



PHOTO: CALVIN TAN

## REACHING OUT TO SOCIETY

**M**r Rangarajan Narayanamohan is a social entrepreneur at heart. "As a social entrepreneur for the past 15 to 20 years, I have managed to maintain a good work-life balance and hope to continue to do so," he told BiZQ with conviction.

The statement from the new Chief of the Singapore Indian Chamber of Commerce and Industry (SICCI) might be puzzling at first, as the term "social entrepreneur" might be interpreted in different ways. A little research defines a social entrepreneur as someone who recognises a social problem and uses entrepreneurial principles to organise, create and manage a venture to bring about social change.

In this context, Mr Narayanamohan, Senior Partner at accounting firm Natarajan & Swaminathan, is trying to do exactly that. In taking on leadership at SICCI, which is a constituent member of the Singapore Business Federation, he wants to strengthen the women's business network within his organisation, promote entrepreneurship among Singaporean Indians and develop new programmes that the SICCI Youth Committee can undertake.

He predicts opportunities as companies come from

India to establish their global operations in Singapore. He also sees "SICCI members and Singapore companies leveraging on this and working with Indian companies on a joint-venture basis to achieve the benefits".

Describing his management style as "very professional", he said he leaves the board directors and CEOs to do their best and does not interfere when they carry out their work. "I guide them with my experience as and when it is needed," he added.

Mr Narayanamohan hopes to grow the size of SICCI threefold to fourfold, to between 2,000 and 3,000 members, while ensuring the chamber stays "relevant to the needs of members". At the same time, he wants SICCI to be "very active and vibrant".

In a similar vein, he is committed to furthering the chamber's philanthropic and social objectives – by working with key Indian organisations like the Singapore Indian Development Association, Singapore Indian Education Trust and Narpani Pearavai. In particular, he will investigate initiatives that help Indian youths in Singapore and enhance their entrepreneurial skills.

Looks like the SICCI Chief has his hands full. +