

Nurturing Entrepreneurship

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Eureka -- one of the largest business plan competition of Asia, hosted by IIT Bombay's ecell. Students all across India and around the world wait for Eureka to showcase their ideas, give them shape and take-off. To foster this increased enthusiasm and interest among young Indians to take up entrepreneurship, IIT Bombay's ecell has partnered with Nurture Talent Academy to help students better their b-plans during Eureka 2011. The preparations for the Eureka 2011 finals, which will happen in January, 2012 are on, well in advance and progressing with speed.

In the month of September itself, Nurture Talent Academy's Amit Grover will be traveling to 15 cities, to spread the word and train aspiring entrepreneurs across colleges in India, including Jaipur, Hubli, Nagpur, Chandigarh, Pune, Delhi, Gurgaon, Noida, Hyderabad, Mumbai, Indore, Tumkur and others. "We want to reach out to masses in the small towns as well, and not limit ourselves to metro cities only. Students as future entrepreneurs will decide India's destiny and we want to make our contribution in that. The aim is to train over 1000 students across campuses", said Amit Grover, CEO-Founder of Nurture Talent, and himself an IIT-IIM alumnus. The students will be going through exercises on marketing, business models, scaling up, mistakes in current business setup and raising venture capital as a part of the training session.

After the round of training workshops across the country, shortlisted entries of students will go through intensive mentoring sessions for next few months, so they can polish their ideas and give them shape as a viable business venture.

"We at E-Cell, IIT-Bombay have been pioneers in supporting entrepreneurship. We wanted to give more value and exposure to students interested in participating in Eureka 2011 and Nurture Talent Academy was a natural fit as they have shown the commitment towards young ventures even before they start." said Nikhil, Manager for Eureka 2011.

The grand finale for the Eureka business plan competition will be held in January, 2012, in the presence of Venture capitalists, angel investors, successful entrepreneurs and top media-persons. It will not be a surprise if one or all of the startups go on to build the next Facebook.