



Maharaja Agrasen Institute of Management Studies
(A unit of Maharaja Agrasen Technical Education Society)
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Date: October, 19th, 2023

Live Podcast: The Expert's POV

Academic Year: 2023-24

Name of Event: Live Podcast:- The Expert's POV

Organizing Unit: Dr. Kamal Gupta & Ms. Shreya Garg (**Assistant Professor, MAIMS**) **Department of Commerce**

Collaborating Unit/ Name and designation of Resource Person: Mr. Akhil Gupta, Onocreators

Date of the Event: October 19th, 2023

Time of the Event: 12:30 pm to 2:00 pm

Location: Seminar Hall, 9th floor, 9th block, MAIMS

Number of Students participated: 62

On Monday, 19th October, 2023, Department of Commerce, Maharaja Institute of Management Studies, organized the first episode of live podcast series of "The Expert's POV- Where Experience Speaks for Itself."

The day started with a motivating address by Prof. (DR.) Rajni Malhotra, Director, MAIMS and Prof. (Dr.) Manju Gupta, Head, Department of Commerce. They started with pointing out the importance of speaker sessions in building entrepreneurial mindset among students and enhancing their understanding and also expressed gratitude to the esteemed guests for making time out of their busy schedule for the students.

The session started CA Anshul Gupta, a prominent finance content creator on Instagram with a substantial following of approximately 3,50,000 avid followers. He is renowned for his expertise in tax, audit, and techniques for financial growth and

saving. During the seminar, students actively participated in posing questions. CA Anshul, in response, shared his personal anecdotes and the challenges he faced on his path becoming a successful content creator. He emphasized the significance of consistent learning and staying tuned with the dynamic financial landscape. He also offered practical advice on creating content that is both informative and engaging. He also shared his experiences, learnings, and even failures throughout his journey as a content creator making it an interactive and enlightening event.

Followed by a captivating live podcast session, featuring Mr. Akhil Gupta, the owner of ONO Creators, Josh Talk speaker and Swadesh Samman Awardee. The event provided an insight into his remarkable journey, starting from his college days at MAIMS, his 5year stint as an employee at EY, to his entrepreneurial endeavours, including a failed startup. A significant highlight of the session was Mr. Gupta's candid discussion about his early entrepreneurial setback with Out and Out Videos. He emphasized the importance of resilience and learning from failures in the journey of an entrepreneur, also talking about his experience at Earnst and Young, he gave a statement, "Whatever ONO Creators is today is because of EY". He recalled his long working hours along with deadline pressure at EY which taught him not just handling pressure but also how to come out of it and achieving the tasks effectively on time.

Wrapping up by asking about his USP of ONO Creators, he talked about his ability to establish emotional yet professional relationships with content creators he is working with. He played the role of an 'agony aunt' for these creators, fostering trust and loyalty, ultimately leading to the creation of a family of more than 45 creators under the ONO Creators umbrella.

The session served as an inspiring platform for students and aspiring entrepreneurs, as they gained valuable insights into the trials and triumphs of CA Anshul Gupta and Mr. Akhil Gupta's journey. It reinforced the idea that success is often born from the ashes of failures and highlighted the importance of building meaningful connections in the ever- evolving world of content creation and entrepreneurship.

The event ended with presenting mementos to the guests by Head of Commerce Department, Prof. (Dr.) Manju Gupta as token of gratitude and respect

Outcome:

- Students left with newfound appreciation for the possibilities of content creation in the realm of finance.
- Students learned the real working situations that can occur in their entrepreneurial journey ahead.
- Students understand complications and their solutions arise during the challenges of life.

Glimpses:



Prof. (Dr.) Rajni Malhotra Dhingra presenting sapling to the resource person to Mr. Akhil Gupta, Founder, Ono-creators



Prof. (Dr.) Rajni Malhotra Dhingra presenting sapling to the resource person to CA Anshul Gupta, Social creator in finance.



Mr. Anshul Gupta interacting with students sharing his thoughts on his challenges in entrepreneurial journey.



Mr. Akhil Gupta interacting with students sharing his thoughts about the world of social creator.



Prof. Manju Gupta and Dr. Kamal Gupta presenting Memento as a token of appreciation to Mr. Anshul Gupta