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Business Leaders
To Watch Out For - 2023

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THE PASSIONATE

REAL ESTATE DEVELOPER
LEADING HAYER ONE GROUP TO SUCCESS

ARTICLE
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Entrepreneur

Chetan Hayer
HAYER ONE GROUP
MANAGING DIRECTOR

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FROM EDITOR'S DESK



Influential business leaders possess a diverse range of qualities, skills, and experiences that contribute to their success. They have a clear vision and deep industry understanding, allowing them to develop innovative strategies and take calculated risks. Resilience, collaboration, and continuous learning are key traits they exhibit, enabling them to navigate challenges, inspire teams, and embrace change.

These leaders foster inclusive environments that value diverse perspectives and empower their teams to excel. They prioritize continual learning and adaptability, leveraging new technologies and trends for success. Through their visionary thinking, resilience, collaboration, and continuous learning, influential business leaders leave a lasting impact on their organizations, industries, and society as a whole. They shape the future of business and inspire others to strive for greatness.

Featuring for The Enterprise World's this issue are the stories of such impactful leaders.

For the cover read about-

Chetan Hayer has always had a passion for real estate development, which he attributes to growing up next to his father's construction site in the suburbs of Mumbai, India. His father ran a modest development business, and Chetan was exposed to the industry from a young age.

During his undergraduate studies, Chetan studied Civil Engineering at Mumbai University, which he found to be a great experience and provided him with a solid foundation for his future endeavors. Despite not initially planning to pursue this field, he discovered that his passion for real estate development grew stronger as he gained more knowledge and expertise in the industry.

Hayer One Group is a real estate development company in Kenya with its roots established since 2011 with a vision to revolutionize the perception of quality in the sector. The company is committed to creating value for all its stakeholders, including investors, employees, contractors, suppliers, bankers, and most importantly, it's customers.

Mr. R.K. Behera is one of young Indian entrepreneur from the hometown of the world-famous Tata group. R.K. Behera and his brother S.K. Behera together were very inspired by the Tata group and used to see their future in them. Both the brothers established RSB Group in 1975 and today the small start-up is a global company owning two branches in USA and Mexico-like countries.

RSB Group operates in two verticals, namely Automotive and CMI (Construction, Mining & Infrastructure) Equipment & Aggregates.

Meera Satpathy always believed that problems could not be seen in isolation as all development issues are closely interconnected. That is why most of Sakarya's interventions are designed multi-pronged and integrated.

She feels that development and desirable results cannot be achieved alone. Everybody must play a crucial role — government, civil societies, community stakeholders, and other

influential persons. It requires a collaborative approach and collective efforts to yield more significant results.

Sakarya was born to improve maternal-child health and nutrition with a special emphasis on anemia and malnutrition, reduce IMR (infant mortality rate), Gender equality/ Empowering women as per the Millennium goals set by the UN reflecting the most pressing issues prevalent in our society then and even now.

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This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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The Colgate logo, featuring the brand name in a white serif font inside a red circle.

OUR SMILE IS OUR STRENGTH

A black and white photograph of two women walking at night. The woman on the left is wearing a patterned headscarf, a leopard-print jacket, and a white face mask. The woman on the right is wearing a dark beanie, a leather jacket, and a white face mask, with white earbuds visible. They are both looking towards the right. The background is a blurred city street at night with bokeh lights.

SMILES ALWAYS FIND A WAY

Cover Story

CHETAN HAYER

**The Passionate Real Estate Developer
Leading Hayer One Group to Success**

**HAYER ONE GROUP
MANAGING DIRECTOR**

Get ready to be inspired by the movers and shakers of the business world! These trailblazers are breaking barriers, setting trends, and driving change. They are the most influential business leaders to watch out for, taking the world by storm. Among these influential leaders is Chetan Hayer, the Managing Director of Hayer One Group.

With a passion for real estate development that started at a young age, Chetan's expertise in the industry has made him a force to be reckoned with. With his solid foundation in civil engineering, he has successfully established Hayer One Group as a leading real estate development company in Kenya. His unwavering commitment to quality, innovation, and value creation has earned him recognition in the industry and placed him at the forefront of the business community. Chetan Hayer is one of the most influential business leaders to watch out for, and his story is nothing short of inspiring.

A Passion for Real Estate Development

Chetan has always had a passion for real estate development, which he attributes to growing up next to his father's construction site in the suburbs of Mumbai, India. His father ran a modest development business, and Chetan was exposed to the industry from a young age.

During his undergraduate studies, Chetan studied Civil Engineering at Mumbai University, which he found to be a great experience and provided him with a solid foundation for his future endeavors. Despite not initially planning to pursue this field, he discovered that his passion for real estate development grew stronger as he gained more knowledge and expertise in the industry.

A Change of Plans

After completing his undergraduate studies in Civil Engineering, Chetan pursued a master's degree in the United States and worked at KPMG in Boston. However, his true passion had

always been real estate development, and he dreamed of becoming a successful developer one day. Unfortunately, Chetan's father passed away in 2005, leaving him responsible for caring for his mother and younger brother. As the eldest male member of

the family, Chetan felt a strong obligation to ensure that his brother completed his master's degree in the US, which was his late father's wish.

After completing a successful project and in the midst of planning two more

in Mumbai's suburbs, Chetan began feeling limited by the market size. In 2009, he got married and went to Nairobi, Kenya, a trip sponsored by his kind sister. While exploring the city, Chetan noticed a need for more high-quality real estate at a reasonable price.



He saw an opportunity to build high-quality real estate and sell it at a competitive price, but it would require a significant risk to move his life savings and start a new one in a foreign country. With the help of a supportive wife, Chetan decided to take this plunge to see what happens.

Adaptations in Nairobi

Chetan initially planned to do one real estate project in Nairobi and then leave, but he quickly fell in love with the city and its potential. However, being an African city, Nairobi presented some inherent challenges, which Chetan had to learn and adapt quickly. As a passionate real estate developer but not a typical businessman, Chetan faced many hurdles that could have destroyed his dreams. He had to learn life lessons, adapt to the challenges, and move on to keep his dream alive. Despite the difficulties, Chetan persevered and continued building high-quality real estate in Nairobi.

Chetan believes that Nairobi has the potential to play a significant role in the growth of the African continent. From his first project, the company grew and transformed from an "I" to a "we" and from "me" to "our." His attitude of using "world learnings" as his guide allowed him to see every adversity as an opportunity. He has led to completing five projects and is working on the sixth, doubling the project size with every new one. With senior management and board of advisors in place, Hayer One Group has become one of the most prominent real estate developers, with a sizable customer following. Its projects have won global property awards; two have earned landmark status, becoming leading examples in the respective spaces.

Transforming Real Estate with Uncompromised Quality

Hayer One Group is a real estate development company in Kenya with its roots established since 2011 with a vision to revolutionize the perception of quality in the sector. The company is committed to creating value for all its stakeholders, including investors, employees, contractors, suppliers, bankers, and most importantly, its customers. The company believes in teamwork, loyalty, innovation, and quality, which drives its culture and ethos. Hayer One Group's consultants, contractors, and suppliers work tirelessly to deliver the highest standard product at the best value proposition. The company's focus on staying ahead of the curve and doing things differently has led to the constant pursuit of improving the technology of execution, quality of finishes, and holistic amenities space.

