



This is the book “Startup secrets from the Ramayana” certainly breaks in a style that continues to break fresh ground; representing a time-honored scripture in a learning that is mesmerizing, and well-laid-out. The concept is similar to what is stated above: an entrepreneur decides to separate from his existing business etc., and sets up anew in a new city and a new business. He along with his family – wife, younger brother – sets off to build a thriving business, and expanding all over, including Lanka. The 2nd half of the book is all about how this successful new startup sets up Lanka and thrives.

First, the fictional aspect. It clicks, and big time. You are literally glued to the pages, and have a strong desire to pull ahead, just to see how it all turns out. This is despite knowing the entire story beforehand, thanks to Ramayan. That is the timeless ageless pull of this magnificent scripture. That said, imaging and recreating a fictional set of characters and a plotline on such a famous story/ historical is no easy task.

All in all, this is a brilliant, well thought out and presented book that spans the twin domains – Fiction and Non-fiction both. It has a great storyline that you can read as a light fiction, and it has a great set of learning in various business domains that you pick up as you progress along the path of kutumb, the Chitrakoot based startup and its subsequent venture into Lanka. The learning and characters both stay with you after, long after, you put down the book – which is the hallmark of an excellently penned tome.

TANMAY TEMKAR
FYBAF

ENTREPRENEURSHIP CELL