

# Now, stories give start-up ideas; get support from Parekh, Nilekani

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

The ideas include motor-cycle 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-Ahmedabad alumnus Ravi Nawal has thrown forward these ideas, which he says can address many significant socio-economic challenges before India, in his first book 'India Can'.

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 emanating from each of his 21 stories and has already got posi-

tive feedback from many.

Accolades are coming from many quarters, including top banker and eminent industry leader Deepak Parekh, Infosys co-founder and former UIDAI Chairman Nandan Nilekani and Dipak C Jain, former Dean -- Kellogg School of Management and INSEAD.

Parekh said the book is "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. **PTI**