

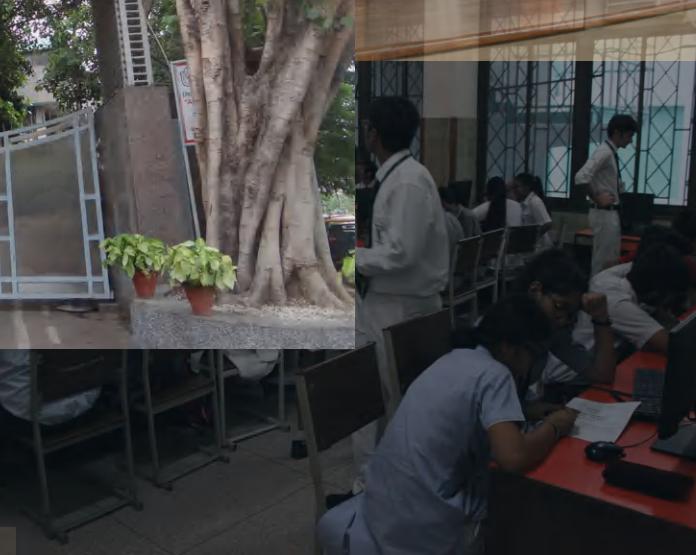
OPENSHIP'S VENTURE

Where Innovation Is
Celebrated

2020-21



DELHI PUBLIC SCHOOL
R. K. PURAM, NEW DELHI





Entrepreneurship is a necessary skill in today's world. It is the driving force behind development, productivity and innovation. With increasing competition, there are fewer job opportunities for today's youth. However, Entrepreneurship opens up new avenues for them and equips them with the tools necessary to live an independent and financially stable life. Keeping the increasing significance of entrepreneurship in mind, ENSHIP, the Entrepreneurship Club of Delhi Public School R.K. Puram was founded in 2017 by Ananya Kapoor and Anu Khandelwal under the guidance of Ms Anjana Virmani. ENSHIP aims to provide budding student entrepreneurs with a platform where they can learn more about entrepreneurship, interact with real-life entrepreneurs, get the right mentorship and support for their idea and finally be able to execute it, potentially changing the course of their career path.



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PRINCIPAL'S MESSAGE

Ms Padma Srinivasan

ENSHIP, The Entrepreneurship Club is one of our school's younger but evolving clubs that was established in 2017 with the aim to unite young minds who think out-of-the-box. Not only has it provided aspiring student entrepreneurs the wings to soar but, it has also played an important role in eliminating the stereotype associated with entrepreneurship and continues to present it as an opportunity to the country's brightest students.

In a brief period of time, the club's environment has helped students thrive by teaching them vital life skills such as strategic planning and risk analysis, as well as having the right advice and mentorship from experienced entrepreneurs to help them bring their ideas to life. Its influence can be seen in the annual ENSHIP Event which has been held for three consecutive years and has attracted over 50 schools of the Delhi NCR.

This year has brought its own challenges and it has been a joy to see how senior club members have mentored younger members and built such an inclusive and supportive environment for creativity, originality and talent amidst the pandemic. I have high aspirations for this club and I wish to see it broadening the spectrum of opportunities in the job market in the future.



FOUNDER'S MESSAGE

Ms Anjana Virmani

Culminated in 2017, ENSHIP: the Entrepreneurship Club aims to provide budding student entrepreneurs with a platform where they can learn more about the field. Our vision is to be well recognized for entrepreneurship development and creating prosperous entrepreneurs by the culmination of ideas and motivation.

We recognize the need of a platform which helps drive change with innovation, where new and improved products enable new markets to be developed, and which enhances the standard of living.

In addition to student members collaborating regularly, we have conducted numerous intersection competitions, wherein students participated with great zeal. The Entrepreneurship Club has been successfully holding its annual ENSHIP Fest for the past three years.

It has always been a pleasure for me to interact, guide and learn from our young enthusiasts who aim to make it big in the real world, and that too by sowing and nurturing own seeds. It delights me to bring to you the first edition of our magazine Venture which will abreast you of the activities conducted by us, and highlight our learnings and achievements.

Address

Avikam Mangla

President

As someone who's always been inspired by tech unicorns, I was drawn to Enship the moment I heard about it. During my journey in the club, from getting in, to going for pitching competitions, to organizing the annual event, and to holding the inductions process this year, I've learnt a great deal about not only entrepreneurship, but also what it means to be part of a club and, moreover, what it means to lead one. The club has taught me a lot about qualities like leadership, collaboration, innovation, and delegation — skills required to become a successful entrepreneur. Enship, moreover, has also served as a platform to meet people with different yet innovative ideas and I'll always be grateful for that. Wishing the best of luck to all future and current Enship members; I know you'll do us proud!

Vansh Tyagi

Vice President

Enship is more than just a school club — it is a hub for innovative student entrepreneurs and dreamers to come together and bring each other upwards and onwards. Ever since I was inducted into the club, from the whole induction process to the inter-school competitions, I've been required to challenge my brain cells to the max. Moreover, Enship has helped me grow not only as an aspiring entrepreneur but also as a person — learning to collaborate with fellow members as a beginner and then working with new inductees last year as a vice president strengthened qualities such as good decision-making and being able to take collaborative action. Over the last two years, I have had a remarkable experience here at Enship, and any student who feels as though they resonate with what Enship stands for should definitely try their chances here. Best of luck to all the future Enship members, and a big thanks to the teachers in-charge and graduated seniors for making me feel at home these 2 years!



Address



Radhika Gupta

Vice President

The Enship Club was one of the first clubs I was inducted for as a new student in class 11th and since the very beginning, it was made clear that the purpose of the club is to assist, guide and develop the skills of young entrepreneurs confident enough to take up the challenge. Our teacher-in-charge and seniors constantly encouraged us to think out of the box and for the past year, as the vice president of this club I have tried my best to carry this legacy on. It helped me to not only become a better leader but also taught me the importance of keeping the bigger picture in mind. Over the past two years, I have learned and experienced quite a lot with the help of this club and with the same objective of helping others, we're glad to be able to take up this new project- Venture. I wish all future members the best of luck so that the club continues to inspire and celebrate innovative minds.

Madhav Shekhar Sharma

Director

Being a part of Enship was an unparalleled experience and a definite highlight of my senior year at school. From working directly with extremely passionate people, whom I could see impacting the real world with their ideas and innovation, to interacting closely with self-motivated individuals eager to take responsibility and act upon it, the people at Enship have always inspired me to be a better version of myself. I'm particularly grateful to the club members for maintaining a supportive and productive environment despite all communication being online due to the pandemic. I hope Enship always remains a place 'where innovation is celebrated' and continues to grow in membership while fostering successful future entrepreneurs.



Interview With Ms. Ashima Sharma

Q. There are many universities that offer classes for entrepreneurship. In your opinion, is this a skill that can be taught?

Ans. The traditional view had been that entrepreneurship is a skill that could not be taught in classrooms, and the success of entrepreneurs depended upon their innate personality traits.

However, as demand for teaching entrepreneurship has grown over the years, many universities have started courses in the field, including NYU's Stern University.

It is now recognised that entrepreneurship education can help budding entrepreneurs by providing them with appropriate tools and business models, along with marketing and finance fundamentals and feedback from other entrepreneurs.

An added benefit of having so many educational programs offering entrepreneurial experiences for students and aspiring entrepreneurs is that it gives credibility to entrepreneurship as a valid career choice, and may encourage those who are undecided about what they want to do with their careers to choose entrepreneurship.)

However, we must not forget the examples of millions of businessmen and women around the world who pivoted their businesses away from their original fields to making sanitizers and masks and using online platforms. These people have succeeded without getting any formal education in entrepreneurship. Therefore, one can argue both in favour of and against getting a formal education in the subject.

Q. Do you think the next 20 years will see a rise in services? Why/Why not?

Ans. As in the last 20 years, the next 20 years will also see a steep rise in services. There is no doubt that services have been hit hard by three current pandemic, and are still reeling hard from it.

But as can be seen from the experience of China, which was the first country to be hit by Covid, consumers have started demanding services with a rebound, especially beauty parlours, restaurants and entertainment.

Besides, new services are being continuously launched to satisfy not only existing needs, but also by creating new demand. For example, online banking, an essential part of our lives today, didn't even exist 15 years ago.

It's true that many services will change their form, just like banking. But there is no denying the fact that services are here to stay and grow in the next 20 years and beyond.

Q. How do you think entrepreneurs could have handled the COVID-19 pandemic better?

Ans. There is no doubt that entrepreneurs were hit hard in the initial months after Covid. Because of the lockdown, there was zero demand for services like restaurants, cinemas, hair salons and boutiques. Many businessmen ended up going bankrupt and dinner even ended up taking their lives in despair.

However, we also saw some shining examples of businesses that pivoted away from their main area of concentration and moved into the manufacturing items which did see a surge in demand, such as masks, gloves, sanitizers, face shield etc.

Many manufacturers moved to the online platforms in the absence of customers visiting physical market places.

Thus we can say that, those entrepreneurs who were flexible enough to change their focus are the ones who not only survived Covid but rather thrived post Covid.

