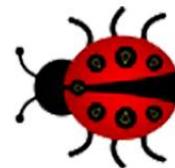


BUSINESS BUGS



THE ENTREPRENEURSHIP GUIDE BY
THE ENTREPRENEURS FOR THE ENTREPRENEURS

FEBRUARY 2015 EDITION
VOLUME 1



KHURSHED BATLIWALA
ON ENTREPRENEURSHIP &
SPIRITUALITY



INDIA'S AWARDED
SPORTS BLOGGER
GAURAV BHATIA
TAKES ON INDO PAK WC MATCH



MODINOMICS

COVER STORY

– Unassuming yet Profound analysis of
Modi's Indian Economy

SUCCESS STORY

TWITTER SENSATION @RofIGandhi_ ON HIS
IMPECCABLE JOURNEY STORY ON TWITTER

THIS 1ST EDITION ALSO INCLUDES –

Business Bugs – To the magazine, content, future.
WHYs, WHENs, WHEREs of Entrepreneurship
Decoding Indian Economy for Entrepreneurs
Sectoral pickups for the year 2015
An idea can be worth a million dollar
Basics of Indian Economy **AND MUCH MORE.**

THE FOOD MAD CONTEST

– EAT, ENJOY & EARN & MANY
MORE PRIZES TO BE WON.

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THANKS



One of the Sr. Executives at my very first corporate training in Rajasthan told me a beautiful thing while I was exiting the organization after 1 full month of great learning – “**Remain indebted to everyone whom you have encountered good or bad in this 1 month. What good you are today is all because of them.**”

My father **T.K Trehan** for always believing in my abilities even when I never believed ; you are and will be an inspiration to many parents around when it will come to give freedom to their children to fly ; my mother **Poonam Trehan** who is the pillar of strength for the whole family. You are probably the strongest woman I have seen in my life. You’re constant push only has been the reason for me being where I am today. My younger brother **Shubham Trehan** for always advising me to do big in life & motivating me for the same. You talk less nowadays but believe me you are closest to my heart.

The person who called me on 30th December 2014 & coined the name “**Business Bugs**” – **Virendera Kumar**. Thanks for being the partner in crime & understanding me. Big thanks to core member of the gang – **Sushil Kumar & Rajesh Sharma**. You guys are the pillar of strength to this organization **Abhishek Bhatia**

THANK
YOU!



The man behind the entire **E in the E-commerce**.Thanks Bhatia for this nice work. You deserve a treat. **Pavel Arya** for designing this beautiful magazine, **Avnita Shukla** for helping us with the editing part & also helping us with promotions, **Parveen Kajle** for helping with economics article, Puneet Pruthi for suggesting e magazine format, **Nandakash Mittal** for spewing some idea.

Ankit Gupta sir for being the best senior I ever had. You have a unique ability of never saying no & helping me & everybody around with your wisdom. Thanks for being here also and penning down beautiful articles for us. **Khurshed Batliwala** for being there to support a new startup& giving us a chance to ‘trouble you’ anytime. We add a sobriquet to your already long list – **THE ENTREPRENEURIAL INSPIRATION**. Lovely **Ekta Bhasin** for sending me stunning articles whenever I wanted. Look out for her guys & gals; she is going to rock big in coming days. **ROFL@Gandhi**, the Twitter sensation for adding the punch of humor in our magazine.Guys we will empanel this twitterati king for regular editions too. **Gaurav Sethi** the famous cricket enthusiast& awarded ‘**best sports blogger**’ in India for adding a fascinating touch of cricket in the high cricket fever.

I would specially thank my previous organization **HDFC Bank** for teaching me how to handle stress& employing me for 2 years. Special mentions Suneesh Wadhwani, Chirag Malhotra, Vijender Pathania, Sunil Sharma, Anmol Rana, Ruby Grover, Renuka Sharma, Jaswant Singh, Yash Paul, Hem Raj, Nishant Gupta , Karam Singh etc & especially **CASA& LI** (visit nearest **HDFC bank branch** to know more).

Our inspiration **H H SRI SRI RAVI SHANKAR** for disseminating the message of love, happiness & stress free society all around the world.
Last but not the least, god for being the guiding light.



FROM THE EDITOR-IN-CHIEF

On 30th December 2014; from an unexpected call; with the expected question & an unexpected answer saw the birth of this venture called **Business Bugs**. The Question was simple – I am fed up with this corporate job. I am doing the stuff that I don't like to do. Can you suggest me some business venture? The answer was unusual – Most of the people are fed up with their corporate job. They are doing stuff that they don't like to do. We will help them in finding the business venture they can dig in.

Business Bugs for us is not just a product or a service but in some time from now a platform that will help a million people in their pursuit to do what they want to do in life. We don't say that everybody wants to do business or everybody should do business. Neither are we implying that corporate jobs are pathetic & we should hate them. We are here to help people who want to use their abilities to do something on their own & don't have the required knowledge of the domain. Believe us when we say that we have the least or vague knowledge about '**How to do start a business in India**'. Only people with strong financial background can start a business & we will not get loan from the bank myth could be easily washed away with the knowledge that RBI gives more than Rs 4000 Crore to SIDBI for financing the new start-ups in a single financial year.

This is the inaugural edition where we will just introduce you to the entrepreneurship; not by copying the theory from a book on 'Entrepreneurship Development' but by sharing how the whole business dynamics can be also understood in a simple way. Our central theme will be to put out the basics of each business from next month in a simple yet profound manner. We basically want to allay the fears which are in the minds of millions of people regarding business & will try hard to do away with the popular misconceptions that make '**our want to become an entrepreneur**' a journey which never starts. We know that doing business is not simple but then this is what we are here for. The Practical knowledge from the people who are working on the ground will enlighten you more than the theory which is readily available on Wikipedia.

From "Why, When & Where of Entrepreneurship" to "Entrepreneurship & Meditation"; "Modinomics" to "Sectoral Pickups 2015"; "Decoding Indian Economy" to "Financial Wisdom"; this edition will give you a touch up about what you are going to experience in future. We don't want you to mar your brain with heavy theory & some odd 20 articles which don't solve your purpose of reading. In every edition from next month we will basically discuss a business by detailing its business model,

Editorial

revenue model, resource requirement, ability requirement, access points, channel partners, distributors, SWOT analysis, and Expert talk in a lucid & concise manner.

We are also giving boost to both Technical & Non-Technical creative writers. We will also include some topics from the young writers which will showcase their writing muscles & will monetize their writing. "**Food Mad**" is an amazing concept where you get a treat if you write to us about a scrumptious treat you had last evening at an unforgettable place. All the amazing photographers will have the chance to get one of their best photographs in our magazine in "**Photography of the month**" contest & get popular & paid. "**Swwach Bharat photography**" competition will add not just dogood to your wallet but would also serve the society well. We will be adding more interesting competitions covering every sphere which will help the budding entrepreneurs.

Business Bugs team will be available for you 24*7. You want to start a business, want to build website, and want to write for us, need legal help in starting a venture, and have some amazing business idea; share with us & we reply to you in a record time. In this venture though we are a startup too ;) We need your blessings. The team at Business Bugs will leave no stone unturned in future to provide you with the best we can. Your constant support will help us a lot.

Ending with a thought; We all listen & read on social web platforms day & night dogmas about our lives. All the things we listen/read are dogmas till we face that particular situation or we are in the same frame of mind as the speaker/writer is. What we are providing you will also remain a dogma till you apply that in your life. Be strong. Be wise. Be innovative. Love your family. Rest remember that almighty is always there 'jonoaapkeefirkee le rahahai";).

Best Regards

Shivam Trehan

PROLOUGE

We are living in the time when good is not good enough & even the brilliant gets cut throat competition. The times of 'My son will become an engineer' have changed into 'My son is a wedding photographer now!'. The times of 'My daughter will become a good house wife' have changed to 'My daughter is an independent fashion designer now'.

Not just the times have changed; we have seen a great revolution in digital arena too. Comparing it to even 90's wherefrom most of the youngsters come through; the social realms, relationships, pride quotients, luxury, attention seeking syndrome & above all the subtle want to '**become prominent**' has led to inevitable changes in our personal & professional ethos. 'Being prominent' is the new need component of the updated Maslow's Need Hierarchy theory!!!



Reasons are many. Women especially in a country like ours feel empowered now. Private corporate sector unfortunately has made many youngsters realize the need to get out of the daily rites of a mundane life & do something for themselves. iPhone is the fashion today, and it costs 50000. So it's affordable enough if one becomes a government servant earning 40000 p.m. without fearing the loss of job. But mostly, one ends up as a private sector employee flaunting that he belongs to the corporate culture with salary of Rs 15000 & working hours, something between 10-12 hours a day. Rarely one uses wisdom to do something which uses capabilities & transforms the person into a money making machine.

For the government jobs, there are resources available everywhere. One gets coaching, study materials & above all, money from parents to make them proud by becoming a government servant. But for that wisdom, one doesn't get any guide; doesn't normally have resources & money....forget that.

Just take the example of Sanjeev Kapoor. The godfather of Indian cookery shows. How did he become Sanjeev Kapoor? What goes behind becoming a great chef? Training, Skills, Exposure? The utmost reason that we as youngsters are not confident regarding our own skills is because we don't have the right knowledge & direction.

And we have answers to some of the questions!!!

INTRODUCTION

Business Bugs covers the gap between 'our skills' & 'making our skills profitable'. The news & views of one business every month. The interviews of business pioneers and magnates, corporates, the startups & their realistic advices to the people who want to drive the wagon. The contacts of the distributors, retailers, the business scope in the coming times, success stories, and failures too.

We endeavor to define entrepreneurship as a new approach of life. Be it advertising on a platform & network as ours or getting knowledge about various business domains or making writing a profitable & viable profession; we will promote entrepreneurship in a way like nobody does.

Communication, confidence & clarity of thought are the 3 most vital elements required in anybody's life. These 3 are interconnected too. We will explain. If a person says that he/ she have a stage fear, it is not very uncommon. Suppose a person is sent on stage to give a speech on Narendra Modi. For a well-informed citizen of India it will not be difficult. The person for sure will be terrified to see a large audience in front, staring at him; he may also not be well-versed in the language, may also be a first timer & will face stage fear, he might fumble a little bit too, but my dear friends if one has the knowledge bank, one may speak in Hindi, and he/she will not be a complete failure.



If one has the knowledge, confidence will come, the clarity of thought will be present & orchestrated & no matter what, even if one doesn't have command over any particular language, he will communicate for sure.

According to a recent study, over 85 % of the content which is on the internet is not true, which incidentally is our biggest source of knowledge currently. Wikipedia is good for sure. But how many of us know that the content of Wikipedia is editable. It can be edited by anybody & we can infer wrong information about a certain topic. Our whole perspective towards a thing can change by reading a wrong message.



How many of us know about the various government incentives made available to the new startups? To the surprise of many, we have a minister in the rank of cabinet, in the name of Ministry of Micro & Small medium enterprises at the Centre, who makes schemes & finances available to people who want to run small businesses. Government banks under various agencies like NABARD, BDOs etc. have schemes to finance agricultural & allied businesses. Special funds are also given to sectors such as fish farming, solar energy, hydro-power etc.

INTRODUCTION

As said earlier that we are living in the digital era, the age of hash tags & viral videos, the age of flipkart & snapdeal, the age of spoofs & lame jokes. Did we forget something imperative? Yes. Selfies. Selfie is the new sign of confidence. It is the trend & congrats girls; you are the trendsetters. Many of us look at social networking as a platform to meet & greet the world, the intelligent ones look at it as the platform to increase their businesses, reach larger audiences & use as a great tool for market penetration.

I just received an email from Mr. Kunal Bahl, CEO of Snapdeal.com like many of his users must have received wishing Happy New year 2015. He quoted, "Snapdeal grew over 600% this year becoming the fastest growing e-commerce company in India and a leader in m-commerce with over 65% of the orders coming from mobile devices. We were among the top 5 most searched sites on the internet in India in 2014". Over 1 Crore small & medium businessmen have empanelled with snapdeal.com making it one of the best platforms to provide boost to the people ,including people from Varanasi & Rajasthan, to earn a good living.

Haven't we all at some point of time, always felt the need to be independent? We know how to make interesting art paintings but don't know how to commercialize it. We have always been a good cook but don't know how to open a fast food restaurant & earn! We have a very good humor but don't know how to become a stand up artist? We want to become 'prominent' & in the process remain 'someone' for the rest of our lives. The ones that achieve success in their business lives are generally considered extraordinarily geniuses, & the ones chosen by destiny to be wherever they are today.

In Bhagvada Gita, Lord Krishna told the world that anything is possible on earth if one has two things – 'Hard work' & 'God's grace'. The ones who have tried to do something have eventually succeeded.