Hayer One Group aims to provide respectful, thoughtful precision in developing living areas. The company's developments offer space, privacy, and amenities. Hayer One Group's unfaltering commitment to value creation is evident in the thoughtful layout of its sites. The company believes that quality is the key to assuring its clients of an excellent return on investment. Hayer One Group strives to improve Nairobi's skyline, one benchmark development at a time.

Focus and Unique Services

• High-rise Residential Spaces

Hayer One Group focuses on developing high-rise residential spaces in Nairobi, focusing on providing quality amenities to enhance the resident experience. The company has witnessed a rise in demand for such

properties, and hence, its developments now feature high-rise buildings of up to 25 floors. The Marquis, one of the largest residential development projects, is a notable project with several amenities to improve the resident experience. Hayer One Group believes investing in such features is critical in increasing the value of its properties and rental yields.

• High-rise Commercial Spaces

Hayer One Group is also considering the improvement of high-rise commercial spaces in Nairobi. It has delivered one of the most successful Grade A office spaces called The Address. It is a combination of design, planning and execution when done with an integrated team produces high value in commercial spaces. By integrating these processes, the company has gained more control over product quality, cash flows, and customer service, enabling it to provide a better experience to clients.

Vision for Continuous Improvement

Hayer One Group aims to enhance its customers' experience by improving transparency throughout purchasing, delivering, and managing an apartment. To achieve this, the company is pursuing efforts to implement global standards of corporate governance, ensuring that its operations are aligned with international best practices.

Recognizing that its customers are well-traveled and expect higher sustainability standards, Hayer One Group is committed to sustainability. The company's focus aligns with global trends and ensures that its products meet the expectations of its discerning clientele.

Challenges and Success

Chetan initially faced a major challenge that taught him business fundamentals. He realized that to be successful in real estate development, he needed to become a businessman. Despite feeling conflicted between his passion and being a pure businessman, he learned that basic business principles were essential to executing successful real estate projects.

Over the years, Chetan has understood that planning and executing a product with fundamental business principles can result in a successful real estate project. Though he still considers himself more of a passionate real estate developer than a businessman, he acknowledges that the two roles are intertwined in the industry. For the past 14 years, he has been a real estate developer, bringing his civil engineering and business expertise to the industry.

Three Approaches to Sustaining Real Estate Growth

Chetan has identified three approaches contributing to the company's sustained growth. Firstly, the company places a strong emphasis on customer service. While it acknowledges that it is not perfect and has room for improvement, the company is dedicated to serving its customers and continuously improving its products. Timely delivery of the projects is an area where it works to improve. Still, it is proud that its real estate products have provided good rental yields and steady price appreciation.

Secondly, passion is a driving force behind the company's success. Hayer One Group is passionate about building high-value real estate, and this passion is evident in the design and

Hayer One Group's primary goal is to provide respectful, thoughtful precision in developing living areas.

execution of its products. This contagious passion has permeated the entire organization, creating new business opportunities.

Finally, relationships and trust have been critical in the company's journey. Despite facing uncertainty and challenges, the relationships and trust the company has built over the years have sustained it. While the trust can be broken in some instances resulting in some losses, the company believes that the benefits of trusting others outweigh the losses.

The Business Scenario Post-Covid

As the world continues to grapple with the effects of the Covid-19 pandemic, the business community has faced numerous challenges. Inflation rates have surged, and the credit environment has tightened, leading to a sense of caution across industries. According to Chetan, more profound levels of commitment and increased transparency are necessary across the board with bankers, suppliers, sub-contractors, and customers. It is crucial to have open and honest discussions to navigate the challenges and rebuild confidence.

Real Estate Development is a capital-intensive business, and the pandemic has decreased confidence due to undelivered or under-delivered projects. Therefore, Hayer recognizes the importance of maintaining a higher level of commitment towards successful project completion. To improve its product offering and customer experience, Hayer One Group has incorporated learnings from the pandemic into its future design, execution, and financing strategies. With a renewed focus on transparency, communication, and commitment, the company hopes to enhance investor and buyer confidence and succeed in the post-Covid business scenario.

Importance of Workforce

Chetan understands the vital role played by the workforce in business growth. From the beginning, Hayer One Group has had a conservative approach towards team building. It prioritizes a long-term mindset while creating a team since any of its projects last 4 to 5 years.

According to Chetan, a close-knit team develops good chemistry with each other, which helps them navigate tough times like post-Covid and inflation. This chemistry leads to producing high-quality products that drive value and wealth creation for buyers and investors. Hayer One Group encourages a spirit of togetherness, family hood, and accountability. The company balances rewarding performers and encouraging those who need improvement. The company has various heads of state managing the teams, and there is a constant focus on improvement through vertical and horizontal communications.

Notable achievements

Hayer One Group has completed five successful real estate projects under the leadership of Chetan, out of which two have gained landmark status in Nairobi. The first project is The Address, a 23-story commercial high-rise Grade A office space highly sought after due to its location, design, and ongoing management. The second project is The Marquis, which consists of two towers of 25-story floors each, making it one of Nairobi's most significant residential developments. The project stands out due to its location and design and the vast number of amenities, which sets a new trend for future residential developments in Nairobi. These projects have contributed to driving buyers' wealth creation through real estate.

The Power of Innovation

Innovation is crucial for business growth, and Chetan believes in this. Hayer One Group has witnessed the impact of innovation in its business journey. For instance, the company has seen a significant improvement in the quality of materials used in its real estate projects and the speed of execution, resulting in a better experience for its clients. Additionally, technological innovation has enabled it to achieve remarkable results, such as reducing the time taken to cast floor slabs and making buildings more sustainable.

Moreover, innovation is crucial for the real estate industry and prevalent daily. It has significantly improved the quality of living and life experiences. For instance, swimming pools that were once considered a privilege are now a basic necessity. Providing a plethora of amenities have become increasingly popular, and design aspects of buildings have significantly improved to make them greener and sustainable.

Favorite Quote

Chetan has three favorite quotes that inspire him. The first one is by Walt

Disney, "The way to get started is to quit talking and start doing." This quote motivates him to take action and not just talk about ideas. He believes that taking the first step is crucial to achieving success.

The second quote that inspires him is, "If you work with determination and perfection, success will follow." This quote emphasizes the importance of hard work and perfection in achieving success. Chetan believes that determination and dedication are essential to accomplish any goal.

Lastly, he finds inspiration from Dhirubhai Ambani's quote, "Between my past, the present, and the future, there is one common factor. Relationship and Trust." This is the foundation of Hayer One Group's growth. This quote highlights the significance of building strong relationships and trust in business. Chetan considers building and maintaining relationships with clients, partners, and employees - the key to business growth.