Interview With Ms. Komal Verma



Q. There are several colleges offering entrepreneurship programs. In your opinion, is this an ability that can be learned?

Ans. Realistically, only with experience will one become a successful entrepreneur. However, to make smart choices, we need to learn about the past experiences and failures of successful entrepreneurs. Through constant practice, any skill can be sharpened. In the same way, to become a good entrepreneur, one must experience adversity.

Q. According to you, does entrepreneurship make a big contribution to a country's economic development? If so, how?

Ans. New startups bring economic growth. There is definitely a significant contribution towards development by entrepreneurs.

Q. In your opinion, how should one handle adversity and doubt?

Ans. Never forget to follow your passion and gut. You should make an effort to stay consistent and never give up. Be logical and do not be self-contradictory.

Interview With Ms. Anita Singhal

Q. How do you think technology will affect entrepreneurship in the future?

Ans. The basis of advancement in technology has drastically affected all tangents of human life, which holds true for entrepreneurship as well. Technology has made the world accessible through a handheld device, Similarly, being connected to the world of knowledge, accessible marketplaces without any discrimination and collaboration across the globe is the future of entrepreneurship.

Q. If you could offer a first-time entrepreneur only one piece of advice, what would it be?

Ans. Learn from the mistakes of others and don't be scared to make mistakes yourself, just remember to learn from them and try not to repeat these mistakes.

Q. What is more crucial for a startup; the idea or the execution?

Ans. Both are equally important, the idea is the seed while execution is the soil and water.

Interview With Ms. Shelly Malhotra

Q. Is there a need to change the way in which the concepts of Economics and Business are taught to students, keeping in mind the post COVID world?

Ans. Any subject, be it Economics, or Business, needs to evolve with the times otherwise it runs the risk of becoming redundant. Fortunately, a lot of economic policy changes being brought in to tackle the impact of COVID-19 on the economic policy are rooted in what we teach. For instance, the stimulus packages announced by the government are a part of the expansionary fiscal policy of the government aimed at boosting the aggregate demand in the economy. So, to answer the question, no, so far there seems to be no need to rethink the solutions the subject offers to tackle the problems that emerge from COVID 19.

Q. Have you ever thought of opening your own business? If yes, what would it be?

Ans. Yes! I think it was back in 2018 when I had just started writing poetry. I was completely consumed by the idea of quitting my job and opening a cafe. How is poetry connected to that? Well, I had envisioned a cafe having poetry and baking as its theme with poems everywhere! Poems that people wrote would be put up on display boards. There would be poetry reading events and poetry writing workshops. Food would be awesome with cakes, pies, and cookies baked right in front of customers' eyes - there would a glass wall so the customers could peep into the kitchen. It's a shame reality took over and the dream was all but forgotten.



INTERVIEW WITH SHARANYA VERMA PRESIDENT OF ENSHIP, BATCH OF 2018-19



Q. How did being a member of the enship club help shape your career goals?

Ans. Enship - The Entrepreneurship Club was my first exposure to entrepreneurship. I joined the club as part of the marketing department in my 11th grade. I got the opportunity to work alongside some of the most like-minded people I've ever met and I discovered my love for marketing here. I overcame my fear of speaking on stage or in front of a crowd through Enship as well. I could feel my own voice trembling during my first pitch as part of the club inductions, something you won't believe was ever the case if you see me speaking at any event now. The invaluable experience I gained at Enship when I became President in Grade 12 shaped my thinking and provided me with opportunities in leadership.

As a result of all this, entrepreneurship and marketing have made their presence prominent in my life. I am pursuing my Bachelors from Jesus and Mary College, University of Delhi with Entrepreneurship as my major and Marketing as my minor. In my first year, I joined the Marketing department at Enactus JMC, which is a social entrepreneurship society under the international organisation, Enactus. I went on to become its Vice President in my second year and have also founded a project under it. All 4 projects that we currently run are individual businesses aiming to solve societal problems and achieving the UN Sustainable Development Goals while empowering the beneficiaries who work for us.

Last but not the least, I started my digital marketing agency with a friend last year, "Just About Design". It has been the perfect blend of the two loves of my life, entrepreneurship and marketing and I am reminded everyday how I started as a school student at a club that gave me an opportunity like no other which has shaped my life into what it is today.

Q. In what ways do you think the recent developments, like the use of social media and globalisation, are helping the entrepreneurs of today?

Ans. When I consider the two innovations you described, the word "opportunity" comes to mind. Both have enabled people to go far and wide around the world, rather than being restricted to a single community in a single city, state, or even country. Many people I know have used social media to start their own business especially during the lockdown. It has made doing business as simple as creating a website and displaying your work, and if you're good at what you do, you'll be paid. I'm not claiming that anyone can achieve success without putting in the effort, but it is undeniably an enabler in the right hands. It is a matter of commitment, experience, and perseverance as to how quickly one develops on such platforms. My personal experience has taught me to view business as a global phenomenon. Our very first client at Just About Design was from London. We hadn't expected anything like that to happen, but it did, and it turned out to be the most incredible experience we could have had to begin our journey. This was followed by two clients from the United States the following month. We had never met the people; all of our meetings, as well as the delivery of our services, were conducted online. However, it was during the year 2020 so I can't really complain about not being able to meet the people with whom we were working. Going global was the best thing that could have happened to JAD.

As for social media, we deal with businesses that have a minimal digital presence or none at all, almost everyday. When they do get one of their own, the power of social media astounds them all. All that is required is the ability and experience to navigate how to get to a point where value can be derived from one's presence, where you see the results in terms of numbers and where the recognition of one's brand is witnessed amongst complete strangers. To reiterate what I previously stated, it is a powerhouse in the right hands.



INTERVIEW WITH TANISH GOEL PRESIDENT OF ENSHIP, BATCH OF 2019-20



Q. What skills did you learn as a member of Enship that are required in business but are not taught as part of the school curriculum?

Ans. Enship taught me a lot of things. Leadership is probably one of the most important ones. I also learned how to communicate with different types of people and how to delegate work based on a team's strengths and weaknesses. Apart from soft skills, Enship taught me a lot about the business side of things including pitching ideas to investors, making pitch decks and business plans. In the end, my time at Enship was extremely productive and instilled in me skills that the school curriculum never taught.

Q. How did being a member of the Enship club help shape your career goals?

Ans. Enship gave me an insight into the entrepreneurial side of things, which made me very interested in how businesses are run and managed.

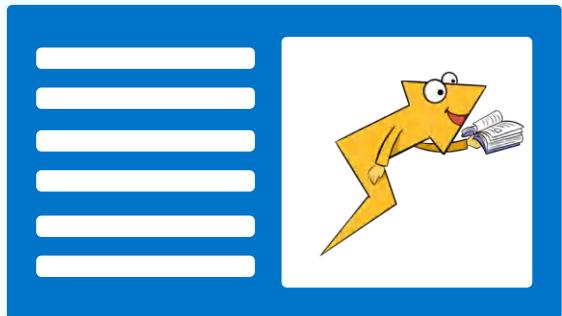
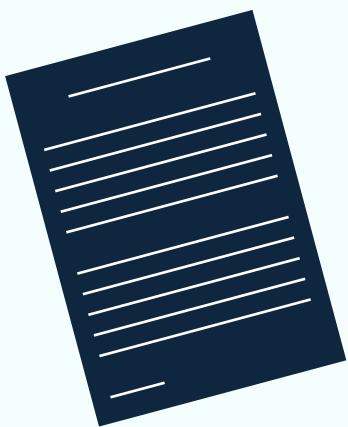
Apart from normal roles, it broadened my horizons to other potential career paths like starting a startup or leading one. These career paths, in my opinion, are more rewarding than traditional roles at multinational corporations.

Q. Many aspiring entrepreneurs are paving their way into the business world; some of them are not even graduates and some are not even from top-tier universities. Do you believe that in order to achieve something, it is necessary to graduate from a top-tier university or go for foreign studies?

Ans. No, not at all. The good thing about the increasing entrepreneurial culture in our country is that all you need is an idea. Sure, a good degree might help initially in getting investors, but in the long run, a better idea will always beat more connections. In that sense, I believe it is a great leveller. It provides everyone with the opportunity to start something if they have an idea that they think can benefit society in a meaningful way.



ARTICLES AND MORE



Food-preneurs

Food is a basic need of the human body, a concept that has grown from the simple act of plucking and eating a fruit to a stage where it now involves many complex levels of marketing and operations. As the population grows, so does the demand for more of these systems and chains, and the food industry is perhaps the most successful one so far.

Everywhere we look, we see corporate chains such as McDonald's, Kentucky Fried Chicken, Subway, Starbucks etc. Sure, we devour these services without a thought, but don't you wonder which mastermind came up with these genius ideas and how? These billion-dollar operations started from the ground up with founders who had virtually nothing and rose to fame as their brain-child took a life of its own, as is shown by the story of Ray Kroc.

Ray Kroc was an ordinary, slightly bankrupt businessman, who had a great eye for sales. Upon his accidental encounter with McDonald's, a small, local restaurant owned by two brothers, his gears started to turn. He saw the potential of McDonald's, a small diner without any recognition, and wanted in. In the age where everything was localised, he decided to venture out and franchise it enormously.

