



# LIBA ALUMNI NEWSLETTER

**FEB 2013**

**ISSUE 2**

## REWIND



click and start...

## AGE OF STARTERS



**REV. FR. PETER S.J.**

**DIRECTOR, LIBA**

## DIRECTOR'S ADDRESS

Dear loving Alumni/ae,

Greetings from LIBA!

At the very outset I extend to each and every one of you my greetings and warm wishes. I hope you are all doing well. It is a very exhilarating feeling to hear from you or read your success stories. It gives me immense pride to know that each one of you is doing very well in the careers that you have chosen. You carry the baton of your college onward and help to build the brand- "LIBA". Thank you for that!

A hearty welcome to you as some of you have decided to gather at LIBA on 23rd, February, for the Alumni/ae gathering. I will be extremely glad to meet you all. Your dharsan will give us joy, inspiration and happiness. I am sure this Alumni/ae gathering will provide an opportunity for our current students - the would be entrepreneurs, academicians, research scholars and the faculty to exchange the views and share the experiences on the theme we have chosen for the current Alumni/ae magazine 'Rewind'.

It is a good news that on the occasion of the Alumni/ae gathering we are bringing out our Alumni Magazine 'Rewind'. The current issue of the Alumni Magazine, 'Rewind' is focused on the theme 'Entrepreneurship'. Entrepreneurship is a way of life and requires extreme dedication, risk commitment and a lot of courage. It is not easy to venture out into unexplored waters and make a mark for oneself. This issue of 'Rewind' will deal with the importance of entrepreneurship in the modern competitive world and will cover the various facilities made available to the students at LIBA to nurture their entrepreneurial mind-set enabling them to be the guiding force of tomorrow. I salute all the entrepreneurs from LIBA who dared to take the leap of faith and do something that not everyone can. Through your success stories I am sure you will provide us inspiration and encourage people to take the road less travelled.

Warm Regards  
Fr. Peter S.J



**DR. VANDANA ZACHARIAH**

**FACULTY IN-CHARGE**

**LIBA ALUMNI COMMITTEE**

## ADDRESS BY FACULTY IN-CHARGE, ALUMNI COMMITTEE

Dear Alumni,

Greetings from LIBA !

Hope you are doing well!

It gives me immense pleasure to reconnect with you. I am sure all of you are doing extremely well in your respective fields. You have really made us proud. We hope you are maintaining a good work life balance.

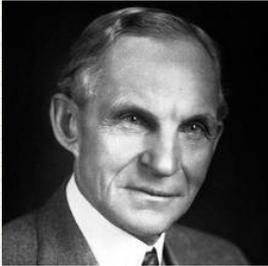
LIBA has been doing well, however it could do a lot more, with your active support. We seek your involvement and whole-hearted participation in the initiatives of LIBA. We would be glad if you could come and deliver lectures at LIBA as part of the Beyond Management Guest Lecture series held every Wednesday between 11.45 am and 1.15 pm and share your insights and experiences with us. You could choose to mentor your juniors, help us with our management symposiums-BEACON and Insight, extend a helping hand with placement of your juniors and even judge events at Chrysalis and participate in the initiatives of the Centres of Excellence . It is our privilege to continue our association with you and your valuable contribution to your alma mater will help tremendously in the growth of our institution. We are certain you would be eager to lend a helping hand to LIBA. If you have any clarifications and suggestions in this regard, please feel free to mail me anytime. Looking forward to hearing from you!