The image shows a scene at a construction or industrial site. In the foreground, three technicians wearing white protective suits and helmets are working on a large, treaded tire. The suits have the 'HIDROMEK' logo on the back. One technician is crouched, another is leaning over the tire, and a third is standing to the right, also working on a tire. In the background, a large yellow bulldozer is visible, and a sign with the 'HIDROMEK' logo is hanging from a structure. The overall tone is professional and emphasizes the company's role in maintaining heavy machinery.

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Thanks to its fast service in demand and spare parts in stock, HIDROMEK supplies spare parts for your work machines as soon as possible and reduces waiting time.



What Makes

Kyoto

the Tourist Magnet of
Japan? Let's Find Out





Fun Fact:

If you say Kyoto fast enough,
it starts sounding like Tokyo.

Despite sounding similar, the two cities are quite different in reality. One similarity they share, however, is that both have had the privilege of being the capital city of Japan. Yes, Kyoto used to be the capital city of Japan until Tokyo was made the capital in 1868.

A Japanese prefecture, Kyoto is a city with numerous historically and culturally significant gems. For centuries, the city has faced many natural and human-made calamities such as fires and wars. Despite the tragedies destroying the city, myriad structures such as temples, shrines, and bridges stand tall today, attracting people across the globe. And in this article, we'll tell you why you should consider being one of those people.

8 Sights To Behold

1. Nijo Castle

Built in 1603, Nijo Castle was the residence of Tokugawa Ieyasu, the first shogun of the Edo period (1603-1867). His grandson Lemitsu later added a five-story castle keep to Nijo Castle after 23 years. In the beginning, the castle was used as an imperial palace before it was eventually declared a historic site and was opened up to the public. Later, Nijo Castle was also added to Japan's UNESCO world heritage sites in 1994.

2. Kyoto Imperial Palace

Until 1868, when the capital and emperor were moved to Tokyo, this Palace was the residence of Japan's Imperial Family. The palace resides at the center of the city and is pleasing to the eye. Moreover, it is also surrounded by other attractive spots such as Sento Imperial Palace, which used to serve retired emperors.

3. Kyoto Railway Museum

At just a 20-minute walking distance from the city Station, there's the Kyoto Railway Museum, one of Japan's top three railway museums. Inside the museum, you'll get to witness more than 50 retired trains, all ranging from steam locomotives to modern ones such as electric and bullet trains.

4. Kyoto National Museum

One of the oldest Japanese museums, this Museum was opened in 1897. Currently, it hosts a variety of exhibitions related to Japanese archeology, sculptures, ceramics, calligraphy, costumes, and paintings. The museum also hosts exclusive exhibitions that are often based on various themes that add to the fun.



5. Nanzenji Temple

Japan holds quite a few Zen temples in its heart, and the beautiful Nanzenji temple is among them. The temple's historic presence dates back to the 13th century when Emperor Kameyama built his retirement villa at the temple and later turned it into a Zen temple. Today, anyone can enter the temple for free, however, visiting the sub-temples and temple buildings requires you to pay a certain fee.

6. Nishiki Market

There is a reason Nishiki Market is known as the city's kitchen. While the street leading to it is quite narrow, within the market you'll find more than a hundred shops that exclusively sell food and cooking-related things. This makes Nishiki Market an ideal place for anyone looking to explore the city's famous culinary favorites, but especially foodies.

7. Fushimi

There are thousands of shrines throughout Japan, but Fushimi is the leader of them all. Located in the southern

part of the city, Fushimi Inari Shrine is prominently known for its thousands of vermillion torii gates. Today, people from across the globe visit the shrine to pray for bountiful harvests and overall prosperity.

8. Gion Matsuri

One of the most prominent festivals in Japan, Gion Matsuri is celebrated across the whole of July month. While there are various festival events, the grand procession of floats on 117th July is especially remarkable. Later on July 24th, you'll get to experience a relatively smaller, second procession of floats introduced in 2014.

Renowned Personalities Hailing From The City

1. Tasuku Honjo

Born in 1942, Tasuku Honjo is a 2018 Nobel Prize winner in Physiology or Medicine. He shared the prize with immunologist James Allison. He discovered a protein on immune cells in 1992 that operated as a brake on the immune system. Later, Honjo's studies gave birth to immunotherapies that helped combat cancer.

2. Haruki Murakami

Haruki Murakami is a globally renowned writer, with bestsellers in Japan and across the globe. An award-winning writer, Murakami's work includes fiction, non-fiction, short stories, and translations. His work is translated into 50 languages with millions of copies sold worldwide.

3. Emperor Meiji

Born on November 3, 1852, Meiji Tennō was the 122nd emperor of Japan. At the time he claimed the throne, Japan was still evolving from the feudal polity, and during his reign, Japan moved from a feudal country to a modern industrial state.

4. Fusajiro Yamauchi

Fusajiro Yamauchi founded the now-renowned Nintendo in 1889. Here's an interesting backstory for you: In 1791, the Japanese Government banned a card game called Hanafuda. When the ban was eventually lifted in the 1800s, Fusajiro knew it was his time to shine. To make the most out of this

moment, he established a card printing company called Nintendo Koppai, which printed Hanafuda cards. Initially, it wasn't popular, but Fusajiro tried his hand and made it popular by developing cards with hand-drawn artwork on them.

Dishes Your Taste Buds Can't Afford To Miss

While Japanese food is widely appreciated across the Globe, there are certain local dishes everyone might not be aware of. To remedy that, here are some of our picks for your Kyoto visit:

1. Soba & Nishio Soba

Kyoto is famous for its high standard of water. And Soba, a Japanese buckwheat noodle, requires good-quality water to produce. While serving styles may vary, the Soba noodles are popularly served with dried herring.

2. Obanzai

Obanzai is a type of cooking method that includes traditional, home-cooked Japanese dishes native to the city.



The dish carries the natural umami flavors of the dashi and vegetables for a fun experience.

3. Kyoto sushi

This Sushi, also called Saba Sushi, is a traditional dish savored all over the city. To make the dish, fish is marinated in vinegar and later pressed with rice, which leads to a tasty combination that is unique from regular nigiri sushi.

4. Ramen

Japan is home to an array of flavorful Ramen. And Tonkotsu, a type of pork broth ramen is quite high in the popularity contest despite not being a city native. Usually, the noodles served are egg-licious, and the broth is relatively thick, almost gravy-like. Furthermore, the dish is topped with a garnish of sliced pork, green onion, and bamboo shoots. To adjust the flavors to your liking, you might find ingredients like sesame seeds, chili paste, and spicy sesame oil to go along with the dish.

5. Matcha Desserts

Today, green tea is consumed all over the world for its health benefits. China, in the 9th century, introduced green tea to Kyoto for the first time ever. Since then, Matcha, the powder used to make green tea has made an appearance in a variety of toothsome desserts all across the nation.

6. Kaiseki Ryori

Kaiseki Ryori is a multi-course haute cuisine from Japan. Centuries ago, the dish was served at tea ceremonies, but later it found its way into other popular circles. Generally, Kaiseki dishes are cooked using a particular order or steps. But in today's world, depending on the chef, the flavors across restaurants might differ.

