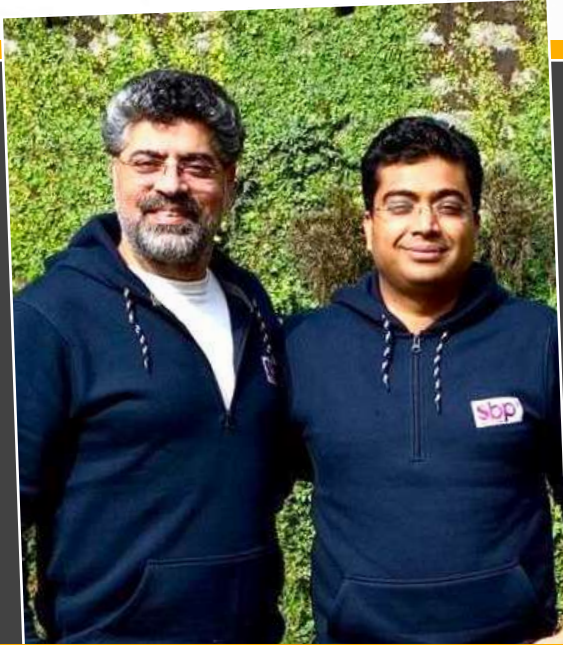


# Entrepreneur Of Interest

## Quarterly Newsletter Volume 1



### Welcome to the First Edition of our Newsletter Friends!

EOI is group of Entrepreneurs, who have ambitious goals in life. Thanks to **Amandeep Singla, MD SBP Group** to bring everyone together with a motto of cross learning, helping each other and of course build an amazing community. I love this group of wonderful people and amazing professionals and keep looking forward for 2nd Friday of every month to be with them.

As much as I enjoy the company of these amazing young men that we have in our EOI group, I would emphasise on one thing that has always been an integral part of all gatherings and conventions - yes my friends, **Learning!**

**Learning is an indispensable tool** that nourishes our minds and soothes our soul. It is a necessity for both personal and professional career as it makes us capable of understanding and handling things in a better way in life.

**Learning aids in acquiring critical thinking Skills** and discovering numerous ways in which we can relate with People from different cultures. It is the only way to deal with the continuous change in our life so that we can move forward with ease.

**Learning is a continuous process** that encourages acquiring competencies, knowledge, and skills to develop future opportunities. Knowledge is no longer difficult to obtain as it is now readily available at our fingertips.

As **Learning partner** to this community, SKOPE facilitates one workshop every month where Subject Matter Experts from different fields are invited to speak.

I will end my note with the words that I firmly believe in, "Never Stop Learning as Life Never Stop Teaching us!!"

**Cheers!**  
**Aseem Hanspal**

## Moments to Cherish

Last few months have been full of fun and amazing memories that we made together as we connected and bonded over inspirational stories of how our fellow members started their journey of being an entrepreneur, struggles they endured and how have they reached where they are today. Immense learning indeed! And this wasn't all. To top it up, we also got an opportunity to meet the veterans and learn tricks and nuances of basic essential areas that will enhance our entrepreneurial skills and help us take our business to new heights.



## Learning Sessions

### **DIGITAL BRAND & MARKETING - By Nitin Soni**

*Nitin Soni is a sought after Marketing Expert. He is a Marketer, YouTuber, Publisher and author of 2 books. He is also the Founder & CEO of one of India's best publishing house Adhyayan Books International.*

- Website is your 24 by 7 office. Make it engaging and dynamic.
- Apart from building Company Brand, you must focus on building your own Brand as a Leader
- Digital Marketing essentials are Custom targeting, re-targeting and landing pages on Website
- Another important tool is E-mail marketing
- Ensure a Digital Community Building on your Social Media - it's powerful
- Ensure Annual Digital Audit



### **NETWORKING - By Paritosh Pathak**

*As a Strategic Networking Coach, Paritosh helps Business Owners leverage the Power of Networking and creating positive Networking/Relationships-capable teams to take their business to new heights.*

- CABA - Don't get in Syndrome of Chotta Aadmi Bada Aadmi
- Own Your Truth - we all know our realities about meeting people. Acknowledge and improve
- Fear of Rejection - No one can reject the other one. It's refusal and could be based on certain reasons
- Perception of Perception - Don't fall in that what person thinks about me and act on that perception
- Build a Central System - a process driven networking
- Be a Go-giver - start giving to get.

