

School in India bears name of Tulane business prof

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John Elstrott's name has been synonymous with entrepreneurship education at the A. B. Freeman School of Business at Tulane for more than 25 years. Now, thanks to a California-based company, Elstrott's name is synonymous with education in rural India as well.



John Elstrott, top right, traveled to India for the dedication ceremony of the new school named in his honor in Rajasthan, India. (Photo by Drake Sadler)

The U.S.-based company Traditional Medicinals has honored [Elstrott](#) with the dedication of the Dr. John B. Elstrott Elementary School in Dayakaur, Rajasthan, India. The school is one of three built in India by the company, a maker of herbal medicinal teas and dietary supplements. Elstrott has been a board member and partner in the company for more than 30 years.

As part of its Revive! Project, Traditional Medicinals is investing \$1 million in six Rajasthan farming villages critical to the company's herbal supply chain. The project

includes training for villagers in a variety of areas, including agricultural and conservation best practices and community organization and leadership, as well as health, hygiene and empowerment training for women in the villages.

In exchange for the investments in their communities, parents agree to send their children, including girls, to school.

“Education is the key to a better life for the people and their children, particularly for the women in these tribes,” says Elstrott, professor of practice and executive director of the [Levy-Rosenblum Institute for Entrepreneurship](#), who traveled to India for the dedication ceremony. “I could see in a very substantive way how these schools are changing the culture of the villages and empowering the next generation.”

Elstrott is a longtime champion of the business philosophy known as conscious capitalism, which emphasizes the importance for organizations to consider the interests of all stakeholders as well as the environment. At Traditional Medicinals, Elstrott has worked closely with company co-founder and chair Drake Sadler, a fellow conscious capitalist, to incorporate those principles into the company's activities.

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