

Annotated Listing

Editor's Note

Our policy is to review all books which are either sent to us or in our opinion are useful to our readers.

Shah, Shashank, *The Tata group from Torchbearers to Trailblazers; 2018, Penguin Random House India Pvt. Ltd., Haryana, India, pp. 393*
Price ₹ 699

"Tata" the 250 years old indigenous company as well as India's bigger conglomerate with global exposure. This name is acknowledge for adventure and achievement, excellence and ethics reformation and responsibility, struggle and success. Unlike other big grants of business, it has unfolded its hands in every aspect of life (almost) but main point and distinguishing is the Tata family does not come in this list of maximum personal wealth creation.

Shah begins this accountancy emphasizing that Tata Group is credited for industrial capitalism to India with much of wealth generated placed in charitable trusts earmarked for philanthropic purposes. The presentation of material thereafter is supplemented by the incorporation of and prudent reference to, philosophic espoused by economic theorists over the ages as well as an abundance of financial data. His writing is infused with anecdotes given by an authors who has been the forefront of his subject matter. His writing demonstrate a successful guest for quality and commitment to accuracy and precision.

Chapter one tales about how the Tata story begin. Founded in India in 19th century time this was a truly family business when the cotton Industry began to twine when in 1877. Jamesdji acquired ten acres of marshy land is Nagpur and then finished it with increasing global competition and the accomplishment of silk industry. In 1892 Tata endowment was established which allowed its recruitment to seek higher studies one near. In 1887 Tata sons founded by converting its business into his company. The manufacturer of iron steel, together with the assistance of science and technology education and provision of affordable energy which would become the harbingers of the Tata empire.

Chapter two to six has described that the how the family had consistently focused on national identity employment and education opportunity and

scientific advancement by not shutting the world out rather by learning from other countries best practice. Personal assets also had been used to accelerate the business forward, even the downsizing of economy happened like WWII, trends and necessary transition. Their good management and dedication helped them to maintain liquidity and make their employees happy.

From chapter seven to sixteen, the author shows the guiding principles of Tata's which helped them to make sequential milestones like India's first 100 Bn. \$ company crown, making themselves a global company which was born in India, world's most geographically diversified chemical company, the makers of watches for every age, stage & image etc. The main focus of commitment to group - made them the largest private sector employer in India. Throughout the decades, the Tata's growth has been guided by its decisions which were often compared to its desire to make them National Pride.

Chapter seventeen to twenty one the author focuses on relationship building between customer and own confidence of both management & labor. It also shows its investment in both national and global markets. The acquisition from Ford of Jaguar-Land Rover in 2008 for an all cash transaction of U.S. 2.3 billion and previously with its association and eventual friendly beyond of Tetley Tea in 1992. It also continuously focuses on its local products.

Tata also saves great value to their employees with ethical commitment. It made mutual respect, commitment. It made mutual respect, commitment, bonding and affection.

Chapter twenty two to twenty five focuses on globalisation strategy of Tata's by taking potential competitive advantage, evidencing a history of embracing risk taking grounded in unconventional customer centricity like TCS, Tata airlines etc. Mr. Shah also emphasises the innovation views of this group (which is sourced to the customer itself). Tata has been transforming the supply chain and making it more technologically efficient. In the field of infrastructure, transportation & energy Tata has been responding in equal measure.

The hall mark leadership categories of Tata group are - (a) Transparent behaviour; (b) Open communication; (c) Wealth creation with difference; (d) Looking beyond the need of shareholder; (e) CSR

The last two chapters describe the sources and learning from failure strategy of Tata group. Tata looks for intrinsic lessons to be learned from past mistakes and create the ways to proceed wisely in endeavour. The Journey of Tata was not always not appropriately pointed and grasps the opportunity but they learn from mistakes. When India's missed Industrial revolution because of British rule as well as electronic evaluation primary as a result of Socialist oriented legislation passed by the post independent Indian government. Tata strong into action with IT revolution with chip design, creation and testing.

Also the philanthropy has been emphasised over there. The empire was built up parallelly with social development by the group. Company is under lying commitment to employees as well as all stakeholders. Tata always takes lead of studying the root cause of poverty and participating in its alleviation wherever possible.

The Tata business have articulated a stakeholder philosophy 100+ years before it was “(re)discovered” in the west. This book is a great example of why we need more business history that is global. This book highlights the Tata principle of business and their success strategy key analysing in India over the last 250 years. From Colonial rules of independence and from licence raj is to down the globalisation - the Tata Saga has been deeply interwoven with destiny of a resurgent nation. Shah narrates this great story with passion and deep sense of purpose. This book is recommended to the entrepreneurs, business owners, CEO, CFO, MBA students, who wants to achieve heights and learn from the saga of an empire which has spread its wing globally with high corporate governance value.

