



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC) AND ED CELL

IIC 7.0 CALENDAR ACTIVITIES FROM ACADEMIC YEAR 2024-25

Semester 2 **Quarter-3**-Activity-2

Session/Workshop on Business Model Canvas (BMC) on 19th April 2025

Thrust area: Prototype, Design, Process Development for Business Model/Process/Services

THEME	Entrepreneurship
ACTIVITY NAME	Session/Workshop on Business Model Canvas (BMC)
MODE OF CONDUCT	Physical
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-46 Faculty-02
ONLINE RESOURCE	Not taken
DESCRIPTION	<p>The Institution's Innovation Council (IIC) and ED Cell, CIBMRD, Nagpur, organized a session/workshop on the Business Model Canvas (BMC) on 19th April 2025. The session commenced with an introduction of IIC activities by Dr. Krunal Parekh, the IIC Convener, CIBMRD.</p> <p>Session speaker was Mr. Rahul Dakhole and Mr. Rahul Vardani from Kantar, Nagpur. Mr. Rahul began his presentation by outlining the Business Model Canvas (BMC) concept and spoke about how companies can generate value for themselves while providing clients with goods or services. In order to guarantee customer happiness, he underlined the significance of two essential components of the BMC: customer value propositions and product-related issues. The nine key elements of creating a Business Model Canvas—partners, activities, resources, value propositions, customer relationships, channels, customer segmentation, cost structures, and revenue streams—were then covered in detail by him. Additionally, a genuine example of a company's USP was provided, including how it can help businesses in a variety of ways and how it offers flexible, reasonably priced financial solutions for small ticket sizes. He also explained various templates for developing new business models and encouraged students to create their own business plans based on the following types: Small business plan, Traditional business plan, Startup business plan, Creative business plan, Internal business plan, Strategic business plan, Feasibility business plan, Operational and growth business plan. Dr. Sagar Khursange, Dr. Anup Suchak and Prof. Virendra Disawal were also present at the event.</p>

Dr. Krunal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)


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INSTITUTION'S INNOVATION COUNCIL
 (Innovity #10000000)

Recognized By AICTE, DTE Code : MB4110 (Affiliated to : Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

CIBMRDs Institution's Innovation Council (IIC) and ED Cell
Welcomes you all
for IIC 7.0 –QUARTER-3 IIC Calendar activity for academic year 2024-25

Date:- 19/04/2025

Topic:- Session/ Workshop on Business Model Canvas (BMC)

Speaker:- Mr. Rahul Dakhole and Mr. Rahul Vardani, Kantar, Nagpur

Venue:- Auditorium, CIBMRD, Nagpur

organized by
IIC Cell and ED Cell , CIBMRD, Nagpur. (M.S.)