Factors That Keep Kyoto's Economy Thriving

1. Technology

The city today is a hub for many high-tech industries. These advanced industries are a result of traditional industries taking steps toward a faster and more efficient future. However, traditional industries are still at the core of the economy and remain competitive on a global scale.

2. Global Business

The city-based companies are actively involved in business with over 50 countries globally. Outside of Japan, these companies have more than 1000 business stations and continue to develop their business further. Kyoto, known as





an international convention city, also holds internationally relevant conferences and fosters knowledge and information.

3. Culture and Tradition

Kyoto's 1200 years of Historic experience has given birth to various cultural and traditional practices. The city has many world heritage sites, festivals, and other mediums of entertainment. Today, more than 40 million people from Japan and across the globe visit the city every year. A major credit for that goes to the city's tremendous job at preserving its natural surroundings and cultural values, making it an attractive destination for tourists.

4. Ecology

Speaking of preserving nature, the city passed a protocol in 1997, also known as—1997 Kyoto Protocol. This particular protocol is aimed at reducing the emission of gases that result in global warming. Additionally, several Businesses from the city are also involved in the environmental industry and are working toward a sustainable future.

Ease of Traveling through the City

Thanks to the city's grid system, navigation is a breeze. The local transport adequately covers the whole city, and while

the subway line is easy to use, its limited reach might cause a headache for some. For those of you with subway troubles, the bus network might be the right choice for you. The green buses are convenient and reach the central parts reasonably well. However, to reach the city outskirts, you might want to take the white Bus Services.

If none of these options works for you, there are numerous taxis all across the city ready for you to hop into. Whether you're at the station, on the street, or at one of the touristy spots, getting taxis is rarely an issue.

A Complete Experience

Kyoto attracts millions of people from across the globe every year, and it is easy to see why. One of the reasons why the city is such a tourist magnet is its preserved rich history and cultural values worth thousands of years. In addition, it also embraces beautiful structures, easy commuting options, and delicious food choices to indulge that make you want to settle in the city for the foreseeable future.



Forward Collision-Avoidance Assist.
Unfortunately, only available for humans.

MEERA SATPATHY

Changing the Reality



“I am a committed social change maker and I believe in what I do that includes empathy, sensitivity, and creativity to mobilize grassroots people as leader of their communities.”



Meera Satpathy
Founder & Chairperson



In the decades to follow, women have time and again proved why their decision matters the most in the board room. Be it leading a great company to greater heights, or even the smallest step as starting a small company and making it big in the market; women everywhere have proven to be a beacon to all those girls out there dreaming of starting a business, of asking for what they deserve and simply being the ambitious selves.

Featuring for the Cover Story of The Enterprise World's this issue of The Most Influential Women to Watch in 2022 is Meera Sapatdy, a visionary on a path to change the reality.

The Leader, the Executor.

The entrepreneurs in the social sector must play the role of change agents by adopting a mission to create and sustain social value for the greater good of society, recognizing and relentlessly pursuing new opportunities to serve that mission, engaging themselves and the right kind of people in the process of continuous innovation, adaptation, and learning, acting boldly without being limited by resources currently in hand, and exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created.

Entrepreneurs in the social sector must pursue social interventions and novel applications that have the potential to solve community-based problems. They must take risks and put effort into creating positive societal changes through their initiatives. They must believe that this practice is a way to connect their life's purpose, help others find theirs, and make a difference in the world (all while eking out a living).

They are in business for the greater

"The journey of Sukarya has taught me what a social entrepreneur is, and what power one holds to change the minds of many."

social good and not just the pursuit of profits. They must seek to produce environmentally friendly products, serve an underserved community, or focus on philanthropic activities. Yet, they must still be financially savvy to succeed in their cause. For this, they must be well versed in making tough decisions in life that need courage.

How Meera changed Sukarya -

The journey of starting Sukarya has been one of the most life-changing yet challenging journeys for Meera. It is her journey where she graduated from being a wife and mother of three children to running an advertising agency in her early forties for almost 15 years.

By that time, she was running two different kinds of organizations, one

for the profit, and other a non-profit. But Meera's greater calling and her heart was in serving the needy.

Sukarya was born to improve maternal-child health and nutrition with a special emphasis on anemia and malnutrition, reduce IMR (infant mortality rate), Gender equality/ Empowering women as per the Millennium goals set by the UN reflecting the most pressing issues prevalent in our society then and even now.

Meera always believed that problems could not be seen in isolation as all development issues are closely interconnected. That is why most of Sukarya's interventions are designed multi-pronged and integrated.

She feels that development and desirable results cannot be achieved alone. Everybody must play a crucial role — government, civil societies, community stakeholders, and other influential persons. It requires a collaborative approach and collective efforts to yield more significant results.

Over the years, Sukarya has set the pace as a developmental organization advancing the cause of underprivileged women, children, and adolescent girls, more than six million of them so far in 600 plus villages and about 120 slums, eliminating barriers hindering their social economic progress and enabling them to live a better, healthier, and successful life.

The Founding Stones of Sukarya-

Even After 75 years of freedom, women and girl children are not treated equally in India. Women's health and education are not of priority for the policymakers, business, community, and elected leaders. Women in cities, peri-urban areas, and villages struggle

daily to live their lives under domestic violence, sexual abuse, ill health, forced marriages, and no income. So, citizens, authorities, and women must consider their situations seriously.

Talking about women's empowerment is easy in boardrooms and policy-making sessions. But implementing it at the grassroots level efficiently and effectively with accountability is a different ballgame.

Non-profits like Sukarya should join hands with the government, other CSR donors, and funding agencies to provide a structural and effective action plan to battle, prevent and control anaemia, ensure ANC and PNC care, and prevent maternal morbidity, and infant mortality, and malnutrition.

However, behavioural changes, social-cultural food habits, and acceptance and understanding of low-cost nutritious meals are few known tips to fight malnutrition.

There has to be a continuous public health plan to tackle pandemics like Covid. There also must be a strong realization that COVID-19 has compounded manifold the nutrition-related challenges but giving up at this critical juncture is not an option.

If women, especially those pregnant and children between 5-60 months, needed nutrition interventions before COVID-19, they need it much more now than ever. For children's future in India, stopping COVID-19 and stopping malnutrition are equally

important and urgent.

Changing the Paradigms, One Step at a Time-

With Sukarya, Meera is here to inspire people, especially women and children, who are unaware and lack information. It is very inspiring to hear what Prime Minister Modi said in his national address on the 76th Independence Day - "The next 25 years is going to be the golden era for 'Nari Shakti' (women empowerment)".

Sukarya, a woman-led, women-centric, and women-focused organization, has been a strong advocate of women's empowerment since 1998. The team places them at the centre of the development curve, equipping them



with education, life skills, training, and career opportunities, Sukarya works with women at the individual/group level to build their self-esteem and self-worth. That's how they have stood by our communities, which most impactfully came into play during the COVID-19 pandemic.

A change can begin anywhere and can impact many. None the less they try all the time to reach out to various donors, agencies, and authorities to evoke the spirit of generosity for the needy.

