



## **DELHI INSTITUTE OF ADVANCED STUDIES**

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA & MBA Programmes)

(An ISO 9001:2015 Certified Institution)

### **SESSION ON “WAYS TO BECOME AN ENTREPRENEUR”**

A session by Mr. Kundan Kishore on “Ways to become an Entrepreneur” held on 20<sup>th</sup> September 2018. The aim of the session was to create awareness about the intricacies related to entrepreneurship.

This was program designed to go beyond the usual entrepreneurship but going much beyond and cover the various aspects of the realistic and practical view of Entrepreneurship as well as about the challenges of marketing for startups. This was case of Entrepreneur to whom funds were offered but he did not accept because they were not sufficient to scale up and have viable operation. He started enterprise in which he had experience and expertise and how he found niche in the segment. Further the speaker also covered the cheaper way to learn digital marketing and his own user-friendly courses to learn to invest in stock market and earn money.