



THE
Buddha
TIMES

MARCH 2023



MESSAGE FROM THE EDITOR



Shruti Singh
Project Executive
The Buddha Institute

*I am delighted to present the **March 2023** issue of The Buddha Times. It mainly highlights the learning outcomes for Buddha Fellows, during the problem-solving workshop organized by the Buddha Institute from February 2nd to 4th, 2023 at Zorba the Buddha, New Delhi.*

I thank Arunima Thomas for assisting me in preparing this issue.

We welcome your feedback.

Good wishes,

Shruti Singh

Editor

The Buddha Times

HIGHLIGHTS

3 DAYS **15** FELLOWS **20** RESOURCE PERSONS



Rajeev Dubey (Chairman, Mahindra First Choice Wheels Pvt Ltd, Member of Governing Body, International Labour Organisation), interacting with **Prajwal**

Srinivasan Iyer (Former Program Officer, Ford Foundation) talks about "Markets-Their Economic & Un-economic Power"



Vini Mahajan (Secretary, Ministry of Jal Shakti, Department of Drinking Water and Sanitation, Gov. of India) talks on how we should "Follow the rule of law".

Yugandhar Mandavkar (Chairperson, GRASP) taking a session on "Leadership & Team Building" through several examples he had come across



Vanita Viswanath (Founder, Udyogini) leads the session on "Promoting Women Entrepreneurs" through her own experiences

The aim of Buddha Entrepreneurship Clinic was to provide solutions to the problems faced by Buddha Fellows (Development Entrepreneurs). It was organized by Buddha Institute from February 2nd-4th, 2023 in New Delhi.

Needs Assessment with Buddha Fellows

Buddha Fellows were given the task to co-create and design how the Buddha Entrepreneurship Clinic should look like.

Buddha Fellows shared on a call 'problems' they have been facing and would like to be addressed during the BEC.

Structuring BEC

Amitabha Sinha helped The Buddha Institute Team in structuring the sessions.



Amitabha Sinha (Executive Coach and Mentor, The Buddha Institute)

Setting Up Stalls

Buddha Fellows were encouraged to put up stalls and display their products and conduct business with the visitors to the Clinic.



Themes Covered

FEBRUARY 2

Leadership & Team Building,
Use of Technology

FEBRUARY 3

Working with Government,
Funding of Start-Ups, Branding

FEBRUARY 4

Marketing, Financial & Legal
Compliance, Solar Energy



Organizing Team:
The Buddha Institute Team

Learning Outcomes for Buddha Fellows

Buddha Fellows gave positive feedback and documented the lessons learnt from sessions with 20 resource persons during the three-day BEC.

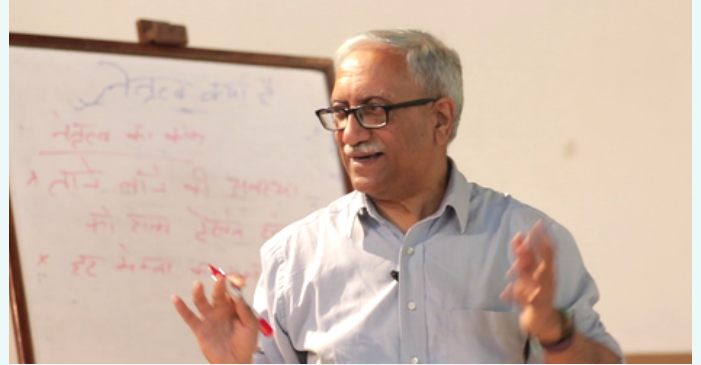
Leadership & Team Building

Leadership is something that exists within a social system or tana-bana, and the leader's responsibility is to judge the condition of the social system and help keep it alive and make it grow.



"It is my duty to observe from time to time and reflect over the state of the enterprise and work towards improving conditions in case of any faults and gaps."

Namrata Acharya



Tejinder Bhogal actively interacted with Fellows around 'Leadership & Team Building'

Branding

Focus on that one differentiator for the value proposition and keep hammering at it in your positioning



"I understood that I should always keep in mind what value propositions we are providing to farmers and consumers."

Mayur Pawar



Indranil Gupta shared insights on his expertise theme of 'Branding'

Funding Start-Ups

Funders are interested in funding growth and not the survival of a business



"Unless my demand is for 50 lakh rupees or more, no venture capitalist will look at me."

Priyjeet Bose



Dhruv Nath shared his experience of interacting with enterprises on 'Funding Start-Ups'

Learning Outcomes for Buddha Fellows

Working with Government

Government is not a monolith—perhaps it is not right to say it is “good” or “bad”



"The best learning for me was to focus on getting the first MOU started. Then it may become easy to scale the relationship because there is already a precedent."

