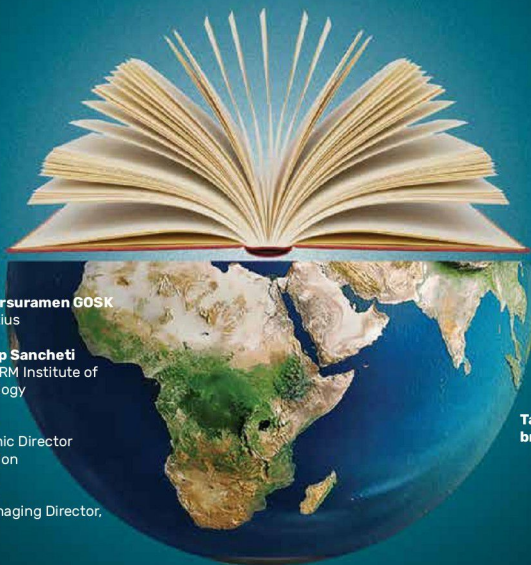


**BRAINFEED**

# HIGHER EDUCATION *plus*

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## **Interviews**

**Dr Armoogum Parsuramen GOSK**  
Republic of Mauritius

**Prof (Dr) Sandeep Sancheti**  
Vice Chancellor, SRM Institute of  
Science & Technology

**Dr James Abdey**  
Associate Academic Director  
University of London

**Abhishek Bansal**  
Chairman and Managing Director,  
Abans Group

## **Insights**

**Learn languages  
with OTT**

**Taking a cell phone  
break? Think twice**

**Too few women  
universities**

**Dropping out of  
IITs on the rise**

# INTERNATIONALISATION OF EDUCATION A FAR CRY

**Abhishek Bansal**, Chairman and Managing Director of Abans Group started his entrepreneurial journey at an early age of 16. His passion for business -- inspired by innovation -- helped him thrive not in one country, but in different parts of world. He shares his thoughts with Higher Education Plus

By D Tejaswi



# WISDOM TEMPERS THE EDGE OF INTELLIGENCE

## Q What are the early signs of entrepreneurship?

There are many roads to entrepreneurship open for students. However, whatever may be the road, an entrepreneur exhibits a knack for a particular line of business early in student life.

For example, I have always been fascinated by the concept of trading and numbers. So, I always looked around for opportunities. I remember in my childhood that there used to be a junk dealer in my neighbourhood who used to buy and sell books by the kilo. In the next lane, there was a second hand book dealer who would pay a percentage of the book's original price depending on its vintage and condition. So I hit upon the idea of buying books from the junk dealer by the kilo and selling it to the second hand book dealer at a per piece rate. As both the transactions were on cash and carry basis, I was able to rotate a fixed amount of working capital over and over in cycles of buy and sell.

Hence an entrepreneur is quick to spot an opportunity in his / her chosen area of focus and then exploits the same. This innate sense of business is facilitated and honed by education and experience, but the original spark has to be there.

## Q What are the wrong reasons to begin a start-up?

Just having an efficient business plan is not the reason one should start a business. It is very crucial to have a passion for the business idea to succeed. There should be a soul-satisfying reason for entering into a business, without which the idea becomes valueless after few days. So, every entrepreneur should ask himself / herself some hard hitting questions before venturing upon the entrepreneurial journey.

## Q What are the strategies that you leverage for standing out and making lifelong connections?

My strategy for connection-building is to value my first-hand relations : people who are always there for me no matter what happens.

Secondly, I abide by the principle of truth. I try and cultivate the ability to appreciate and stand by truth. There have been instances in my life when I have physically gone to the door of people who I felt I had wronged and who had truth on their side, to apologise and bring them back into the fold. The flipside is also true; I have had people getting irritated

or impatient with me because I said the truth but they too eventually come around.

Thirdly, I believe that knowledge and content are enduring values and much more fruitful in building and maintaining relationships than “marketing” oneself. Whenever I meet a person, I try and portray myself, my knowledge and my personal take on issues.

## Q Is there a dark side of entrepreneurship? If yes, how can one consciously mitigate the same?

Success, especially when achieved early in life ; can be heady and destructive. So one has to always remember one's roots, value the worth of wisdom over intelligence and stay down-to-earth. Wisdom is a particularly difficult virtue to cultivate as it often comes with a certain number of years. In my early days, even I used to place a lot of trust on intelligence. However through trial and error, I realized that intellect without the tempering effect of wisdom can only wreck destruction.

## Q How does one handle failure?

In the case of failure, I always try to remind myself of my confidence and inner strength. I pay heed to the fact that whatever I do in the physical world is a manifestation of the qualities that I bear within myself. Unfortunately, it is the custom of the World to respect physical pomp and splendour over one's internal qualities. Let us not forget that Gautama Buddha looked like any other mendicant but kings and emperors used to bow down and lay kingdoms at his feet.

## Q What is your message for budding entrepreneurs?

There are always a few budding entrepreneurs who hesitate. They need to remember that the universe is always showering blessings upon everyone. It depends upon the self-capacity of every individual to open-up and receive the same.

It is akin to collecting the water from the rain. The amount of water collected would depend upon the size of the vessel used; depending on the openness of one's heart; one can receive a spoon, bowl, bucket or even an ocean of love, help and grace of the universe. Be bold and follow your heart, success will come your way.