

## Info Cell

<b>Publication</b>	Metro India	<b>Date</b>	26.05.2015
<b>Edition</b>	Hyderabad	<b>Page</b>	07

# Lemon Ideas to nurture 1,000 entrepreneurs

Entrepreneurship course to start from July

**SHARATH N**  
**HYDERABAD**

With a mission to nurture 1,000 entrepreneurs by 2020, Nagpur-based Lemon Ideas is mentoring aspiring entrepreneurs from small towns of Telangana, Chhattisgarh, Madhya Pradesh and Vidarbha regions. Identifying the lacuna in growing startups in the region of Central India, the firm has started Lemon School of Entrepreneurship (LSE) recently in Nagpur that offers Experiential Entrepreneurship and Innovation Programme for a period of nine months. The first batch of 30 students would start in the month of July.

Deepak Menaria, founder and chief idea farmer of LSE said, "There is a shortfall of 10 million jobs in India, of which 30 per cent can be addressed by the startups. Through our LSE only, we are expecting to create over 100 startup ventures by 2020 which can provide job opportunities to 50,000 educated youth in various sectors including e-commerce, big data, education, services and hospitality. Most of the unorganised sectors in the country should turn organised to bring professionalism, technology penetration and innovation in delivering products and services. This is

possible with a better ecosystem for startups."

He further said, "Our Entrepreneurial Programme will address various aspects of venture creation, ideation, validation and real life immersion, technology usage apart from knowledge based management subjects. The school will have more than 20 experts from various fields from all over the country as faculty. We have partnered with several organisations like Indian Institutes of Management (IIM), Indian Institutes of Technology (IIT), Acton School of Business in US, and Singapore's Nanyang Technological University. The head of the school would be former IIM Raipur professor Rajeev Roy who has been teaching entrepreneurship in premier institutions for a decade."

"The students will also get mentorship from Lemon Ideas for another two years after completing the programme. So far Lemon Ideas has mentored 15 startups nurturing 38 entrepreneurs since its inception in 2013. We are focusing on huge talent available for the possibility of entrepreneurship in small towns of Central India. Also we are building startups in cities including Hyderabad, Nagpur, Indore, Chhattisgarh, Bhopal and Raipur where we find potential growth," he added.