

ARHA SAMASTI

An Entrepreneur Empowerment Program



By

Manish Gupta

Creating Organizations Worthy Of Existence

About Arha Samasti

Arha Samasti which means "Worthy of Existence", is an endeavor to facilitate entrepreneurs embark on the path of building visionary organizations.

Carving a purposeful life is not a one time phenomenon, it is a never ending journey to work on ourselves to make our lives meaningful to leave a legacy in this growing world.

In the same way, building enterprises worthy of existence is always a work in progress and entrepreneurs need to invest in learning about better ways to conduct business. Armed with in-depth understanding about business growth and strategies, an entrepreneur becomes more capable to move towards creating an organization worthy of existing.

Any great and impactful business is never built by chance . We believe that the entrepreneur should put in conscious efforts, believe in continuous up-gradation and build an enterprise by choice.

Arha Samasti is a beautiful structured journey of 8 months with an objective of making our Business understanding simple, Business functionality world class and Business impact meaningful.

This intervention anchors entrepreneurs to discovering and living bigger purpose of doing business.

About Manish Gupta

Manish Gupta is Chairman of Chrysalis Pvt Ltd, a company specializing in entrepreneurial consulting and personal growth coaching. He has made an impact through his seminars and coaching sessions on entrepreneur empowerment, leadership development and organizational turn around.

His unique ability lies in converting the most complex of subjects into simple, understandable and implementable concepts. It is this ability of his that enthalls his audience whether he is an entrepreneur, a professional, a home maker or even a student.

His experience as an entrepreneur resonates with his mentees as they find his teachings pragmatic and right on target. His love for nurturing and growing businesses had catapulted him to be on board of quite a few companies. Being a serial entrepreneur he has also invested in a few contrarian and scalable startups.

As a keynote speaker he has addressed several corporates like Mercedes Benz, Vodafone, Airtel, Thermax, Audi, TCS, Cybage, Vishay, Yardi, Bajaj Alliance, Bajaj Electricals, HDFC Life, Kesari Group, various associations and forums like The Crime Branch of Pune, Rotary, Jain International Trade Organization, CREDAI and educational institutions like The Pune Institute of Computer Technology, Maharashtra Institute of Technology and Vishwakarma Institute of Technology.

He is the founder of The Chrysalis Foundation which is the social arm of Chrysalis and is contributing to the nation through various initiatives like blood donation camps, tree plantation drives, lake desilting projects and various awareness programs for the masses



25+
Years of Experience



2,500+
Entrepreneurs Mentored



1,500+
Organizations Developed



5,00,000+
Lives Impacted

Creating Organizations Worthy Of Existence

PROGRAM MODULES

1 ENTREPRENEUR DECODED

- Understanding the characteristics of an entrepreneur
- Habits of an entrepreneur
- Freedoms of an entrepreneur
- The disease you must get rid of, as an entrepreneur
- Becoming capable of rising above the ordinary mentality
- Understanding different personalities at work

2 IMPORTANCE OF BUILDING ENTERPRISE

- Definition of an Arha Samasti enterprise
- Characteristics of an Arha Samasti enterprise
- The Arha Samasti model
- Industrial research to know your growth scope
- Data analysis and mapping
- Building growth mechanisms

3 N-VISION

- Understanding the definition of being a visionary entrepreneur
- Characteristics of a visionary organization
- Understanding the concept of core ideology
- Defining your organizations' core ideology
- Envisioning and manifesting the future practically
- Aligning your dreams, desires and deserving

4 MASTER PLAN & MOMENTUM

- Understanding the concept of strategic planning
- Making a blueprint of next 5 years goals
- Defining strategic roadmap for striving towards your vision
- Align the daily working of your organization with your vision
- SWOT analysis and its benefits
- The BVM formula to build the organizational culture that you desire
- Exploring the initiatives to knit a strong fabric of culture
- Role of an entrepreneur in culture building

5 SALES & MARKETING

- Difference between sales & marketing & branding
- Cross selling and up selling mechanisms
- Adapting value addition selling
- Understanding & designing your sales funnel
- Equipping your sales team with tools to handle all kinds of prospects
- 5 effective sales closing techniques
- Guidelines to have brand positioning and consistency
- Defining your USP
- Mastering customer journey mapping
- Importance of measuring marketing success (KPI, metrics and analytics)