If you are not successful at what you are doing today; that means there are two things – Either you have not put the much needed hard work, or the God grace or destiny as we say it, is not with you. The formula is simple – Give your 100 %. If you pass good; you fail; move on. That simply means, God doesn't want you to do what you have been doing till now!!!!

We at **Business Bugs** commit to get you what is best for business. The right news/views, at the right platform at the right time will be our working direction. We will ensure that we thrive towards our motto of making everybody self-reliant & confident who is seeking entrepreneurship as the career choice. Every month, our endeavor will be to give insights about the new business segments in the simplest way. From how to make a photography enthusiast become a professional photographer, to how to transform a content writer into a blogger; we will continue to engage the people around.

Our belief is to bring a revolution in the entrepreneurship market. We aim to reach approximately 10 lakh readers in this year. We will continue till we make entrepreneurship as the new cool.

I look forward to this year as a year where ideas will be transformed into actions & where we will have several success stories. The 'Make in India' is incomplete without many rising entrepreneurs in India.

Best Wishes

Shivam Trehan

Editor in Chief

The Team

The team at the Business Bugs is the team of determined individuals who thrive to excel in their respective fields in life with passion, hard work & out of box thinking.

The team comprises former bankers, corporates, internet marketers, successful entrepreneurs, successful business associates, and the cream of intellectuals from IITs & NITs etc. The content writers include professors from top Indian universities, successful entrepreneurs, corporate honchos & specific business experts from all over the country.

As we try to notch up the ladder rest assured that we will be interviewing the best in the industry, and guest columns of people of unmatched repute will be an integral part of our regular editions.





Contents of the magazine -



1) Specific business per month. Its nits & grits, the business dynamics, the SWOT analysis, the sectoral perspective in the present & the future



2) Distributors, Channel Partners, Retailers' information.

3) Special editorials & guest columns from the success stories, the failed ones, the experts, the corporates & also from the recent startups



4) Simplest analysis of the words we use in daily business lives but are unable to understand



5) Amazing contests & winners



MODINOMICS



Ankit **Gupta**



Modulation, a process of mixing a signal to produce a new and better signal had its bulk to do with transmission and communication. A decade in the history when I read about the concept in my physics, I didn't know that I will Google it again for something that doesn't fall into water tight compartment of science. I have been into economics and business for quite a number of years now and wonder if I ever had to revisit the concepts of science beyond its daily dose with Google. The nation probably needs to understand that their 2015(Current Year 2015) is nothing but the modulation of the usual economics and social framework they have seen.

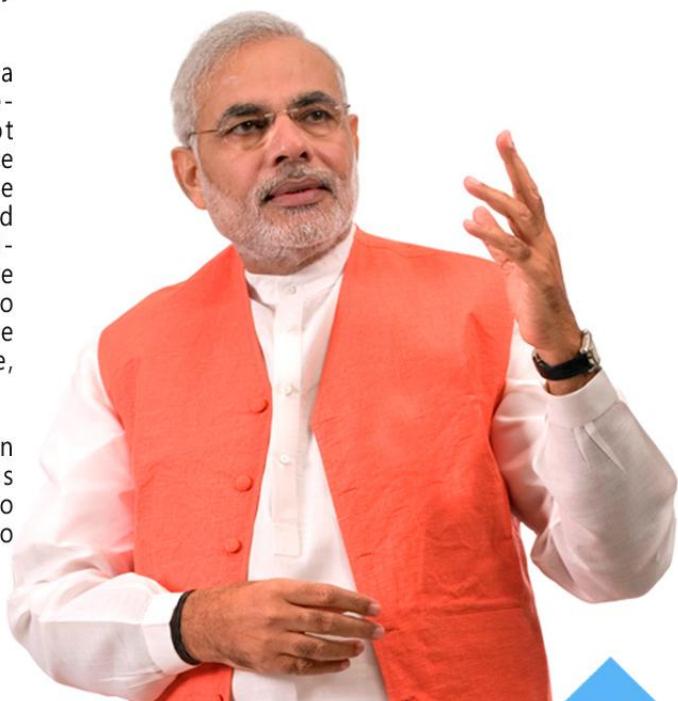
Yes, any word starting with MOD in India has a direct correlation with **Narendra Modi**, the reformer personified for Modi fans. I have not been a "to die for" Modi lover, the only value addition I did to his success was to cast my vote for change. May be like me, many people would have done so, the mandate at least tells so. Although now his magical touch seems to have affected my belief and probably it has also made me wonder about miracles that people expect him to do. It won't take a day to change, but people envisage so.

The media coverage blesses him as one man show but with **economics** and business, it is not so, he has a team of intellectuals who would do their bit to get the business back to the normal.

My favorite Modulations from **Narendra Modi** would be his connect from economics to governance. Here is my take on each of them

The Modi **economics**

"**Modinomics**" as people say, is not the Narendra Modi version of Indian economics, it's actually the modulation of this social science by the first 21st century Prime Minister of the country (believed to be).

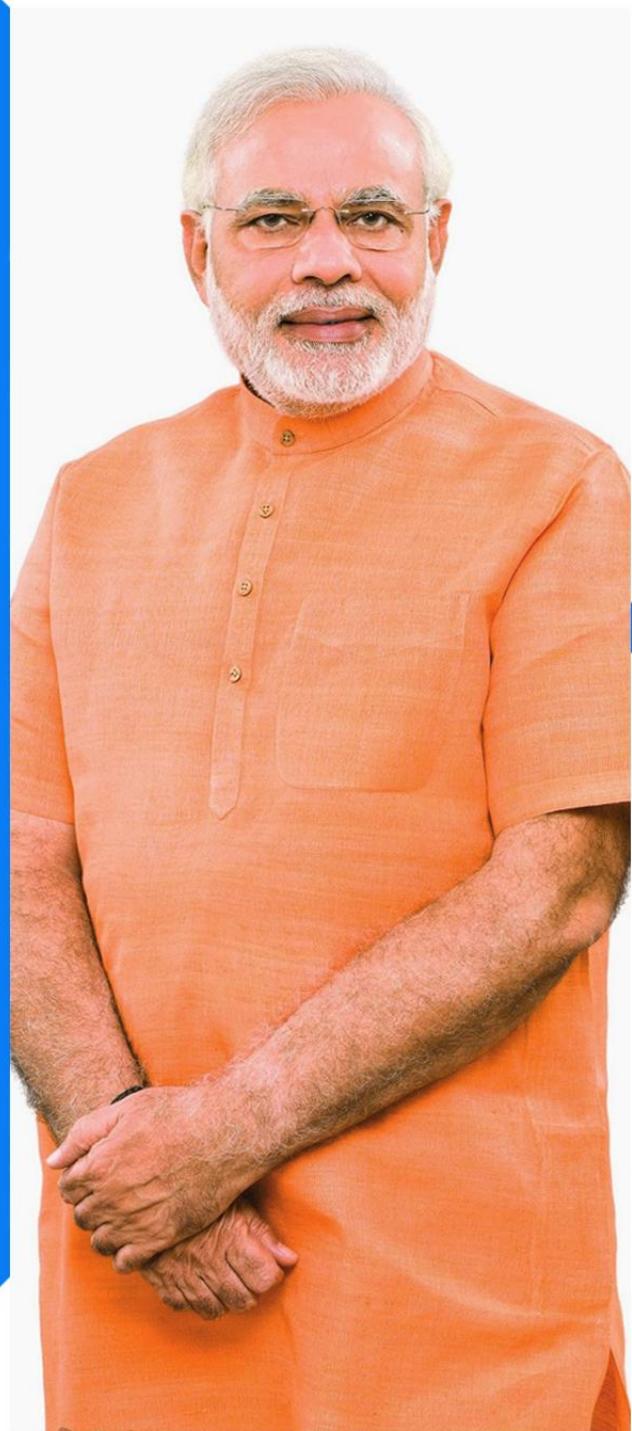


MODINOMICS as predicted is expected to bring about a change in the way India does work. His first six months in the government have less to do with numbers, if you ask the officials; there is a lot of change in the administrative desk. He was not only good with media and PR overseas but the modulation and modification work has happened in the official punctuality, holiday working, target setting and improvement in day to day deliverable. As they say, if a system has to change, the process has to flow from top to bottom.

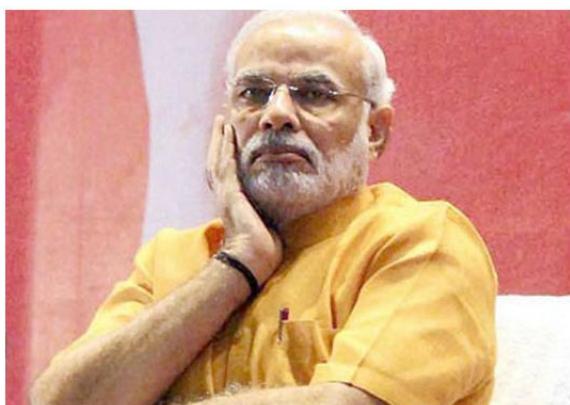
The nation might be undergoing through umpteen problems, say it corruption, growth slowdown or poverty, the foremost for me would be governance and to say in normal terms, it's accountability. The new government has improved on this front. Yes we can criticize them for silence on Hindutva agendas, but then the small issues can wait to get addressed when the large announcements are on the way. The **MODINOMICS** will get its first visibility with the upcoming financial budget. Come February, the differentiation of style and substance will define the future fate for government. Yes they have 5 years certainly, but what they get in other states and FY 19 will also be predictable.

The new government has some **invisible blessings** globally with the crude oil price fall, but the challenges for the government are many. My outlook for the **Modinomics** or the modulation in the upcoming events would be to capture the following:

- **Q2FY15 GDP official growth number at 5.3 % (5.5%, Fiscal Target). Most of the analysts expect the full year GDP growth at same levels**
- **Q2FY15 CAD rose to 2.1% from 1.7% in Q1FY15. CAD to stay at 2% levels with falling crude oil prices**
- **Apr-Nov fiscal deficit is now ~99% of full-year targets. Fiscal deficit correction expected going forward**
- **WPI Inflation showed no increase in November 2014**



While the numbers above are not attractive, but where this government gets the difference is the outlook for CY15. The Modulated expectations from various watchdogs is where the usual economics is difference from **MODINOMICS**.



The Swachh Bharat

At least in my dream, **I did not expect my prime minister to hit the roads with a broom**. Of course this brought him criticism of being media savvy and picking the broom only for the social media, but do you expect your prime minister to clean the roads for you? No, probably we are more responsible for the mess than him. Let's at least credit him to think that way. His concept of connecting 9 people and making a chain may loosely be based on a film that hit the cinemas few months back, but did ever a prime minister thought of using good things for social cause? **Probably no.**



Let's take a broader vision of Swachh Bharat mission; it's not about broom or a two day photo session. If you actually follow, the cleanliness has got to directly with the health and state of orderliness in the country. If his idea clicks, the nation can certainly get away with the poor health and tidiness tag. Mr Modi won't clean roads but just imagine if everyone gets cautious, how easy our life be like? Can't we expect our trains to be clean? Can't we expect the public conveniences and utilities clean for our use?



Can India be World's factory floor?

People may say that we are late to trigger make in India and that make in India is more of a Chinese imitation, but for me it is beyond the same. Make in India, another social initiative of government is old wine in new bottle concept for FDIs in manufacturing, but it is beyond it because it is connected directly with the jobs.

My take on **Make in India** is clear, let us have **more companies manufacturing in India than simply assembling the stuff** like the current scenario. Can an iPhone be manufactured here? Yes it can, we have the manufacturing abilities as well the force of intellectuals to enforce its technological use. Critics may say that it was being discussed since and there is nothing new about make in India, but if the government delivers results, there is nothing wrong about giving financial and intellectual PR to an old concept.

Governance

I know taking a train today is criminal waste of time. It does save your money, but you lose on time value of money. But sometime the air tickets are planned in a way that they are nothing less a blow to your pocket. Some days back same thing happened with me and I had to take Rajdhani to travel from Mumbai to Delhi and I must tell, I didn't waste my time, it was a wonderful experience. Not that the train didn't fly like a rocket but I could get to see things which I may not experience otherwise. The government change can have so many effects on common people, I never thought. I will take you through my top three experiences rather than narrating the entire story.

1. I was scared to use the loo but it was surprisingly clean and they have been doing it every two hours. I was tempted to ask and the answer was:"Sahab Aajkal checking chaaluhai".

2. Few free to ride guys who work in railways and were traveling on quota were found discussing:"YaarKal se subeywali train pakadni h, saala Modi biometric punching shurukarrahhah"

3."Sahab I will not accept this money, irctc pays me nicely for serving you the food" – The ITCTC waiter

The above three might be one time experiences for us; it may not be same in every train. But can we imagine an India where these assumptions certainly become things of the present? I think if they keep their eyes tight on the government,**good days can certainly come.**

Trust we are not asking for Moon, we just want something that is common in other countries and our India is late to get these rights. I will not like to wait till 2019; I want my good days to come now, and as soon as possible.

