

Pavel Chernykh, 27, Saratov

Member of the Council, Committee for Youth Entrepreneurship OPORA ROSSII in Saratov

In addition, Pavel:

- provides social support for the orphanage and football team Zvezda (Star) in the city of Engels;
- plays for the hockey club Avangard E and wins medal places with his team at citywide and regional championships;
- has visited 30 Russian cities;
- likes orange – it's his favorite colour;
- says his main motto in life is "unless I do it myself, nobody will give it to me".
- discovers new lines of business as hobbies: fabrics, trade, manufacturing – his interests keep expanding;
- dreams of a round-the-world trip.

Born in Engels, he entered the Department of Business Management and Administration at Saratov State Agrarian University after leaving school.

"After graduating, I worked just one month in Moscow and had to come back to Saratov, where I needed to prepare for examinations to get my second degree. After earning that degree, I resumed my previous job, but it was then that I had to choose between starting my own business and working as a hired employee. I opted for the former.

In 2012, I launched my first business: Media Group.

When it opened, I had no money at all and had to apply for a bank loan. Yet my request was turned down because I had no permanent employment. Then my relatives and friends helped me raise the needed sum and, during one year, I repaid this money to them.

Initially, Media Group was not a group of companies, but rather an advertising agency for creating one of the most successful types of indoor advertising placed in lifts, entrances, route vans and on boards, over house intercom systems and on payment receipts. But our business now includes outdoor advertising along with printing.

How I arrived at this idea:

Frankly, I've always been drawn to the world of advertising and, at a certain time, I decided to take a risk, which proved justified and we are now one of the most advanced advertising agencies in the city.

I believe my main achievement is to have realised my own aspirations and my Mum's dreams. She had always longed to open a tailor's shop, also trading in fabrics and furnishings. After several years of hard work, I was able to help her realise her dream by opening such a shop with her.

What has always inspired me? My family and my team! We grow together and never stop – during three years of operation, we have launched seven lines of business. Our offices function in three cities."

Pavel is active in:

- marketing services;
- state orders, commercial tenders;

- promotion on social networks;
- manufacturing metal items;
- outsourcing/outstaffing;
- organisation of business events and trips.

For more detail about Pavel's business, see:
<http://ra-mg.ru/>