

CRADLE - SEASON 5

[Capability Recognition & Development Lessons for Entrepreneurship]

As a part of its strategy to promote Entrepreneurship skills amongst students, LJ MBA has created CRADLE, under which first generation successful entrepreneurs are invited to share their experience and interact with students and faculty members.

The **second session of CRADLE- Season 5** was held on **11th February 2017**. It was addressed by **Mr. Mitesh Shethwala**, an alumnus of LJ MBA and the Founder & CEO of Alagrand Retail Private Limited and the MD of You Dedicated, an IT company.



Mr. Mitesh Shethwala was given a traditional welcome with a Tulsi pot

After the introductory note about the speaker Mr. Shethwala, he was invited to address the audience. Mr. Shethwala shared his journey from being an average and confused student to a successful entrepreneur in an interesting and candid manner with the students.

Key lessons from his speech:-

1. Take your time before making a leap.

Mr. Shethwala, before starting his journey as an entrepreneur pondered over a lot of options before making a decision of giving a start to his own business. From doing absolutely nothing for two long years to starting a business from his home and the current day status of being Gujarat's biggest E-commerce market place, Mr. Shethwala has always followed the course of time to be where he is today.



Mr. Mitesh Shethwala interacting with the audience

2. No looking back once you make a decision.

Alagrand Retail is Gujarat's First and Biggest Private Equity Investment at a Valuation of Rs. 20 Crore for a Fashion E-commerce Business today and that speaks volumes about Mr. Shethwal's perseverance after he made a decision to start a business.

3. Learn from your own failures.

Failures have never stopped Mr. Shethwala from moving ahead in life. He believes that one should learn from one's own mistakes and never take a move back irrespective of the failures and adversities.

4. Take inspiration from the success stories of people.

Mr. Shethwala looks for inspiration and motivation in the life stories of all successful people, belonging to different professions, fields and age groups and learns from their struggles and success. He implements the same lessons in his own life that what he manages to learn from others.

5. Idea is powerful indeed.

Strong, rich and fruitful ideas need to be nurtured and implemented with lot of enthusiasm, zeal and self belief as per Mr. Shethwala as ideas are the ultimate foundation to any successful venture.

The presentation was followed by a question answer round and Mr. Mitesh Shethwala responded to all sorts of questions from the audience with a lot of positivity and clarity.

Dr. Siddarth Singh Bist , Director, LJMBA, made the concluding remarks and thanked the speaker.



Mr. Shethwala interacting with the audience



Audience interacting with Mr. Shethwala



Dr. Siddarth Singh Bist, Director, LJ MBA, presenting a memento to Mr. Shethwala as a token of appreciation.