Expectations in numbers for 2015

GDP Growth

- § The major brokers and agencies have raised the outlook of growth of GDP for India to over 7% and with range from 6-7%.
- § Nomura Japan expects it at 7.0%, followed by OECD at 6.6%, and Moody's at 6.0%
- § Broad range between 6.0-7.0%
- § Expectations run on
 - Boost to aggregate demand
 - Interest Rate Cuts
 - Clearing the policy logjam

Current Account Deficit

- § Expected to reduce to 0.4% to 2.0% levels on account of lower bills of oil imports
- § Steady software earnings would likely result in much-needed relief
- § CAD to remain at sub-2% of GDP, led by sustained comfort on the trade deficit
- § Import still a concern

Fiscal Deficit

§ Expected to reduce to 3.6-4.0% levels

§ Events to note:

- Tax collection improvement and disinvestment inflow
- Coal block auctions
- Spectrum revenue auction
(Estimated inflow of Rs 64,840 Crore)

The Political slant

It goes without saying that Modi is a 24*7 political. If you analyze all his governance plans; they if implemented successfully can have a great bearing on his already efficacious political carrier.

Jan DhanYojna

Pro-poor biggest reform, political equivalent of MNREGA scheme of which Modi Govt is opposed, tackles subsidy regime & also a big boost to Good & Transparent Governance jargon.



Ganga Rejuvenation

If Ganges is cleaned in these 5 years which the Govt is hopeful of; a big boost to party's prospects in UP & Hindu vote bank will remain Pro BJP for years to come.

Make in India

Pro entrepreneur, pro youth, can be a huge employment booster & a big pay back to the corporate lobby who wanted him in the hot seat.



Skill India, BetiPadhao Bet Bacahao, Swach Bharat etc have a huge political dividend to offer to the present government if the implementation of these are put in place. 2015 will be the year of delivery, the year of hope, the year of action. Can **MODINOMICS** spring a surprise this time & announce major reforms? Some of the answers will be out in open on 28th February. Stay tuned till then ;)

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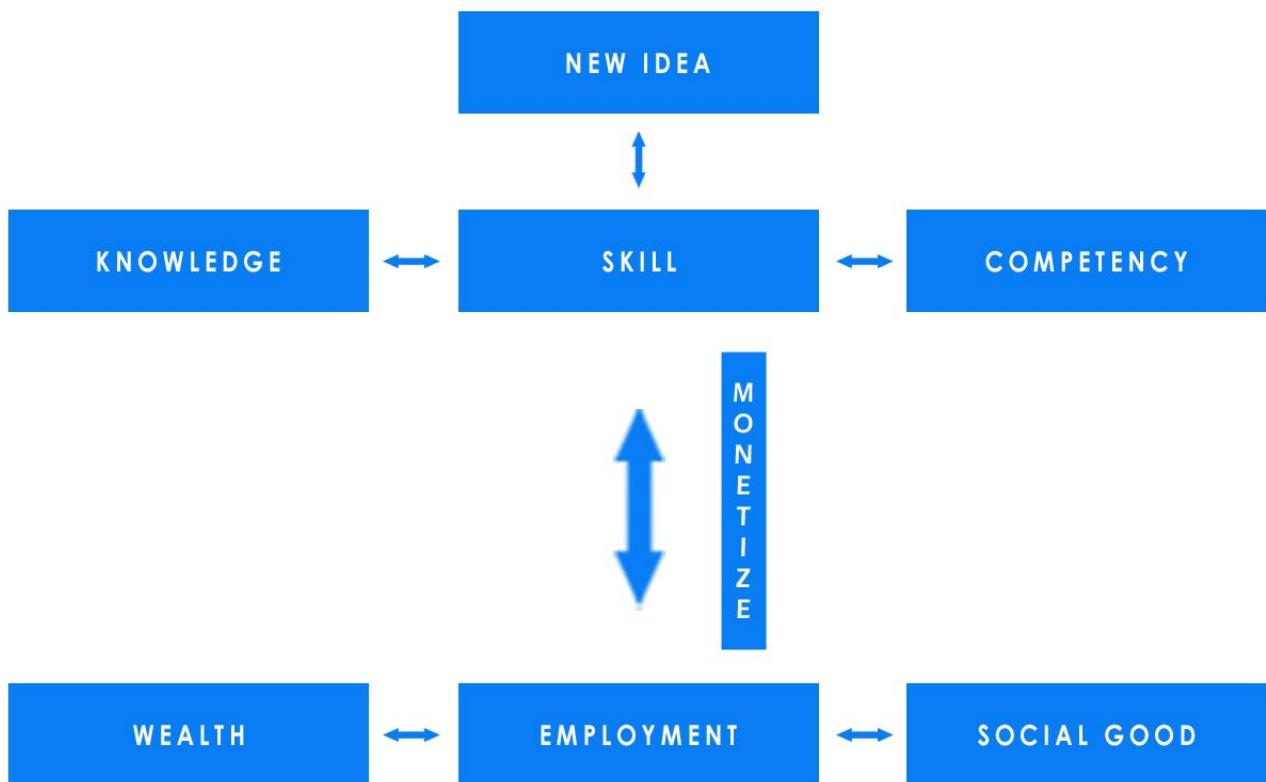
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What is Entrepreneurship

There is no substitute to traditions in many spheres of life. So we have to define Entrepreneurship first.

'Entrepreneurship is the professional application of knowledge, skills and competencies and/or of monetizing a new idea, by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one (distinct from seeking self-employment as in a profession or trade), thus to pursue growth while generating wealth, employment and social good' – National Knowledge Commission, India



ENTREPRENEURSHIP

WHY, WHEN, WHERE –
The never asked question –

Shivam Trehan



We are living in an age where we question each & everything in life. In social life, we have **The Arnab Goswami** every night at his famous outrage ProgrammeThe News hour asking each & everything about each & everything though most of the times he ends up giving answers himself or the very famous websites like Logical Indian, Being Indian, Story pick etc. asking Young girls if they like Indian men or foreigners in bed!!!! Congrats, we are a logical country now.

The uniform civil code in politics is debatable but the uniform logical sense should prevail in our social lives too. Now let us get some reasons on **WHY** more & more Indian people want to be entrepreneur –

BASIC ECONOMICS

To put it simply that economy is the **study of "scarcity & choice"**. This is essentially the basic economic model which has led to the rise of business & innovation in world today.

There is scarcity of patience, time & hard work in the present society. This leads to the emergence of service industry. More scarcity led to more service providers which then lead to competition & more demand.

We have more choices now, so the demand increases. As the demand increases, the supply also increases. As supply increases we have economic activity, then we have competition & then we have innovation resulting in more choices.

This is the whole vicious cycle of the economy which is running the whole economic activity. Take any business, any product or service & you would find that this is the basics on which they run. The innovation thing obviously results in the start of the entrepreneurship. No money for saying that our ever growing population resulting in greater demand is unfortunately a support in this!

EASY DOMAINS –

It comes naturally to living beings to look for easy & cheap options. And yeah there is nothing wrong in that too. Most of the elders in our home pity when we buy an Rs 40000 Samsung 5 which is incidentally more priced than a Honda Scooter. Seldom have they known that deep inside our hearts, the one prime reason to get that gadget is **Credit card EMIs** too – Easy monthly installment. The rise & fall of Kingfisher airlines, the steep fall of yahoo search over Google, orkut over Facebook, sms over whatsapp & the rise & rise of Indigo, OLX & flipkart are the few examples in the fray.

Equally pertinent is here to mention that by easy domains we don't just mean businesses which provide easy & cheap access to the customers but to the sellers too. The online selling model is remarkable for

ENTERPRENEURSHIP – WHY, WHEN, WHERE – The never asked question –

business in the small city of Sundernagar 4 months back. To just create a basic structure, I had to dole out more than a lakh. Slow economy, inflation, growing competition & urge to become successful immediately, adds to it. Plus we need a prop for working there, electricity, water & transportation etc. Achieving breakeven becomes difficult; not to talk about the profits in a year time.

Qukir, OLX, Flipkart, Car trade.com, Myntra.com, Perepony.com are all just like a destination which are equivalent to a window shopping. You see, select, order & get it at your home. The offers & the discounts make it even difficult for you not to shop. The digital era has begun on a significant note in India & it is here to stay.

3 IDIOTS

Yeah, we give credit to you **Mr Khan & Hirani** for this wonderful cinema. No qualms for saying that like Rang de basanti, Taarezammen par & yeah Gajini too, your cinematic equation with youth ignited young minds Mr. Aamir Khan. Joy Lobo & Farhan Qureshi can be articulated as the youth icons of '**every trying to become entrepreneur**' mind.



Imagine a guy in his final year B. Tech from NIT fighting with his dad, "Papa mujhe engineer nahee banna, I want to become a wildlife photographer. This is my passion" to be compensated by father's reply "Agar sadakchaap photographer hee bannatha to humne intnee qurbani de keiske room me ac kyunlagwaya" pointing towards his mom which becomes more of his father's wife & joins chorus, "Haiimai mar gayii...Isi din keliyemainetujhe 9 mahine pet me rakhatha" thing.

This happens in every Indian house hold but that was farhanqureshi. Joy Lobo reminds every parent, teacher & member of this society to respect young ambitions. The youth today is energetic, logical, nationalistic, revolutionary, reformist & above all more dynamic than ever before. MS Dhoni, Ranveer Singh, Ranvijay Singh are their icons. **Passion has overtaken compensation & logic & has taken over economics**. The Indian youth has certainly evolved. No need to mention why in most homes now all the above conversations regarding a want to be something different are more logical & less emotional than ever before.

We have a legal age in our country to get married, to become a voter, to become a MLA but what about starting a business. **WHEN** to become an entrepreneur needs to be answered -

DON'T STEREOTYPE

Everybody in our country in student age gives example of Bill Gates citing how he was a school dropout who successfully became world's richest man in lieu of subtle want in childhood to play & enjoy then to study hence ignoring the basic fact that apart from being a school dropout, Gates was an intelligent person with sharp mind. He may not have been much interested in science & accounts but he had a sharp intellect in technology & commerce.

Stereotyping is one of the major potential errors in the human behavior. It seldom works in our favor when starting a business based on notions is concerned. Businesses work on ideas, passion & professional ethos. If you have an idea, a business plan, access to the required resources, strong determination & patience we should encourage ourselves towards entrepreneurship. How a vegetable oil company turned into IT giant WIPRO & how a small textile import company turned into the biggest Indian company RELIANCE are the much acclaimed success story to go for the same.

INSTINCT WORKS

When at an age of more than 55, the HR head of Infosys left his job to start his own business; many eyebrows got raised about the timing of his decision. A big brand, huge pay cheque, reputed job – what was the need?

The need was instinct. Instinct can be bad it can be good. If you follow your instincts you are responsible for whatever you achieve- success & failure. Though most philosophers, friends & even foes will tell you to follow your heart, the impartial opinion still will go like this – 'Instinct should not be intuition. It should be scientific & practical.'

There is no age restriction for your instinct to come & you to work on that. It may come at the age of 10 & at the age of 60 also. Instinct is a natural process, your inner voice. It is somehow supernatural & hard to explain but what is easy to understand is that instinct is your own voice & listening and following it is most of the times good.

EXPERIENCE ADVANTAGE

The next time you probably think that no experience is required to start a business; Think again. As an entrepreneur you need to do all on yourself- be it planning, organizing, operations, finance, marketing, hr. etc. If you have management expertise it will help you to settle down well. The work you do will be more professional in nature & the success rate almost goes up by a few margins.

Leave alone the professional experience, even the professional education matters. What is the need of MBA if we have to do sales is the most common reason in our country which peeps down the importance of this very much post-graduation course. **Leave direct selling guys; ansoff matrix, BCG Matrix or even Sales tunnel process knowledge** will give a much different perspective to the way you run business.

ENTERPRENEURSHIP – WHY, WHEN, WHERE – The never asked question –

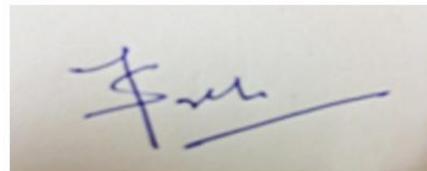
MBE or Masters in Business Entrepreneurship is the hottest item on the menu of top Indian colleges. The reason is quite simple. Formal education helps. Today courses are blended with theory & a lot of corporate exposure too. The environment is ripe to grow & learn. The oldest knowledge that we get from our parents in early days of our lives, "Knowledge seldom goes waste" is absolutely gem of a quote.

The answer to **WHERE** is Any guesses? Here in our own country, **India** guys.

