

Value(s) Education (Professional) Ethics (VEE)

Right wrong

Personal Values

- Compassion
- Empathy
- Altruism
- Longer view
- Mindfulness

Personal Desires

- Successful
- Happiness
- Money
- Peaceful
- Harmony
- Equal opportunity
- Inclusiveness
- Self Esteem

Societal Expectations :-

- Safety
- Community Health
- Community Harmony
- Education
- Livelihood
- Peaceful Coexistence
- Infrastructure

E' ship :-

Basically come up with new ideas, which will help you in making money. They are correlated.

IDEA \$

- Creative
- Solution
- Entrepreneurial Skill

SPIRIT

Why? Entrepreneurial SPIRIT is the key which basically differentiate an engineer from other people.

- Performance,
- We have to relentlessly stay in that zone so that we can still be in the competition.
- Just come with new ideas / If you are in research field so someone is paying you for your research.

KUSTOMER



(King / Queen)

- The More you think, the More you get.

What?

In Technical era why E' skill is Required
what Basically it is?

As we are Tech people we have to connect with people, basically customer (Marketing of product is highly required). So for good funding (finance), good execution (Team) is Required and for all this E'skill is Required. 'I' is Required.

- You are constantly providing solutions for someone else's problem (एकात्मक)

1. Getting scared of a that problem
2. Fighting hard for that problem

E' effort → continuous effort so make your performance better in the Market world

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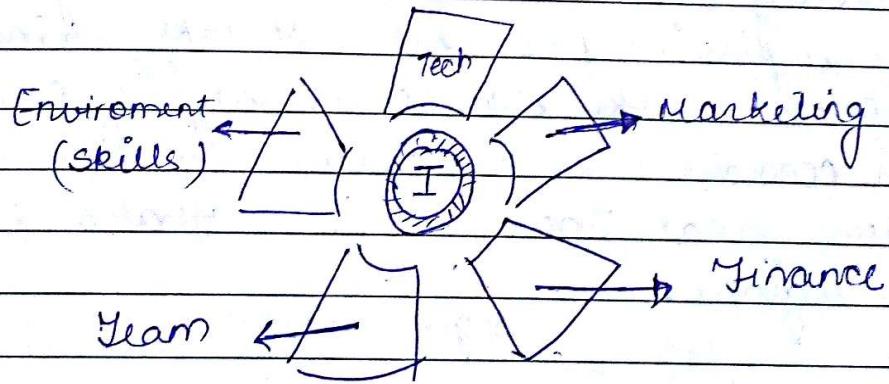
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basically people

one
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e in
you

- People look forward to pressure, so that they can perform better in their field.
- The distinctive feature is SPIRIT | ENERGY, as all of them are coming from same background so you are expected to have SAME CGPA and same ability.
- Better means, Better way to solve that problem 'There is no end to Better'. E'SPIRIT pervades differently in market
- we continuously consolidate what we have done
- you are going to operate in different types of segments. or work in different environments

→ Environment also of different - different Types:
Indian environment / geographical environment /



Technical :- Firstly we begin with an IDEAS. In our technical field we learn all the concepts of our particular Branch.

→ We engineers have to go one step beyond technical field. Now checking the idea how 'Robust' it is. Robust (long last) the idea more is, more you get profit. Also we must be PATENT for our ideas. New things are not that easy to accept, But keeping faith will result good.

- How idea is scalable → generally measured in the form of size and versatility.
How people are attached to it? How it change people's live / how it work and etc etc.
- Weaknesses of products → So to make product much better it's imp to find what are its weaknesses.
- I must have one segment in Technical Team who are continuously looking for challenges regarding the product to make it much better.
- MARKETING : Plays an important role in a big hit of product. without Marketing Technical segment is fail. It's imp to make your product interesting to customers, No body builds an entire empire in first hit, It takes time 1-2-3... customers. You segment the range of customers. Never consider this problem to be only his problem treat that you're that's like a true engineer.

Versatility ↗ segmentation
 ↙ localisation

→ Sugato Mitra
"Call in the Wall"

→ You cannot look for a solution remaining inside the Box, u have to go out of the box. Make your perspective much bigger to think at that level.

