

## Empowering the Future!

### A Glimpse into the 2<sup>nd</sup> Edition of the Young Entrepreneurs' Programme at IIM-Ahmedabad



Seated (L-R): Pratham Karia, Siddharth Balsaria, Aanandi Sardana, Vineet Banka, Rahul Balsara, Prof Chitra Singla, Mahesh Singhee, Siddharth Bhutoria, Saloni Garg, Aniket Mangal, Sony Jacob T and Alpa Mody

Standing (L-R): Seetharaman K, Rajesh Parab, Nishant Jain, Sagar Gupta, Aditya Prakash, Arya, Mohitt Jain, Karan Kansal and Gaurav Talera

The Indian Electrical & Electronics Manufacturers' Association (IEEMA) recently concluded the much-anticipated 2<sup>nd</sup> edition of the Young Entrepreneurs' Programme, held at the prestigious Indian Institute of Management-Ahmedabad (IIM-A) from July 15-17, 2024. This programme, a flagship initiative of the Young @ IEEMA division, aimed at equipping next-generation leaders in the electrical industry with necessary skills and knowledge to navigate complexities of a rapidly evolving business landscape.

#### Vision of Young Entrepreneurs' Programme

The electrical industry, like other sectors, is experiencing a wave of change, driven by technological advancements, regulatory shifts, and evolving consumer expectations. To stay ahead, it is imperative that the industry's emerging leaders are not only aware of these changes but are also adept at leveraging them to create value. The Young Entrepreneurs' Programme at IIM-A was conceptualised with this vision in mind – to empower young leaders to become catalysts for innovation and growth within their organisations and the broader industry.

#### A Deep Dive into Strategy & Operations

The curriculum for this edition was meticulously designed to offer a comprehensive understanding of key aspects of business management, with a particular focus on strategy and operations. Over three days, participants engaged in a series of interactive sessions led by IIM-A's distinguished faculty.

- **Operations Management:** This module emphasised the importance of quality as a value addition rather than a cost, the fundamentals of core operations management, and the development of a data-driven culture within organisations. Participants were introduced to tools and frameworks that can help streamline operations, reduce inefficiencies, and enhance overall productivity.
- **Strategy and Marketing:** Another highlight of the programme was the focus on integrating quality into strategic decision-making processes. Participants explored market entry strategies, with a special emphasis on exports and geographic diversification. Additionally, the sessions covered product diversification strategies within the same industry, enabling participants to think expansively about growth opportunities.
- **HR and Team Building:** Recognising that people are the backbone of an organisation, this module focused on motivating employees for enhanced performance and leading organisational growth. The sessions provided practical insights into building high-performance teams and fostering a culture of collaboration and innovation.
- **Product Innovation:** In a rapidly changing market, staying ahead often requires constant innovation. The programme dedicated two sessions to exploring dynamics of product innovation, encouraging participants to think creatively on how to differentiate their offerings in a competitive market.

## Participant Testimonials



### Siddharth Bhutoria

**Director RTS Power Corporation Limited, Chairman Young @ IEEMA,  
Vice Chairman ELECRAMA 2025, NEC Member IEEMA**

“As Chairman of Young @ IEEMA, it was both an honour and a privilege to be part of the Young Entrepreneurs Programme at IIM-Ahmedabad. It was a transformative experience, offering deep insights into operations, strategy, and leadership. The sessions were rich with knowledge, and the interactions with industry peers and experts were invaluable. I am confident that the lessons learned here will significantly contribute to the growth and success of the participants. This programme is a testament to our commitment to empowering the next generation of leaders.



### Sagar Gupta

**Director, Pasondia Cables Private Limited**

“The IIM-Ahmedabad Young Entrepreneurship Programme was a fantastic experience. It offered practical insights and strategies that I can apply directly to my work. The sessions were engaging, and the learning environment was inspiring. I would recommend this programme to anyone looking to boost their entrepreneurial skills.”