### **EYE ON THE BOTTOM LINE - By Aseem Hanspal**

*Aseem is a Strategy to Execution Expert and a Gallup Certified Coach. He has been instrumental in transforming 72 owner managed organisations and successfully mentored over 200 Entrepreneurs across Singapore, Bangladesh & India. With a total experience of 30 years, he is an Entrepreneur himself for 10 years.*

- Incomes and Liabilities involve a Cash Inflow and Expenses and Assets an Out Flow
- Never use Short-term Funds for Long-term purposes
- There is no connection between Profit & Cash Flows
- Once you understand the "Cost of Capital" you would know the biggest secret of Improving Profitability
- Successful Enterprise stand on 2 Pillars: Ability to effectively manage Cash Flows and ability to generate profits



## Key Takeaways from the Session



### PARENTING IN PRESENT TIMES

- By Sushant Kalra

*Sushant is a Pioneer in Parenting Education and aims to make parenting a joyful experience with parents effectively raising happy & healthy children. He is a TED speaker & a Global Presence Ambassador for Parenting 2.0 (an International consciousness movement that promotes proactive education for Life Skills. He is also the Author of the book "Perfect parenting".*

- Despite our best efforts - time spent, mind share, resourcefulness the experience of day to day parenting is not joyous.. And the results too are contrary to level of efforts.
- Our role as a parent is 'to make our children responsible for their life'
- The key elements are
  - a. The belief that they can do anything (they are born NO-LIMIT)
  - b. Exposure : provide exposure to them and let them chart out their own path
  - c. Respect : the outcome and the effort
- I don't know!! - Ask and concentrate on their feeling. Know the inner world of your child by asking them about it.
- Focus on and nurture the 9 elements of No-limitness - Happiness, self expression, self confidence, inquisitiveness, exploring ability, tenacity, humane, self esteem, responsibility.

## Memories Galore



# The Hustler's Corner





### *What was your inspiration behind starting this business?*

Real estate has always been a domain that I have a passion for. In today's world, every buyer is well informed. Only the passionate will make it big & deliver the best. So while I come from a business family and developing an understanding of business, customer needs and preferences came naturally to me, I imbibe every thing that I have learnt about Business since childhood.

### *What's your mantra of life?*

I believe in **learning, relearning** and **adapting**. I have always been passionate about wellness and sports apart from my zest for business. Being professional is not always about what you learn but what you implement. So, Keep on learning about life, work and how to realize your dreams. They come true with determination, perseverance & undying commitment to make it a reality.

### *Share about some of your present & upcoming projects.*

Our current commercial projects are Maya Garden Magnesia and Business Park. Maya Garden Magnesia provides the perfect platform for retail, MSMEs, F&B outlets and shops and also offers executive suites. As of Business Park, we are proud to announce the first-ever commercial plotting opportunity for businesses and investors - bound to be an eye candy for business class and shopgoers in Tricity. Maya Garden Atlantica is our upcoming residential project where we will offer best-in-class homebuying opportunities to buyers.

### *What is your Differentiator?*

We keep raising our bar each time we come up with a project - be it residential or commercial. It's all about understating the trade and how things work. We fulfil our buyers' dreams so thinking futuristically, we offer what they cherish.

### *Being an entrepreneur is a round-the-clock job. How do you manage your time to get the best out of every day?*

Passion drives me, so each day is like 24 new hours to create value for business. People put a lot of their expectations in our company and brand. We have to keep ourselves self-motivated all the time & we believe in doing everything with a smile. Contentment we derive from this, drives us.

*Arun Jindal is a renowned Real Estate developer from Chandigarh. He is the owner of Maya Gardens and has several lavish projects running across Tricity.*

*Arun is a family man and his wife, Apurva Jindal runs her own designer store by the name of Apurva Jindal Label. He also has an adorable daughter who is in Kindergarten.*

## RAPID FIRE

*Celebrity you would like to go on a date with:*

Kiara Advani. She is an impressive actor. I have heard she is friends with Isha Ambani as well 🥰

*Describe yourself in 3 words:*

Ambitious, Honest & Passionate

*Your hobbies:* Cricket & Movies

*Your Role Model:* My father Sh.

Satish Jindal. I don't think I have ever seen another person who is loved by everyone around him & with such unparalleled knowledge.

*If not an entrepreneur, what would you be:*

Cricket for sure - for my deep love for the game and since childhood, I have been a good player. So much to learn about life from situations in cricket

*One biggest misconception people have of you:*

That I am emotionless because I am not expressive. I come across as analytical but I care a lot for people around me.

