



“INTRAPRENERUSHIP IN ACTION”

Case study of successful intrapreneurs from south India
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Context

To identify the key principles behind intrapreneurship

Need for an opportunity

Freedom to perform

Case study method

4. Five case study from south India

Introduction

- ▶ Intrapreneurship
- ▶ Younger generation
- ▶ Millennials
- ▶ Not everyone is intend to become an entrepreneur
- ▶ Successful CEO from south India -Google Sundar Pitchai the man behind google chrome

Example of an intrapreneur

- ▶ Successful CEO from south India -Google Sundar Pitchai the man behind google chrome

Intrapreneur vs Entrepreneur

- ▶ Intrapreneur is someone who carries the qualities and practices entrepreneurship within the organisation
- ▶ Entrepreneur is a vision formulator or a venture formulator
- ▶ Intrapreneur is a vision partaker
- ▶ Entrepreneur controls the resources and make decision
- ▶ Intrapreneur will make the decision when an opportunity is given to him and also resources are available to him at the right time.

Factors motivating intrapreneurship

- ▶ Freedom to operate
- ▶ Flexibility
- ▶ Employee welfare
- ▶ Opportunity
- ▶ Productivity

Factors discouraging intrapreneurship

- ▶ Poor organisational structure
- ▶ Lack of trust
- ▶ Poor appraisal
- ▶ Low morale

Conditions for fostering intrapreneurship

- ▶ Employer's support
- ▶ Good morale
- ▶ Encouraging risks
- ▶ Ignite and innovate
- ▶ Good research and development
- ▶ Long term vision

Conclusion

- ▶ Intrapreneurship is the process of entrepreneurship carried out within the organisation
- ▶ Intrapreneurs are risk takers provided a need for an opportunity and also they should be given a freedom to perform.

Any questions



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