With warm regards,

Prof. (Dr). Vandana Zachariah

**THEY  
DARED  
TO  
DREAM!**

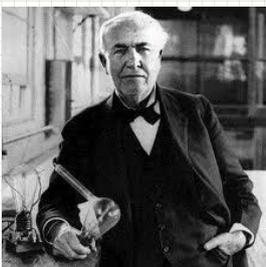
*“Whether you think you can or you can’t, you’re right.”*



**HENRY FORD**



*“I have not failed. I’ve just found 10,000 ways that won’t work”*



**THOMAS  
ALVA  
EDISON**

## ENTREPRENEURSHIP, A WAY OF LIFE — FACULTYSPEAK

William Sharpe, a renowned economist and a Nobel Prize winner in his Capital Asset Pricing Model, popularly known as CAPM, explains the required rate of return an investor should get in tune with the amount of risk taken by him. In the modern scenario, if an investor is quite content with the risk-free return like his ancestors, he will not be making any real return i.e., risk free return after adjusting inflation. Therefore, an investor today is compelled to invest in risky assets like shares to achieve the real rate of return.



**DR. P. C. LAKSHMI  
NARAYANAN**

To me, the above analogy is most suitable for the B-school graduates. To illustrate further, if they are content with getting a job through campus or off campus placement and develop an aversion or fear to accept challenges in starting a new venture then it is like earning risk-free return which is very abysmal compared to the amount of time, money and energy spent in obtaining a MBA degree. In the medium to long term, a huge gulf will be created between the total remuneration they earn and possible profits they would have earned, if they had ventured into a business and not to mention the non-monetary benefits of being an entrepreneur.

What deters a MBA graduate from venturing into business? Why the business idea should confine only for winning business plan competitions conducted by leading business schools? Why placement history of a business school is given additional importance for selecting a college? I presume the answers to the above questions lies in the fact that traditionally the Indian society, by and large, has a distinct preference for a decent job that provide economic security and access to power. Fortunately or unfortunately, educated youth get exposure to this kind of pro-job culture since childhood. They grow up with a job-oriented mind-set, and seldom think of entrepreneurship as a career. Our education system rarely exposed the students to entrepreneurship; prepared them for a job instead. Even if someone with a high entrepreneurial aptitude wants to set up a business, he is discouraged by a host of adverse factors like lack of adequate access to information on setting up and operating a business, procedural hurdles, lack of start-up funds, and the nightmare about the consequences of failure.

Most studies on the role of entrepreneurship in economic growth suggest that there is a strong relationship between the level of entrepreneurial activities in a region or a country and its rate of economic growth. The role of entrepreneurship is not confined only to creation of enterprises, but also includes creation of the capacity to produce wealth, jobs and income, which are the most direct indicators of economic development. In fact, underdevelopment is not because of the lack of natural resources but because of the absence or inadequate supply of entrepreneurs. As a matter of fact, economic growth is the outcome of entrepreneurial endeavors. They explore opportunities, convert ideas into viable business propositions leading to provision of new products and services to society.

India needs opportunity-driven and educated competent entrepreneurs, who set up sustainable enterprises, create employment, and generate wealth, whereas most entrepreneurs in developing countries are ‘necessity driven’ and ‘forced entrepreneurs’. They enter into the realm of business as they have no option to earn their livelihood from any other source. . The question is: From where will jobs come if we do not have adequate number of job providers, i.e. entrepreneurs? The role of Government as a job providing sector is likely to diminish over a period of time. Agriculture has limited capacity to provide gainful employment to the teeming millions. Even if we think of diversification in the agricultural sector, farmers will require a different mind-set. They will have to look at agriculture as a business rather than a traditional occupation and merely a source of livelihood. With the advent of WTO, even the agriculture sector will have to be reoriented, revamped, and made entrepreneurial to take advantage of a liberalized world market. Service sector has been emerging as a major source of employment creation. But it also needs entrepreneurs, the drivers of growth.

The need of the hour, therefore, is to augment the supply of well-groomed opportunity and innovation driven entrepreneurs, rather than ‘factor’ or ‘necessity’ driven self-employed. We must create job providers in larger numbers rather than job seekers. The Government realizes that there is a need to ‘catch them young’. This requires inculcating entrepreneurial values and skills in them at institute level. There is also a need to inculcate entrepreneurial temper in society at large to make all walks of life entrepreneurial, to make India an entrepreneurial nation wherein entrepreneurship becomes a way of thinking, a way of life.