He pinpointed the current demand, which was a want for something familiar and quick, and served it. The brothers, who were bought out started another company after selling McDonald's, called the Big M, which didn't really take off before its ultimate demise. McDonald's however, grew into a recognised chain with an initial income of \$700,000,000 annually.



As more franchise chains popped up after McDonald's, leading to much competition, the food entrepreneurs fancied a change. As a result, diet control was introduced. Though these fast-food restaurants added convenience to our lives, they also created certain problems. Many health problems, obesity being the most common, arose and led to sway in the demand. The new direction of the food industry recently shifted to nutritionists and dieticians following many scientifically approached theories.

Michael Greger, a renowned American physician and author, came up with a global bestseller called, 'How not to die'. He promotes a whole plant-based diet and has an aversion to animal-based products. His research in the field of nutrition and many famous lectures have caused his name and book to be well-known in this world. His ideas have been taken up by many famous companies, which now boast their 'vegan' menus.

The food industry is still being explored and has huge potential for research and growth. It takes people with visions and out-of-the-box approaches to create world-altering ideas. These food chains may not seem like much, but they start a momentum that affects many future developments. It has been predicted that the food industry will have a monumental increase in services and earning, and it is probably the most beneficial field to be in as an entrepreneur.

- Eva Aggarwal

Caught up in the Hustle!

Hustle culture, also known as hyped-up workaholism or the “996”(9 a.m. to 9 p.m.; 6 days a week), is a growing workplace trend in which people believe that the most important aspect of life is the pursuit of professional goals through constant and continuous hard work. A modern myth about increasing company productivity is that hustle culture is becoming more of a workplace expectation with more and more millennials giving in to it. Hyped-up workaholism seems enticing at first and sucks in budding entrepreneurs with its promise of lives they have dreamed of living coupled with enticing workplace rewards like promotions and large client rosters to name a few. However, once engulfed by the highs of it, they often get so caught up in the adrenaline rush of the hustle that they forget why and what for they are working in the beginning.

Labelled as one of the most dangerous things in the corporate world right now, hustle culture develops a bitterly competitive, deeply unhappy and consistently burned-out workforce that makes it extremely difficult for the venture to attract or retain the kind of talent it needs to thrive in the market; a bane

for entrepreneurial enterprises since their recruitment of the best is the foundation for them to flourish later on. Glamorizing the grind also encourages an unhealthy lifestyle as people simply work themselves into exhaustion to break another glass ceiling which greatly diminishes their productiveness and brings down the businesses' growth and success rate as a whole.

Still, even while an entrepreneur may know that such a custom isn't the way to progress, breaking free from the endless grind is a task in itself because hustling is addictive. The only way to untangle oneself from its clutches is awareness about one's short and long-term professional goals as well as about what really and ultimately is important for oneself.

At best, hustle culture is an ethos that encourages self-sufficiency and more passionate work lives. At worst, it's a culture that'll drive a generation of bright minds to forsake everything but work and spiral down into their own decline.

- Srishti Agarwal

HOW COVID-19 CHANGED THE ENTREPRENEURSHIP DYNAMICS

Due to the COVID-19 pandemic, Entrepreneurs are facing a new reality that is not only a huge sanitary and health crisis affecting a large number of people but an unprecedented downturn in the global economy.

This outbreak is a reminder that pandemics, like other rarely occurring catastrophes, have happened in the past and will continue to happen in the future. Though we cannot prevent dangerous viruses from emerging, the least we can do is to be prepared to handle the consequences and deal with them bravely.

Covid-19 has caused huge damage to almost everything: it has greatly affected our day to day life, businesses etc. The crisis has accelerated the use of modern technology and a lot of things are being done online which were beyond our imagination in the pre-pandemic era.

In the post-pandemic world, businesses have been compelled to reduce their workforce, give up their physical practices and everything from meetings to sales is being done online. The enterprises that have been quick in responding to the need of the times like switching to digital platforms, and have been able to not only minimize the damage but grow phenomenally.

While other enterprises which failed to keep up with the times are finding it difficult to survive the crisis. The pandemic has also given rise to new entrepreneurial activities. The changes we observe today may be a double-edged sword. Some might argue that the crisis could negatively impact the risks associated with entrepreneurship, and ultimately hinder start-ups in attracting the right talent; others might suggest that changes we observe today could alter perceptions of entrepreneurship for the better.

Although, this was a situation that no one could have ever predicted. Now, more than ever, it is time for businesses to be most agile and adapt intelligently and optimally to a mostly-online way of working. This can be done if everyone comes together and faces the challenges.

- Tanisha Arya

The Importance of Networking for Entrepreneurs

"Effective networking isn't a result of luck – it requires hard work and persistence."

-Lewis Howes, a successful entrepreneur

Building a network is vital for getting a business off the ground and to keep it growing in the long term. It is the process of establishing a mutually beneficial relationship with other business owners or potential clients and customers. A strong professional network enables you to attain goals that you might have never achieved on your own. Often, in a business, more than 'what' you know, it is 'who' you know that matters. For creating a truly successful business, you must have a great resource of appropriate connections which can be made through various ways.

Today's era is one of social media and hence it is quite simple to build a network through these platforms. Meaningful networks can be created by joining business groups on LinkedIn, Facebook and Google Plus. Twitter and Whatsapp too, provide easy and quick access to entrepreneurs. 35% of professionals say that a casual conversation on LinkedIn Messaging has led to a new opportunity. It is said that the most important aspect of networking is diversifying your connections.

Online networking allows you to connect with people on the other side of the world in just a few seconds, thus giving us an excellent way of benefiting from the power of the internet.

Secondly, connections can be forged through business events. Business and Networking Conferences provide direct opportunities to expand your network. Usually, after these sessions, a large number of participants meet each other irrespective of their working fields to impart knowledge, guidance and inspiration. You can join business meets, entrepreneurship events, and seminars in local regions for personally interacting with people of your field as well.

Networking is just as crucial as any other part of your business. Creating a plan with specific goals, knowing when, where and why you are going to an event, and what you want to achieve with your attendance is essential for success. Reid Hoffman, founder of LinkedIn, once explained the mounting significance of networking by mentioning that a strong network is more important than even the most detailed or ambitious career plan.

He further elaborated by commenting on how certain parts of the world, such as Silicon Valley, produce so many successful companies because it has an entrenched network of people that make things happen.

The astute way to make long lasting connections is by being inquisitive and finding out how you can add value to others' challenges, instead of the other way round. Be a good listener, assess their needs, convey what you can bring to the table and proactively share tips to be helpful. Once help is extended, it is much more likely to be reciprocated. In the days following events, it is important to follow up and build on any new connections you have made by staying in touch. Remember to build relationships, not merely increase your list of contacts.

According to a study "Informal Innovation: Entrepreneurship and Informal Communities" by the Economic Intelligence Unit, for 78% of start-ups, business networking is vital for their success. This is because formal relations, such as with investors and incubators, do not provide much of a path towards business development, but informal relations and informal meetings provide the needed boost.

Networking may not be everyone's piece of cake, but it is accompanied by numerous benefits.

References you receive from business networking majorly accelerate your business. Good connections bring with them an abundance of opportunities such as joint ventures, client leads, partnerships and so on. 85% of new hires are made via networking. Building a business network will obviously help you gain an identity among many in and outside your field. Being in the company of like-minded business owners will provide you with both, motivation and useful advice, work-related or not. Networking regularly and pushing yourself to talk to new people will help boost your confidence and help you grow as an individual.

Entrepreneurship is a land of untapped opportunities acting as an arena for those who dare to explore its depths. However, no individual can work in vacuum, and relationships propel the risk-taker's ability to learn from the experiences of those who have already ventured into the unknown. The networking web not only supports the individual dreamers but also contributes to the collective growth of the economy.

- Aarshia Gupta

Importance of learning Entrepreneurship in Schools

Every person who tries to learn entrepreneurship need not want to grow up and launch a business and might not even be interested in business or commerce. After all, entrepreneurship is so much more than what it is made out to be. It is a life skill and a way of thinking.

Learning the skill of entrepreneurship teaches you foremost how to come up with creative and out of the box ideas and how to identify opportunities and ways to best benefit from them. It guides you in the process of learning to make weighted decisions and how to take calculated risks. These sets of skills are not just specifically needed for running companies or dabbling in finances. These skills can be applied to each and every facet of daily life. Creating and coming up with something new is a skill that is omnipresent in every field of work. Whether it be writing a project for a student, coming up with a new article for a journalist, writing lyrics for a singer or researching something new for a scientist, all of these jobs require ingenuity and creativity.

Making decisions is a process we are all accustomed to. Like Robert Frost described in his poem, The Road not Taken, more than once in life two

roads will diverge and we will probably not be able to travel or experience both and hence will have to make a choice. Weighing decisions, figuring out their pros and cons and choosing what's best suited for us is applicable everywhere from choosing career paths or streams in 11th to something even as simple as deciding which ice cream to buy. As said by Rudyard Kipling, " If you can make one heap of your winnings and risk it on one turn and pitch and toss", that will help you become the best version of yourself. After all, we can stay in our comfort zone for only so long before we know everything like the back of our hands and while it might feel like a comfortable haven, if we never step out then we will never know what's waiting for us out there. Taking calculated risks is a necessary part of life, for a ship in the harbour is safe but that is not what ships are built for.

