



AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN

(Sponsored by AIMA Education & Welfare Society)

(Affiliated to Bharathidasan University)

Recognized by UGC under section 2(f) and 12(B),

Tiruchirappalli – 620 021.



IIC ID: IC202014554

Institution Innovation Cell of AIMA College of Arts & Science for Women, Tiruchirappalli

REPORT ON ONE DAY WEBINAR ON LEAN START UP AND MINIMUM VIABLE PRODUCT MENTORING SESSION

MoE's Innovation cell organized one Day webinar on "Lean Start up and minimum viable product" - Mentoring Session on 20-07-2021 at 11 a.m. The speaker for the webinar was Dr. B.Balamurugan, Asst. Professor, Research Department of Economics, Periyar EVR College (A), Trichy.

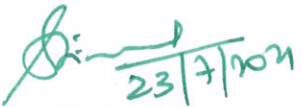
The speaker started his talk by the Eric Ries quote "For Minimum viable product, let's this simple rule suffice: remove any features, process, or effort that does not contribute directly to the learning you seek". He elucidated start up India scheme in detail.

He discussed the benefits of start-up scheme, and how to get approval from DIPP (Department of Industrial policy and Promotion). Students gained greater awareness and knowledge of the various business opportunities. The speaker described about candle business, Home-made biscuit business and their need in the industry. The students participated enthusiastically in the business quiz conducted by the speaker during the session. The students grasped the awareness they already had on the subject and they realised to learn more.

He encouraged the students by interacting with them. Ms.K. Mulfa Begum II BBA proposed a vote of thanks. 55 student from various disciplines from our institution participated in the session.

Google Meet Link:

<http://meet.google.com/ejp-nhxe-ayu>


23/7/2021
PRINCIPAL

Lean Start-up
a quick look at the Concept..



(55)

Fiverose Basha (You)

Prof. Dr. BALA B

Abinaya S

Prof. Dr. BALA B

LEARN → IDEAS → BUILD → CODE → MEASURE → DATA → LEARN

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Fiverose Basha (You)

Prof. Dr. BALA B

Afrin Banu

Prof. Dr. BALA B

10. Career Counselling

Need for startup ideas based on career counselling services

It helps to understand own goals and share it confidently.



(30)

Fiverose Basha (You)

Prof. Dr. BALA B

Prof. Dr. BALA B

Aafrin .M

Startup India - Scheme - Short Video

BENEFITS



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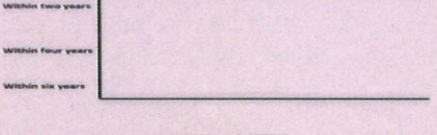
Fiverose Basha (You)

Prof. Dr. BALA B

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20BBA14 Fathima Beevi.A

New business failure rate



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Fiverose Basha (You)

Prof. Dr. BALA B

Prof. Dr. BALA B

20BBA14 Fathima Beevi.A

Startup India - Scheme - Short Video

BENEFITS

- Self - Certification based compliance
- No inspection for three years
- Employment certificate
- A single point of contact
- Legal support and fast tracking patent examination
- Impetus to innovation

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Sathika banu.A 2020 BBA

Seha Sehanas

Shameera begum . M

Sumaiya.abba1st year202...

Dr. ...
23/7/2021