



स्वाध्यायान्ता प्रमदः
दिल्ली सरकार

New Era of Entrepreneurial Ecosystem and Vision (NEEEV)



**TEACHER
MANUAL
2025**

Class 8th to 10th



I Want to Become a Unicorn!

(Dream Big, I Can)



Learning Outcomes:

After studying this chapter, learners will be able to:

- ⇒ To understand the power of dreaming big and challenging limitations.
- ⇒ To identify traits and stories of real-life entrepreneurs who turned bold dreams into billion-dollar ideas.
- ⇒ To reflect on your own dreams and imagine bigger possibilities.
- ⇒ To gain basic awareness of what it takes to become a unicorn entrepreneur.



Story 1.1

Let's get inspired by Daymond John.

When Daymond John told people he was going to turn homemade hats into a global fashion empire, they laughed.

They saw a broke kid from Queens.

He saw FUBU: For Us, By Us - a brand that would speak to an entire culture.

"They Laughed at His
Dream... Until He Turned It
Into a \$6 Billion Brand Brand
(FUBU) For us by us"



Dreaming Big with No Money

Daymond started with \$ 40 approx (INR 700 in early 90's), a sewing machine, and a dream so bold, it sounded ridiculous to others. He worked at Red Lobster by night and stitched hats by day. His mother mortgaged their house just to give him a shot. People scoffed.

- Why would rappers wear his clothes?
- How could he ever compete with giants like Tommy Hilfiger?

Proof Over Permission

Instead of waiting for approval, he created buzz himself:

- » Handed clothes to emerging hip-hop stars like LL Cool J.
- » Sneaked FUBU into a Gap commercial - and suddenly, the world was watching.
- » Answered \$300,000 (INR 52,50,000 approx) worth of orders from a single newspaper ad.

He hustled until Samsung partnered with him to go global.



From Hustler to Investor

FUBU eventually did \$6 billion in sales - and Daymond went from being doubted to becoming a Shark Tank investor, helping new dreamers get their shot.

THINK ABOUT IT

- » Have you ever held back a dream of which you feared being laughed at? What was that dream?
- » What is a bold idea or goal you have, that feels “too big” right now?
- » In what ways are you currently “dreaming safe” instead of “dreaming big”?



Classroom Scene

(The facilitator may begin the class with the following opening Question)

How Big Are We Allowed to Dream?



“Let me ask you something - how big are we allowed to dream?”

We often tell students to aim high, to follow their dreams. But let's be honest - Our Dreams depends upon

- a. what we see around us?
- b. what our peer / people believe ?



We grow up hearing, “Tumse na ho payega.” from parents, and relatives. Even from teachers. Not out of cruelty, but because that’s the limit of their imagination too. We’re told to be practical. Not to aim too high. To stay within our boundaries.



Let me share a real story.

In school, a teacher asked a student, “What do you want to become in life?”

The boy said, “A constable in Delhi Police.” Surprised, the teacher asked, “Why only a constable? Why not an inspector, ACP, or DCP?”

The boy replied : “I don’t know who they are. But I’ve seen a constable come to our colony. Everyone salutes him. Everyone respects him. I want that.”

That answer wasn’t small. It was **honest**. He could only dream as far as his eyes had seen.

This isn’t a story about a lack of ambition - It’s about a lack of exposure.



Story 1.2 A Scene from 12th Fail Movie

And this is exactly what the movie 12th Fail shows us -

Manoj, a boy from a small village, is expected to fail. Corruption, poverty, and hopelessness surround him. Even his school system is played with corruption where - teachers help students cheat, and those who want to study are mocked.

Initially, Manoj didn’t even dream of becoming an IPS officer. He simply wanted to clear the State **Public Service Commission (PSC)** exam - a respectable and stable path in his eyes. But then, something changed.



When his State PSC exam got postponed, and he overheard a conversation about the **Indian Police Service (IPS)**, he became curious.

He asked, “**IPS kya hota hai?**”

And when he learned what it meant - the power, the responsibility, the ability to change lives - He started dreaming BIG.

He didn't lower his aim - he raised it.

From that moment on, he pursued the IPS with unwavering determination. He didn't have coaching. He didn't have connections. He failed - not once, not twice, but again and again. But he **kept going**. Until one day, he finally wore the khaki uniform - **not as a constable, not even as an inspector - but as an IPS officer.**



Take Away

If we only show our children the bottom of the ladder, how can we expect them to dream of the top?

So today, it is urged that not just to talk about big dreams - But to build ecosystems where those dreams are visible, possible, and supported.

Because sometimes the only thing standing between a child and their future is whether someone gave them permission to imagine it.



Activity 1.1

“Dream Wall: From What I See to What I Can Be”

Objective: To Help students to expand their imagination beyond what they currently see in their environment.

Class : VIII

How it works:

- » Give each student two sticky notes or cards.
- » On the first one, they write **what they currently want to become** and **why** (based on what they've seen or experienced).
- » On the second one, they write **a bigger dream** - a career or goal they had never thought of before, inspired by a story or discussion (like *12th Fail*, *FUBU*, etc.).
- » Create a “Dream Wall” on a classroom board with two sections: **“What I Saw”** and **“What I Can Be.”**

Discussion: Reflect on how limited exposure can affect our ambition - and how awareness can change that.



Activity 1.2

“Tumse Ho Payega!” Jar

Objective: Build a culture of belief and encouragement in the classroom.

Class IX

How it works:

- Set up a jar or box named “**Tumse Ho Payega!**” Jar.
- Students anonymously drop in notes encouraging each other or themselves. For example:
 - “To the student who is struggling in math - tumse ho payega.”
 - “I want to become a pilot - tumse ho payega.”
- Once a week, randomly read a few notes a loud.

Outcome: Reinforces a positive, dream-friendly environment.



Activity 1.3

“Role Model Research & Talk Show”

Objective: Expose students to real-life figures who broke barriers.

Class x

How it works:

- » Assign students different inspiring personalities (e.g., Manoj Kumar Sharma from *12th Fail*, Daymond John, Kalpana Chawla, Dipa Karmakar, etc.).
- » Students research their journey and prepare a 1-2 minute “Talk Show” interview - where one student acts as the interviewer and the other as the role model.
- » They present in front of the class.

Discussion: How did these people overcome their circumstances? What made them keep going?

Understanding The Unicorn Phenomenon

This topic explores what defines a Unicorn, the factors contributing to their success, and a strategic roadmap for students for this ambitions path.

Indian Unicorns That Once Sounded Impossible:

Let's talk about a few people who said "I want to build a unicorn" - and actually did:

OLA

(Bhavish Aggarwal) - People laughed at him for challenging Uber and auto-rickshaws. Today, Ola is worth billions.



(Ghazal Alagh / Varun Alagh) Story began with the couples's personal struggle to find safe baby products for their son, sparking the idea for the toxin-free brand and purpose driven innovation.

Mamaearth

FLIPKART

(Sachin & Binny Bansal) - Quit their jobs at Amazon to sell books online. Everyone thought it was stupid. Today, One of India's biggest e-commerce platforms.



