



# KNOWLEDGE BEANS



## THIS MONTH

### OD CONNOISSEURS' ORATE



Prashant Pansare enumerates the role of enterprise and entrepreneurs in nation building.

### OD ENTHUSIAST'S ORATE



Derek Gomes gives pointers on the role of organization in nation building.

### FOUNDER'S ARTICLE



Niket Karajagi, Founder Director of Atyaasaa shares his thoughts on participating wisely in nation building.

## OD CONNOISSEURS' ORATE | Prashant Pansare

# THE ROLE OF ENTREPRENEURS AND ENTERPRISE IN NATION BUILDING



## ABOUT ATYAASAA

Atyaasaa Consulting Private Limited is a leading Human Resource Training & Consulting Organization partnering with some of the best brands in the country and overseas. Atyaasaa has been a catalyst and a contributor in their quest for people development and business excellence. The core differentiator of Atyaasaa process is continual innovation, unique customization and use of state of the art technology tools. These are implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.



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*Prashant is the Founder, MD and CEO of a niche business analytics company, aligning technology as a key enabler for strategic advantage and business transformation for fortune 500 clients having offices in Australia, Singapore and India, and has its headquarters in Pune, Maharashtra. A Mechanical Engineer and MBA in Marketing & Finance, Prashant is on the National Knowledge Committee of CII, he is a serving Chairman of the Indo-American Chambers of Commerce, a Charter member of TIE Pune Chapter. Determined to give back to the society that nurtured him, Prashant has institutionalized 'Social Leadership Awards' to encourage volunteers for their exceptional work and support programme initiatives towards the betterment of society.*



Enterprises are built by entrepreneurs - for the people, to do business, to achieve dreams, to serve an opportunity sensed in the society, to build the future - to become something, someone! Successful people make up a victorious society. A set of flourishing societies is nothing but a thriving nation in itself.

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## THE EDITOR'S MESSAGE

The theme for this month focusses on the role of SME and corporates in nation building. The development of the nation depends largely upon the development of the enterprise as it creates numerous job opportunities, helps in increasing the export and improves the overall industrial output which influences the growth of the economy of the country. It also talks about the various initiatives taken by the businesses like corporate social responsibility, village upliftment, education for all, etc. Therefore, it's necessary that government, SMEs and corporate should work in tandem to take the nation forward.

The topic for next month is 'Art and Science of Success'. If you share a passion for the topic, have a flair for writing and would like to share your views, you can send us a 300 word article with your brief profile along with your photograph in jpeg format to [atyaasaaeditor@atyaasaa.com](mailto:atyaasaaeditor@atyaasaa.com)

**THE ROLE OF ENTERPRISE AND ENTREPRENEURS IN NATION BUILDING** - Prashant Pansare

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An entrepreneur acts as the locomotive for the economic development of the country. Without the actions of entrepreneurs, a country may not reach its full potential; after all, national economic growth is dependent upon ideas, innovations and advancement. From technology to food products to entertainment, entrepreneurs are the backbone of any nation's economy.

The present times have set a clear agenda for growth and change in India, based on development of critical sectors - especially agriculture, manufacturing, defense, infrastructure and IT. Small and medium enterprises (SME) have a pivotal role to play during this period: to capitalize on this turning point and make things happen, particularly for the next generation.

SME's play a vital role in the growth of Indian economy by contributing 45% of the industrial output, 40% of total exports and 42 million jobs. SMEs, are just like any other big businesses which start with a vision and an idea to fulfill a need in a community. Whether you are an urban or a rural entrepreneur, your roles are the same in your respective communities. Thus, I believe that we need to think about the 'S' and the "M" in SME as representing the 'Strong and Maverick' in transforming the paradigms in India.

So be it an Enterprise or an Entrepreneur, always play a role in the advancement of the nation. Government no longer can be a direct employment providing agency. As an SME - you are Strong, you are a Maverick! You're India's future! **E**



**OD ENTHUSIAST'S ORATE** | Derek Gomes

# ROLE OF ORGANIZATION IN NATION BUILDING

Government, civil society and business are the three distinct pillars sustaining any nation-building process. They need to work in tandem to drive this process.

