

# IIC Event on Value Proposition Fit and Business Fit on 30<sup>th</sup> June, 2023

GIBS Innovation and Entrepreneurship Cell organized a session on “Value Proposition Fit and Business Fit” on 30<sup>th</sup> June 2023. The key speaker of the session was Mr. Saurabh Sharda, Personality Development Head and Entrepreneur, Edumentor Educational Services Pvt. Ltd., New Delhi.



The session began with the felicitation of the guest speaker Mr. Saurabh Sharda with the sapling by Prof. (Dr.) Vinay Maitri. The main objective of the event was to make our students understand the business tools and techniques that can be implemented for success. Mr. Saurabh Sharda started the session by discussing business ideas and their importance. He then explained how these business ideas

became successful businesses and how an idea can bring a big change. He spoke about the meaning of Value proposition of a good business idea or a good business project, and what is the importance of a business fit and feasibility study before launching a project or business idea. He spoke about how a calculated step can convert your idea into a successful business and a vague idea can be a disaster. A strength of 118 students of BBA 2<sup>nd</sup> Semester (Both Shifts) attended IIC event. IIC Event was concluded by presenting the Memento to the Speaker Mr. Saurabh Sharda and Vote of thanks by Dr. Yogesh Kaushik.

**Prepared & Submitted By: Ms. Smiti, Assistant Professor, Gibs**



**giBS**

Gitarattan International Business School

Grade 'A' Accredited by NAAC

IIC LECTURE  
ON

# VALUE PROPOSITION FIT & BUSINESS FIT



**MR. SAURABH SHARDA**

PERSONALITY DEVELOPMENT HEAD  
EDUMENTOR EDUCATIONAL SERVICES PVT LTD.

JUNE 30, 2023 ( WEDNESDAY )  
TIME: 12:00 PM TO 1:30 PM  
VENUE: AUDITORIUM

**FOR ALL THE BBA STUDENTS (BOTH SHIFT)**

<b>TYPE OF EVENT</b> <i>(PDW/Seminar/Jurist Day/Annual Event/ ALS/ PLS/Co-curricular etc.)</i>	IIC Event
<b>VENUE</b>	Seminar Hall, Gitarattan International Business School, Rohini.
<b>TIME &amp; DURATION</b>	12:00-1:30 PM, 180 minutes
<b>CONDUCTED BY</b> <i>(eg. CLS-GIBS, IIC, Club, IIPC etc.)</i>	IIC
<b>ORGANISED FOR</b> <i>(Course Name &amp; Semester)</i>	BBA Program 2 <sup>nd</sup> Semester Both Shifts
<b>NAME OF THE COORDINATOR</b>	Ms. Smiti

<b>ATTENDANCE</b> <i>(Mention no. of students attended the event)</i>	118
<b>RESOURCE PERSON</b> <i>(Name of the Resource Person, Designation, Organization)</i>	Mr. Saurabh Sharda, Personality Development Head and Entrepreneur, Edumentor Educational Services Pvt. Ltd., New Delhi
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. Understand about the importance of Value Proposition and Business Fit.</li> <li>2. Facilitate the competence to understand the business environment and get the understanding of value proposition and business fit.</li> <li>3. Assist students in developing the understanding of value proposition and business fit.</li> <li>4. Development of conceptual framework for a best fit for value proposition fit and business fit.</li> </ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"> <li>1. Students understood about the importance of Value Proposition and Business Fit.</li> <li>2. Students got an idea about the business idea and got an understanding of business tools.</li> <li>3. All the students developed the understanding of value proposition and business fit.</li> <li>4. Students were able to develop the conceptual framework for a best fit for value proposition fit and business fit.</li> </ol>
<b>LINK OF YOUTUBE VIDEO</b>	<a href="https://youtu.be/57gNwb7PqLs">https://youtu.be/57gNwb7PqLs</a>