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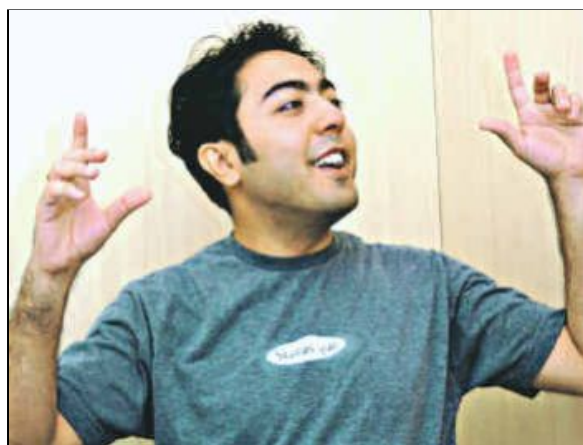
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On an innovation trip

Anand Chhatpar features in Business Week's list of Best Entrepreneurs under 25



INNOVATIVE IDEAS Anand Chhatpar Photo: K. Gajendran

Twenty-four-year-old Anand Chhatpar heads a company that has innovation as its mission. Called Brain Reactions, it offers business ideas and marketing services to Fortune 100 companies with Bank of America and United Nations for clients. The young CEO recently featured in the top five of the Best Entrepreneurs under 25, and only Indian at that, in *Business Week* poll in the U.S.

The Wisconsin-Madison graduate has come a long way after his Matriculation and diploma from a government polytechnic in Mumbai before he moved to U.S. for research programme. Today, with a degree in computer engineering, four patents and three more pending, Chhatpar is the Young Turk on the American soil.. "At bachelors level here, you don't get that kind of opportunity. Even at IITs you are given books and problems to solve. Knowledge Process Outsourcing is the big buzzword worldwide. As a country we are well-equipped to emerge as global knowledge leaders. The scenario has changed from *chalta hai* to let's make it happen," he says.

He is in the country in connection with the promotion of his brainchild Innovation Trip - a seven-day workshop in the U.S. for Indian professionals, which includes visits to premier B-Schools.

For Chhatpar, the Innovation Trip is the first step to establish base in homeland before he comes back. "The new trend is of people coming back with latest knowledge from Silicon Valley. There is something about staying with people you have grown up with." For details on Information Trip, you can reach Anand on anand.chhatpar@brainreactions.com or log on to www.brainreactions.com.

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