

How the perfect partnership can cause a revolution

A revolution can be caused by the simplest of ideas, ideas that originate as an abstract thought and turn into reality with hard work and determination. But these ideas also need the right support from the right people. This is the core of what two ambitious young social entrepreneurs plan to do for students all around the country.

With a student population exceeding 20 million, India has a gold mine of fresh ideas which have the potential to be hugely successful ventures. Understanding this fact, a former IITian along with the founder of a successful startup, have taken up an initiative. They have created a network comprising of 300 IIT/IIM alumni, scientists and globally successful business executives who act as advisors to amateur entrepreneurs. Their model includes setting up a startup lab in a college where companies can interact with local and student entrepreneurs. The companies can then implement their ideas with them and provide their support..They successfully set the ball rolling in 4 colleges in Pune and received a very promising response. Now, they have startup labs in more than 99 colleges across the country and show no signs of slowing down. This is not just restricted to cities but also targets colleges in smaller cities and towns. This endeavour provides employability to people and at the same time ensures that any innovator, anywhere, is seen and encouraged.

With their efforts being very successful, it did not take long for the Ministry to notice them. They were invited by the esteemed Minister of Commerce and Industry, Mrs. Nirmala Sitharaman to the Udyog Bhavan in Delhi to discuss the future. Expecting the meeting to be no longer than 10 minutes, they were pleasantly surprised when it extended to more than 30 minutes. Mrs.Sitharaman expressed her interest in expanding this project to a larger scale and also offered her complete support. She also assured them that they would be aided by DIPP (Department of Industrial Policy and Promotion) officials.

Their own success story is an example of what they aim to do all over India. On one side we have the students who have the raw talent and innovation. On the other side we have successful professionals who have the resources and the experience to guide them. Combine these two factors and you have a perfect business partnership.