## IDEA TO REALITY—THE ENTREPRENEURIAL JOURNEY!

Creative individuals lateral and out of box thinkers like to venture out on their own at some point of time in their life. They are ready to take the plunge when they feel they have enough expertise, courage, skills, network of well-wishers and sufficient bank balance to insulate the family out of the tide & waves of the impending journey. Ideas are dormant in each one of our minds, however only few of it can germinate and bloom into flowers.

Till 2005 we could start a company with incremental innovation and keep running it with the minimal improvements. Today, the game is to be always ahead and keep innovating if one wants one's organization to grow and keep up the initial momentum. Look at Apple, one of the innovators in design and perfection. Apple has to keep up its velocity of new introductions to the market to be in the race. Compare it with Microsoft; the company has lost its lead over the last 10 years. They are only milking the cash cows and not inventing new products.

Entrepreneurs need to understand that a democracy is not suitable for a start-up and small and growing company. One person must have a fair understanding of number, basic accounts, book-keeping (physically or electronically) and have to personally keep a watch on inflow. A starter needs to keep a tab on the cash flows and monitor every entry.

Help does not come easy. You may assume that your network of friends would provide you immediate support, but you might be disappointed. One has to be open to ideas and help, which may even come from unknown sources. Ideas also take time to germinate; you will have to work like a sculptor, giving shape to your creation. As an entrepreneur you will have innumerable variables constantly loaded against you, which you need to understand, give weightage for reliability or level of hostility and have alternate mechanisms and routes ready to realize your goal.



**DR. K. V. RAJENDRAN**  
VISITING FACULTY

Always remember the buck stops at the entrepreneur, and also there is always cost to a decision and the downside risk is tilted towards the entrepreneur. There are umpteen numbers of forums to talk about starting on your own - after starting how to run and grow, one can learn only from people who have been swimming against the current and have grown over a period of time consistently.

You can have empathy and sympathy in your day today life but an entrepreneur one should not mix it with business. Have the courage, conviction, boldness to pursue what you understand is a viable business, pursue it to its logical path and always keep a Plan B ready!

## GUEST LECTURES ON ENTREPRENEURSHIP AT LIBA



### MR. PADMASINGH ISAAC

Mr Isaac is a self made man and exudes self confidence! Founder of the Aachi group, Mr Isaac believes entrepreneurs are made and not born. He strongly advocates young individuals to gain some work experience before taking the plunge as an entrepreneur. Mr Isaac started his career as a Sales officer in

Godrej soaps. After he learnt the ropes in the FMCG industry, did he actually take the leap, and what a leap it has been! Within 12 years, Aachi has out beaten its competitors and has emerged as the No.1 FMCG Brand in South India. Today, AACHI has 150 products! There are over 3500 exclusive agents and 10

lakh retail outlets all over India and abroad! AACHI GROUP has been achieving record sales turnover over the years and for the concluded financial year end March 31, 2011. The group sales turnover is 700 Crores!



### MR. VAITHEESWARAN

Captivating the audience by sheer wit and humour, Mr Vaitheeswaran is an orator par excellence. An expert on tax, sir delivered a lecture to the students of LIBA on the importance of legalities while starting a business. He spoke at length of how entrepreneurs need to know

the inside out of tax and accounting to be efficient at business. He also highlighted the importance of patents and its implications on building a brand. Mr Vaitheeswaran currently heads a legal practice in Chennai specializing in Corporate Law, Direct and Indirect Taxes and

Negotiation & Drafting of International Contracts. He is also a guest faculty teaching Excise, Customs, Service Tax and VAT at various Institutes conducting classes for professional courses such as CA, CWA and CS.

