# **Contents**

### **EDITORIAL**

#### **ENTREPRENEURSHIP**

- 6 The Entrepreneurial Personality
  Test Your Entrepreneurial Quotient
  by: Prof. T.V. Rao
- 14 The Why and How of Entrepreneurship in Family Businesses by: Prof. Kavil Ramachandran
- 18 Why Start ups Fail To Scale? by: Prof. Satya Acharya and Jasmine Parekh
- 22 Butterfly Fields by: Sharat Chandra
- 28 Brightening Smiles On The Way To Success! by: Yogesh Virmani
- 32 Age No Bar by: Madanlal Sharma

# **INTRAPRENEURSHIP**

- 36 ACE of Intrapreneurship by: Jayantee Mukherjee Saha
  - 40 Entrepreneurship At The Workplace by: Ajoy Chawla

#### **FACE TO FACE**

- 46 It's All About 'Walking The Promise.'
  Interaction With Mimi Parthasarathy
  - 54 The Blue Bus That Carries Hope Interaction With Shridhar Venkat

# PROFESSION IN FOCUS

Leadership Lessons Through Movies: Reel To Real by: Prof. Kandaswamy Bharathan

## **WELLBEING**

- A Better Present By Exploring The Past-A Past Life Regression Approach To Removing Roadblocks To Success by: Subha Yeri
  - Walking The Tightrope-WorkingWomen And Worklife Balanceby: Nandita Chatterjee & Namrata Malik

#### **BOOK REVIEWS**

- 76 The CII Entrepreneur's Handbook by: Tanmayi Vepakomma
- 77 Take Charge by: Shaju John

# PEOPLE PRACTICES & TALENT MANAGEMENT

78 Mergers & Acquisition:What Is The Deal For People?by: C. Mahalingam

# PERSONAL EFFECTIVENESS

Gone In 60 Seconds-Communicating For Results by: Elango R

