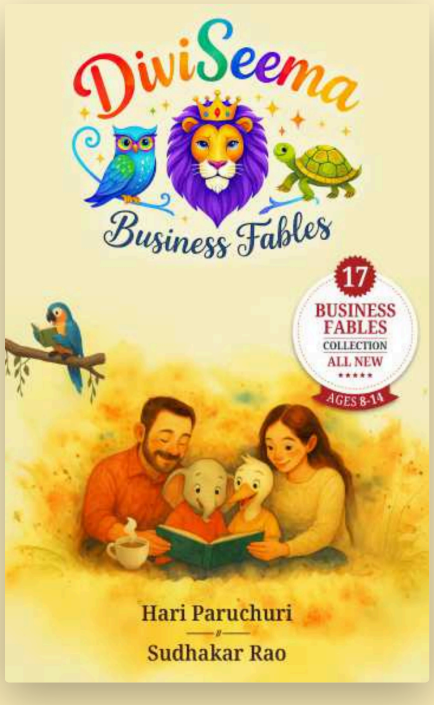


PORTFOLIO · CO-AUTHORED CHILDREN'S BOOK

DiviSeema Business Fables

Seventeen animal fables that teach how business works · Ages 8 to 14 · 2025

17	34	8 to 14	2025
FABLES	GROUP ACTIVITIES	READER AGE	PUBLISHED

THE IDEA

Children get stories about courage, honesty and kindness. Almost none about why a shop closes, how an app can be free, or why a queue forms. Yet most of them will spend their lives in business. DiviSeema is an invented island where seven founding animals wrote a constitution against predation and built a society on trade, and where a fox has been asked to collect its best business stories. Each fable carries one concept, subscription, specialisation, trust, pricing, listening to customers, and lets it emerge the way a friendship lesson would.

HOW EACH FABLE IS BUILT

The story stands on its own. Then a **Real World Connections** section links it to a company a child may know (a honey delivery round becomes Amazon's Subscribe & Save, KiwiCo, early Netflix). **Try This** gives two group activities with cards to copy. **What If** prompts push the idea to its edges. **Let's Talk** questions are written to start a conversation, not to test.

THE SEVENTEEN

1. Malli's Sweet Delivery
2. Kavya's Perfect Pouch
3. Arjun's Specialized Security
4. Vaidehi's Sky Trail
5. Bhoomi's Big Picture
6. Chatur's Big Break
7. Gopi's Shell Shock
8. Captain Wolf's Silent Lesson
9. Hazel Hamster's Sharing Struggle
10. Manu's Secret Spice
11. Holly Hummingbird's Hover Problem
12. Terry Tortoise's Trust Trouble
13. Mira Magpie's Perfect Collection
14. Vivek's Feather Transformation
15. Ravi's Perfect Mistakes
16. Petra Pangolin's Protection Problem
17. Sid's Ferry Revolution

> *"Not another jargon-filled business book. I was in for a pleasant surprise."*
>
> T P Venu, Brainfeed Magazine, February 2026 (review reproduced overleaf)

Role: co-author. Concept, world-building, the fables themselves and the learning apparatus around each one: the real-world case links, activities, what-if prompts and discussion questions. A three-story sampler edition was produced alongside the full collection. **Preview or buy:** amazon.com/dp/B0FGWCVYTG

TIHNKERING · 2025

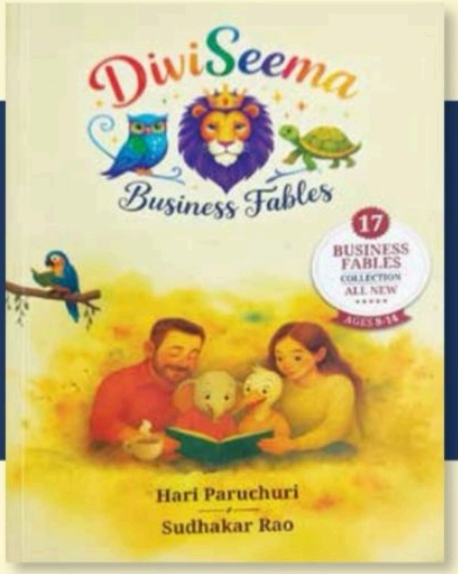
Children's business fables · ages 8 to 14
17 stories · 204 pages
Kindle and print on Amazon:
amazon.com/dp/B0FGWCVYTG
Reviewed in Brainfeed Magazine, Feb 2026

INDEPENDENT REVIEW

"When Fables Become Business Lessons" · Brainfeed Magazine, February 2026

BOOK REVIEW

T P Venu



WHEN FABLES BECOME BUSINESS LESSONS

When my editor asked me to meet Sudhakar Rao, the co-author (along with Hari Paruchuri) of DiviSeema – Business Fables, my first reaction was: Not another jargon-filled business book. I was in for a pleasant surprise.

The authors imagine a mystical, uninhabited, green island discovered by seven animals choose to live in harmony and cooperation. On this island, 17 fables unfold, each featuring an animal embarking on a unique business journey.

Told in simple English and aimed at readers aged 8–14, each fable introduces a business concept, followed by activities and real-world examples. At a time when many lament the lack of practical education, this book bridges the gap by explaining concepts through engaging stories and then nudging readers to think deeper through hands-on exercises.

Take, for instance, a delightful business plan in one of the fables suggested by a bear to a honey bee – deliver four jars of honey every month to customers' doorsteps. In the first fable, Malli's Sweet Delivery, Malli the bee begins this experiment. Within two weeks, twelve customers sign up. The authors then draw parallels with modern business models – like how Amazon realised, just as Malli did, that people prefer doorstep delivery to visiting stores.

A standout feature of the book is the "What If" scenario section in each chapter. It presents possibilities for students to discuss and debate: What if other bees start a similar business? What if the idea becomes too popular? What if subscribers don't pay? These prompts help young readers think critically and explore decision-making.

There is ample scope for group activities, classroom discussions, and reflective learning – all anchored in the charm of fables woven into practical, real-world insights.

While reading, I was reminded of an experiment by Ernest Timothy McCluskie, an Anglo-Indian businessman from Kolkata, who in 1932 invited nearly 200,000 Anglo-Indians to settle in a village near Ranchi. The settlement – now known as McCluskiegunj – initially drew 400 families, but most eventually left due to a lack of jobs and business opportunities. In contrast, DiviSeema – meaning "The Land of Prosperity"– shows its inhabitants, all animals, identifying opportunities, building businesses, and thriving.

The 17 fables are not just stories–they are life lessons, offering young minds a window into entrepreneurship, creativity, and the limitless possibilities of building something new. BF

About the Authors



Sudhakar Rao, an alumnus of IIM Bangalore and MIT Sloan, brings over 25 years of leadership as an award-winning brand strategist. As Director of Branding at ICFAI, he leads branding strategy for 11 universities, 9 business schools, and multiple tech and law schools. He also mentors startups and speaks globally on innovation.

Hari Paruchuri, a tech graduate from NIT Warangal, has worked in films, journalism, and advertising. He co-founded Trikaal Advertising, which was successfully sold after 26 profitable years. He is currently working on a fantasy book rooted in Indian mythology, a film script, and multiple non-fiction projects.

Book review by T P Venu, Brainfeed Magazine, page 58, February 2026 issue. Reproduced for portfolio reference.