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"STFU – START THE F UP," SAYS RAJIVE DHAVAN

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"START THE F UP" the title sounds really cool and I-don't-care types and indeed it is. It's a story by Mr. Rajive Dhavan, a young and dynamic serial entrepreneur and by serial, I mean, he is the one having three ongoing ventures. He is heading three ventures, viz., What's in a Name Creatives (<http://www.whatsinaname.in/>), Namesake Productions (<http://www.namesakeproductions.com/>) and Just Flaunt Salon (<http://www.justflauntsalon.com/>). Apart from this he is into writing also.

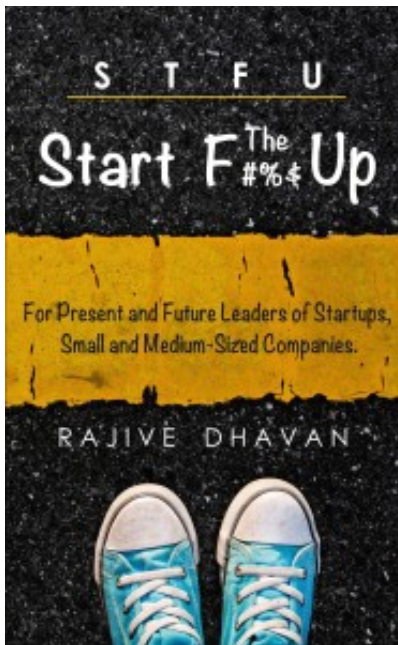
As mentioned in website of Namesake Productions (<http://www.namesakeproductions.com/rajivedhavan.html>) his introduction goes something like this, and I guess, i don't need to say much after this.

An Entrepreneur by profession, a creative writer and a self-confessed foodie, who loves to capture all the drama behind the culinary art. Being actively involved in steering and heading the creative process, he is backed up with a Degree in Journalism. Heading a renowned Media House – What's In a Name Creatives – he loves to influence the way brands flirt with their audiences. An optimist, who believes that there's always a good idea in a pile of stupid ones!



(<http://www.bolteraho.com/wp-content/uploads/2015/11/Rajive-Dhavan-STFU-Book-On-Startups.jpg>)

His book is for all the present and future entrepreneurs, leaders and managers. It have tremendous advice for young ones. He had faced failure in his early life which was his inspiration behind writing such an **AWESOME** book. **"A person learns from his/her past experiences"**, this is something one can learn from him because **"he started, he failed, he fell, he rose, he re-started and he achieved"**. It is really not difficult for you to go ahead if you believe in yourself, this is something he suggest us.



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Here we go with him on questions & answers sessions and he has apt response to every question and I just loved it!! So here we go:

1. Tell us about yourself.

In the last few years, I've spent my time playing so many varied roles, that I think I can be renamed "Jack".

I am a serial entrepreneur with over 10 years of experience in varied fields. I head three companies – What's In a Name Creatives, Namesake Productions & Just Flaunt Salon. Things that excite me the most are entrepreneurship, writing, digital marketing, photography, direction, cooking, movies and popcorn.

2. What inspired you to write?

The failure that I witnessed in early years of my life was one big reason for me to write this book. Also, I felt that a book like this could be of good help to budding entrepreneurs. But when I read a book called *Do Nothing*, it triggered this decision.

3. Which is your favorite book?

Do Nothing! By J. Keith Murnighan.

4. One thing you can do better than any one else?

There's nothing that I can do better than any one else. But I think a combination of what I do is better than many others.

5. What title would you give to the story of your life?

What's Next?

6. One thing you feel, you should have?

It's the ability to say "No".

7. One must-have thing for aspiring authors?

Madness!

8. Why did you choose to write?

I always had a lot of respect for people who could write well. I was attracted to the fact that it could help me express my thoughts better. However, I knew I was bad at it. So, there was this undying want to excel. Hence, I left everything that I had, and took up writing.

9. Being a serial entrepreneur, how do you handle all the pressure?

I take small breaks of a few minutes in my mind. During these breaks, I might work on something I like, or I might do nothing. But I make sure that I disconnect from every negative thought and pressure during these breaks.

