



**Darwin**  
DARWIN PLATFORM  
GROUP OF COMPANIES  
THE VISIONARIES

# କୃତପଲକାକାଳ

DARWIN KUTUMBAKAM

“ Secrets of becoming  
a successful  
**ENTREPRENEURS** ”

WE WISH YOU A

**2022**  
HAPPY NEW YEAR  
**2021**

[www.darwinpgc.com](http://www.darwinpgc.com)

Dear DP Family Members,

Today our company is positioned to lead as we enter the era of hybrid digital platforms. As I write to you, the world is still experiencing disruption as a result of the global pandemic. What we have witnessed over the past year is an acceleration of digital transformation. Every company in every industry wants to build a much stronger digital foundation to fundamentally change the way its business works. There is no going back. In the next two to three years, we expect to see the digital transformation at a rate that, utilizes all kinds of platforms.

The pandemic was a major wake-up for all of us and as an organization, we stood up to face up to the challenge. That despite all the hurdles which the lockdown possessed, We all as a team left no stone unturned to work from the office and sustain the pace of business continuity as if it was any other day.

Ajay Harinath Singh  
*Chairman cum Managing Director*  
*Darwin Platform Group of Companies*

Dear Colleagues,

I sincerely request you all to participate wholeheartedly in the making of our next series of newsletters starting from October 10. Please put your mind together to write on various subjects, areas of business, events that took place in our organization to make the newsletter the most happening thing at Darwin Platform Group.

Perhaps the most profound and exciting change our clients are experiencing is the adoption of new business models based on digital technologies that are building and creating Newsletters. I hear by request to all senior managers to come forward and contribute meaningfully to make the DP newsletter a very successful platform for sharing company-wide information to both of our internal as well as external ways.

Sundeep R Singh

*Group Vice-Chairman*

*Darwin Platform Group of Companies*

# Events & Achievements



## **DARWIN PLATFORM INFRASTRUCTURE LTD. WINS BID FOR SMART-CITY LAVASA**

Darwin Platform Infrastructure Ltd. (DPIL) has won the financial bid for Lavasa Corporation- India's first privately built smart city near Pune. The Committee of Creditors (CoC) of Lavasa voted in favour of the plan submitted by DPIL. The company took lead by proposing a Total Resolution Plan amount of Rs 1,814 crore in the revised and final plan for Lavasa.

# 21 SIGNS

## YOU MIGHT BE AN ENTREPRENEURS

Entrepreneur are a completely unique institution of people. Not most effective do they assume differently; they act differently. They draw on character traits, conduct and mind-units to give you thoughts that straddle the road among madness and genius. But simply due to the fact you're an unique philosopher and got here up with an concept to update fuel in vehicles doesn't imply you're reduce out to be an entrepreneur.



1

You come from a family of individuals who just couldn't work for someone else. Your parents worked for themselves. Though this isn't true for every entrepreneur (myself included), many have a family history with one or both parents having been self-employed.

2

You hate the status quo. You're a person who is always questioning why people do the things they do. You strive to make things better and are willing to take action on it.

3

You're self-confident. Have you ever met an entrepreneur who was pessimistic or self-loathing? After all, if you don't have confidence, how can others believe in you? Most entrepreneurs are very optimistic about everything around them.

4

You're passionate. There will be times when you spend an excessive amount of time and do not make a dollar. It's your passion that will keep you going.

5

You don't take no for an answer. An entrepreneur never gives up ever.

6

You have the ability to create unlikely partnerships from out of nowhere because of your ability to connect the dots. People tend to gravitate toward you because you are likable. Many times this is because of your passion.

7

You spend more time with your co-founder than your spouse or significant other.

8

You dropped out of college like Bill Gates, Steve Jobs and Mark Zuckerberg.

9

The daily commute to your office is from the bedroom to the living room.

10

You were always a lousy employee and probably have been fired a lot. Don't worry; you're not alone. I personally have been fired several times in my life. Don't take it as a sign that you're a bad person. Sometimes it's in your DNA.

11 You've always resisted authority; that's why you've had a problem holding down a job.

You believe that there is more than one definition of job security: You realize that your job is safe as long as you are in control as opposed to relying on a boss who could ruin your career after one swift mistake.

13 You have a competitive nature and are willing to lose. You always know that you can do something better.

You check GitHub when you wake up in the morning.

15 You ask to be paid in game tickets, shoes or whatever else you love. There are just some things that are better than money, right?

