



I have just finished a book, Dream with Your Eyes Open a book on entrepreneurial journey by Ronnie Screwvala.

The story of journey begins with Ronnie Screwvala's childhood. He belongs to lower middle-class family but always that he was privileged that he can go to school. He was good in academics and he got admission in Sydenham College. Afterwards he started roaming near St. Xavier College wasting time with girls due to which he failed in exam. His parents get disappointed but he didn't infact he decided to appear for re-exams and studied for 6 months and cleared all subjects. In that months he was also thinking about what to do in career? But was that clear that to do something different and on own. And then in 1990's he entered in cable TV business before this anyone has not had remote in hands. To sell the business idea he struggled a lot, then he decided to the hotels of country. With a lot hardwork, patience, he convinced many hotels to buy his cable service. He founded UTV with 37500 good for basic rent and salary. Shanti was first serial in starting 6 months the serial not succeeded but as time goes the serial been enjoyed by the audience and run for 3 years. First movie Dil ke Jharoke main was flop after that he lost all. The lesson learned that 'Believe in Yourself.

One day he got a call from Yash Raj Chopra but failed then from ABCL back-to-back 3 to 4 opportunities he lost at that time he thought to leave. But have a feeling to succeed and now is the founder and co-founder of UTV, HUNGAMA, BINDASS etc, and produced more than 60 movies.

It was a great book, written in simple language easy to understand. I suggest this book to young upcoming entrepreneur because this generation have a fear of failure. His journey was beautiful and very inspiring.

“Failure Is a Comma, Not a Full Stop.”

By Ronnie Screwvala.

RESHAM GURJAR

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