member in my family's traditional business of modular furniture manufacturing. At Modspace, I handle the operations, Neha looks after social media, and my other family members are material suppliers," he told BusinessLine.

This synergy, Marwah said, is necessary: while one company has the technical knowhow, the other one knows manufacturing with wood and equipment imported from Germany and Italy, he added.

Akshay Verma, who worked with a private equity in London, teamed up with sister Arushi, a World Bank official, to return to India and found in 2015 Fitpass, a gym-cum-fitness aggregator that also provides access to health enthusiasts to go to any gym or fitness centre. "One can buy our monthly pass for Rs 999 that provides them access to any of our 1,150 partners located next to their home or office. We are currently present in Delhi-NCR, Gurgaon and Noida and plan to expand to Bengaluru, Mumbai, Pune, Hyderabad and Chandigarh this year."

Sister-duo Priya and Charu Sachdev, Co-Founders of elite online marketplace RockNShop, launched their platform 18 months ago. "According to EuroMonitor, India's online luxury shopping market is expected to grow from Rs. 16,300 crore now to Rs. 40,000 crore by 2020," Priya said. Her startup's growth from 12 brands in 2015 to 200 now and a projected 3,000 brands by 2017 is a pointer to this. The international online sale in India alone is currently USD 85 million, she added.

**Source:**

<https://aifmblinks.com/article-listing/aifmb-articles.html>

## Next generation Family Business Leaders worry about Family Politics

The next generation of family business leaders are well prepared, confident, and above all they have great ambition - both for themselves and for their firms. 88% want to do something special with the business, not just bigger and stronger, but more international, more diversified and more modern.

Great expectations: The next generation of family business leaders Survey shows next gens are experiencing more challenges, both inside the firm, and in the wider business landscape. Talking to 268 next generation family members likely to take over the business from 31 countries worldwide, including New Zealand, the survey shows that 60% want to take the business into new geographic markets. They are exploring new ideas, new products and even new business models.

PwC has been running an international Family Business Survey for over a decade, and in 2014 added it's first-ever survey of leaders-in-waiting. This survey asked the next generation about their personal ambitions, their plans for the future of their business, and the unique challenges of being the "boss's child" and identified three key gaps threatening the successful transition from one generation to the next:

The generation gap: the current generation is not always confident that their children are ready and able to take over.

The credibility gap: The next generation say they have to work harder than others in the firm to prove themselves.

The communications gap: Family businesses have to manage personal as well as professional relationships, and this brings with it the possibility of conflict.

Confident generation ready to make their mark Two years on, the picture has changed - and broadly for the better. The next gens' confidence has risen, their horizons have widened, and their preparation for senior roles has improved. For instance, 70% have worked outside the family firm to gain useful experience and bridge the credibility gap before joining the family business. Survey respondents say they want to be more than just caretakers: they also want to leave their stamp on the business and are not timid about bringing in outside help to achieve their goals. 69% would bring in experienced non-family managers to help modernise or professionalise the business.

"The consensus among New Zealand family business leaders is also that gaining external work experience is vital to ensuring that the business remains relevant and evolves with market changes. Bringing in external expertise from non-family members is great but if family members want to become leaders, they need to have a diverse knowledge base in today's rapidly changing world," says Maurice Noone, regional managing partner at PwC New Zealand.

### **Revolution or evolution?**

Despite their growing confidence and clear ideas of where they want to take the business, these next gens still experience a strong "pull of the past". They aim for a revolution, but for the time being foresee an evolution - at best. 40% confessed to some degree of frustration in trying to get new ideas accepted by the current generation and 52% are worried that they will need to spend time managing family politics.

While family firms can - and do - reinvent themselves, not all of them manage to adapt that quickly, and there can be a tension between respecting the processes (and the products) of the past, and seizing the opportunities the next gen see for the future. For instance, 59% of next gens would like to diversify their product portfolio, but 68% believe their firm is unlikely to make this change, even a decade ahead.

However, a New Zealand case study on page 17 of the Survey reveals that this family-owned business "spent a lot of time monitoring trends" in their sector and they felt they couldn't afford to "be left behind".

"Our experience in New Zealand shows us that digital and the role of technology are increasingly being used to improve productivity. However, this also brings new challenges as recent regulatory changes such as the the Health and Safety at Work Act, require closer monitoring policies," says Mr Noone.

Succession is still a worry for those taking over family firms. Unknowns such as how the current gen will adapt or how the next gen themselves will measure up are still a major factor.

Also, a reluctance of the current generation to let go - what we've referred to in the past as "sticky baton" syndrome. 61% believe that it will be difficult for the current generation to fully let go when they take over.

"Addressing the family dynamic is just as important to the family firms we work with. We've found that the firms that approach this as a long-term process with the involvement of all family members end up with the most successful outcomes," concludes Mr Noone.

Source:

<https://aifmblinks.com/article-listing/aifmb-articles.html>

## What is a Family Business without the Family?

Having been focused on family businesses all my working life, I take a great deal of interest not only on the business side of these enterprises, but also the families behind them. I have found that not only does what is happening in the family have an effect on the business side of things, but also vice versa. Businesses have their ups and downs, for a myriad of reasons that are quite well-documented, but what is often overlooked is what impact the normal ebb and flow of business can have on marriages, siblings and parent-children relationships. I have observed families overcoming the greatest of personal and business challenges together, and I have also seen families and their businesses breaking apart for the flimsiest of reasons.