(Piyush Bansal) Built on revolutionizing the Indian eyewear market. He addressed the need for affordable, accessible and fashionable eyewear.

Lenskart

RAZORPAY

(Harshil Mathur & Shashank Kumars) Two engineers who simplified online payments and created one of India's fastest-growing fintech unicorns.



Activity: 1.4 “Build Your Own Unicorn”

**“QUICK
TIPS,”**



Ask students:

1. If you could solve one problem in the world, what would it be?
2. What’s one crazy idea you believe in - even if others laugh?
3. Give your unicorn a name - what would your 100 crores idea be called?

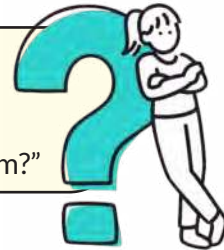


Example answers from students might be:

- ☛ “I want to build an app that makes homework fun.”
- ☛ “I want to start a service that brings clean water to every village.”
- ☛ “I want to create India’s first zero-waste delivery company.”

Now ask:

- ☛ “Who still wants to be a unicorn?”
- ☛ “And what would you do if someone laughed at your dream?”



Answer together : “Good. That means I’m dreaming big enough.”

“I want to become a unicorn” isn’t just a fun statement - it’s a powerful metaphor for thinking beyond limits. In the startup world, a *unicorn* is a company that defies the odds and reaches a 100 crores valuation. But in life, becoming a unicorn means:

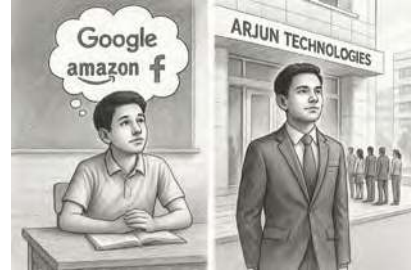
- ☛ Dreaming what others think is impossible
- ☛ Refusing to fit into predefined boxes
- ☛ Building something so unique, it stands out everywhere

Every groundbreaking business starts with a simple dream. Some of the world’s largest companies-like Flipkart, Paytm, Ola, and BOAT’s-began with a vision in the minds of young dreamers. These dreamers transformed their ideas into 100 crores companies, known as unicorns. A unicorn is not just a mythical creature; in the world of business, it symbolizes startups that achieve a valuation of over \$1 billion. Becoming a unicorn entrepreneur means you not only dream big but also create solutions that impact millions of lives.



Why Dream Big?

Dreaming big is the first step toward innovation. When you allow your mind to explore possibilities beyond the obvious, you tap into creativity and discover opportunities that others overlook. Big dreams fuel passion, and passion drives action. For students, dreaming big means thinking beyond conventional career paths and imagining themselves as creators, innovators, and leaders of change.



When we ask students about their biggest dreams, many often say, “I want to work for companies like Google, Netflix, Facebook, or Amazon.” While these are prestigious goals, it also means that some of our brightest minds aspire to contribute to existing giants rather than building new ones.

But imagine if one of them said, “I want to create a company so impactful that people from all over the world dream of working there.” Instead of just joining global leaders, why not **build one**? A company that attracts the world’s best talent and drives innovation from right here.

Dream not just of being part of greatness-dream of creating it.

From India to the World: The Vision of Viksit Bharat

India gained independence in 1947. For decades, we were labeled a “developing nation.”

But Prime Minister **Narendra Modi** changed that narrative with a bold goal: **India will become a developed nation by 2047.**



This is not just a political vision. It’s a call to *you*, the youth - to think bigger, build stronger, and believe deeper.

It’s not just a dream; it’s a powerful mission that inspires every citizen to contribute towards building a prosperous and self-reliant India.

Steps to Becoming a Unicorn Entrepreneur



Start With a Crazy, Yet Clear Vision

- ➔ Unicorns aren’t built on average ideas.
- ➔ Identify a **real problem** people face - one that’s often ignored or unsolved.
- ➔ Think big: Ask yourself, “What if I could change how people travel, learn, shop, or live?”
- ➔ **Example:** Ola started with one simple idea - booking cabs should be as easy as tapping a button.



Validate Your Idea (Fast & Frugal)

- ➔ Don't wait for perfection - start testing.
- ➔ Talk to real users.
- ➔ Build a **Minimum Viable Product (MVP)** - something small but functional.
- ➔ Improve based on feedback.
- ➔ **Example:** Flipkart started by selling just books online before becoming a full e-commerce giant.



Build a Scalable Business Model

A unicorn doesn't grow by selling to 10 people - it grows by solving for millions.

- ➔ Ask: *Can this work in many cities or countries?*
- ➔ Use tech or systems that help you grow fast without huge costs.
- ➔ **Example:** Razorpay made digital payments scalable for thousands of Indian businesses through simple APIs.



Create a Dynamic Team

- ➔ You can't build a unicorn alone.
- ➔ Hire people smarter than you.
- ➔ Build a culture that values innovation, speed, and purpose.
- ➔ **Example:** Porter's scaled with a passionate team of engineers, tech experts, logistics officers and marketers.



Raise Smart Money

- ➔ Unicorns often need funding - but from the right people.
- ➔ Pitch to investors who understand your vision and can help you grow.
- ➔ Use the money to improve your product, hire talent, and expand - not to burn cash.
Example: Airbnb raised global funding and used it to scale across countries and budget segments.



Stay Customer-Obsessed

- ➔ Great entrepreneurs don't chase 100 crores valuations - they chase **customer love**.
- ➔ Keep solving customer pain points better than anyone else.
- ➔ Be responsive, consistent, and innovative.
- ➔ **Example:** Zomato grew by listening to both restaurants and customers - optimizing every step of the food delivery experience.



Adapt, Pivot, Survive

- The road to unicorn status is full of failures, setbacks, and surprises.
- Be ready to **pivot** when needed.
- Learn from failures. Stay lean and resilient.
- **Example:** Daymond John (FUBU) pivoted multiple times - selling hats from a van before building a fashion empire.



Make an Impact, Not Just Money

- Today's unicorns are **impact-driven**.
- Think about the **social, environmental, or economic** value you're adding.
- Unicorn status is not just about valuation - it's about **value creation**.
- **Example:** Zerodha became a unicorn by making stock investing accessible and affordable to millions.



"Unicorn entrepreneurs aren't magicians - they're problem solvers with *relentless focus, creativity, and belief in the impossible.*"



So what's stopping you?

Let's begin your journey to becoming the **next Indian unicorn**. Not someday. **Today**

CONCLUSION

Every great journey begins with a simple dream - even if it sounds crazy to others. Whether you're inspired by Daymond John's hustle or Manoj Sharma's courage, remember this: your background doesn't limit your future - your mindset does. You don't need to wait for permission to dream big. Be the one who dares, builds, and leads. Unicorns aren't born - they're made by students like you, who choose to believe in the impossible and work to make it real. So dream loud, act brave, and let the world watch you rise. Tumse ho payega.