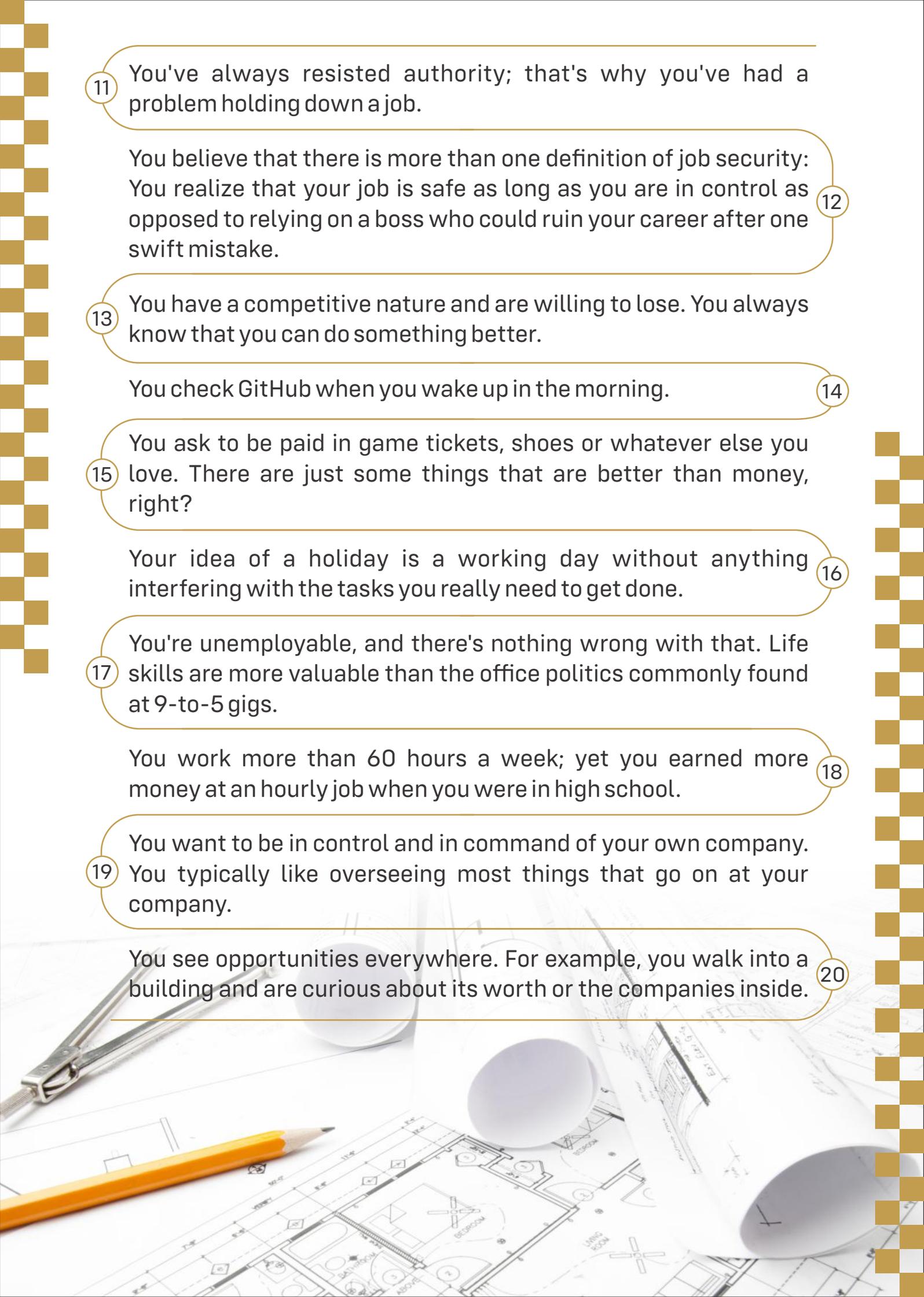
Your idea of a holiday is a working day without anything interfering with the tasks you really need to get done.

17 You're unemployable, and there's nothing wrong with that. Life skills are more valuable than the office politics commonly found at 9-to-5 gigs.

You work more than 60 hours a week; yet you earned more money at an hourly job when you were in high school.

19 You want to be in control and in command of your own company. You typically like overseeing most things that go on at your company.

You see opportunities everywhere. For example, you walk into a building and are curious about its worth or the companies inside.