All these things so integral to daily life are just a few of the skills that entrepreneurship helps to cultivate. Therefore, it is incredibly important to learn these skills especially in high school where most of the big decisions that will change the trajectory of our life forever are taken.

- Harshita Bose

Benetton: The Most Controversial Marketing Campaign

Can Sweaters be related to dying AIDS Patients and Inter-racial families?

"I have found out that advertising is the richest and most powerful medium existing today," Toscani- the designer of the controversial Benetton ads, said, "so I feel responsible to do more than to say, 'Our sweater is pretty.'"

In the 1960s, advertising's youthful upstarts paired copywriters and designers together, ushering in a "creative revolution" that led to ads that were funnier, more ambitious, and focused on building brands through storytelling. But no major fashion brand had used advertising to deliver political and social statements quite like Benetton. Instead of showing the company's products in its advertisements, they chose to show images related to important global issues in an attempt to raise awareness.

Much of this was due to the influence of Oliviero Toscani, the controversial Italian photographer, and art director who was responsible for campaigns that tackled issues such as inequality, racism, and corporate hypocrisy. Some memorable ads featured a nun kissing a priest, a set of identical "human" hearts with "White," "Black," and "Yellow" written on them, and a startling series of ads featuring

real-world photography, including a newborn baby with its umbilical cord still attached, a mafia murder scene, a gay interracial family, and an AIDS patient dying in hospital. Toscani was eventually forced out of the company when he featured 26 death row inmates in a 2000 ad campaign titled "Looking Death in the Face," generating a backlash from the families of murder victims. His photographs appear shocking because the displayed people or situations are neither beautified nor embellished.

Benetton's advertising approach was controversial, almost proto-viral in the days of pre-social media, but showed how brands can be built in unorthodox ways. What do subjects such as AIDS, religious oppression, racism, or the death penalty have to do with sweaters? Nothing. Besides, Benetton's advertising and media approach alienated and appalled many people over the years. Although for those who resonated with Benneton's school of thought, Toscani's art direction made Benetton a company that got people talking. Benetton had, and still has, a perspective, which is more than most consumer brands can claim.

Diverse pictures of these campaigns showed situations of adversity, distress, suffering, and death. Toscani asserted that it was not his function to increase sales of Benetton products and claimed he used advertising to raise awareness concerning the issues addressed with the intention "to promote peace, tolerance, multiculturalism and challenge stereotypes".

Owing to his controversial campaigns and the associated publicity, Toscani made Benetton one of the most recognized brands across the world.

- Maanya Sareen

FAILURE OF START-UPS

Starting a small business may be a time-consuming and sometimes difficult-to-navigate process, especially for somebody who has never opened or run a business in the past. Some of these businesses grow and achieve success but others have to shut down and ultimately accept defeat. Often aspiring entrepreneurs are so in love with their idea that they fail to look at it from a 360-degree perspective and skip through the tough questions that they need to ask themselves before starting a company.

According to the SBA statistics of 2008, over 627,000 new businesses open each year but at the same time, about 595,000 businesses close each year. The survival rate for small business start-ups is also pretty low. Only 51% of businesses last past the five-year checkmark in the industry.

A lot of surveys suggest that 42% of start-ups are forced out of the market because they advertise a product that is not needed by the general people in very high demand. There isn't a captivating enough value proposition, or compelling event, to cause the buyer to commit to purchasing. They fail as they try to solve a problem that does not interest the market. They didn't resolve a vital problem the market was facing to be interested enough to continue to support it.

For example, when EqualLogic first launched their product, iSCSI, it was still very early, and it needed the arrival of VMWare which required a cargo area network to try VMotion to kick their market into gear.

Another reason that the start-ups fail is due to lack of funding. 29% of the companies reported that they failed due to a fund crunch. Companies run out of cash and then are unable to keep the company afloat which essentially leads to the company going under. For example, Omni Storage and Rentals, an American tech-based on-demand storage and rental company founded in 2014, had raised a total of \$35 million but required a lot of costly resources to earn a little profit which led to its eventual demise in the business world.

One of the more common reasons which lead to the failure of many start-ups is the competition. Sometimes, the newer and less experienced start-up companies are driven out of the market by more successful multinational companies to reduce competition in the market. If a start-up does not know its competition and what they are up against, then it will eventually find itself in a sticky situation. Many companies underestimate their competitors and soon shut down completely.

For example, children's apparel delivery service Mac & Mia found itself in a tough spot competing with highly successful companies like Stitch Fix and shut down only a year after its 2018 launch.

Another reason for start-ups to fail is working with the wrong team. A diverse team with unique and widely spread out skillsets was often cited as being critical to the success of a company. Working with the wrong people can lead to the original idea getting butchered and eventually the company shutting down completely. Companies also shut down due to lack of a business model where entrepreneurs sometimes get too optimistic about how easy it would be to attract customers and often undermine the struggle to get a constant consumer base which leads to huge losses and debt threatening situations. Other reasons cited by people included poor marketing, bad timing, and failed geographic expansion. Stories of such failures often drive innovative entrepreneurs away from their dream to pursue their ideas and their passion. These experiences aren't there to scare entrepreneurs away but to actually make them a bit more cautious and calculated about their idea. These act as a sort of rule book for them, a list of what to do and what not do so that they can learn from others' mistakes and strive for success, and ultimately live up to their full potential.



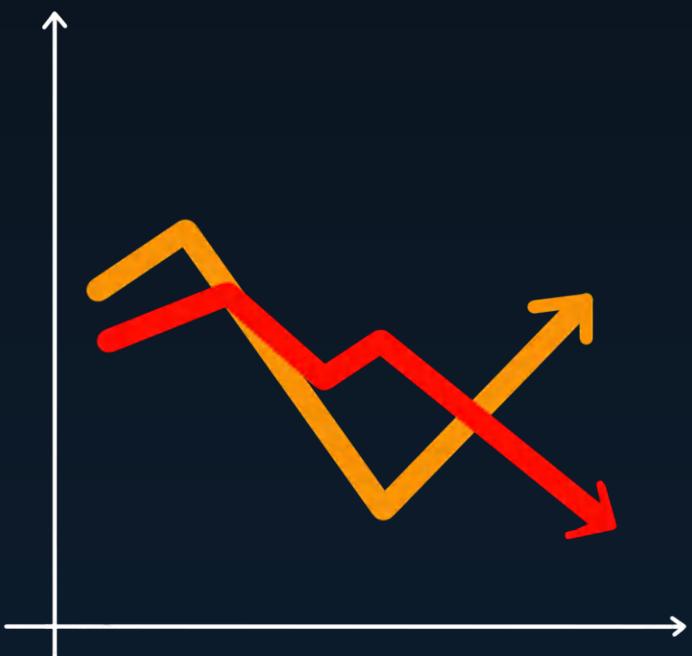
THE EFFECT OF COVID-19 ON ENTREPRENEURSHIP

2020 has been a horrible year for everyone. COVID-19 has left very few people, if any, unaffected. The world has quickly shifted in front of our eyes. Not only is there a huge health crisis, but the economies have also been hit hard and the government, public health and economic responses have changed significantly regardless of where you live. Since the pandemic has significantly affected our lives, it's common to find discussions on its impact among individuals and organizations but an aspect of this that is largely unnoticed is its effect on entrepreneurial activities.

Due to preventive measures taken by governments to limit virus transmission, there was an enormous disruption to entrepreneurship both socially and economically, at various levels, of which small scale businesses and startups were among the most vulnerable. The negative influence of the pandemic could be seen in businesses worldwide. Since the beginning of the crisis, more than 70% of new businesses and startups have had to let go of full-time employees, leading to issues such as widespread unemployment, lack of productivity and the downturn of economies. The pandemic also affected the global supply chain, which resulted in a contraction of the worldwide economy.

Many entrepreneurs and startups faced a significant reduction in revenue due to the impact on the global trade of both goods and services. As funding sources dried up, new ventures found it increasingly difficult to operate.

On the other hand, COVID-19 has also led to a rise in entrepreneurial activity in some ways. It has led to a surge in creativity with individuals and companies trying their best to tackle this crisis. People and organisations have devised new ideas to respond to existing or emerging needs insufficiently addressed by governments and incumbent institutions. As the medical need is growing and people are staying home, industries like healthcare, online education, e-commerce and basic day-to-day necessities are flourishing. Through virtual events, reality seems to have shifted online. Though OTT media services like Netflix and Amazon Prime Video were popular even before the crisis, their demand has boomed during the lockdown period. Even the music industry has adjusted to the pandemic situation by introducing online concerts and virtual award shows.



With the sudden change in the market due to the pandemic, we may need to change our perspective on entrepreneurship. Investors are looking for potential COVID-19 solutions in industries that could thrive in the post-pandemic world. With virus containment likely to persist in many parts of the globe, we will definitely see new ways of life producing new needs, which will in turn create new opportunities for entrepreneurs.

- Sanya Thakur

Rewriting Entrepreneurship: Take the Risk or Lose the Chance

While the Covid-19 pandemic wreaked unprecedented havoc across the world, it gave business entities across the spectrum an opportunity to be more innovative in the marketplace. Although adapting to the new 'Digital Normal' came with initial hiccups, entrepreneurs and companies have devised new ways to ensure that their ship stays afloat.