Challenging the Challenges—

Initially, the challenges were:

- The society's non-acceptance of NGOs as a serious profession.
- Undermining our integrity.
- Not being able to get a qualified workforce.
- No donation approach in our community.
- Lack of consistent resources and funds.

We live in an age when charity has become a business, and NGOs have been publicly questioned on their integrity. Yet, Sukarya stands alone in

its direct and human approach to social service. This is further underlined by its committed system and its belief in focusing on what's essential to give back to society.

There were many failures along the way. Neither has it been easy to work in this challenging terrain to show results and improve the conditions nor has it ever been easy to run the organization fully fledged with less or no funds. Yet Meera found her way through hope.

Along with the National Family Health Survey 4 (NFHS 4) report, the government announced 'Poshan Abhiyaan', the nutrition policy. As a result, Sukarya's nutrition programs have undergone tremendous growth, witnessing increased awareness, acclaim, and demand for its programs in India and globally for filling the health and gender gap among marginalized communities.

Because of Sukarya's consistent effort and outcome, they are at this pivotal moment for the organization. Sukarya along with Sukarya USA and other empathetic volunteers from Microsoft, Salesforce and T-Mobile have worked

closely with local businesses and corporations. This was particularly true during COVID.

As a result, they could go from strength to strength while at the same time expanding their outreach to more significant communities fighting anaemia and malnutrition.

Furthermore, the same will be an integral part of this next phase of Sukarya. With 57% of the total women population being anaemic, 40% of adolescent girls, and 67% of children between 0-5 years, it is a huge task ahead.

Building the Trust, Growing Ahead—

Sukarya's most valuable assets are:

- A committed and focused leadership
- Sincere and hardworking volunteers,
- Compliance with the government policy and programs
- Teams of professional workers form the social development sector, and
- Trust from the Communities

The experience of bringing together supporters, stakeholders, donors, and government agencies creates synergies beyond boundaries, enabling the organization to implement and execute programs and look for positive impacts.

"I am proud to say today that not only new supporters are reaching out to us as partners, but researchers and experts are also proposing to work on our methodology of implementation."

Sukarya has been enabling tens of thousands of women and adolescent girls in the villages and slums to make their own decisions and actions for their health, nutrition, economic freedom as well as their children's health, education, and well-being.

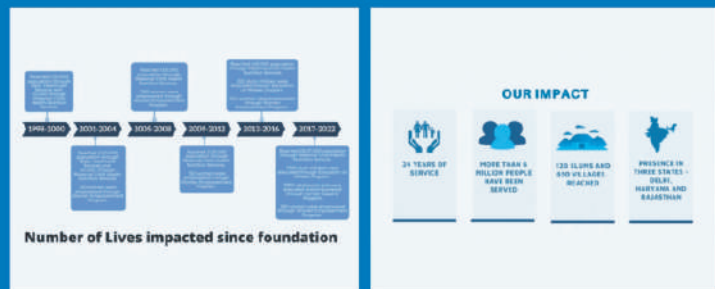
"We had begun this humble journey of 24 years with a few handfuls of volunteers and supporters. It was not at all easy."

Tapping into Maternal-Child Health and Nutrition with Sukarya—

Sukarya's MCHN program aims to improve the maternal and child health (MCH) status of mothers and infants, reduce infant mortality rate (IMR) and morbidity amongst children and mothers and improve the overall knowledge, attitude, and practice (KAP) of communities to strengthen our country.

The first general health camps in and around the slums of Delhi and Gurgaon were funded and supported by like-minded individual donors since 1998. Today, Sukarya is known for its works

- on urban slum health action program in Delhi and Gurugram,



- rural community health action program in Haryana and Rajasthan,
- knowledge-based intervention for reproductive health advocacy and action, an intervention study among adolescents, pregnant and lactating mothers to reduce the prevalence of anemia (a contributory factor of maternal morbidity & mortality),
- education on wheels for slum children,
- gender equality program for adolescent girls, and
- the empowerment of rural women through Self Help Groups (SHGs) and entrepreneurship building.

“Sukarya treats food and nutrition as the most powerful tool to fight malnutrition conditions in women and children.”

A Step Ahead-

To make the programs sustainable and to support decentralized development, Sukarya works closely with government officials, government-appointed social workers, religious and community leaders, village elders, women, and men at the grassroots level. All their developmental strategies are based on the need of the communities they serve.

“Currently, I have two things in mind: first, to have a developmental plan, and the other is to make our programs sustainable while reaching out to more marginalized communities.”

With the growing need to deal with troublesome health conditions of

- women and children, Meera's priority is to have trained and dedicated workers. It must fight to reduce the percentage of affected anemic mothers and children and empower each adolescent girl for their education and economic independence.

Meera intends to prepare an issue-based strategy to address anemia and malnutrition for mothers and children and give equal importance to gender equality in the coming years. And that requires the help of technical experts of our country and if need be from other countries as well, who can also help monitor the progress.

There is a need of support from the

“My biggest tool is to have faith in myself to do what I do.”

government at various levels to provide more rigorous training to the beneficiaries in the deprived areas to push governments' existing schemes forward. Additionally, the team should continue with an objective of responsible social developmental behaviour.

“I must look into various barriers and roadblocks in approaching philanthropic organizations and develop an effective communication plan to raise funds. This will enable us to hire qualified, experienced staff for digitalization. All said and done, I don't want to set a specific milestone because it is easier to say so. Yet, I have miles to go before I give women and children their basic right of health



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TESLA

HOW TESLA IS REINVENTING THE WHEEL OF SUSTAINABILITY, A CASE STUDY

Tesla didn't invent the electric car, nor did Elon Musk establish Tesla. But today, both have become synonymous and represent the EV industry globally. While that is true, it is quite easy to overlook behind-the-scenes stuff that went into making it the giant of today.

To answer the "who founded the company then?" question—it was the duo of Martin Eberhard and Marc Tarpenning, Silicon Valley engineers. In 2003, they founded the company in San Carlos, California, and named it after the famous physicist Nicola Tesla.

Until Tesla popularized it in 2008, no other automotive manufacturer took notice of electric cars. At its debut, the company took the EV industry by storm, it launched the Roadster. Soon enough, the sporty-looking car became a hit, with Hollywood stars like George Clooney among others ordering their own Roadster.

At the origin, the goal was to make Electric cars that are better, quicker, and more fun to drive than gasoline cars. Now, sustainable energy has become the need of the century. And with issues such as global warming making things unfavorable, electric cars with their zero-emission characteristic are an ideal

substitute for gasoline cars. Expanding on sustainable energy, the company has established its presence with 400+ stores and galleries, about 100 service centers, and 30,000+ superchargers around the globe.

Why People Love the Brand?

The renowned EV maker has a huge fanbase across the globe. Ever wondered why? Here is a list of things that could explain why the EV giant has such a cult following:

1. Showing that EV ≠ Boring

When you thought of electric cars, the notion was that they are low mileage, slower compared to their gas-powered counterparts, and in general meh. However, Tesla single-handedly changed those opinions with the launch of their first car, The Roadster.