Reflection Questions

1. What dream do I have that feels “too big” - and what’s stopping me from chasing it?
2. If I had no fear of failure, what unique problem would I love to solve for the world?
3. What small step can I take today to get closer to my unicorn dream?



What Is Entrepreneurship, *truly* means?



Learning Outcomes:

After studying this chapter, learners will be able to:

- Know what Entrepreneurship really means (spoiler: it's not just about money!).
- Discover what it takes to be an entrepreneur — ideas, risk, and action!
- Learn how to turn cool ideas into real stuff that matters.
- Spot the difference between being an entrepreneur and just doing a job.
- Find out how people *actually* become entrepreneurs.
- Build the mindset to think big, stay curious, and never give up.
- See if the entrepreneur's path could be *your* path too!

Nikhil Kamath said that "I've learned everything I have learned only through failure". "I don't think success teaches much outside of creating an ecosystem where it is easier for you to get complacent," Entrepreneurship lives in the determination of individuals who take risks to improve their lives and communities, no matter how modest the scale. This broader, more human-centered view helps us understand that at its core, entrepreneurship is about initiative, resilience, and creating value.

So before we define what entrepreneurship looks like in textbooks or business plans, let's first understand what it means in real life — and why it matters more than ever.

Entrepreneurship is often seen as the glamorous pursuit of starting a business, launching a startup, or becoming one's own boss. But in reality, entrepreneurship goes much deeper than just business creation. It is the ability to identify opportunities, take calculated risks, and drive innovation to solve real-world problems. Entrepreneurs challenge the status quo, create value where none existed before, and often shape the future of industries. So, what is entrepreneurship—really? Is it just about profits and pitches, or is there a larger purpose behind it?



Entrepreneurship requires a completely different mindset. It's a skill set that needs to be nurtured.

Nikhil Kamath



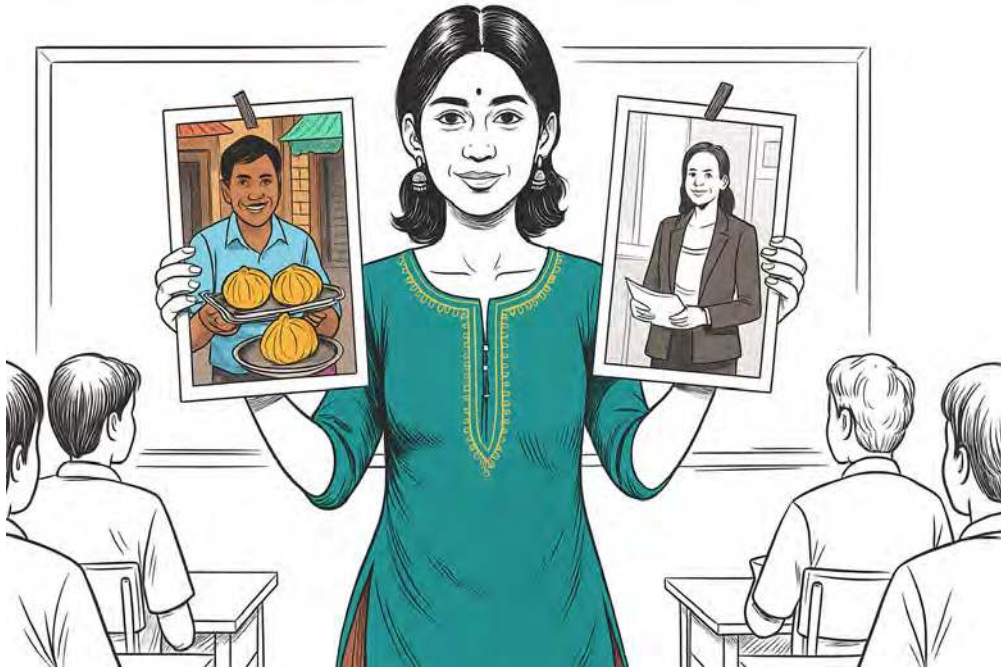


Classroom Scene

A great way to understand what entrepreneurship truly means is by listening in on a real conversation.

The facilitator may play this role prior with the interested students

Let's join a classroom where students are diving into this very question with their teacher.



Good morning, everyone! Look at these two pictures. One is a momo seller. The other is a person working in a big office. What do you think they both do?

They both earn money?



Yes! Now tell me—do you think both of them are doing something on their own?

Yeah, I think so. They're not working for someone else.



Interesting. Do you think that makes them something special?

Maybe... they both started something?



Exactly! They both took a step on their own. That's what today's topic is all about Good morning, everyone! Today, we're starting a new topic—**What is Entrepreneurship, Really?** So let me ask you—when you hear the word *entrepreneur*, what comes to mind?

Someone who starts a business?



That's a great start. Yes, many entrepreneurs do start businesses. But let me ask you this—do you think *every* business owner is an entrepreneur?

Hmm... maybe not. Like, some just continue their family business without really changing anything?



Exactly. And that brings us to an important point—entrepreneurship isn't just about owning a business. It's about creating value through innovation. Now let's dig a little deeper. When I say the word entrepreneur, who do you think of?

Mark Zuckerberg? He started Facebook while in college.



Excellent example. Anyone else?

N.R. Narayana Murthy



Definitely. He's known for building transformative company like Infosys. But let's bring it closer to home—can you think of any entrepreneurs in your own life?

My aunt runs a small business selling handmade bags on Instagram. Does that count?



Absolutely! Entrepreneurship isn't limited to big tech giants. It could be someone running a home business, a farmer switching to organic produce, or even the person selling momos from a street cart. It's about identifying opportunities, taking initiative, and solving problems.

So even small-scale sellers or online business owners are entrepreneurs?



Exactly. Scale doesn't matter—mindset does. Entrepreneurship is about innovation, value creation, and a willingness to take risks. Speaking of which, can anyone name an entrepreneur who fundamentally changed how we live?

Steve Jobs?



Spot on. Steve Jobs didn't just build products—he reimagined how we interact with technology. That's real entrepreneurship. It's not just *what* you do, but *how* and *why* you do it that makes the difference.

So, if entrepreneurship is about more than just business, what do you think makes someone an entrepreneur? What traits or skills do they need to have to think differently and create something new?

And that's the essence of entrepreneurship—it's not just about creating things, but about seeing things differently and making a difference with your ideas. Entrepreneurs aren't just problem-solvers; they're visionaries, innovators, and risk-takers.

Now, think about it—what kind of traits or skills do you think entrepreneurs need to have in order to bring these ideas to life?

Now, what kind of traits or skills do you think entrepreneurs need?

Creativity? And maybe the ability to take risks?



Absolutely—creativity, risk-taking, resilience, problem-solving. These are crucial. And here's a final thought: do you think entrepreneurs are born that way—or can these qualities be learned?

I think they can be learned—with the right mindset and exposure.



That's a great insight. And that's exactly what we'll explore in this course—how entrepreneurship works, how it evolves, and how you can tap into it. Let's dive in!