### ***What Begins Well does not Always End Well***

Let me tell you about a particular family business started by three brothers, which has been around for over 30 years, but it was only in the last 10 that their untiring efforts finally paid off and the business took off. Money and success came in at just the right time, when their children were growing up and could be sent off to good schools and colleges. The three brothers together have six male children between them, the eldest one having three, the middle one two and the youngest had one son. All of the sons have at various times gotten involved in the family business. This is when the problems began.

The business is of steel and wooden furniture in Rajasthan, and they started off with a small workshop which supplied small, hand-made pieces in and around Jodhpur. Each of the three brothers was involved in every aspect of the business, and working hard and making ends meet was all they could manage for over 20 years. When tastes in furniture shifted to more modern and contemporary styles, it was the younger brother who initiated new designs and varied styles into the production line. Initially resisted by the two older brothers, they had to give in when they saw how successful their new lines were. The fame of their fine workmanship and uncompromising quality began to spread far beyond Jodhpur, and soon they had to open a bigger factory to cater to the demand. While it was the youngest who correctly claimed credit for their new, modern designs and the resulting success, it was always the eldest brother who was responsible for keeping up the firm's reputation for using the finest wood and the best craftsmen.

When it was only the three brothers working together, whatever differences they may have had were resolved through discussion, and the word of the eldest brother was final. When the second generation came in, however, things changed. The youngest brother's son, who thought his father was the reason behind their success, could not reconcile with the fact that by virtue of being an only son he and his dad had such a small share in the profits, a lion's share of which used to go to his uncles, because they had bigger families. These differences started to affect the older generation too, and soon the oldest and youngest brother were at loggerheads. It was left to the middle brother to mediate, but even he found it hard to keep his own and his sons' interests aside while he tried to play peacemaker. Each set of sons wanted to discuss things only with their fathers or among themselves, and not with their cousins or uncles. Naturally, this led to many misunderstandings between not only the

cousins, but also the three founder brothers, who had enjoyed a harmonious relationship up until then.

Things have now escalated to breaking point. When I was called in to consult with this group, I could not understand why the three brothers, who had worked so well together for decades, were now barely on speaking terms with each other. They said they had no option but to break up the business.

I am summarizing the advice that I gave them below, and I think this would be applicable to any family business that is going through a similar crisis:

a. **Know and accept your differences:** Research shows that siblings, or other members of the same family are bound to have differences in temperament, attitudes and outlook, so this is something that has to be accepted right in the beginning. It is often observed that while siblings start off complementing each other when they work together, differences start to build up over the years, and unless checked, can lead to misunderstandings and resentments.

b. **Prepare the Next Generation in Advance:** Any family business goes through a massive upheaval when a new generation enters it. So it is advisable to prepare the youngsters beforehand with the culture and ethos of the workspace that they are inheriting, so that not only do they know what they can expect from the business, the business also knows what exactly it can expect from them. Having children go through frequent interactions with each other and all the members of the older generation - not just their immediate family - from a young age is always a good idea.

c. **Nip Any Misunderstandings in the Bud:** To prevent small squabbles and disputes from building up into major differences, make sure to have frank and open discussions on the most minor of issues, and resolve them before they get out of hand. Even if immediate solutions cannot be found, settle them permanently as best you can, and never let them fester.

d. **Keep Family Values and Traditions Alive:** One of the reasons family businesses fall apart in the second and third generations is that the younger generations have different values than their predecessors. In a family business particularly, it is vital to inculcate the importance of family togetherness and unity in children from a young age.

e. **No one is Right All of the Time:** For people of different ages who work together, it is also important to realise that while some people can be right most of the time, no one can be right all of the time. Remember, age, experience or education cannot make anyone infallible. Everyone makes mistakes, and having the humility and courage to accept when you are wrong goes a long way in building a harmonious working environment with co-workers, whether they are employees or members of your family.

f. **Give the Youngsters an Opportunity to Shine:** While it is true that the younger generation has a lot to learn from the experience and wisdom of their elders, just expecting them to always follow their lead is unrealistic. Accept the fact that the younger generation has ideas and ambitions of their own. Being accommodating of their suggestions and appreciative of their contributions goes a long way towards making sure they remain invested in the family business.

**g. Set the Right Example:** Elders have a responsibility, and that is to teach the next generation that a healthy family may have differences, but they should stay within the family. Even if the older generations have disputes and disagreements among themselves, they should always present a united front to the next generation. An inter-family squabble is not the venue for scoring points or achieving 'victories.' It may feel good for a while and be a salve to your ego, but in the long term, it is bad for your business, your family and the coming generations.

A family compensates each other's differences, and takes strength from each other's strength. Just as research has proved that single people have more physical and psychological problems than married people, being together with your family at work as well as at home is much better for your well-being than if you did it all alone. An individual may achieve success and riches, but true happiness cannot come if your family is not with you.

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