

* Engineering Leadership *

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* Leaders by choice, leader by necessity.

* Leadership & Management

36 departments.

① FINANCE

Leader sees that there is no financial hurdles.
Chooses best finance options.

Diff Parameters like Interest Rate ↓ (Leader should keep it low)
↳ Return on Interest ↑ (Maximum)

Square land over taken over
by Tata
Brought company in losses to
profit

↳ Net Profit ↑

↳ Equity Share holders ko paice kama ke duna

② MARKETING

How will one become a leader? By →

↳ Brand Development

same
common
parameters

Pepsi's Ad campaign

Cricketers
↳ Bollywood
celebrities

(Like Haldipanna)

→ 5000 Cr. Brand Value

↳ Market Expansion

Connecting all this to politics

↳ Market Penetration

eg. of ~~marketing~~ - Amul, Tata

↳ Understanding Market Segment

Amul's - frozen dessert

(fats)

Cool Uncle Icecream → 20 Rs / kg

People take profit → 150 Rs / kg

Have ethical values

Leadership is reaching your extreme potential.

③ PRODUCTION

↳ Inc. Production

↳ Decrease Cost eg. China

④ HR

Employee Turnover Ratio ↓

In last 3-4 years, TCS employees were targeted by Accenture.
Still many employees stayed refusing double pay.

(5) I T

Bank emp from 80-90 to 8-9 → technology power
↳ adopt to new technology

adopting to technological advancements

Paytm next advancement → internet free payments

(6) R & D

g: Pfizer spends money on R.D. More budget than Mr.

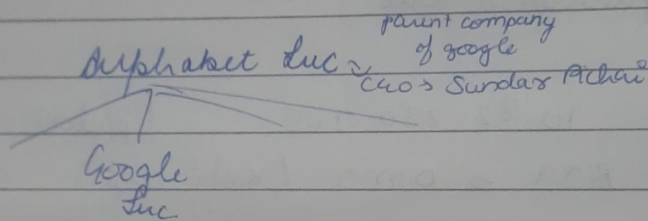
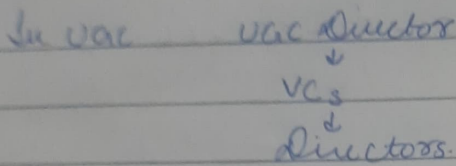
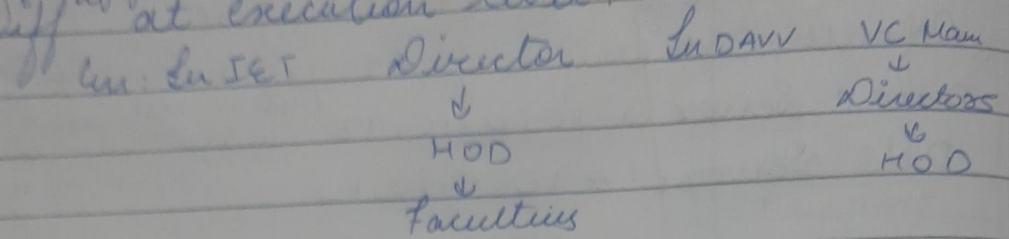
Now India is no 1 in Biotechnology.

↳ Invest resources in R.D.

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- Strategy & Planning
Diffⁿ at execution level.



Strategies are made by top level
Planning done by middle level & low level

Strategy → Exam in Nov. New session in Jan.
Planning → Teachers seeing through everything.

Strategy of electronics dealer → Supply all TVs before cricket matches
(Bunda, 800, Videocon)

When today → During vacation (May-June),
tourist locations try to attract people.

Nevada's entire earning source → Las Vegas

Saudi Arabia → Mecca → ^{even if petrol stops} earning of SA will continue
Mecca → tourist place

All other OPEC countries' economy would crash if petrol
stops but not SA's strategy

Strategy by central govt
Plan by states & LT



Chavhan
Bishra



* Vision → Long term Goal

Mission → Short term goal to achieve long term goal

Vision → goalpost fixed

Mission → football reaching post dynamic

* Four Basic Questions to fulfil vision

Q Where are you now? (To see if we're on the right path)

Q Where do you want to go to?

Q How do you propose to go from here to there? (choose best path)
Karma should be ch. based

Q Who do you want to join you in this endeavour?

* For leadership

→ Understand your community

To make search engine

comp → google where's California

TCS → Noida → Outsourcing

Mumbai → Finance

Pune → Gaming

Bangalore → Computer

what kind of ppl live with you?

their qualities, their skills

Indore → support people

Adman

Culture → focus

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Corporate Under CSR

- Taxes
- 2% of net profit towards

Section 135 of company Act (2013)

Net Profit > 5cr
or

Net Profit > 500cr
or

Revenue / Sales / Income > 1000cr



Any company crossing this ^{criteria} ~~threshold~~
has to pay 2% towards CSR

Why CSR

- Damaging the empire you've done
- you've consumed natural resources

Have to spend 2% on in field other than yours.
Have to maintain CSR records.

In India, biggest tax payers → Pensioners

Lata Hemnani Hospital → very big

→ before CSR law

→ cancer treatment of billions per year
for free

eg. ITC (Indian Tobacco Company) makes tobacco.
Has highest income in India, has monopoly
on cigarettes.

Started making copies → Classmate
2% of Classmate revenue goes to school
funding → CSR.

ITC's purpose → satisfying CSR criteria

Sold copies with high margin & earned profit
from a "CSR" activity.

But we don't have documented evidence

During COVID → Radha Swami associated made
1015 bed hospital in 9 day
India's social work is very high → helped in survival
of covid.

CSR benefits

- Brand image betterment
- Social upliftment

CSR → health care,
Environment,
education,
Sports.

for VISA → they check social work

Sandeepan Aryan → Muskan group

- CSR →
- Legislative Aspect
 - Economic Aspect
 - Global Aspect.

TCS - 1985
Infosys - 1980s
Vipin - 1980s

P. Usha won gold in 84/88
olympics

In 1995-96 Infosys made
myose stadium. P. Usha adopted
kids & trained them → paid by
Infosys.

UNIT-4

Roles of An Entrepreneur

- Entrepreneur as a leader Sonia Gandhi, Bharat Alay
- " Business Manager
- " Risk taker
- " Receiver
- " Innovator

Risk ? → Social Risk

Societal element loan ke selua hai