



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956 – Permanently Affiliated to Thiruvalluvar University

Re-Accredited by NAAC with “A” Grade An ISO 9001:2015 Certified Institution



INSTITUTION’S INNOVATION COUNCIL (IIC), ATAL RANKING OF INSTITUTIONS ON INNOVATION ACHIEVEMENT (ARIIA) & WOMEN ENTREPRENEURSHIP DEVELOPMENT CELL JOINTLY ORGANIZED A STATE LEVEL WEBINAR ON “LEAN START-UP & MINIMUM VIABLE PRODUCT” - 27.08.2022

INVITATION



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Marudhar Nagar, Chinnakallupalli, Vaniyambadi – 635751.

**Women Entrepreneurship Development Cell ,
Institution’s Innovation Council (IIC) &
Atal Ranking of Institutions on Innovation Achievements (ARIIA)
Jointly Organizing a State Level Webinar**

**on
“Lean Start -up & Minimum Viable Product”**

Resource Person



Dr.S.Ramya

**Innovation Ambassador & Assistant
Professor, SRM Institute of Science
and Technology, Kattankulathur**

Live in



Date:27.08.2022

**Time:2.00 p.m. to
3.00 p.m.**

Registration Link: <https://forms.gle/akpQYF99RgUufsUJ6>

No Registration Fee

E-Certificate will be Provided

www.mkjc.in

Sri C.Lickmichand Jain
Secretary

Dr.M.Inbavalli
Principal

Ms.B.Vasanthi
WEDC Co-ordinator

Ms. T.Thenmozhi
IIC Co-ordinator

Ms. M.Prithi
ARIIA Co-ordinator

PRINCIPAL

**Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751**

AGENDA



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INSTITUTION'S INNOVATION COUNCIL (IIC) & ATAL RANKING OF INSTITUTIONS
INNOVATION ACHIEVEMENTS (ARIIA) & Women Entrepreneurship
Development Cell

JOINTLY ORGANIZE A STATE LEVEL WEBINAR ON

"Lean Start-up & Minimum Viable Product"

AGENDA

DATE : 27.08.2022

TIME: 2.00 p.m.



Prayer



Welcome Address

: Ms. P.J.Sharanya

III BCA , MKJC.



Felicitation

: Dr.C.Nithya,

HOD, PG & Research Department of Commerce,
MKJC.



Introduction of Guest

: Ms.A.Hanafathima

III BCA , MKJC.



Chief Guest Address

: Dr.S.Ramya

Innovation Ambassador & Assistant Professor,
SRM Institute of Science and Technology,
Kattankulathur.

Q & A Session



Vote of Thanks

: Ms.M.L.Suha Mariyam



III BCA, MKJC.


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REPORT

A report on webinar jointly organized by Institution's Innovation Council (IIC), Atal Ranking of Institutions on Innovation Achievements on the topic LEAN START-UP & MINIMUM VIABLE PRODUCT -27.08.2022. The Chief Guest of this Programme was Dr.S.Ramya Innovation Ambassador & Assistant Professor, SRM Institute of Science and Technology, Kattankulathur. The Programme started with prayer song and welcome address was given by Ms.P.J.Sharanya, III BCA, Department of Computer Applications, MKJC and felicitation address was given by Dr.C.Nithya, Head PG & Research Dept of Commerce, MKJC. The Chief Guest introduction was given by A.Hanafathima, III BCA, Department of Computer Applications, MKJC. The session started with basic ideas about ways to plan a startup and a clear explanation about final product for testing was given. Finally, the session ended with a question-and-answer session with the resource person. The Feedback was collected. Vote of Thanks was given by Ms. M.L.Suhamariyam III BCA, Department of Computer Applications, MKJC. Around 400 students participated in the Programme.

Keynotes

- Lean Startup Model
- Minimize the total time through the loop
- Market fit
- Market viable product
- Entrepreneurship

IIC CO ORDINATOR

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PHOTO



Press **Esc** to exit full screen




What Is Lean Startup?

- a new company or introduce a new product on behalf of an existing company.
- developing products that consumers have already demonstrated their desire
- market already exists as soon as the product is launched.
- opposed to developing a product and then hoping that demand will emerge.
- Gaging Consumer Interest
- determine how the product might need to be refined
- validated learning



8/27/2022




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