

* Engineering Leadership *

- Entrepreneur as a perceiver
perceive → understanding kya kya hone wala hai
And preparing.
- to forecast foresee in a way that you
analyse the future happenings

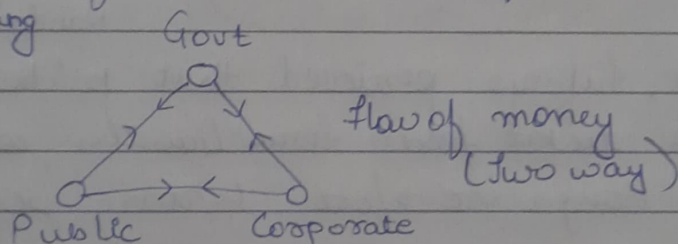
Future mein business losses ko pehle hi smile lena.

CS → Infosys

In 1980's Narayan Hurty rejected by Patni Computers.
Then he met diffⁿ IITians & perceived how to make
a company this big.

In 2004, US Economy was on top.

Infosys Board of Directors Meeting (7-8 people)
IT services Outsourcing



Speed of flow of money ↑ Economic growth ↑
If flow stops → recession

BOD perceived the recession of 2007-2008 USA.

And if recession occurs, jobs will be lost.

IT dept is shut down sabse pehle → impact on infosys.

Interviewer → What's ^{biggest asset} ^{most imp} for Infosys?

Brand name, ^{value} headquarters, share ^{price} ~~value~~, yourself

Ans → employees. Sabse imp company ke liye mere employees hain.

Founder's wish becomes company's goal / vision.

Infosys developed market in Europe's 45 countries.

When recession happened, Infosys shifted emp to Europe.

In board meeting of IIT, BOP perceived that deep recession of USA will impact Europe.
30-40 board meetings happened.

Jan 2004 → Europe
Dec 2004 → India.

In India they took first project in 2004 → Aadhaar Card.

In India, everything is a loosening process.

In 2007, Fortune (USA) → Morning 5:45-6:00 meeting decided that Scribe software is required.

At 6:30, software was purchased & installed.

At 8:00 → training

In 2011, Infosys perceived that politics is way to go ^{Nandan Neelg → CEO of Infosys at that point}
He took ticket from Sonia Gandhi, contacted for South Bangalore → lost. Wrong perceiving.

Satyam Infotech → was bigger than TCS, Infosys, Wipro
↳ working for govt of all 50 states of USA
→ No work for on VISA.

In 2008, they gave all donation to Republicans (thinking Black person won't win). But Barack Obama won.

Satyam's Auditor → PWC (American company)

PWC's CEO told him that donation given by Satyam Infotech can't be audited (Indian Law).
But money aint there.

Obama asked India's finance minister to audit Satyam.

It was found that Satyam was cheating.

All projects bankrupt

Paisa khuli khuli dea pada, seerage taken, Satyam ruined.



In 2014, Nandan Nilekani lost. They feared they'll be
run over by BJP like Satyam.

Narayan Murli came to India to save Infosys.

Nandan Nilekani removed.

Vikas Sirohi made CEO.

In 2018 rally USA → Modi said

Klesh Ka vikas → mere dost.

↳ Infosys shant → happy

Infosys asked Modi to ~~do~~ give all their ^{digital} projects
to them. They'll do cheapest.

Now, tax returns comes very fast in India despite
being very complicated.

India very aage in IT.

Modis peshwa → development

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* Entrepreneur are a Business Manager
↳ developing business models

Administrators → creates policies, doesn't care about profit
eg: Collectors, Quincor

Manager → Profit Making

Amazon took loan from big companies in lockdown & paid all
the bank loans.

Atlas Hero vs. Chinese Bicycle

Distribution Channel → 1) Mfg

2) Distributors

Mfg.

3) Dealer

4) Wholesaler

5) Retailer

6) Customer / End User / Consumer

e-commerce → \downarrow \uparrow Consumers

broker

(buying → adding profit
margin → selling)

Target Segment → eg. → for a pen, a segment will be school bag
parent pen.

Retailer → key aspect in a disⁿ channel.

Chinese Bicycle didn't give big more profit than
Atlas Hero than to dist. channels in Africa.

Uncle Clipse → wrong strategy of squeezing profits from retailers
Balaji 999.

	1	2	4	1	2	4	Final, Variable
Material							
Labour	100	100	100				Direct, Indirect
Overhead	-	-	-				

Clark → #2 Material	101	102	104
Total Cost			
Residual Cost	101	51	26

Production ↑ Cost ↓ → China's ruling model

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An entrepreneur should have Team Building quality & individual qualities.

↳ Team & Dream

Ind → Babbar Singh
↳ Infosys (Biggest asset → employees)

Henry Ford, father of management, his managers (board of directors) didn't understand his point.

He then invited his name in on nameplate (I'm over)
→ do acc. to me → Ind quality

Gandhi vs against Salt Law → Dandi March → Ind.

Case Study (Team Building)

When India's got ~~the~~ ^{even} player list was published in 2003 WC. Media → weakest team, wouldn't ^{even} qualify. Tournament starts → keeps winning, reaches final. Lost final but whole team & Sourav Ganguly (captain) was praised.