During the pandemic, businesses that relied heavily on customer mobility(such as Uber, Ola, MakeMyTrip) operated at minimum capacity and stared at heavy losses due to lockdown restrictions. Suspended operations also dented the Indian Aviation Industry and the Airports Authority of India (AAI) reported a 92 percent fall in its revenue from April-June 2019 to the corresponding period in 2020. Indian business suffered due to poor consumer demand and supply fluctuations and consequently, reduced cash inflows caused many companies to shut down. Furthermore, companies that managed to shift to the online modus operandi faced several IT challenges and a lack of skill development among the employees in adapting to the virtual remote work. These hurdles have coerced businesses to adapt and tweak their models, effectively changing the entrepreneurial playing field.

One sector which particularly witnessed a massive surge was the E-Commerce and App development Sector. Not only did many companies turn to app-based solutions to provide their services but the government also relied on contact tracing apps and used them to provide information to the citizens. Apps like Aarogya Setu, CoronaKavach by the Centre, and Mahakavach Maharashtra, Cova Punjab among others were launched to tackle Covid-19. Although research by The Centre for Internet and Society (CIS) shows many of these lack specific privacy policies and there exist inefficiencies in the apps, this sector has gained potential for more research and app development during the pandemic.

India's E-commerce sector has seen constant growth during the lockdown period and several reports have stated that the Indian e-commerce industry is expected to overtake its US counterpart to become the second-largest market for e-commerce in the world by 2034. Changes in consumer buying patterns and shift to online portals for purchasing necessities have opened doors for companies to optimize their E-commerce models to suit new demand and benefit from the Direct-to-Customer(D2C) business models, eliminating middlemen.

The pandemic has shown that businesses do not require large amounts of capital in the initial stages of their set up and neither do they require any infrastructure to get started with their services. Work from Home has become the norm for the IT services industry, enabling employers to reduce the capital infusion for the development and maintenance of office assets and infrastructure. E-learning apps/websites offering cloud-based knowledge learning tools and content are gaining prominence. In the offline mode, the concept of shared workspaces spearheaded by WeWork is gaining momentum with many start-ups/innovators opting for this model to reduce the infrastructure and administrative overheads.



The way forward for businesses will include extensive market research to understand the best way in which companies can satisfy the new demand of consumers and modify their practices to adapt to the 'New Normal'. Refining home offices and empowering the culture of shared workspaces will allow employers and employees to navigate through remote working.

In conclusion, this unprecedented crisis has allowed organizations to revamp and rethink their business models not only to survive in a crisis but also to learn how to thrive in the post-crisis world.

An entrepreneur always searches for opportunities amidst challenges, responds to them, and exploits them to achieve success.

- S P THANUSREE

ENTREPRENEURSHIP MYTHS

It is necessary to segregate facts from myths in a world of misconceptions. Ancient myths and fairy tales aside, we will focus on busting the common myths associated with entrepreneurship in today's era.

The first prevalent misunderstanding plays a role in people's decision to not seek entrepreneurship as a livelihood-the assumption that entrepreneurship is an innate characteristic of birth. The myth could not be further from the truth, backed up by experts who claim that most people learn entrepreneurship later in their life and this has been clearly proven by the introduction of college and university courses on the subject. The general money-centric mindset of people leads them to believe that they must start their business with the hopes of a certain level of profit on paper to make the risks worth it. This mindset may actually end up being detrimental because without the awareness that startups necessarily do not require a considerable seed investment and a business needs to start small to get a proper market analysis, people are more inclined to quit early and not take any risks. A brilliant idea is not the only prerequisite required for a business. Although the notion is not completely inaccurate, it is deceptive as even the

Ideas are critical, but so are preparation, talent, leadership and communication. The portrait of a wealthy entrepreneur is generally of someone whose company soared to success overnight. The truth is that it takes months, sometimes even years, of hard work and endless sacrifices before the payoff hits. Too many entrepreneurs think it is an all-or-nothing bid because of the looming failure rate of start-ups, but success and failure come in more varied colors.

A lot of people are attracted to the notion of entrepreneurship because of the perceived freedom it offers. It is real that you are going to be the one that sets most of the rules like eliminating 9-5 working days if you like, encouraging remote job opportunities, dressing casually and deciding your own holidays. But, it also means making enormous personal sacrifices, working long hours, and being trapped in the workplace for a long time.



The myth that money is the only way to inspire workers has been completely busted by recent studies which have shown that millennials, who are increasingly becoming the majority in the workplace, would much rather earn less in a position they love than secure a higher wage to do what they dislike.

Entrepreneurship is different from the facts generally illustrated in biographical papers and economic news, but that doesn't mean it is not worth trying.

- Taneesha Daga

How Redditors became Millionaires Overnight

In order to proceed, the basics of the stock market should be known. Stocks are fairly easy to understand, you buy stocks at a certain price and if the value of the stock goes up, you can sell the shares at a higher price, thus making a profit. Similarly, if the value goes down, the price of the stock falls and hence, it sells at a loss. Therefore, the basic concept of the stock market is the high risk-high reward.

Another concept that should be known in reference to this incident is short selling. Short selling turns the basic concept of the stock market on its head where it essentially becomes the opposite, if the stock goes down, the person that borrowed the stocks makes a profit, this is better explained with an example:-

Ram borrows Rahul's shares of company A, then Ram sells the borrowed shares for Rs. 50 and Ram has to give back these shares.

Now, if the value of the stocks of company A falls to Rs. 25, Ram can buy back the amount of shares he borrowed at Rs. 25 instead of Rs. 50, and consequently Ram makes a profit. Ram's profit will be $50-25=25$ Rs profit. This is called short selling or shorting the stock.

Now that these concepts have been explained, we can move along with the incident.

A Hedge Fund called Melvin Capital tried to short the stock of a company called Gamestop(GME). They were shorting the stock of Gamestop, making its value fall from \$20 to \$4 and they kept doing it again and again for months, they were so greedy that they kept shorting the stock and almost bankrupted Gamestop, making people lose their money, jobs etc.



Now, comes the role of Reddit, more specifically a subreddit called "Wallstreetbets", which is a stock-market/trading and investing community consisting of normal people who could take part in the stock market and observe it.

People on Wallstreetbets realized that Melvin Capital borrowed more shares than there were, they borrowed 140% of the shares, which essentially made it impossible for them to give back all the shares they borrowed (note, that this is the main concept of short selling).

Once the people of Wallstreetbets realised this, they told everyone on the subreddit to buy Gamestop stock excessively in order to make the value of the stock go up and incidentally, the price. They did this to ensure that Melvin Capital would buy back the stocks at a higher price than they bought it, so that they go into a huge loss.

So, people on Wallstreetbets excessively bought Gamestop stocks and the value of Gamestop stock skyrocketed. This made Melvin Capital buy back the borrowed stock at a much higher price which ultimately resulted in them going into such huge losses, that they became bankrupt, and on the other spectrum, some of the ordinary people who had bought Gamestop stock (i.e Redditors), became millionaires.

- Saathvik Sharma

The Many Facets of Entrepreneurship

Introduction

The dramatic growth of self-employment in the past couple of years has sparked significant interest of social scientists and political authorities in entrepreneurship. The world economy has recently been heavily relying on the revenue generated by entrepreneurial development, as over 3.5 million new businesses are initiated each year in the United States, while Fortune 500 has reported losing over 500 million jobs.

Origins of the Term “Entrepreneur” and its Definition

The English word “entrepreneur” was coined by John Stewart Mill and was translated from the French word “Entrepren dre.” Webster’s dictionary defines an entrepreneur as “one who organizes, manages, and assumes the risks of a business and enterprise. Entrepreneurship is also defined as “the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks, time and effort; as well as receiving the resulting rewards of monetary and personal satisfaction; and independence.”

Classic or social, both groups of entrepreneurs exhibit a distinct set of psychological attributes that allow them to detect a relevant business area (which could be niche), generate adequate sources of funding, develop and offer exciting products and services that end up satisfying some needs of the targeted customer group. The overarching focus on social value creation of the social entrepreneur group allows them a greater degree of freedom in offering services that may not seem highly profitable in the first instance but guarantees individual needs' satisfaction.

Social Entrepreneurship

An elementary definition of social entrepreneurship can be argued as: people who engage in entrepreneurial activities to resolve social issues. In other words, social entrepreneurs are concentration of solution formed by mixing 200 ml of 4 M Nitric acid, 100 ml of 2.5 M Nitric acid and 200 ml of 3 M Nitric acid will be individuals who are willing to take on the risk and effort to create positive changes in society through their initiatives. For instance, social entrepreneurs may seek to produce environmentally-friendly products, serve an underserved community, or focus on philanthropic

activities. In the modern-day world, social entrepreneurship is often combined with technology assets, such as, bringing high speed internet connectivity to remote communities so that school age children can gain access to information and knowledge resources. Analysis of various definitions put forward by social scientists over a decade reveals characteristics such as physical attributes, that are, risk-taking, creativity, and motivation being of paramount importance in determining any entrepreneurial venture's success.

