

Rasna Chairman Piruz Khambatta Promotes Purposeful Business

The noted entrepreneur and philanthropist delivered a lecture to commemorate EDII Founder Dr VG Patel's birth anniversary.

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Ahmedabad : Piruz Khambatta, a well-known entrepreneur and philanthropist, presented the fifth lecture in the Entrepreneurship Development Institute of India (EDII) lecture series, which was established to celebrate EDII Founder Dr VG Patel's outstanding achievements in the area of entrepreneurship. The lecture series began in 2019, months after Dr. Patel's death on April 4, 2019.

Mr. Khambatta is well-known for his contributions to business, charity, and activism as Chairman of Rasna Group, Founder Trustee of Areez Khambatta Benevolent Trust, and Chairman of Rasna Foundation. He also serves as an Ambassador for the Make in India project and as Honorary Counsel General of the Republic of South Korea.

On the occasion of Dr. VG Patel's birth anniversary, Mr. Khambatta presented a lecture on the topic "Entrepreneur – A Nation Builder" on September 6 at the EDII campus.

"The ultimate goal of entrepreneurship should go beyond balance-sheet profit margins."

"Entrepreneurs have a unique opportunity to generate profit that benefits society and contributes to our nation's development," Mr. Khambatta said.

Mr. Khambatta discussed the ARISE concept as a complete foundation for business success in his intelligent talk. ARISE stands for Accountability to Corporate Governance, Reforms, Innovation, Sustainability, and Employment, and it embodies the concepts that entrepreneurs should embrace entirely.

Mr. Khambatta pushed for a paradigm change in a society where economic success often overshadows social responsibility. He underlined the need of seeing entrepreneurial ideas through the perspective of social entrepreneurship. He also said that financial success should help society tremendously, and company strategies should connect with the improvement of the communities we serve.

"Our priorities should go beyond short-term benefits. "Our ultimate goal should be to build enterprises that stand the test of time and last for generations," he continued.

Earlier, Dr Sunil Shukla, Director General of EDII, offered glowing tributes to Late Dr VG Patel, commemorating his outstanding contribution to the nation's growth via the introduction and promotion of the idea of entrepreneurship.