10. When did you realize that you are ready to take a step forward toward becoming an entrepreneur?

My first brush with entrepreneurship was way back in school. I used to sell sauces & canned fruits to bakeries. It was a small business that helped me make some bucks. The whole idea of buying something at a lower price, and selling it with profits was great. That's when I realized that I'd want to get back to entrepreneurship some day. But my first big step towards entrepreneurship was after a stint of 5 years in the corporate world, and a leading daily

newspaper. Later, I ended up joining an advertising agency as a copywriter. The agency didn't release salaries for three consecutive months since I'd joined. That's when I decided that if I have to remain unpaid, I might as well try this on my own. I shared the idea with my friend Harini Prabhu, and she readily agreed to be a part of this dream.

11. Did you decide the beginning and the end of the book before you started writing?

I was clear about two things; this book should be of good help to budding entrepreneurs, and it should empower them to look for solutions themselves. I used to write chapters based on every challenge that we had faced, or were facing at that time. Hence, the beginning was clear too. That's also because I had interacted and worked with a lot of startup leaders & aspiring entrepreneurs in the last 5 years. One thing that was common between most of them was the fact that they didn't have a clear purpose. And I was sure that this would be the beginning of my book. The ending however, was a challenge. As it's not a fictional story, there's no climax. Every chapter that I'd written is dear to me. So, it was a struggle to choose the last one. But I decided to go ahead with a chapter called "*Instincts talk... listen.*" It's because I feel that our instinct is one of the biggest tools we've got. More often than not, these instincts guide us to what's best for us. In most scenarios, instincts beat statistics, logic, et al.

12. Which of your venture do you think is the best, and has scope to become the next big thing?

I believe in every venture of ours. That's exactly why I started them. But yeah, there have been days that shook this belief of mine. That's when we worked harder to rise. I feel that every venture of ours could end up becoming the next big thing. And I think every entrepreneur should believe in his ventures. That's because, sometimes, this belief is enough to help us sail through rough tides.

13. Who is your intended audience? Why should they read your book?

My book, STFU – Start The F Up, is for all the present and future leaders, entrepreneurs, and managers. I believe that no one knows it all. And one can learn a lot from books. You should

read my book, STFU – Start The F Up, because it doesn't preach about what's right or what's wrong. It talks about some best practices, bursts some myths, shares some unusual perspectives, and empowers you to look for solutions yourself.

14. What was the most difficult phase of your life?

As a kid the difficulty was to understand why people would bully me just because I was academically poor. As a teenager it was difficult for me to wait until I turn eighteen so that I could join an MNC, and support my family financially, especially during those tough days. When I got my first job in a good company, the difficulty was to look beyond a personal incident that shook my life forever. When I made my first job switch, the difficulty was to understand why the management had to con me into taking up a complicated role without keeping any of its promises. When I joined an advertising agency as a copywriter, the difficulty was to work with all honesty despite being unpaid for three months. When we decided to start our first business, the difficulty was to figure out how would we do that without a single penny in our pockets. When we managed to launch our first startup, the difficulty was to convince people that 22-year-old kids could help them with branding. When we launched our first salon, as a new entrant, it was difficult to make people believe in us. Over a period of time, I've accepted that difficulties were, and might always remain, a big part of my life. But I guess it all happened for a reason. Most of these experiences were learning opportunities. They helped me get stronger.

15. A topic you desperately want to write and why?

The strange thing is that I've been thinking about writing a crime thriller next. In fact, I've also got a rough story in mind. Also, I feel that it will be highly challenging to write one.

16. How would you define corporate world?

It's a political battlefield. The deserving ones are not good at politics. And the not-so-deserving ones are great at politics. So, it's an extreme situation for the deserving ones. Either they face everything and rise to the top. Or they succumb to pressure and fall with time. It's more about the survival of the smartest & mentally fittest.

17. *What do you think our youngsters need to learn?*

I am not that old to analyze this. But I think they are way smarter than a lot of us. If they are a little disciplined, and use their zeal in the right direction, they can achieve the impossible.

18. *In the end, what is your suggestion for aspiring writers?*

In a single word, it's Self-belief! There are a lot of jobless souls who like to criticize. Most of these would have not written a single page in their life. But if you can look beyond them, and believe in yourself, you'll meet your goal.

You can buy your copy at Amazon – Start The F Up (<http://www.amazon.in/STFU-Start-The-Medium-Sized-Companies/dp/1482856468>)



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