

GUEST LECTURE

on

How to become a Successful Entrepreneur

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT

SESSION
on
"How to become a Successful Entrepreneur"
May 29, 2023 (11:00 AM)

Resource Person
MR. AMIT KAUL
Founder of Several Startups and Successful Entrepreneur

Dr. Nand Kishore Garg
(Founder Chairman, MATES)

Sh. Vineet Kumar Lohia
(Chairman, MATES)

Prof. (Dr.) Neelam Sharma
(Director, MAIT)

Prof. (Dr.) S.S. Deswal
(Dean, MAIT)

Prof. (Dr.) Amit Gupta
(HOD)
Dept. of Management, MAIT

Faculty Coordinators : Dr. Vivek Kuchhal & Dr. Sanjeev Kumar

Organiser: Department of Management, Maharaja Agrasen Institute Of Technology

Date: 29th May,2023

Timings: 11:00a.m.

Venue: Block 7 (Room No. 741)

Faculty Coordinators: Dr. Vivek Kuchhal and Dr. Sanjeev Kumar

A Guest Lecture on “**How to become a Successful Entrepreneur**” was organised for the students of MBA by The Department of Management, MBA, Maharaja Agrasen Institute Of Technology on 29th May,2023. The resource person for the event was **Mr. Amit Kaul, Founder, Schoofi, Delhi**. The event started at 11:00 a.m. The Guest Speaker was welcomed by Dr Anoop Kumar Gupta with a Memento as a token of appreciation.

A brief introduction about the topic of the lecture: _

The importance of Entrepreneurship can hardly be over-emphasized in today’s competitive world as India wants more job creators than job seekers. It becomes even more intense. when it comes to current situation in the world today, where most developed economies are going through recession and startups are doing layoffs in large numbers.

To unlock the secrets of successful entrepreneurship for MBA students of MAIT, session was organized with inputs from a real startup veteran from the industry. The resource person is Mr Amit Kaul, Founder for a number of startups for last 15 years.

The speaker started by discussing the various risks that startup founders take in doing a startup. He highlighted that with the increase in online exposure, individuals and organisations are more vulnerable to various risks to which startups are more vulnerable.

The speaker walked the students through a series of steps which are taken by successful entrepreneurs which were as under:

- Finding a worth while IDEA, which affects a large number of people or customers in fulfilling their need
- Explore the Idea in detail in various aspects and its requirements
- Plan for Scaling up the idea to a level where it becomes profitable
- Do a pilot run of the scaling model
- Implement the scaling model

He further highlighted that individuals and organisations should be aware of the various risks associated with startup funding and take necessary expert help at appropriate time in their startup journey. He took student queries and answered them with detailed examples from live startup scenario today.

The speaker provided valuable insights into the topic. The lecture provided the students with a better understanding of how to do a successful startup. The lecture was fruitful to spread the awareness among students about the topic.

