



SUCCESS STORY

ROOTING
FOR BUSINESS

SUCCESS STORY

How can we increase the number of successful young men and women in our country? That's an answer we would all like to know. As citizens and of course, as parents, uncles and aunts.

If we do share the answer here with you, would you care to play your part in spreading this culture of success? We like to think that you will.

We need more recognition for success in the spheres of industry/business. Achievers in sports, cine/TV, politics all get so much limelight, yet the core of the economy – people of industry/business who may not be the giant enterprises or multinationals, but have established and sustained their organisations need their experience to be shared.

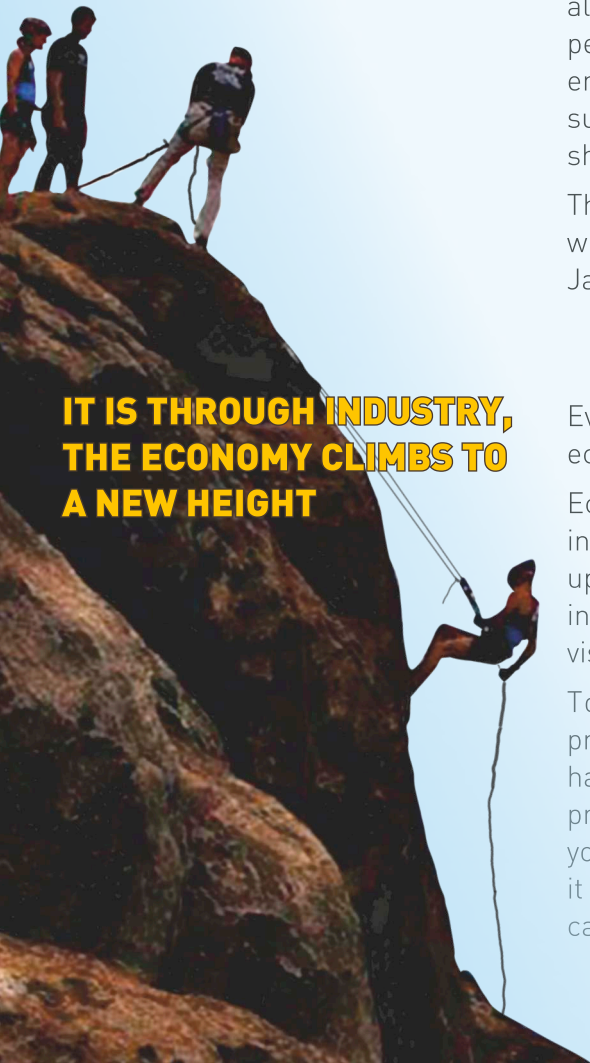
There are many aspiring entrepreneurs and students who gain from such inspiration, not from faraway US or Japan, but right here from among us.

Every nation's greatness depends on the strength of its economy.

Economy, as everyone knows, depends on productivity, industry innovation and a culture of enterprise. It is up to each one of us who has achieved success in industry/business to promote these values by sharing our vision and values with our fellow citizens.

Towards implementing this, "Success Story" is a presentation of interviews with leading karmyogis who have built their organisations and teams and made their presence felt in the market. Easily accessed by students, youth, and the common man through the web (YouTube), it will instigate and inspire them to succeed in their own careers and start-ups.

**IT IS THROUGH INDUSTRY,
THE ECONOMY CLIMBS TO
A NEW HEIGHT**





WHAT'S UNIQUE ABOUT "SUCCESS STORY"?

When someone from our own region and environment shows our audience the way, they will get the opportunity to hear and follow as to how to build and manage the quality of their product/service, compete effectively, expand the market and scale up their enterprise.

"Success Story" is a concept that was born from a brainstorming meet between marketing experts, media professionals, communication designers and faculty, whose objective was to respond to the pressing need in both rural and urban areas for entrepreneurial example and guidance in a popular format.

Its unique appeal lies in the fact these company founders, professionals, innovators and team leaders have come up right here facing the local challenges and obstacles, and mainly used available resources to bring about their achievement. That's why their accomplishment is possible and realistic for all of us, it is a relevant example, and a genuine inspiration.

The "Success Story" team is one hundred percent convinced about this aspect of its mission, and endeavours to propagate this spirit through episode after episode, talking with people in industry / business / technology creation and propagating this at large within our society.

A SHOW WITH A SOLEMN YET SIMPLE MISSION

"Success Story" will boost confidence about entrepreneurship in the region, and create greater support and recognition for entrepreneurs and their efforts. The audience will get insights and tips about gaining effectiveness in their business/start-up/expansion plans. They will get ideas about scouting for fresh opportunity, about team-building and scaling up, about procuring investment and targeting sales growth.

YOUR PARTICIPATION WILL FURTHER THIS MISSION

This is an ongoing set of video episodes – you could be invited to share your story with our eager audience. Tell us about your journey, your answers to the challenges, your source of faith, and your psychological assets that helped you in your struggle.

There are other ways to help. You could be a student at a technical institute, a college or a business studies department. Or you may be teaching industry-related curriculum. You could be a reporter covering markets, commodities, and industry figures. Perhaps you are a consultant advising companies and small firms about marketing, finance, and facilities planning. Your valuable feedback and sharing of the show's message with your circles will give entrepreneurship a fillip in our part of the State, and of the country.

If your association is concerned with promoting Entrepreneurship, we have a common cause! We welcome your collaboration to make "Success Story" succeed on a larger scale.





IN THE SPOTLIGHT

Our select guests spare an hour of their valuable time to face the camera and address queries about the ingredients of their success in industry. How they got started, what was their stimulus, their experience of the early years and its lessons, the insight that brought them into greater success, and a sharing with their audience of their beliefs about the main components for career success.

Their expression and message will be shared not only on the dedicated "Success Story" channel on YouTube and as audio/video podcasts, it will be promoted through the show's wide social presence in digital media and fulfill the objective of inspiring an entrepreneurial wave in Marathwada and elsewhere, towards the digital transformation of the country's economic sphere.

Get in touch with us to let us know of your interest in contributing to the show in various ways, and we'll be glad to hear from you.



www.successstory.co

For any queries, please write to us at info@successstory.co

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