

A Young Start-up for the Start-Ups : Puneet Kumar Kanojia



New Delhi, Oct 9, 2018 (Issuewire.com) - Start-Ups in India has witnessed a major boom after the launch of Start-Up Stand-Up India by Prime Minister Narendra Modi on 16th January 2016. Entrepreneurs being business leaders have much potential to play the most important role in the economic growth and development of Indian economy not only in the development of industry but also in the development of farm and service sector. But unfortunately, it lacks proper guidance, support & funds to grow rapidly despite government support.

How to become a successful young entrepreneur?

Any start-ups need a diverse range of marketing and promotional activities to grow fast but they lack funds, knowledge & proper guidance. Any start-ups could hardly afford to pay for each promotional activity individually like PR, advertising, business development, and digital media marketing etc.

With the same vision to provide a single platform for the young start-ups for all the difficulties entrepreneurs' faces; **Mr. Punnet Kumar Kanojia** (Founder & CEO) has established Sakshar Media Solutions & Consultant Pvt. Ltd in November 2016 at the age of 25. He has the keen interest in young start-ups and entrepreneurship.

In his words **“You may fail as young Start-Ups but you never succeed until you fail to know the reasons of your failure and that’s why young Start-Ups need an effective PR and marketing to curb out the roots of Failures.”**

Mr. Puneet started his journalism career with Punjab Kesari in 2011. Further, he has worked in many media houses like Sudarshan News and Aajtak etc. After he decided to start his own venture and launched his own Delhi based National Newspaper **Delta News in Sep 2015**. Further, he launched satellite news channel **Global Broadcasting Corporation (GBC)** in October 2016 but soon he fails as a young Start-Up.

Realizing the reasons of his failure why a start-up fails. He worked to curb the roots of failed Start-Ups and the result is soon he is going to **re-launch** his newspaper Delta News.

With his own story of ups and downs as a young Start-Up, Mr. Puneet Kumar Kanojia comes-up with Sakshar Media Solution and Consultant Private Limited to support and provide 360-degree services like PR, Events, Advertising and Brand promotion etc for Start-Ups under the single roof.

Mr. Puneet Kumar Kanojia says “Some people may not give you enough attention as a young Start-Up. You may be criticized by many. But taking an initiative & standing out from such people is itself a success & beginning of your success journey”.

He further adds that Sakshar Media work with young professionals with a vision to promote and give cut-age solutions to young Start-Ups for all its promotional and marketing needs. In its' very short time period its' success story speaks for itself:

“We have had a great working experience with Sakshar Media Solutions & Consultant Pvt Ltd. Their core strategies of PR have always proved very useful for us”, **Yuvraj Agarwal, Advisor- Media & PR, Entertainment City Limited.**

“Thanks for amazing work Sakshar Media. You very well understood our needs and then you execute very effective PR & Branding Campaign exactly what I expect”, **Dr. Biswaroop Roy Chowdhury, India Book of Records.**

“It was a wonderful experience working with Sakshar Media. Sakshar media did the promotions for my ' my virgin diary' splendid work!!! Hats off to the whole team. I wish them success for their future”, **Nalin Singh, Actor, Producer & Director at NRAI.**

“It was a very nice experience working with Sakshar Media. They very well understood our marketing needs and executed an effective Branding Campaign”, **Vezelay Food Pvt. Ltd.**

About The Company

Sakshar Media Solutions and Private Limited is a communication and marketing firm that specializes in 360 marketing & PR like Corporate Events, PR, Advertising, Branding & Design, Audio-Video production, Print Media, Campaign Design, Social Media Marketing, Business Development, and Electronic Media etc.



Media Contact

SAKSHAR MEDIA SOLUTIONS & CONSULTANT PVT. LTD.

info@saksharmedia.com

01127856457

G-6/292, GROUND FLOOR.SECTOR-16, ROHININORTH WEST DELHI

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