



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC)

IIC CALENDER ACTIVITIES FROM ACADEMIC YEAR 2022-23

Semester 2 Quarter-3-Activity-2

Session/Workshop on Business Model Canvas (BMC) on 17th April 2023

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-40 Faculty-03, Guest-1
ONLINE RESOURCE	https://www.youtube.com/watch?v=K3GTtCFrWyo
DESCRIPTION	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Session/Workshop on Business Model Canvas (BMC) for UG and PG students on 17th April 2023. Session started with introduction of IIC Activity by Dr. Krunal Parekh, IIC Convener. Further, Dr. Krunal gave introduction of session speaker Mr. Tanveer Mirza, Social Entrepreneur and President, Yashodhara Bahudeshiya Sangh, Nagpur, Director-Nagpur First. The workshop was arrange outbound at Yashodhara Bahudeshiya Sangh, Mahurzari Near Nagpur only. Sir started his session with the concept of business model canvas (BMC) and what value customer is going to get. How a company creates value for itself while delivering products OR service for customer and related elements in this BMC two important key elements which is related to product and customer-value preposition and customer satisfaction as both are directly related to customers. Further, sir explained 9 important points in detail to develop business Model Canvas like partners, activates, resources, value proposition, customer relationship, channel, customer segment, cost and revenues streams. Sir also shared one live example of BMC company called KARMALIFE, right financial solution for your workforce and highlight the USP of the company having flexibility, address to small ticket size and affordability with how company works and can help anyone's business with various benefits. Lastly shared detail explanation about DIFFERENT TEMPLETS FOR DEVELOPING NEW BUSINESS MODEL. Sir also motive students to start think on this lines and prepare at least one Business Plan from below listed plans.</p> <ul style="list-style-type: none">✓ Small business plan✓ Traditional business plan✓ Startup business plan✓ Creative business plan✓ Internal business plan✓ Strategic business plan, feasibility business plan, operational & growth business plan <p>Dr. Anup Suchak, Prof. Virendra Disawal and Mr.B K Khwaja Sajid were present for the event.</p>

Ajay Talwekar

Dr. Ajay Talwekar, President- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)



Vidya Shikshan Prasarak Mandal's Academy of Higher Education
**CENTRAL INSTITUTE OF BUSINESS MANAGEMENT
RESEARCH & DEVELOPMENT**
Pawanbhumi, Wardha Road, Nagpur - 440025(MS) India
Affiliated to Nagpur University and Approved by AICTE, New Delhi



INSTITUTIONS INNOVATION COUNCIL AND ED CELL IC201811091

IIC 5.0 Calendar Activity- Semester-II, Quarter-3
Thrust Area : **Prototype, Design, Process Development**
for **Business Model/Process/Services**

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

Speaker



Mr. Tanveer Mirza

Social Entrepreneur,
President, Yashodhara Bahudeshiya Sangh, Nagpur,
Founder Member, Director, Nagpur First.

Tuesday, 17th April 2023 10:30 am onwards

Venue: Yashodhara Bahudeshiya Sangh, Mahurzari Shivari, Brahmanwada Road, Nagpur Rural.

Organizers

Dr. Ajay Talwekar
President, IIC Cell,
CIBMRD, Nagpur

Dr. Amishi Arora
Principal, CIBMRD,
Nagpur

Dr. Krunal Parekh
Convenor, IIC Cell
CIBMRD, Nagpur



