

Young entrepreneurs in the city

THE PRIME MINISTER'S CALL FOR 'MAKE IN INDIA' INITIATIVE AND IMPLEMENTATION OF 'YUVA UDYAMI YOJANA' BY THE CHIEF MINISTER HAVE INSPIRED THE YOUTH TO SET UP THEIR SMALL ENTERPRISES AND CONTRIBUTE TO FINANCIAL ADVANCEMENT OF THE CITY

Guest by **Shruti**

Entrepreneurs understand the difference between obstacles and opportunities and are able to turn both to their advantage. Our youth have the potential to become entrepreneurs and also open employment opportunities for others. After Narendra Modi called upon the youth to 'Make in India', several young people have initiated their small companies. They see the possibility of changing the world and are determined to enjoy their journey. Chief Minister of Madhya Pradesh, Shriraj Singh Chouhan, has also launched the 'Yuva Udyami Yojana' for young entrepreneurs of the state. Addressing the young entrepreneurs he said that refusal to accept defeat in any situation and continuous hard work are the mantras of success. He exhorted them to use updated techniques in their respective fields.

Madhya Pradesh Investment Promotion Scheme is also implemented for micro, small and medium industries. Further, under MP Land Management Rules, 90% concession will be given on permitted rates for allotment of up to 5,000 sqm plot to MSMEs.



“Entrepreneurship is the best option for professional youth but they should be totally dedicated to their mission and have a clear vision.

Tripti Tiwari, proprietor, Cloud Trains

For developing clusters like MSMEs, 15 industrial areas costing Rs.10 crore are being developed in all industrial areas in the state. 20% land has been reserved for micro and small industries and they are given 15% capital subsidy and 5% interest subsidy besides electricity connections at reduced rates.

Most of the technical entrepreneurs are in IT or service sectors and few are in manufacturing sector. Founder of Cloud Trains System, Tripti Tiwari said, "If you have an idea and sufficient knowledge, you can be an entrepreneur. Entrepreneurship is one of the best

“When a new business is started, it takes some time in getting customers. We have to build trust with the customers and when that happens, we gain momentum.

*Raunak Gupta
The Yellow Chilli*

options for a professional but only if you are totally dedicated to it." On asking about the hurdles faced, she said, "In Goa, it is difficult to get a dedicated team, but I was lucky. When we started with a 2-3 people, our first project was only of Rs.1000 and today we have a large project of Rs.50 lacs. This journey within a year is only due to our dedicated team."

Youth carry power for creative ventures and also have the capability to be established as inspirers for the generations to come.

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