



Dear friend ,

There are conformists. And there are visionaries.

No, we are not referring to the pink paper stars. The video case study featured here is an eye opener in more ways than one. Inspiring stories of social entrepreneurs who transform garbage polythene into attractive bags; discarded clothes into usable wear; rice husk into electricity and finally, the landmark revolution in rural eye care by Aravind. It is a 24 minute video you cannot take your eyes off.

In the Research study section, Dr. Ashutosh Bhupatkar holds forth on how leadership qualities differ in entrepreneurs and conventional corporate managers. It is insightful and highly educative.

We wish you a very happy Dussehra and a well deserved vacation. Enjoy!

Warm Regards,

The Editorial Board

Video Case Study

Social Entrepreneurship

Featuring Anita Ahuja, Anshu Gupta, Gyanesh Pandey & Late Dr. Venkataswamy

The Bottom-of-Pyramid opportunities are always there. Few have the guts and the conviction to build successful enterprises out of them. The video film below is truly inspiring.



Research Study

Entrepreneurial Leadership

By Dr. Ashutosh P Bhupatkar



Is entrepreneurial leadership different from other kinds?

It must be. As the author points out, leaders like Steve Jobs, Fred Smith and Ratan Tata do not readily fit into conventional leadership profiles.

They shape entrepreneurial organizations, marked by innovation, risk taking and proactiveness, leading to creation of *intrepreneurs*. More.

Share your knowledge!



Effective July 2013, SATTVA has metamorphosed into a monthly, practitioner-oriented journal that promotes a scholarly as well as practical understanding of the phenomena of Excellence, Synergy and Transformation in organizations.

Accordingly, we are pleased to invite organisational leaders, managers, authors, researchers and practitioners of all hues and kinds to submit high quality research and case study contributions in both the print as well as the audio-visual media for publication in the forthcoming issues of SATTVA.

These may kindly be directed to Dr. Sunil Maheshwari - the journals Editor at sunil@samatvam.co.in

Thank you !

Let your like-minded friends know about Samatvam Academy. [Click here](#) to include your friends on the Sattva mailing list.

Sattva is brought to you by Samatvam Academy.) 2010 - 2013

Address: M-1/31, DLF City Phase II, Gurgaon 122 002, India.
Ph: 91(124) 4363112 / (91) 9350663112. Email: sattva@samatvam.co.in

Newsletter consultants:
www.knowledgeworkz.com.