

**Multi-talented Voices from the world of Business writing and blogs will discuss the nuances of writing for the page and the screen at AVID Online's next LIVE Session**

**For Immediate Release**

Are you an aspiring writer with a wealth of insights to share on business, leadership, teamwork and entrepreneurship? Do you dabble in creating content online and are thinking of making the leap to compile your musings and lessons for success and achievement?

**100X.VC** and **Avid Learning** present **Blogs to Books: Expressions of Entrepreneurship** as part of **AVID Online**. *C-suite Executive, Tech Start-up Mentor Author, Blogger and Business Strategist* **Kaustubh Sonalkar** and *Corporate Lawyer, Public Speaker, Business Columnist and Author* **Ranjeev Dubey** will be in conversation with *Speaker, Trainer and Partner, Content Director at The Word Jockey Creative Content Studio* **Sapna Gupta**. These dynamic speakers who straddle and effortlessly adapt their writing voices and insights across the digital and the print worlds- will discuss their successes in writing their first business books, writing based on their personal blogs, the future of blogging, the experience of getting their business writings published and the difference in writing content for the screen versus the page.

*Please read on for more details:*

Kaustubh's debut book *Fetch your own Coffee: Lessons from Everyday, for Everyone* is a compilation of profound thoughts and insights related to leadership and management – that also offer an alternative view of everything around us. Written and published as separate blogs over three years, each chapter included in this book has been widely read and discussed online before being handpicked and compiled in this one book of invaluable life lessons.

Ranjeev is a published author who brings together his understanding of the legal commercial and political world in a unique perspective which has since 2004 found expression in his monthly column – *Fine Print* – which seeks to explore that elusive space at the intersection of law, policy, corporate compulsions, politics and Indian culture. His first book, *Winning Legal Wars* (Macmillan 2003) still remains the seminal business book on legal strategy and tactics in an environment of hostility and commercial conflict. Ranjeev will speak about learning through failure in writing and publishing his own books and will elucidate on how every successive book he wrote “taught me how *not* to write a book.”

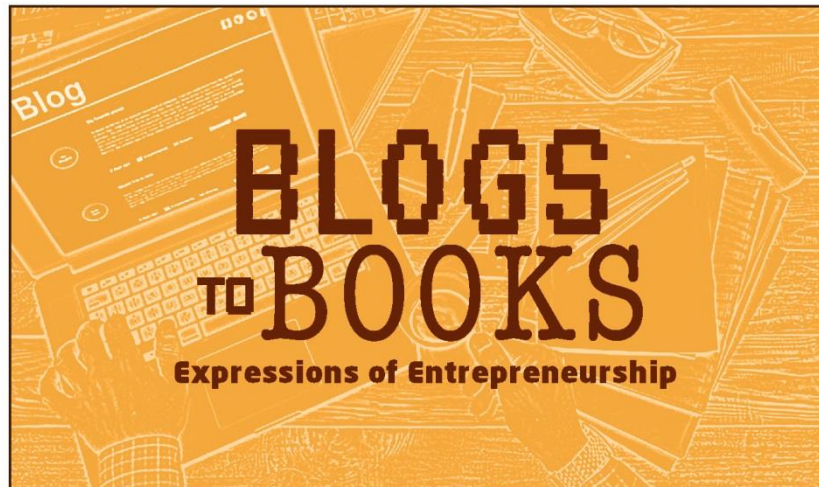
Join us for insights into writing and publishing inspiring leadership and business content.

**When:** Thursday, 29<sup>th</sup> October 2020 | 6:00 PM – 7:00 PM

**RSVP:** [www.avidlearning.in](http://www.avidlearning.in)

**Press Email:** Ayeshah Dadachanji on [ayeshah.avid@gmail.com](mailto:ayeshah.avid@gmail.com)

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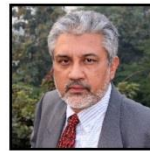


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#AVIDONLINE **LIVE**



C-suite Executive, Tech Start-up Mentor, Author, Blogger and Business Strategist  
**Kaustubh Sonalkar**



Corporate Lawyer, Public Speaker, Business Columnist and Author  
**Ranjeev Dubey**



Speaker, Trainer and Partner, Content Director at The Word Jockey Creative Content Studio  
**Sapna Gupta**

DATE: **THU, 29 OCTOBER '20**  
TIME: **6:00 PM - 7:00 PM**  
REGISTER: [www.avidlearning.in](http://www.avidlearning.in)



STAY TUNED    | [www.avidlearning.in](http://www.avidlearning.in)

## About the Speakers

**Kaustubh Sonalkar** is a c-suite executive, mentor to technology startups, author, blogger and business strategist. His cross-border leadership experience covers industries like retail, manufacturing, infrastructure, telecom, media, IT and ITES. He uses his background in corporate strategy to sync business agenda with people management and has been a part of building multi-million dollar organizations from the ground up. Kaustubh has been a Ranji Trophy cricketer, music composer and business icon, and is passionate about women empowerment, transgender inclusion and the education of girl children. An agent of social change, he believes that technology can go a long way in bridging access.

**Ranjeev Dubey** B.A. (Hons), Economics, Delhi University, LL.B., Admitted to the Bar in 1981, he is extensively experienced in main stream corporate commercial legal practice including strategic and general corporate advise, M&A, corporate contracting, corporate finance, private equity and venture

capital. He has long years of experience in infrastructure law. As an experienced former trial court lawyer, he continues to guide litigations and specializes in complex, multi jurisdiction, multi court litigation. As the Managing Partner of the Firm, he is the team leader on many of the firm's leading assignments, rendering advice and steering the strategic input at the pulse of the commercial bargain. He has been the principal speaker at many corporate communication initiatives. He is and has been a columnist for India's leading magazines including Business World and Business Today. He has authored the pioneering litigation strategy book for business executives "Winning Legal Wars" (Macmillan, 2003). His latest expose of the real world of law "Legal Confidential" (Penguin 2016) has been widely reviewed.

**Sapna Gupta** is a Speaker, trainer, visiting faculty of communication at the WWI School of Event Management and published author of 'Staged', a book on the live entertainment industry of India. Sapna is a content enthusiast who believes there is a story behind everything. With over a decade of domain expertise in live experiences and creating medium-agnostic communication, Sapna believes in journeying with brands and consumers. Currently running a successful and award-winning content start-up, [The Word Jockey Content Studio](#), she has worked on content strategy and execution for some of the biggest corporate brands in India and overseas, thereby carving out a distinct space for herself in content creation and marketing.

## Partner Information

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