

## Start Up India: 1L seek passes for govt event

Sidhartha@timesgroup.com

**New Delhi:** You would normally expect a lakh people to queue up for tickets for a rock concert or a mega sporting event, not a government function. But that is the kind of interest the government's Start Up India event, scheduled for next Saturday, has attracted.

The department of industrial policy and promotion — which is organising the day-long show where Prime Minister Narendra Modi is expected to announce a new deal for start-ups — has been inundated with requests for invites.

► Continued on P7

## Focus on young entrepreneurs

► Continued from P 1

It is saddled with the unenviable task of narrowing down the list to around 1,500, who can fit into Vigyan Bhawan in the Capital.

But unlike high-profile events such as Make in India or Digital India where indus-

trepreneurs from Silicon Valley fly into Delhi.

The participants would not only get a chance to hear the likes of Softbank CEO Masayoshi Son, who plans to invest \$20 billion in solar projects in India, Uber founder Travis Kalanick and WeWork founder Adam Neumann, but also interact with them as well as some of the marquee names from Indian start-ups.

### START UP INDIA

try captains like Mukesh and Anil Ambani, Tata group chairman Cyrus Mistry, Bharti's Sunil Mittal and Aditya Birla Group's Kumar Birla occupied the front rows, the focus is on young entrepreneurs. "We want to invite those below 40 (years)," said an organiser of the event that will see several high profile en-

Around 40 Silicon Valley entrepreneurs, venture capitalists and angel investors have been invited as special guests. While Modi will unveil the strategy in the evening, secretaries from key departments would grapple with questions on providing an enabling eco-system for start-ups.