



## **2020-2021**

**Name of the Department/Society:** **Entrepreneurial Cell**

**Name of the Event:** Various Frameworks for sustainable product growth for founders

**Date of the Event:** 08<sup>th</sup> August 2020

On August 08, 2020- The Entrepreneurial Cell, Hansraj College organized a webinar on ‘Various frameworks for sustainable product growth for founders.’ The webinar was attended by 30 people from across the Delhi University circle. The webinar was a huge success with everyone participating in the discussion and clearing out their doubts at the end of the session from the expert speaker invited.

The discussion began with the Mentor explaining the attendees the basics of businesses and other important technical and non-technical terms used in business world. Taking view of the time and once everyone was in groove the mentor switched his focus towards the topic for the discussion and started explaining about the Product growth or business growth. Mentioning the Forbes business council, the mentor explained the importance of Sustainable business models and how to achieve them.

He further added some of the key aspects of building sustainable product growth- The Four Cs of building a sustainable business, which are-

1. Client Satisfaction and footprints
2. Customer centricity
3. Customer needs knowledge, and
4. Clear articulation of goals.



With a message to focus on creating the write balance between the product, marketing and Customer satisfaction the speaker moved on to the final agenda for the day that was ‘Networking’. After explaining to everyone about the importance of networking and giving some tips to network through LinkedIn and other channels the session arrived towards the last part, the QnA session. Here, all the questions were answered thoroughly and thus marked the end of the event.