

Unit 3

Lesson 1 A Three Wheeled Revolution E-mail writing

Activity 1

Imagine that you write an e-mail to Irfan Alam, giving your suggestions for redesigning rickshaws with necessary improvements. What would you write?

Dear sir,

Its really a good effort that you introduced pre-paid cycle- rickshaws, the traditional mode of transportation which is quite plenty now in many cities of our country. It is said that R&D Wing of SammaN is planning to redesign rickshaws with necessary improvements. I would like to suggest something regarding the new-designing of rickshaws.

In my opinion, if some modifications are done, it would be easier to handle and more comfortable for travel. We have seen that most of the rickshaws don't have head cover completely. It should be extended for the rickshaw puller also. Panels should be there for the privacy of the passengers. The seats be made of cushion with head rest and it should be redesigned as low floor for the convenience of children and aged people. The back side of the seat can be made in such a way that the luggage of the passengers can be kept. Fans, phone charging docks, FM can be attached. The seats should be adjustable and foldable that the rickshaw can be used for carrying loads/luggage when there are no trips. Likewise, integrated gear system will make the pedaling easier as we find the cycles with gear. Such modifications along with the solar powered fiber glass rickshaws planned by the R& Wing would bring an innovative mode of transportation and eco-friendly at the same time.

Though new trends are emerging every day, this human powered transporting system is an easier and cheap alternative for getting around in crowded cities like Mumbai, Chennai etc. So if we change with the change, it will boost the living of the poor sect of the society who mainly depends on such jobs and the commuters as well.

Sincerely

Name

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An entrepreneur is surely a person with a creative mind. He creates opportunities from existing situations. He believes in being realistic and efficient. He will aim at the common crowd. His sound will be magnificent enough to present his ideas and his language will surely convince others. At any cost, he will bring out his ideas because he has put his heart into his efforts. And this innovative idea, will finally transform into a business model or enterprise.

People generally discourage youth from taking out entrepreneurship as a career. Why?

From ancient times itself, a career or a profession aims at economic stability. A monthly or annual income must enter one's pocket consistently. So careers are opted by elders more than youth themselves. It also shows the status, a youngster achieves in society. The youth must have a white collar job befitting his educational qualification.

An entrepreneur must have the confidence to accept the fact that income is secondary. 'Not for

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'profit' in the beginning must be the motto. The innovative idea is what matters, and then the enterprise.

Profit and loss comes along with the success of the idea. The risk factor is high. Even if a young man or woman is ready to accept these truths, the elders of the family and experienced public will not let them do so.

For elders, a career must be success-oriented. For youth, the definition to the word 'success' is different now. Success is not money-making — it is 'making a difference in society'.

It will include 'dignity of labour'. This entrepreneurship is the only solution to 'unemployment' in the society. because the minds of the youth are fertile for imagination.

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Jrfan Alam says it is important to dream. At the same time, we should take calculated risks to achieve our dream. How far is this statement true, with regard to Jrfan Alam ??

Jrfan Alam believed that 'Entrepreneurship' is in his blood. The life of Jrfan Alam is a testimony to the fact that when intuitions and intentions come together, great things are sure to happen. Ordinary people are afraid to take risks in life. Such people cannot become entrepreneurs. Jrfan had confidence with his ideas. So he tried to make his dreams come true. When the SAMMAAN was in its early years, there was no surety that it would be permanent. But the determination to take risks, in life - made him successful. So WHO ELSE is a model for the youth of India to demonstrate 'ENTREPRENEUR' other than Jrfan Alam ??