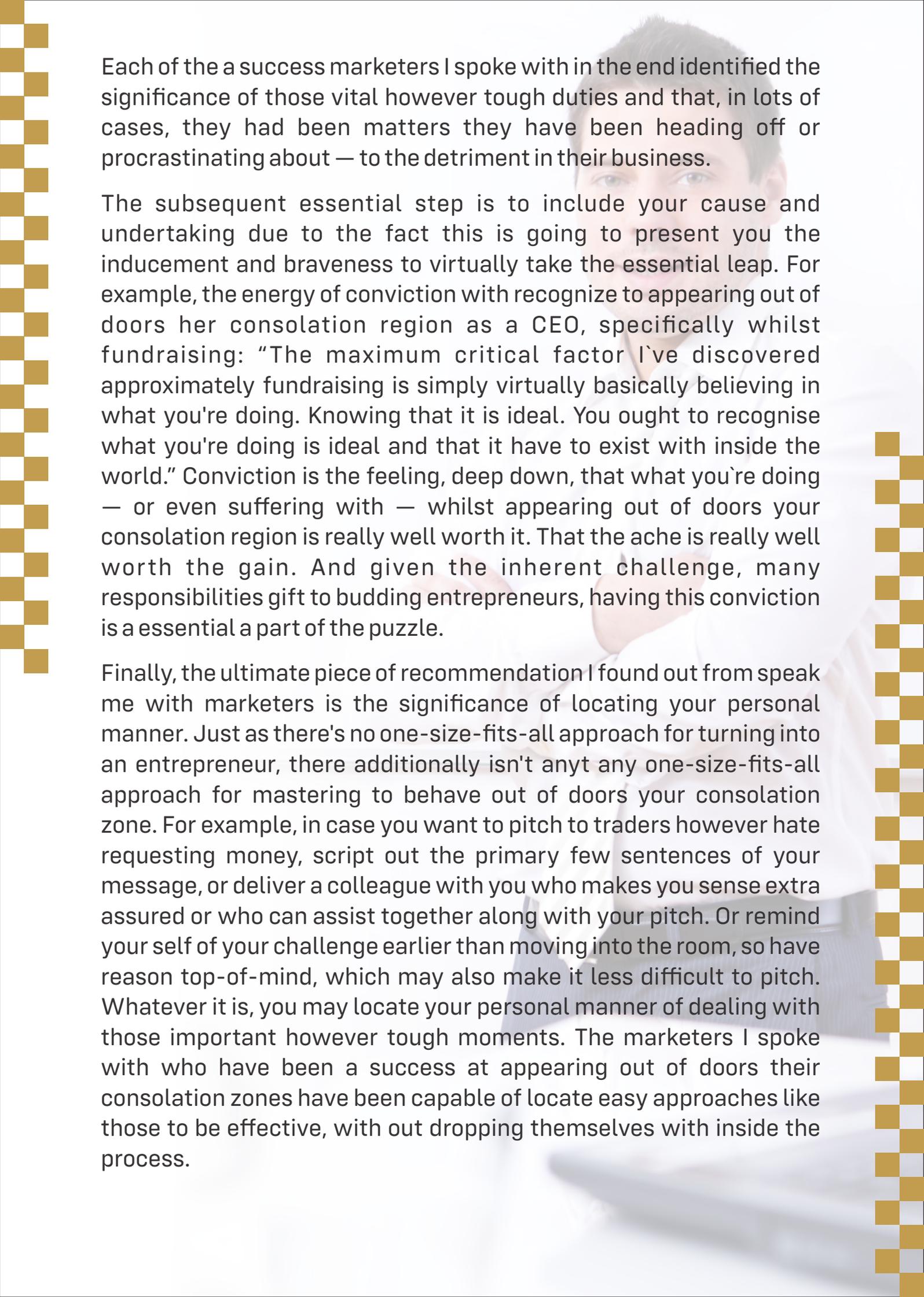
# SUCCESSFUL ENTREPRENEUR ISN'T ONLY ABOUT HAVING THE BEST IDEAS

Most people think that being an entrepreneur is about having that big idea. And it is. To start something new, you need to have an idea that works: something people need, something they'll want, and most importantly at least for the people investing in your idea something that's scalable.

But what I've observed from interviewing more than one marketers who cognizance on consulting, the internet, and software program improvement is that with out the capability to execute an concept — to take an concept and flip it right into a living, breathing, possible organization — you're doomed to fail. And for plenty marketers who're thinkers, instead of doers, that is a daunting notion.

For example, an proprietor of a software program corporation instructed me approximately how nerve-racking he felt making income to customers. He cherished growing the product, and he additionally loved speakme approximately the product to capacity clients, due to the fact he simply believed in it. But while it got here time to make the "ask," he'd freeze. He'd stumble, bumble, and in lots of cases, in reality now no longer even ask for the sale. The CEO of a small consulting organization I spoke with lamented how difficult it become for him to unfold the phrase approximately his corporation at meetings and networking activities due to his introverted and shy nature. And the CEO of a start-up net corporation deeply believed withinside the venture of his corporation, however struggled morally while pitching capacity personnel on the "dream" with out disclosing the total reality: they may not have sufficient runway of coins to make it via the month.

How can idea-orientated marketers come to be doers and discover ways to improve money, pitch to investors, hire, and hearthplace employees — specifically while it forces them out of doors their private and expert consolation zones? The first step is to really recognize — and personal up to — the challenges. None folks loves to admit our weaknesses and flaws, however so that it will improve, we've to.



