DiviSeema

Business Fables

17
BUSINESS FABLES
COLLECTION
ALL NEW
★★★★★
AGES 8-14





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—and—
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FOR ALL YE, WHO ASK. . .

HOW AND WHY THESE STORIES WERE COLLECTED?



Long ago, when the world was younger, seven animals discovered a vast, uninhabited island nearly the size of a small continent. The place was lush with forests, mountains, lakes, and plains, yet surprisingly empty of animals.

And the best of all, they found an entire species of fleshy and meaty plants that grew in abundance.

These seven explorers were King Indrajit, a Lion; Grand Minister Vidyasagar an Owl; Elder Minister Dhairya, a Tortoise; Sub-Ministers Vikram, a Wolf; Mira, an Elephant; Council Members Kavi, a Peacock and Sushila, a Deer.

It was Indrajit, the Lion and Vikram, the Wolf who confirmed that the **Meat Plant** (which they came to name later) was the ideal food for Carnivores.

They named the place "DiviSeema" which just means “The Land of Prosperity”.

Unlike the outside world where predator and prey lived in constant conflict, these founders imagined something new: a society where animals could live and work together through cooperation. After many meetings on what became known as “The Founders' Hill Fights and Screams”, they created The Fundamental Constitution of DiviSeema with three key rules:

- No violence between any animals, regardless of form or size or colour.
- No hunting or eating of other living animals.
- Rule-breakers would face judgment, with penalties from community service to exile.

Two councils were established to govern: the General Wisdom Council with all the seven founders, and the Special Wisdom Council with just King Indrajit, Vidyasagar Owl, and Dhairya Tortoise.

Soon, animals from everywhere came to join this experiment. Wolves offered security instead of hunting, rabbits created messenger networks, and bears traded honey instead of raiding hives. Each animal contributed its natural talents, and DiviSeema flourished.

Now, nineteen years after the founding of DiviSeema, King Indrajit's twentieth anniversary approached. One evening, as the five founders watched the sunset (Kavi Peacock and Sushila Deer having passed away), Vidyasagar Owl suggested:

"Why don't we collect DiviSeema's best business stories into a book? Young animals could learn from these tales, and we could dedicate it to King Indrajit as his legacy."

"A wonderful idea," replied Dhairya, his ancient eyes gleaming. "As I'll likely outlive you all, no offence, I can keep adding stories as new business lessons emerge."

"Who should write these stories?" asked Vikram Wolf, his once-silver fur now white.

"A fox would be perfect," replied Vidyasagar. "Foxes speak with all kinds of animals and turn facts into engaging stories."

When they consulted Prince Arjun Lion, he enthusiastically agreed and suggested, "Let the fox report directly to the Special Wisdom

Council. We'll keep this secret and present the finished book to my father on his twentieth anniversary as king."

And so began the "Business Fables of DiviSeema," recorded by a clever fox (whose name remains secret) under the watchful eyes of the Special Wisdom Council.

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MALLI'S SWEET DELIVERY



The honey stall was all madness as one customer after another demanded what they wanted.

Malli's wings ached. Again.

"Three Wildflower, light on pollen!" Sammy Squirrel demanded, already grabbing jars before she could reach them.

Behind him, rabbits tapped their feet. A grumpy badger muttered about "terrible service." Three bears argued about which honey tasted better.

Malli darted between them all, wings blurring. A jar crashed. Sticky honey oozed everywhere. By noon, her beautiful display looked like a disaster zone.

The worst part? Malli's parents needed her help. Their old wings couldn't handle long flights anymore, and she'd promised to help them move closer to the hive. But at this rate, she'd never save enough. Too much chaos, too little profit.

Some nights she dreamed about flying away to the quiet mountains. Just her and nature. No angry customers. No sticky disasters.

Then one day, Bharath the Bear walked in during the afternoon rush. Big, grumpy Bharath who complained about everything.

"This circus again," he growled, surveying the crowd.

Malli wiped honey from her forehead. "Want your usual?"

"Listen." Bharath scratched his massive head. "What if I just paid you for four jars every month? You leave them at my cave. Two Wildflower, two Forest Dew. I'll put coins under the flat rock."

Malli stopped mid-flight. "You... don't want to choose each time?"

"Who wants to fight through crowds? Your honey's good, but this-" he waved a paw at the chaos, "gives me headaches."

Bharath lumbered away with his jars. Malli hovered there, thinking.

That night, she couldn't stop buzzing around her room. What if OTHER customers felt the same way? She scratched numbers on bark. Four jars, same time each month, delivered right to their homes...

Her mother poked her head in. "Still awake, little wing?"

"Just thinking, Mama."

But she was doing more than thinking. She was calculating. What if twelve customers paid monthly for delivery? What if. . . She could help her parents AND escape the market madness.

Next morning, she found Polly Parrot picking through jars with her usual dramatic sighs.

"Polly," Malli said, heart racing. "What if I brought your honey to your nest each week? Same price, no waiting?"

Polly's eyes went wide. "No lines? No pushing? Yes, YES, absolutely yes!"

Then Freddy Frog agreed. So did Hilda Hedgehog. Even the family of mice who always forgot which honey they wanted.

Within two weeks, Malli had twelve customers signed up. She'd rise before dawn, pack each order carefully, and fly her delivery route. Drop honey at doorsteps, collect coins from secret spots, chat briefly with whoever was awake.

No more sticky disasters. No more angry crowds. No more exhaustion that made her wings feel like stones.

Just peaceful morning flights through ForestGreens, visiting friends who actually smiled when they saw her.

The market stall? She kept it open just three days a week now, for customers who liked choosing their own. But most days, she was flying free, delivering happiness in jars.

