

## AGGARWAL COLLEGE BALLABGARH ORGANIZED A MOTIVATIONAL WEBINAR

**BALLABGARH (TIT NEWS):** Under the able guidance of Principal Dr. Krishan Kant Gupta, Aggarwal College Ballabgarh organized a motivational webinar on 19th April 2022. Dr. Vivek Bindra, International Motivational Speaker having 10+ world records was the main speaker. He delivered 21 strategies essential for every 21st century student to become a Campus-Preneur (Intrapreneur, Entrepreneur Solopreneur). His motivational speech was full of enthusiasm. He cited numerous examples of successful business organizations to make his point clear. He highlighted various skills and strategies essential to grow business successfully.

He emphasized on consumer behavior, trust, loyalty, reputation, quality, planning and innovation. He stated that world is transforming rapidly so one should adept to the changing scenario. One should increase learning to increase earning and should not repeat mistakes. The market is full of competitions. One should innovate new ideas and adopt them in such a way that it differentiates from crowd and make unique so customers get attracted and tempted to invest in it. So thinking out of the box is imperative for the growth of business organization. Passion is another key aspect as it prompts hard work. He advised to create unusual environment to attract customers. He gave examples of leading brands like Amul, McDonalds, Google, Apple, Amazon, Coca Cola etc to show how does a brand become a viral. Dr. Sanjeev Gupta was the convener of this webinar. It was a successful webinar as 2800 students registered themselves and 1245 students attended it and got benefitted from it.



200419\_2 Dr Vivek Bindra Presents Campus-Preneur Masterclass For Aggarwal College

Dr Vivek Bindra

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