

Now, stories give start-ups ideas; gets Parekh, Nilekani praise

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Top business leaders, including Deepak Parekh and Nandan Nilekani, have come together to back an innovative concept of an Indian Institute of Management, Ahmedabad (IIM-A) graduate penning down 21 innovative ideas in the form of short stories — all of which can be start-up business opportunities.

The ideas include motorcycle taxis, terrace farms, asset sweating, pisciculture, state-to-state tourism promotion, rural medics and fashion sourcing.

In a first-of-its-kind effort, management consultant and IIM-A alumnus Ravi Nawal has suggested these ideas in his first book 'India Can', which, he says, can address many significant socio-economic challenges before India.

Published by Bloomsbury, the book contains 21 short stories.

Nawal said he is reaching out to corporate houses and government departments, both at Centre and state levels, to take forward the ideas from each the stories and has already received positive feedback.

Accolades are coming in from many quarters, including from top banker Deepak Parekh, Infosys co-founder Nandan Nilekani and Dipak C Jain, former Dean — Kellogg School of Management.

Parekh said the book was "truly inspiring for it offers simple, innovative ideas that may well be transformational for India."

"Through 21 short stories, the book captures relatable, everyday life experiences of the common man. Each character displays a spirit of true entrepreneurship, reflecting the determination to bring a positive change in India," he said.

Parekh, Chairman of the

housing finance major HDFC, said that Nawal has marked his debut as one of India's most promising and thought-provoking new-age authors and 'India Can' is must-read for anyone who believes in India's future.

Nilekani said, "It is now apparent that the rapidly rising aspirations of India's billion plus population cannot be

met by 'business as usual' methods.

"It will require highly innovative ideas that reimagine the way we do things. Ravi has captured several of the possible ideas in his book and they should be debated and implemented where possible," he added.

Jain, who is currently Director at Sasin Graduate Institute of Business

Administration, said innovation is the engine of growth and development.

"As a collection of short stories accessible to everyone, 'India Can' is a truly innovative way to address important challenges facing India. I certainly hope that it achieves what we should all strive for: success with significance," he added.