# REWIND

## MR. CHANDU NAIR



Mr Chandu Nair's effervescent personality is addictive! Mr Nair in his speech mentioned that the biggest hurdle in the life of an entrepreneur is the constant bantering of friends, relatives and neighbours who specialise in saying "NO". As an entrepreneur, he believes that one should have enough self belief and motivation to withstand the pressure and emerge out in conviction. Mr

Chandu Nair is an established entrepreneur himself. A Postgraduate in Management from the Indian Institute of Management, Ahmedabad, he has over 28 years of experience in industry consultancy, business information and media. While his domain areas of focus were business development and fund raising, his passion was enterprise building and

transformation. Entrepreneur for 25 years, virtually all from Chennai, Mr Nair is co-founder of Scope e-Knowledge Center, a pioneering knowledge process outsourcing (KPO). He is also a member of the core team coordinating TiE-Chennai's entrepreneur mentoring initiative and is also a resource for incubators, NEN and college e-cells.



*"You won't get anything unless you have the vision to imagine it."*

**- JOHN LENNON**

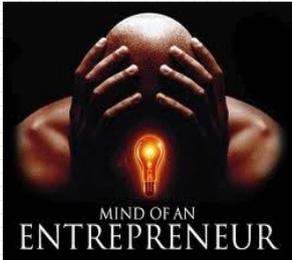
## MS. CHITRA K. ALAI

Ms Chitra K Alai, General Manager of SIDBI Southern Zone Chennai delivered a lecture on the aspect of fund raising from banks by entrepreneurs. She urged students who aspired to be entrepreneurs to start small and progressively grow in business once they gain a foothold. She maintained that banks look for crisp and comprehensive business

plans and look for ideas that are feasible. Ms Chitra gave several real time examples on fund raising and laid a lot of insights on how budding entrepreneurs can get the best of funding opportunities from banks. She believed that entrepreneurs are born with a fire in their belly, and have an undying passion which is mostly inherent and not cultivated!



## MR. RAHUL RAGHAVAN



Rahul Raghavan graduated top of his department, and an MBA from IIM Bangalore and currently evaluates potential investment opportunities across sectors and plays an active role in managing a set of portfolio companies.

A strong believer in "thinking big", Rahul Raghavan, Investment Manager, VentureEast spoke

passionately about the successful stories of Facebook, Instagram and even Goli vada pao where he has invested. He urged budding entrepreneurs to not get limited by boundaries and think big. Rahul spoke about angel investing and venture capital and highlighted the pros and cons of each.



## MR. K. KRISHNA KUMAR



**AVON SOLUTIONS & LOGISTICS PVT. LTD.**  
we manage your mailrooms... gain the winning edge...

Popularly known as KK, is the founder of Avon Solutions & Logistics Pvt. Ltd.; He has been associated with the courier/logistics industry since 1985 in India; He was with Blue Dart - the leader in the business, for about 9 years; He was one of the top rated managers of Blue Dart then; In the mid 90's he founded Avon Solutions at Chennai and Mumbai; Started with 4 employees and built a base of 300 employees within

a span of less than 4 years, currently at 700+. He is also the Founder Director of Trauma Care Consortium, Chennai. Truma Care is a unique not-for-profit service and the first of its kind in India and makes available on demand to residents of Chennai city, fully equipped ambulances for free emergency movement of road accident victims to hospitals.

Mr Krishna Kumar is a captivating speaker. He shared experiences from his work life and showed how being an intrapreneur pays off in the industry! His success story as an intrapreneur in Blue Dart was enthralling. Sir believes that one can make simple changes in the system and make extraordinary differences. He believes in the essence of using creativity and common sense at work.

## CHRYSLIS



Chrysalis, LIBA's annual management fest, was successfully held on 9th and 10th February 2013. Various colleges from all across the country visited LIBA to be a part of the event.



