

**KESHAV
BANSAL****25, Director,
Intex
Technologies****BE A DOER,
NOT A
DREAMER**

Success mantra One quality that I personally believe can be attributed to success is dedication combined with determination. It is essential for entrepreneurs to love what they do and be dedicated to their work, coupled with a never say die spirit. It is only with this attitude that one can accomplish goals and achieve success.

The driving force behind your journey The driving force behind my journey and evolution was my father and his hardships as well as my spirit to never give up. My father has been the biggest motivating factor behind my success and life.

Business advice The most valuable advice I have ever received is: a true entrepreneur is a doer, not a dreamer; allow yourself to be a beginner, no one starts off being excellent. These words have helped me battle every hardship that came my way. I started small in the logistics department of Intex and then gradually moved up the ladder with teamwork and sheer determination.

Tips for budding entrepreneurs Be a game changer. Believe in yourself, because if you won't, who else will? Have faith and never give up. Always have an attitude of gratitude. If you genuinely love and believe in your dream, nothing

and no one can stop you. Never let other people's opinions pull you down, and don't be upset about failures, as they are the steps before success.

Government support

Economic reforms and ease of doing business are an ever-evolving process for any government and country. The ecosystem created by the present government in India is very encouraging. Be it for Startup India, Make in India, Digital India or all the other reforms initiated. The government is giving the right push, support and ecosystem for young entrepreneurs to come up and prosper.

The team A team can be a source of strength, encouragement and energy. An entrepreneur should ensure that he takes great care of his team, does not exploit it and always thinks for its welfare.

Inspiration My father is my role model, my mentor and my guide. It is because

of him that I have managed to be so confident and be successful.

The next step My father has taken Intex from being an IT peripherals enterprise to a consumer electronics major for the people of India. My aim and objective is to take brand Intex to greater heights by diversifying into novel businesses and having best practices; and make it a desirable brand for all to possess and work for. Also, now that we are in a leadership position in India, we aim to grow vertically in every segment that we operate in and make the name Intex synonymous with Make in India across the globe. **BW**