

MANAGEMENT OUTLOOK

ENTREPRENEURSHIP : THE NEW AGE INDIVIDUAL CHALLENGE

No one would debate that India is a land of entrepreneurs. From the globally renowned captains of industry like the Ambanis and Tatas .

Pharmaceutical giants such as the Reddys and well-known IT pioneers like Narayana Murthy and Azim Premji to the millions of men, women and children who are entrepreneurs out of necessity, using their imagination and wit to survive .

While many Indians, young and old, may aspire to emulate the commercial entrepreneurs who have made billions, there is a growing number of talented, educated young men and women who march to a different drummer.

They want to use markets to change our broken system.

They are not content with pursuing short-term profits, irrespective of the costs to society and the environment and assuaging their consciences through acts of charity and 'corporate social responsibility'.

Young students from all walks of life take admissions in all kinds of colleges / institutions and take the course of their choice to be successful in their future lives . Many of them get satisfied with their salaried jobs , but there are few , who right from start have vision and mission to do something of their own . These are the people who are called the New Age Individuals who

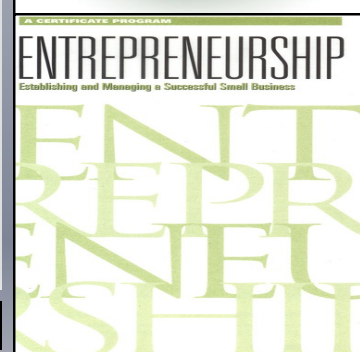
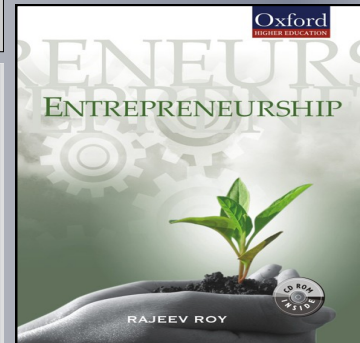
tread their path to become successful entrepreneurs in their chosen field. Some of them take the legacy of their family business to new heights and some start a new venture all together .But the big question is how do they do this successfully .

Now days in all kind of management , retail and fashion institutes , Entrepreneurship is being taught as a subject all together to give deep insight to all who want to become one . Some institutes like Pearl Academy have opened Entrepreneurship cells also like many others .

This article signifies and outlays some easy steps for all like minded indi-

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Entrepreneurship .

Though there's no scripted way to become an entrepreneur, but there are certainly things you can do to make your journey easier.

There's absolutely no point in being an entrepreneur if you're not going to be doing something that you really enjoy!

Have strong belief in yourself and a will to succeed and also at the same time you should have ability to respect criticism if any because u need to be patient and learn from mistakes done by you and by others so that the mind is always open to change for the better .

The birth of an Idea takes place with the product selection for which one needs to turn it into project venture , research it carefully , see the potential , protect with copyright if it is real brain stormer and then discuss with all those who have walked the road before to have a perfect guidance .

RISK: Its the key to Entrepreneurship since nothing great can be achieved without this element .

It is well said by someone that : 'You cannot cross a chasm in two small jumps; you have to take a big jump'.

Expect the unexpected. The road to entrepreneurial freedom is rarely paved, and gen-

erally speaking, your tires aren't ready for the rocky terrain, either.

A strategy or a plan for the business need to be created which needs to have the company's values , the goals to achieve , understanding the market , financing ,competitors & your strength and weaknesses and lat last to have team to support you .

But with all the above certain precautions also need to be taken right at the start of new venture which are related to poor planning , lack of finance, poor management and locational disadvantage so that there is no hole dug in the pocket .

If you're going to traverse the road of an entrepreneur, you need to play it smart by avoiding distractions and obstacles.

So come one and come all and ignite the fire in U and become an Entrepreneur .

Always have a MOTTO : Perfection With Devotion While Treading The Gateway To Entrepreneurship

Efforts by :
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