

Entrepreneurs go back to school to stay relevant in the disruptive business scenario

WeSchool and Rotary District 3141 present Masterclass on Entrepreneurship

27 December 2017, Mumbai: Running an enterprise is not a distant dream anymore. Digitization has spurred many family run businesses to become technically resilient. Services and consultancies are growing more niche leaving the cookie-cutter approach of traditional family business practice far behind. Connecting these thoughts were eminent speakers at the Master class for family managed entrepreneurs and startup founders by **S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool)** in collaboration with **Rotary District 3141**.

While sharing his thoughts on this collaborative effort, **Prof Dr Uday Salunkhe, Group Director, WeSchool** said, "According to a recent survey, almost 79 per cent of early-stage Indian entrepreneurs were motivated to start a venture by some business opportunities, which is the highest amongst BRICS economies. Correspondingly, only 19 per cent of the early-stage Indian entrepreneurs were forced into entrepreneurship due to a lack of other alternatives and 34 per cent of the adult population was improvement-driven entrepreneurs. Taking cues from this, WeSchool has designed the PGP-Entrepreneurship Program that has its deep-rooted focus on the practical application of theory that helps entrepreneurs to acquire, apply and assimilate the latest management concepts in the business environment. "

Rtn. Praful Sharma, District Governor of Rotary International ,in his opening remarks highlighted the contribution of business community in the growth of Mumbai City not only through innovative ventures but also by finding windows to channelize their resources for the benefit of the society through Rotary network. Other noted speakers from the industry brought into discussion the true meaning of entrepreneurship and lessons for businessmen in a competitive age of business. **Dr. Sanjay Verma, Vice-President, Head- Learning and Development for Petrochemical Business, Reliance Industries** shared the Mantra of how to stay relevant in today's business scenario while **International Wellness and Fitness Guru, Dr. Mickey Mehta** spoke about the Indian concept of '*Prakruti*' and '*Parush*', and elaborated on how the integration of these two elements brings about business evolution . 'Be aspirational, not ambitious .Learn to earn money not make money. Make your business evolve, focus on the evolution plan, not just the growth plan ",he advised the young entrepreneurs who listened in rapt attention.

WeSchool Alumnus, Mr. Chetan Sood, Founder-Director, Olej Energy Private Ltd shared the lessons in reinvention as he narrated his transformative journey from being the scion of a business family to management student to passionate entrepreneur who founded Olej , a green energy company engaged in conservation of environment through innovative technical solutions that turn plastic waste into Pyrolysis Oil. "Failure is the foundation of success. Entrepreneurs need to keep relearning and unlearning to stay relevant in business. Going back to formal learning helps gain a

refreshed perspective about the business eco-system, widens the circle of influence and inculcates a disruptive mindset ”,he said.

The event culminated with **Mr. Yashraj Akashi, Senior Ambassador & Curator ,TEDx** sharing thoughts on Finding a purpose in whatever you do.

WeSchool’s PGP-Entrepreneurship Program is an 11-month, first-of-its-kind Program especially for young scions, businessmen who own small and medium enterprises (SMEs) and budding entrepreneurs. It provides a comprehensive approach for being a successful entrepreneur. The Program strikes a balance between imparting real-world, practical knowledge, inspiring a spirit of leadership, and instilling an evolving and professional mindset.

About WeSchool

Among India’s top business schools, WeSchool is a pioneering management education institution with emphasis on design-led innovative management education for shaping vision and mission of global citizen leadership. WeSchool strongly believe in integrating the philosophy of ‘leadership’ and ‘innovation’, and nurtures students with a holistic view on the socio-economic-political matters with a coherent and strategic approach towards problem solving. Keeping design and innovation its core, WeSchool endeavors to provide newer avenues to students towards achieving excellence in all sphere of life and nurture them to become Global Citizen Leaders.

The CII-AICTE National award for ‘Best Management Institute for Industry Institute Linkage’, 2015 has been awarded to WeSchool. Also, the “Best Innovative Institute” award at the ASSOCHAM 9th Higher Education Summit, National Excellence Awards at the hands of Union HRD Minister of State, Prof Dr. Ram Shankar Katheria was awarded to WeSchool this year. WeSchool had the honor of being bestowed the Best Management Institute of the Year Award, 2015 by the Bombay Management Association (BMA) at the hands of Mr. Ratan Tata.WeSchool has collaborated with MIT Media Lab, Stanford Design School, IDEO, and Center for Creative Leadership among others. WeSchool partners with several leading universities globally on an array of areas. And among its collaborations with foreign Universities: Mälardalen University (Sweden), Curtin University (Australia), Unitec Institute (New Zealand), Grant McEwan (Canada), Copenhagen University (Denmark), Otto Fredrich Universitat (Germany), Audencia Nantes(France), Stuggart Media University (Germany). Tel-Aviv University, IDC Herzliya, and Ben-Gurion University of the Negev (Israel).

WeSchool’s philosophy is about using the collective wisdom of “WE” to nurture insightful thinking and inspire action based leadership.