

## 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 271<sup>st</sup> 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 <sup>Basic</sup> ~~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 Shiley retires and Michael (~~became~~) became the vice president
- In 1992, Microsoft introduces Windows 3.1
- In 1994, Microsoft ~~introduced~~ released Windows NT
- In 1995, Microsoft launched Windows 95
- In 1997, anti-trust cases were filed against Microsoft
- In 2001, developed Windows XP

(Source : DIGINOTES)



### 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

Source : diginotes.in

- 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, Gurus, Hassan
- NDA - National Defence Academy
- 1971, Bangladesh Liberation War
- 1991, he took retirement
- In 1997, Deccan Aviation - co-founder
- 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

Source : diginotes.in



- 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 <sup>also</sup> 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 5<sup>th</sup> grade at school.
- He was a cardiac surgeon and was trained at Guy's hospital in the United Kingdom.
- He became 1<sup>st</sup> 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