

Bansal, R. (2011). Connect the Dots. Westland Limited.

Rashmi Bansal continues with her compendious writing style with “Connect the Dots.” It is seamlessly articulated and relatable. The book is one of the most inspiring works aimed towards igniting the zeal of entrepreneurship in the people. It's a compilation of 20 stirring entrepreneurial ventures of the people who actually never studied the management or entrepreneurship courses. The inverted title on the cover page itself makes you curious to find out what is inside.

The book is divided into three major sections viz., Jugaad, Junoon and Zuban. The first section of 'Jugaad' has compiled the stories of Indian entrepreneurs who has come up with the business ideas involving typical Indian mentality of making the things work the jugaad way. This includes finding the alternative ways with the examples of ventures like Su-Kam Inverters, tantra T-Shirts etc. This section very well portrays and emphasizes the importance of persistence.

The next section of 'Junoon 'presents the 7 stories of entrepreneurial ideas which presumably were considered crazy at first and finally took the shape of much liked and successful ventures like Reva Electric Cars and haathi Chaap paper. Shakti Sudha Industries make you believe the so called land of crime is also full of potentials and can surprise you with the most innovative ideas.

The book culminates into third section of 'Zubaan' sculpting the stories of Prince Dance Group, Paresh Mokashi of 'Harishchandrachi Factory' fame and designer Abhijit Bansod, techie turned wildlife photographer Kalyan Verma who believed in the power of their dreams and made the world accept their unique thoughts.

The book is amazingly inspiring and can act as a push for all those procrastinating their decisions to take that one giant leap. The author advocates that being an expert is not mandatorily required to foray into a business. The only thing required is 'courage'. The book gives the main lesson as “you are not allowed to sit and watch, rather start and win early to win higher” and “the world is school and you can learn from anywhere and everywhere”.

**Dr. Babita Bhati**  
Assistant Professor, AIMT