With increased complexity in this process corporate organizations need to play a pivotal role in ensuring that people are employed so that they can support their families with the essential things as cost of living is increasing day by day. As corporate organization needs to give back the nation by creating job equal opportunities without any gender/religion biases. Fulfilling their moral obligation of doing business in an ethical way by paying the government with the applicable taxes. The government in turn should help the corporate with low cost land, infrastructure and other resources. The role of corporates well and truly goes beyond their performance in the arena of business, which is exclusively toward generating profit for their shareholders. Let me illustrate by giving an example of the Nobel laureate from Bangladesh, Mohammed Yunus. During his recent address to the joint session of Indian parliament, he mentioned about the concept about self-sustaining businesses without seeking to make profit for their shareholders.

Shareholders of such businesses are going to be driven primarily by an intent to do good to the society. He rightly says, a rupee invested in philanthropy has one life, but a rupee in social business has endless life. CSR is yet another initiative taken up by corporate world which is not only consistent with the environment but also helps sustain the same in the long run.

Education is another initiative taken by corporate organizations. Many corporates are now supporting skill development initiatives. I personally believe this is going to be a critical area of nation building in the days to come to see that the youth of today gets necessary education and skills as they are the future of any country.

Both government and corporate need to work collaboratively to ensure that the nation continues to move ahead towards progress. **E**

Derek Gomes is an MBA in Human Resources having over nine years of experience in HR domain specifically related to verticals like manufacturing, financial, pharma, fmcg and insurance. He is currently associated with one of the largest packaged tea company in India as a Manager - HR handling the entire gamut of talent acquisition.



FOUNDER'S ARTICLE | Niket Karajagi .....

# PARTICIPATING WISELY IN NATION BUILDING

A nation is always powered by its ethos and dreams. If consciousness of this planet is evolving so must a nation. This evolution must happen at material, intellectual and spiritual level all combined. When we work we contribute to the economy. Our consumption pattern of material, intellectual and spiritual elements contributes to overall growth and consciousness of the nation. An empowered individual coupled with families with strong values become the founding structures of a nation.

When an entrepreneur creates an organization with the intent of contributing to the nation he or she creates a brand of repute. When organizations start investing in intellectual wealth and well being they continuously reinvent and beat all odds thereby helping the nation surmount all difficulties. However, with material and intellectual wealth when we test our values, ethics and when businesses operate through conscience, growth is a perpetual reality.

*Niket Karajagi, the Founder Director of Atyaasaa which contributes to the top corporate brands globally. He is a business psychologist, a coach and an organization transformation facilitator with niche areas of expertise and contributions. Niket is an authority on creativity and innovation, emotional intelligence and statistical methodologies apart from his operations background in understanding management processes.*



Teachers play a crucial role in development of individual's intellectual and spiritual growth. Where knowledge fails wisdom takes over. Economic, intellectual and spiritual growth must go hand in hand else the culture will deteriorate. Thus, teachers must be treasured if a nation wants to succeed.

People who have immense experience must become mentors to the leaders of the nation who carry the baton of creating a strong future. If age and experience is used as strategic assets, intellectual and spiritual stagnation will never occur. The energy of the young talent and the wisdom of mentors will inspire growth of every nation.

Governments, business organizations and NGO's must come together so as to focus on building healthy academic institutions. Corporate Social Responsibility in all its forms

is thus an important aspect in nation building at the grass root level. When governments, business leaders, teachers and mentors commit themselves to the cause of the nation, it becomes a force to reckon with and these nations are unstoppable. True patriotism is undertaking all actions; which benefit the country. An incessantly evolving nation always provides the environment of growth for all.

The eternal truth that each and every evolving nation must follow is; may all be prosperous and be happy; may all be free from illness; may all see what is spiritual upliftment; may no one suffer and where we strive for peace is the only intent that makes great nations and this becomes the responsibility of one and all in every nation; only then would the nation shift its orbit of well being. **E**



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## BEAN STATEMENT

Nations grow or degenerate purely on account of mind sets of its citizens