

htinsight

YOUTH SURVEY · START-UPS

FIRST OF SEVEN PARTS



The start-up story doesn't fire youth

PICTURE IMPERFECT The young are not enthused by the start-up revolution yet they dream of setting up one themselves in the future

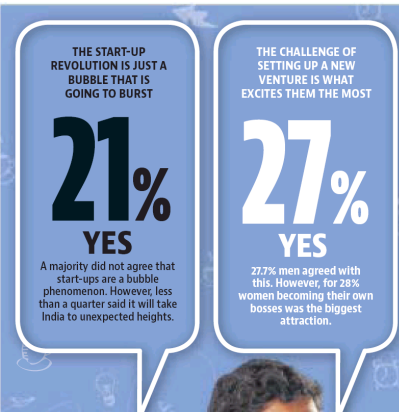
The young people do not seem to be fascinated anymore with the start-up revolution. The reason may be that the poster boys of Indian start-ups have not had a grand time of late, with valuations falling and layoffs becoming a reality.

In the latest Youth Survey by HT and MaRS, only 21.2% men and 18.5% women say start-ups are a revolution that will take the country to unexpected heights. About as many — 20.8% men and 21.2% women — say it is a bubble that is going to burst.

A much higher percentage from both the genders — 59% men and 60.3% women — say the country will gain from the start-up revolution, but much less than expected. And a sizeable percentage is left cold by the start-up revolution. As many as 28.8% of the men and 31.8% of the women say it does not excite them at all.

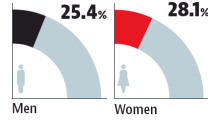
Still, in a bit of a surprise, 40.7% of the men say they have the desire to set up a start-up in the near future, and 37.9% of them say they are open to working with a start-up. Fewer women are as enthusiastic: only 28.4% say they have the desire to set up a start-up in the near future, and 27.7% say they are open to working with one. In fact, 55.8% of the men and 55.3% of the women say they have a good idea for a start-up.

The idea that excites the largest percentage of respondents — 27% — about start-ups is the learning and challenge of starting a new business. Next comes the idea of being your own boss, which excites 25.4% of the men and 28.1% of the women. As many as 21.6% of all respondents are drawn to the thrill of trying out a new and innovative idea, and 8.9% like the opportunity to do whatever they want for a living. A surprisingly small percentage — 7.9% — thinks of start-ups as a way to make more money.

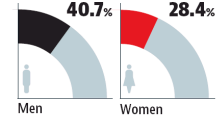


BUBBLE OR BOOM?

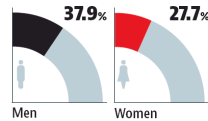
SAY A CHANCE TO BE THEIR OWN BOSS IS WHAT EXCITES THEM MOST ABOUT START-UPS



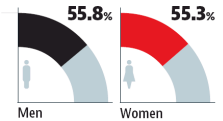
WANT TO SET UP A START-UP IN THE NEAR FUTURE



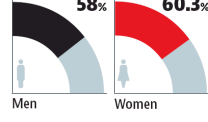
SAY THEY ARE OPEN TO WORKING WITH A START-UP



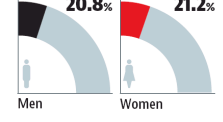
CLAIM HAVE A GOOD IDEA FOR A START-UP



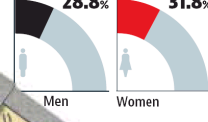
FEEL INDIA WILL GAIN FROM THE REVOLUTION, BUT DON'T EXPECT MUCH FROM IT



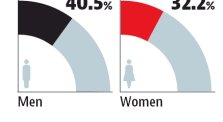
SAY IT IS A BUBBLE THAT IS GOING TO BURST



SAY THE START-UP REVOLUTION DOES NOT EXCITE THEM AT ALL



FEEL START-UPS ARE ONLY RESTRICTED TO METRO CITIES



TOMORROW: Homeland

SIMPLIFYING LIVES

The start-up revolution will fulfil expectations

NEW DELHI: On a typical weekend, I book a movie ticket through BookMyShow. Or I make my way to the theatre, order groceries on Grofers, and eat in through Zomato for which I pay via Paytm. I even found my Zumba class on UrbanClap.

It is no secret that start-ups have forever changed the face of how we avail day-to-day services, gradually transitioning them from the manual to the digital. Although the entrepreneurship bug hit India a little late, it is now here to stay.