Ganesh, V.; *The Underage CEOs : Fascinating stories of Young Indians who became CEOs in their Twenties*; 2018, 1st Edition, HarperCollins Publishers, Noida, India pp. 224, Price ₹ 350

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship has been described as the “capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit.” While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to “lack of funding, bad business decisions, an economic crisis, lack of market demand, or a combination of all of these.”

The book is an inspiring compilation of entrepreneurial stories by young and dynamic individuals who decided to break the odds and follow their passion. These stories not only inspire but also connect as these come from common boys and girls who built a business all by themselves starting early in their twenties. This book teaches several lessons of dedication, commitment, hard work, entrepreneurial attitude, willing to do a business, building something from scratch and so on.

And, to my delight, this book is so different and helpful. It took me into the world of smart and creative young minds. The brave stories of S. Shadab Hassan who set up a school to educate the kids in rural Jharkhand, another tale of Priyanka Amar who has introduced the concept of home farms in crowded Mumbai apartments and, that of an ethical hacker Sourav Karmakar who made it big by his dedication and, Avik Bhattacharya has channelled

his passion for dance into a profitable business, and the book covers fascinating stories from Kolkata, Hyderabad, Pune, Mumbai, Bengaluru, Hubli, Delhi and even from a non-descript city called Brambe in Jharkhand. As if to reassure all budding entrepreneurs that technology and programming are not the 'only' niche to explore, the author has covered inspiring entrepreneurial stories of startups in educational sector, agricultural sector, biotech niche, social works & digital sector, and all the other stories kindled a fire in me to do better in my chosen career path. In the end, the author provides a ready-made, easy to understand "Fundas of Funding", which provides the perspective of an investor and entrepreneur, an instant guide to create business plan and a treasure of resources which can help the new, young entrepreneur to kickstart his or her project. The Underage CEOs is about the wave of youth entrepreneurship sweeping through India. These young men and women are not exceptions. Today, the business climate in India offers multiple opportunities to those with good ideas. If you have a strong vision and drive, there are investors willing to back you with funds. The Underage CEOs is a call to action to take a leap of faith and rewrite your destiny for a brighter tomorrow.

This book is very different from other ones in the ways it targets start-ups which are not mainstream but are focusing on solving very different kinds of problems which may not yet be so profitable but are worth to be taken up. It is after reading this book I came to understand the true sense of what an entrepreneur is and what should be his prime objective of opening a start-ups. And thanks Ganesh for writing this book. Also, huge thanks to the author who took the effort and brought these brilliant stories in the form of a book. This is a type of book that you can read over and over again and still learn something new. Would definitely suggest buying it. I find myself picking it up and rereading certain portions because they are so meaningful.

I definitely recommend it to students, young business tycoons and other individuals who have seeds of entrepreneurial desires. This book should also be read by parents so they can give their children the freedom to decide for their careers.

Vaynerchuk, Gary; *Crushing It! How great Entrepreneurs build their Business and Influence and How you can, Too*; 2018, Harper Collins Publisher, New York, USA, pp. 272, Price US \$ 29.99

Crushing It is Gary Vaynerchuk's follow up to his personal branding manifesto crush it, in which he reiterates the importance of personal brand and show you the endless possibilities that come with building one today. Crushing it is a case study, collection of people, who've taken up Gary on his advice from Crush it to build a personal brand, mixed with his latest take on how to achieve exactly that today.

The book is divided into two parts. Part I contain five chapter part II contain ten chapters. Here are three lesson that are both practice and

philosophical at once - you don't need a product to monetize a personal brand, a solid social media presence is built on seven principles, and don't overthink creating content, just document your journey.

Lesson one, personal brands can be monetized in lots of ways, so you don't need to create your own product. When you have a restaurant or brick and mortar store, a personal brand seems like an obvious move. After all, you can use your social media to fill seats and make more sales. But what if you have neither a service nor something to sell?

Well, Ask Brittany Xavier from Thrifts and Threads. Initially, she just documented her life as a young mom for fun on Instagram. Eventually, she noticed similar accounts tagging brands in their posts, so she started doing the same. Soon, those brands began reaching out and once she hit 10,000 followers, she began to charge advertising them in her posts. Now Thrifts and Threads a fully Hedged family Lifestyle brand focusing on cheap, yet stylish outfits, decor and more.

Like a start-up, a personal brand doesn't need a business model right from the start. You can figure it out as you go. As long as your content is high quality, the money will inevitably follow.

