

## Synopsis of Mr. Rajesh Heda's guest lecture

Mr. Rajesh Heda, entrepreneur and trader from Belgaum addressed students of semester II on 18<sup>th</sup> March 2014 as part of the III activity. Sharing his experiences as a businessman he urged students to be positive in their approach and always think of doing something big. Never compete with someone weaker than you and always be willing to face the challenges is what he believed in.

Sharing excerpts from an article he told the students to work for more for passion rather than for anything else. Drawing references from stories from his own life's experiences he shared how he learnt business from some large houses in Chennai and other cities. ISHA – the wedding mall is big scale venture was well planned and is his dream project as he saw the opportunity for the same in Belgaum. Treat your employees well, trust them and hire the best and they will deliver the best for you. Sharing some schemes they have for their sales men at the mall he expressed that all good things come when your preparedness is high. He defined luck as a situation when opportunity meets preparedness. Switching to the Hindi language at times he borrowed verses and dialogues from the movies to drive home a point. Addressing a couple of question Mr. Heda reiterated that it is only passion and positive thinking that can drive an entrepreneur



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