Social and Commercial Entrepreneurs: A Discussion on Differences and Similarities

The academic interest in social entrepreneurship is relatively more recent than entrepreneurial research. However, both groups work towards achieving similar aims of exploiting opportunities, creating new markets, and enhancing productivity, thus benefiting society. Nevertheless, it is equally important to acknowledge that commercial and social entrepreneurs' key distinguishing feature lies in their motives and value propositions. Social entrepreneurs' primary motives are public welfare and social justice, while commercial entrepreneurs are more focused on personal monetary profit. Commercial entrepreneurs tend to focus on creating a standard business model that can be used by several companies and sectors across the board.

Target customer groups for a commercial entrepreneur are the people who hold the inclination and resources to invest in their innovations; on the other hand, social entrepreneurs target socially neglected, disadvantaged and downtrodden sectors of the population. This distinction creates two very different metrics for assessing the success of commercial vs. social entrepreneurship. Personal gains for the entrepreneur and the stakeholders would be the intended outcome for commercial entrepreneurship, but a noticeable, positive impact in targeted social groups' lives would be essential for successful social entrepreneurship.



Social entrepreneurs are essentially like commercial entrepreneurs in terms of their ability and initiative to locate, identify, and pursue a new business opportunity; however, a major distinction lies in the two groups' goals and intentions. They aim to resolve a social problem from the outset and may even share a proportion of their monetary profit with the disadvantaged group. On the other hand, commercial entrepreneurs intend to make money for personal gains from day one.

There is nothing ethically or legally wrong with the latter group, but social entrepreneurs own a different set of priorities. Entrepreneurship has been the engine propelling much of the expansion of the social sector as well as a driving force behind the growth of the business sector.

Entrepreneurship plays a critical role in changing society from promoting social change to generating employment and driving innovation. Great entrepreneurs have the ability to change the way we live and work, which is why the importance of entrepreneurship to the economy is multi-functional!

- Vidur Sahni

What Makes An Entrepreneur?

Do we become entrepreneurs as soon as we are able to think of a remarkable idea? Is an innovative mind all it takes? Well, an innovative mind is a key element in the making of an entrepreneur, but it is not all one needs. In today's scenario, the world is full of intelligent minds swarmed with unique ideas and aspirations of a career in entrepreneurship, it makes you wonder, is every single one of them cut out to be the next Richard Branson or Jeff Bezos? All successful business magnates may not have tread the same path, or have similar track records in terms of planning and management but, there are a set of qualities that are common to all of them. Now, this doesn't mean these qualities are absolutely necessary to have as a budding entrepreneur or that you won't find success without them. Ultimately, success is the product of hard work, passion and a little bit of luck.

Firstly, the willingness to work hard and execute plans is of utmost importance. It is one thing to dream and another to transform it into reality. One of the key qualities of an entrepreneur is, no doubt, risk-taking ability. Without the readiness to explore new and unknown concepts, it is impossible to innovate and set yourself apart from the competition.

Additionally, investing in an idea others do not believe in, is also a constituent of risk-taking. Taking mindless decisions will not prove beneficial, it is crucial to have a backup plan in place. A sensible entrepreneur will never leave it all up to chance, the evaluation of a risk before it is undertaken is of extreme significance. Thus, good decision-making skills and logical thinking are of immense value in the business world. Good communication and negotiation skills come into play for attracting investors, networking, relationship-building, talent acquisition and working in teams to build strategy. Forming relationships with fellow stakeholders and other business representatives is an integral part of building a sturdy contact base which in turn leads to a wider market presence. An entrepreneur's professionalism and conduct with employees and most importantly, clientele are critical determinants of workplace culture and customer satisfaction. The ability to learn from past experiences and mistakes is also pivotal. The business world is full of ups and downs and those who are resilient in the face of adversity and uncertainty will always emerge victorious. By chasing a goal fearlessly, putting in every bit of effort, acting and thinking efficiently and of course, with a little bit of luck in the bag, you can be unstoppable!

Sustainable entrepreneurship

Entrepreneurial affairs unquestionably contribute to the development and progress of a country and are crucial for sustaining the economy. However, some of these activities have long term negative impacts on the environment. Over the years, environmental problems like climate change, depletion of resources and pollution have grown in magnitude leading to an emergency-like situation, and it is high time that we switch to greener and more sustainable entrepreneurial practices.

Today's entrepreneur shouldn't just simply identify a problem and come up with a solution in the form of a product or service, but should also think about the waste generated in manufacturing and distribution of the product along with the life cycle of the product. Most industries use the traditional method of linear production or the 'take-make-waste' method. Instead of following this practice, entrepreneurs should switch to a circular economy approach which is not only more viable to the business, but is also aimed at eliminating waste and conserving resources.

A very common example of circular production is of IKEA, a Swedish multinational furniture retail company.

They aim to use more renewable and recycled materials, eliminate waste in their operations and change the way they design products and the services they offer to prolong the life of products and see them as resources for the future. They have already switched their entire lighting range to energy-efficient LED and all of the cotton they use in their products comes from more sustainable sources. They are also working towards 100% renewable energy, that is, producing as much energy as they consume.

Overall, while practising sustainable entrepreneurship, one needs to see beyond the traditional line of business or profits. A sustainable business is one where not only profits but environmental and social preservation is valued. The practice of sustainable entrepreneurship is aimed to ensure that all generations hold the earth in common.

- Alia Fatima

Entrepreneurship and the Stock Market

What's the connection?

**Are you a budding entrepreneur?
Did you know the link between a
startup and the stock market?**

A Stock Market in simple terms is the buying and selling of parts of companies (shares) to benefit both the common man and the company in multiplying profits. It is one of the core financial markets of an economy and it is a major contributor to the growth of the economy of the country.

There is a valuable link between entrepreneurship and the stock market. Imagine that you are a founder of a startup. What would be your first step after finalizing the idea? Funding. There are multiple rounds of funding involved in the early stages of a startup with options ranging from self-funding to associating your startup with the Stock Market. Acquiring funding is perhaps the greatest way an entrepreneur could reap benefits from the stock market. Entrepreneurs and small businesses can raise money from the Stock Market by making use of a technique called IPO- Initial Public Offering.

An IPO simply means the startup or business has decided to go public and given up parts of the company in the form of shares to potential investors and the general public.



A common myth around the IPO route and "going public" is that there is no actual need and the process is time-consuming.

However by becoming an IPO, startups can not only raise much-needed capital but also gain attention in the eyes of the public. This tool bridges the gap between the startup and its potential customers since the buying and selling of stocks is a process which needs careful analysis of the company, its product, the basic idea and benefits.

This research and analysis of the startup results in a direct communication of the idea to the common man and stimulates collective interest, thus boosting awareness and popularizing the business.

Many real-world entrepreneurs like Alibaba.com (total IPO: \$25 billion) and General Motors (total IPO: \$20 billion) have proven that IPOs are successful

- Aditya Mathur

ENTREPRENEUR

Creative and driven
Bound to succeed
Seeing opportunity
Where others concede

Seeking out problems
To see in a new light
Creating solutions
Well into the night

Failures seem like lessons
Getting closer to goals
Reaching new heights
With them at the controls

Knowing their limits
Yet exceeding them at times
With each new venture
Their status climbs

Giving back as they go
Regardless of ego
The entrepreneurial spirit
In the form of a pro

When one idea is finished
Another is started
Taking so much risk
Is not for the faint-hearted

Tired, down and exhausted
He dragged himself to the door
He knocked it gently
But no one inside paid heed
He then banged and kicked
Still, no one allowed him in
But he had to earn to get inside
And no one could decide his fate
He didn't give up and saw a window
Slowly and quietly he sneaked inside
He finally realized the mantra
First ask, then shout and at last sneak

- Sugam Aggarwal

FAMOUS ENTREPRENEURS ACROSS THE GLOBE

1. Bill Gates, former CEO of Microsoft

He is an American entrepreneur, philanthropist, investor, computer programmer and inventor. Gates is the former chief executive and chairman of Microsoft.

2. Steve Jobs, former CEO of Apple

Steve Jobs was an American entrepreneur, marketer, and inventor, who was the co-founder, chairman, and CEO of Apple Inc. Through Apple, he is widely recognized as a charismatic pioneer of the personal computer revolution and for his influential career in computer and consumer electronics fields, transforming one industry after another, from computers and smartphones to music and movies.

3. Mark Zuckerberg, CEO of Facebook

He is an Internet entrepreneur and has become popular with his social networking website called “Facebook”. In April 2013, Zuckerberg officially became CEO of Facebook, Inc.

4. Anita Roddick, founder of The Body Shop

Anita Roddick is a British international businesswoman. She was born on October 23, 1942. She is the founder of cosmetic products called The Body Shop. The Body Shop is a company that manufactures and markets cosmetic products from natural sources.

