



Making Entrepreneurs: Lessons From a Lifetime

By Chandra Mohan

2013. Hardcover. Condition: New. 284 This book was prompted by the double-digit inflationary spiral of last four years whose control has defied every conventional economic measure. Reasons are also crystal clear: Trillions of rupees being spent on budget-supported social programmes to arrest the growing disparity between English-speaking Urban-India and the vast majority living in Rural-Bharat, which our economy cannot support. At the same time, we were also churning out 1 million Engineering B.Techs & half a million MBA s annually deep in the interior of rural India. More than 80% of them end an expensive education without a job, with their parents deep in debt. Could we not groom some of them selectively to become Entrepreneurs and job-creators rather than job-seekers? Can t we harness their talent to setting-up technology-led Manufacturing Industry in their neighbor-hood. Such enterprises would not only create productive life-long employment in rural India, but obviate the need for social doles which only breed corruption, laziness and beggars. It is only an issue of establishing the right eco-system. Author has coupled his 40 years of direct and indirect experience in promoting thousands of young Techno-entrepreneurs in diverse fields with his recent involvement in Higher Technical Education and effort...



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