The Roadster looked sporty and luxurious, was exhilarating to drive, and rocked a combo of impressive range and speed—all the things that were unheard of in an EV. After the launch of the Roadster, all the other automotive companies also started keeping their eyes on the EV industry, with many coming up with their own EV variants.

2. Self-Driving Cars

Although the accuracy of Autopilot is debatable, the fact that your car could drive you to your desired location, without human input was bound to catch some eyeballs, and so it did at the time. It sounded cool, turning many into loyal fans of the brand.

3. The Safety Quotient

The U.S. EV maker has maintained a very high ceiling for the safety of its cars. National Highway Traffic Safety Administration (NHTSA), has rated the company with 5 stars in every single category, barring the rollover test section, where it received 4 stars.

4. Webbing the Supercharging stations

Making recharging hassle-free, Tesla has knitted a web of supercharging stations around the globe. It remains the only brand offering a supercharge E-power connection today, enabling you to fully juice up your car in mere 30 minutes at any of its stations.





TESLA

5. The 'Elon' factor

For many, Elon Musk is Tesla, and vice versa. Since the very beginning, Elon made his beliefs in the company clear, investing \$6.5 million way back in 2004. Would the company still be in this high position if it weren't for Elon and his vision? Well, that's a topic for debate. While your opinion of Elon could vary, his contributions to Tesla along with the science and engineering field are hard to ignore.

An Improved Outlook on Sustainability

Trying to tackle Global Warming, the brand has been a key factor in the transition toward sustainability globally, helping people move away from burning fossils. In the pursuit of solving this problem, the company has built products to replace some of the most pollution-emitting elements. Here, we are highlighting some of the key products that impact the environment positively.

1. Batteries

The brand uses advanced lithium-ion batteries in its products, be it electric cars such as the Model S, or energy storage products like the Powerwall and Powerpack. The said batteries have changed the face of the renewable energy industry, enhancing the adaptability and storing capability of the energy produced by renewable sources such as solar and wind.

2. Electric Vehicles

Along with being one of the safest, the cars are also fun to drive. After the launch of its first electric vehicle, the brand made a massive impact on the whole EV industry, catching the attention of the whole world. With energy generation and storage products working in sync, the company wanted to augment the impact of electric vehicles for a greener future.

3. Solar-powered

Tesla has a decorated solar portfolio, with products like solar panels, solar roofs, and the solar inverter. With the production of solar energy, the company makes a difference in the residential and commercial spaces, solving the needs of the industries along the way. The company's acquisition of SolarCity in 2016 was also a key step toward the solar-powered future.

4. Open-Sourcing Patents

In 2014, the company announced that it will open-source all its electric vehicle-related patents, helping other manufacturers in their EV development. This showcases a selfless approach amid the cut-throat competition in the automotive industry.

Tesla Stats that might Surprise you

Curious to know the numbers behind the brand? We got your back. We did some number-digging for you and here's what we found.

1. Number of employees: As of March 2023, the company has 1,28,290 employees

2. Total Cars Produced: In 2022, the company produced a total number of 1,369,611 cars

3. Total Cars sold: As of March 2023, the brand has sold more than 3,600,000 vehicles.

4. Revenue: The company saw an increase of 51% YoY revenue, taking it to \$81.462 billion in 2022

5. Brand Value: The most valued automotive brand, Tesla had a brand value of \$66 billion as of 2023

6. Market Cap: As the 7th most valuable company in terms of market cap, the company is valued at \$604.03 billion

7. Market share in the US: In the United States, it has a market share of 68%

8. Energy Deployment: As the company primarily focused on sustainability, the brand deployed 6.5 GWh of energy, as of 2022

Source: Demandage

No Department, only Marketing

We have some news for you. As it turns out, Tesla has no advertising or marketing department. However, not having a marketing department doesn't mean you can't have a great marketing strategy, and the brand showcases it perfectly. While we don't know the exact amount the brand has spent on its marketing, here are some important strategy elements that could help you get a deeper insight into its marketing.

1. Everything revolves around you

Much like the other marketing strategies, at the helm of Tesla's marketing is 'you'—the audience. The company relies on building an emotional bond with you to strengthen their relationship with them, thus increasing brand presence.

2. Innovation leading the charge

The company is always keen on developing innovative products to one-up the previous driving experience. To achieve its goals, it spends billions of dollars on R&D. Whether it's the sentry mode reporting the weather threats to you, or the much-talked-about Autopilot feature, the innovative solutions ensure that the audience maintains their interest in the brand.

3. Eye-catching Referral Programs

Tell your friend about us, and get a reward, that's referral programs in a nutshell for you. Those rewards could be anything from accessories, free



servicing of your car, and software updates. Referrals could work wonders to lead more people to a brand, alluding to this, the brand has conducted many referral programs for many years.

4. Elon Musk and the Word of Mouth

"What message is your brand sending?" "What story does it tell?" These are some of the additional questions that matter to customers. Having said that, nothing quite gives you a FOMO like your friend or a family member raving about the newly bought car they love—That's the magic of word of mouth.

As is the case with most things related to the brand, Elon Musk plays a significant role here as well. From making headlines for tweeting, to buying the whole Twitter, his journey has been a rollercoaster. As an influential figure with millions of followers, his tweets can have a huge impact on the company mentioned in the said tweet, directly or indirectly. If you ask us, this could also be considered an example of word of mouth.

Electrifying Competition

As the world is moving away from gasoline-powered cars, many have started switching to electric. The big players in the automotive industry—Volkswagen, General Motors, Ford, Hyundai, and others are rapidly making waves in the EV space. However, Elon Musk says, the biggest competition for his company comes from Chinese EV makers. While Elon hasn't mentioned any specific names, we believe those Chinese automakers could be BYD, Nio, and XPeng.

3 Products to Lookout for

Note: We are assuming that these products won't get delayed again, for whatever reason.

1. Cybertruck

Expected Release: 2023-Year End

With constant delays making a regular appearance, the Cybertruck has been hyped for quite some now. And if you follow Tesla and Elon Musk, you've probably witnessed the infamous hammer test fail more than once. However, Cybertruck is the most powerful tool they have ever built. Made with peak durability and

passenger protection in mind, Cybertruck also has an impressive driving range of more than 500 miles. While the release date is yet to be confirmed, the company aims to start deliveries in Q3, 2023.

2. Roadster

Expected Release: Beginning of 2024

Here is another delayed product, the Roadster. To give you a perspective on the delay, people have been talking about the Roadster since 2016. Elon, in a tweet posted in 2021, said that the Roadster should ship in 2023. The

official website says that the Roadster will be an all-wheel drive, with a seating capacity of 4 people, it also mentions that the car could go 620 miles on a single charge, and could rock a top speed of 250 miles.

