



# TECNIA INSTITUTE OF ADVANCED STUDIES

**NAAC ACCREDITED GRADE "A" INSTITUTE**

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University  
Recognized under Sec 2(f) of UGC ACT 1956

**INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085**

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## INSTITUTION'S INNOVATION CELL



# Webinar



**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

## PROCESS DEVELOPMENT FOR BUSINESS MODEL INNOVATION



**Dr. Ajay Kumar**  
Director,  
Tecnia Institute of Advanced Studies,  
New Delhi



**Dr Parikshit Kala**  
Head of Entrepreneur Development cell  
Department of Commerce & Management  
Zee University  
Dehradun



**Prof Dr. Rashmi Gujrati**  
Dean Management  
Institution's Innovaton Council  
TIAS, New Delhi



**11:00 AM**

# 27

**MARCH 2021 SATURDAY**





**TECNIA INSTITUTE OF ADVANCED STUDIES**  
Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.  
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085





## REPORT

<b>Event</b>	Webinar
<b>Theme</b>	Process Development for Business Model Innovation
<b>Date</b>	27 <sup>th</sup> March' 2021
<b>Time</b>	11:00 am
<b>Venue</b>	Virtual (Microsoft Team Video Conferencing platform)
<b>Convener</b>	Dr. Rashmi Gujrati
<b>Co-convener</b>	Inderpreet Singh
<b>Resource Person</b>	Dr. Parikshit Jain Head of Entrepreneur Cell Department of Commerce and Management Zee University Dehradun
<b>Video Link</b>	<a href="https://www.youtube.com/watch?v=XYp7OEDvFOw">https://www.youtube.com/watch?v=XYp7OEDvFOw</a>

### Objectives

1. To make the participants understand about the various business development skills and process for business model innovation.
2. To enhance the skills and motivate the aspirants about business process venture.
3. To make the participants understand about the business models adopted by the entrepreneurs to vitalise revenue.
4. To elucidate about the source of funding to initiate the enterprise
5. To make the participants aware about the online ways and how government plays an important source of business development.

## **WEBINAR**

This webinar was intended to train participants with the different opportunities of starting and accelerating the business opportunities and to produce quality results from the new ventures. The key focal point of the workshop was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the type of different modes of funding in detail. In workshop complete online guidance was given by resource person. Workshop has enabled them to analyse and interpret the techniques of growing business and how to make it profitable.

## **RESOURCE PERSON**

MR. PARIKSHIT JAIN

Head of Entrepreneur Cell

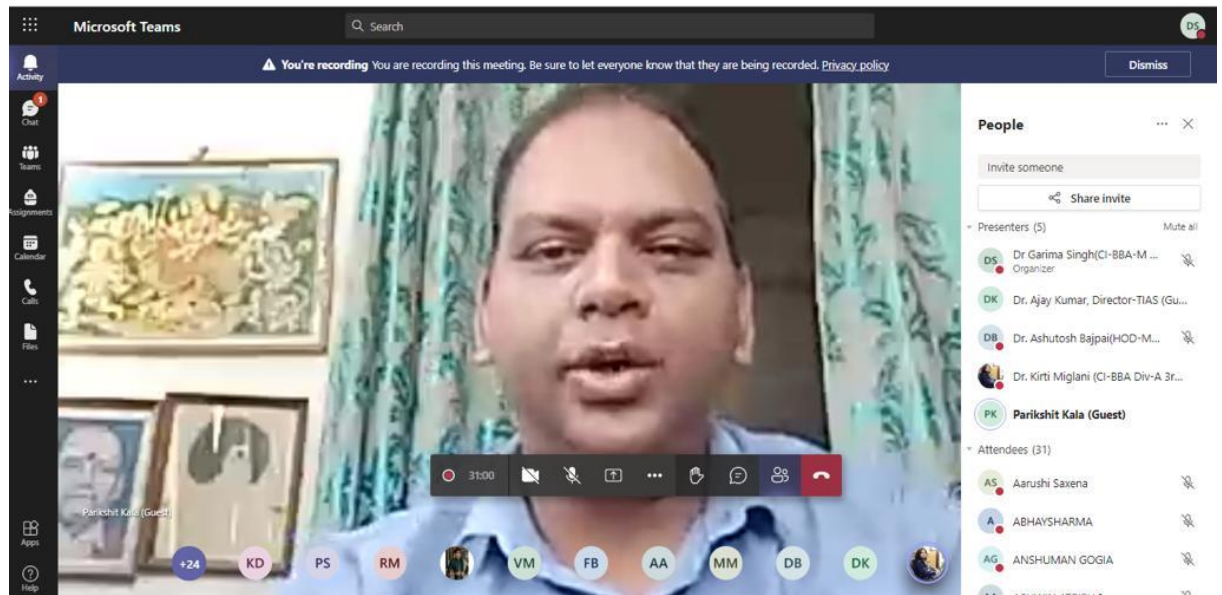
Department of Commerce and Management

Zee University

Dehradun

- Mr. Jain briefed us about the concept of business and its benefits and whether one should start their own business or buy it.
- He further added to imply the thought if one should develop his own business or simply should buy the business.
- He informed us about a developing institute NEISBUD- National Institute for Entrepreneurship and Small Business Development, which is a premier organisation of the Ministry of Skill development and Entrepreneurship.
- This Institute includes training, consultancy, and research in the field of Skill Development of entrepreneurs which help entrepreneurs to grow and understand the skill required to enhance the business.