Lesson two, Gray has seven principles he thinks should mark the base of any social media presence - (a) Intent - Good entrepreneurs make lots of money. Create entrepreneurs do it in altruistic ways. People can sense when we use them merely for our personal gains, which is why this approach rarely works in long term; (b) Authenticity - Similar to intent, a 27 year old like me (Gary) as a life coach or leadership expert would just come across as cheesy. Be transparent about who you are where you are in life. You don't have to teach people how to play the guitar. You can just learn it alongside them. (c) Passion - More so than having to be excited about what you want to create or sell or promote, you have to be passionate about life. About giving; (d) Patience - Good things always take time. Those who strike gold early will have to learn to how to maintain it later, and those who don't must slowly grind their way to top of the mountain; (e) Speed - Just as important as patience in the macro is speed in the micro. Waiting for results indicates having done something to get them; (f) Work - It's hard to find someone who works harder than Gary. It's the one big variable you control. Besides putting in the time, hard work is also about not being too foamy to do the dirty work yourself. Email people; pick up the phone send your own tweets. Don't outsource yourself when you are two brands; (g) Attention - what works in an online world changes twice a day. Some of the platforms who used to cough at traditional media have already become traditional media themselves. Keep your eyes open. Regardless of whether you start a brand or not if you entered your life around these values. I think that'd made pretty good life.

Lesson three, instead of worrying about particular content to create, just document your journey. The part where most people get hung on, the main reason why they never start creating a personal brand is that when

they sit down to publish, they freeze. We look at the proves like it's an artist's work. But it's not. Originally, no social media platform, not facebook, not even Twitter, not even Instagram, was built to share a stylized highlight reel of our life. So instead of handcrafting each post, just start by documenting what you do anyways. Record yourself practicing sourer tricks, or post old family photos.

"Crushing it" is one part inspiration, one part strategy and one part tactics. This book is easy to understand showcase different social media platforms and how they work, as well as present lots of examples of people "Crushing It". *Crushing It!* is a state-of-the-art guide to structure your own lone to expert and financial accomplishment, but it's not about getting wealthy. It's a plan to living life on your own condition. He talks about a topic and then applied what he was discussion about after reading the original, crushing of. The transforms are pretty spectacular and show how much we should be at slightest prettying an attempt into branding ourselves or our business. Highly recommended, if you are the introvert types and have stayed away from building a personal brand-this book sort of gives you a kick in the life. The book is relevant for budding entrepreneurs and graduates of MBA programs.

Darooka, Mehul and Vikas Kumar; *Startups! Finding Funding*; August 2016, Vishwakarma Publication, Pune, India, pp. 154, Price ₹ 200

With more and more youngster taking a step forward into the world of business, the need for a funding option becomes very necessary Start-up! *Finding funding* is a book that does the job perfectly. It gives a clear idea about the ways in which one can fund their new venture along with the risks and stakes. The book tells 20 successful funding stories of Indian entrepreneur who have used ways, known selling their houses borrowing money. The two authors have added their story as well to this collection of inspiring stories.

Chapter one focus is I Rock India Company. It is a Bollywood film development and production company. It got its name & fame from RAGINI MMS. They approach a very new initiative of fund raising through celebrity funding. Chapter two is on Lambent Technologies, it was founded by an IT services company in 2000. They have a need capital of 2 Lakhs which was out of personal savings and from the founder's relatives they adopted the method of ESOP schemes rather going for bank Loans etc. So, they basically reuse their funds from their employees. Chapter three get through guides is a publishing training and content development company, which/materials at affordable prices in the fields of finance, accounting and management. They train people to generate cost and in marketing.

Chapter four is on I Web Technology Solutions, This private Ltd. Company develops & implements a suite of innovative enterprise

applications Akshay, initially in 2005 started with his father's fund & collaborating with Mr. Ketan Trivedi. Upset from banks, VCS, his luck worked in Silicon Valley where the focus was more on the team and idea. Chapter five is on Programmer Labs, it is an online teaching tool for aspiring programmers as well as those that already know how to code that features cool contents & other games. He used the of Best policy of self funding i.e. funding from his dad. It also gave Rajesh Moorjani, an another benefit of using his dad's office and get programmer Lab to be a big success. Chapter Six on Quick Heal, it is a leading IT security, solution which simplify IT security management across the length and depth of devices & on multiple platforms. This business was funded only by the. Quick Heal's owner Kailash Katkars ongoing business of servicing and repairing IT gadgets.

