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Founder, BJS

eBULLETIN

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Dear Friends,

Hope all of you are doing great with new energy, new hope and limitless enthusiasm. Just like the last month ebulletin I want to share some interesting ideas with you, appealing to you too to share your ideas with us.

As you already know, BJS is a non-religious, non-communal and non-political organization that exclusively works for social development beyond any human created boundaries. We strive to bring drastic social changes on applicable areas as a non-religious, non-political and non-community oriented organization with various research-based programs on logical ground.

With every issue of our ebulletins we promised to discuss our special programs one by one to assemble the social network and inspire you for more social benefits. We will dedicate some space of our ebulletin to the most inspiring personality of the month under specific themes.

'Business Development' is the theme of this month by fostering our support to new entrepreneurs as the businessmen of the next generation. iBuD is the exclusive exposure tour conducted under the banner of business

development programs by BJS. It is a 6 days tour program of interaction and exchanging experience, thoughts and ideas to ignite the minds of hidden entrepreneurs. We give opportunities to eligible people to meet their role models of the business world through this tour.

This issue discusses the core issue of entrepreneurship like which is the perfect age to start a business or is there any age boundary in this regard. It also enlightens the values like inspiration, strong belief on dream, unique individual identity and real meaning of innovation in family business.

Our young achiever of the month is OYO Rooms' founder Ritesh Agarwal who started with nothing and now the most inspiring young entrepreneur of India.

The message of this month is:

"Entrepreneurship is a journey, not an outing. You cannot make a deal with yourself by saying, 'I'm going to try this out for two years and see.' Entrepreneurship is about living life on your own terms. Dream huge. And when you do, dream with your eyes open."

-Ronnie Screwvala,

DREAM WITH YOUR EYES OPEN: AN ENTREPRENEURIAL JOURNEY

Prafulla Parakh,
National President, BJS

From the desk of National President





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(2nd April – 7th April 2016)

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A Nutshell of when to start a business!

India is a proud country with the third highest number of start-ups in the world after UK & USA according to a report of Nasscom and Zinnov Consulting. If we go by numbers, we have 4200-4400 start-ups in India and people got employed are 80,000-85,000. So, we can call it is an optimistic environment for all those who have dream of having their own ventures.

Innovative business ideas not only give self-sustainability but also create employment for others. New ventures can help in discovering and unveiling current opportunities too. In addition to this, if you want a unique identity as an entrepreneur, then creative business idea is appropriate to explore, experience and grow like a tree gradually spreading its branches. All you need excellent market studies, funds, knowledge of customer requirements and a never give up mentality.

The motive of the article is not to discourage family business concept but to bring an innovation in it. Starting something entirely new is also a need of the hour in a country like India where the market is getting highly competitive with government introducing many pro-business policies. All of us know the fact that how the government of India is encouraging MNCs' and domestic companies to manufacture their products exclusively in India through "Make in India" project. Recently on 16th Dec. the prime minister unveiled another project called "startup India" to encourage young & future entrepreneurs of India. The government is offering various privileges and facilities in terms of simple registration procedure, tax flexibility, labor law and many more to the startup companies through this project.

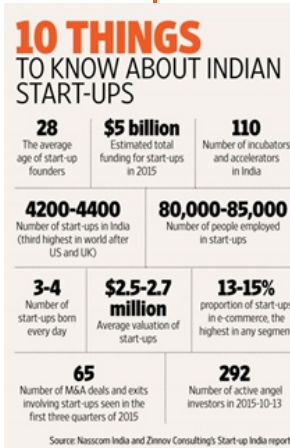


Let's discuss the most important parameters i.e. when to start a new venture? The survey done by Nasscom and Zinnov Consulting reveals that 28 is the average age of all start-up founders in India. Definitely this is very inspiring for our young stars who want to stand on their own feet.

From the other side of the coin, age cannot be a barrier for those aspiring people who want to leave no stone unturned to create a unique identity with self-sustainable business ideas. Post 30's and pre 50's are also considered to be a suitable time to start own venture as by this time somebody acquires adequate knowledge, experiences and funds. Researches & studies also confirm that fabulous forties is a suitable time to start a business. By this age people learn by making ample mistakes. As per the research of Sandler Training, average age of an entrepreneur is 47 in UK (46 for man and 48 for woman) whereas USA research kept the figure little lower by saying that 40 is the average age to start a new venture. If we analyze rationally also, twenties are the uncertain time for career and taking big & right decision for life. Thirties are the time for children, mortgage and other combined responsibilities. So from this perspective 40 is a good time.

Actually, there is no 'one-size-fit-all-answers' to the widely asked question 'which is perfect age to start a new business?' It is like a network signal, if it is strong surely it will connect.

The idea behind is to dream and have strong believe on it and start working to make it a reality. Real dreams are those that never let you sleep.