Competitions were conducted on all major specializations. There was 'Arthashetra' - the Finance event, 'Anti-Muda' - the Operations challenge, 'Escencia de HR' - the management challenge for HR enthusiasts, 'Marketing Mavericks' - for the ultimate marketing maniacs. All of the participants for these were selected based on online quizzes held earlier; and then they battled it out on campus to prove their mettle. There



tested on all managerial aspects to choose who came out victorious. The fest also included the participation of corporates in LIBA's flagship event 'Exquisite' - the ultimate quizzing challenge.

Both days ended on a high with 'Band-Slam' - the war of bands; and 'Burn-the-Floor' - the dance competition, held one on each day.

'Chrysalis 2013' brought out the best in everyone and left most wanting more of it. A management fest in every sense of the word, an all-round event which everyone is looking forward to again next year.



## BEACON—ACCOUNTABILITY & RESPONSIBILITY



LIBA's flagship event, BEACON, was held on the 16<sup>th</sup> of February, 2013. The Business and Ethics Conference BEACON this year, LIBA spoke at length about 'Accountability and Responsibility'.

people in maintaining ethical standards in the country and how important it is for them to maintain those standards to spread those sentiments in the general public.

speakers shared their views on corporate responsibility. The second session was held on 'Public Audit', wherein the speakers talked about Democratic accountability and instruments of public accountability. The session on 'Social Audit' dealt with the role of media and then the role of people.



The first session of BEACON was on 'Internal Audit' with

In all, a well spent day of enriching knowledge!

The inaugural speaker, Dr. R. K. Raghavan, former Director of the CBI, addressed the gathering on Police Accountability. He spoke about the role of the Police and the



**WINNER, MOTHER TERESA CORPORATE CITIZEN AWARD 2012**

## MOTHER TERESA CORPORATE CITIZEN AWARD 2012

The Mother Teresa awards, constituted by LIBA to salute all the companies who have impacted society with their emphasis on Corporate Social Responsibility activities, were presented on February 16<sup>th</sup> 2013 at the Hyatt Regency, Chennai. Former Governor of West Bengal, Shri Gopalkrishna Gandhi was the honored Chief Guest for the day.

Former Chief Election Commissioner, Govt. of India, Mr. A.X. Alexander IPS (Retd.),



Governance, this year the award was won by Shree Cements Limited. Polaris Financial Technology Limited was awarded Mother Teresa Special award for its exemplary contribution to social empowerment of youth.

Shri Gandhi's Mother Teresa Memorial Oration was one of sheer brilliance, one none of the attendees would ever forget. His humble and calm style had the audience enthralled.



**SPECIAL AWARD**

After careful deliberation by eminent members of jury consisting of Mr. N.Vittal, former Central Vigilance Commissioner, Govt of India, Mr. T.S. Krishnamurthy,

Former Director General of Police, Govt. of Tamil Nadu and Dr. Priya Rajeev, Director, Loyola Centre for Business Ethics and Corporate

## CHRISTMAS TIDINGS



## AZHAGIYA TAMIL MAGHAN 2013



## KARTHICK RAJAN

## ALUMNI SILVER JUBILEE MEET

Students are the heart and soul of any institution and being a student is like a lifetime membership. LIBA proudly welcomed its students of the 1987-90 Batch to commemorate the Silver Jubilee of their sojourn at LIBA on Saturday, 17<sup>th</sup> November 2012. The 1986-89 Batch was also present.

Words of welcome by the Director, Rev. Fr. Peter Xavier and a presentation by Mr. P. Janardhanan Menon, the President of LIBA Alumni Association sharing the committee's activities was followed by the felicitation of the Faculty by the Director,



for helping guide the Alumni not just through portals of knowledge but nuances of life. The most memorable part of the day was when the Alumni shared their individual journeys and anecdotes of student life at LIBA making the entire LIBA fraternity proud. For one day, they were reliving their student life at LIBA. The Alumni also pledged to support the 'Outreach' project of LIBA. The Alumni

Committee of LIBA released the first ever online version of its newsletter - 'REWIND'.