Chapter Seven is on Chumbak, it designs and manufactures products in the form of Magnets and hence got the name. Today it has over 30 categories of products including fridge magnets, bobble heads etc. Shubhra Chaddha, the founder in true sense made true use of finance and used her PF and sourcing to line up the things later, she also sold her house as going with debt was something not for her. Chapter eight is on Strombss, Strombss is a popular brand dealing with health foods, nutrition foods, health shakes, protein shakes, women's food, breakfast cereals, whole grains many more. After a lot of work, with convincing the bank officials, she was finally granted Loan by SBI. Chapter nine are Happily Unmarried, they make fun products, do music festivals, work with Corporate & lately they have been involved in branding communication etc. Rajat Tuli, the founder used a very innovative method of peer funding from friends and make 8 friends ready to fund him.

Chapter ten on Power 2 Sme.com, this company focuses on reducing the purchase prices for the SMEs through its innovative business model and thus increasing productivity and impacting bottom line of SMEs in a positive manner. This company got vc funding from many placed initially starting with US \$ 8.5mn from investor capital partners & many more. Chapter eleven is on Makkhan Maar Ke, it is a fine dine restaurant with taste buds of every food connoisseurs of North India. He used normal & traditional family business funding. Chapter twelve is on Simplibuy, it is a privately held company involved in creation of a hyper local shopping discovers information system. Arun Purohit, the founder conceived not only one or two, but a dozen investors to put in 40 lakhs in his patented Simplibuy by making use of convertible debt. Chapter thirteen is on Mobikon Technologies, they work with hundreds of hotels & restaurants & helps them engage, with their customers. Samir Khadepaun also used the method of peer funding and raised ₹ 1 cr for his start-up.

Chapter fourteen is on I Achievegroup.com. They specialize in leveraging the power of social media to help individuals establish these own global online business. Rather relying on debts, Tarun chose to self fund his venture from his sourcing and made a huge chunk of profit out of it. Chapter fifteen is on Mobitrack, it specialise is Location Based service for field force through Mobile, RFID, NFC, Barcode, Bluetooth etc. Initial, they relied on their sourcing & later applied a very innovative idea of offering equity to the

investors which probably attracted them. Chapter Sixteen is on Lead Enrich Solutions Pvt. Ltd., it is a full service marketing data Management Company providing cutting edge solution to enable B2B markets to reach their audience more precisely. Santosh's bosses, after getting impressed by his idea, get his funding done. Chapter seventeen is on Aikon Labs, it helps is realizing Idea. Its product 'Verve' provides solution for tapping ideas within the stakeholders in an Enterprise. Dilip Thomas how a lot of struggle getting funded his ideas & finally pursued the idea of revolving credit line.

Chapter eighteen is on Knowlarity, it is a confluence of 'Knowlarity' and Singularity. Their goal is to achieve that inflection point where their products approach near-human intelligence. They raised funds from Angel funding and vc funding from sequoia capital raising a total of sequoia capital. Chapter nineteen is on Brainvisa Technologies, this platform deals with eLearning. They raise funds at the concept level and rest they use savings from bank. Chapter twenty is on Circuit Sutra Technologies, it is an Electronics System Level design IP & services company, which specializes in design & verification of Electronics system with focus on semiconductor chips. They service their funds fern STEP (Government of India Initiative) which was about ₹ 25 lakhs is the form of equity with a buy back clause and that added force to venture.

Chapter twenty is one on Start up India for a prosperous India, the new motto and Govt. Initiative which gave boost to Innovation, Technology etc. India has ranked one of the top economies in the world as it has the largest youth power. This Hub is a key stakeholder in the vibrant ecosystem. Start up India provides lots of benefits to the people and entrepreneurs. It also focuses on Labour laws environmental laws. Its main objective was to promote world-classes Innovation Hubs, Grand Challenges, start-up business etc. The author Mehul Darroka and Vikas kumar is basically trying to let us know through various interesting stories, that how we can fund our start-ups on any entrepreneur who is willing to keep their foot out of the league. This book is recommended to the students, present and future entrepreneur, and motivational speaks it is a good book to keep into library.

Kumar, H.P.; *Start Up India 101 Small Business Projects and New Business/Start up Tool Kit*; 2015, S. K. Bizadviser LLP, Delhi, India, pp. 358, Price ₹ 1,000

This book is a complete guide to becoming successful entrepreneur by focusing on 101 small business project and how to start a new business, a tool kit that give you a brief idea about how to start a business.

As now India, as a formidable consumer club of 1.3 billion, stands at the threshold of entrepreneurial boom as its half of population will be under 28 in 2030 making India a very young country in the next 15 years. Is India ready to grab the opportunity the answer is given in this book. As a leading economy, how soon we adopt the culture of entrepreneurship and create

avenues for the young especially the start-ups to embrace entrepreneurship what are the government new initiative and scheme for creating employment opportunities by way of providing support including financial assistance.

