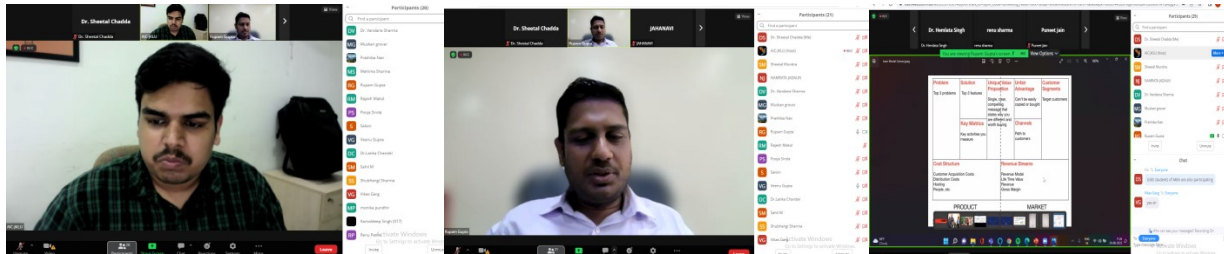


**IIC WEBINAR
ON
'VALUE PROPOSITION AND BUSINESS FIT'
20th AUGUST 2022**

JK Laxmipat University and Gitarattan International Business School conducted IIC Calendar activity for quarter 4. The event was titled as 'Value Proposition and Business Fit', the activity was aimed for the young budding or prospective entrepreneur to think from a logical and market perspective, so that efforts are directed towards the right direction.



The resource person for the webinar was Mr. Rupam Gupta, founder, Arnav Green Tech Innovations Private Limited. He started by providing a larger perspective on the entrepreneurship in India. His deliberations on the lean business canvas/business model canvas were to encourage students to think from the market perspective. He emphasized that innovations need to be converted into value propositions for them to be commercially viable. It is important for students to understand both sides to create a viable enterprise. He also took question and answers from the participants and helped in the resolution of many doubts. Such session help participants to learn from already established entrepreneurs and gain on the nuances of the markets.

Prepared by: Dr. Sheetal Chadda, Associate Professor, GIBS