

IIC- MHRD's Innovation Cell

Youtube Live Session - 6 (By EDII)

Speaker - Dr. Sunil Shukla , Dr. Amit Dwivedi , Mr. Mayank Patel

Designation - Director General , Associate Senior Faculty , EDII Ahmedabad .

Youtube Channel- https://www.youtube.com/channel/UC--MSNrR_zO4Zb5OvwjWF4A

Date - 05.05.2020

Time - 03.00 PM

Viewers from JU - Arghadeep Sadhu, Soumalya Kundu, Ananya Banerjee, Shuvayan Dutta, Aditya Das, Aneek Chakroborty, Sneham Das, Arpan Mukherjee Dibyangana Misra, Baibhab Ganguly, Shouvick Joardar, Abhisekh Gupta, Sachin Kumar, Akriti Jain, Gargi Sinha Sarkar, Atreyee Chakroborty, Elina Haque, Garvit Poddar, Pritha Chaudhury, Kushal Chakroborty, Sambit Sinha, Tahseen Bilal, Yash Gupta and Ayush Pareek.

Session - Entrepreneurship , Business , Idea and Model Canvas .

Starting off the session , with a discussion on the role of Entrepreneurs in the current pandemic situation . The panel of speakers had their opinions and views on the same and a great example came up explaining the demand which goes as " Even if a scientist makes a vaccine to the COVID19 , it's the Entrepreneurs who will have to come up and manufacture it in a large scale to reach to a lot of people " . The panel also highlighted how important role the MSME sectors play in reviving the national economy which has doomed due to this current pandemic .

Dr. Sunil Shukla then focused on the area of pointers which makes an entrepreneur competent and more effective than others. It was evident from the experience of the speaker that Technology has had a huge impact on Entrepreneurship . Role of family is also very important to enhance one's ability to mobilize risks and take initial steps .

Mr. Mayank Patel emphasized on the need and importance of a business model canvas and gave a brief insight in to elements of the Model Canvas. And then he sited a few examples to explain how any Entrepreneur of any stage can use the Business Model Canvas to excel in their field .

The panel then criticizes the reasons of why a startup fails at an initial stage and a few startups which serve the right problem in the right market and grow very fast . He explains how dynamic Entrepreneurship is and why just not differentiation over price will not always work for every domain .

The reason why some startups kicks off was very nicely presented by Dr. Dwivedi . He focused on how uniqueness helps a startup to differentiate itself from others and focus on building a consistent user base alongside constantly solving the pains of people .

Snapshots from the Session

The screenshot displays a Microsoft Word document with a Business Model Canvas template. The canvas is organized into several sections, each with a title, a brief description, and a list of guiding questions:

- Partners:** Who are your Partners? Do you need Partners? How do you attract them? How do you keep them? How do you get paid by them?
- Key Activities:** What Key Activities do your Value Propositions require? Do you have a Core Competence? Customer Relationships? Customer Channels?
- Key Resources:** What Key Resources do your Value Propositions require? Do you have a Core Competence? Customer Relationships? Customer Channels? Revenue Streams?
- Value Proposition:** What value do we deliver to the customer? Which one of our customer's problems are we looking to solve? Which one of our products and services are we offering to each customer segment? Which customer needs are we satisfying?
- Channels:** Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost efficient? How are we integrating them with customer channels?
- Customer Relationships:** What type of relationship does each of our Customers expect? How do we attract, retain and establish relationships with them? How are they interacting with the rest of our business model? How costly are they?
- Customer Segments:** Who are our existing and potential customers? What are our most important segments?
- Structure:** What are the important costs identified in our business model? How do we control our most important costs? How do we increase our gross margins?
- Revenue Streams:** For which value do our customers really willing to pay? How do we charge them for our value? How are we monetizing our value? How much does each Revenue Stream contribute to overall revenues?

At the bottom of the screenshot, a video player interface is visible with the text: **Session 6: Entrepreneurship, Business Idea and Business Model Canvas (by EDII)**

patibandla Mayuri Namburu 37:09
nice speech sir

Akash Kandelkar 37:10
hii. good afternoon all of you.
i am Akash R. Kandelkar.
from-padamshri Dr. V. B. Kolte
collage of engineering malkapur
dist-Buldana, Maharashtra

Mamta Thapa 37:11
gud session ,my name is mamta ,i
am from pggcg | l

Gandhimathi S. 37:11
gandhimathi.ctug
Dear sir, I am not able to watch
the video now though I tried a lot.
It says 'this video is restricted. It
must be approved for you to view
it'.

Mr. Mayank Patel (CEO, Cradle)

Dr. Sunil Shukla (Director General, EDI)

