

Activity name: Workshop on Business Model Canvas (BMC)

Overall report of the activity

Title of the event: Workshop on Business Model Canvas (BMC)

Objective of the event: To deliver the idea of multiple business canvas models for business start-ups

Speaker details: Prof. Krishna Roy, Asstt. Professor, Faculty of Management Studies and Convenor EDC, BCREC Durgapur, WB


Participants details: Faculty and Students of all departments and all years of Dr. B. C. Roy Engineering College Durgapur

Posters/ banners:

INSTITUTE INNOVATION COUNCIL,
IN COLLABORATION WITH
EDC
DR. B. C. ROY ENGINEERING COLLEGE
A WORKSHOP ON

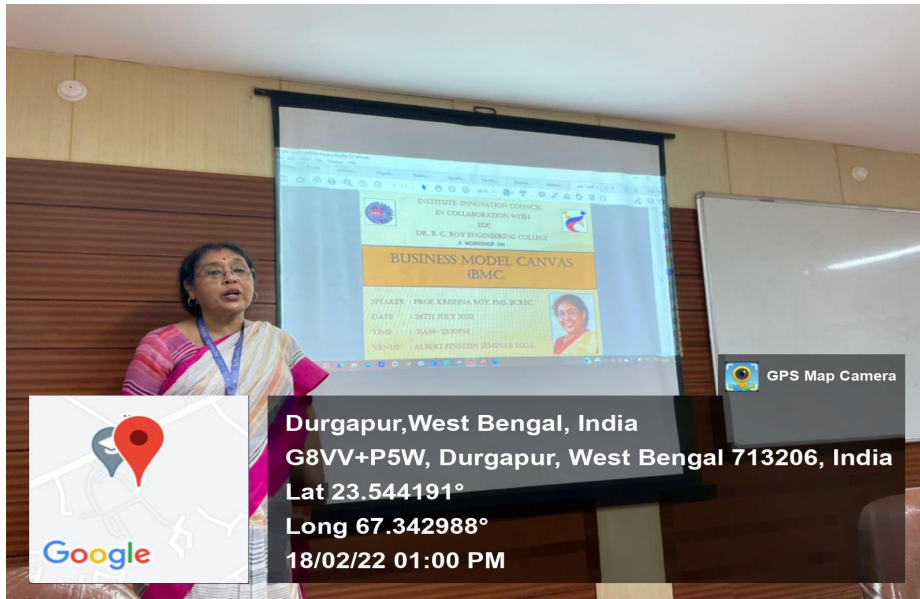
**BUSINESS MODEL CANVAS
(BMC)**

SPEAKER : PROF. KRISHNA ROY, FMS, BCREC
DATE : 18TH FEBRUARY 2022
TIME : 11AM- 12:30PM
VENUE : ALBERT EINSTEIN SEMINAR HALL

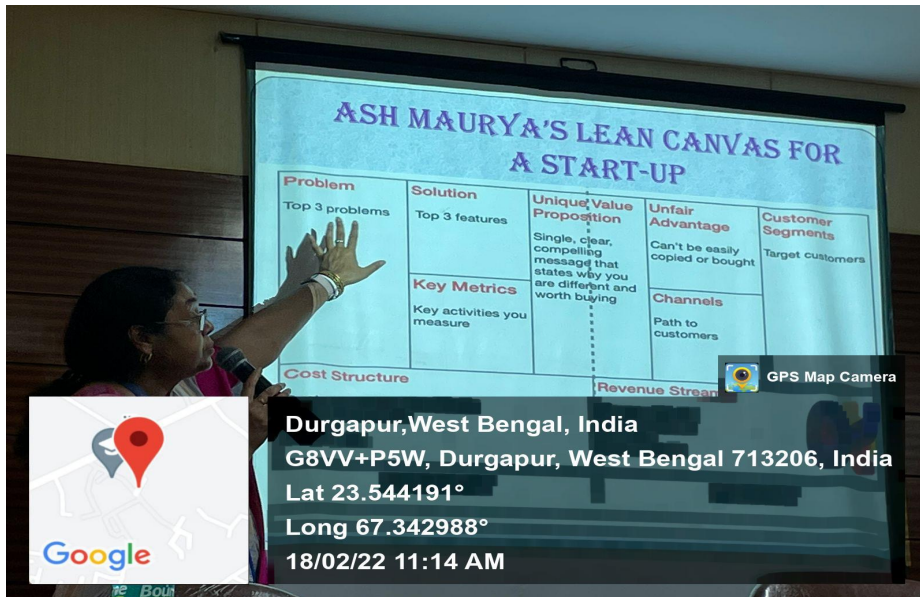


Photographs:

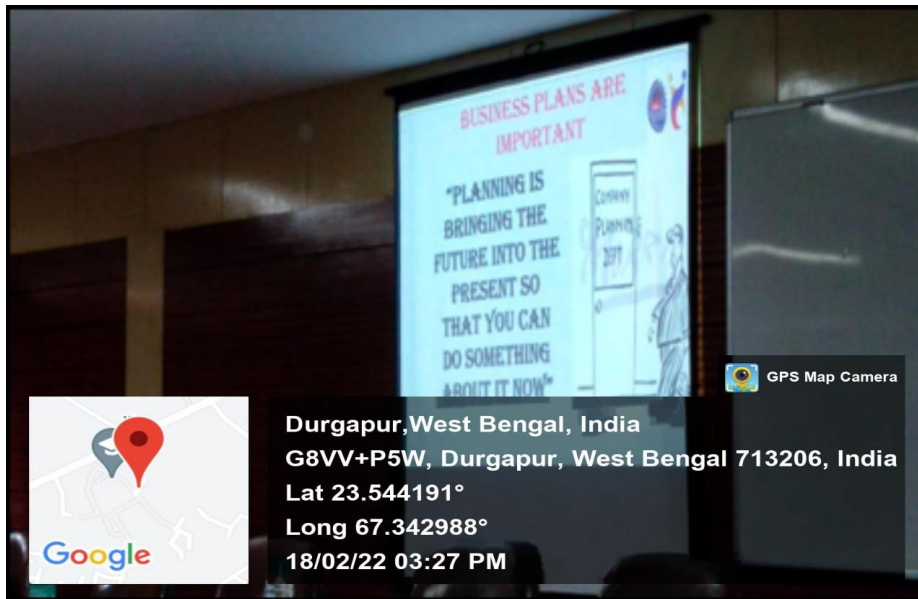
1. Workshop on Business Model Canvas



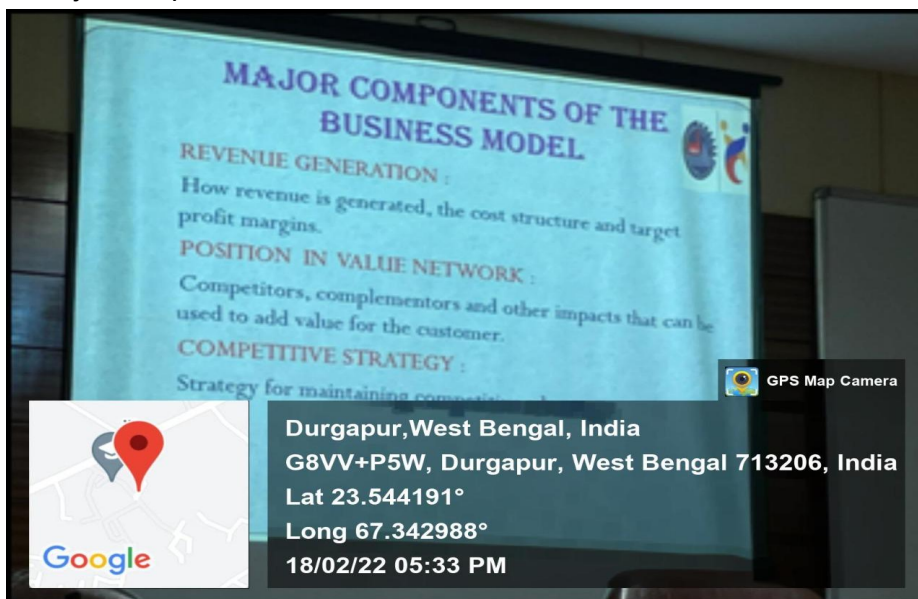
2. Discussion of Ash Maurya's Lean Canvas for startups



3. Importance of a business plan



4. Major components of the business model



5. Ongoing workshop on Business Model Canvas with students and faculty participants.



Key outcome of the activity: Awareness and motivation among students and faculty members regarding ease of building start-ups.

Youtube link of training/ activity:

Social media link:

Feedback from the participants: Feedback was collected from the students and faculty participants using google form, asking them to rate the event on a scale of 1 to 5, and provide suggestions regarding further improvement. The feedback received was overall positive, and the average rating of the event was 4.1 on the scale, and participants requested for more similar events on various aspects of startups.

Summary of the event and other details:

- Giving broad idea about Business Model Canvas
 1. The importance of planning before execution in relation to any business was emphasized.
 2. The importance of building the business model before planning the business was stressed.
 3. Different business model canvases were discussed with an emphasis on Ash Maurya's Lean Canvas which is applicable for startups.
 4. The road-map from a business model to a business plan was described.
- Giving idea about different template for developing new business model

Templates were provided for Alex Osterwalder's business model and Ash Maurya's Lean Canvas. Alex Osterwalder's template is applicable for existing businesses while Ash Maurya's canvas is good for start-ups. Since e-commerce has picked up speed in recent times, start-ups are trying to invest minimum initially. This motto is achieved through Ash Maurya's lean canvas. Hence, the emphasis on the Lean Canvas and a shift from Osterwalder's to Maurya's business model.

The key outcome of the activity was to inculcate awareness and motivate students and faculty members regarding ease of building start-ups.

Name of the event:**Session on Business Model Canvas****Date and Time of the event:**

18th February 2022, 11AM

Venue:

Albert Einstein Seminar Hall, FMS, BCREC

Mode:

Offline

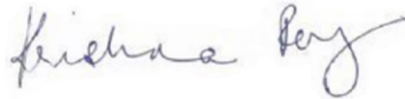
Resource person(s):

Prof. Krishna Roy, FMS, BCREC

No of Participants:

Students: ~45

Faculty: 23

List of Participants:**Students**

Name	Department	Roll No	Contact
Debarati Thakur	CSE	12031521008	debaratithakur27@gmail.com
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Krishna Roy



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Faculty members

Name of The Participant	Department of the Participant
Krishna Roy	FMS
Dipta Chaudhuri	ECE
Ananandaprova Majumder	CSE
Sayanti Samanta	FMS
Suman Karmakar	ME
Shovan Roy	CE
Abhijit Banerjee	ECE
Kamalika Tiwari	EE
Sohini Ghosh	FMS
Subhrangshu Chandra	MCA
Shouvick Chandra	FMS
Sumit Banerjee	EE
Debaprasad Mukherjee	IT
Somroop Siddhanta	FMS
Arunava Mookherjee	FMS
Bhaswati Roy	FMS
Indrani Sengupta	FMS
Partha Chattopadhyay	FMS
Sandip Mukherjee	FMS
Niloy Kumar Bhattacharjee	FMS

Krishna Roy



Ram Prasad Chakraborty	IT
Sandip Chakraborty	IT
Suman BHattacharjee	IT
Gour Sundar Mitra Thakur	IT

Krishna Roy

