

# WEBINAR ON “Entrepreneurial Success and Application of the Business Model Canvas” 16TH MARCH 2021

The Institute Innovation Council of Gitarattan International Business School organized a webinar on “Entrepreneurial Success and Application of the Business Model Canvas” on 16<sup>th</sup> March, 2021.

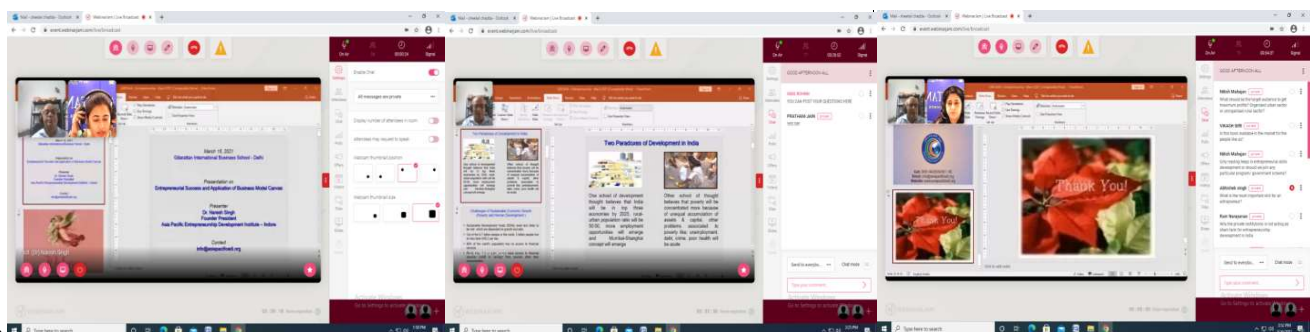
The Ministry of Education, Govt. of India has established an ‘Innovation Cell’, with the purpose of systematically fostering the culture of Innovation in all Higher Education Institutions. Under the guidance of MOE, the ‘Innovation Cell at GIBS’ aims to form a comprehensive system for students, to enable them to foster the culture of innovation from the early stage of ideas, to the stage of a successful start-up. IIC at GIBS has been organizing various events and activities for the students, to enhance their awareness and skill development. This webinar was one such event organized by the IIC.

Two Eminent Guest speakers were invited for the webinar.

The first guest speaker was Prof. (Dr.) Naresh Singh, founder president of Asia Pacific Entrepreneurship Development Institute, Indore. Sir has more than two decades of teaching, research, training, consulting and project management experience, and has worked with various reputed institutions like Institute of Health Management Research Jaipur, Narsee Monjee Institute of Management Studies Mumbai, ICAI Business School Gurgaon, and so on.

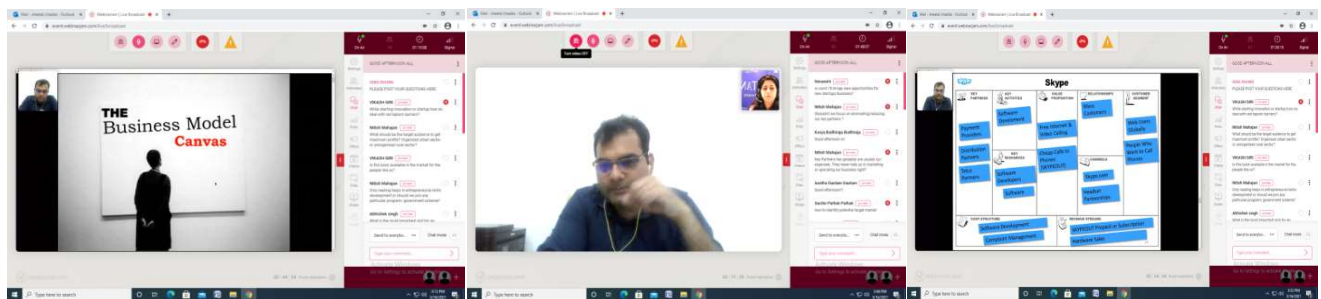
During the session, he gave informative insight to all attendees regarding the challenges of sustainable economic growth and discussed various important case studies.

The session was very helpful and students asked many questions from the guest speaker, making the session highly interactive.



Our second guest speaker was Mr. Naveen Kumar, Managing Director and CEO of Navshali Innovations. Sir is an alumnus of IIT (BHU), Varanasi and has done many projects majorly in ‘Water and Environment Engineering’.

He is the ex-director of Aquvio which he founded in 2014, and worked for nearly 5 years. Sir’s efforts have saved more than 5 crore litres of water and 15000 kg of carbon dioxide reduction. Sir is the patent holder of his innovations in India and UK, and has received various awards for his work. He has also worked closely with top managements, identified solutions for business troubles, and made suggestions for changes to be implemented therein.



Sir provided a great learning session to the attendees, with respect to how to become a successful entrepreneur, what risks are involved in the process, and how to overcome any hurdle regarding the same.

His session was highly interesting, and served as a motivation and encouragement for young minds who are aiming to become successful entrepreneurs. Session ended with question-answer round which was quiet beneficial for students.

**Prepared by: Manini Sidhu, Assistant Professor, giBS**