

# 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](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 .

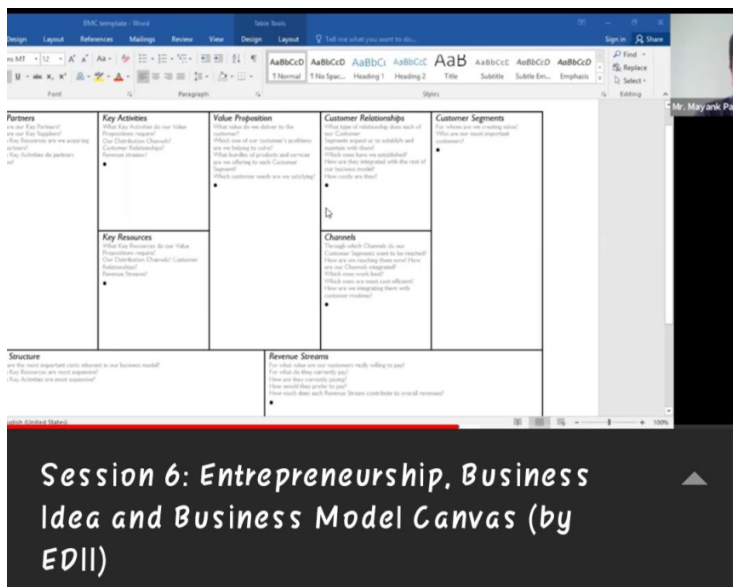
Dr. Sunil Shukla then focused on the area of pointers which makes an entrepreneur competent and more effective than others. It was evident from the experience of the speaker that Technology has had a huge impact on Entrepreneurship . Role of family is also very important to enhance one's ability to mobilize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

### Snapshot from the Session



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 |

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'.

MIND'S INNOVATION CELL  
GOVERNMENT OF INDIA

Dr. Sunil Shukla (Director General, EDRI)

MIND'S INNOVATION CELL  
GOVERNMENT OF INDIA

