

## **Journey of an Entrepreneur - Mr Anuraag Batra, Chairman & Editor-in-Chief, Businessworld**

The much awaited session “Journey of an Entrepreneur: From B-School to B-World”, by Mr Annuraag Batra, organised by the E-Cell of THE NORTHCAP UNIVERSITY, was held on 17th April, 2015. Mr Annurag Batra is the Chairman and Editor-in-Chief of Businessworld. He is a serial entrepreneur, media mogul, a journalist and an eternal optimist rolled into one. With a B.Tech in Computer Sciences and degree in management from MDI he is a first generation entrepreneur. In 2006, MDI awarded him the “Most Distinguished Alumni of the Decade Award.” He acquired the iconic business media and magazine brand Businessworld 13 months back. He founded the exchange4media group and he serves as the Chairman and Editor-in-Chief group which includes exchange4media.com – India’s leading media industry website, PITCH – India’s only Advertising, Marketing and Media Magazine, IMPACT – The Marketing Weekly, Franchisee Plus – Business Opportunity Magazine, Realty Plus – India’s leading monthly real estate magazine and samachar4media.com – leading media industry website in Hindi. He is on the Executive Committee of the Association of Indian Magazines (AIM) and also the Chairman of the Advisory Board of FMCC (Futuristic Media Communication Centre), a leading Media and Communication School in India.



While narrating his journey from a very humble background to becoming a serial entrepreneur, he was able to get across to the students that if you have a dream and are working hard towards it, then it is not at all impossible to achieve it. The young and ambitious crowd seemed as though they were immersed in Mr Batra’s narration. His humility and jovial nature encouraged an interactive session, thus engaging the audience to the core. The energy levels of the aspiring entrepreneurs was visible through a series of questions posed to him. The session was enlightening enough to ignite the minds of the budding entrepreneurs. The presence of our Pro-Chancellor, Prof. Prem Vrat, was very motivating who shared his insightful thoughts related to entrepreneurship. The session ended with a vote of thanks by Dr Sushmita B Waraich This initiative of the E-Cell was highly appreciated by the participants and they look forward to such events in the future.