**STARTUP WORLD- TECH EDITION**

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What springs to your mind when you first hear the word &quot;UNICORN &quot;? To me, a mere 19-year-old, unbeknown to the conventions of the corporate world, it doesn't#39;t seems to imply anything more than a white-winged steed with a horn on its forehead. Naturally, my perplexity knew no bounds when I encountered this term in the context of commerce. At first, I assumed it to be a typing error. However, when this &quot;error &quot; became more frequent, I was forced to accuse my limited familiarity with the subject rather than the publisher#39;s grammar. And that was the moment of epiphany- my first glimpse of corporate practices. It seemed to be a labyrinth of

trade, finance, commerce, and business, infused with contemporary elements of technology to

conceive an empire beyond the four walls of a room. Strange, that something so complex would

share its name with a creature from the fairytales. However, each unicorn or startup( as most

people call it) has fulfilled dreams that even fairytales have failed to fathom. A tech startup

provides technology, products, or services to the market. If it was not for TISCO, the pioneer of

the Indian industrial revolution, we would not be a global technology giant today. Gone are the

days when you had to slog through years of formal education to innovate and create. Today, an

idea in the head and the will to stop at nothing is adequate. With 4,200 tech startups and a 40%

annual startup growth rate, India is exploding as the third-largest tech startup hub in the world.

The sole purpose of a tech startup is to make lives more straightforward and effortless with

technology. Devising modern solutions to everyday problems. Releasing new technology or

updating existing ones, improves the quality of our lives. For instance, the covid year saw an

upsurge in the ed-tech industry with new online educational platforms opening up and expanding

business. With people locked indoors and urgent medicinal needs to be fulfilled, Pharmeasy

came to our rescue. Blind dates are a thing of the past now when we have multiple online dating

platforms. And these are only a few selective instances. That day is not far from when

entrepreneurship will become an attitude and not just a profession.