



A Report On
Webinar
Title: Lean Start-up: Minimum Viable
Product/Business
On 26th August, 2022
by
Guest Speaker-Chandrashekar Singh
(CEO, Business Coach, and a
motivational Speaker)

Organized by:
KC Group of Institutions

The e-brochure for the webinar was as follows:



KC GROUP OF INSTITUTIONS

Campus: PANDOGA, HP.



ATIL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)

KC Institute of Management

Webinar on

“Learn Start-up & Minimum Viable Product/Business”



26 August
at 11:00 AM



Guest Speaker
Chandrashekhar Singh
CEO
Business Coach & Motivational Speaker
New Delhi



Prof. Dr. Rashmi Gujrati
Campus Director
KC Group of Institutions
Nawanshahar(Pb.)



Prof. Vivek Parihar
Campus Director (Incharge)
KC Group of Institution
Pandoga, HP.



Dr. Ajay Pathania
Principal
KC Institute of Management
Pandoga, HP.



Dr. Mithlesh Sharma
Principal
KC Institute of Engineering
Pandoga, HP.



Meeting Link

KC Group of Institution Organized a webinar on "Lean Start-up & Minimum Viable Product / Business" on 26 August ,2022 at 11:00 am on Microsoft Team Platform, in which all the Faculty Members and students of KC Group of Institution participated. Chandrashekhar Singh who is a Motivational Speaker and Business Coach, New Delhi was the key Speaker Of this Event.

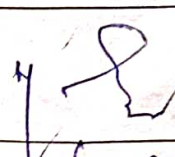
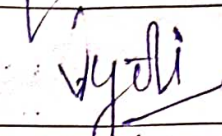
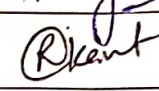
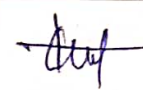
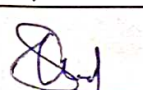
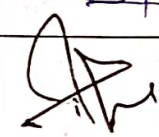
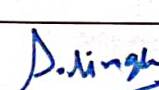

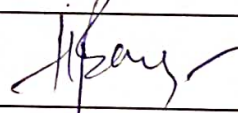
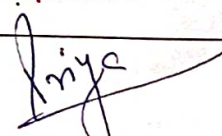
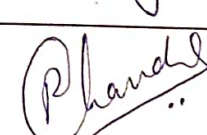
The Program began with a warm welcome address from Dr. Rashmi Gujrati (Director, KC Group of Institution). It was then followed by speech from Mr. Vivek Parihar (Campus In-charge) who spoke about the Entrepreneurial spirit of few College Students and Staffers. Dr. Mithlesh Sharma, Principal of KCGR&PI spoke about the importance of the chosen topic and said entrepreneurship is the need of the hour.

KC Group of Institution was very fortunate to have Chandrashekhar Singh, a man with a wealth of experience in the field of entrepreneurship, and acting as a business coach and a renowned Motivational Speaker as a resource Person. The Webinar began with him defining the term Lean-startup and entrepreneurship. He stated that entrepreneurs work for the betterment of society. Passion, commitment, leadership skills and the ability to teach are some of the characteristics an entrepreneur should have. He laid emphasis on the birth and importance of novel ideas which can lead to the creation of wealth for themselves and the society. An entrepreneur should also be a good mentor to guide and lead a team of people, as well as having multifaceted knowledge of the enterprise because the business environment is always changing and a need to adapt to the current situation is paramount. There is also a need for funding the entrepreneurial endeavour which may be sought from government and private institutions, angel investors and through personal funding. The primary goal is to develop the idea into a practical implementation. He said a Minimum Viable Product (MVP) is a concept from Lean Start-up that stresses the impact of learning in new product development. He also said an American entrepreneur Eric Ries, defined an MVP as that version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least effort. This validated learning comes in the form of whether your customers will actually purchase your product. He further said that the primary benefit of an MVP is one can gain an understanding of one's customers' interest in the product without fully developing the product. The sooner one can find out whether the product will appeal to customers, the less will be the effort and expense on a product that will not succeed in the market. He then went ahead to explain the difference between Proof of concept, Minimum Viable Product and Minimum Marketable Product. He explained it with the help of example of Pizza chain. He also explained in detail about the Business Model Canvas. Finally, after the end of his presentation, he answered the questions posed by participants.

Some Glimpses of Faculty Members of KC Group of Institution attending webinar with Geo Tag are as follow



List of Participants who attended Webinar on 26-08-2022
on
Lean start-up and Minimum viable Product/Business

Sr. No.	Name	Designation	Institute	Signature
1	Dr. Mithlesh Sharma.	Principal	KCGRPI, Panoga	
2	Ms. Jyoti	Assistant Professor	KCGRPI, Pandoga	
3	Mr. Raman Kant Sharma	Assistant Professor	KCGRPI, Pandoga	
4	Er. Abirudh	Assistant Professor	KCGRPI, Pandoga	
5	Er. Saurabh	Assistant Professor	KCGRPI, Pandoga	
6	Er. Deepak Sharma	Assistant Professor	KCGRPI, Pandoga	
7	Er. Sukhpreet Singh	Assistant Professor	KCGRPI, Pandoga	
10	Er. Suryakant Singh	Assistant Professor	KCGRPI, Pandoga	
11	Er. Hardeep Kumar	Assistant Professor	KCGRPI, Pandoga	
12	Er. Pooja	Assistant Professor	KCGRPI, Pandoga	Absent
13	Er. Priya Mankotia	Assistant Professor	KCGRPI, Pandoga	
14	Er. Priyanka	Assistant Professor	KCGRPI, Pandoga	
15	Er. Neetu Bala	Assistant Professor	KCGRPI, Pandoga	