



Atyaasaa

KNOWLEDGE BEANS

A HUMAN RESOURCE NEWSLETTER

ABOUT ATYAASAA

Atyaasaa Consulting Private Limited is a leading Human Resource Training & Consulting Organization partnering with some of the best brands in the country and overseas. Atyaasaa has been a catalyst and a contributor in their quest for people development and business excellence. The core differentiator of Atyaasaa process is continual innovation, unique customization and use of state of the art technology tools. These are implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.



ATYAASAA
AWAKENING HUMAN EXCELLENCE

WRITE TO US

For information : info@atyaasaa.com

For contributing articles : atyaasaaeditor@atyaasaa.com

For suggestions : feedback@atyaasaa.com

IN THIS MONTH



THE OD CONNOISSEUR'S ORATE

Kishore Chaphekar, Director - Controls and Electronics, Whirlpool India Limited, Pune, elaborates on 'Intrapreneurship - The Need of the Day'



THE OD ENTHUSIAST'S ORATE

Rugved Deshpande, Director and Design Head, Setu Advertising Pvt. Ltd., Pune, writes on 'Enjoying Work through Intrapreneurship'



FOUNDER'S ARTICLE

Niket Karajagi, Founder Director, Atyaasaa Consulting Private Limited, discusses 'The Art of Intrapreneurship'

THE OD CONNOISSEUR'S ORATE

Kishore Chaphekar

INTRAPRENEURSHIP - THE NEED OF THE DAY



Kishore Chaphekar is currently working as a Director - Controls and Electronics, Whirlpool India Limited, Pune, and has an amalgamation of 25 years of experience in engineering, OEM and customer facing role. He has previously worked with Cummins India and USA, KPIT Cummins and Tata Motors. He has completed his graduation in electrical engineering and post graduation in systems management. His primary interests include Indian classical music, yoga and bicycling.

To me, engaged employees are those 'who make an effort to come to work every day, be present both physically and emotionally and contribute 100% for the organization.' Intrapreneurship is the new buzz word these days, adopted by organizations in order to foster frugal innovation, employee engagement and creativity, preferably from within. In my opinion, intrapreneurship usually starts with a big bang, but eventually goes off



track, and is not sustainable. There are various reasons for this. According to me, the focus should be on how we can make this workable and sustainable. There is no defined success mantra for intrapreneurship, but there are a few things that have proven successful in the past.

continued next page ►►

THE EDITOR'S MESSAGE

In the current multifaceted and competitive business environment, organizations are struggling to retain their employees. In these trying times, intrapreneurship holds promise for employee engagement. Intrapreneurship not only enhances employee retention but also takes the organization to a higher stratum. Intrapreneurship leads to ingenious and effectual work approaches while unleashing untapped potential of the organization as well as the employees. This augments organizational branding and attracts enthusiastic, inventive and result oriented individuals to give their best and bond with the organization together with the much desired sense of ownership.

This issue highlights the inevitability to imbibe intrapreneurship within organizations to facilitate them to emerge as market leaders in today's competitive environment.

The theme of the next issue of Knowledge Beans will be 'The effect of emotion on productivity'. If you share a passion for the topic and have a flair for writing, do send to us your 300 word article with your brief profile along with your photograph in jpeg format to atyaasaaeditor@atyaasaa.com

► continued from previous page

OD CONNOISSEUR'S ORATE - INTRAPRENEURSHIP – THE NEED OF THE DAY - Kishore Chaphekar

The most important factor is that intrapreneurship should be actuated by interested individuals. The top management should only get involved in case of financial matters and removal of hurdles, if any.

The team should handle all other important decisions. Further, it is imperative to undertake the following steps to make intrapreneurship successful and sustainable:

- Transparent communication
- Clarifying the intention of the activity
- Removing the fear of failure
- Integrating teams



Once this is implemented, the next important step is to develop a mechanism for capturing ideas and creating a framework for their implementation. This creates a positive environment for the growth of intrapreneurship.

It is extremely important to apply the ideas mentioned above, share the progress one achieves and make it reach a large audience. This creates a sense of belongingness, ownership and accountability in an organization. **E**

THE OD ENTHUSIAST'S ORATE

Rugved Deshpande

ENJOYING WORK THROUGH INTRAPRENEURSHIP



Mr. Rugved Deshpande, Director and Design Head, Setu Advertising Pvt. Ltd., Pune, specializes in design graphic systems, strategy design and communication design in the context of brand building. He has completed his masters degree in design from Industrial Design Centre (IDC), IIT - Mumbai. He has extensive work experience, mainly in areas of corporate identity design, brand behaviour through visual and non-visual brand language and marketing communication through print, audio-visual and online media. He is a visiting faculty and jury member for various design schools including IDC, IIT - Mumbai. He is a strategy and marketing communication consultant for some of the well known brands in verticals like media, industry, food, hospitality and real estate.