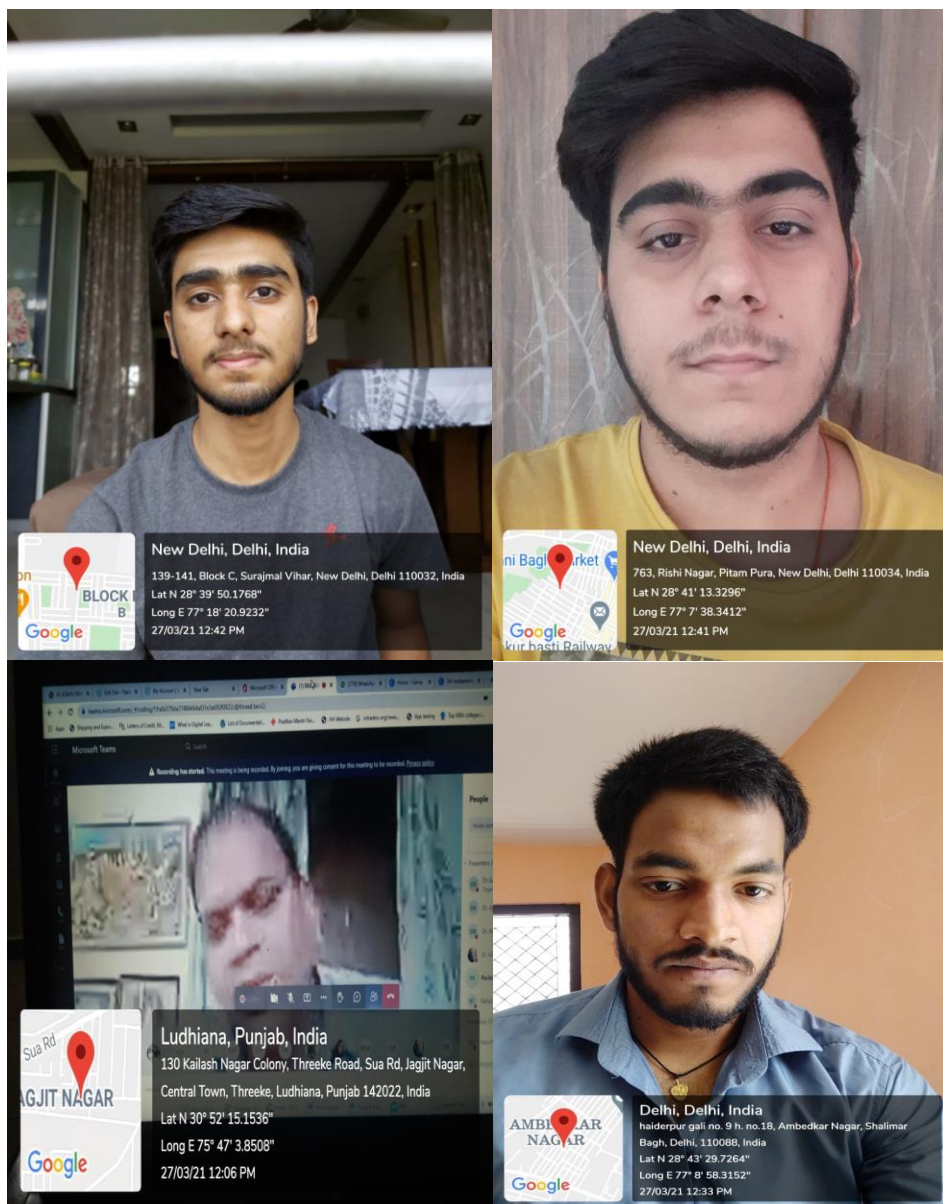
- Mr. Jain also provided the information about MSME- Ministry of Micro, Small and Medium Enterprise divided and helping the youth in two categories:-
  - Investment in plant and machinery
  - Turnover of the enterprise



*Speaker elucidating the content of webinar*

- Mr. Jain also added to the fact of cost to start our own business and how we can turn our minimum resources into useful upbringing of the profits of business, in turn taking the risk of running has to be taken care of to make it successful.
- He also briefed about the working of the business models which are divided into six parts:-
  - Element 1— Articulate the value proposition
  - Element 2— Identify the market segment
  - Element 3— Define the structure of value chain required by firm
  - Element 4— Specify the revenue generation mechanism of firm
  - Element 5— Describe the position of firm within value network
  - Element 6— Formulate the competitive strategy
- Mr. Jain further added the different sources of funding the business:-

- Banks
  - Crowd funding
  - Retained Earnings
  - Venture Funding
  - Government Grants
  - Equity and Debts
- 
- He added that for a business to work, it needs dedication and capability to bear the risk and undertake it. Also, understanding the concept and the primary function of business plays an important role in the business being successful.