The ever growing demand, the ever growing choices, the ever growing innovation, the ever growing competition will churn the best in you. With the advent of a stable & strong government in the Centre & development the core plank of every government, the growth story is bound to touch heights.

Unemployment, unfortunately again works in our favor. This is a country with huge human resource, skilled & non skilled. Our country is the source of cheapest labour. There is a huge dissatisfaction in private sector which also leads to some raw talent thinking of making it big by them. Recently I heard that students of IIT Kharagpur refused the jobs with package offer of > 1 Crores. Two of them refused it by saying that they want to do work in that particular profile. This is pretty much the trend evolving large in our country. We are becoming a country with action & ability to give wings to our hopes & imagination.

The Indian growth story is bound to make impacts. Many new platforms have been created, many more will be created in the near future. And I repeat that this is the best time to convert your talent in to commerce & be a part of this growth story.



Shivam Trehan
Editor in chief





WHAT

IS AN ECONOMY

Parveen Kajle



Keep it simple silly basics of economics

“ Kurukshetra is a holy place; the place of Bhagvada Geeta& Mahabhartha. It is one of the most visited Hindu Pilgrimage. The place is located on the National Highway 1 sandwiched between two important districts of Ambala&Karnal which makes it one of the biggest tourist attractions in Haryana which is also connected by National Highway. Not just the national highway, the interstate highway & the overall infrastructure is reasonably good.

The major tourist attractions are Jyotisar (The place where Gita was recited), Brahmsarovar (Famous Brahma Temple & lake), Kalpana Chawla Planetarium & Kurukshetra University too. Due to good infrastructure & law & order scenario at the place, there are good visitors around the year. It has also become an educational hub with a top university, NIT & approx. 10 private colleges in its vicinity.’

Now in the above paragraph we are talking about a city & its imprecise Wikipedia search result. We have categorized this place as a hub of two sectors – **Education&Tourism**. Let’s talk how each sector works at the place & drives their economy –

Tourism–

Tourism is indeed one of the most important sectors especially in the case of our country. India is widely recognized as a tourist spot/destination by western countries especially due to various counts. Tourism has transmuted itself into a full-fledged industry off late. This industry generates huge revenue & employment. Online partners, infrastructure & rising service industry in our country gives it a huge fillip too.

Tourist Places – Tourist attraction – Need for infrastructure – Infrastructure creation – Employment – Investments – Entrepreneurship – Revenue – Employment – Investments & this goes on. Let’s take the Kurukshetra example.

Brahamsarovar is a widely acclaimed tourist place. But it was not a very acceptable place if the infrastructure part was concerned. Huge infrastructure was created there which in turn resulted in huge employment in the area. Kumbh-mela is one of the important occasions when Kurukshetra especially Brahamsarovar gets huge tourist from all over the country. Transportation sector gets a boost. Public transport & even local buses, auto – rickshaws become inevitable.

WHAT IS AN ECONOMY

Tourist needs accommodation too. A large number of Hotels & Rest Houses have come up in the city owing allegiance to the ever rising demand. As Kurukshetra is more linked with Spiritual Tourism, the meat industry is a no beginner legally.

There are no tourist guides which are a big worry. Tourist tours & packages have still not made place in the town. Railway channel & station needs a big turnover. The local bus stand is also not in a very good shape. The scope is monumental.

Education

This is one of those sectors which create huge employment & huge crowd for other businesses too. As told earlier that this place boasts of a big university, NIT & some 10 more colleges too. The approximate student in this area is pegged at 30000.

Education – Need for infrastructure- Employment – Investments – Entrepreneur – Students – Revenue – Employment – Investments – Education Hub – More Students & this is how this sector generally works.

Studies, Shopping & Eating are the 3 basic necessities of student life. This place has helped many startups & has brought many top brands here. In the University campus itself, there are 8 shops related to books, stationary & allied work, 4 canteens & a big mall just around 2 Kms from the place. We have Glitz Cinemas, Wrangler, McDonalds & we have Paras Theatre, Vishal Megamart & Samrat simultaneously.

Local as well as International brands & companies have a lots of potential to tap at this place. Amusement parks or Entertainment destinations are a miss. We have different places to eat but a food court is missing. E-Learning is not even given a try at this place by any organization. The scope is monumental.

When we talk about "**Economy**", on the surface we generally talk things like US being World's largest economy or India-China being fast emerging economies. When we delve little more into the concept, we find different parameters to measure size of economy, type of economic system like capitalism, socialism or mixed depending upon the intervention of State/Govt. into economic decisions related to production, price and distribution. But we remain far from its basic understanding. We remain unaware of the fundamental question that what an economy is. Is it a qualitative system which can be defined as per its type or is it quantifiable unit?

It is generally said that economy is the **study of "scarcity & choice"**, what one chooses from among the available options when he cannot have everything either due to limited availability or his capacity or any other reason. Everything is connected at broader level. Economy decides man's position in society.

Max Weber talked about "**life chances**" depending upon one's economic position. He believed that by virtue of economic position of man, he receives chance to live life in a particular manner, say, a rich man has more chance to remain rich or to become even more rich as he can avail all rich facilities in society in terms of education, water, fruits, vegetables, medical aid, transportation facilities, etc. He will be more likely to be well integrated with social norms & more likely to pursue all recognised means to achieve prescribed status positions in society, whereas a poor man thinks more of his survival rather than self-actualisation. It is more likely that person with less economic capacity will end up with poor facilities in terms of health, education, sanitation and other basic requirement to live a healthy life.

WHAT IS AN ECONOMY

VIRENDRA KUMAR PHOTOGRAPHY



There are mainly two economic systems, generally talked about, debated and discussed; Capitalism and Socialism. To define or to know about the type, one must look for three basic questions; Production choices, Price choice, Distribution. If govt has control over decision making in this regard then it is said to be socialist type of economy, and if market is given freedom to decide in this regard on the basis of demand-supply forces, then it is capitalism.

However, it is moreover theoretical concepts. In reality, we can find mixture of both in different degrees in different economies. Even the ideal capitalist society like USA engages in interventions at a certain degree and extreme socialist countries like Russia is having capitalist elements.

As discussed in the above case; the broader concept of **scarcity& choice** are explained. When there is scarcity, it leads to demand & eventually demand fulfilment. Choices allow the economy to be dynamic & grow. The whole business is based on the idea of economics. But as a layman if we try to understand the dynamics as we have tried by above study; it becomes clear that though it may not be as simple as it sounds to get a business idea successful at this place; it is not that difficult too.



READING

BETWEEN THE LYRICS

EKTA BHASIN

Sliding up and down through my smartphone, tapping on the "Music" Section... I wonder it's funny how we can base our life's relations on the gadget we are holding! Every other day, we meet new people implying new relations. To someone, you may be an acquaintance he sees while travelling to Office every morning 9 A.M. while to someone else, you may be someone who takes up his purchase orders from! To some other, you might be the one he sells his groceries every Sunday while to the other, you might be the one who he loves passing comments on when you walk past him in your colony.



I'm in awe of the creation to be meeting different genres of people every second day, Just like different genres of songs on your playlist!

Just like tapping the "Play" button, there exists some relations you're SO attached to that you let things be and let them take you for granted. While you "Pause", that's when you give up on someone after putting in too much effort on that particular someone. Immediately upon hitting "Shuffle", we try and look for an alternate person to sympathize our pain & discomfort some other caused us. Just as we touch "Repeat", we keep on going to this person who is always there for us & eventually get bored of them. And due to some misunderstandings or clashes, we move "Forward" with our lives leaving some behind. As we "Rewind", We go back to the relations we expect from! Just how we develop different feelings for each song, likewise, we generate different experiences for each relation.

As you seek for guidance and advice, you switch onto your "Classic Favorites" list and as you look forward for fun and enthusiasm, You switch to your "Recently Added" section and so on! But all the playlists together is what makes your collection complete! ;)

READING BETWEEN THE LYRICS

Just like the singer doesn't intend to affect you the way that song made you feel, The person doesn't intend to affect the way that situation made you feel ! You were bound to have that experience and that person was chosen to be a messenger in your life to give you the experience and learning. What is wise is to feel the song, learn from the lyrics and thank the singer for the wonderful feeling he put in. :)

These relations add rhythm to our lives, So keep tuning in ! ;)

Love & Light,



EKTA BHASIN

EktaBhasin is a DeshPremi, Spiritual Seeker, Meditator, Apparel Designer, Blogger. Addicted to spreading smiles. Possess a keen interest in observing people! Lover of Fashion, Art & Design, Music, Food, Astrology & Photography. You can follow her at her twitter handle @bhasinekta.



The 5As Of Entrepreneurship



ATTITUDE

POSITIVE ATTITUDE IS THE ONLY ATTITUDE NEEDED HERE!



ADAPTABILITY

IF YOU CAN FLY BOTH IN ECONOMY CLASS & BUSINESS CLASS WITH EASE; WELCOME TO THE WORLD OF ENTREPRENEURSHIP

ABILITY

KAPIL SHARMA OF CNWK FAME SAID IN A SHOW THAT NO ONE KNOWS YOUR ABILITY BETTER THAN YOU. YOUR BOSS DOESN'T KNOWS THAT TOO !!!

ANXIETY

PHYSICIYST AROUND THE WROLD KNOW ABOUT THE IMPORTANCE OF STRESS. LITTLE DOSE OF IT ALWAYS HELPS.

AGGRESSION

ANGER AND AGGRESSION ARE JUST DIFFERENT. AGAIN POSITIVE AGGRESSION HELPS A LOT

opportunities. I might be myopic in my opinion considering the few cases I assumed, but the results make beautiful sense and are quite different from the ones given adopted by World Bank in its Doing Business report of 2014. As per the DB report, it takes as long as 158 days to start a business in India. It does not stop here, the report keeps a little over 140 countries ahead of us in terms of setting up and doing business. Yes, there are certain bureaucratic hurdles, but probably those are not too strong to keep businesses away from the opportunities.

If there were so many issues with us, why is India amongst the top ten in producing billionaires in the world? How a stale nation can have a representation from nearly all the fortune 500 companies of Globe. It may be in the form of a stakeholder, an investor or as the business house.

There are a couple of large scale examples to present the strengths of India, but I would take a single concept that clearly magnifies the scale of economic variety that India offers. The world bank may describe India as a closed red taped economy, but my perspective about Indian economy is that we are a land of SMART Ups, per se, the smart start-ups. These start-ups do not take 158 days to start, but what scales their beginning is a necessity. The necessity comes in the form of a gap that a geek sees and then fills it with the business.

There are umpteen names to write when it comes to success stories that the Indian Economy has offered to conglomerates, but I would take you through one of the cases where the problem for plenty turned to be a business opportunity. Ticketgoose.com is believed to be born out of a frustration that its co-founder underwent while having to travel miles to get his bus ticket booked for the journey. The co-founder realised that there is quite a dearth of professional bus service booking

portals and then they come up with a portal offering the so.



Ticketgoose is just over seven years young and today it has more than 3000 destinations getting covered on its website. The company has PAN India presence and a network of 700+ bus operators, 10000+ buses and over 20000 routes. What makes a website like ticket goose to get clicked is its service. So it did not take 100 plus days for them to find a way to make money in India. The website provides a very visual representation of all the decision making information like price, seat availability, boarding points, dropping points. The company also does a cross selling of travel insurance to maintain its revenue chain.

There are several travel websites and they altogether account for 80% of the e-commerce business, but no one ever came up with an idea to simplify the bookings for unorganized sector. As of 2013, the total market for bus ticketing was USD 4bn and online sales accounted just about USD 300mn in it. The market estimates for FY18 say that industry is expected to touch USD 6bn and a whopping 83% CAGR growth would come through the online ticketing market that will itself account for USD 2.4 bn. Such businesses are valued on the aggressive growth they

do in the form of key metrics such as total visitors' growth, unique visitor's growth, conversion growth and bookings



DECODING INDIAN ECONOMY

closed through web and application mode. The marketing strategy is all about innovative ad campaigns, hoardings on the buses and corporate tie ups.