ENTREPRENEURIAL ESSENTIAL

Every amazing business starts with a **spark**—an idea that pops into your head when you notice a problem, feel there's something missing, or imagine a cooler way to do things. Entrepreneurship is all about turning that spark into something **big**. It's about seeing challenges not as roadblocks, but as exciting opportunities to create, solve problems, and make a real impact. Entrepreneurs are like **idea superheroes**—they take what they see around them and make it better, faster, or smarter!

So, what makes an idea go from “Hey, that could work!” to “Wow, this is happening!”? It's all about the **essentials**. Entrepreneurs need to dream up **innovative ideas**, spot **problems** that others miss, and turn those ideas into real, **actionable ventures** that actually make a difference. Ready to dive into these exciting principles and see what makes entrepreneurship so epic?

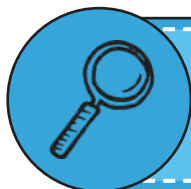
➤ **Ever wondered why your school canteen line is always so slow?**

➤ Or how annoying it is when your bus is always late?

➤ What if you could *fix* that? What would you change?

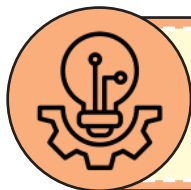
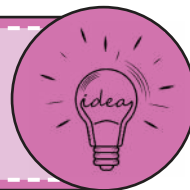
Guess what—that's how many entrepreneurs start. They notice everyday problems and ask, “*What can I do about it?*”

Let's break that process down into 5 powerful essentials:



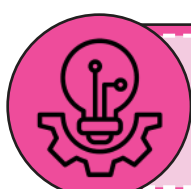
1. **Spot the Problem** : Entrepreneurship begins with *observation*. It could be something small—like no place to park your bicycle safely—or something big, like food wastage in your neighborhood.
 - *If it bothers you, chances are it bothers others too.*

2. **Think Differently** : Ask: “What if there's a better way?” This is where your creativity kicks in. Entrepreneurs don't just complain—they imagine solutions others haven't tried.
 - *Innovation starts with a fresh lens.*

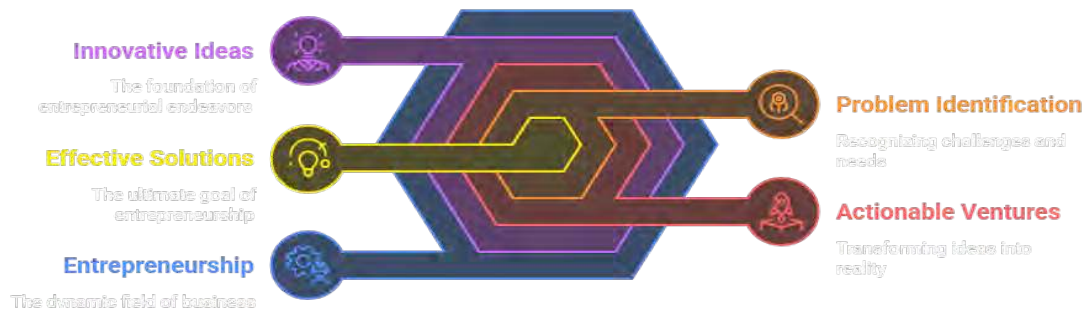


3. **Build a Smart Solution** : It doesn't have to be perfect. It just has to work. Whether it's a quick sketch, a simple plan, or a working model—bring your idea to life!
 - *Start small. Test. Learn. Improve.*

4. **Take Action** : Ideas are powerful—but action brings them to life. Entrepreneurs are doers. They make phone calls, test their ideas with friends, and keep moving even when things get tricky.
 - *Even one step forward counts.*



5. **Make a Difference** : Whether it's helping five people or five million, entrepreneurship is about **creating value**. Real entrepreneurs care about solving problems that *matter*.
 - *Purpose turns projects into movements.*



You’ve just explored the five essentials that spark real-world entrepreneurship—spotting problems, thinking differently, building smart solutions, taking action, and creating value. But what do these look like in real life? Let’s step into the stories of some bold changemakers who used these very steps—often without even realizing it—to build something extraordinary from everyday challenges.

Story 2.1 – Let's get inspired by Ritesh Aggarwal From Air Mattresses to a Hospitality Empire

Imagine being just days away from missing your rent, staring at an empty bank account, and wondering how you’ll make ends meet.

In 2007, two roommates in San Francisco, Brian Chesky and Joe Gebbia, found themselves in exactly that predicament. With a major design conference in town and all hotels fully booked, they spotted an opportunity: **What if we turned our living room into a mini bed-and-breakfast?** They inflated a few air mattresses, offered breakfast in the morning, and launched a simple website called “Air Bed and Breakfast.”

This modest experiment laid the foundation for **Airbnb**, a platform that would revolutionize the global hospitality industry, offering unique lodging experiences in over 190 countries.

Now, let me ask you – do you know someone who built a similar empire right here in India?

At just 19 years old, **Ritesh Agarwal** spotted a major gap in India’s hospitality market: affordable, standardized accommodations were hard to find. With a bold idea and relentless execution, he founded **OYO Rooms**, starting from a single hotel in Gurgaon. OYO quickly expanded, becoming one of the largest hotel chains in the world, spanning over 80 countries.

The thought-provoking fact is that COVID-19 acted as an unprecedented and brutal stress test for OYO’s business model. It pushed OYO to become a more mature, technologically driven, and financially disciplined company. This shows that the greatest adversities can often serve as catalysts for the most profound and necessary transformations.



These stories remind us that entrepreneurship doesn’t always begin with a grand plan or a huge investment. Sometimes, it starts with nothing but an urgent need, a creative idea, and the courage to act.

Inspired? Now it's your turn to think like an entrepreneur! Just like Brian, Joe, and Ritesh spotted everyday problems and turned them into big ideas, you too have the power to do the same. Time to explore your own startup ideas!

Activity 2.1



“Startup of the Day”

(Duration: 20–25 minutes)

Objective: Students will practice identifying problems around them and brainstorming entrepreneurial solutions—just like Brian Chesky, Joe Gebbia, and Ritesh Agarwal did.

Instructions:

➤ Warm-up (5 minutes)

Begin by quickly revisiting the Airbnb and OYO stories. Emphasize how both ventures started with a simple observation of an everyday problem.

➤ Small Group Brainstorming (10 minutes)

Divide the students into small groups (3–5 students each).

Ask them:

“Think about problems you face daily in your school, college, neighborhood, or city. What annoys you? What feels inconvenient or inefficient?”

Each group must list at least 3 problems they observe.

➤ Idea Development (7 minutes)

From their list, each group picks one problem.

They quickly brainstorm a creative solution or business idea that could address the problem.

➤ Sharing & Discussion (5–10 minutes)

Each group presents their problem + solution in 1 minute.