### *Participants Photos*









































## **DR. RASHMI GUJRATI**

Dean, Tecnia Institute of Advanced Studies, New Delhi

- She gave a thanking speech by addressing the speaker. She addressed the students and motivated all of us to grow and learn as an professional to put into some good deeds in the society and to ourselves.

## Learning outcome

1. Participants have learnt more about how to start a business.
2. Participants also learnt about the Business Plan for a Start-up and Important Components
3. Participants learnt about various ways of getting funded in a business
4. Participants got briefed upon how the business model works and the requirements to get a business successful.

Attendees		
 Aarushi Saxena		 HARSHITAMAHESHWARI
 AJAYKATARIA		 HARSHITASARDANA
 ANSHUMAN GOGIA		 HARSHITGUPTA
 ASHWIN ATRISH		 Himanshi Jain
 Avani Gupta		 HIMANSHU GOEL
 BHAVPREET SINGH SETHI		 Himanshu Maheshwari
 CHANDRESH VERMA		 Hrithik Prakash
 Chhavi Gupta		 Isha Chaubey
 DIVYANSHUSHARMA		 Jahnvi Nayyar
		 Kushagra Dhingra
		 Isha Chaubey
		 Jahnvi Nayyar
		 Kushagra Dhingra
		 Mansi Arora
		 Mansi Singh
		 Manvi Mahipal
		 Megha Mohan(CI-BBA Div-A)
		 Mehul Biswas
		 Mohit Kumar
		 MUSKAN LOHIA

**Attendees of Webinar**

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List of Beneficieries		
1	Aarushi Saxena	BBA
2	ABHAYSHARMA	BBA
3	AJAYKATARIA	BBA
4	Aman Gupta	BBA
5	Ansh Jain	BBA
6	ANSHUMAN GOGIA	BBA
7	ASHWIN ATRISH	BBA
8	ASTHA GUPTA	BBA
9	Avani Gupta	BBA
10	Bhavish Malhotra	BBA
11	BHAVPREET SINGH SETHI	BBA
12	CHANDRESH VERMA	BBA
13	Chhavi Gupta	BBA
14	DESHIKCHAWLA	BBA
15	DEVANSHI KANSAL	BBA
16	Dikshit Jain	BBA
17	Disha Bansal	BBA
18	Divteg Singh	BBA
19	DIVYANSHUSHARMA	BBA
20	DIYA SEHGAL	BBA
21	Faguni Banga	BBA
22	Gurpreet Kaur	BBA
23	Harshit Gupta	BBA
24	HARSHITAMAHESHWARI	BBA
25	HARSHITASARDANA	BBA
26	Himanshi Jain	BBA
27	HIMANSHU GOEL	BBA
28	Himanshu Maheshwari	BBA
29	Hrithik Prakash	BBA
30	Isha Chaubey	BBA
31	Ishika Bedi	BBA
32	ISHIKASHARMA	BBA
33	Jahnvi Nayyar	BBA
34	JATINMALHOTRA	BBA
35	KARTIK BISHT	BBA
36	Kirit Sethi	BBA
37	Kushagra Dhingra	BBA
38	Mahak Malhotra	BBA
39	MAHESH Joshi	BBA
40	Mansi Singh	BBA
41	Manvi Mahipal	BBA
42	Mehul Bhalla	BBA



43	Mehul Biswas	BBA
44	Mohammad Amir	BBA
45	Mohit Kumar	BBA
46	Muskan Anand	BBA
47	MUSKAN LOHIA	BBA
48	NILESHGUGLANI	BBA
49	Parikshit Kala (Guest)	BBA
50	PAWAN SAINI	BBA
51	PIYUSH MEHTA	BBA
52	Pratham Somani	BBA
53	Preetam Gola	BBA
54	PREETISHARMA	BBA
55	Prerna Jawa	BBA
56	Priya Tiwari	BBA
57	Raghav Bansal	BBA
58	Rajat Mehlla	BBA
59	RISHI PATYAL	BBA
60	ROHAN CHOUDHARY	BBA
61	ROHITPANJRATH	BBA
62	ROVESH CHHABRA	BBA
63	ROVESH CHHABRA	BBA
64	SAMARTHSHARMA	BBA
65	SANCHI MAKKAR	BBA
66	Sarthak Verma	BBA
67	Shambhu	BBA
68	Shanker Gupta	BBA
69	Shivam Goel	BBA
70	SHIVANGI SAXENA	BBA
71	SHORYA KHANNA	BBA
72	simran dua	BBA
73	SONIA Dyaneshwar Rathod	BBA
74	Tanya Ailawadi	BBA
75	TWINKLE GROVER	BBA
76	uddeshyajain	BBA
77	Umang Gupta	BBA
78	VAIBHAVGUPTA	BBA
79	VAISHNAVI SETHI	BBA
80	VARDHANGUPTA	BBA
81	VARUNKUMAR	BBA
82	VASUNARANG	BBA
83	VIBHAV BANSAL	BBA
84	VIKAS MISHRA	BBA
85	VIPUL YADAV	BBA

86	Vishal Chhalani	BBA
87	YOGITA BHATT	BBA