Best part? Her parents had noticed the change. "You seem happier, little wing," her father said. "Like you found your rhythm."

She had. And she'd already saved half of what they needed for the move.

Three months later, placing Bharath's delivery on his doorstep, Malli found a note with his payment: "Best idea I ever had. Thanks for listening, Buzzy."

She laughed. Sometimes the grumpiest customers really do have the sweetest ideas.

She left an extra jar for Bharath with a “Thank you Grumpy. Keep getting those ideas.”



How I Started My Honey Delivery Service

1. Struggled to sell honey at busy marketplace





2. Bear suggested monthly honey deliveries

3. Offered subscription to other regulars





4. Delivered honey to happy customers



Real World Examples

You know what's funny about Bharath's idea? He basically thought of something that's everywhere now.

Think about it. Have you ever been to a house where boxes just appear on the doorstep? Amazon figured out the same thing Malli did. People LOVE not having to go to stores. They even have this thing called Subscribe & Save where you pick stuff you always need, like toothpaste or pet food, and it just shows up every month. You don't even have to remember to order it!

Here's one of my favourite business stories: There's this company called KiwiCo that sends craft boxes to kids. Every month, a surprise box arrives with everything you need to build something cool; maybe a mini catapult, a kaleidoscope, or a robot that actually moves. Parents love it because they don't have to hunt for supplies or figure out projects. Kids love it because it's like getting presents all year.

And this! The guy who started Netflix?

He got the idea because he was angry about paying a $40 late fee for a movie rental. Forty dollars! He thought, "What if people could just keep movies as long as they wanted?" So he started mailing DVDs to people's houses. No late fees, no driving to the video store. Just movies showing up in your mailbox.

The really wild part is how many businesses do this now. Blue Apron sends all the ingredients for dinner, chopped and measured. Stitch Fix sends clothes picked just for you. There's even a company that sends you new socks every few months, because who remembers to buy socks?

What are all these billion-dollar companies? Basically what Bharath the grumpy bear figured out. He just wanted his honey without the hassle. Sometimes the best business ideas come from the laziest.

Ok. Lets rephrase that. . . from the SMARTEST customers who just want life to be easier.

And here's the secret these companies learned: when you make life easier for customers, they stick with you. Malli's customers didn't switch to another honey seller because she'd become part of their routine. Every week, honey appears. No thinking required. That's worth a lot more than just good honey.

That's peace of mind in a jar.

Interact & Learn



Activity 1: Subscription Station

What you need:

Paper, pencils, small objects to represent products (buttons, paper clips, anything)

Product Cards (copy these) (one on each card):

1. Fresh honey (weekly)
2. Flower seeds (monthly)
3. Nest-building twigs (seasonal)
4. Berries (weekly)
5. Special nuts (monthly)
6. Colorful leaves (seasonal)

Customer Preference Cards (copy these) (one on each card):

1. Hates crowds, loves routine
2. Forgets what they need
3. Too busy to shop
4. Lives far away
5. Wants same thing always
6. Likes surprises

Step 1: Each player draws one product card and two customer cards

Step 2: Design a delivery service that makes both customers happy

Step 3: Present your idea in 30 seconds
Step 4: Vote on which service you'd actually want

Time: 15 minutes

Activity 2: Delivery Route Race

What you need: Paper, pencils, dice (or number cards 1-6)

Setup Cards (copy these locations) (one on each card):

1. Mountain Cave
2. Riverside Burrow
3. Treetop Nest
4. Underground Den
5. Lakeside Lodge
6. Forest Clearing

Order Cards (copy these) (one on each card):

1. 2 jars honey + 1 special treat
2. 3 jars honey
3. 1 jar honey + 2 treats
4. 4 jars honey
5. 2 jars honey
6. 1 jar honey + 3 treats

Step 1: Each player draws 3 location cards and 3 order cards - match them up
Step 2: Roll dice to see how many "deliveries" you can make per turn
Step 3: Deliver to all locations, but here's the twist. You get bonus points for grouping similar orders.
Step 4: Most efficient delivery route (fewest turns + bonus points) wins

Time: 20 minutes

What-If Scenarios



Scenario 1:
Another bee named Shaila starts the exact same delivery service, charging less money. She's telling all of Malli's customers she'll beat any price. Now what? Should Malli lower prices? Offer something special? How do you compete when someone copies your idea?

Scenario 2:
Word spreads and suddenly FIFTY customers want delivery service. But Malli can only handle twelve. Her wings are already tired. Should she say no to new customers? Hire help? Raise prices? What happens when a good idea gets too popular?

Scenario 3:
A week of terrible storms means Malli can't fly. Honey sits undelivered. Customers are understanding but disappointed. Some go back to the market. How does she rebuild trust? Should she have a backup plan? What do subscription businesses do when they can't deliver?

Scenario 4:
Three customers keep "forgetting" to leave payment under their rocks. They're nice when Malli sees them, always promising to pay "next time." But next time never comes. What should she do? Stop delivering? Talk to them? How do you handle customers who don't keep their promises?



Let's Talk About It

Have you ever wished something would just appear when you needed it? What was it? Why would that be better than going to get it?

What would YOU want delivered regularly to your house? Would it be the same thing every time or different surprises?

Why do you think Bharath's idea made both him AND Malli happier? When have you seen something work out great for everyone involved?

If you were one of Malli's customers, what would make you stick with her instead of going back to the market? What makes you loyal to places you shop?

What's something in your life that feels like Malli's chaotic market? How could you make it more calmer and more predictable?

Who in your life is like Bharath, grumpy on the outside but actually pretty smart? What ideas have they had that surprised you?