6 HIRING & POSITIONING RIGHT PEOPLE

- Identify top talent with effective hiring strategies
- Position the right people in the right roles
- Defining organogram to optimize team structure for maximum productivity
- Develop criteria for selecting right candidates
- Streamline onboarding for faster integration
- Aligning hiring practices with organizational goals
- Pre, pro and post of human Asset management
- Understanding in-depth way of best HR practices - appraisal, payroll, L & D and many more
- 1:11 Formula of doing hiring - the right way

7 LIFE 360

- Developing leadership skills to lead your own life
- Bridge the gap between who you are and who you were destined to be
- The essentials of building enriching relationships
- Unlock the confident, limitless you!
- Master the art of Time efficiency
- 7 ways to live on the path of growth
- Mastering communication skills
- Identifying passion and living passionately
- Understanding the power of emotional stability
- Mastering decision making
- Power of developing 'self'
- Motivational mind map
- Techniques to succeed in goal Setting

8 TRANSFORMATIONAL LEADERSHIP

- Understanding key concepts of leadership
- Boost team productivity with smart delegation techniques
- Adapt leadership styles to inspire and drive results
- Motivate and retain your top talent effectively
- Strengthening team communication
- Enhance team engagement, performance and productivity
- Make informed decisions with a positive business impact
- Drive accountability and team success through effective leadership
- Understanding situational leadership
- Developing leadership by TBRB Model

9 GROWTH OSMOSIS

- Understanding the 3 important dashboards to map profitability
- Learning to shift from being 'people oriented' to 'growth-oriented, enterprise
- Driving on a simple roadmap to make your organization future ready
- Concept of organizations' Themes
- Self-fueling the productivity by setting up the meetings mechanisms
- 40 steps to master execution

PROGRAM STRUCTURE

14 CONTACT SESSIONS

8 ONE-ON-ONE REVIEWS

7 GROUP REVIEWS

Testimonials



Mr. Rajesh Mandlik
(Setco Spindles Pvt Ltd)

"There are some intangible things that I have learned and received from MG Sir's every program. The summary of the program lies in the statement where he explained 'Executive Leadership' which is Level 5 leadership. If you want to become an executive leader, then you have to build enduring greatness. And if every business person tries to become an executive leader, then our country will get it's own power."



Mr. Yatin Tambe
(Friction Welding
Technologies Pvt. Ltd.)

"TGOB built an entrepreneur-beyond-just-business out of me. It helped not just me, but also helped me push my team so that they live their life to the fullest too. So recently we organized a paragliding event for the team, and we pushed them out of their comfort zones. And they did it so well. All their fears they had visualized before the event were wiped off by "I CAN DO IT attitude after the event. It pushed them to grow beyond their fears. And when such a team works together, all challenges seem very small and they can face it head-on."



Mr. Narendra Goyal
(Shyam Global
Technoventures Pvt. Ltd.)

"I am participating in this journey of Arha Samasti. Although I liked most of the sessions, this was one of the best sessions of my professional career. People management and relationship management are key to the success of any business. This session taken by Manish Gupta MG was at its best. Many of my concepts got new dimensions. Thanks MG."



Mr. Vishwas Joglekar
(Innovative Automation
Private Limited)

"As entrepreneurs, we are like satellites with immense potential to reach great heights. However, we need a rocket to launch us into the orbit where we can view our business with a new perspective and run it with greater capabilities. Our dear MG Sir is that rocket for us all. Unlike a typical rocket, MG Sir doesn't fall off once we reach our orbit. Instead, he keeps a watchful eye on us, ensuring that we don't get stuck in our comfort zone but strive towards reaching higher orbits."



Mr. Rohan Munot
(Harnex Systems Pvt. Ltd.)

"What I got and what Harnex got is the mindset and thought process that led to this phenomenal growth in the past three years where we moved from 1 plant to 3 plants. We had never worked out of Pune let alone Maharashtra but we got the confidence to step out of our comfort zone and move to another state and start a unit three times bigger than our existing one. Growth in our thought process can be seen through our implementation of SAP software coming from a mindset where we used to be hesitant about the annual renewal of 10,000 Rs for the tally to implementing software worth a crore it was a huge leap in our thought process."