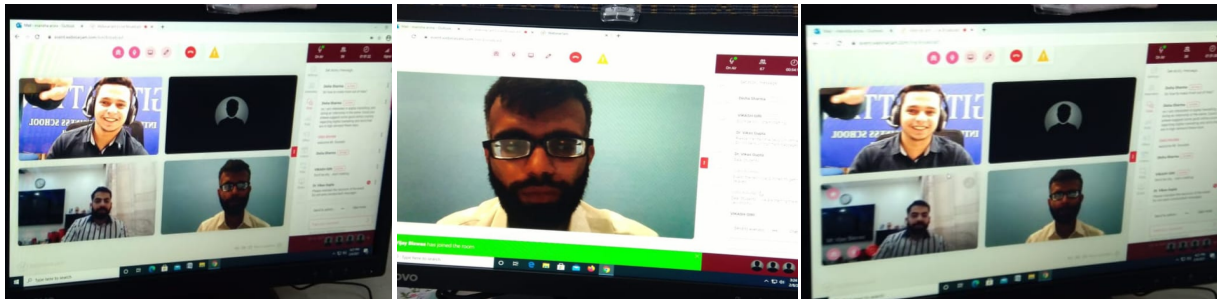


e-ALS on  
“ENTREPRENEUR’S SUCCESS STORY”  
8<sup>TH</sup> FEBRUARY, 2021

Gitarattan International Business School organized an Alumni Lecture Series (ALS) on 8<sup>th</sup> February, 2021 for the students of MBA and MBA (IB) 1st semester. The alumni provided insight about their journey from a student to a successful entrepreneur and also addressed on various topics namely Industry and corporate expectations, working challenges, exploring new avenues, and career guidance in their respective areas of study.



The first speaker for the day was Mr. Rajan Gogia ,a wedding event planner, a pass out of MBA (International Business) from batch 2018. He established his start-up company M/s Unplugged Affairs in 2019. He narrated about his journey and passion about his business. He shared some live incidents and told that each event gave a new learning. He emphasized that one should give his 100% and should never give up.

The second speaker was Mr. Sourabh Arora, who runs kids footwear business. He completed his MBA (Finance) batch 2012. He started his career with ONICRA Credit Rating Agency of India Ltd. as Financial Analyst in the year 2012 worked for two years, while working he started research on footwear business and learnt the source of raw material and infrastructure required for the manufacturing business. In 2016 when Nigeria economy went down, he return to compete with PAN India market and switched to kids footwear manufacturing & distribution. He emphasized that one should have fast pace of learning and able to take prompt decision in order to be successful. He further added that good communication skills, knowledge up-gradation and confidence are the prerequisites to be an Entrepreneur.

**Prepared by: Mr. Vijay Biswas, Assistant Professor, giBS**