*Genre you like to watch at leisure:*

Sci-fi or Thriller. Big fan of Alfred Hitchcock & Christopher Nolan



**Sumit Goyal** is a renowned Real Estate Developer who belongs from Tohana (Haryana). He owns projects in Tricity offering affordable housing like Nirvana Greens.

Sumit has a lovely wife Mannat Goyal who supports him at the Homefront. He is blessed with two naughty kids, Vihaan and Vivaan.

**What was your inspiration behind starting this business?**

The inspiration behind starting this business is the entrepreneurial spirit that I observe & admire in a lot of successful entrepreneurs that I have seen in my life. I always had an interest in real estate and since 'Home' is everyone's dream and a home that provides safety, a home within a gated society with proper security, essential amenities and facilities is like a 'cherry on the cake'.

To provide this experience, excellent facilities, creating a sophisticated ambience, contemporary designs and everything that goes along with it, Nirwana Greens took this initiative to build homes with good Quality and complete Transparency.

**What's your mantra of life?**

Complete the task with full dedication and giving 100% efforts towards completion of every work

**Share about some of your present & upcoming projects.**

I have successfully delivered 10 projects and I am working an ongoing project these days, i.e, Nirwana Heights. I am also parallelly working on one of our upcoming projects - Nirwana Square One – which is into commercial space.

**What is your Differentiator?**

The concept of construction, Architectural theme, Affordable Housing, Project maintenance and Lush Green areas. Nirwana Greens today stands on 3 pillars of Quality, transparency and trust.

**Being an entrepreneur is a round-the-clock job. How do you manage your time to get the best out of every day?**

Work always takes priority for most people most of the time and so is the case with me. I remain occupied in my work and as soon as i get free from work in evenings, I love to spend rest of my time with family and friends, going out for dinner, making memories that I can cherish forever.

**RAPID FIRE**

**Celebrity you would like to go on a date with?:** Sonam Bajwa

**Describe yourself in 3 words:**  
Responsible, Hardworking and Dedicated

**Your hobbies:** Cricket, Movies and Parties

**Your Role Model:** Ratan Tata - he is a living Legend! I also admire other successful business owners like him

**If not an entrepreneur, what would you be:** Maybe a Doctor 😊 But destiny had its own plans...

**One biggest misconception people have of you:** I am not really sure. But I will be happy to clear doubts

**Genre you like to watch at leisure:**  
Sci-fi mostly

### 'Re-Routing...'

Have you had a re-routing moment recently?

Have you noticed how **GoogleMaps never yells at you if you take the wrong turn?**



It never raises its voice and says, "You were supposed to go LEFT at the last crossing, you idiot! Now you're going to have to go the LONG way around and it's going to take you so much more time, and you're going to be late for your meeting!"

Learn to pay attention and listen to instructions, OK??"

If it did that, chances are, a lot of us might stop using it. But Google maps never condemns or castigates. It **simply re-routes and shows you the next best way to get there.** Its primary interest is in getting you to reach your goal, not in making you feel bad for having made a mistake.

There's a lesson for Leaders (indeed, for everyone) here. It's tempting to unload our frustration and anger on those who have made a mistake, especially those we are close to and are familiar with. But wise mentors and guides fix the problem, not the blame.

**Have you had a "re-routing" moment recently? Or helped someone else have one?**

### Upcoming Learning Sessions.....



#### Aditya Malik

**Business Fund-Raising Expert**  
CEO & MD at Talentedge, an Ed-Tech firm that uses digital technology to facilitate quality learning and teaching. Aditya guides entrepreneurs through the fundraising process across all phases of the business life cycle and helps entrepreneurs in finding the funds necessary to launch and eventually grow their businesses.

#### Aseem Hanspal

##### ScaleUp Expert, Strengths Coach

Aseem is a ScaleUp Expert and a Gallup Strengths Coach. He has been working with Entrepreneurs since 2010, before which he has held leadership positions with Larsen & Toubro and Max New York Life. He is an Entrepreneurs Coach and worked with 150 + Business Owners. He is a vivid reader and loves sharing learning from Books. He will share key learnings from "7-Habits of Highly Successful People" by Stephen R Covey.



#### Robin Sawan

##### Facilitator, Story Teller & a Coach

Robin is a remarkable facilitator with 30 years of experience in Transformational Training. He has been closely associated with 'Landmark Education' for over 2 decades. He has facilitated workshops in Relationship Building, Teamwork and Attitudinal Shift for over 75000 people.

