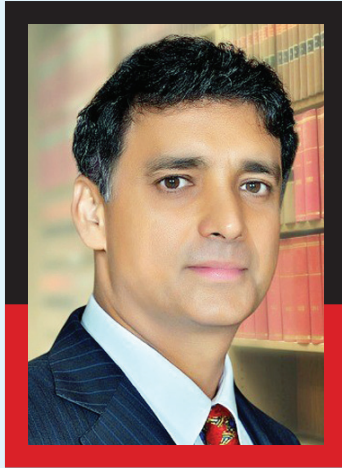


“A successful entrepreneur must be both a dreamer and a doer”



Rohit Kochhar, *Founder, Kochhar & Co.*

What do you think goes into the making of a promising entrepreneur?

>> Entrepreneurship is an Art which requires ambition, creativity, and dynamism. In my experience, a successful entrepreneur must be both a dreamer and a doer - someone who is aspirational, thinks outside the box, possesses the courage to take the leap of faith, and break the status quo. I believe passion, patience, and pure perseverance (even Steve Jobs swore by this), are other attributes, as essential as the blood, sweat and toil. Remember, Rome was not built in a day!

However, to ensure both success and survival for an entrepreneur,



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neur, the real *sine qua non* is the mental strength and conviction to survive failures - in fact, learn and gain from them. The greatest learnings in business often come from failed attempts. What really shapes the course of an enterprise, is the ability of a leader to use every

defeat as ‘capital’- to create, ideate, and motivate himself for next professional battle.

Finally, I also believe that in large measure, man makes his own destiny. Self- belief, optimism, and unflinching resolve will deliver to the doorstep of an entrepreneur, the fruits of every success he sets his mind on. The law of attraction is all pervasive - positive thoughts will always yield positive results. Nothing is impossible, and the boundaries of your accomplishments and success are limited only by your own self-imposed shackles. Emancipate yourself and conquer the world!!

What are the note-

worthy trends you believe will impact the industry in the medium to long term?

>> Consolidations, costing, and super specialization will continue to impact the Indian legal industry, both in the medium and long term. While during the last few years, India has witnessed fewer mergers amongst law firms relative to their counterparts in the US and Europe, a larger number of alliances will be woven in times-driven by the diverse legal requirements of clients across wider geographies. Skills and expertise are now more relevant than ever before, as clients are moving away from ‘generalists’ to ‘specialists’. Also, cost-cutting will be the order of the day- not only during the pandemic but far beyond.



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