Arun Athiappan, a co-founder of **Ticket Goose.com** is one who conceives and executes a unique business idea that provides a solution to an existing problem in society. His idea was simple, to innovate and take risk. He started with an investment of Rs.30 lakhs in 2007. I will share some of the insights about Arun that are published on web:

- Arun got his first business idea when he was just 12. As kids they used to play tennis ball cricket and lose the ball frequently. Every time they went back to their parents for a new ball, it led to face-offs with them. One night a thought came to Arun; why not the kids themselves raise the funds for the ball by contributing Re.1 each! The idea kept him awake the whole night. He developed the idea further and by sunrise he had a business plan ready to operate "a self-sustaining cricket club". He had calculated exactly how much each player needed to contribute to buy the bats, balls, stumps and everything else that was needed to start a cricket club.
- Arun, who would spend one more sleepless night years later figuring out the logistics of starting a bus ticketing portal after his friend and co-founder of Ticket Goose.com Karthi Easwaramoorthy mentioned about the scope of such a site while narrating his own experience in booking a bus ticket.
- Karthi, who was working in the US, had come to his native village, about 30 km from Erode, for a short vacation. When he planned a trip to Chennai to meet Arun, he had to come to Erode to book a bus ticket

and lost nearly a whole day in the process. Talking to Arun on the phone, Karthi wondered how nice it would be if there was a site in India like expedia.com that dealt with flight and hotel bookings in the US. It was May 2007, well after Red Bus (redbus.in) had been started, but the sector had not yet picked up in the country. Arun found the idea exciting and it would be one more sleepless night for him.

(Sourced from
<http://www.theweekendleader.com> and edited)

Ticket Goose itself has travelled a long way from its very basic origin. It drove to over 50 crores from just a small profit in the first year. The company today has many plans for expansion and growth, one of which is to tie up with State run transport corporations. They are already in talks with couple of corporations. They have also increased their media spend and looking at penetrating the North Indian market.

So from the Indian Economy perspective, whatever the world says, have a clear understanding of the necessity, know your scale and plan funds to execute your plans. All you need is a sharp focus and passion. Money is certainly a by-product of your effort and success.

ANKIT GUPTA

Ankit Gupta is Assistant Vice President at a leading MNC now based at Mumbai. No guys he is in senior management but his age is just 27. He is an academic genius, fluent speaker & writer, financial wizard & above all a humble human being. We are lucky to have him for our regular editions. Connect with him at www.liveankit.com.

What exactly is meditation?

Have you ever seen a gorgeous sunset and thought why is the sun taking so damn long to set?! Ever wondered why the most amazing, wonderful, delightful experience sometimes can feel flat, uninspiring and pedestrian? Chances are you were pretty upset about something and your mind was not feeling good.

The only way you can appreciate the beauty and grandeur of life is to have a **calm peaceful mind**. If the mind is upset, you will simply not be able to appreciate and enjoy even the finest things that life can offer.

On the other hand, when things are going wrong and you feel completely out of control, wouldn't it be nice to have a relaxed, focused perspective and the ability to take rational decisions? The precious ability of being able to make intelligent judgments and act on them when things are infelicitous is also the function of a calm, peaceful mind.

The easiest way to get a calm, peaceful mind is meditation.

There are four states of consciousness

The first is the **awake** state. One that you are in right now if you are reading this sentence. In the awake state, you are aware and alert of things going on around you, but you are not rested. Stay awake too long and you will feel tired. When you are awake there is awareness, but no rest.

The second is the **sleep** state. Here you are rested, but there is no awareness. When you are asleep, you have no idea of what is going on around you, but when you wake up, you feel rested and refreshed. When asleep there is rest but no awareness.

The third is the **dream** state. While dreaming, there is neither rest, nor awareness. Haven't you woken up after a few hours of sleep and actually felt tired? Too many dreams.

The fourth state is the **meditative** state. When you meditate, you are aware and rested simultaneously. You gain the ability to tap into some vast reservoir of energy and in a few minutes can emerge totally rested and rejuvenated.

Most importantly after meditation, you have a calm, unruffled mind.

Entrepreneurs and Meditation

As an **Art of Living** teacher, I have been sent to various countries to initiate courses and **Art of Living** activities. Sometimes, all I had was a phone number and very good intentions. To build up our organization in brand new places was no less than managing a start up and making it profitable. Besides this, I run the **Café** at the **Bangalore ashram** and at **Sri Sri University**. I have created and marketed **India's first Board game** in recent times – **Mumbai Connection** and have been an integral part of creating the **music CD Sri Symphonic Bhajans**. All these activities were intensely entrepreneurial in nature.

I would like to share the top 12 qualities in me (and most other successful people I know) that made all these ventures successful.

1. Trust: Sri Sri Ravi Shankar says Trust is the Breath of Business. Trusting my abilities, my intuition and myself have played a huge part in the success that has come to me. Memory has the habit of clinging on to the negative. Being able to shake off this habit and take on every challenge as a fresh one, with judgments that are not clouded by past bad experiences, but are instead guided by the valuable lessons from the past forms an integral part of being a great entrepreneur.

Being able to trust my team plays an important role as well. Letting them get on with the work they have been delegated with minimal interference & trusting their abilities to deliver. Creating a space of trust for them to come to me with any problems they face, before the problem escalates into a crisis is so important.

Using the Authority Equation: Amount of Authority to be shown = Criticality or complexity of project / Skill of team

If the team is extremely skilled, and project is simple, show little to no authority. If team is quite green, and project is super critical, by all means show all the authority that is required.

Finally, trust in the **Divine**. Know that all your prayers will be answered, but sometimes the answer could be No. And if it is actually a no, even that in the long run is good for you, though right now, you may not understand.

2. Giving Credit and Acknowledgement: Whenever someone has done a great job, **acknowledging** them and **rewarding** them goes a very long way. This is common sense really, but I have found that the problem with common sense is that it is not so common. Sincere people need to be rewarded in some way or the other, and insincerity needs to be punished. If this is not done, sincere people will stop working at their optimum and insincere people will become even more insincere and unproductive.

3. Being Comfortable with Being Uncomfortable: Taking risks is an integral part of being an entrepreneur. And **risk is always uncomfortable**. Having the sharpness of intellect to move and grab an opportunity can give you very rich rewards. Don't be practical. Typically people who tell you to be practical are people who have settled into middle class mediocrity. Don't be afraid of failure. Failure simply means this is not the way to do it. Fail if you need to, and learn from it. **A good friend of mine failed so many times at various businesses to tried, he had become a joke in our friends circle. He had the last laugh when he created a wildly successful seminar on "All the things one should NOT do if one wants to succeed at business".**

Entrepreneurs and Meditation

4. Managing your most important resource - Time: There are 4 types of activities. Refer to the figure below. Things that are important and urgent get done for sure. Stuff that is urgent but not important also is managed. Whatever is neither urgent nor important definitely gets done. It is only the important but not urgent things that keep getting pushed to the back burner. However, if these things are not attended to, they will soon become urgent and important and move to the first quadrant. **Time Management** in a nutshell is simply this: **Don't let the important but not urgent things ever become important and urgent.** Deal with them while they are still not urgent. Letting stuff from quadrant 2 move into quadrant 1 is a major cause of stress and dealy. Learn techniques like mind mapping and use them. What can take few hours could be accomplished in less than an hour. (I teach the **Effectiveness Workshop**, a weeklong workshop which is about developing personal effectiveness through the core technique of mind mapping)

Time Management Matrix

Urgent		Not Urgent	
Important	1	2	
Not Important	3	4	
	<ul style="list-style-type: none">- Crises- Project deadlines- Crying child	<ul style="list-style-type: none">- Self-care: exercise, meditation, etc.- Family and friends- Long-term projects- Financial planning- Recreation and fun	<ul style="list-style-type: none">- Most TV shows- Indiscriminate Internet, email, social networking- Time wasters- Daydreaming

Adapted from Stephen Covey, *The Seven Habits of Highly Effective People*. New York: Free Press, 2004. p. 151.

5. Open mindedness: Keep an open mind. It is astounding how much can be learned from others, no matter what their position in an organization, if you have an open mind. I love the quote: Minds are like parachutes, both work best when they are opened! Be flexible. Learn, Learn, Learn.

6. Time for those who really matter: Make time for friends and family. However busy you are, always make time for people who matter most to you. They uplift you and make you a better person and hence a better entrepreneur. Being super rich and having all those zeroes in your bank has little point if there is a dearth of love in your life. Love your work, but more importantly love people.

7. Be different: If you do what others are doing, you will become like them. Insanity is doing the same things as others, but expecting different results for you. Either do things differently or do different things. Don't become a "me too". Be cautious here, in the bid to be different, don't be stupid!

8. Have written goals: Whatever your dreams, write them out. Have them beautifully calligraphed (or do it yourself) and display them in some prominent place both at home and in your office. A study was done to find out if there were any factors common to all successful graduates of an Ivy League school. Many factors were tried – Did all the successful people start off very rich or very poor? Were they all white? All black? All Asian? All married? Single? Divorced? Gay? No trait fit every single person. Except for one. Without exception, the super successful people had written out their goals. Not had them in their heads, but put them down on paper. It's a great idea to write out your dreams, goals and ambitions.

Entrepreneurs and Meditation

9. Staying on Track: Are you doing things that are going to eventually take you to where you want to be? The only thing that everyone has the same amount of is time. Everyone has exactly 24 hours in a day. There are many things that will need your attention and scores of things that you will have to do. Think a bit if all those things you are "doing" are in alignment with where you (or your organization) want to be a few years from now. If they are not, and they don't give you any pleasure, maybe they can be eliminated. Let your day-to-day actions be in line with where you want to be in the future.

10. Intention, Attention, Manifestation: You cannot have a dream come true if you don't have a dream. So dream for sure. And do write out your visions and goals. But even if you have a dream, it's not going to come true simply by sitting in one place and thinking or visualizing it. You will have to get into action and work! Have the intention. Put attention on action. In time, watch it manifest.

11. Constant Innovation: Having one plan that's working is fantastic. But having 5 that work is even better. Don't stop when one venture succeeds. Keep your eyes open for opportunity. Look around you all the time. Is there any product or service that is required by society around you and is within your skill set to deliver? If yes, you are in business. Again!

12. Give: Donate a percentage of whatever you earn to some charity. Give back to society. At least once a month dedicate a day of your personal time to social work. Giving brings good luck. Giving gives you that unseen *je ne sais quoi* edge that is the hallmark of all successful people. Don't wait to give when you become successful. Start giving right now. Make giving a habit that you cultivate right from the very beginning.

Why should entrepreneurs (or for that matter, anyone who wants to be successful) meditate?

A **serene, unperturbed mind** is a function of meditation. If you check all the above qualities that I have shared, you will find that none of them are possible if you don't have a calm mind.

Trust, acknowledging team members, taking calculated risks, being different, effective time management, having an open mind, learning, making time to be with people who matter, having clarity, understanding the power of intention through attention on intelligent action and having a heart big enough that you share a percentage of whatever you earn and a bit of your time back with society are all functions of a tranquil, beautiful mind.



The easiest, most effective way to a calm mind that I know of is to learn and practice meditation. The **Art of Living** Foundation offers brilliant courses on meditation all over the world. Chances are that there is one happening this week in your own neighborhood. Investing a bit of time and money in these courses will provide handsome rewards on all levels of life.

More important than all the 12 I have listed above is that when you meditate, you just feel so very good about yourself and about life. You blossom as a person and your persona exudes a charm and a glow that is undeniable. You create an aura of serenity and confidence around you. This is something anyone would like to have for them.

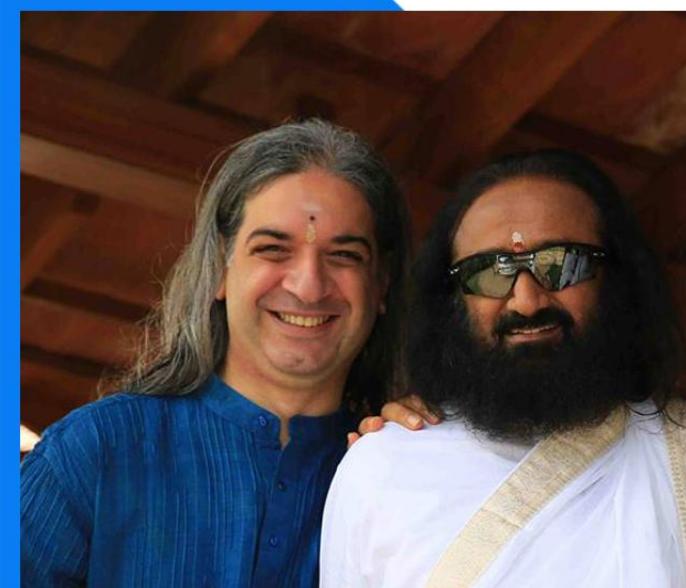
This is definitely something that any prospective customer would like to see in their product or service provider.

Meditation, sincerity of intention and honest hard work would assure you success in your chosen area of business.

All the very best!