Encourage quick peer feedback: *“Would you use this solution? Why or why not?”*

TAKE AWAY

This activity has shown that entrepreneurship isn't just about great ideas—it's about recognizing everyday problems and taking action. Just like Brian, Joe, and Ritesh, who turned simple observations into global successes, the entrepreneurial essentials of spotting opportunities, creating innovative solutions, and taking risks are the foundation of every great venture. With these principles in mind, the next step is clear: turning those ideas into action and bringing them to life.

Turning Ideas into Action

Every successful business begins with a simple idea, but that's just the start. What separates entrepreneurs from the rest is their ability to take that idea and bring it to life. It's about recognizing opportunities, taking bold steps, and facing challenges head-on to turn a vision into reality. Whether it's a mobile app, a local bakery, or a community service—every successful venture began with an idea. But turning that idea into a business requires more than just thinking; it takes action, planning, and problem-solving.



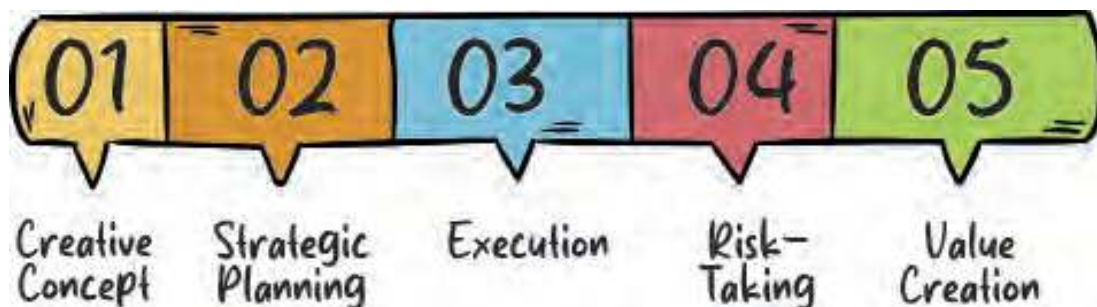
At its core, entrepreneurship is about translating creative concepts into tangible outcomes. It's not just about generating ideas but about strategically executing them, overcoming obstacles, and refining solutions as you go. Entrepreneurs are risk-takers who invest their time, resources, and energy to create value—not just for themselves, but for society as a whole. It's this drive to turn ideas into impactful ventures that fuels the entrepreneurial journey.

Turning an idea into a successful venture requires a structured approach. It starts with a creative concept, where entrepreneurs identify innovative ideas or solutions to real-world problems. Once the concept is clear, strategic planning takes over, outlining the necessary steps, resources, and timelines to bring the idea to life. Execution follows, where the real work begins—putting plans into action, overcoming hurdles, and refining ideas as they evolve.



Along the way, risk-taking becomes crucial, as entrepreneurs must navigate uncertainties and seize opportunities with confidence. Ultimately, the goal is to create value that extends beyond just profits, impacting communities and industries. This journey—from idea generation to value creation—requires vision, determination, and the ability to adapt in a dynamic environment.

The process of turning ideas into action with these 5 essential steps:



1. Creative Concept

Every entrepreneurial journey starts with an idea—a spark of creativity. It's about identifying a new solution, product, or service that addresses a need or a problem. Entrepreneurs think innovatively, imagining possibilities that others haven't yet explored.

- Creativity is about seeing opportunities where others might only see challenges.



2. Strategic Planning

Once the idea is clear, it's time to make a plan. Strategic planning is essential to understand the 'how' of executing the idea. Entrepreneurs define the steps they need to take, set clear goals, and identify the resources and support needed to succeed.

- A good plan gives direction, helping you focus on what matters most.



3. Execution

Ideas remain just ideas until they are put into action. Execution is where all the planning turns into reality. Entrepreneurs take concrete steps, from building prototypes to seeking customer feedback, to make their idea come to life. It's about turning plans into tangible outcomes.

- Start small, experiment, and iterate based on what works.



4. Risk-Taking

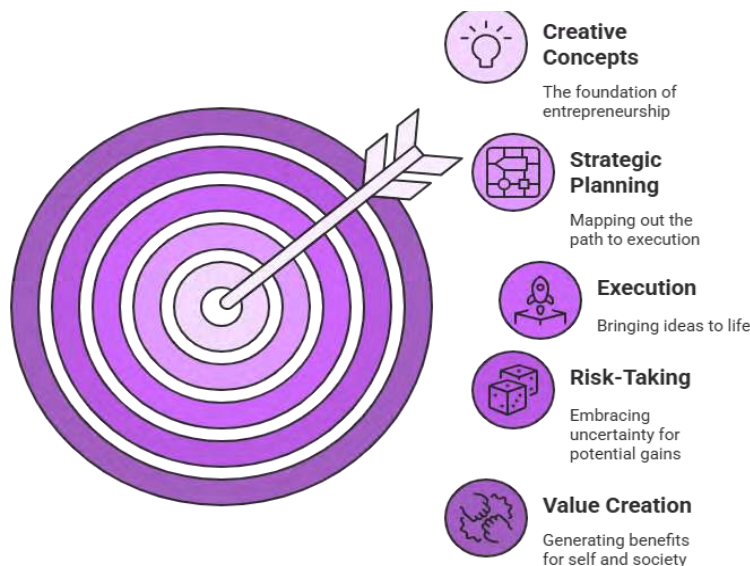
Every entrepreneurial venture involves risk. Whether it's financial risk, time investment, or the risk of failure, entrepreneurs are willing to take the leap. They understand that growth comes with challenges and they are ready to face the uncertainty that comes with turning an idea into action.

- Risk is not something to fear—it's an opportunity to learn, grow, and evolve.

5. Value Creation

The ultimate goal of entrepreneurship is to create value—not just for the entrepreneur, but for customers, communities, and society. Whether it's solving a problem, improving lives, or contributing to the economy, entrepreneurs focus on making an impact with their actions.

- Value creation turns an idea into a meaningful contribution to the world



Turning ideas into action requires more than just creativity—it involves a sequence of steps that bring a concept to life. Each step in the process, from spotting a problem to executing a solution, is crucial in ensuring that an idea doesn't just remain a thought but becomes a tangible reality. Think about how each of these steps plays out in real life: A simple idea, like a new app for students to easily share notes, starts with recognizing a gap (Creative Concept), then progresses through planning features and design (Strategic Planning), followed by testing the app and making updates based on feedback (Execution).

Of course, there's risk involved—like losing time or money—but if the app adds real value, it becomes a successful venture (Value Creation). These are the foundations that every entrepreneur builds on.

Now, it's time for you to get creative and put these concepts into action! In this next activity, you'll design your own entrepreneur avatar, helping you visualize the traits and qualities you want to embody on your entrepreneurial journey.

Activity 2.2



Class VIII – IX

Design Your Entrepreneur Avatar

The Startup Playground (LEARNING WITH FUN!!!!!!)

Objective: Explore entrepreneurial values and strengths through visual creativity.