Facts and Stats on Entrepreneurship

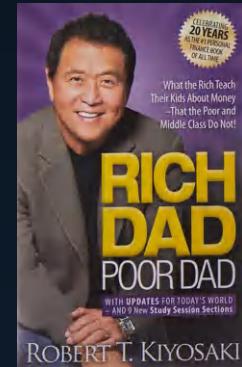
1. **82%** of business failures are due to poor cash management.
2. There are over **582 million** entrepreneurs in the world.
3. **3%** of entrepreneurs started their business due to a life-changing event.
4. More than **20%** of small businesses fail within the first year of their conception.
5. **63%** of adults believe entrepreneurship is a good career.
6. Less than **1%** of entrepreneurs came from an extremely rich or poor background.
7. Fewer than **25%** of entrepreneurs indicated that the desire to make money is a major motivation.
8. A business having two founders has increased odds of making more money.
9. **46%** of businesses had only one founder.
10. **72%** of small business owners say that they don't check their mobile device while eating with others.

- Malank Goel

Books

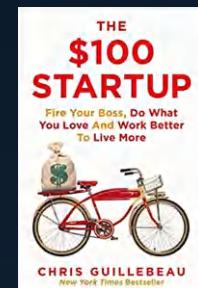
Rich Dad Poor Dad by Robert Kiyosaki and Sharon Lechter

is about Robert Kiyosaki(an American businessman and author) and his two dads—his real father (poor dad) and the father of his best friend (rich dad)—and the ways in which both men shaped his thoughts about money and investing. This book conveys a very important message that “You don't need to earn a high income to be rich.”



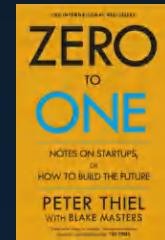
The \$100 Startup by Chris Guillebeau

In this book, Chris Guillebeau discusses the challenges of starting and growing a small business and offers a guide to help overcome these challenges. The book aims to aid would-be entrepreneurs to succeed and escape the rat race so they can live life on their own terms.



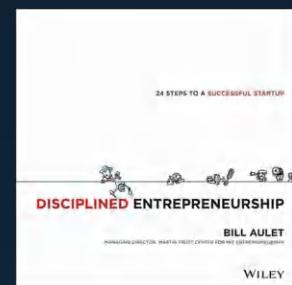
Zero To One by Peter Thiel

is an inside look at Peter Thiel's philosophy and strategy for making your startup a success by looking at the lessons he learned from founding and selling PayPal, investing in Facebook and becoming a billionaire in the process.



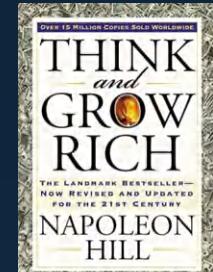
Disciplined Entrepreneurship by Bill Aulet

offers an all-inclusive, coherent and proven step-by-step approach to creating innovative, highly successful products. It focuses on the iterative process that marches you toward that optimal, elegant solution - the foundation for your whole business.

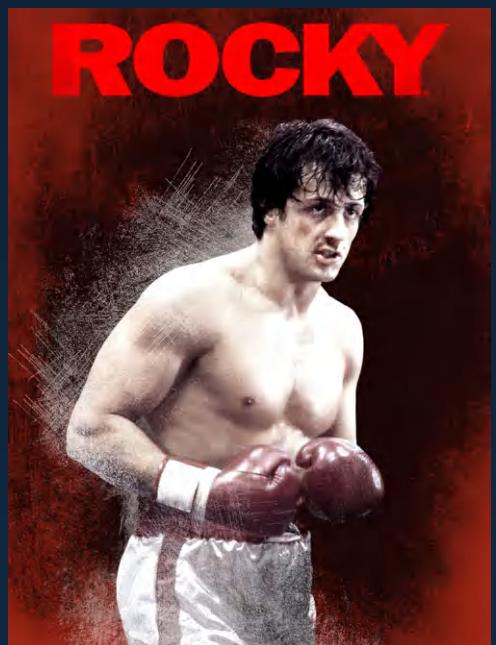
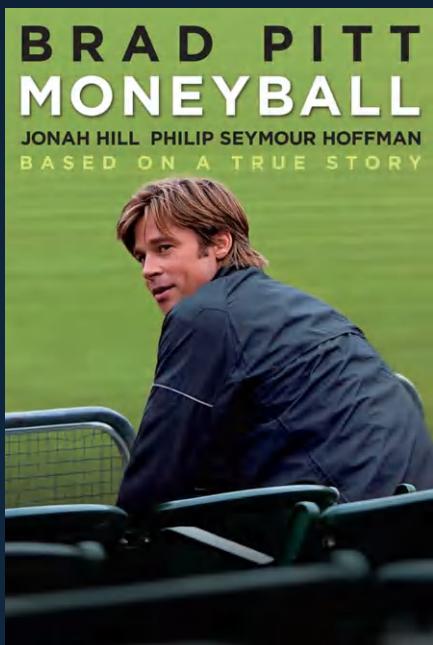
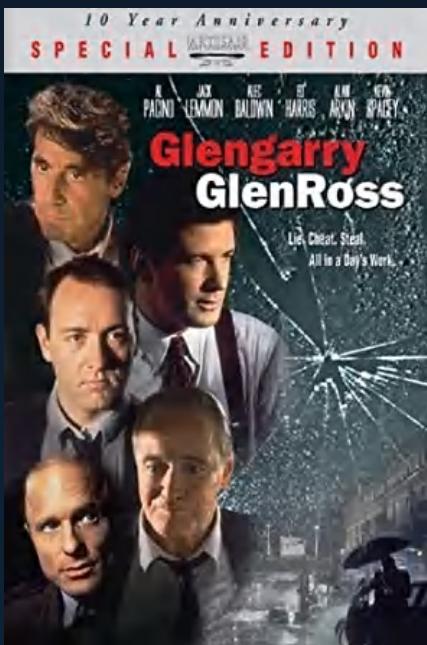
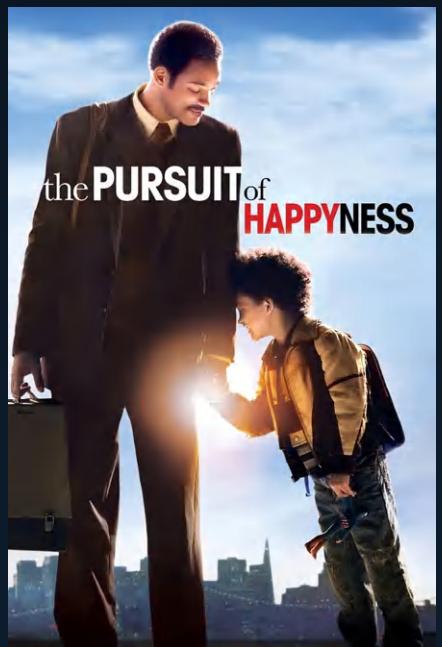
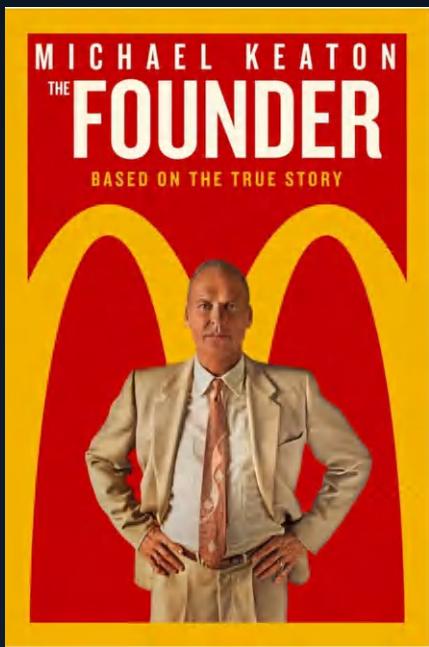


Think and Grow Rich by Napoleon Hill

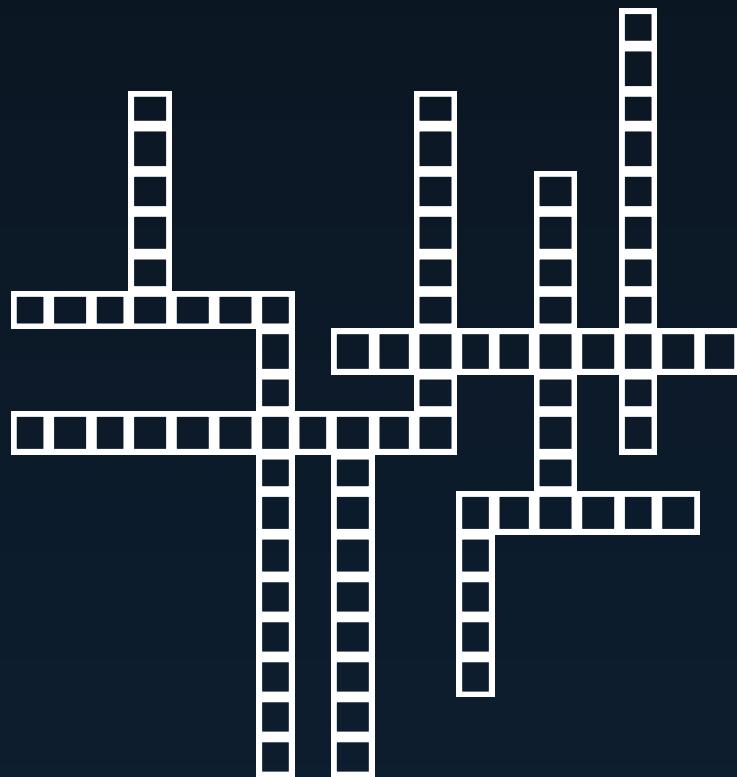
examines the psychological power of thought and the brain in the process of furthering your career for both monetary and personal satisfaction. Originally published in 1937, this is one of the all-time self-help classics and a must-read for investors and entrepreneurial types.