**Jai Gurudeva!
Bawa**

Khurshed Batliwala is not just the Art of Living Teacher, Chef, Pianist, Public Speaker, Youth Leader, Mathematician, Dean SSU, Blogger, Corporate trainer etc etc. He is the Founder of India's First Board Game, Owner of 2 World renowned Cafe & soon author of a best selling book. He is THE ENTREPRENEURIAL INSPIRATION. You can trouble him anytime at khurshed@gmail.com & follow him @khurshed





Grabbing VS Giving

Ekta **Bhasin**

"Maa, What do I wear to school tomorrow? You don't let me get my arms waxed..I'm not a kid anymore! Now give me something which is nice & full sleeves!" said me back in school grasping onto a packet of Eclairs! YES, it's birthday time! As the entire class sings 'Happy Birthday to you!', I'm on my toes unable to control the zeal of getting to each table and giving away two toffees to every classmate! Pondering upon the whole situation brings a question in my head now,

"What?" "If Giving away toffees was emptying my pack then WHAT on Earth made me so excited ? "

Here's one quality of "Giving", People around you look at you with THOSE eyes..those bright,sparkling eyes of hope & love. Just like you are an angel sent straight from Heaven to fulfill their wishes, they ask you and you are like, "Granted!" (like a boss :P)

Whereas being on the other side, Grabbing the same on a classmate's birthday delivers a lesser excitement. Looking at each one's life and in accordance to what we've been taught, makes me ask,

"Isn't Grabbing the one that we expect to bring me more pleasure? "

Contradictory,Right ? The thing with Grabbing is that it doesn't really end here, it keeps on changing its sizes, shapes or forms! The desire for toffees gets replaced by treats in canteens to Pizza Huts to the Monkey Bar and it goes on..Does it really end? Well, NO!

When Nature grants you what you want to GRAB, You want more ! Recollection of my wants from the start makes me wonder now! All the scented stationery, being known in your school or having a boyfriend or the dress which she wore last night.. Do they really make sense? Well yes, It is the want sometimes that makes you stay focused on your goals, but getting caught up in the act and eating your head up just kills you inside! 'WHAT THE HELL was I thinking this whole time?' is the first reaction when you look at your school boyfriend ! ;)

Examining both the facets, I can say that "GRABBING" limits me to "I, Me & Myself" whereas "GIVING" gets me those shiny,sparkly eyes! :) And when it's my time to GRAB, Nature makes sure I get what I need for a healthy, happy living ! :)

Why don't you all find out today which gives you more joy? What makes more sense?

Wisdom



Financial **sutras** –

Money makes the mere go is true. We will discuss one financial tip every month that will help you sort what can be defined as the central resource required for entrepreneurship – **Finance**.

No Debt More Rest –

Though history would argue that there are certain successful people in the world which became hugely successful without strong financial background in the place, business studies don't believe that 100 %.

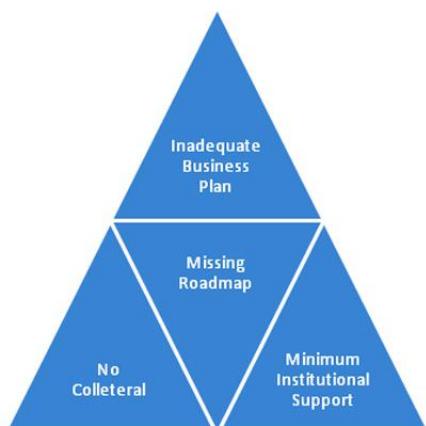
The Entrepreneurship principally works in the following cycle -



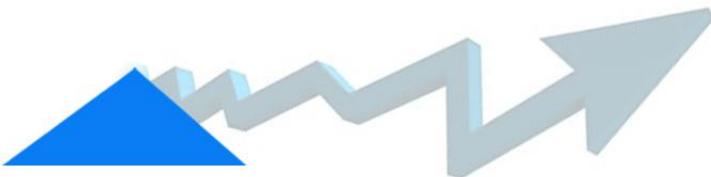
Take any example even in the Indian Context. No Ambanis, Birla & even the Bansals of E commerce fame would have been successful if their ideas were not supplemented with capital requirements. Finance is not the only requirement to start business but it is an essential requirement.

A Recent study by a reputed financial group in India stated that out of the total applications which were received by the banks & other financial institutions in our country by startups which needed loan from the banks to start business, a poor 12% gets approved. There is no point in arguing that the primary reason that even the most determined people are not encouraged for choosing Entrepreneurship as an option over job is financial crunch.

Reasons why the startups don't get financial support-



The Financial Wisdom



We will surely discuss from next editions on how to get the finance for your ideas. Here we will discuss the biggest curse which comes in our mind when we have the idea & vision but we lack resources. It is peculiar nature of human being to apply short cuts in life. This is the same trap in which most of the people get trapped & take unsolicited debt or loan from the lenders. This is one of the most dangerous & not talked about mechanism which happens with most of the startups.

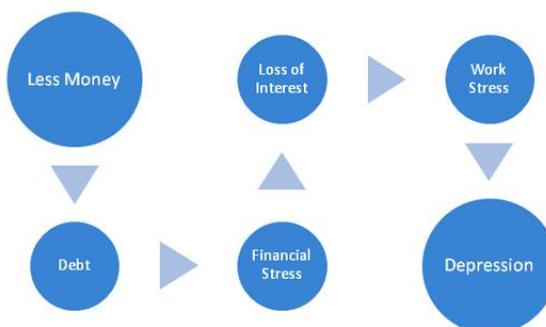
Debt which has been taken without consideration is a lethal weapon to get destroyed & disillusioned by our very oneself. We will discuss on why & how to avoid debt.

This is pretty much how the debt cycle works. Of course we are not against lending money to a potential idea. We are just talking about the raging Debt Trap in which most of the young startups fall through.

Less Money is the reason why you take debt which will lead to financial stress because the loan emis don't wait for your business to set, they start from the very next month when you are not even ready to catch your capital/monthly expenses. This suddenly leads to the loss of interest because you make your mind that what will happen if I don't pay the loan; nobody is going to kill me for that. Work stress & depression are the next & final eventualities.

How to avoid debt is difficult to implement because it is tempting but surely it can be done.

- 1) Discuss your plan with parents. 90% of the problem solved.
- 2) Don't believe your business partners/well-wishers at that time. Remember they are your BUSINESS partners.
- 3) Remember business is not easy. It is a tough nut to crack. There will be struggle, more than you can imagine. Short cuts will just increase that.



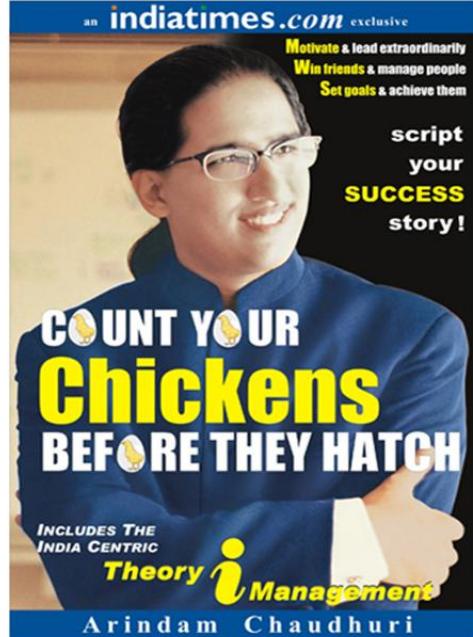
Book Worm

Great men attribute their greatness to the books they read. Even the Facebook founder Mark Zuckerberg has announced 2015 as the 'Year of Books'. One book a month is what we will ask you to do. Each month we discuss one book which will help you evolve as an entrepreneur & will lead to a better understanding of the business world.

Arindnam Chaudhuri is a name which everybody preparing for doing MBA must have heard. Yeah he is the Dean of the most advertised & controversial management institute IIPM. Few people know that he is also the author of Best Selling book 'Count Your Chickens Before They Hatch'.

The book '**Count Your Chickens Before They Hatch**' is for all individuals who want to achieve super success in life... it is about counting your chickens before they hatch, because successful people do not wait for things to happen, they make things happen. The book presents principles of success through a wide range of issues like passion at work, motivating people and winning friends, effective communication and leading extraordinarily.

The book extensively employs winning experiences and illustrations of a myriad of success icons-from Mahatma Gandhi to Martin Luther King, from Mr. Honda to Fidel Castro, from Stevie Wonder to Sir Don Bradman...from Swami Vivekananda to Gautama Buddha.



The section on 'Theory i Management' draws liberal inspirations from the cultural nuances of India and the life experiences of Mahatma Gandhi and Lord Krishna in Mahabharata to develop principles of success for an India specific management model. Adds Prof. Chaudhuri, "Inspite of having the best talent pool in the world, our organisations have not been doing well. One of the most significant reasons for the failure of Indian management has been our failure to develop an indigenous management style, which revolves around our cultural roots and upbringing. Theory 'i' is an attempt to understand and define the Indian worker just like the Japanese had tried to do with their Theory 'Z'."

Believe it when we say that this book is not as controversial as IIPM but it is a gem of book. The people who don't know how to manage themselves can't run organizations. This book exactly covers the management aspect. It is a book which is based on Indian environment in which you are going to do business in future. Just going through this book would help you get in a better mental shape for sure. Happy Reading.

You can buy this book online as well as offline.

Source:

www.countyourchickensbeforetheyhatch.com

SUCCESS

STORY OF @RofIGandhi_



Twitter is undoubtedly the most powerful social medial platform today. A crisp and concise 140 characters sentence is enough to make headlines and trending topics. India has recently caught up very fast with the world in Twitter usage. Most of the top guns of **Politics**, **Bollywood**, **Sports**, **Business** and **Media**, have their verified Twitter accounts and they provide enough fodder for the **news channels and newspapers**.

But there you also find various handles with funny and quirky names with thousands of followers. They love to be called Twitter Celebs. They do generate fresh content everyday on current trending topics. Randomness is the beauty of Twitter; these users discuss everything ranging from Sunny Leone to Narendra Modi. They do reply to celebrity tweets in a fun and sometimes seemingly offensive manner. So the verified handles tag them as '**Trolls**'.

I am one of these Trolls with over **27k followers** and have posted almost equal number of Tweets. It started off with a parody account of Rahul Gandhi in 2011 but with Rahul's extinction, I started tweeting on all current affairs ranging from Cricket to Kashmir. But still my ease and 'at home' is in politics. I have been blocked by various media and political celebrities for posting weird and wicked replies to their tweets. But people do notice these replies and always have a good laugh about it.

Gaining followers on Twitter is not easy at all. In the beginning, no one knows you are there and you are posting random tweets and no one is even bother to look at them. Sometimes it feels isolated and depressing there, just like a Congress voter. But patience is the key to gain popularity there along with the traits of being **witty**, **cunning** and **humble**. Never push too much for it if a creative Tweet is not coming to your mind naturally. As your Tweet meter and follower count grows, you get so much conditioned that quite amazingly you start tailoring perfect 140 characters Tweet. **Initially you do tag other Twitter celebrities to your Tweets or send them links to your Tweets, requesting for a retweet.** That retweet will attract his followers to your handle and will create a reaction chain or you do follow handles of your interest and request them for a follow back. So if you do continue like this shamelessly for months, your follower count will reach to thousands and then you could create a buzz on your own without tagging others.

But let me warn you, it's highly addictive. I found twitter the most hypnotizing than any

other social network. You keep tweeting and scrolling through the timeline for hours without caring for your surroundings. There is always an urge to Tweet something about everything. You always have a sense of importance for being an opinion leader but I am not sure what real worth it has and what would be achieved with this endless spree of opinions and funny one-liners.

