

Module - 5

1) Case Study 1 : Amar Gopal Bose

- ⇒ Entrepreneur for Bose Corporation in 1964
- ⇒ Most of equipment developed for Military purposes
- ⇒ He is an Electrical and Sound Engineer
- ⇒ He is 271st richest man in the world
- ⇒ His main product was Speakers, Car Audios
- ⇒ In 1968, he developed direct reflecting speakers
- ⇒ In 1989, he was awarded with Excellence Teaching Award in MIT
- ⇒ In 1995, he was received with Junior Bose award
- ⇒ In 1980, he developed Electromagnetic replacement for automatic shock absorbers
- ⇒ He was specialist in developing small speakers
- ⇒ Specialised products in Bose Corporation
 - (i) Car Audio
 - (ii) Noise cancelling Headphone
 - (iii) Smartphone applications
 - (iv) Automatic Suspension System
 - (v) Seat suspension for large vehicles

2) Case Study 2 : Microsoft

- Bill Gates is the founder of Microsoft
- Co-founder of Microsoft is Paul Allen
- Founded in April 4, 1975
- Their first product was ^{Basic} ~~Personal~~ Computer
- Their main intension was to produce Personal Computer
- In 1983, Paul Allen resigned
- From 1983, Jon Shirley became the vice president, and started developing Mouse and DOS
- In 1985, bill gates became top billionaire (31 years)

- Bill Gates was an investor, writer, philanthropist apart from being the founder of Microsoft
- In 1986, SQL servers was introduced
- In 1990, Jon Shirley retires and Michael became the vice president
- In 1992, Microsoft introduces Windows 3.1
- In 1994, Microsoft ^{released} ~~introduced~~ Windows NT
- In 1995, Microsoft launched Windows 95
- In 1997, anti-trust cases were filed against Microsoft
- In 2001, developed Windows XP

3) Case Study 3 : Role of government in SSI

- SSI - Small Scale Industries
- Also known as MSME (Micro Small Medium Enterprise)
- Developed in the year 2006
- Backbone of whole economy, provide finance to people

• Importance

⇒ Partner in nation Building

⇒ Customized Products

⇒ Employment to local people

⇒ Creation of Job

⇒ Discipline into Industry

• Advantages of SSI

⇒ Privacy

⇒ Profits

⇒ Decision making

• Disadvantages

⇒ Lack of finance

⇒ Lack of liability

⇒ Lack of continuity

(Scope)
⇒ Limited amount of expansion

• To support SSI, government have started this organisation

• Government provides separate training sessions, raw materials, technical teaching to SSI

• Presently focus on technical training

• Marketing sessions also handled by government by providing exhibitions in other states/countries

• Only nationalised banks give financial support

• Government of India has recently launched

Ambitious Estate Industrial programme

- Financial needs of SSI
 - ⇒ Equity or risk Capital
 - * Investing our own money
 - ⇒ Loan or borrowed Capital
 - * Further categorised to Long Capital and Short Capital

- Financial structure should have
 - ⇒ Low investment and high profit

- Two types of SSI

- ⇒ Traditional

- ⇒ Modern

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4) Case Study 4: Capt G.R. Gopinath

- Gurus Ramaswamy Iyengar Gopinath
- Born on November 13, 1951, Gorur, Hassan
- NDA - National Defence Academy
- 1971, Bangladesh Liberation War
- 1971, he took retirement
- In 1997, Deccan Aviation - cofounder
- In 2007, sold for Kingfisher
- In 2003, he founded Air Deccan - a low cost airline
- In 2009, Deccan 360
- Awards
 - ⇒ 1996 Rolex Award
 - ⇒ 2005 Rajyotsava Award
 - ⇒ He wrote a book "Simply fly" in 2010 → Collins business
- He was an author, ex-politician apart from being an entrepreneur
- He was a Lok Sabha candidate from 2009 and 2014

5) Case Study 5: Shahnaz Hussain

- Successful Woman Entrepreneur

- Have a trademark name in her product 'shahnaz'.
- 1971 - investment of 35000
- 2006 - padmashree award
- Products were sold over 138 countries
- Most of her products representation was done in 1980 in London
- She was the first pioneer in Vocational Beauty of India.
- 35 years ago, she gave free training for physically challenged impaired people
- She also wrote a book for this physically challenged impaired people
- Using Ayurveda as base stage, she developed 375 products
- Some of the products are Eyeliner, face wash, anti-wrinkle treatment
- Shehnaz has 400 franchise, all over India.
- She ^{also} has Herbal Business Schools
- Awards :
 - ⇒ 1989 - Bharat Nirman Award
 - ⇒ 1995 - Rajiv Gandhi Sambhavana for promoting Ayurveda
 - ⇒ 1996 - World's Greatest Entrepreneurship Award
 - ⇒ 2006 - * Padmashree Award from A.P.J Abdul Kalam
 - * Women of the Year Udyog Award
 - ⇒ 2008 - Leonard Vinci Award
 - ⇒ 2011 - * Indian Achiever's Award
 - * Asia's leading Woman
 - ⇒ 2012 - Outstanding Ayurvedic Innovation Award
 - ⇒ 2014 - Golden Peacock Entrepreneur Leadership Award

6) case study 6 : Dr Devi Prasad Shetty

- He was born on 8 May 1953, Mangalore

- He wanted to become a heart surgeon when he was in 5th grade at school.
- He was a cardiac surgeon and was trained at Guy's hospital in the United Kingdom.
- He became 1st surgeon to perform heart surgery on new born babies.
- He was inspired by Mother Teresa.
- Narayana Hospital was founded by him.
- He also started Tele medicine and was expertised on all over the world.
- He provides Visa test for providing external treatments from other countries.
- Awards he won
 - ⇒ Padma bhushan award for medicine in 2012
 - ⇒ Schwab foundations award in 2003
 - ⇒ Sir M Vishreshwarya memorial award in 2003
 - ⇒ Ernst and young entrepreneurs of the year in 2003
 - ⇒ Karnataka Ratna Award in 2001
 - ⇒ Padmashri award in 2004
 - ⇒ Social entrepreneurship award from World Economic forum in 2005
 - ⇒ Rajyotsava award in 2002