

About the Book

Entrepreneurs are the main thrusts behind any economy. They create large corporations out of backyard endeavors. The systematic and one stop information availability on procedural steps to be followed for setting up an enterprise is important. Many youth struggle without proper guidance and could not avail the opportunities available to them in terms of government programs and schemes because of lack of knowledge. In this situation, it is necessary to be aware of with the multi dimensional aspects of entrepreneurship and to explore and avail the opportunities available for economic self sustenance. The present publication is an endeavor to provide step by step information for motivated people and potential entrepreneurs to set up an enterprise. This book includes chapters on entrepreneurial opportunities, product selection, market survey, licensing, certification requirements, government schemes and success stories of entrepreneurs.