



## *Business Leadership Forum*

M.P. Birla Institute of Management

Talk – 2 November 16, 2012



‘The Next Generation, the youth of tomorrow, outperforms previous generations in gaming, entertainment, and use of technology. They challenge old ways and paradigms. They deserve the right to dream, believe in their dreams and realise their dreams’ says Sri. Kush Medhora CEO of DREAMIN:IN in his posting on the site <http://dreaminin.wordpress.com/2012/08/09/qa-with-kush-medhora-ceo-dreamin-4-2/>

Sri Medhora delivered a BLF lecture at Khincha Hall between 11.30 - 12.30. Sri Medhora accompanied by his colleague Sri Rahul Vijaykumar



Sri Kush Medhora and Rahul address the students

Sri. Medhora continues that Dreamin is a super incubator that seeks, sifts, selects and shapes youth enterprise ideas into impactful ventures. It will be a global community organisation to nurture and harvest youth dreams and create new economic value.

By 2015, there will be three billion people globally under the age of 25 of which 700 million will be Indian youth. This is what we know as the “youth bulge”. These youth will be looking for access to an entrepreneurial ecosystem and anxious about the stigma attached to failure. They may lack management expertise or contacts and mentors. There is a fantastic opportunity hidden here. There have been very few systematic attempts to look at entrepreneurship from a youth perspective. The entrepreneurs of tomorrow can be the youth who are willing to take risks to turn their dreams of success into reality.

Individual talent and initiative will be the backbone of future economic development and the youth have a natural disposition for innovation and change which can be capitalised upon. The youth, of course, must become aware that launching successful enterprises will depend on their recognising that they are part of a process of innovation.

**Objective of DREAM:IN Next Gen is** to transform youth from being merely prospective consumers of income and employment to become creators of wealth and employment. Dream:in will be embarking on a massive Dream Journey across South India to connect with at least 25000 youth and capture the dreams of 10,000 youth. These dreams will be shortlisted, shaped and scaped into 100 ventures that will be presented to the investment community.



The well attended talk invoked good response among the student executives. The young would be entrepreneurs had many questions for the veteran.

