



## **MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

### **REPORT**

## **WEBINAR ON ENTREPRENEURSHIP AND SCOPE OF CREATIVITY IN MODERN ERA**

**September 12, 2020**

Compact-the Commerce Society of Maharaja Agrasen Institute of Management Studies organized a webinar on “Entrepreneurship and scope of Creativity in Modern Era” on September 12, 2020. It started at sharp 3:00 PM and our guest speaker for the same was Mr. Sanil Sachar via Google Meet. The session was attended by 68 students from Department of Business Administration and Department of Commerce.

Our society’s president, Vanshika Gilhotra gave the welcome address following which the introduction to our speaker was given by our host, Manasvi Khanna. Mr. Sanil Sachar is a national best-selling author from India with four books, traversing through prose, poetry, short-stories, scripts and couplets, that have been critically acclaimed and received by readers around the world. With over 200 works of published poetry and short-stories, Sachar is one of the few Indian authors to be published in all forms of literature.

Known for his work on realism, Sanil has co-produced the New York Film Festival award-winning Bollywood film, Mantra, as part of his love and contribution to the world of art. Often writing about realism, Sachar writes his work in the early hours of the morning, in order to create work unhindered by external thoughts. A founding partner of Huddle, a leading incubator in New Delhi, India, which has incubated over 30 sector agnostic startups in the consumer, blockchain, electric vehicle and health sectors, he is also of the co-owners of the global sports brand Tru, under which Trusox which is the brands patented high-technology performance socks are worn across 9 sports and across the globe.

Soon after the introduction, our guest speaker launched our e-newsletter – Vanijya. A summarized version of what was covered in this edition of the news was shown through screen sharing done by Anubhav Goel while Nikita Kaimal narrated the various business stories covered in each category as mentioned below.

Our newsletter Vanijya which translates to commerce covers various commerce and business stories around the world. In this edition we have covered the news till mid-September. Firstly, we have covered the main news of the month as our cover



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story which is none other than that of GDP contraction in India. We have covered the reason for contraction, sectors affected by the contraction, comparative study of India with other countries around the world and how the government is taking measures on it.

Moving on to our first category i.e., Vyapar which covers the business news of the month. In this edition we did an analysis of the relief package of ₹20 lakh crores announced by the government under the Atamnirbhar Bharat Abhiyan. We also did an analysis of industries moving to India during this pandemic and how India can take advantage of this situation by seeking foreign investments.

An advertisement of the book written by our speaker Mr Sanil Sachar was then shown to the audience. Then we had our bazaar column which covers the stock market and investment news. In this edition we have covered the biggest news of the market which is of Reliance and Jio. We have explained the various investments worth 21\$ billion by various companies in India's Jio platform. We have included a timeline explaining the same.

Lastly, we have our success mantra column in which we will cover the story of a successful entrepreneur each month. In this edition we have covered the success story of Mr. Vijay Shekhar Sharma the founder of Paytm.

This launch was followed by the speaker's address to the audience wherein he shared his experience while attending various webinars during Covid-19. The conversation was then carried forward by a Question-Answer segment wherein various audience members participated and got a chance to get their queries answered. Some of the thoughts shared by the speaker in response to the questions raised by the audience are briefly mentioned in the following paragraph.

The session started with Mr. Sanil Sachar discussing about how the criticism he received on his work made him realize that he wanted to become and had the potential to become a writer and how the mere idea of challenging himself became his inspiration to write a book. He also mentioned that inspiration comes from passion which is the hunger to learn and to be better. Next, he talked about the struggles that he faced while building a business model and said that the biggest challenge was to be mentally prepared for rejection as the first of anything that we do is built from rejection. He also discussed about what incubation is and what an incubator does.



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Then he talked about success being a mythical mountain that has no end to it. He also encouraged everyone to try and conquer small milestones, calling success as a whole a glorified term. On being asked about how important it is for a writer to read, Mr. Sachar said that only 10-15% of how much you write is what you should read, that too in order to get to know about different styles of writing. He also discussed about how reading a book backwards can help in reading faster. He then talked about his upcoming novel “And... Perhaps love” and his company TruSox.

To quote him “A new normal has replaced the established order. Distant relationships, virtual work, blurred futures and measuring our way back to this reality occupy us every day”. Negotiating these changes, Mr. Sanil Sachar’s “And . . . Perhaps Love” will work as your companion. It is a silent observer for when you want to read it, and a patient listener when you wish to communicate with it. Capturing the ideas of love, darkness and the attempt to find balance in life, this is a book for now and forever. Set in 2020, “And...Perhaps Love” is a book written in a manner to help each reader become the protagonist, with over 50 ways to read the book, leading to a common ending, it is a book, made with a new approach during the new normal. The session ended with Mr. Sanil Sachar talking about his favorite writer Mitch Albom and some of his famous works ‘Tuesdays with Morrie’ and ‘Five people you meet in heaven’.

After thanking Mr. Sanil Sachar for answering each question so enthusiastically, our moderator for the event, Nikita Kaimal, invited Ishika Gupta to give the Vote of Thanks. She also informed the audience about the procedure to subscribe to our newsletter. The event was graced with presence of dignitaries from our college and the society’s faculty coordinators. After conveying our sincere gratitude to all those present in the Webinar, we ended the meeting as per schedule at 4:00PM.



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