On one side the government is laying much emphasis on "Skill Development" of a large number of person to make them employable and on the other, financial grant is being provided under MNREGA for engaging and employing the unemployed manpower by affording them 100 days of temporary employment.

By creating more and more business entities India's consumer base is so enormous that we are compelled to import hundreds of products (manufacturing and service both) from other countries creating new business enterprises in our country will bring a culture of "Swadeshi" by replacing imports, save precious foreign exchange, create self-employment opportunities, provide sustainable jobs to the unemployed and help in eradication of rural and urban poverty. Keeping the above objective in mind this New Business Start-up Tool Kit has been prepared to provide step by step guidance to first generation entrepreneurs to start a new business enterprise.

101 new small business ideas and project to enable you to identify a project of your choice based on your interest and background and obtain first hand information about that project. Its marketing potential, technical aspects, infrastructure and manpower needs, investment required on fixed assets and working capital financing option and profitability etc.

The brief project given in the book in respect of each of 101 project would provide you adequate information to enable you to take a decision about the project of your liking. This book is sure to enthuse you and help you to get set and go besides it will help you to take the plunge and swim through into a promising future in business of your interest.

Complete procedure given in the book to set up your dream business enterprise also a job provider to other instead of being a job seeker. Author is like a pen a bible on who, what, where and why of entrepreneurship in India? He has compiled this start-up tool kit and has dedicated this guide to the youth of India. This guide will afford knowledge, idea, information and above all a hope to the young and the unemployed aspiring for entrepreneurship.

The first part of this book deal with the characteristics of the entrepreneur. What are the basic need to be a successful entrepreneur and business person procedure to start a new business enterprise. Before starting a business or getting into a new idea to start the business, you should be absolutely clear that either you want to pursue a salaried employment/ job or take a risk associated with the new business. One should absolutely clear for pursuing a career in business(entrepreneurship).

Before starting a your own business, make up your mind to pursue your dream of doing something constructive and innovative – should be absolutely firm and resolute. Your conviction to be successful 'Business Person' get ingrained in your mind and soul. Weather you have a passion

or the need to enter into a business area, you have to be amply clear firm and determined that come what may you will start you own business and make a successful career out of that business. Your commitment and dedication with single mind devotion is a path for sure success.

The another part of this book deal with who can become a successful entrepreneur and business person. To become a successful businessperson, you have to organise not only the physical infrastructure and work force but also establish strong market linkage to reach out to the customer, marketing and good financial management are key to the success of a business enterprise. The one who continues to maintain his/ her focus on the goal and keeps patience for success, is able to become a successful business person. Choosing a project/ business idea is a crucial to the success of a business enterprise. Qualification, past experience, family background and specific interest in a particular field plays a significant role in the choice of project/idea.

Another part of this book deal with the investment needed to start the business. High investment for success is a myth. Large amount of capital investment not essential to become a successful business person. Business enterprise can be started with small capital also like capital professional education and technical skill are useful for a business but not a mandatory requirement.

This book consists of nine chapters and one hundred and one business ideas and startup projects in seventeen different sectors. Chapter one covers in choosing priorities in the career decision, which would be based on various objectives. In chapter two, author suggests you have to think again and again in a innovative way for your business. Chapter three focuses on how to become a successful entrepreneur and business person. Chapter four assist on choosing a business idea or project. Chapter five discuss on the myth, that to be a successful businessperson, you need large amount of capital investment. Chapter six, again discuss on the technical myth. Chapter seven explains essential elements to become a successful business entity. Chapter eight, focuses on new business ideas, that can be classified into three categories – manufacturing, services and art, culture, sports and entertainment. Chapter nine deals with the project plan, source of finance, financial statements, registration and approvals, 101 business ideas and startup projects sector one covers of food and beverage processing which consists of twenty two business ideas. Telecom, I.T. and hardware sector two consists of six business ideas. Sector three, educational material consists of eleven business ideas. Textiles and apparels consists of eleven business ideas. Engineering projects sector consists of seven business ideas. Leather products, paper products, pharmaceuticals and chemical products, plastic and polymer products, agricultural equipments, rubber products, automobile components, construction, home furnishing, electrical and electronic products, foot wear products and general products consists o two, four, six, four, two, two, three, seven, one, nine. Three and seven business ideas respectively.

This book recommends to professors, researchers, post graduate MBA students for innovation and implement these given experiences in real life.