References:

<http://www.livemint.com/Companies/fcJ3cKtlwFjZ403kKzm6sK/10-things-to-know-about-Indian-startups.html>

<http://www.theguardian.com/small-business-network/2015/sep/02/fabulous-forties-perfect-age-to-start-a-business>



iBuD Business Development Programs by BJS: A Life changing opportunity

Many Indian biggest and most renowned companies were started by small promoters as well as family members. Family business has a major contribution towards India's economic growth. Most of the time, family businesses are 'unsung heroes' in the Indian economy. Surveys done by Price Waterhouse Coopers (PWC) have also shown that family businesses are featured with aggressive growth plan.

Apart from having so many glittering sides of family business, heart pains when we face the truth that only 12% family business makes it to a third generation according to the pwc family business survey 2012. Various studies also show that there is a generation gap and it is playing a negative role in carrying forward family business to the next level.

When the previous generations built their businesses from scratch offering a considerable comfort zone for the next generations with factors such as business experience, risk bearing, financial backup and so on, the new generation is blissfully and conveniently more influenced by the choice for corporate jobs rather than entering in to the existing or new businesses.

To encourage & inspire the young generation into the world of entrepreneurship, iBuD – the business exposure tour organized by BJS unfolds the business success stories from 6 cities and offers the opportunity to visit the best of the management schools of the country.

iBuD was initiated in the year 2015 with the aim to reposing business development approach among youngsters. This tour attempts to take the young aspirants to reach the best of the people who have achieved enormous success through their sheer courage & determination by overcoming all odds. There is no doubt that hearing to all these inspiring real stories will motivate young aspirants to a greater level. iBuD is a 6 days tour for a group of 50 young men & women accompanied by senior BJS office bearers and resource persons for on the tour facilitation to optimize day-long experience.

Till now, BJS has completed two iBuD tours and announced the date for **3rd iBuD tour (2nd to 7th April, 2016)**. Our targeted age group is 25-40 years with professions ranging from engineering, management executives, chartered accountants and other professional irrespective cast, creed and gender.

The tour will cover 6 cities such as Chennai, Hyderabad, Mumbai, Jalgaon, Ahmedabad and Pune.

- Visit premier management institutes,
- Have orientation sessions with the HoDs of Entrepreneurship/business development (lecture, Q&A, informal discussions over lunch/dinner),
- Have an interactive session with an eminent business personality from the city during the day.

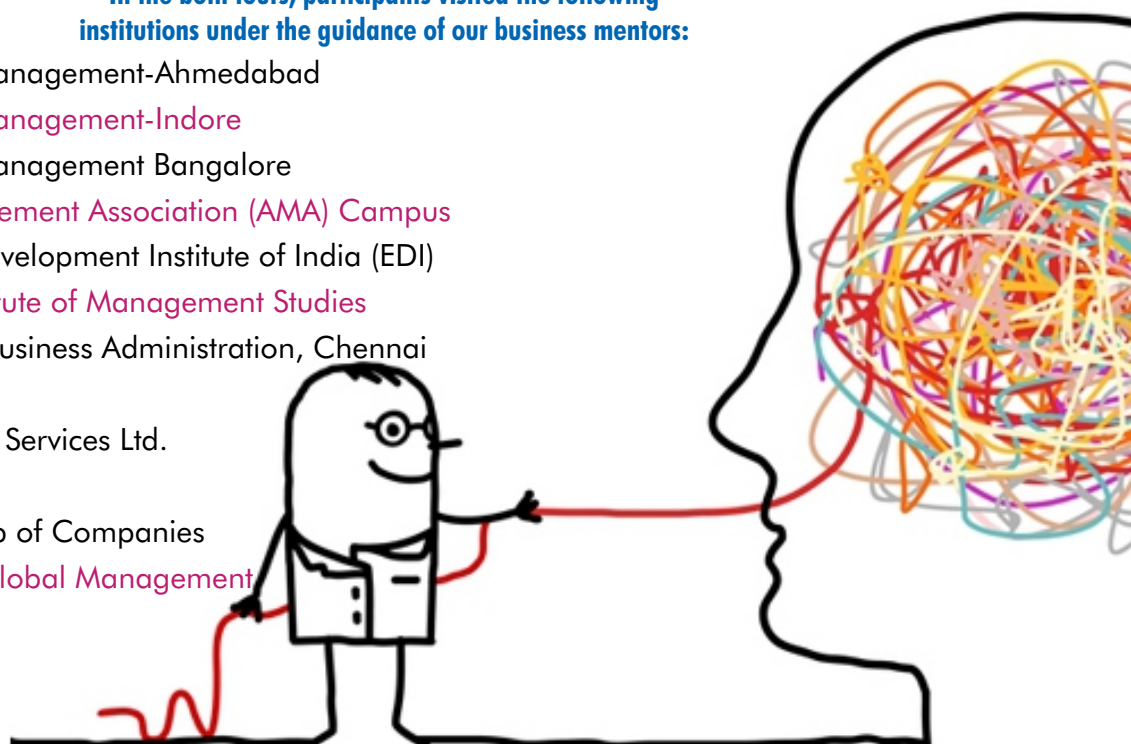
The first iBuD tour was completed from **12th April to 18th April, 2015** in cities such as Pune, Mumbai, Jalgaon, Ahmedabad, Indore, Bengaluru and Chennai.