The day ended with a sumptuous dinner with a live band comprising of current LIBA students playing melodious music of yesteryears. Just the perfect end to a day dedicated to nostalgia!



## PEGASUS — OUTBOUND LEARNING

"Alone we can do so little; together we can do so much" – These words of Helen Keller provide the perfect summary of the importance of teamwork in the modern world. This ideology of working in a team and being a team player was the focal point of learning in the three day outbound learning trip organised for the first year students of LIBA at the Pegasus Institute of Excellence, Pondicherry.

The outbound learning program focussed on the various dimensions of a team, the mind-sets needed to gel within a team, the most common challenges faced and how to overcome them. The learning



was imparted experientially through a set of activities which practically fostered the mentioned essential traits. Ife skills learnt indeed, which has made the whole experience a priceless one!

## PONGAL

LIBA's celebration of Pongal brought back sentiments for staying out of home and it introduced the people from other parts of the country to yet another new culture.

The celebrations started with a Kolam competition. The harvest festival was celebrat-



ed with rice, dal and jaggery boiling and spilling over from a brightly decorated pot. As always, the 'Azhagiya Tamil Maghan' competition, meaning, the most eligible Tamil bachelor was a huge hit. The fun was there, the tradition was there and it was a great day in the history of LIBA yet again

## DANDIYA NIGHT

Diwali, the festival of lights was celebrated with lots of cheer at LIBA. The evening saw all the students grooving to the melodious beats of the Dandiya. Indeed the festive spirit was in the air!





## BONIFACE P., F08 BATCH — ALUMNI EDITORIAL

### A brief introduction of yourself.

A first generation entrepreneur, working towards delivering sustainable, green (SOLAR) and energy efficient solutions to solve global energy crisis.

### Which are your most memorable moments at LIBA?

Initiation of Entrepreneurship cell, Radius and Operations specialization. All these were introduced during our batch and I fondly remember how we presented our plans to start those initiatives to the management. In those, I learnt something about intrapreneurship and those experiences gave me confidence while setting up a start up.

### What inspired you to become an entrepreneur?

“Do what you love and love what you do (of course, without hurting anyone)”. I always dreamt of a life, where I could spend quality time with my family, friends and society with enough money in the kitty. I felt being an entrepreneur will make me realise that.

### What were the hurdles you faced initially? What was your motivating force during the challenging times?

Being a first generation entrepreneur, I knew nothing about running a business. Right from designing our product offering to finding a place to set up the office was challenging. I had to make major decisions all alone, of which some failed and some succeeded. I always took every failure as a learning experience and every success as an encouragement.

### Your tips for new starters these days.

Be clear on your offering and potential revenue. If you are not able to come out with a clear idea, spend quality time in the market trying to identify the offering. Unless you get your hands dirty, you cannot come out with a clear idea!

Never Ever give up! If something goes wrong, without worrying, identify the root cause and work on rectifying it.



### What do you feel are the areas for new startups today?

My knowledge is too limited to answer this. However sectors

like energy, health care, e-commerce have a good growth potential. Many novel business ideas too can succeed, if implemented properly.

### How would you define 'Success'?

To be successful, one has to remain successful in what he / she is doing. I feel consistency is very important. These days success is measured only in terms of monetary gains one has achieved and not in terms of peace one has, which may backfire someday!

### How did you prepare yourselves for entrepreneurship during your two your full time course at LIBA?

I always had my focus on my goal. Whenever concepts / case studies were discussed in classrooms or in groups, I always approached them in an entrepreneurial perspective. I never thought of grades or scoring high, rather I focused on learning and understanding the concepts in an entrepreneurial perspective, which are of prime importance and this even helped me to secure the “best summer project of the batch” award. Apart from these, I networked with guests and outside participants whom we had invited for the events of entrepreneurship cell.

