



entrepreneur Success SERIES

Greetings from Samatvam Academy.

Many of us desire to do social good. But only a few have the courage, conviction and capacity to mould a social objective into a self-sustaining and long-term enterprise. Anshu Gupta of Goonj is one such - the hero of this issue's video case study.

Do intuition and rationality matter when judging the merit of a business opportunity? They do; in more ways than you'd expect, as the latest article in the Entrepreneur Success Series reveals. Read on.

Warmly,
[The Editorial Team](#)



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Business opportunities are dime a dozen. But to identify that one opportunity which has the highest probability of success calls for rigorous evaluation through internal and external lenses.

This article drills into the minutiae of multiple external factors, aided by deep academic reasoning and historical examples.

A compulsory read for every entrepreneur. [More](#)



[Video Case Study](#) [Goonj - A Voice, An Effort](#)



See how the dreamers and doers of Goonj convert discarded material into useful products that help uplift the living standards of the urban and rural poor. In a manner that does not compromise the dignity of the receiver or the giver. [More.](#)

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