However, since the start-up culture has been adequately talked about for almost a decade now, the novelty is wearing off, with some closely scrutinising its growth and grimly predicting that the start-up bubble will soon burst.

Figures from the HT-MaRS Youth Survey 2016 suggest a gloomy picture — 21% said it is a bubble which is going to burst soon, 59% said we will gain a lot, but don't expect anything big from it. Only about 20% in the survey said the revolution will take India to an unexpected high. I beg to differ.

True, the start-up revolution is the new buzzword, but it isn't just about replacing formal attire with shorts, chairs with bean bags, or food with beer. Having been a part of a start-up and seen it grow in real time, I can say this with conviction: This revolution goes beyond conventional practices, and influences both the society and the economy. The basic concept behind start-ups is

simplifying lives, and this is the nucleus of the revolution. Since start-ups stem from the need to create a solution first (and make money later), it is only fair that we provide them with the space and resources to grow, without being pre-emptive about their failure. The start-up revolution will surely fulfil expectations, if not exceed them.

To my mind, those who oppose newer business practices simply can't accept the idea of being successful along with keeping employees happy. Offering perks sounds like an unnecessary expense to them. It is important to come to terms with the fact that start-ups have and will continue to revolutionise how businesses are run.

There is no good reason to not trust the younger generation with their ways, as long as they have their head in the game.

I remember a distant relative once mockingly commenting, "I see your start-up is trying hard to be like Google." I say why not? Don't be afraid to inculcate better office culture, don't be afraid to be the game-changer, and don't be afraid to make your employees happy.

Bhavika Bhuwalka left her full-time job at a cool startup to pursue her love for writing and travelling. She claims to have a wide circle of friends, but is often found talking to herself.



RAJK RAJHT PHOTO

TO STRIVE, TO SEEK

A new business takes much more than just a good idea

NEW DELHI: Not all of us are Isaac Newtons or Albert Einsteins, but there's something about the 20s which sets this decade of life apart.

The prime skill set at this age, other than physical agility and the ability to bear excruciatingly long working hours, is the mental capability to try out many solutions, fail, and try again. It's the fearlessness of today's fresh-out-of-college graduates, and an experiment-loving attitude, which has brought about an enormous culture shift.

Starting a business takes a rough sense of people's needs, the money to set up the business, and a team to work tirelessly on making it click and expand.

Respondents of the HT-MaRS Youth Survey 2016 echo the sentiment: 27% of youngsters in India said going through the challenge of starting a new business is what excites them most about start-ups, followed by being your own boss (26.8%), an opportunity to do whatever you want (9%) and making more money (8%).

Sustaining a new business takes much more than a just having a good idea. A poorly executed clever idea is a bad idea overall. A well executed, but common idea, will not attract business. It takes a perfectly executed idea, by the perfectly devoted team to finally make a Google or an Apple.

YES
The idea of having a start-up excites me
SAKSHAM SRIVASTAVA

Yes, it takes patience. I've spent more than two years working for a startup. I started with teaching students all across north India (Kashmir, Himachal, UP and Bihar). These days I spend most of my time training new teachers and grooming young managers.

One of the most exciting workdays I've had in these two years involved carrying a laptop and a projector in a horse-cart to a school in a small town, to conduct a class for high school students in a district 40 kilometers from the Line of Control (LoC) in Kashmir.

The one learning that excites me more than anything else about having spent a couple of years in a start-up is: Stay Hungry Stay Foolish. People five years younger to you could help you improve the way you work.

An entrepreneurial mindset doesn't just mean having bright ideas — it also means having an open mind to trying out even the seemingly bad ones.

You need to have experienced a certain amount of chaos to be able to confidently take on more.

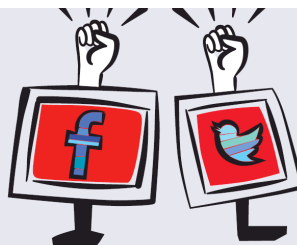
The idea of facing such challenges and picking up this set of skills is what excites me about being part of an entrepreneurial attempt to solve a problem.

Civil engineer from IIT Kanpur and MBA from IIM Kozhikode, Saksham Srivastava is currently with Avari Learning Centres in Delhi. The organisation teaches Maths and Science to underprivileged kids.

ARMCHAIR ACTIVISM OR REAL PROTEST?

Read how the youth feels about dissent

In Hindustan Times from December 19-25



 HindustanTimes  htTweets

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