

IIC ACTIVITY

**REPORT OF WORKSHOP
ON
BUSINESS MODEL CANVAS**



The poster features a blue and purple background with abstract geometric shapes. At the top, there are logos for the Institution's Innovation Council, MHRD's Innovation Cell, and Sagar Group of Institutions. The main title 'Workshop on Business Model Canvas' is in large purple font. Below it, the date and time '11th July 2021 | 11 AM to 12 PM' are in a purple rounded rectangle. A 'Speaker:' label is followed by a photo of Prof. Dr. Githa Hegde and her title. A session link is provided in a white rounded rectangle. At the bottom, the organizing institution is named.

 **INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

 **MHRD'S
INNOVATION CELL**
(GOVERNMENT OF INDIA)

 **SAGAR GROUP OF INSTITUTIONS®
SISTec Engg.**
RATIBAD CAMPUS | www.sistecr.ac.in
Approved by AICTE & Affiliated to RGPV Bhopal

**Workshop on
Business Model Canvas**

11th July 2021 | 11 AM to 12 PM

Speaker:

Prof. Dr Githa Hegde
Dean, School of Business,
Head - UCIE, UPES



Session link: <https://bit.ly/3wwWkZM>

Organised by :

Institutions Innovation Council
Sagar Institute of Science, Technology & Research, Bhopal

Institutional Innovation Council (IIC) at Sagar Institute of Science Technology and Research Bhopal organized online session “**Business model canvas**” on 11th July 2021.

Most people think like being an entrepreneur is about coming up with a new idea for the business, but it doesn't stop here it also includes that how you will reach to the clients and customers in an affordable & effective way.

In a simple way, we can say that Entrepreneurship means innovations rather than sticking to conventional jobs & businesses. Having a better idea and concept about some new product, one can think for the startup. Through this workshop a necessary knowledge and awareness about how one can start his business is explained by advisor and expert of this session

Objective:

The main objective of this workshop is to provide the vital knowledge about how to use the canvas model to run the business healthy.

Expert of the session

Dr Githa Heggde is Dean, School of Business, and Head, UCIE (UPES Council for Innovation and Entrepreneurship), UPES She has more than 30 years of academic, consulting and industry experience. As Dean she has been instrumental in taking the school to the next level. She is part of the task force of start-up initiatives of Government of Uttarakhand. Instrumental in turning around various education Institutions in leadership roles in the past 30 years. Dr Githa was part of the team at “Global colloquium on participant centered learning” at Harvard Business School, Boston and worked on teaching with case studies and developing curriculum for management courses. Participated at the follow-on sessions at HBS, Shanghai. She was invited by Pace University, New York and many leading business schools, for lectures and discussions on pursuing collaborative research.

Conclusion:

This workshop helps to make a strategic management template that is used for developing new business models and documenting existing ones. It explains how to run a healthy and profitable business. The webinar ended with question answer session related to queries on business canvas model. Around 50 participants including students and faculties join this live session.



Webinar on Business Model Canvas | Institutional Innovation Cell SISTec-R

The screenshot shows a Zoom webinar interface. On the left, there is a vertical list of participants: Dr. Anupam Shrivastava (ABBA, Co-ordinator), Dr. Gita Hegde, Prof. Ashish Singh (President, IC, SUST), Prof. Pratik Sharma, and Prof. Manish Kumar. The main window displays a PowerPoint slide titled 'UCIE' (University Council for Innovation and Entrepreneurship). The slide includes the UCIE logo, a photograph of a large, modern university building, and a list of five bullet points. The Zoom interface shows 'Slide 1 of 27' and various controls at the bottom.

Webinar on Business Model Canvas | Institutional Innovation Cell SISTec-R

The screenshot shows a Zoom webinar interface. On the left, the same list of participants is visible. The main window displays a PowerPoint slide titled 'Classic Business Model Canvas?'. The slide features a diagram of the Business Model Canvas with nine numbered boxes (1-9) and corresponding questions for each section:

- 1. Key Partners:** What are your key partners? Who are your key suppliers? What do you get from them and giving them?
- 2. Key Activities:** What key activities do you require? What are your most important tasks?
- 3. Key Resources:** What are the key resources of your product? What are your most important assets?
- 4. Channels:** Through which channels, distribution, support do your customers reach? What are their channels?
- 5. Revenue Streams:** How will you make money? What is the revenue model? What are pricing tactics?
- 6. Cost Structure:** What are the most important costs inherent in your business? What is the structure of fixed and variable costs?
- 7. Key Partners (repeated):** What are your key partners? Who are your key suppliers? What do you get from them and giving them?
- 8. Key Activities (repeated):** What key activities do you require? What are your most important tasks?
- 9. Key Resources (repeated):** What are the key resources of your product? What are your most important assets?

The Zoom interface shows 'Slide 9 of 27' and various controls at the bottom.

Facebook link:

<https://m.facebook.com/sagargroupofinstitutionsistecratibad/posts/961017904721500>

You tube link:

<https://www.youtube.com/watch?v=5BvM-SAMTbo>