
Rashmi Bansal



Rashmi Bansal is a renowned writer, and an entrepreneur and youth expert. The author of five bestselling books on entrepreneurship, her books have sold over 700,000 copies, and have been translated into eight Indian languages. She is also one of India's most sought-after motivational speakers.

Bansal is co-founder of JAM (Just Another Magazine), which is India's most popular youth magazine. Her popular blog Youthcurry, features her articles on youth, careers and entrepreneurship.

A columnist on popular Indian news portal Rediff.com, she is also regular contributor to India's largest selling business magazine, Businessworld. Her articles generate extensive interest and debate. She was previously employed as consulting editor at business news channel Bloomberg UTV, where she hosted India's first call-in show on careers 'Stay Hungry'.

Bansal is a consultant for international youth research agencies, such as The Futures Company (a division of WPP, London), and Flamingo Research (Singapore).

She mentors students and young entrepreneurs, and also conducts very popular motivational talks and youth insight seminars for corporates and institutes of national and international repute. Previous clients include IIM Ahmedabad, IIM Bangalore, ISB Hyderabad, Kellogg School of Management, and S P Jain.

Bansal's first book 'Stay Hungry Stay Foolish', follows the stories of 25 MBAs from IIM Ahmedabad who left lucrative jobs, to create successful businesses. The book was an initiative by the Centre for Innovation Incubation and Entrepreneurship (CIIE), at IIM Ahmedabad. It sold over 350,000 copies, creating a new record in Indian publishing.

Bansal's second and third books, 'Connect the Dots', the stories of 25 non-MBA entrepreneurs, and 'I have a Dream' the stories of 25 social entrepreneurs, were both shortlisted for the prestigious Economist Crossword Popular Award. 'I have a Dream' was also the no 1 non-fiction title in India in 2011 (as per A C Nielsen retail Bookscan). Her fourth book, 'Poor Little Rich Slum', captures the spirit of enterprise in Mumbai's Dharavi slum, and, her latest book 'Follow Every Rainbow', features the inspiring stories of 25 successful female entrepreneurs, from across the world.

Bansal graduated in Economics from Sophia College, Mumbai and received her MBA from IIM Ahmedabad in 1993.