



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY

GREATER NOIDA

WHAT IT TAKES TO BE AN ENTREPRENEUR WITH SPECIAL REFERENCE TO PANDEMIC

“You have to believe it before you see it.”

Only 10% of the people in the world possess 90% of the wealth. According to these stats, people all over the world can be divided into four quadrants: The employed, the self-employed, the entrepreneurs and the investors. However, with great income, comes great risks of loss. Thus, with the global health pandemic and layoffs in trend, an understanding of the factors needed to be a successful entrepreneur is the need of the hour. A session for the aspiring professionals was conducted on the 24th of September, 3:30-4:30 pm, through the platform of Microsoft Teams. The students of MBA 16, BBA 01 and faculty members were present for the session. The speaker for the session was Ms. Karandeep Sodhi Khera (Founder, Queensbrigade.com). The session began with the welcome address provided by Dr. Karishma. The speaker emphasized on the qualities and skills that are required to be an entrepreneur. The most important ones being the perseverance, positive mindset and a problem-solver attitude. Further, into the session, the speaker focused on the relevance of optimized fixed expenses, creative ways of funding and pivoting the business model temporarily to drive revenues. The session was followed by a Q&A session. The session was concluded by Dr. Rahul Verma proposing the vote of thanks.

