

# DEPARTMENT OF MBA, INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT



## **SEMINAR ON: ENTREPRENEURSHIP: TRADITIONAL AND MODERN VENTURES**

## **TECH AND AI ENABLEMENT: THREAT OR OPPORTUNITY**

The MBA department, IISWBM organized an insightful seminar on Entrepreneurship: Traditional and Modern Ventures and Tech and AI Enablement: Threat or Opportunity, on Friday, 6<sup>th</sup> February, 2026 . The session was delivered by Mr. Sanjay Guuha, an alumnus IISWBM. The session offered students a grounded and experience-driven understanding of entrepreneurship, highlighting that entrepreneurial success is shaped by the ability to navigate risk, uncertainty, and continuous change.





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Mr. Guuha shared his academic and professional journey, having studied at South Point School, Kolkata, and later at RV Engineering College. He began his career with campus placement at Netscribe, before moving to Dun & Bradstreet. It was during this phase that he gained deeper exposure to how businesses are built, scaled, and sustained, leading him to appreciate entrepreneurship and marketing as a dynamic process rather than a linear career path.

A key focus of the seminar was the entrepreneurial risk involved in starting and growing ventures. Mr. Guuha emphasized that uncertainty related to customer demand, funding, competition, or external economic conditions which is an inevitable part of entrepreneurship.





Mr. Guuha encouraged students to treat uncertainty as a space for opportunity, innovation, and experimentation, rather than perceiving as a barrier. Over a span of seven years, he rose from the role of Sales Manager to National Sales Manager, highlighting the impact of consistent performance and customer understanding.

In 2013, Mr. Guha founded Acquist, a company focused on customer acquisition, which later diversified into the real estate sector with operations in India, London, and Dubai. He also reflected on how the organization successfully navigated challenging phases such as demonetization and the COVID-19 pandemic, while retaining most of its workforce.





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The session concluded with an interactive Q&A, where students' queries were addressed thoughtfully. Mr. Guuha encouraged students to create and incubate business ideas, emphasizing that access to funds, advice, and information is widely available in today's digital age. He advised aspiring entrepreneurs to identify demand, leverage arbitrage opportunities, or innovate by creating their own products, reinforcing the real-world relevance of classroom marketing concepts.