We, at Setu advertising largely deal with entrepreneurs and whilst devising their brand strategy, we end up learning enormously about entrepreneurship. Most of these entrepreneurs are unaware about the intrapreneurship potential of their employees and how to deal with it. Some encourage intrapreneurship and harness its potential to the fullest. Intrapreneurship essentially begins with an idea, any idea! Sometimes you notice great potential in a particular industry segment, while sometimes you believe in the potential of your own idea.



Intrapreneurship, a multi-layered concept - In most other industries, intrapreneurship is a multi-layered concept. The primary layer consists of ideas, creativity, strategy and innovation. The second, layer is formed by the associated business and management strategies.

Cultivating intrapreneurship - Intrapreneurship can be rooted through innovative thinking and then taken to the next level, by exposing the team to varied aspects of business management. People who spawn bright ideas are real intrapreneurs. When an organization creates a platform for sharing these ideas, intrapreneurship blooms faster. In the creative field we keep talking about ideas. We observe creative thinkers across the world and, debate, analyze, agree, disagree and create an idea while focussing on the environment. We allow the contradictions to arise in between us. We rationalize our perspective and then move on to execute the tasks at hand.



Identifying intrapreneurship potential - If someone is passionate about his idea, he is more likely to end up with an execution full of conviction. Identifying employees passionate with their ideas is the key to promote intrapreneurship. Once you have that rare mix of passion and idea, intrapreneurship does not remain a mere 'employee engagement exercise', it multiplies.

Intrapreneurship is for people who think they are more than employees for their organization. It is about ownership of an idea and a sense of achievement. It is a highly avid and exciting concept! Much larger than what we perceive. **E**

FOUNDER'S ARTICLE

Niket Karajagi

The business scenario today, is very challenging. We need more for less. The same applies when it comes to an organization's productivity. 'CTC' is an ever increasing number, forcing organizations to define job roles aggressively. In my journey as an entrepreneur, my need has always been to include intrapreneurship at all levels in the organization. It is important to realize that an intrapreneur is similar to an entrepreneur in the mind-set; the only difference is that, it is a paid role as an employed professional.

THE ART OF INTRAPRENEURSHIP



Niket Karajagi is the Founder Director of Atyaasaa Consulting Private Limited, Pune, which contributes to top corporate brands globally. He is an established international management consultant and an innovative human resource trainer with niche areas of expertise and contributions. Niket is an authority on creativity and innovation, emotional intelligence and statistical methodologies apart from his operations background in understanding of management processes.



At each level in the organization, right from the bottom of the pyramid, these individuals need to be spotted and developed. The best differentiator between an employee and an intrapreneur is the approach towards the job. While a regular employee is more focussed on what the organization can do for him or her, an intrapreneur is focussed on what he or she can do for the organization, to create personal and organizational abundance. An employee always looks for a conducive environment for performance while an intrapreneur knows he must thrive in turbulence and mayhem.

etched in their mind. They are thus, eternal optimists even in times of tribulations. This gives them the power to generate alternatives and solutions in the worst times. You seldom see them go defensive.

Let us study some key differentiators:

- Intrapreneurs do not seem to enjoy certainty. It is found to be boring. They question status quo at all times. The creative mind is always ticking to move to the next orbit. The ecstasy in the job comes from constantly creating something novel and providing substantial contribution.
- They always trail blaze into new domains and uncharted territories. They seem to enjoy the uncertainty of newness. This keeps the organization in a perpetual state of discomfort which is paramount for creating any high performance organization.
- They seem to naturally create great formal and informal networks both within and outside of the organization. One can see them occupy positions in associations and organizations that increase their circle of influence. They have a towering visibility within and outside the organization.
- Their analytical mind works in tandem with creative sense. Thus, they are exceptionally good in creating models and structures that become a backbone of success for the organization. Their grip on functional skills and leadership competencies goes hand in hand.
- Their ability to communicate and influence is exceptional. They seem to speak from their heart and it is difficult to question their conviction. A so called rational mind at times, an intrapreneur finds it very complicated to fathom the concepts generated by them. It is thus, important to nurture them and their ideas.
- Their appetite for risks and challenges is very vast. They somehow seem to swiftly forget their failures and move on rapidly. However, the memory of success is permanently

→ They are go getters and exceptionally passionate. They are driven by intrinsic desires. All professionals driven by extrinsic desires ultimately experience frustrations. This internal drive creates tremendous wealth, both for self and the organization. This internal drive also creates a high self-worth.

To become an exceptional intrapreneur it is imperative to have done business in social, corporate and government business. This brings in a holistic view point and completeness in approach. Unfortunately at top echelons of the organization this experience comes only from one or two fronts. The holistic development of the mind requires all types of exposure.

We are living in troubled times which requires us to persistently scale up and not become obsolete. Intrapreneurship is the only way to avoid the trap of falling into professional oblivion. So go for it, emerge as an intrapreneur and keep your jobs and career intact and progressive. **E**



BEAN STATEMENT

Tomorrow's organizations need to spot and develop intrapreneurs or fast lose their dominance and prominence in the markets they compete in.