### Aniketa Mangal

**Director, Mangal Electrical Industries Private Limited**

“The recent course I completed at IIM-A, hosted by IEEMA, was transformative for both, my professional and personal development. The curriculum was comprehensive and highly relevant, addressing current industry challenges and trends. The faculty’s expertise provided valuable insights that have already been applied to strategic decision-making within my company. This experience has significantly enhanced my leadership skills and business acumen, setting a strong foundation for future growth. I am thankful to IEEMA for facilitating this enriching opportunity.”



### Vineet Banka

**Director, Novoflex Industries Private Limited**

“The 2<sup>nd</sup> edition of the Young @ IEEMA IIM-A programme was an immersive three-day event that was deeply enriching. This time around, we dove deeper into strategies and also business functions such as financial modelling, design theory, and even HR. It was truly an experience that compelled us to think and gave us new perspectives about running our businesses.”



### Saloni Garg

**General Manager, Balaji Switchgears Private Limited**

“Attending the Young Entrepreneur’s Course at IIM-Ahmedabad was a different ballgame in everyday business environment. It gave us a great platform to interact with subject-matter experts from reputed business schools. The best part for me as a young entrepreneur was the critical thinking developed and the perspective of analysis from businesses from different industries yet relevant scenarios. The entire group of entrepreneurs from the same industry had so much in common, yet different, to learn from the programme to apply in our own businesses.”



**Siddharth Balasaria**

**Managing Director, Pristine Technologies and Industries**

“The Young Entrepreneurs’ Programme at IIM-A was incredibly enriching, offering deep insights into advanced business strategies, innovation, and leadership. Engaging with some of the brightest minds has not only expanded my knowledge but also provided me with fresh perspectives to drive our companies to new heights. A huge thank you to the faculty and fellow participants for the invaluable discussions and learnings. This journey has truly inspired me to push boundaries and continue striving for excellence. Excited to apply these new learnings and take our ventures further on the path to success!”



**Rahul Balasaria**

**Managing Director, Oriental Agencies (unit of Oriental Power Electrical Private Limited)**

“The programme at IIM-Ahmedabad was a brilliant opportunity for us entrepreneurs to get back into learning mode and learn the nuances of strategy, marketing, HR, operations, mergers and acquisitions, and execution. The sessions were well designed through case studies pedagogy, which invoked critical thinking and problem-solving skills. We were able to implement these lessons in our business by approaching challenges as opportunities to create more value for our customers and employees that would enable business to scale up. Many thanks to all the professors at IIM-A and Young @ IEEMA team for presenting this wonderful opportunity.”

**The Value of Networking & Collaboration**

One of the most significant takeaways from the Young Entrepreneurs’ Programme was the opportunity for participants to network with peers from across the industry. The programme brought together young leaders from various segments of the electrical and electronics sectors, creating a platform for exchanging ideas, experiences, and best practices. Bonds formed during this programme are expected to lead to future collaborations and partnerships that will benefit not only participants but also the industry as a whole.

**Reflections from the Organisers**

The successful completion of this programme is a testament to the hard work and dedication of the IEEMA team and its partners at IIM-A. The programme not only met but exceeded its objectives, as reflected in the positive feedback received from participants. The overwhelming response to this edition reinforces the need for such initiatives in nurturing the next generation of leaders in the electrical industry.

**Future Directions**

Building on the success of this edition, IEEMA plans to continue its focus on leadership development through similar programmes and initiatives. The association is committed to providing young leaders with the tools, knowledge, and networks they need to drive the industry forward. The Young @ IEEMA division will remain at the forefront of these efforts, constantly evolving to meet the needs of its members and the industry at large.

**Conclusion**

The 2<sup>nd</sup> edition of the Young Entrepreneurs Programme at IIM-A was more than just a learning experience; it was a journey of self-discovery, professional growth, and networking. As participants return to their respective organisations, they carry with them not only the knowledge gained but also a renewed sense of purpose and a commitment to excellence. This programme has undoubtedly set a new benchmark for leadership development in the electrical industry, and IEEMA looks forward to continuing this journey of empowerment and growth in years to come. ■

