

IIC CALENDER ACTIVITY

**REPORT OF WORKSHOP
ON
BUSINESS MODEL CANVAS**



The poster features a light blue and green background with a grid pattern. At the top, there are logos for SISTec-R, SAGAR GROUP OF INSTITUTIONS, INSTITUTION'S INNOVATION COUNCIL, and MoE's INNOVATION CELL. The main text reads: 'Sagar Institute of Science, Technology & Research, SISTec-R Institutional Innovation Cell Organizes Workshop on Business Model Canvas'. Below this, there is an illustration of four people around a table with charts, a portrait of Mr. Ajay Hiraskar, and a list of his credentials. The date and time are 'Tuesday 26th April 2022, Time : 2 pm to 3 pm'. The website 'www.sistecr.ac.in' is at the bottom left.

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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)

Sagar Institute of Science, Technology & Research
SISTec-R Institutional Innovation Cell Organizes
**Workshop on
Business Model Canvas**





Mr. Ajay Hiraskar
CEO & Chief Alchemist
SUCCESS ALCHEMISTS

- Governing Council Member, The Indus Entrepreneurs
- Distinguished Toastmaster (DTM)
- Tedx Speaker Coach
- Former Director- Global Application Packaging, Dell Inc.

**Tuesday
26th April 2022
Time : 2 pm to 3 pm**

www.sistecr.ac.in

Institutional Innovation Council (IIC) at Sagar Institute of Science Technology and Research Bhopal organized online session “**Business model canvas**” on 26th April 2022.

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

Mr. Ajay Hiraskar, CEO and Chief Alchemist 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.

Facebook link:

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

Business Model Canvas

Value Proposition

Customer Profile

Gain creators

Products & services

Pain relievers

Gains

Pains

Customer jobs

Workshop on "Business Model Canvas"

31:48 / 57:03

Scroll for details

Business Model Canvas

Workshop on "Business Model Canvas"

Ajay Hiraskar

Dr. Aayush Shrivastava

Subinoy Roy

Prof. Ashish Singhal (IIC President SISTec-E)

Workshop on "Busi...

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Scroll for details

Business Model Canvas

Key Trends

- Technology trends
- Regulatory Trends
- Societal and cultural trends
- Socioeconomic trends

Market Forces

- Market segments
- Needs and demands
- Market issues
- Switching costs
- Revenue attractiveness

Industry Forces

- Suppliers and other value Chain Actors
- Stakeholders
- Competitors (Incumbents)
- New Entrants (Insurgents)
- Substitute Products and Services

Macro-Economic Forces

- Global market conditions
- Capital markets
- Commodities and other resources
- Economic Infrastructure

Workshop on "Business Model Canvas"

49:16 / 57:03 Scroll for details