3. Model 2 baby EV

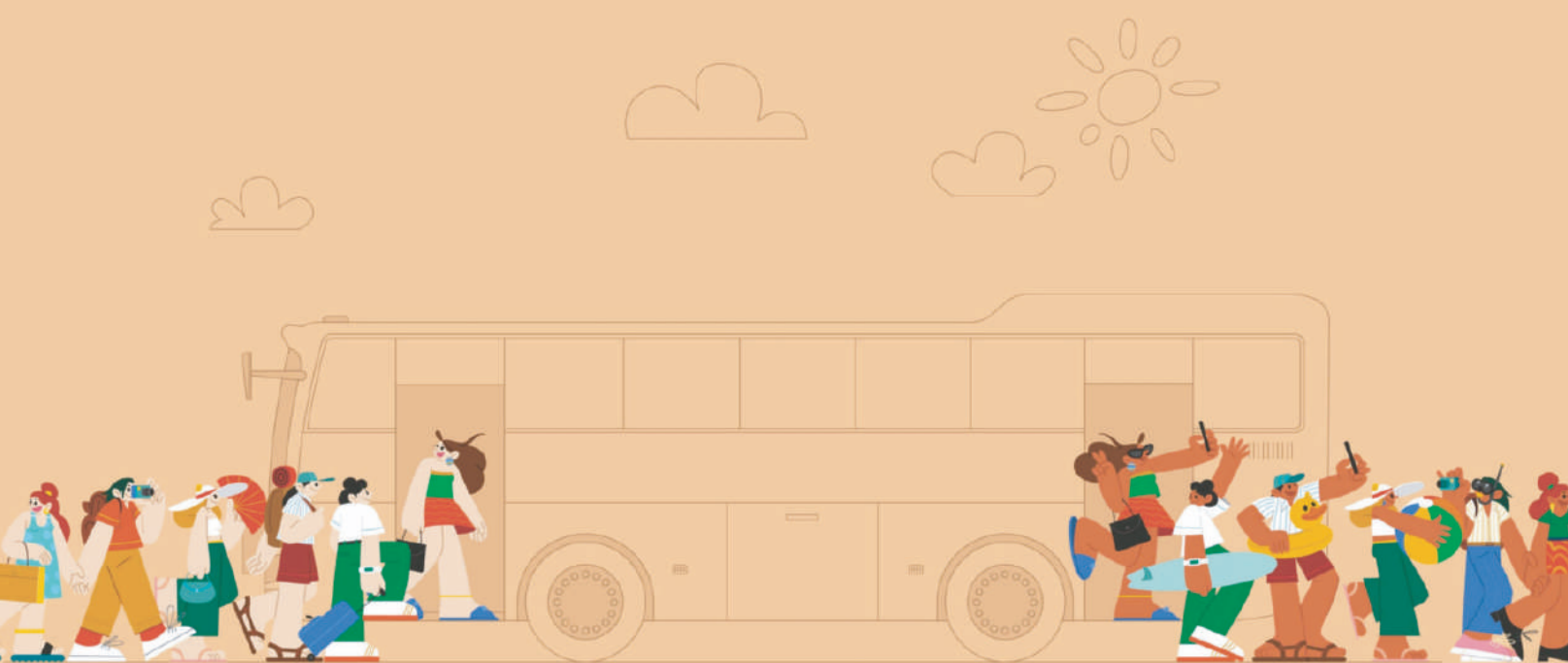
Expected Release: 2024 or 2025

Affectionately calling your car 'baby' isn't a new phenomenon. However, this might be the first instance of the brand itself having 'baby' in its official name. If the rumors are true, the car will cost you around \$30K and will not be available before 2024.

Earning the Adoration of the world

Tesla is one of the most adored brands today. With a clear vision of making sustainability the new norm, it is surely moving toward achieving it. While views about the company or its CEO may differ, when it comes to EVs, it would not be an exaggeration to say that this is 'The Brand' that ingrained the belief in the hearts of people that—the future could be electric.





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R.K. Behera

An Influential Business Leader

Technology is at its peak all over the world, new inventions and constant development in every single sector is due to upgradation of technologies and constant demand of simple and time saving equipment. Fields like Automobiles, Farming, etc have developed rapidly in last few decades as a result uprising of new entrepreneurs is unstoppable. Business sector and number of entrepreneur's have a key role in India's rising GDP. Expansion of engineering sector made a huge difference in development over all the other same linked field. Over a period of time manual things got changed into equipment and gradually leading to a world full of robotics and operational engineering equipment.

Mr. R.K. Behera is one of young Indian entrepreneur from hometown of the world-famous Tata group. R.K. Behera and his brother S.K. Behera together were very inspired by the Tata group and used to see their future in them. Both the brothers established RSB in 1975 and today the small start-up is a global company owning two branches in USA and Mexico like countries.

Featuring for The Enterprise World's this issue of The Most Successful Business Leaders to Watch Out is Mr. R.K. Behera, who has set out an example of hardwork and determination togetherly pays off.

RSB is a global engineering institution, founded in 1975 by two

bubbling and enterprising young brothers, Mr R.K. Behera and Mr SK Behera, from Jamshedpur, hailing from a humble middle class background, with a passion and dedication to do something different, to traverse a path hitherto untraveled. They dreamt only realities. Their start-up venture had a very little finance of Rs 15,000/- borrowed from his father, but with lots of family support and human values imbibed by their parents.

Growing up in Jamshedpur in the midst of successful Tata industries and value system, the brothers were deeply influenced and inspired by the entrepreneurship of Tata and their ethical values to people, society and



SK BEHERA
Vice Chairman & MD

RK BEHERA
Chairman

the environment. Their upbringing echoes in all that they have accomplished so far and all that they dreamt to create.

Journeymen through rough terrain of volatile business swings, brothers withstood storms to accomplish what they dreamt. With initial seed capital of mere Rs 15,000, RSB today in a span of more than four decades, carved a niche in global arena. Presently, it has 13 manufacturing plants spread over 7 locations in India, namely Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamil Nadu), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh); and one each in Homer (USA), and Silao (Mexico). Now not only the brothers' stand vindicated and delighted, the society at large also stands benefitted. One plant under commissioning at Sri City, Telangana.

RSB operates in two verticals, namely Automotive and CMI (Construction, Mining & Infrastructure) Equipments & Aggregates.

In the Automotive Vertical, RSB is a leading global manufacturer of Propeller Shaft/ Steering Systems & Components, an array of Axles including Front Axle, Trailer Axle, Tractor Axle, Dummy Axle & Axle Beam, Fully Finished Gears, Shafts, Hubs & Sleeves and passenger car steering systems, viz Manual/Power Steering Gears, Steering Rack & Pinion, Tie Rod, Hydraulic/Aluminum Pumps, Transmission Components like Differential Cases, Yokes and Carriers for medium and heavy commercial vehicles, passenger cars, tractors and light commercial vehicles.

In the CMI segment, it is a leading manufacturer of heavy fabrications and aggregates like Frames, Arms, Booms and Buckets for excavators, back hoe loaders and front end loaders.

All plants of RSB are certified for ISO-9000 IATF-16949 for Quality, ISO 14001 (Environment) and ISO 45001 (Health & Safety).

