

DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY & MANAGEMENT

BBA DEPARTMENT

Guest Lecture on Art Of Failing Successfully on 21 October, 2021

BBA Department organized Guest Lecture on understanding the influence of failure on success by Mr. Sanjeev Patel, Founder, Magic Webs on 21st October 2021, using online platform 'Google Meet'. The topic of the lecture was “**Art Of Failing Successfully**”. Having a strong determination and mindset is a key to success which will lead you to an unstoppable success. The objective of this guest lecture was to teach students not to give up easily and learn from mistakes, learn from others and create a positive mindset.

Mr. Sanjeev Patel was a former IBM employee and he is founder of Magic Webs heading corporate relationship and consultancy with various firms of repute such as Sukh Gill Photogram, CK Home Solutions and many more. He has worked on various national and international collaboration. Besides that he has organized and taken active participation in various activities.

The program started at 11:00 A.M in which Rahul Verma, Organizer of Cultural Club, and Pooja Kumari, President of T&P cum Entrepreneurship Club were hosting the event and welcome address was delivered by Dean (Prof.) **Dr. Tusshar Mahajan**. Firstly, Mr. Sanjeev Patel discussed the concept of Art Of Failing Successfully. He covered important concepts for having strong mindsets, ideals, goals, motivation, mentors, etc. He taught to be humble, have deep understanding, be creative, innovative and gaining wisdom. He gave many real- life interesting examples and shared his life journey. He also provided experienced guidance to students' queries.

This guest lecture was attended by BBA, MBA and B.Tech students. It was a very informative and interactive session and the students were able to understand that failure does not always lead to unsuccessfulness rather it should be taken as a learning to bounce back towards success. This was very well explained in the session. The program came to an end with vote of thanks by **Ishwar Singh**, Assistant professor (BBA Department).