Each of the a success marketers I spoke with in the end identified the significance of those vital however tough duties and that, in lots of cases, they had been matters they have been heading off or procrastinating about — to the detriment in their business.

The subsequent essential step is to include your cause and undertaking due to the fact this is going to present you the inducement and braveness to virtually take the essential leap. For example, the energy of conviction with recognize to appearing out of doors her consolation region as a CEO, specifically whilst fundraising: “The maximum critical factor I’ve discovered approximately fundraising is simply virtually basically believing in what you’re doing. Knowing that it is ideal. You ought to recognise what you’re doing is ideal and that it have to exist with inside the world.” Conviction is the feeling, deep down, that what you’re doing — or even suffering with — whilst appearing out of doors your consolation region is really well worth it. That the ache is really well worth the gain. And given the inherent challenge, many responsibilities gift to budding entrepreneurs, having this conviction is a essential a part of the puzzle.

Finally, the ultimate piece of recommendation I found out from speak me with marketers is the significance of locating your personal manner. Just as there’s no one-size-fits-all approach for turning into an entrepreneur, there additionally isn’t anyt any one-size-fits-all approach for mastering to behave out of doors your consolation zone. For example, in case you want to pitch to traders however hate requesting money, script out the primary few sentences of your message, or deliver a colleague with you who makes you sense extra assured or who can assist together along with your pitch. Or remind your self of your challenge earlier than moving into the room, so have reason top-of-mind, which may also make it less difficult to pitch. Whatever it is, you may locate your personal manner of dealing with those important however tough moments. The marketers I spoke with who have been a success at appearing out of doors their consolation zones have been capable of locate easy approaches like those to be effective, with out dropping themselves with inside the process.

# 5 SECRETS OF BECOMING A SUCCESSFUL ENTREPRENEURS

In this tough world of finding suitable jobs, being your own boss is a best way out to forget about salaries, promotions etc. but opening a business of your own is not an easy task. Today we will take a look at a few tips on how to become a successful entrepreneur?

Entrepreneurs are not created in a day; you will face more failures at the beginning before you are successful and it is a good thing as you experiment with different things in your journey.



# HIRE TO SUCCEED DESPITE LIMITATIONS

Everyone isn't always an professional in everything, perhaps you're true at math however you don't recognize the way to creatively marketplace your logo out there. When you rent the proper humans on your team, your task turns into simpler due to the fact they may be true at it and your first trick to the way to end up a a hit entrepreneur is accomplished. Sara Blakely who's a billionaire founding father of Spanx says that the satisfactory component you could do is rent to make up on your weaknesses while you could come up with the money for them. Whether you need a enterprise partner, advertising and marketing man or a designer, perceive your weak point and rent for it as quickly as you could.

## BE CONSCIOUS

Understanding your commercial enterprise may be very important, why are you doing this commercial enterprise is a query you ought to ask yourself. The first step to the way to turn out to be a success entrepreneur comes with why you need to start it? After you're clean with this, you could examine the way you react to matters for your commercial enterprise and paintings on it. Consciousness is gold to an entrepreneur because it permits you to turn out to be proactive from reactive.

## MARKET RESEARCH

You don't need to get right into a enterprise that has huge competition. In-intensity marketplace studies has grow to be widespread on this century. You may be surprised to recognise whilst you take a look at out the one-of-a-kind varieties of bizarre corporations are out there. Yes, with all people having a platform to

show off their enterprise thoughts and talents, plenty of latest and precise corporations have come which can be beneficial and in no way notion of before. It may be hard to set up one of these enterprise however examine the superb side – you're developing your personal route to full filament absolutely anew.

## TAKE INSPIRATION

Now, that is associated with the preceding factor we mentioned on the way to grow to be a a success entrepreneur. You can get concept in your commercial enterprise concept from the only matters of life. If you're an observant man or woman then you'll see there are such a lot of little troubles and those don't have a method to them. Companies like Urban Company, Big Basket contend with your wishes so easily and that they had been continuously evolving the apps for the benefit in their clients and that they do remedy lots of our troubles. An concept like that is so revolutionary and offers you a lot commercial enterprise too!

## DEFINE YOUR VISION

It isn't always the time to consider Plan B in case your Plan A fails. To make certain Plan A's fulfilment you need to be cantered and perseverant. Giant corporations aren't constructed overnight, you need to paintings greater tough to make your enterprise a fulfilment to generate long time and sustainable fulfilment. If you're certain approximately your Plan A then begin running on it proper from these days and stick with it as lengthy because it doesn't come up with results. One tip on a way to come to be a a success entrepreneur is to paintings tougher than a everyday worker and simplest then you may see your final goal.



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