Duration: 25–30 minutes

Format: Individual or pairs

Age Group : 13 years to 15 years

Instructions:

- Design a superhero-style Entrepreneur Avatar with:
 - A name
 - Superpowers (e.g., **Idea Spark** – Always comes up with cool and creative ideas, **Problem Buster** – Can spot problems around them like a detective, **Plan Master** – Knows how to break big ideas into small, doable steps, **Action Hero** – Never just talks—always takes the first step etc.
 - A mission (what problem they want to solve)
 - A weakness (what holds them back)
- Students can draw or digitally create their avatar.
- Share with the class or in small groups.



Outcome: Promotes self-reflection, visual expression, and personal connection to entrepreneurial traits.

TAKE AWAY

Creating your Entrepreneur Avatars helped you understand the traits and strengths that make entrepreneurs unique. Now, it's time to apply that thinking in a fun and challenging way. In the next activity, you'll work in teams to turn everyday items into a creative business idea—just like entrepreneurs do when they spot opportunities in unexpected places.

Activity 2.3

Class X



Business in a Box – Rapid Fire Challenge

Objective: Encourage innovation under constraints and fast thinking.

Duration: 30 minutes

Group Size: 3–4 students

Age Group- 15-17 Years

Instructions:

1. Each group receives a mystery envelope with:
 - 3 random items or concepts (e.g., a paperclip, a water bottle, the word “Rainy Day”)
 - A customer profile (e.g., school students, busy parents, pet lovers)
2. Task: Use all three items or concepts to come up with a creative business idea that solves a problem for the assigned customer.
3. Then, present it with:
 - A catchy brand name
 - A short and fun tagline
 - A quick marketing plan to explain how you’d spread the word about your idea

Outcome: Fosters creativity, resourcefulness, and teamwork while simulating real entrepreneurial constraints.

TAKE AWAY

Turning an idea into action is just the beginning of an exciting and rewarding journey. It takes creativity, careful planning, bold decision-making, and a strong desire to make a difference. Through activities like designing your Entrepreneur Avatar and taking on the “Business in a Box” challenge, we’ve explored how entrepreneurs think on their feet, embrace risks, and craft smart solutions to real-life problems. With this foundation in place, it’s time to ask an important question: Are entrepreneurs really different from workers? We’ll explore how their unique approach sets them apart in the world of work.

Are entrepreneurs different from Employees?

Entrepreneurs are driven by a unique combination of creativity, vision, and determination. What sets them apart from traditional workers is not just the desire to do a job, but the motivation to create something new, better, or more efficient. Entrepreneurs are not afraid to take risks when others hesitate, and they thrive in environments that demand innovation. In today's fast-paced world, starting a business is easier than ever, thanks to technology and a globalized marketplace that allows one good idea to reach people around the world.



Joseph Schumpeter, an influential economist, defined an entrepreneur as someone who identifies and creates “new combinations.” This can involve creating new products, improving production methods, tapping into untapped markets, or even creating entirely new business models. Next we'll look at how this definition plays out in the real world through some examples, showing how entrepreneurs in India are reshaping industries and driving change.

New combinations include:

1. Introduction of a New Good:

Entrepreneurs often bring new products into the market, addressing unmet needs or improving upon existing ones.



For example: Zomato revolutionized the food delivery industry in India. While food delivery wasn't a novel idea, Zomato redefined it by introducing an innovative app, offering comprehensive restaurant reviews, and enabling easy online ordering. The platform didn't just serve food, but also created a community-driven ecosystem around dining out and delivery, making it a new good for the Indian market.



2. New Method of Production:

A new method of production involves creating more efficient or effective ways to produce goods or services.

BYJU's transformed the traditional methods of education delivery. Instead of the typical classroom setting, BYJU's introduced digital learning, combining personalized video lessons, interactive quizzes, and artificial intelligence to adapt to each student's learning pace. This method of production in education made learning more accessible, engaging, and personalized, and it quickly gained massive popularity across India and internationally.



3. Opening of a New Market:

Entrepreneurs frequently tap into untapped or underserved markets, creating new opportunities for growth and development.



Ola, known for its ride-hailing service, expanded into the electric vehicle market by launching Ola Electric. They created an entirely new market segment for electric two-wheelers in India, targeting eco-conscious consumers and positioning their products as an affordable alternative to petrol vehicles. Ola Electric not only opened a new market but also aimed to reshape India's transportation industry with sustainable solutions.

4. New Source of Supply:

A new source of supply involves identifying and utilizing new resources or supply chains to deliver products and services more effectively.

The launch of UPI by the National Payments Corporation of India (NPCI) opened up a new source of supply for digital payments. UPI transformed how Indians interact with money, enabling instant bank-to-bank transfers via mobile phones. It provided a fresh, accessible way for people, especially in rural and semi-urban areas, to engage in digital transactions and banking, bypassing the need for traditional bank visits.



5. New Organizations:



Sometimes, entrepreneurship is about creating entirely new organizations or business models that disrupt existing industries. Swiggy, initially a food delivery service, has evolved into a multi-functional platform by offering services like Swiggy Genie (on-demand delivery) and Swiggy Instamart (grocery delivery). This expansion of the Swiggy platform into different sectors demonstrates how they've embraced the idea of creating new organizations—offering solutions in areas far beyond their initial food delivery business.

Schumpeter's definition of entrepreneurship is still relevant in today's rapidly changing market. Entrepreneurs are constantly identifying opportunities to create new products, improve processes, explore untapped markets, and innovate in ways that challenge traditional business models. As you can see, entrepreneurship in India is alive and thriving, with individuals and companies finding new ways to innovate and lead in their industries. This spirit of innovation and problem-solving is what drives countless individuals to step into the world of entrepreneurship. But what makes someone choose this path? What motivates them to take risks and build something from the ground up? The factors that influence one's decision to become an entrepreneur are diverse and complex. Understanding what drives individuals to take risks, pursue their passions, and step into the world of business can shed light on the entrepreneurial journey and what it truly takes to become a creator.

How One Chose To Become *Entrepreneur* ?

More Than Just Ambition:

The Surprising Roots of Entrepreneurship

Now that you've had fun stepping into the shoes of entrepreneurs, let's pause and ask: What *really* drives someone to become an entrepreneur? Is it just big dreams and ambition, or is there something deeper? Think about this for a moment—how many of you have ever had an idea that you thought could change the world? Maybe it was a new app, a product, or a service. But what made you *want* to bring it to life? Was it a desire for fame and fortune, or was there something else—like solving a problem, helping others, or maybe simply following a passion?

In this next section, we'll explore the unexpected roots of entrepreneurship—the experiences, challenges, and personal motivations that drive individuals to take risks and start their own ventures. Spoiler alert: it's not just about ambition! Let's dive into the surprising reasons why people choose to become entrepreneurs.

TAKE AWAY

Think about the qualities and experiences that might shape your own entrepreneurial journey—what would push you to make that leap?



Autobiography of Varun Aggarwal

From Hobby to Hustle: When Passion Becomes a Business

Many entrepreneurs never set out to become one — it just happens when passion meets opportunity.

