

Entrepreneurship, Business Idea and Business Model Canvas

MHRD hosted an online session on May 6, 2020 that featured a discussion on the topic '*Entrepreneurship, business idea and business model canvas*'. The speakers of this online session were *Dr. Sunil Shukla* (Director General, EDII, Ahmedabad), *Dr. Amit Dwivedi* (Associate Senior Faculty, EDII, Ahmedabad), *Mr. Mayank Patel* (CEO, Cradle, Incubator, EDII, Ahmedabad).

In this session, the speakers concentrated on 3 themes: -

1. Entrepreneurial motivation
2. Empathy and business ideas
3. Business model canvas

The session started with a discussion on the importance of entrepreneurs in the era of covid 19 and post covid 19 which was enormously dealt by all the speakers. They all discussed that a lot of new ways have been found to deal with this situation and how important the entrepreneurs are in handling all the crisis .They believe that entrepreneurs are the ones who can help the economy, the people and the government to recover from this phase..They talked about the significance of entrepreneurs in this era where entrepreneurs are going to drive the entire humanity from this crisis and bring them out together.

Dr. Sunil Shukla talked about the motivational factors that helps people in choosing entrepreneur as an as a career option and to start a business in India. He talked about that 3 elements for entrepreneurial motivation:-

1. Traits and motives of the entrepreneur.
2. Challenges and difficulties faced in the environment.
3. Business ideas which relates to technology and market.

All the speakers thoroughly discussed about the knowledge driven and researched idea of the youth which is different from what was in past. The young entrepreneurs have innovation

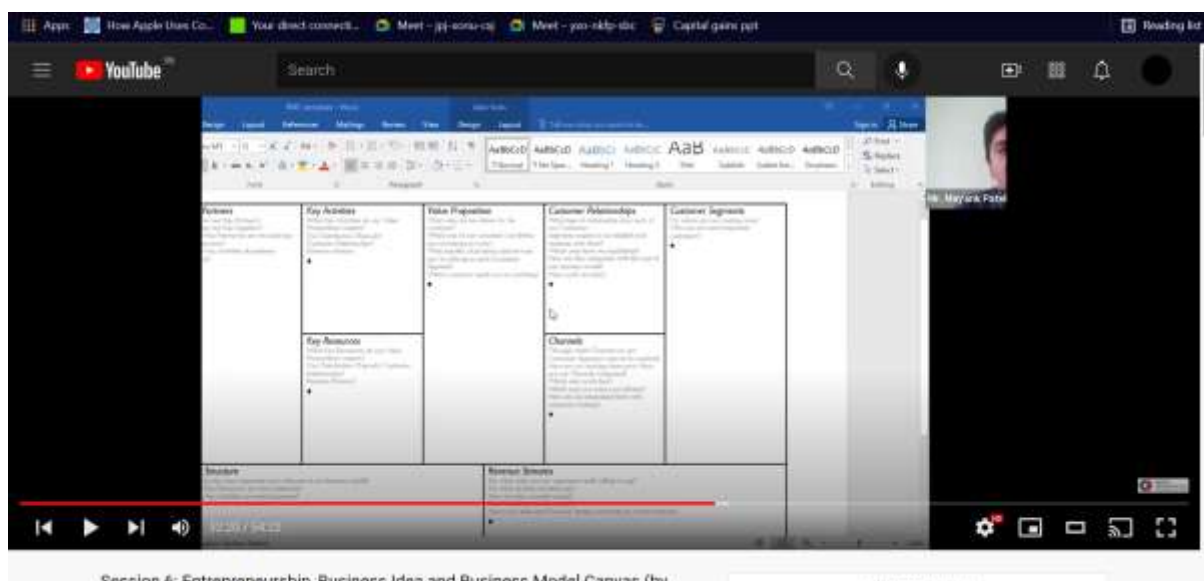
driven ideas with great technology. They talked about the characteristics traits of an entrepreneur and the motivation which family gives to the young entrepreneurs without being gender bias.

Mr. Mayank Patel taught us about the business model canvas, its significance and its elements which is generally used for startup education and is popular among the youth. He advised about the challenges and the failures that are faced by the entrepreneurs and how they should overcome them.

After that, Empathy and business idea theme was discussed. They talked about how a few start-ups grow faster than the others and what is the idea behind them being this successful, which is different from other start-ups.

Mr. Mayank Patel said that the enterprise which are customer oriented, innovation driven ,review their products and use better technology are the ones more likely to grow faster. They talked about the priorities of the startups which should be to attract more customers rather than earning revenue.

The session was extremely helpful and informative. Truly grateful to everyone making this content during the lock-down. It is very helpful for students like me looking forward to develop and grow in the field of startups and entrepreneurship. I am sure that this session would help students to consider entrepreneurship as another choice not restricting to placements in the campus.



The link for the above session:

[Session 6: Entrepreneurship, Business Idea and Business Model Canvas \(by EDII\)](#)

Following IIC members attended the above session of Leadership talk series:

Faculty Member:

1. Dr. Kusha Tiwari (Convenor)
2. Mr. Sushil Kumar
3. Mr. Rahul Tomar
4. Dr. Anuj Kumar
5. Mr. Vivekanand Nartam Motiram

Student Member:

- 1 Anshaj Gupta
- 2 Harshit Arora
- 3 Ritik Saini
- 4 Dhruv Kaushik
- 5 Tanihsa Dixit
- 6 Deepak
- 7 Mansi Chaudhary
- 8 Vignesh
- 9 Himanshu Goel
- 10 Versha Verma
- 11 Anjali Verma
- 12 Mahima Sharma
- 13 Anisha Arora
- 14 Mohit khasa
- 15 Srradha Garolia