- Start with the customer, not with the product
Who wants this product, Then upto what much we can take their product it totally depends on customer.
- Money : It's need is on every step, Money is fuel, it burns, it provides energy, But it is not renewable. Expand all it, to make a sustainable product so that we can earn money and again use in expanding business.
- Technology (Acts like language (money can also be compared with it)).
- Till all the power I have, unless we have power of finance it does not go punch in it.

How much we earn / get from market
cost
when

2 Types of cost :-

- We should contact the investors, who are interested to invest in your company.
All you must know your working plan
You must think / estimate after 5 years where you will be standing.
Plan in advance from where money will be coming, Try to elaborate your product in such a way that they get ready.
- Plans and Projections All they are in your hands. But Now to execute that plan you need spirit.
 - * Have a better view on what is happening.

→ To find talented people, but also to hold them, it's not only about holding money. A well talented ^{work} force is much appreciated.

workaholics : Ready to work any time.

→ working together gives much spirit. All we need is a spirit that energy level # Passion if you have that you are going to do a Bang Bang. All you need to understand the whole process to bite that hard.
To make your grip

→ Until that "Only that Product work which has its Impact".

→ E' ship is about making products which can bring some change in life. It's not about making products for USA etc etc. Just a small spirit can bring a big change. E' spirit is not a thing that you can bound in a box.

→ Principle concepts behind Entrepreneurial SKILL.

In real world, you are expected to be 2 steps ahead, because everybody is equally intelligent so to make yourself outshine. Just

// constantly earning Money is only through Better Technology //.

What is Technology !!!

Technology is not only for information, it is that segment which makes your solution much better.

Best Technology is ~~for~~ Best version

We have to see it is the way; the customer needs what they want.

Customers are constantly demanding better version of products, Just look from their view/perspective.

Growth is not only for product, growth must be seen in yourself too.

All function depends on how good I am able to execute my plan. [Team + Technology].

Managing the team, holding your team is the key for good execution of your plan environment we are talking about is not the natural environment, (The I.T part).

- 1st thing you are going to step handle while stepping in professional environment that is competition.
- The concept of creativity is not linear creativity Just go out of the Box.

Neither your Best product neither your money are at safeguard. All these things are dynamic in nature. They come and go.

Obsolescence → Many products come and go. The obsolescence of technology, make you go back and start again. To make your product more robust.

→ Your Biggest Competitor is you yourself
Until unless you can't beat yourself
you can't Beat anyone.

→ Regulatory Environment :- Govt. policies are
Big issue.

Easy way → shortest distance.

→ Corruption : It is not that it starts only
in government offices or like That
It is not only paying money to someone
else to get your work done faster.

It is like corrosion, starts with little
and go on expanding.

Using things only for your purpose, on
you yourself, what would be much
corrupted than That.

→ Constantly finding Better things for
yourself. Constantly making yourself
good, constantly monitoring yourself

→ IQ the Biggest function of yourself.
Only one aspect to make yourself outshine.
Going Beyond your IQ

"I is much more than IQ". sometimes it
dwells out

→ It's great to start something, it Requires passion,
determination, # Resilience #

→ A really healthy person Bounces back from that
that come back spirit must be in yourself.
what if you fail it's nothing.

"you can't be a star till you are on
Finisher."

We are **STAR**.

- Engg and E'ship Both are sol oriented.
- for Engineers, customers are patients, the way you deal with whom ^{that} you are approaching you.
- Don't pretend to be an engineer, be an engineer Just don't sit behind the bench, come forward to solve that problem.
- Don't be a shooting star, Be a star that stays forever.
- Technology is the starting point,
- In Marketing we primarily look for customer's Problem. By knowing problem, we go back to Technology to solve that problem.
- U\$P → unique selling point
 - Make Things profitable
- Finance → long term to keep work going
 - If u are good, everybody is ready to invest.

Executive Team :-

We need preventive resilience
How much I support my self.

I → IQ + PQ (Physical strength)
* (good food + sleep + Physical activities)

→ Entrepreneur should be awake

24 x 7

→ Emotional strength - We Indians are very good in understanding emotional feelings.

→ Spiritual Emotions