

# T E P T A L K

*"If you can dream it, you can do it" - Walt Disney*

*The official newsletter of Technology Entrepreneurship Programme*

## **MOST RELEVANT VIEWS BY OUR STUDENTS**

*(On emerging global policies in the Indian startup landscape)*

*"1) Marketing schemes: Marketing is one of the biggest challenge in startup world.while most of the companies think that sales is a hurdle and once there is a stable market they can be successful. i feel this should be incorporate with Indian startup landscape.*

*2) Financial assistant for marketing: A scheme specifically designed for helping micro, medium and small enterprises, I think it should be incorporate.*

*3) Patent protection: it should be incorporate with start-up landscape."*

**G Manjunath**

**Ananthalakshmi Institute of Technology and Sciences**

**Andhra Pradesh**

*"The Start-up India campaign is a scale-up initiative to improve the Global policies, Strategies. Strategies incorporated to make India an Entrepreneurial and Innovative country are:*

*(i) Start-up Learning modules are required to educate the Entrepreneurs about the stages and difficulties of Entrepreneurial journey*

*(ii) Start-up Insurance Policies are to be developed even if they fail their life is not at risk"*

**Gavini Lokesh**

**Vignan's Institute Of Information Technology**

**Andhra Pradesh**

Copyright © 2018 Indian School of Business, All rights reserved.