Movies



Crossword



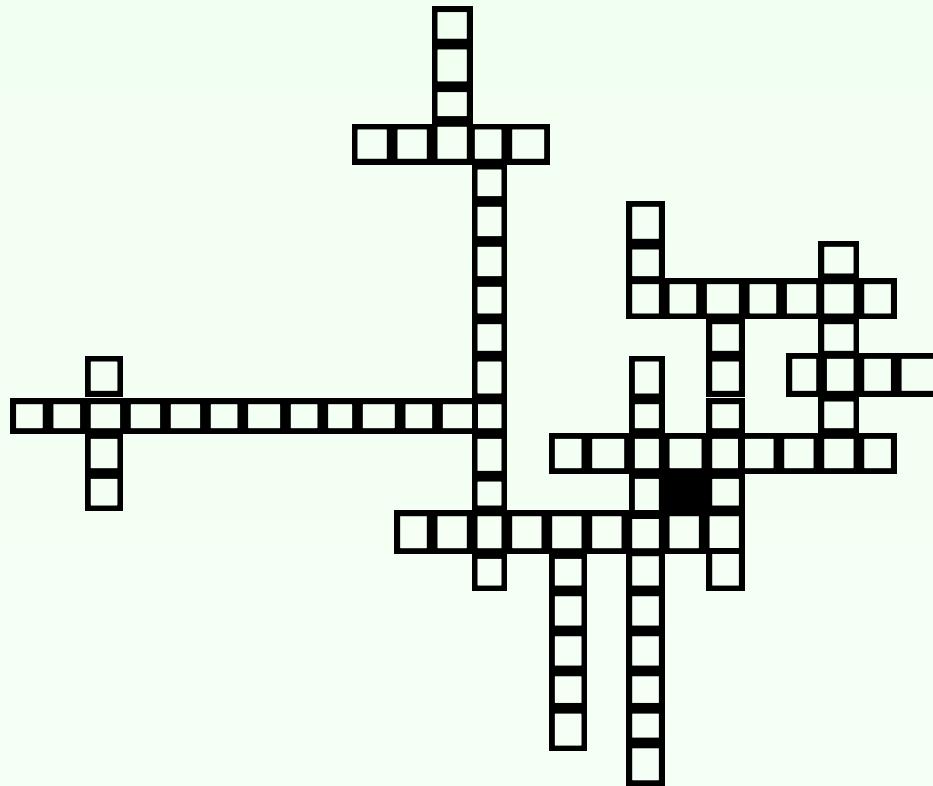
Down:

1. obtain goods or resources from a source outside your company
2. financial gain
3. an organization or space dedicated to supporting new business ventures
4. the exclusive legal right to use and reproduce literary artistic or musical material
6. a person who starts a business / the activity of starting businesses for profit
9. wealth or assets available to invest in a project or business
10. a symbol words or a phrase officially registered for a company
11. to propose a business idea usually with the goal of obtaining a contract or funding

Across:

5. a risky project or business idea
7. to increase your community of professional connections
8. an organization or project that promotes or supports the fast growth of small businesses
11. authorization or license granted to an inventor that prevents others from making using or selling their invention

Crossword



Down

1. money that has to be paid back

3. un-jumble: re-enter prune (bearing most of the risks)

4. mind your own _____ (corporation)

5. Microsoft and Nestle are just examples (acronym)

6. 1st may is _____ day in India

8. qualit\ real estate

9. _____/reward ratio (guides investment decisions)

10. Owner of stock

15. gain

Across

2. doesn't grow on trees

7. Prague and Madrid (financial assets)

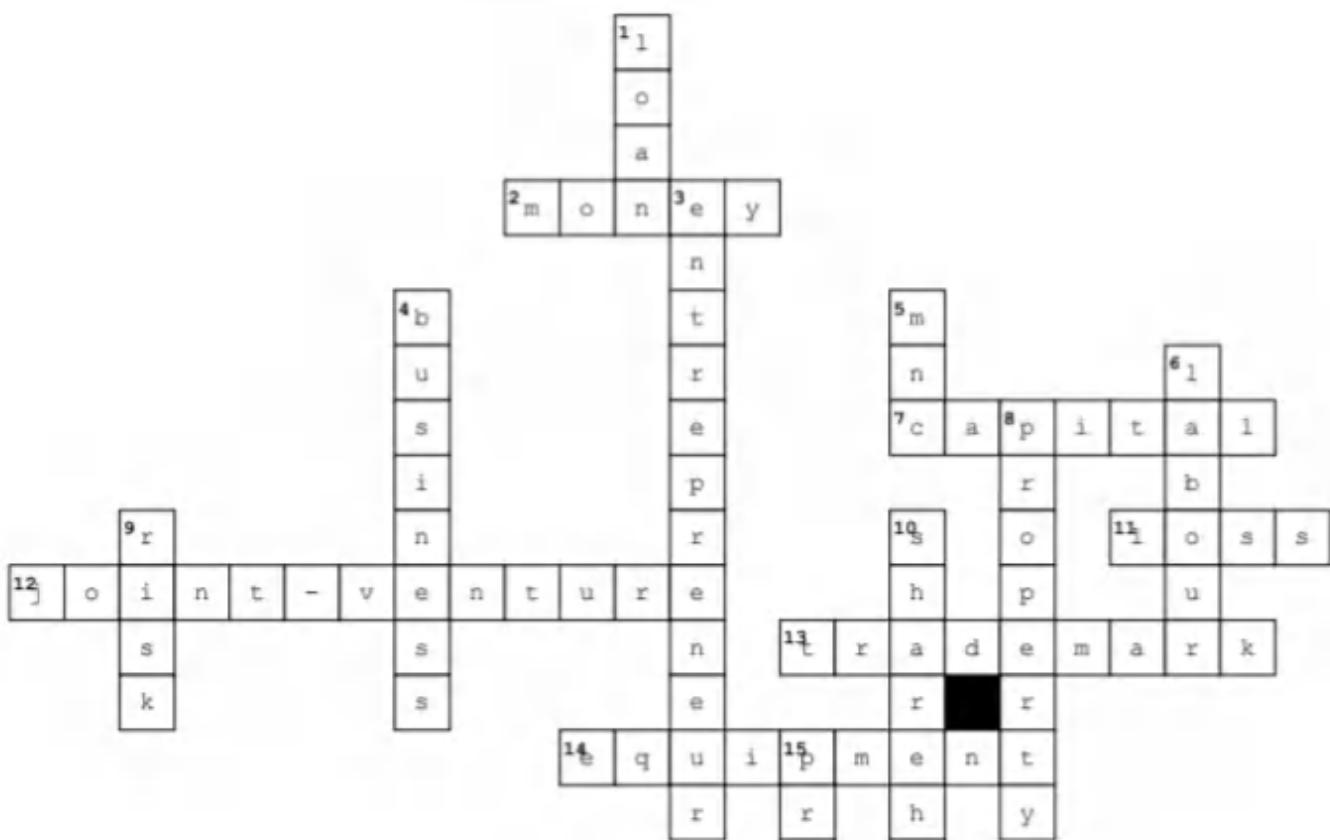
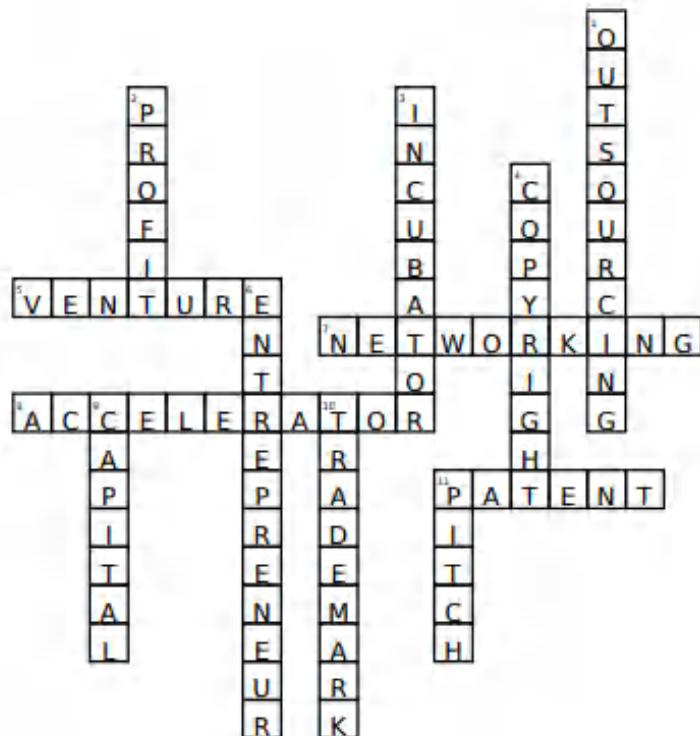
11. opposite of gain

12. business partnership

13. official name or symbol that identifies with a product

14. gear needed for a task

Solution



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