



Dear [NAME],

Change is in the air. The climate is changing, as are the currency notes. With the change of the year, Sattva also changes to a new subject. Our theme for 2017 shall be **Entrepreneurship**.

Under the banner of '*Entrepreneur Success Series*', each edition of Sattva shall carry a Resource Note that highlights one aspect of the entrepreneurial mandate alongside an Entrepreneurial Success story.

The Resource Note this month explains the 'what' and the 'why' of a Business Plan. The Video Case Study features the entrepreneurial journey of Mr. NK Chaudhary of Jaipur Rugs, and how he transformed the lives of over 40,000 weavers.

Warmly,
[The Editorial Team](#)



Entrepreneur Success Series
[Creating a Business Plan](#)

Every business starts with an idea. Every successful business starts with a sound business plan. The more honest it is, higher is the probability of taking the right decisions in the long and lonely journey of entrepreneurship.

The research note dives into the nitty gritty of a precise business plan - the need, components and what-if scenarios. Get a 360 degree perspective of the homework required before forming a company.
[More](#)

JAIPUR

[Video Case Study](#)
Jaipur Rugs - Weaving Together a Rooted Enterprise



You perhaps noted the word '*rooted*' in the title. There is a reason. This video is an inspiring collage of how one man's enterprise tapped into the hidden skills of underprivileged, grass root level artisans, trained them and took their creations to international markets. The transformation is not just about the individual; but about the society itself.
[More.](#)

Sattva Archives



November 2016
Interface Inc.
[Reinventing a Successful Enterprise](#)



October 2016
ITC Limited
[The Strategic Transformation](#)



September 2016
Patagonia
[The Sustainability Champions](#)



August 2016
Narayana Hrudayalaya
[A Vision Unlimited](#)

[Click here](#) to include your friends on the SATTVA mailing list

