



**DJ ACADEMY  
FOR MANAGERIAL  
EXCELLENCE**

## **E - Connect**

**“Why is it important to have an  
Entrepreneur Mindset”**

**2021 - 2022**



**Mr.Praveen Namachivayam spoke about his entrepreneurial journey and about his company**

Mr.Praveen Namachivayam spoke about his entrepreneurial journey and about his company. He said that he began his career in Germany researching innovative processing methodology to improve on the uses of Carbon fire. Returning to India in 2016, he forayed into the FMCG segment with the goal of expanding the group's business interests from a primarily B2B sales organization to a B2C organization. His Sauber Intech has 120 SKU's under 14 different verticals with a placement coverage of more than 2,00,000 stores in South India. They launched the first product under the brand name "Wippy". It is one of its kinds of waterproof non-woven toilet seat covers catered to the personal hygiene of women when

using wet toilets in India. He said that it is very important to have experience when entering into entrepreneurship. Also, he said that knowing a senior's journey in the business world would definitely add more clarity on 'How to proceed?' He said the top skills needed to be a successful entrepreneur are Affordability, Financial discipline, Team Management, and Dedicating.

Of the people, 27% want to start their own venture and they are in a constant hunt for ideas and investment. Then, 12% talk about their desire to become an entrepreneur. 8% of people have the idea and the capital in hand to start the business. 2.6% of the people succeed in venturing out. 98% of the people fail in building a profitable business and go back to work. Then, he said that taking ownership and shouldering huge responsibilities indicates actual pain points in the ecosystem giving you the right business idea.

He talked about his company's experience and how to venture out successfully. Sauber Intech provides a set of solutions packaged as a package to take responsibility for the brand and they are, addressing the right problem, ignoring negativity, Think like the owner and Jump Fast. He said that addressing the right problem is the most crucial element of a successful entrepreneur. The only secret mantra to neutralize the negativity and stay focused on a single idea is creating you as a brand. He said that Visualizing and acting are the keys to becoming anyone that you desire. Time starts weighing more if we decide on when we want to retire. These are some insights about this e-connect "Why is it important to have an entrepreneur mind-set". Around 70 participants including students & faculty members from DJAME, other institutes, and industrial participants participated in the program.



**Director**

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