

**GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN,
BARUGUR**

Internal Quality Assurance Cell & Placement Cell

Entrepreneurial Development Cell & Department of Commerce (13.10.2021)

In association with Periyar University EDPI HUB, Government Arts and Science College for Women Bargur Entrepreneurial Development Cell Coordinator Dr. R.Renuga. and Department of Commerce jointly organised a seminar on "Creating Business Models for Lean Startups" at Bharathi Kalai Arangam in college campus with a limited number of participants.

The seminar started with a prayer song followed by welcome address. Assistant Professor and Head of Department - Commerce, Dr.M.Raguraman gave a preamble note on the young vibrant resource person Mr.B.S Karthik Kumar who is an alumnus of one of the prestigious institutions of India, IIM Bangalore and currently working as a product manager of Juspay Technologies Pvt Ltd. Bangalore. With rich experience working in startups like Paytm and Swiggy, Mr. Karthik Kumar proved to be a very apt resource person for delivering a seminar covering the salient aspects of entrepreneurship.

The chief guest started his presentation by highlighting the differences between the traditional business plans which were followed till early 2010s and the current business models which are in vogue for establishing a lean startup. He detailed out the importance of having a lean business model in the current nimble economic environment. He then delved into the details of creating business plan for lean startups which encompasses a framework with nine key attributes. The concepts were well elucidated with a real-life example of Uber wherein the resource person clearly demonstrated the application of theoretical knowledge to create a startup like Uber.

Towards the end of the session, the students got their queries clarified by the Chief Guest. Finally, the chief guest was honoured with a gift as a token of love and appreciation. The program ended with vote of thanks by a post graduate commerce student.



IQAC coordinator



Principal (E/C)
PRINCIPAL

Government Arts and Science
College for Women,
BARUGUR-635 104