RSB's Indian and overseas customers are leading Indian and global OEMs like Tata Motors, Tata Hitachi, Ashok Leyland, Mahindra & Mahindra, John Deere, Fiat, Ford, Allison Transmissions, American Axle, Eaton, Magna, GKN, Daimler, Renault Nissan, Kamaz, Caterpillar, Terex, JCB, Kobelco, Komatsu and GE, Volkswagen, PSA Peugeot Citroen, etc amongst others.

In 2006, RSB made its first foray into overseas and acquired Miller Brothers in Michigan, USA. It further expanded its global footprint by setting up a greenfield project in Mexico in 2011.

In Nov 2013, RSB joined the select band of elite global quality corporate after having been conferred with one of the world's highest awards in TQM (Total Quality Management), Deming Prize – one amongst few Indian automotive companies to get this award – by JUSE (Union of Japanese Scientists & Engineers) at Tokyo, Japan, for achieving all-round business excellence – a globally accredited mandate for highest product quality and service.

In Dec 2019, Four Manufacturing Plants of RSB Transmissions (I) Ltd., Unit I, II, III & 5WC at Jamshedpur, were conferred with TPM (Total Productive Maintenance) Excellence

Award, Category A, one of the highest global awards in Productive Maintenance, by JAPAN INSTITUTE OF PLANT MAINTENANCE (JIPM), Japan. RSB has thus joined the select band of elite global corporate in quality & productive maintenance. It is only one in Eastern Zone of India to bag these two awards with Tata Steel.

Serving with humility was in their DNA for Behera brothers, inherited from their father. They believed right from inception that true happiness comes when the good fortune is shared with those who are not as fortunate as we are. Therefore, they made CSR an essential fabric of business life with humble endeavour to think not just from heads, but also from the heart. They believed business of business is not about making money, but creating social values and do public good – an obligation beyond the requirement of law to pursue long term business goals that are good and bring about positive impact to the society. Brothers served under-privileged of society in Education, Health Care, Sports, Environment Green Initiatives and Woman Empowerment with all humility and discreet silence. They dedicated RSB Foundation in the service of society and humanity to raise to higher levels in the pursuit of their rich tradition.





FEARS

**YOU NEED TO OVERCOME AS
AN ASPIRING ENTREPRENEUR**



Fear To Overcome as Aspiring Entrepreneur

In 2021, 51.8% of UK entrepreneurs feared failure, with percentages in other leading economic countries being similar.

Would you like to have a business but are afraid? Or do you feel like you have to do it all and are scared that it will be overwhelming? When you start a business, you are responsible for human resources, marketing, production, and sales. The phone calls keep coming, and so do due dates.

It's normal and even healthy to have fears as a business owner. Still, you can overcome them with strategies

learned from other successful entrepreneurs who were terrified initially. Here are some common entrepreneur Fear To Overcome as Aspiring Entrepreneur and advice that might help you kick-start your start-up.

Here Are Some Fears To Overcome as Aspiring Entrepreneur :

1. Fear of putting yourself out there

Many entrepreneurs are scared of what might happen—if it's going to turn out right or if they'll lose more than they'll gain. One common fear is that of exposing yourself and discovering others don't think your idea is as good as you think it is.

It's crucial to remember that entrepreneurship, just like it involves reward, implies risk, too. Before presenting your idea, ensure you're well informed and researched. If the fear persists, take smaller steps to get used to it and attend some start-up networking events to gain courage or industry trade shows.

Shyness can be another factor of stress. Remember that failure is fantastic because it shows you've had the guts to try something more significant. Many successful entrepreneurs have failed until they've succeeded, but they've learned a lot when they failed, coming up with even more rewarding

projects than unsuccessful ones.

Take Ford's example: the company's two car companies failed, leaving Henry Ford broke. But that didn't stop him from founding Ford Motor Company and perfecting automobile assembly line manufacturing. He became among the most famous men in the world. An editor fired Disney because he had "no original ideas" and lacked imagination, and look where the corporation is now.

2. Fear of deadlines

Deadline pressure is common in every industry, as are the emotions associated with a shortage of time. But there are ways to minimize the anxiety and stress of approaching due dates that will prepare you to meet them.

A good tip would be to reverse engineer your time frame to manage your expectations of yourself and others. Start from the end of the task and visualize how much it will take to know how much time you'll need.

Additionally, some tools help you gather data effectively to know what task requires immediate action. In the era of instant gratification, clients and employers want things done ASAP, but you're not a robot. However, you can take advantage of tech advances to manage tasks better.

Expense tracking, client billing, time off bookings, document signing, and similar tasks are far from being the most exciting parts of owning a business, but you can use a great online system for them. You'll track your profitability to see where your firm is going and record data, whether you're a project-based, service, manufacturer, or recruitment agency.

3. Fear of change

It's in human nature to fear change because the human brain is hardwired to

resist it. Modification can be frightening to most individuals, even in non-business circumstances. It can be perceived as a danger to one's current state of affairs, and you are no exception as an aspiring business owner. But anxiety about the future due to your fear of change may lead to a restricted mentality.

Change is unavoidable, and to overcome your panic, you must evaluate the situation at hand and decide whether the next step is worth the risk. Making educated decisions can help you welcome progress and innovation and accept and normalize the fear of change. And whatever you do, you must overcome your fear of failure. This is everywhere, but the irrational belief that makes you avoid risks because you're afraid of the outcome isn't a healthy mindset.

While it's normal to have doubts and fears at the beginning of a new project, many of them can be unbundled and many Fear To Overcome as Aspiring Entrepreneur.

4. Fear of the unknown

Every entrepreneur has to face their fear of the unknown at one point or another. You can't know what you're doing all the time, and that's fine; nobody was born a CEO. While it can be frightening to be responsible for the result even if you've never done it before or taken on a new project, remember that the best business owners know they can find solutions to every problem. You can acquire it, too, through courses, determination, experience, and, last but not least, by learning from others (CEOs, financial experts, employees, and customers).

To succeed, you have to rise to the challenge and face the fear of not knowing what you're doing. "And how will I learn everything I need?" you

may ask. Starting with similar small projects you can learn from and proceeding with bigger ones as you go along is a good start.

5. Fear of responsibility

You may be responsible for your own livelihood as a business owner, which is frightening enough. But you may also be accountable for supporting a family and, as your company expands, for your employees' livelihoods. That can be a lot to take, but you can handle it with good decision-making and careful planning.

Set short-term goals for revenue and avoid the "get-rich-quick" mentality. You might think your idea will boom, but you must also consider the opposite. You have to be able to make adjustments on your track and understand what you need to bring in to hire a new employee, taking into consideration benefits and other costs.

6. Fear of debt

When you find your new venture, you may realize that costs exceed your budget. Determining where the fine line is between spending good money on bad decisions and investing more to get over a hump is tricky.

Before you consider borrowing money for your firm, ask yourself: "Do I need funds to expand my already-profitable firm, or do I want them to put behind a service or product that's still unproven?"

If you feel like being a successful business owner suits you, these fears shouldn't stop you and Fear To Overcome as Aspiring Entrepreneur. But if overcoming them feels impossible, maybe there's something else you'd be better at than entrepreneurship.



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