

# One big idea can lay off slowdown

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**I**DEAS, they are like pawns in a chess game. They may get beaten, but may start a winning game. Chieftains, from the industry and academia, who shared the roundtable for the Ahmedabad leg of 'Economic Times: Power of Ideas' session on Wednesday, were just as positive. Our topic: 'Will slowdown throw up more entrepreneurs?' And the collective response: 'Yes, it will. But more than the numbers, the present scenario will create quality entrepreneurs who would differentiate themselves from businessmen.' In short, passion and ingenuity would score over money-making as only those with a big idea would break the tape. Needless to say, it was the Gujarati spirit of entrepreneurship that was doing the talking.

Our panelists, Dr Samir Barua, director, IIM-A; Mr Pankaj Patel, CMD, Zydus Cadila; Mr Piruz Khambatta - CMD, Rasna Pvt Ltd; Mr Ashish Soparkar - MD, Meghmani Organics; and Mr Pratul Shroff, CEO, e-Infochips, were little perturbed by the present slowdown and insisted that the time was, in fact, ripe for powerful ideas to emerge, new ventures to set sail and talents to consolidate.

'Time to ideate, innovate and commence new startups' was the common thread of the in-house discussion as all the three media of communication captured the moments. While ET reporters took notes, the cameras of ET Now, our soon-to-be launched business



Experts panel at ET's roundtable on Power of Ideas: Pankaj Patel, Ashish Soparkar, Pratul Shroff, Piruz Khambatta and Samir Barua.

## HOPE & NEW HORIZONS

**What makes a successful enterprise is a disciplined execution. This is the time for an entrepreneur to validate his ideas and reach out to the corporates. The right ones will surely find acceptance. True entrepreneur has to have the passion to build the company. If money-making is the motive, he will get tired and get out.**

**PRATUL SHROFF**  
CEO, eINFOCHIPS

India's strength lies in its masses. Simple, low price ideas will be a great

## Patel's prescription Barua's doctrine

Shramana Ganguly  
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A TOUGH businessman with a golden

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