Why? Team spirit & capt. had team building quality.

SG → Making strategies on the ground with team. Listened to team members & gave them their desired play with promise of good performance.

Ind → Decision taking Cap. Kludki

CS → Heavy load, stove jobs.

SI → youngest company to become a fortune company Apple (7-8 yrs). ^{bring new market segments.}

SI said he'll ~~not~~ ^{once} expand market. Make his own OS.

Others said no. An OS takes billions to make. Did Karne bat manwaya → SI.

Apple competitive & wild

In late 80's, thoughts of ST & others founders

misaligned. They remembered ST

slowly Apple declined coz Windows was

Steve was asked to come back.

ST said its his seed, hell come back to take care of it.
Came back without conditions.

ST said work on iPhone IPOs not on desktop.

Cofounders said nooo. Again said & convincing

ST today, brand value of iPhone was

Apple's value more than world's economy

Income of Apple in 2015-2016 more than GDP of
127 countries.

Obama's speech 2009 → Bring back of culture of back
working & spending family time. 2 competitors - China,
Russia. We need 1000 ST in 21st century to be world
leader.

* Energetic - Super Energy

Indian Philosophy → Main ke haare hai, Main ke Seete hai.

Sir Stephen Hawking had double paralysis

Kids had dew inside womb, other boy in 3-2 yrs of life
0 day → double paralysis.

ST had energy → gave biggest physics theories

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* Feedback & Buckle

↳ positive & negative

eg → google - Lin feeling lucky → pos. feedback
Pioneer in data science

focus on positivity

* Creative & Innovative

eg: Fan → exhaust, chimney, AC, CPU, Patanjali fans

Develop new utilities

↳ functionality variety

eg: Baskets

eg: ST sampled phone to diffuse groups, even students can use it.

How to develop? Best out of waste

eg: Prashant Kishore → election predictor

* Confident & Optimist

eg → Hum range Kamph during aaradi developed positive vibes towards freedom movement

eg → Friend - job - 3 sat min input - handling 3 servers at once

- companies refused to let him go

optimism → jeevan. **manifest**

* Responsible & Initiative

↳ age like kam (Ritesh ☺)

Don't say no

How to remove fear & be res? Participate & actively help in activities around us → party, marriage, funeral

eg → Lekshy had

* Committed

Chun Lage Par Vachan Na Jaye

eg → America's power plant was too much.

Have to change bulb. Creation of CFL, LEDs

Routes for power electricity distribution.


2000-01 development of elec management system. Tata took HP's project. HP didn't place order on time. Tata paid loss due to wrong commitment. Faced 600-700 cr loss but took blame for they were committed to Gov.

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Financial Planning

→ Tech + finance knowledge is imp

1 lakh 2 lakh 4 lak 10 lak → Package

5yr 4 8
5yr 8 16 → diff 94 

every 85 imp.

funds plan → financial planning


→ Personal FP (save 10 rs daily)

→ Corporate FP

old age min Kangal ni hona

Got job, Tata, ^{Khushi Bai} Ambani
↳ skin care kit
10 comp buy polyester (import)
Ambani asked for license to
did further he bought all from
1 buyer. lost profit, comp profit
became recd.

→ Buy productive stuff. Don't go towards luxury

Sir ka frnd → 2601- hr. Alcohol Sir → productive 

Sociology → If you buy something, that thing's value should inc.

How to FP? → Health Insurance & Life Insurance

→ Proper Investment / Alt earning source

→ Education

→ House

→ Retirement Plan.

If wealth is lost, something is lost. If wealth is lost, everything is lost

Kahani → Doctor → son doc → grandson doc

Doc don't give med's that creat soon

Blood sugar, BP, cholesterol → too common bcs. pharmacy ^{strategy}

Patanjali → Baba Kamdev → promote yoga & avoid harmful products
Gomutra cure cancer

Yoga Karo b.c.

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- * Health Ins & Life Ins.
- * Communism for health & education → After Independence Capitalism for other departments.

Can India in 1997 → everything will be privatised
Capitalism

Osho → communism

→ no 'mera'

→ Guevara didn't let him have his aeroplane then Osho -
if capitalism is so weak that it's threatened by buying killing,
it should be removed asap.

Capitalist country issue → If earning member dies, family
members turn to crime

Comm 99 Govt spending 99

Capitalist countries brought concept of insurance.

How Insurance work? 000 9000 1000 each

Summus → 000 1 die, give 1000 to his family

Cost of contribution → 100000 Total amt
age left (50)

Now, 2000 (Given to Insurance)

1000 1000 for investment
actual ins money (FD, RD, Mutual Fund)

For life ins → Go for term ins asap & cheap

- * Proper Investment
 - (a) Insurance
 - (b) House
 - (c) Insurance for future exp → kids
 - (d) Provident fund
 - (e) Second hand car
 - (f) Quick Marketable Securities (eg. F&I, Blue chip comp equity shares)

50K cash at home for emergency. No replacement for car.

Return x 1

Link

Safest - Saving Bank Return 6%.

Provident fund for old age

Buy cars with 5 grade rating.

Never invest in Mutual fund