

IIC- MHRD's Innovation Cell

Youtube Live Session

List of Speakers with Designation:-

1. Dr. Satya Ranjan Acharya - Associate Professor, EDII, Ahmedabad, Gujarat.
2. Amit Dwivedi - Associate Professor, EDII, Ahmedabad, Gujarat.

Topic of the Session:- Idea, business model and business plan ([Link](#))

Youtube Channel - <https://www.youtube.com/mhrdinnovationcell>

Date - 19.05.2020

Time - 03.00 PM

Viewers from JU - Arghadeep Sadhu, Soumalya Kundu, Ananya Banerjee, Shuvayan Dutta, Aditya Das, Aneek Chakroborty, Sneham Das, 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.

Snapshots from the Session:-

The screenshot shows a YouTube video player with a title slide. The slide has a blue background and contains the following text: "Idea, Entrepreneurship Opportunities, Business Model and Business Plan" in white. Below this, it says "BY" in white. There are two names listed: "Dr. Satya Ranjan Acharya" and "Dr. Amit Kumar Dwivedi", both in yellow. Under each name, it says "Associate Professor" in white and "Entrepreneurship Development Institute of India, Ahmedabad, Gujarat" in white. At the top of the slide, there are several logos: MHRD, Government of India, MHRD's INNOVATION CELL, INSTITUTIONS INNOVATION COUNCIL, AICTE, and Entrepreneurship Development Institute of India. A small video inset in the top right corner shows a man speaking. Below the video player, the video title "Session 14: Idea, business model and business plan" is displayed, along with "38,605 views • Premiered May 19, 2020", "1.1K" likes, "37" comments, and "SHARE", "SAVE", and "..." options. The channel name "MHRD Innovation Cell" and a "SUBSCRIBE" button are also visible.

The screenshot shows a YouTube video player with a slide featuring an airplane in flight against a dark sky. The text on the slide reads "A Person who have an idea and dare to start that idea" in white, followed by "Entrepreneur" in a larger white font. A small video inset in the top right corner shows a man speaking. Below the video player, the video title "Session 14: Idea, business model and business plan" is displayed, along with "38,605 views • Premiered May 19, 2020", "1.1K" likes, "37" comments, and "SHARE", "SAVE", and "..." options. The channel name "MHRD Innovation Cell" and a "SUBSCRIBE" button are also visible.

Session 14: Idea, business model and | x +

youtube.com/watch?v=Qqw04TjWyk0

ic mhrd idea business model

Opportunities:
E-Commerce, Social Media & Video Conferencing

E-Commerce	Social Media & Networking	Video Conferencing
<ul style="list-style-type: none"> Online Food Delivery Online Vegetable Delivery E-Kirana E-Medicine Online Industrial Goods Delivery E-Transport 	<ul style="list-style-type: none"> Old Age People Networking E-Library for Elders/Children Yoga and Meditation Communities 	<ul style="list-style-type: none"> Office work Classroom Teaching Examination Monitoring activities

Dr. Anil K. Dwivedi (akdwivedi@edinda.org)

19:19 / 57:18

Session 14: Idea, business model and business plan

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Business Plan

MHRD INSTITUTIONS INNOVATION COUNCIL Entrepreneurship Development Institute of India

Satyajit Rajan Ashar

44:10 / 57:18

Session 14: Idea, business model and business plan

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The screenshot shows a YouTube video player. The video title is "Session 14: Idea, business model and business plan". The video is currently at 51:06 of a 57:18 duration. The slide content is as follows:

Marketing and Sales Strategy

- Products or services offered.
- Follow-on products.
- Intellectual property or other defensible positions.
- Market research.
- Marketing plan.
 - Brand strategy.
 - Distribution strategy.
 - Product strategy.
 - Pricing strategy.
 - Promotion.

The video is presented by Dr. Satya R. Acharya (satya@ediindia.org) from the Entrepreneurship Development Institute of India. The video has 1.1K likes and 37 dislikes. The channel is MHRD Innovation Cell.

Brief Notes from the Session:-

TIME STAMP	TOPIC
01:03	Dr. Satya Ranjan Acharya starts off the session and discusses the agenda.
01:18	Discusses entrepreneur, entrepreneurship and what is an idea.
01:54	Discusses market driven and technology driven entrepreneurship.
04:04	Elaborates the concept of an idea.
04:31	Discusses ways to get a solution for the idea/problem and takes examples.
10:35	The reigns are handed over to Mr. Amit Dwivedi and he discusses business

	opportunities in various sectors.
20:04	Back to Dr. Acharya and he discusses the steps to pursue after getting an idea.
22:13	Discusses some ideas and innovations.
24:51	Discusses screening ideas.
26:40	Mr. Amit Dwivedi discusses opportunities and business models.
35:27	Discusses value proposition.
43:25	Dr. Acharya discusses a business plan.
49:02	Discusses an executive summary.
49:35	Discusses company overview.
50:25	Discusses the market environment.
51:06	Discusses marketing and sales strategy.
51:50	Discusses operations.
52:46	Discusses financial plan.
55:14	The speakers conclude and summarise the session.