Varun Agarwal, in his book **'How I Braved Anu Aunty and Co-Founded a Million Dollar Company'**, is a perfect example. He was expected to follow the traditional path of engineering, MBA, and a safe job — especially under the watchful eye of Anu Aunty, his mom's opinionated friend. But instead, Varun chose to follow his passion and started a merchandise company for colleges, which took off unexpectedly. What began as a small idea with no clear business plan turned into a successful venture. His story shows how entrepreneurship often begins not with intention, but with the courage to challenge norms and try something different.

Many entrepreneurs had absolutely no intention of becoming one. So why then did they become an entrepreneur?

Story 2.2 – Let's Get Inspired By Kalpana Saroj

When Survival Sparks Startups: The Necessity-Driven Entrepreneur

Many people don't plan to become entrepreneurs — it's often driven by **necessity**. When someone can't find a job or their income doesn't cover basic needs, starting a small venture becomes the only option.

Kalpana Saroj, often referred to as the original "Slumdog Millionaire," is a powerful example of necessity-driven entrepreneurship in India. Born into a Dalit family and married off at the age of 12, she faced extreme poverty and abuse. After escaping her marriage and struggling to survive in Mumbai, she began working as a tailor and later took a small government loan to start a furniture business. With sheer grit, she eventually took over the failing Kamani Tubes company and turned it into a profitable enterprise. Today, she's one of India's most inspiring entrepreneurs — all of it rooted in survival, not ambition.



When Life Throws a Curveball: The Entrepreneurial Pivot Instead of a deliberate choice, sometimes entrepreneurship is born from a significant shift in life's circumstances. It's about individuals who find themselves at a crossroads – perhaps due to job loss, a major industry downturn, or unforeseen personal changes – and instead of solely seeking new employment, they recognize an opportunity (or necessity) to forge their own path. These are the entrepreneurs who didn't necessarily dream of starting a business, but whose resilience and resourcefulness lead them to create one out of necessity.

Story 2.3 – Let's get inspired by Narayana Peesapaty

Narayana Peesapaty, a researcher turned entrepreneur. During a drought in Andhra Pradesh, Narayana observed the excessive use of water in the production and cleaning of plastic utensils and cutlery. Amid growing concerns over environmental sustainability and his own frustrations with the food industry's inefficiencies, he pivoted unexpectedly. With no background in manufacturing or business, he launched **Bakeys**, a company that produces edible cutlery made from millet. What began as a response to environmental and livelihood challenges became a pioneering sustainable enterprise. Narayana didn't plan to become an entrepreneur – necessity, insight, and adaptability led him there.



The journey to becoming an entrepreneur is rarely straightforward. It's often shaped by a mix of passion, necessity, and life's unexpected turns. Whether it's driven by a deep desire to solve a problem, the need to survive, or simply a twist of fate, entrepreneurship is more than just ambition. It's about recognizing opportunities in adversity, challenging societal expectations, and having the courage to pursue a vision, even when the path ahead is uncertain. As we've seen through the stories of Varun Agarwal, Kalpana Saroj, and Narayana Peesapaty, entrepreneurship is about turning personal experiences and challenges into opportunities for growth and impact. It's a dynamic, ever-evolving journey that requires resilience, creativity, and a willingness to take risks. The next step is understanding the mindset that makes entrepreneurs unique.

THE MINDSET

Throughout life, we encounter countless individuals who provide us with services, guidance, or support. Some leave an indelible impression, while others fade into the background. What makes someone memorable or distinct in their role?



Consider your student life: among the many teachers you studied with, there might be one whose passion for teaching, empathy, or unique approach to imparting knowledge left a lasting impact. Similarly, among the doctors you've consulted, there could be one who not only treated your illness but also made you feel understood and cared for, setting them apart.

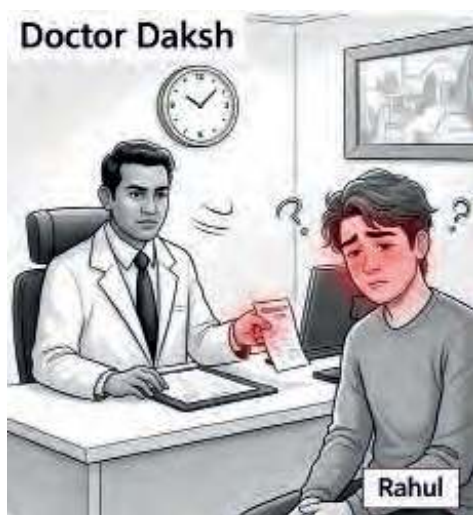
The differentiating factor often boils down to **MINDSET**. It's not just about skills or knowledge—though those are important—but the attitude, perspective, and intention with which they perform their role. A teacher with a growth mindset inspires curiosity and confidence. A doctor with a compassionate mindset fosters trust and reassurance. Even a vegetable vendor with a customer-centric mindset can create an experience that feels thoughtful and personalized.

Ultimately, mindset shapes how individuals approach their work and interact with others. It's the blend of values, attitude, and purpose that distinguishes the exceptional from the ordinary. What do you think about this perspective?

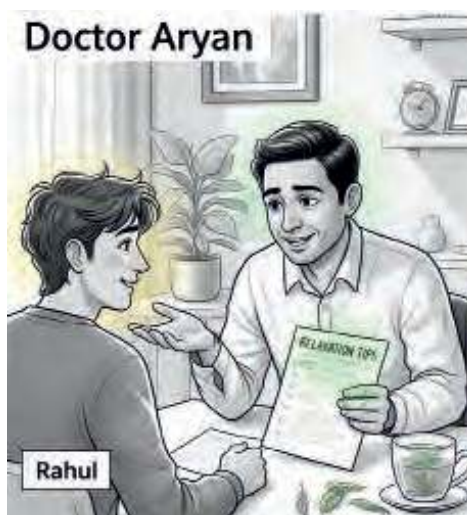
Case Study

The Two Doctors

Rahul visited two doctors for the same persistent headache.



Doctor Daksh was highly qualified and well-reputed. During the consultation, Doctor Daksh listened to Rahul's symptoms, quickly wrote a prescription, and sent him on his way without much conversation or explanation.



Doctor Aryan, with similar qualifications, greeted Rahul warmly and took time to understand his symptoms, asking questions about his lifestyle and stress levels. Doctor Aryan explained the possible causes of the headache in simple terms and gave actionable advice alongside the prescription, such as relaxation techniques and dietary adjustments.

Both doctors had the knowledge to treat Rahul's condition, but he left Doctor Aryan's clinic feeling more cared for and confident about his recovery. The difference? **Doctor Aryan's mindset**. Their patient-focused attitude made them stand out, proving that mindset, combined with skill, creates a lasting impact. This example shows how mindset distinguishes exceptional service from ordinary interactions in any profession.

When we think about the movers and shakers of the world, those who've scaled the highest peaks of success, they all have something in common. They all embody a certain quality – the entrepreneurial mindset. But what exactly does that mean?