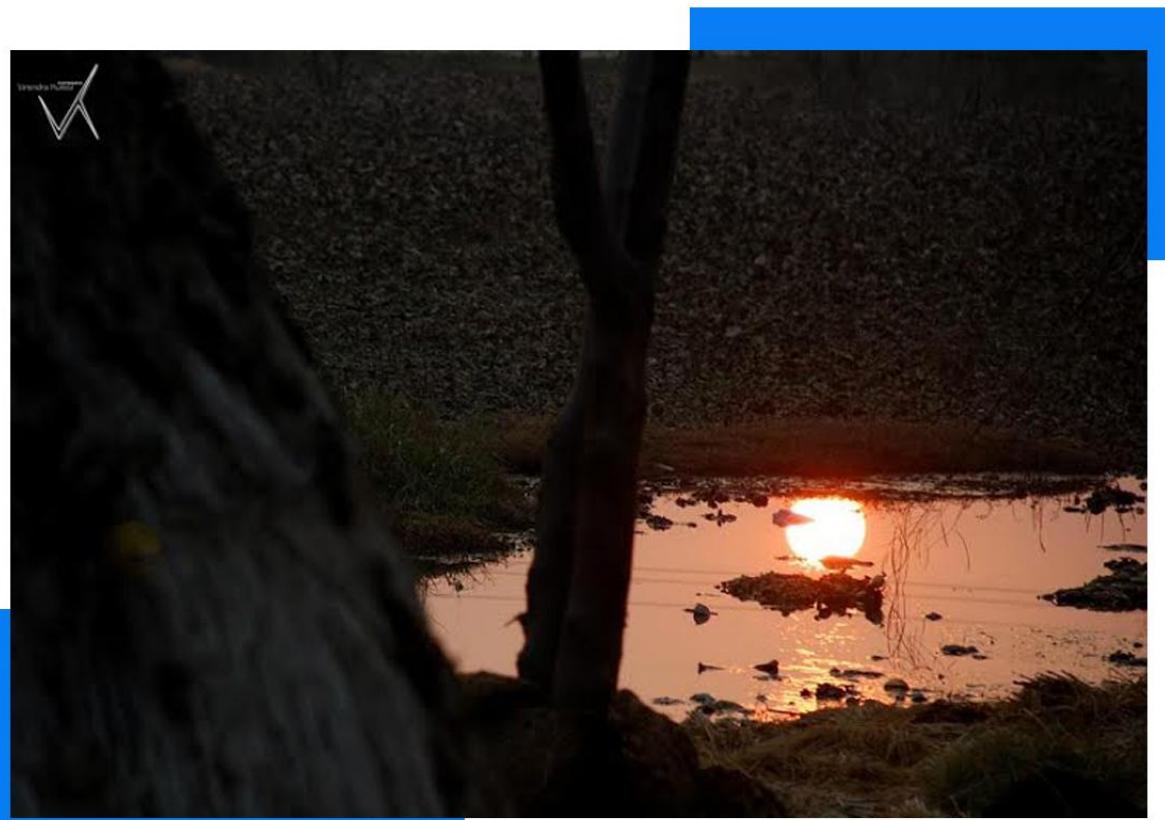
I believe that Twitter would survive for a long time and its importance would grow from here and as long as I would find it fun, I would keep tweeting. I have learnt to restrict myself somehow and now I don't get carried away too much with the appreciation or criticism. The frankness and the ultimate freedom of expression of this platform is amazing and that's why you get hooked to it. So have minimum required dignity and say whatever you want to say man. You can be the next big Troll on :)

I started tweeting on all current affairs ranging from Cricket to Kashmir. But still my ease and 'at home' is in politics. I have been blocked by various media and political celebrities for posting weird and wicked replies to their tweets.

@ROFLGANDHI_ is one of the most famous trolls on twitter. Every time he tweets; he gets one follower. The master of political wit & parody account of Rahul Gandhi has his tweets published in TOI, Economic Times etc. You can follow him at @RoflGandhi_



Photograph OF THE MONTH



[Facebook.com/virendrakumarphotography](https://www.facebook.com/virendrakumarphotography)

The Top 5 sectors in context of Indian Entrepreneurship story which are favorites for 2015 –

2015



E Commerce

Everybody this year must have experienced less people in the market in the festival times than ever before. Most of the retailer friend of ours must have been complaining that how gloom is the stage of economy right now. Lesser people must have



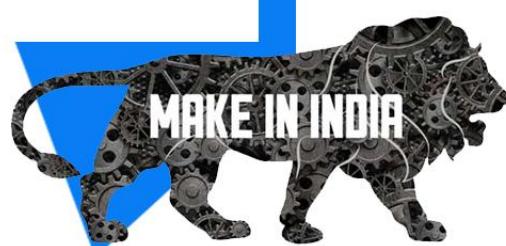
wondered that the online traffic on [myntra.com](#), [snapdeal.com](#) was just hitting new levels at that time .We have said this ten times before, we will say this a thousand times more loudly. The inception of the era of digital business in India has just hit the bull's eye. This sector which has the potential to become a \$ 500 billion industry in India has amazed every one of us with the products, services & innovation. We are selling from pen drives to Hard disks, Health supplements to Honda Activa & Sarees to Sofa Furniture's online. Though will be discussing the whole gamut of things regarding Digital Business model works in the March edition, it is imperative to know that this sector is giving employment to some 1 Crore people as of now. Watch out guys as this bullish run is here to stay.

Stock Market Experts

There is so much of talk about share market in every house hold now days of course without even having the slightest knowledge about how it works. The stories of Adanis getting richer, Ambanis getting richer just pelts us from the fact that there are millions of other investors who have parked funds in these companies who are also getting richer too. Talk to anybody who has invested in share market in the period 2005 – 2010 & has hold funds till now ; ask him about the present value of his funds & you will see his face glitter. The stock market entrepreneurs have a golden era waiting for them in India; it is hopefully going to get better in future too.

Manufacturing Sector

This is the one sector which has registered positive growth since last 3 quarters. India is now no more just a country of cheap labour but also of the population which wants good & cheap products & services. The reason why many new brands across segments have been successful in spite of tough competition from foreign &many famous brands has been that they have made the product in India which helped them cut cost.Readymade garments, electronic products, sports goods etc. are the sectors which look promising.'[Make in India](#)' even makes it look more promising.





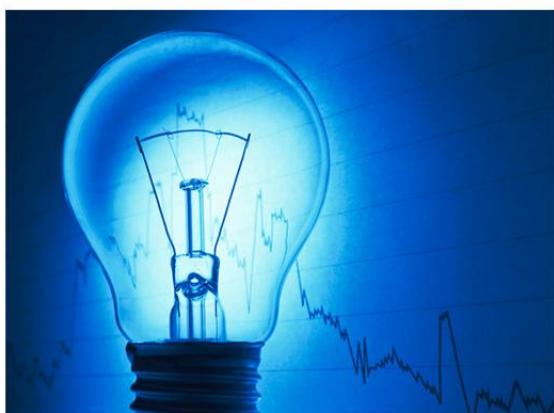
Sectoral pickups for

2015



Power **sector**

Solar energy is going to replace coal as the biggest source of power generation by 2035. This is THESector which holds promise of making you wealthier if you invest in this sector big this year.



With the concept of smart & smarter cities on the anvil, the green energy requirement voice is bound to rise. The land encroachment, forest approvals, agitations over prices etc. are the big reasons which may lead to slowdown in the coal & hydro power sectors which constitute more than 90% of country's energy requirement. Govt is providing subsidy for this sector & also there is a strong case for reducing tax on the solar imports. Though initial investments are a big letdown; still we have our bet on this sector.

Real Estate

There was a bull run, it became ass run, it became a mouse run & we guarantee it is going to be a bullish run now.



Not just the people who are investors, but the shareholders, stakeholders' especially real estate agents are here to grow. Recent FDI norms just add to this glitter. Though most of the people will disagree on why we are bullish when we don't see much enthusiasm in this sector as of now, the reason is quite simple. Economy is

growing, Rate cuts have started, tax slab is decreasing & people have disposable income. This trend is here to stay. More disposable income leads to more investment & this sector is synonymous with investments now. Just invest, wait & watch.

KNOWING

YOUR OPPPOSITION



GAURAV SETHI

In the lead up to the India-Pakistan match, Team Director, Ravi Shastri, a man with a deep love for thinking caps, put on his Thinking Cap – it's in the shape of an LED Bulb, there was some fine text on it – Ideas can strike anybody, anywhere.

Now Shastri is a man who likes to think aloud, but he's also very vain, so he rarely if ever is seen in public wearing this somewhat odd looking thinking cap.

But so compelling was the idea, it couldn't wait, and Shastri barged into the Super Hyper-

SHASTRI - "BOYS! I've been thinking...as you can see"

At once Raina ran up, hugged and high fived Shastri, chatting him up.

SHASTRI - "I've been thinking, we need to know the opposition...how many of you can say you know the opposition...who are Pakistan...who are the players...do you know them...You Rohit, tell me???"

ROHIT - "Afzidi?"

SHASTRI - "And..."

ROHIT - "er...Afzidi and...who's that old guy, captain...ul Haq something..."

Which is when, Raina chirped...

RAINA - "Yeah, he's some Inzi ul Haq, no??"

SHASTRI - "You mean, Misbah ul Haq...close, good try, nearly got it right...OK, who else there are 9 other guys who make the team"

Dhoni meanwhile is in the corner of the room playing chess with Duncan Fletcher who's snoring with his shades on.



KNOWING YOUR OPPOSITION

SHASTRI - "Umesh...yes, Umesh, you give it the...FULL MO...(holds himself back from saying MONTY)..."

UMESH - "Mohammad Yousuf?"

SHASTRI - "Good try, good try, but only present players..players who will be playing us on the 15th of February"

UMESH - "Afridi"

SHASTRI - "NO, not Afridi..."

UMESH - "Afridi, not playing???"

SHASTRI - "Rohit already said Afridi..someone else"

UMESH - "Their captain"

SHASTRI - "Yes, yes, what's his name...??"

UMESH - "But if I say, you'll say Rohit already said.."

Shastri disregards Umesh and moves on feigning enthusiasm

SHASTRI - "So we now know two Paki players...who else is there..WHO ELSE, Shami?"

SHAMI - "Er...Shahid Afridi"

SHASTRI - "Very good, but who else apart from Shahid Afridi"

SHAMI - "His name is Khan"

KOHLI - "And he's not a terrorist"

SHASTRI (feigning laughter) - "Haha very good, sharp wit, Virat, but which Khan"

KOHLI - "Younis Khan, Sohail Khan..."

JADEJA - "Imran Khan!"

UMESH - "Zaheer Khan!"

SHASTRI - "Only India players please...I mean, only Pakistani players please..we have four players, who are the other 7"

KOHLI - "Yasir.."

SHASTRI (interrupting) - "No, No, not you Virat, Rayudu, you tell me???"

RAYUDU - "Er what's the question, sir?"

SHASTRI (to Axar Patel) - "Yeah, you Patel, you tell.."

AXAR - "But sir, I won't be playing only so..."

SHASTRI (losing his patience) - "OK, you, Binny, you say..."

BINNY - "But will I be playing on Sunday?"

Shastri's patience is now being tested, he's taken off his Thinking Cap but hasn't given up on his questioning.

SHASTRI - "Mohit Sharma, you'll be playing...you tell me"

MOHIT - "But sir, they don't play in the IPL, so they are not our friends, so how will we know their names, sir???"

SHASTRI - "Excellent, good answer, hit the nail on the head, but that is why we need to know them because we don't know them...so who"

DHAWAN - "Afridi played for Deccan Chargers..."

Mention of an IPL team albeit an erstwhile one lights Shastri's face, he puts on his Thinking Cap again and is struck by a new idea.

SHASTRI - "OK, let's do something more fun, BOYS...Who are all the Pakistanis who

KNOWING YOUR OPPOSITION

have played in the IPL...Umesh, let's start with you, should we?"

UMESH- "Afridi?"

SHASTRI - "DAMN AFRIDI! Don't you guys know some others names other than Afridi??"

JADEJA: "Boom Boom?!"

SHAMI: "LALA! Yeah, Afridi is also called LALA! That's another name!"

Jadeja is high fiving Shami, and Raina embraces the two, Shastri is furious, hurls his Thinking Cap at Duncan Fletcher, who's unmoved except for a brief pouting of his lips.

SHASTRI - "Something gotta give!!"

As Shastri storms out, Virat follows him..

KOHLI: "By the way, Ravi, his full name is..."

SHASTRI: "what?"

KOHLI: "Sahibzada Mohammad Shahid Khan Afridi..."

GAURAV SETHI

Gaurav Sethi is the owner of www.boredcricketcrazyindians.com which has been awarded the "Best sports blog in India". He is one of the best writers on Cricket in India. With the cricket season on its peak ; Gaurav Sethi leads the way. You can follow him at @BoredCricket.



SWAACH BHARAT PHOTOGRAPHY

SWAACH BHARAT

has been a campaign which has touched the imagination of every Indian. The wonders what this mission can do are UN explainable at this stage of time but for sure this could do to our country which no scheme/policy has done ever before in last 60 years.

We at **Business Bugs** believe that we owe society a lot. In order to take this noble initiative at another level, we introduce the "**SWAACH BHARAT PHOTOGRAPHY**" competition. The theme is simple. Do some small or big cleanliness program around or capture any happening in your area or any area of your choice. Capture an interesting moment taking cue from the campaign; give it a caption & send the same to us. The best Imagination & Effort Wins.



CONTEST -

- 1) This competition is open to all. No Entry fees.
- 2) It should be an interesting campaign. You can send minimum one or maximum 5 photographs for this competition.
- 3) Last Date for submission is 25th March 2015.
- 4) Send the same at Businessbugsorg@gmail.com
- 5) The subject of your email should be SWAACH BHARAT PHOTOGRAPHY only.
- 6) Give your contact details at the end of the mail.
- 7) The best two entries selected gets worth Rs 5000 & Rs 3000 as prize. The same will get published in our magazine too.
- 8) The contest winner will be announced on our website & FB page on 31st March 2015.