The second iBuD tour was accomplished from **28th September to 3rd October, 2015** in cities such as Chennai, Bengaluru, Hyderabad, Mumbai, Ahmedabad and Pune.

We had 50 participants who visited premier institutions, shares ideas with renowned business tycoons within this 7 days tour program.

In the both tours, participants visited the following institutions under the guidance of our business mentors:

- Indian Institute of management-Ahmedabad
- Indian Institute of management-Indore
- Indian Institute of management Bangalore
- Ahmedabad Management Association (AMA) Campus
- Entrepreneurship Development Institute of India (EDI)
- Narsee Monjee Institute of Management Studies
- Loyola Institutes of Business Administration, Chennai
- Biocon Park Plant
- Polaris Consulting & Services Ltd.
- MSN Labs
- J.M. Financial Group of Companies
- S.P. Jain School of Global Management



Personalities they met through this golden opportunity:

Mr. Atul Chordia

(Chairman, Panchshil Realty)

Dr. Chenraj Roychand

Ms. Kiran Mazumdar Shaw

(chairperson and managing director of Biocon)

Mr. Arun Jain

(chairman, Polaris Consulting & Services Limited)

Mr. Lawrence Adaikalam

(CEO, Fast Track Call Taxi)

Mr. Gaurav Kapoor

(Chief Manager, National Stock Exchange)

Mr. Sanjay Sahay, (IPS)

Mr. Nimesh Kampani

(Founder & chairman, J.M. Financial group of companies)

Mr. Narender Surana

(Chairman FICCI, managing director, Surana Telecom & Power Limited)

Mr. Mangal Prabhat Lodha

(Founder & chairman of The Lodha Group)

Mr. D S Kulkarni

(Founder, chairman & MD, DSKDL)

Dr. Suresh Bhagavatula

(Entrepreneur cell), IIMB

Professor. Dr. R Maria Saleth

(director, Loyola Institute of Business Administration)

Prof. Parimal Merchant (Program director, Global

Family Managed Business Program, Global FMB)

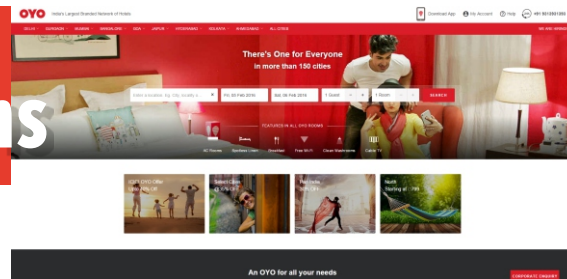
iBuD tours are not only getting a mind-boggling response from the participants but also from their parents for opening new doors to their children. BJS is planning to conduct iBuD tour twice in every year. We are also planning to organize International iBuD tours.

In addition to iBuD, we have other business development programs called Awareness Session and Business Excellence Workshop. BJS has successfully accomplished 97 awareness sessions in 8 states namely; Maharashtra, Karnataka, Chhattisgarh, Gujarat, Rajasthan, Uttar Pradesh, Tamil Nadu and Madhya Pradesh. On the other hand, 3 Business Excellence Workshops are organized by BJS in Ooty (Karnataka), Bengaluru (Karnataka) and Vaniyambadi (Tamil Nadu) till date.

Personality of the Month



Follow your Dreams



Ritesh Agarwal, a teenager left his college to build his own business without any family support. He did not even tell his family about the business in the urge of creating something entirely new. Ritesh wanted to pursue an innovative career that no one has dreamt yet. At the age of 18 when most of the teenagers live in a world of imagination he came out with an idea of a budget hotel chain called "Oraval Stays".

Now at the age of 22, he is known as the founder of 'OYO Rooms' that offers the largest network of hotels with standardized facilities at matchless price. These hotels feature bread & breakfast, hygienic washrooms, free Wi-Fi, AC, complimentary breakfast & gleaming linen.

He was born in 1993 in a middle-class family in Cuttack, Odisha. After class 12 he joined Indian School of Business & Finance, New Delhi and left this institution for starting his enterprise. At the age of 17; in 2013, he traveled across India and stayed in various budget hotels to study the customer requirements & market. He realized that only bed & breakfast cannot address the needs of a budget traveler and it was the inspiration behind 'OYO Rooms'. In the same year he became the first resident Asian to win Thiel Fellowship which is offered by PayPal founder, Peter Thiel. This scholarship (\$100,000) is exclusively for college drop-outs who pursue their own ideas.

Now, OYO Rooms is proud to be the largest chain of budget hotels with wide presence in more than 160 Indian cities including 40,000 rooms. It is considered one of the very few start-ups with a unique business model.

Achievements & awards

- First resident Asian to win Thiel Fellowship, 2013.
- Top 50 Entrepreneurs in 2013 by TATA First Dot powered by NEN Awards.
- Named as one of the '8 Hottest Teenage Start Up Founders in the World' in 2013 by Business Insider
- TiE-Lumis Entrepreneurial Excellence Award in 2014.
- Business World Young Entrepreneur Award in 2015.



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