The entrepreneurial mindset is more than just starting businesses or inventing breakthrough products. It's about seeing opportunities where others see obstacles, embracing challenges, and not being afraid to fail. Having an entrepreneurial mindset can benefit anyone, whether you're running your own venture, spearheading a project at work, or simply navigating the complexities of everyday life.

The mindset can be applied in any field even in teaching. Let's listen to the story of our own Delhi government school.

Story 2.4 – Let's Get Inspired By Chitra Gupta

Reviving Dreams in the Lanes of Old Delhi

Amid the bustling streets of Old Delhi, the sounds of everyday life – a cat's meow, the clucking of chickens – gradually fade as a new energy fills the air. The drumbeat of the morning assembly at Sarvodaya Kanya Vidyalaya No. 2, Zeenat Mahal, echoes through the courtyard, symbolizing the start of a journey where every student is empowered to chase their dreams and break through barriers.

As you stand outside the crumbling remains of the **Zeenat Mahal haveli**, it is hard to imagine that behind its weathered gates, over **1,200 Muslim girls** from some of Delhi's most disadvantaged communities are quietly scripting a revolution.



This **100-year-old Urdu-medium school** was once ranked among the **bottom 200 government schools** in Delhi, grappling with **low pass percentages, high absenteeism, and community resistance to girls' education**. Today, it is a **model of transformation** – and at the heart of this turnaround is one woman: **Principal Chitra Gupta**.

A Leader with an *Entrepreneurial Mindset*

When Chitra Gupta took over in **2007**, the school was plagued with problems:

- Students came from families where education was a low priority, especially for girls.
- Many worked part-time in embroidery, kite-making, or candle manufacturing to supplement family income.
- Infrastructure was crumbling; tuberculosis was common; absenteeism was rampant.
- Girls often missed school to accompany parents to work or seek medical treatment.

Rather than being discouraged, **Chitra saw possibility amid despair**, just like a true entrepreneur sees opportunity in crisis.

Diagnosing the Root Problem:

Chitra **dug deeper** into the reasons for absenteeism. When she discovered that many girls missed school for TB treatment, she **forged a partnership with a local health center**, bringing medical help closer to the students. **Problem-solving and resource mobilization** – key entrepreneurial skills – were at the core of her approach.



Community Engagement:

Chitra understood that real change needed **parental buy-in**. She **held open-house meetings**, delicately explaining to conservative families why investing in girls' education was vital. She even addressed cultural objections – such as resistance to singing *Vande Mataram* or practicing yoga – with **empathetic communication**, positioning these activities as universal, health- or patriotism-related rather than religious.



Empowering Students Beyond Academics:

She encouraged students to participate in **inter-school competitions**, despite fierce initial opposition. Slowly, as girls brought home prizes and recognition, mindsets shifted. Parents who once feared sending daughters beyond *Dilli-6* began allowing them to travel for educational trips to **Amritsar** and **Dalhousie**.

Building an Oasis of Hope: In the middle of Old Delhi's cramped, polluted alleys, Chitra **created an oasis**:

- A clean, tiled assembly yard.
- A structured, nurturing environment.
- A corridor filled with inspiring portraits and messages of resilience.

Academic and Social Breakthroughs:

- In 2008, SKV achieved a **100% pass rate**.
- In 2010, it topped Delhi's non-RPVV government schools in **average student marks**.
- SKV students won prestigious honors such as the **INSPIRE Award** by the Department of Science and Technology, the **Amul Vidyashree Award**, and the **Delhi Parents Council Award**.
- The school became so successful that **demand for admissions far exceeded capacity**

Redefining Leadership:

Chitra Gupta showed that **leadership isn't just for CEOs and politicians** — it's equally needed in our schools, communities, and everyday institutions. Her story challenges the narrow definition of entrepreneurship, proving that **anyone who identifies a problem and mobilizes resources creatively to solve it** is, in spirit, an entrepreneur.

The Bigger Picture: Changing a Mindset

"It's not about Hindus and Muslims. A child should be informed about the wider world, of which she is a part," says Nahid Aslam, one of the school's beloved teachers.

Chitra Gupta's success isn't measured just by report cards. It's measured by **the quiet expansion of girls' dreams**, by **parents who now prioritize education over immediate earnings**, and by a **community that has started to believe in a different future**.

Much like **entrepreneurs who reshape markets**, Chitra reshaped **social expectations**, proving that true innovation often begins at the grassroots.

The entrepreneurial mindset is much more than a tool for business success; it is a way of approaching life's challenges with creativity, resilience, and a solution-oriented attitude. Whether you're in business, education, or healthcare, like the doctors in our case study, the mindset you adopt has the power to transform how you work, how you connect with others, and how you navigate adversity.



*Chitra Gupta, without launching a tech company or a billion-dollar startup, built an empire of **hope, resilience, and education** — right from the heart of Old Delhi.*

Chitra Gupta's story further exemplifies this, showing how entrepreneurial thinking can turn around not only institutions but entire communities. It's about recognizing opportunities in problems and using available resources to create meaningful change. The power of mindset lies in its ability to inspire action and foster innovation in any field. As we reflect on these examples, we see that developing this mindset is not limited to entrepreneurs in the traditional sense; it's a mindset anyone can cultivate to lead, innovate, and impact the world around them. Moving forward, we will delve deeper into how one can actively develop this mindset, and how it plays a critical role in shaping one's entrepreneurial journey.

CONCLUSION

This chapter has taken you through the essence of entrepreneurship, revealing that it's not just about having great ideas, but about turning those ideas into meaningful action. Entrepreneurship is about spotting opportunities where others see obstacles and having the courage to take risks. It's about being resourceful, adaptable, and driven by the passion to solve real problems. We've learned that entrepreneurs are not defined by a job title but by their mindset—their ability to innovate, challenge the status quo, and continuously push the boundaries of what's possible.

The journey to becoming an entrepreneur is not a straight path. It's shaped by a mix of passion, necessity, and even unforeseen circumstances. Like the entrepreneurs we've explored, whether driven by a desire to make an impact or the need to overcome personal challenges, entrepreneurship is a powerful way to turn setbacks into stepping stones. It requires resilience, creativity, and a willingness to take risks, but above all, it's about having the courage to act on your vision, no matter how uncertain the future may seem.

What truly sets entrepreneurs apart is their mindset—the unwavering belief that they can create change, overcome challenges, and leave a mark on the world. This mindset is what fuels innovation, drives growth, and enables entrepreneurs to make a real difference in their industries and communities.

As you move forward, think about how you can embody this entrepreneurial mindset. Remember, it's not just about ideas—it's about the boldness to take action, the resilience to overcome challenges, and the determination to create something meaningful. The next chapter, "**Think Like an Entrepreneur!**," will help you unlock the full potential of your mindset and guide you in thinking like the trailblazers of tomorrow. The world is full of opportunities waiting to be seized—are you ready to take the first step?



Reflection Questions

- What is one problem in your community or school you would like to solve?
- What small steps could you take to turn an idea into action?