

# Expert Lecture on E-Commerce Opportunities & Challenges for Indian Entrepreneurs

Date: 02<sup>nd</sup> November 2022 ,

Time: 03.00 PM to 04:00 PM

Duration: 1 hour ,

No. of Student Participants: 100

No. of Faculty Participants: 5

No. of External Guests: 1



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**Expert Lecture**

on

***E Commerce - Opportunities & Challenges for Indian Entrepreneurs***

by



***Pankaj Gupta***  
*Founder & Director  
Hathor Dreamz*

November 01, 2022, 03:00 PM  
Venue; Auditorium School of Management

***Convener: Institutional Innovation Council, GBU***

*All are cordially invited to attend.*

About the Speaker: **Mr. PANKAJ GUPTA**, Founder & Director, Hathor Dreamz.

Mr Pankaj Gupta, the brain behind Hathor Dreamz completed his MBA (Marketing) in 1989 from "The Business School", Jammu University. Pankaj has an experience of over 32 years in the field of Sales and marketing. His major assignments have been in Consumer Durable industry in India. He was also selected as "The 100 Most Promising SME Leaders of India 2016". In his professional career, Pankaj Gupta got an opportunity to work with brands like Gestetner, Philips (Consumer Electronics), Onida, Yamaha & Inalsa. In the latter part of his career he had an excellent opportunity to drive & establish brand "Baltra" in the hearts of Indian consumer. His area of expertise have been Sales & Marketing, E-Commerce and Marketing on various E-Commerce platform are his love. During COVID times Pankaj Gupta started his own consultancy venture "KGRM Enterprises" and offered Consultancy to various leading brands of India. By mid-2022, Pankaj Gupta established a new Company RMKG Creations Private Limited. Under this company Brand Hathor Dreamz was launched.

**Objective of the session:** To gain insights of opportunities in E-Commerce Industry for young entrepreneurs

**Brief Description of the session:**

A Expert Lecture was conducted on "**E-Commerce Opportunities & Challenges for Indian Entrepreneurs**" on 2<sup>nd</sup> November, 2022 at 3.00 PM Venue was auditorium, School of Management.. The session was started by Dr. Vinay Kumar Litoria Member, IICGBU. He welcomed the speakers of the day i.e., Mr Pankaj Gupta, also welcomed all the faculty members and students who joined the program. Dr Indu Uprety President IICGBU gave the welcome address and briefed about the various initiatives taken by IICGBU to promote innovation and entrepreneurship among students.

Mr Pankaj Gupta focused upon the positive mind set to start his/her enterprise. He shared few motivational stories with students. He also briefed about the changing trend in the market and explained how markets are shifting on e-commerce platforms. He insisted all students should acquire skills like Digital Marketing and excellent Communication skill to achieve success. He shared his experience how after long journey in Corporate world he shifted to entrepreneurship. It was an interactive session.

Session was concluded by Dr. Dr Satish Mittal, Convenor (IIC) with vote of thanks to Mr Pankaj Gupta for sparing time and sharing valuable experience with the students and the faculties. He has also giving thanks to Dr Indu Uprety, Prof Sanjay Sharma and other faculty members and the whole student team for putting the untiring efforts in making this event a success.







**Social media Links :**

YouTube Link : <https://youtu.be/9hjrzT52h1E>

**Facebook Link :**

[https://m.facebook.com/story.php?story\\_fbid=pfbid0z5XkKtBP9nPLtUgFNp6taJ7vZzGYeMHaqeD9JKKpRiE4Lw7MBa227fWVU2v69Pdhl&id=100063536273006](https://m.facebook.com/story.php?story_fbid=pfbid0z5XkKtBP9nPLtUgFNp6taJ7vZzGYeMHaqeD9JKKpRiE4Lw7MBa227fWVU2v69Pdhl&id=100063536273006)