Around

The Globe - The Biggest Spoofs



Virendra Kumar

This world is full of crazy people and entrepreneurs are among the purest breed of them. Sometimes they tend to do things which ordinary people may never think of. Or even if that ever comes across their mind they may have never imagined that the idea has so much potential of fetch tons of money. In this series of articles we will be covering some of the craziest business ideas across the world that made millions and redefined entrepreneurship. I am sure that after going through these articles you'll give second thoughts to some of the silliest or craziest ideas were let go off by you because they seemed too weird to you.

"Pet Rock is the only pet you'll own that you'll never need to feed, walk, bath, groom or neuter! Pre-trained to "sit" and "stay" and best of all your Pet Rock is the only pet that will never run away!" says website of Pet Rock(www.petrock.com). In 1975 the perfect pet was... a ROCK. **This ultra-smart guy Gary Dahl imported rocks from Mexico, packaged them in a cardboard box that copy-catted a pet carrier – complete with air holes and a bed of straw – and included a 32-page pet training manual with tips and tricks on how to train your new pet to "sit," "stay," and "attack."** Heights of insanity is that he unloaded more than five million of the igneous invertebrates in six months for \$3.95 each walked away with a cool \$15 million, enough money to retire in his 30s.

If this wasn't enough WIKIHOW.COM runs a page on '[How to Care for Your Pet Rock](#)'. Now that's too much I guess! Although, it was discontinued in 1976 due to lower sales, the Pet Rock became available again from September 3, 2012 so do visit their website in case you want this [EXTRAORDINARY](#) pet.

Source:www.petrock.com



16th February 2015

10:30 PM

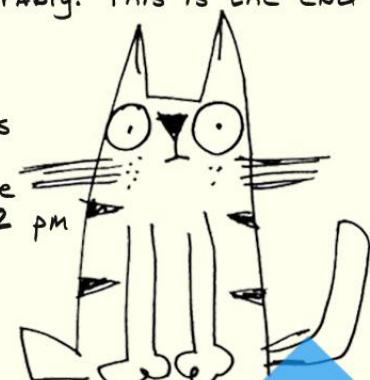
Woke up at 7 AM in the morning much to the displeasure of my parents who always dream of me waking up at 5 AM in the morning, running across the city & loosing at least 25 Kg of my overweight. They hardly knew that at night I was having a conference call of my team discussing our new strategy late till 2 AM. In Indian households, 2 AM is 3 hours before Baba Ramdev switches on TV. Had Maggie at night 12 AM midnight & my eyes were swollen in the morning.

Went to toilet obviously with my I phone in my hand. Toilets are the place where we get to know what is happening in everybody's life in morning courtesy Facebook, WhatsApp etc. 6 of my friends had changed their relationship status in a single day. Two got engaged, two were in relationship & two unfortunately got married. The average toilet sitting has increased from ten minutes to half an hour now. Baba Ramdev was still there at Aastha channel & I started my yoga classes. A little bit of yoga & pranayama is necessary to be able to pass a full day in today's life. 'Arrey motey soch mat kapalbhatti kar' - he said pointing towards one person in his camp. I signed off.

Called the sales in charge of Mojo mobiles in the morning & told him that the beat boy of my area is not picking my call from last 3 days & has probably left. I had given him 30 Android sets & Rs 10000 in advance to sell mobile sets in the market. My heart started pumping fast. A total investment of Rs 70000 was going in the drain for sure as of now. The sales boy or the beat boy as we call him was very confident that he will sell 2000 mobile sets in the market in this month. I had an anticipation of earning Rs 2 lac in the very first month. This was the reason I left my Rs 25000 dirty sales job because I wanted to earn more & with less stress. I was dreaming of owning a Maruti Swift in 6 months & now it looks like if I will be not able to give regular fuel supply to my Pulsar 200.

I was depressed. I was very much depressed. Today I felt like all the dreams of me are getting shattered. Why I trusted that person who I didn't even knew personally. I feel like that I am being robbed of 70000 bucks today by the person I believed in. This was my first business & my first assignment. I failed. I failed miserably. This is the end of the start.

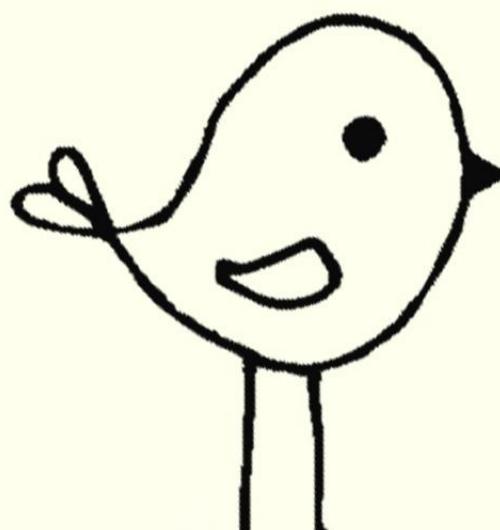
In lunch ate 3 extra chappatis than my normal 2 chappatis a day scheme. Then drank 2 full glasses of water. Full stomach & stressed mind are the perfect combination for afternoon sleep. Both the mobiles went on silent mode & I went to bed at 2 pm & woke up at 6 pm.



Saw 4 missed calls. My Heart started pumping hard with the hope. The hope was that the missed call was of Ashutosh, the bloody rascal who was not picking my call for 3 days & had robbed me of 70000 bucks. If this is him I am going to kill him for sure. The abuses that I was just to hurl at him in case it was him were already in my mind. My blood pressure just touched upper limit. I took the mobile in my hand, opened the missed call section and saw call from a particular unknown number 4 times. Now I knew that it was for sure him with the lame excuse that his phone got lost etc. I called the number. The ring went. Hello - I said. Hello - she replied. What? I said - I received 4 calls from this number. She said - Sir I am calling from a consultancy - Do you want a job in Insurance sector? I disconnected. I was pissed off actually. Here I am looking for a clue to reach that Ashutosh & here is a lady offering me a sales job in insurance sector. What the hell is going on today yaar !!!!

- Had dinner today early at 7:30 pm. The hangover of the Mojo Mania was still in my head. Father asked me that I looked tensed. I lied that it was just a result of not proper sleep in last few days that I was looking a bit over worked. Tomorrow is a new day & something good will happen for sure. I wanted to be positive. I can't just let my dream of becoming an entrepreneur down. I tried to boost myself again.

Went to sleep early with I phone in my hand. Surfed Facebook, whatsapp again. One of my intellectual friends had written a post regarding women molestation. He had written a good emotionally charged post refraining boys from taking females for granted. He was right. I also wanted to tell him that boys are too getting molested. Not just by girls; by boys too. Good night My Diary.



Tweet Of the month



Gappistan Radio @GappistanRadio · 3h
India still pursuing NAM. America represented through Barack Obama and the US Jets, Russia represented through Russian jets and Goa.

4 13 7 ★ 4 ...

E-tard @14_yr_old_Etard · Jan 22
You can cut short every conversation by 90% if you start off with "im doing great, not getting married ever, lets meet soon"

4 13 17 ★ 14 ...

Idiot 420 @idiot_420 · Jan 23
प्रशांत भूषण के पापा अभी भी उसके दोस्तों को आवारा ही समझते हैं #IndianFathers

4 13 342 ★ 174 ...

Roflindian 2.0 @Roflindian · Jan 22
लड़की (BF को पर्सी देते हुए): जनू आज अपने affair को एक साल ही बना।
Customer Care Executive BF: मिस जया तिं, लाइन पर बने रहने का शुक्रिया

4 13 34 ★ 23 ...

Pareesh Rawal @Babu_Bhaiya · Jan 17
ohh..Pakistan mein Petrol khatm?..now whenever Pakistani kids ask their mother-Where is Abba Jaan...Their Mother answer- Abbu gaya Tel lene.

4 13 854 ★ 576 ...

Swamy @slimswwamy · Jan 21
Wife displaying her mastery of the art of political rhetoric - You criticize my baingan but why were you silent when your mummy made karela?

4 13 2 ★ 2 ...

Roflindian 2.0 @Roflindian · Jan 18
What's this AB deVilliers? Only 4s & 6s? No flying kisses, no attitude, no brash talk, no middle finger! Must learn a few things from Kohli!

4 13 843 ★ 363 ...

Anuj Khurana @HaddhaYaar · Jan 20
Ajay Makan is like that third guy in Andaz Apna Apna who said "Hum teeno mein se jiske naseeb mein hogi usko milgi?"

4 13 646 ★ 289 ...

FOOD MAD



I Love food.
We love food.

**We all love food.
We all are Food Mad.**

This is going to be one of the most unique contests in the world around. Just imagine that if we had an option to eat at an epic eatery, write a description of the place, the food, the owner, the history, the recipe & at the same time get paid for it ; would we will be less happy ?

The Food fever is on the rise. We will raise the temperatures further. The recipe for success is this contest is very simple – The recipe of the place at which you are eating has to be very tasty.



CONTEST –

- 1) Choose a less known yet tasty eatery or choose a food item which is rarely on food menu.
- 2) Eat at that place; relish the food & give the place an observation.
- 3) Describe the food, the recipe, the owner, history, how to get at that place.
- 4) Get clicked with the owner or the place.
- 5) Interview some people around & note their annotations & interesting stories.
- 6) Max 600 words.
- 7) Send the same at Businessbugs@gmail.com
- 8) The entry if selected gets paid if the same gets published. The same will be told to you in 24 hours of your submission.
- 9) Remember we don't publish until you get compensated for the same.

ENTREPRENEURSHIP DATA INDIA

ENTREPRENEURSHIP STATISTICS - INDIA

The data collection for entrepreneurship project was completed in June 2013. To measure entrepreneurial activity, annual data was collected directly from 139 company registrars on the number of newly registered firms. The data can help answer such questions as these:

- What are the trends in new firm creation across regions and income groups?
- What is the relationship between entrepreneurship and the business environment and financial development?
- How much did the financial crisis affect entrepreneurial activity in the formal sector? Data is provided on new business entry density, defined as the number of newly registered corporations per 1,000 working-age people (those ages 15–64). As in the World Bank's annual Doing Business report, the units of measurement are private, formal sector companies with limited liability. The data was collected with the support of the [Kauffman Foundation](#).

Economy	Region	Year	New business density	Number of new limited liability companies
Afghanistan	South Asia	2012	0.15	2,289
Bangladesh	South Asia	2012	0.09	9,193
Bhutan	South Asia	2012	0.2	100
India	South Asia	2012	0.12	99,587
Maldives	South Asia	2009	4.39	904
Nepal	South Asia	2012	0.66	10,742
Pakistan	South Asia	2012	0.04	4,162
Sri Lanka	South Asia	2012	0.51	6,975

Source: World Bank

Sr No	State/UT	Female (Numbers in Lakh)	Male (Numbers in Lakh)	Not Recorded (Numbers in Lakh)	Total (Numbers in Lakh)
1	Jammu and Kashmir	0.12	1.06	0.03	1.18
2	Himachal Pradesh	0.11	1.48	0.01	1.6
3	Punjab	0.78	8.84	0.11	9.66
4	Chandigarh	0.06	0.22	0	0.28
5	Uttarakhand	0.15	1.84	0.02	2
6	Haryana	0.16	4.67	0.33	4.87
7	Delhi	0.19	1.49	0.03	1.75
8	Rajasthan	0.55	8.57	0.15	9.14
9	Uttar Pradesh	0.75	21.56	0.33	22.34
10	Bihar	0.47	6.98	0.17	7.48
11	Sikkim	0.01	0.05	0	0.06
12	Arunachal Pradesh	0.06	0.19	0.02	0.25
13	Nagaland	0.04	0.12	0.01	0.16
14	Manipur	0.01	0.42	0.02	0.44
15	Mizoram	0.01	0.08	0	0.1
16	Tripura	0.02	0.24	0	0.26
17	Meghalaya	0.16	0.31	0	0.47
18	Assam	0.2	1.93	0.09	2.14
19	West Bengal	2.05	18.27	0.7	20.8
20	Jharkhand	0.24	4.01	0.04	4.25
21	Orissa	0.9	8.86	0.19	9.77
22	Chhattisgarh	0.12	2.66	0.03	2.78
23	Madhya Pradesh	1.06	10.42	0.32	11.5
24	Gujarat	0.57	12.46	0	13.03
25	Daman & Diu	0	0.01	0	0.01
26	Dadar and Nagar Haveli	0	0.04	0	0.04
27	Maharashtra	0.85	13.57	0.22	14.45
28	Andhra Pradesh	1.11	13.69	0.24	14.9
29	Karnataka	1.86	9.26	0.06	11.12
30	Goa	0.1	0.46	0	0.56
31	Lakshadweep	0	0.01	0	0.01
32	Kerala	2.31	10.63	0.07	12.94
33	Tamil Nadu	3.03	15.15	0.07	18.21
34	Puducherry	0.02	0.1	0	0.13
35	Andaman and Nicobar Islands	0	0.06	0	0.07

Source: Government of India State-Wise Entrepreneurship Profile

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