Case study of an iconic entrepreneur of India

Abstract:

The Entrepreneur needs incredible vision, astonishing perseverance, un-daunting courage and unflagging faith in their work. There is requirement for power of courage of conviction and this will enable them to convert any adversity into an opportunity and any challenges into an achievement. Their commitment to the stakeholder has to be non-negotiable. Their insistence on excellence has to be uncompromising. Sardar Gunwant Singh Saluja is a live example of possessing all these qualities of a successful entrepreneur. The author of this study met him in a party. Sardar Gunwant Singh readily agreed to provide all the details on all dimensions of the study. He was so enthused by the study objectives and felt that he could throw lot of light into the different roles an individual has to play in becoming a true entrepreneur.