



**WHAT ENTREPRENEURS
CAN LEARN FROM
M.K. GANDHI**



TO THIS DAY,

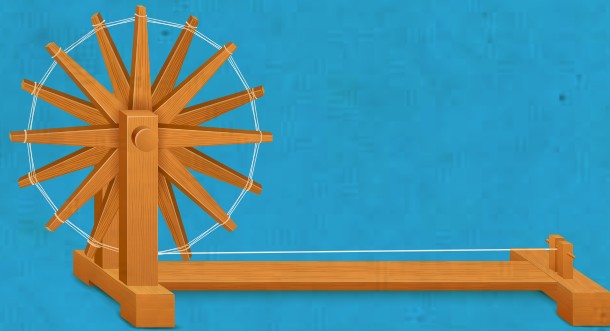
MOHANDAS KARAMCHAND GANDHI

IS ONE OF THE FINEST EXAMPLES

OF ENTREPRENEURSHIP IN INDIA.

**WHILE GANDHI'S MOTIVES MAY HAVE
BEEN DIFFERENT—HIS PRINCIPLES,
HIS STRATEGIES, HIS EXEMPLARY
EXECUTION, AND HIS MESSAGE WAS
ENTREPRENEURIAL IN EVERY SENSE.**

**NO WONDER THAT HE
SUCCEEDED IN HIS VENTURES.**

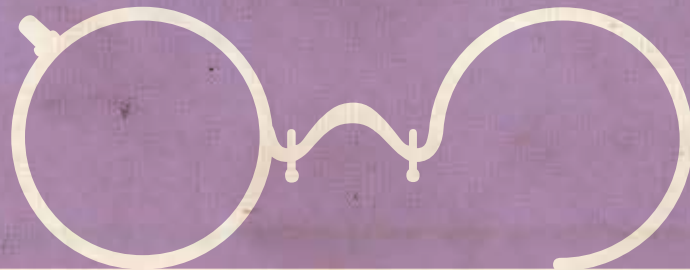


INSPIRING LEADERSHIP

GANDHI ALWAYS LED BY EXAMPLE AND HE PRACTICED WHAT HE PREACHED. HE WAS FIRST TO IMPLEMENT WHAT HE EXPECTED HIS FOLLOWERS TO DO.

AS AN ENTREPRENEUR, YOUR JOB IS TO SET EXAMPLES FOR YOUR TEAM AND YOU CAN'T EXPECT TO DRIVE A TEAM WITHOUT BEING DRIVEN YOURSELVES.

SACRIFICE



IN THE PURSUIT OF HIS GOAL, GANDHI MADE NUMEROUS SACRIFICES ALONG THE WAY AND SOMETIMES IT EVEN MEANT PROLONGING HIS STRUGGLE. HE WAS NEVER OPPORTUNISTIC AND KNEW VERY WELL THAT THE MEANS ARE AS IMPORTANT AS THE END.

AS AN ENTREPRENEUR, YOU ARE NOT ONLY REQUIRED TO MAKE MATERIAL SACRIFICES AT THE PERSONAL LEVEL BUT ALSO NEED TO MAKE SACRIFICES FOR THE BUSINESS. A BUSINESS BUILT ON DELIGHTING CUSTOMERS WITH EXPERIENCE IS FAR MORE SUSTAINABLE THAN A BUSINESS BUILT ON DOLING DISCOUNTS.



FORTHRIGHT

**AT VARIOUS OCCASIONS IN HIS LIFE, GANDHI
DID NOT HESITATE TO MAKE UNPOPULAR
DECISIONS WHICH WERE BASED ON HIS
NOTION OF RIGHTEOUSNESS.**

**AS AN ENTREPRENEUR, YOUR INTEGRITY SETS
YOU APART IN THE MARKETPLACE. WHILE YOU
ARE ALWAYS CHASING PROFITS, THE BIGGER
PRODUCT YOU ARE BUILDING IS AN EQUITY OF
TRUST WITH YOUR CUSTOMERS, YOUR VENDORS
AND THE PEOPLE YOU DO BUSINESS WITH.**

SELF  **INTROSPECTION**

GANDHI CONSTANTLY MEASURED THE SHORT TERM TRACTION OF HIS MOVEMENT AGAINST ITS LONG TERM IMPACT. HE NEVER LOST SIGHT OF WHAT KIND OF A COUNTRY INDIA WOULD BECOME AFTER ACHIEVING INDEPENDENCE. HE CONTINUOUSLY EXPERIMENTED AND RE-EXPERIMENTED.

TO A GREAT EXTENT, ENTREPRENEURSHIP IS ALL ABOUT EXPERIMENTATION. AND NO BETTER RESULTS CAN BE EXPECTED WHEN ONE EXPERIMENTS WITH SELF TO IMPROVISE.



CONVICTION

**GANDHI BELIEVED IN HIS IDEAS WITH UTMOST
CERTITUDE AND PRIMARILY SUCCEEDED
AS A CONSEQUENCE.**

**AS AN ENTREPRENEUR, TOTAL CONFIDENCE IN YOUR
IDEAS AND ABILITIES AS WELL AS KNOWLEDGE OF
YOUR SHORTCOMINGS WILL HELP YOU BUILD A TEAM
THAT COMPLEMENTS YOUR SKILLS.**

The image features a textured, orange-toned background. In the center, the word "SWADESHI" is written in a bold, white, sans-serif font. Above the text, there are several horizontal brushstrokes in a darker orange color, some with a cross-hatched pattern. Below the text, there is a large, horizontal green brushstroke that tapers to the right, with several green splatters extending downwards from its end.

SWADESHI

GANDHI'S CONTINUAL SUPPORT TO THE LOCAL ARTISANS' SELF-EMPLOYMENT AND SELF-RELIANCE BY BOYCOTT OF FOREIGN GOODS AND PROMOTION OF INDIAN GOODS WENT A LONG WAY IN IMPROVING LIVELIHOODS OF MANY.

AS AN ENTREPRENEUR, YOU MUST ALSO EXTEND THE SAME KIND OF SUPPORT TO YOUR LOCAL ECOSYSTEM AND HELP THE LOCAL TALENT AND RESOURCES TO BENEFIT FROM YOUR EXPERIENCES, CONNECTIONS AND RESOURCES.



AHIMSA

**GANDHIAN AHIMSA IS A PHILOSOPHY
(AND STRATEGY) FOR SOCIAL CHANGE
THAT REJECTS THE USE OF VIOLENCE.**

**IF YOU'RE BENT ON CONSTANTLY BADGERING
YOUR COMPETITION IN THE HOPES OF
HIGHER DIVIDENDS, YOU'LL SPEND LESSER
TIME BUILDING YOUR OWN VENTURE.**

“

**AS HUMAN BEINGS, OUR GREATNESS
LIES NOT SO MUCH IN BEING ABLE TO
REMAKE THE WORLD – THAT IS THE
MYTH OF THE ATOMIC AGE – AS IN
BEING ABLE TO REMAKE OURSELVES.**

– MOHANDAS KARAMCHAND GANDHI

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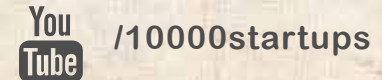
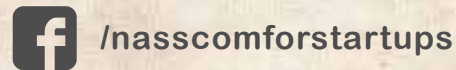
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