Suhas Ramegowda



Manju Rajpal and Gauri Singh gave insights to the Fellows about Working with the Government

Use of Technology

Importance of a good web page— which is a level-playing field for big and small companies alike— that could make you look bigger than you are



"As a nascent enterprise, I realize that I need to take out time and effort towards building effective systems for the company."

Namrata Acharya



Ashok Juneja and Atul Garg shared their wisdom on how to better use technology.

Marketing

There is a market for everything even at a premium price. The catch is to identify the right customer segment and ways to reach them



"I understood that I will need to always keep a look out for simmering discontent in the market because the solution to this discontent of today can become viral tomorrow."

Kalyani Chavali



Chitranjan Dar gave his insights on Marketing

Financial & Legal Compliance

Personal issues as well as some of the common issues were discussed and they are critical



"I think it would be best if such services are provided to the whole cohort."

Satyam Bhandari



Mohit Jain and Gaurang Singh had an session capturing Financial and Legal compliance issues.

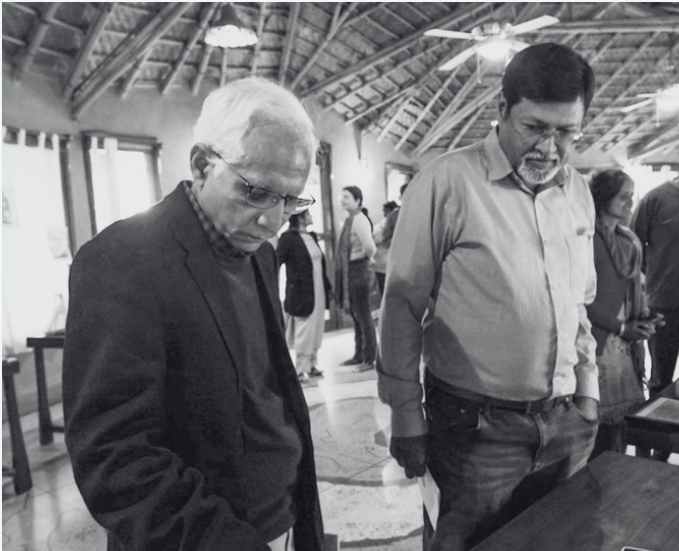
Snapshots



P Balasubramanian (Founder & CEO, Theme Work Analytics) talks about 'Use of Technology for Social Impact'



Sushil Ramola (Member, Advisory Council, The Buddha Institute) visits **Prajwal's** stall (Prajwal makes paddy transplanting machines)



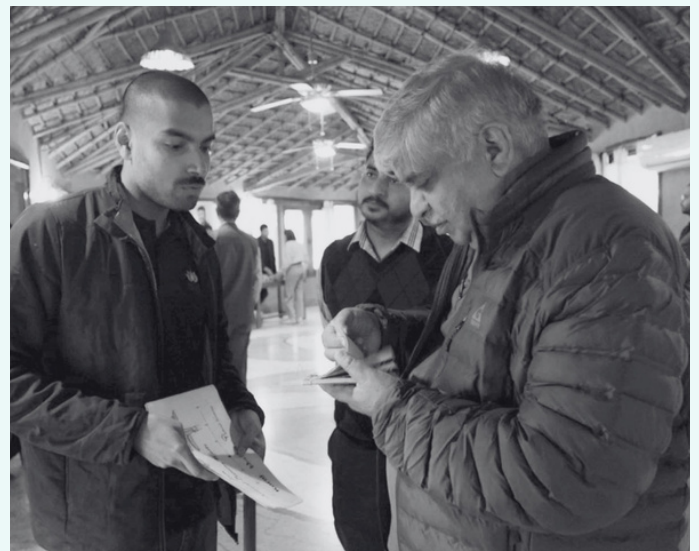
Ashok Juneja (Co-Founder, Applied Solar Technologies) and **Atul Garg** (Entrepreneur and Executive (ex HP)) visit the stalls put up by the Buddha Fellows



Huda Jaffer (Director, SELCO Foundation) talks on a session around how "Solar Energy" and social entrepreneurship can go hand-in-hand



N V Ramana (Advisor - Samunnati Finance) shares funding opportunities for startups in agriculture space



Chitrnanjan Dar (Advisory Council Member, The Buddha Institute) looks at the diary made of banana stem manufactured by **Ravi Raj**



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1, Community Shopping Centre, 1st Floor, Anupam Apartments,
Saidullajab, Mehrauli Badarpur Road, New Delhi – 110068

Email: communications@thebuddhainstitute.org

Web: www.thebuddhainstitute.org

Phone: 011-41420671

