

NextGen Webinar

8th October 2021, Friday • 4 PM, Mumbai
11:30 AM, London • 6:30 AM, New York • 6:30 PM, Hong Kong

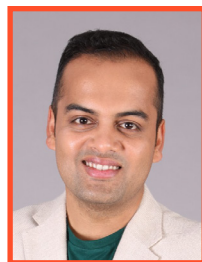
Motivating the NextGen for a life of Triumph

As NextGen, millennials are going to make up a bigger part of the workforce - as managers and business owners. This constantly connected generation is vastly different from their predecessors. Motivating this NextGen to foster a life purpose requires a mix of soft element support as well as some structural goal & expectation setting, with constant feedback. While leading with your experience, you must also be mindful not to overshadow their aspirations. In this fireside chat share insights with your peers on how they helped their NextGen in creating a mission statement for themselves and encouraged them.

KEY TAKEAWAY

- How to encourage and guide the NextGen to create a mission statement for themselves.
- Know how to seek important discussions and have a transparent input-feedback cycle.
- Learn why is it crucial to recognize what drives NextGen, and help them align it with their mission statement.

ABOUT OUR SPEAKERS



Anirudh A Damani



Parag Desai

Anirudh A Damani, Managing Partner, Artha Venture Fund

Anirudh is a 4th gen entrepreneur and a 2nd gen investor from the Damani family. Anirudh got into early-stage budding companies in 2012 after completing his entrepreneurial stint in the US. He believes that as an active investor, he has a lot to offer (besides money) and gravitates towards sustainable business models that could scale quickly by creating new categories and establishing industry leadership.

Anirudh's unique funding strategy has helped Artha create an investment portfolio of 85+ early-stage companies that span across India, the US and Israel, with notable names such as Oyo, Purple, Tala, and Coutlook. His knack for picking winners is evident from the 3.81x multiple that his portfolio has delivered so far.

Parag Desai, Executive Director, Wagh Bakri Tea Group

Parag Desai is a 4th generation entrepreneur in the Wagh Bakri Tea family, a tea business since 1892 (over 120 years). In the last 15 years, the Group has progressed massively under his leadership. He launched various new brands and innovative products. He is also responsible for taking the Group in various new markets and new formats like 'Wagh Bakri Tea Lounges' in Ahmedabad, Mumbai, Delhi, Pune and Goa.

He has played a pivotal role in guiding the Group towards achieving various accolades by adopting innovative marketing, branding and packaging strategies. One of the most significant achievement has been the 'Family Business Legacy Award' given by the then President of India Shri Pranab Mukherjee in presence of the Prime Minister Shri Narendra Modi to Wagh Bakri Tea Group in the year 2017.

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