



Sadhana Educational & Empowerment Foundation's (SEEF)
**Sadhana Centre for Management & Leadership Development
(SCMLD)**

Seminar: “**Learning from the Leaders**” - Series IV

Theme: “**Business - what it takes to be in and going - the entrepreneurs speak**”

Venue: **Sun 'n' Sand & Le Méridien, Pune** | Date: **26th & 27th November, 2006**

APPROACH PAPER

Dear Sir / Madam,

The objective of the seminar is to learn from entrepreneurs - their experiences which cannot be available through textbooks, case studies or classroom sessions by teachers. The following paragraphs will give you a perspective to plan your presentation.

Despite our best efforts management students in general lack understanding of the realities / practicalities of business and the challenges an entrepreneur has to confront in both starting and also nurturing a business entity to success. Managers come in later. Before their arrival, the entrepreneur manages everything. The risk is of entrepreneur's. Employee managers are most often blind to these realities. An entrepreneur puts at stake all his time, effort and resources till the venture generates surplus and also to keep it going / growing. Our students need to understand the traumas and travails an entrepreneur faces in his journey. They need to appreciate the concerns of an entrepreneur and respect the risk he has taken / continues to take. That may enlighten them to be more committed to the organisational purposes and contribute at least for 3-4 years before they change for another employer. Today's MBAs change their jobs in 6 months propelled mostly by their self-interest and nothing else. Most of them get attracted only to money and their takeaways. Entrepreneurs also need to respect talent, strive to get the best out of employees by treating them as partners in wealth creation. Retaining performers for a longer period for mutual benefit is itself a big challenge.

We have invited only first generation young entrepreneurs. We wish to learn as to what triggered each one of them to be an entrepreneur, what he went through while setting up, what were the vision and mission then and what they are now, the challenges faced during the journey further and how he finally became what he is today, the lessons learnt and what are the attributes he expects of employees and so on. We do not envisage a theoretical, philosophical or conceptual deliberation. We look forward to your experience around the above broad perspectives and whatever else you feel is important for the students to know / understand.

Looking forward to the honour of your being with us and thanking you,

Yours Sincerely,

M. S. Pillai
Founder Director, SCMLD

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