*“Do what you love and love what you do”*



*“I took every failure as a learning experience and every success as an encouragement.”*



*“Success is to be measured in terms of the peace one has”*



*“Never ever give up!”*

### KNOW YOUR INSPIRATION:

BONIFACE P.

F08 BATCH

FOUNDER & CEO,  
ULAGINOLI ENERGY SOLUTIONS



**ULAGINOLI**  
ENERGY SOLUTIONS

## UNFORGETTABLES

*“The secret of getting ahead is getting started”*

- **MARK TWAIN**



entrepreneurship.

*“What the mind of man can conceive and believe, it can achieve.”*

- **NAPOLÉON HILL**



*“As long as you’re going to be thinking anyway, think big.”*

- **DONALD TRUMP**



*“To win without risk is to triumph without glory.”*

- **CORNEILLE**

## AKSHAY DUGAR, F05 BATCH—ALUMNI EDITORIAL

### A brief introduction of yourself.

A Passion to learn and strive towards achieving my goals defines me. I am Akshay Dugar, currently with my family business of Aluminium Pressure Die Casting & Project Funding. I have started 2 new ventures - one in the area of marketing of premium gift solutions (Clover) and another in the IT space (edgeIT) where we provide design solutions and online PR and branding solutions for our clients.

After my schooling at Don Bosco Chennai and B.Com from Loyola College, I worked as an intern with a Pharma company. Post that I Joined LIBA for my PGDBM and was placed at Infosys, Hyderabad and joined the Enterprise Solutions units as a consultant. A good 3+ years in Infosys gave me the confidence to move into business; Two years in Business have given me a feel of the real market and the business environment.

### Which are your most memorable moments at LIBA?

Life at LIBA was one of the best and most cherished years of my life. Be it the late night group discussions at the OAT or be it the lunch sessions at the car park, every moment was life lived to the fullest. What better - i found a few of my best friends at LIBA.

### What inspired you to become an entrepreneur?

Being an entrepreneur purely depends on the kind of person you are and what you want to be. Your mission in life defines what you want to be. The

passion to do something on my own, to lead and to create a quality brand for my company are my driving forces. A free hand at work gives scope for research and innovation which help me look at each day as an opportunity to learn something new.



### What were the hurdles you faced initially? What was your motivating force during the challenging times?

Moving from a job to business has its own advantages and disadvantages. In a job you have most of the basic necessities and standard procedures in place which is not the case in a family run business. A few obvious difficulties faced were Scheduling Tasks for employees and training them to report back to the management, managing and motivating employees in order that they perform to the best of their abilities, Create a system/procedure for the day to day activities of the business and the most important hurdle - DIY (Do it yourself) - The smallest of the task from filling up a Bank challan or visiting the bank branch had to be done by me in order to understand the procedural gaps if any so that i could give my inputs and implement the ideas for better operations.

### Your tips for new starters these days.

Dream Big - start small. I have seen many people getting carried away with their big dreams that they often fail as they lack business experience. You need to dream big, but start small - risk only what appetite you have. Once you are able to manage a bigger setup, have a larger risk appetite, you should scale up the business.

Innovate. There are millions of business options available. How you deliver and What you deliver will determine how you would grow your business.

Business Ethics. Always work with your set of business principles. If you know it is wrong, Don't do it. Follow your business principles and ethics in every transaction and you will go a long way.

### What do you feel are the areas for new startups today?

Innovation is the key to success. Be it IT, retail, Marketing, Finance, HR - you need to innovate. Without an innovative idea, product or service, business becomes stale. The type of business may be similar to many, but the process and the type and quality of delivery is important.

### How would you define 'Success'?

Success is when you achieve what you want. You have to work hard/smart to achieve it.

Excellence brings success. So strive for excellence in every walk of life and Success will follow.

**KNOW YOUR INSPIRATION: AKSHAY DUGAR, F05 BATCH**

