

# An inspiring story of a start-up

# Election campaigns and a lady breaking notions

**BOOKSHELF**

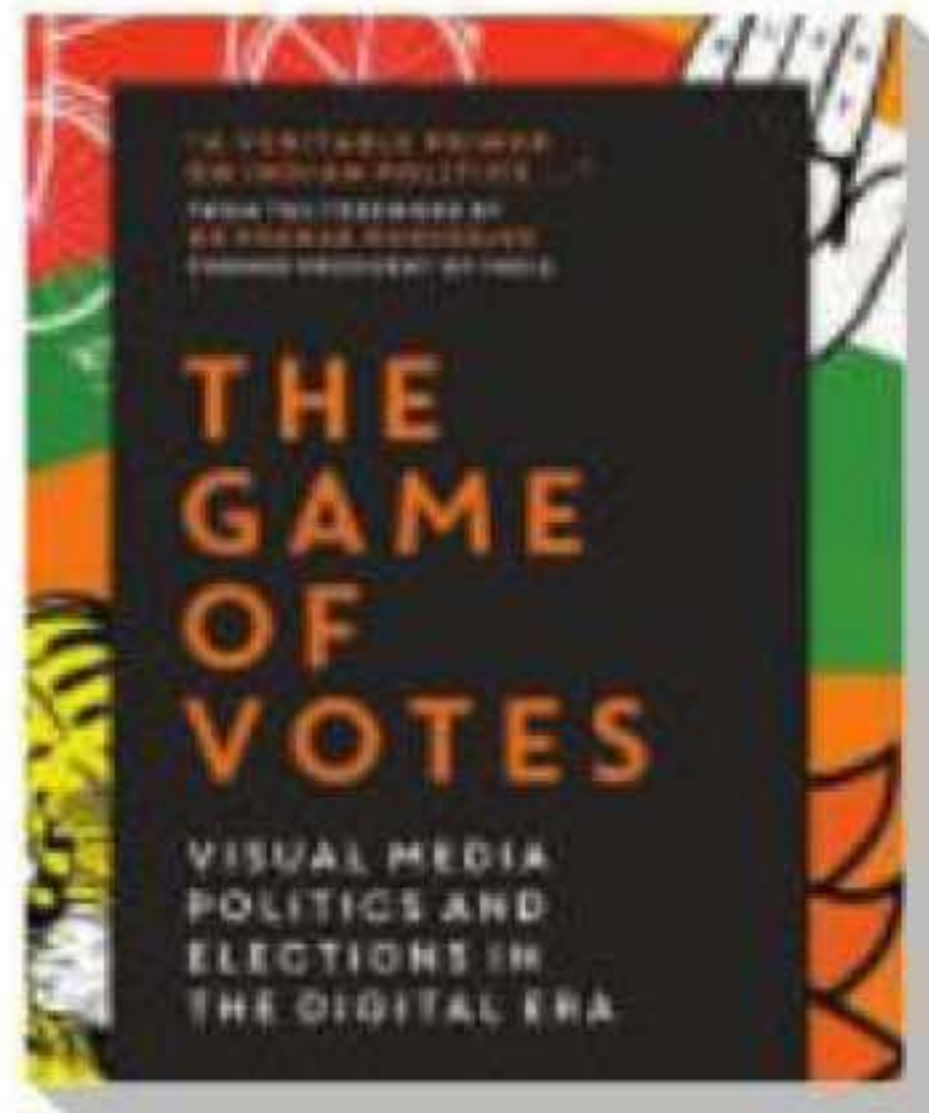
PATRIKA **PLUSH**

How did five entrepreneurs weather the dotcom bust around 18 years back to launch a successful e-grocery venture that is valued at \$950 million today? You may read about it in a new book. You can also learn about the tactics employed in elections today and study an essential action plan for women, in two other books. The Bookshelf gives you much to mull over this week. Get started!



## The Game Of Votes by Farhat Basir Khan

“The emergence of TV and other modern mass media in the late 20th century changed the face of the electoral campaign (in India). Soon, the TV emerged as one of the most effective mediums for election campaigns,” writes Farhat Basir Khan, a faculty member at the AJK Mass Communications Research Centre at the Jamia Milia Islamia. He traces the story in two parts: The Traditional Approach To Campaigning (1952-1984) and shifts gear from the 9th General Election in 1989.



## Lady, You're The Boss! by Apurva

Apurva Purohit goes a notch higher after “Lady, You’re Not A Man” with a woman leader’s guide to utilise her full potential for growth. “When you read this book, you will realise that it invites you to reflect on what you have achieved so far, the restrictions you have imposed on yourself and how you have many times swayed to a tune not of your making, by adjusting and accommodating, by choosing to keep quiet and by allowing yourself to drift. As you reflect, I hope you will recognise that the time has come for you to decide for yourself what you want to do and that this time around, you get to choose what you want. Just remember that your prospects are limitless and infinite,” Purohit writes. Lady, Go For It!

## Saying No To Jugaad

by TN Hari and MS Subramaniam

SAYING  
NO TO  
JUGAAD

THE MAKING OF

**bb bigbasket**

T.N. HARI  
M.S. SUBRAMANIAM

Entrepreneurship in India has evolved and matured significantly since the turn of the century. Successive governments, through a combination of pragmatic policy-making and focus on execution have accelerated this journey. Enter a group of five survivors of the dotcom bust - Hari Menon (56) VS Sudhakar (58), Vipul Parekh (53), Abhinay Choudhari (47) and V.S. Ramesh (62) - who founded Supermarket Grocery Supplies Pvt, the parent of the BigBasket chain, in Bengaluru in December 2011, never forgetting the lessons from their last venture, Fabmart, that in 1999 was way beyond its time in a dial-up era where the Internet was a rarity. This book captures vision, culture and commitment to values in a start-up.

LADY,  
YOU'RE  
THE BOSS!



APURVA PUROHIT