

## #AlumniInterview of Mr. Aseem Gupta, Director at Sivec Trading LLP of PGDM Batch (2008-10) on the "Challenges Faced by an Entrepreneur"

Q. Tell us something about your company and the challenges that you faced?

A. Presently I am one the Director of Sivec Trading LLP (Limited Liability Partnership) and we are trading into marbles, granites, tiles, sandstones, jewellery and Excavator buckets. I am heading the complete marketing section, planning, research and sales as well.

Q. Huge risk is required to start any venture as nobody is aware whether it will lead to success or failure.

A. We are four partners all from different backgrounds but what is needed is a CLEAR AND COMMON VISION. We are aiming to give the best quality with the competitive rates. Our vision is to cater the builder's need and to open big retail outlets of natural stones with wide ranges.

The biggest problem faced by me was to convince my parents and of course "finance".

Generally these are the most important hurdles for a business to setup as the parents always dream his son or daughter sitting on a chair with AC cabin and getting promotions year by year but friends trust me if you have zeal to do something extraordinary then this is not your cup of tea and sky can be the limits.

Q. How much has MBA helped you in achieving this dream?

A. Out of my all partners only I am a MBA holder so this additional factor helped me to formulate strategies, to conceptualize our business, to present the clients with best solutions and to provide them what they need.

**Q. Tell us about your experience at JIMS?**

A. When we were under the process to become graduates then some of us had chosen a post graduation course- MBA, entering into this most of us were aware that this was something related with planning and managing but during this course few of us realized that a hidden secret box is residing in the hearts which is coming out from the minds and souls, to do something extra ordinary, to get some name, to get some fame and this box contains a seed of Entrepreneurship.

It appears to be a single letter word but friends it is one of the most risky and dangerous word, we people take loans, requests and convince our parents to do MBA just for a single reason which is a good and reputed JOB but mind you all that the above word is beyond your expectations, to fulfil your dreams, to satisfy you, to touch the sky but the only thing required is smart work with proper planning, new concept and a bit of luck.

I got a PPO from JIMS and even joined the job for few months but this was not all for me, something was missing inside me, doing from mind but not from heart and I left it and my era of Entrepreneurship begun.

**Q. How much time did it take you to reach at this stage?**

A. It is only six months duration that we have crossed our sales figure of more than 1 Cr.

**Q. What are the Do's & Don'ts that you would like to share?**

A. Don't bother initially to set up an office, website or spending money in printings or publicity, all you need is a better presentation skill, a good personality and the ability to convince.

You first need to listen to your client's requirements and then go ahead by matching them with a high level of confidence. A kind suggestion for you all is just try to gain experience from you first job, though it may be related with what business you wish to start but your basic hurdles, your planning process, your Do's and Don'ts all will be removed.

**Q. Any success mantra would you like to give to our budding entrepreneurs of recent batches?**

A. I would advise you that you can achieve beyond your dreams, so it's OK to dream and make an action plan to turn it into reality.

There is not one formula to be successful; everyone who is successful has gone through failures in the process. It depends upon how hard we kick that failure and learn from it and take up the challenges stronger to be successful. The last word

**"Don't continue if you don't laugh enough while doing your business and just ENJOY doing it without getting stressed"**