

### SAGAR INSTITUTE OF SCIENCE TECHNOLOGY & RESEARCH (SISTec-R)



Affiliated to RGPV Bhopal and Approved by AICTE Delhi.

#### **IIC ACTIVITY**

# REPORT OF WORKSHOP ON BUSINESS MODEL CANVAS



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



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#### **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.

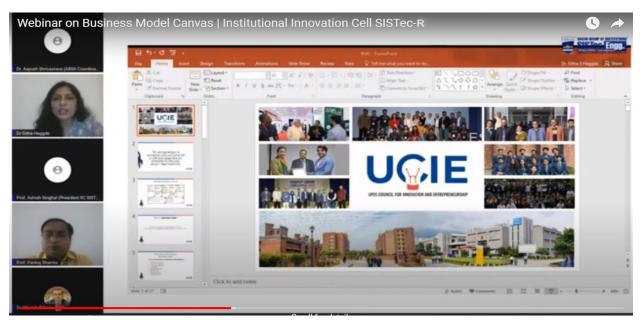


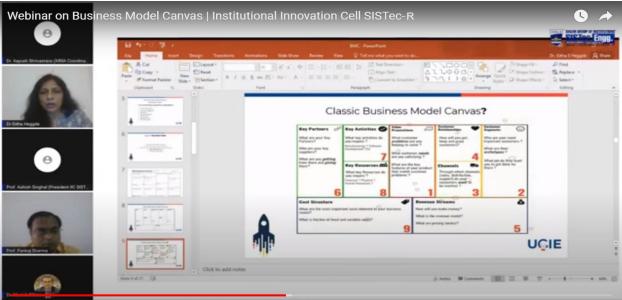


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