



JAIN COLLEGE OF ENGINEERING, BELAGAVI
(Approved by AICTE, New Delhi & Affiliated to VTU, Belagavi, India)

Jain College of Engineering in Association with IIC

Presents

**Event Report
on
"Business Model Canvas"**

**Organized by
"Department of MBA"**



Date of Event: 6th April 2022

Time: 11:00am

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1. Objectives of the Event

To encourage the students to take up Entrepreneurship and to make them aware of the Business Model Canvas and the components/ Elements of the model which includes the following as mentioned below:

- Identify your specific audience.
- Establish business processes.
- Record key business resources:
- Develop a strong value proposition.
- Determine key business partners.
- Create a demand generation strategy.
- Leave room for innovation.

2. Name of the resource person with designation and organization

Sl.No	Name of Resource Person	Designation/Occupation	Organization
1)	Mr. Rajat Pattepur	Engineering Analyst at Infosys Ltd and Proprietor at Gururaj Health foods	Gururaj Health Foods

3. Event mode: Offline

4. Poster Image:



- ✓ Poster URL link: <https://www.jce.ac.in/ts-events/workshop-on-business-model-canvas/>

- ✓ Other Social media URL link :

Facebook : <https://www.facebook.com/151937074845340/posts/5151819901523674/>

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5. No of students Participants: 47
6. No of Faculty Participants: 2 Faculty members
7. Registration & Feedback link (If conducted in online mode) else provide the consolidated hard copy of registration sheet and Feed back

Feedback Link: Offline.

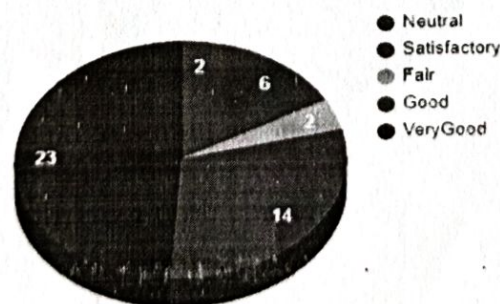
Feedback was taken offline. Overall the session was very beneficial for the students and few students had a very healthy interaction with the Resource person.

8. Event description/Summary:

The event was conducted on 6th April 2022 at 11:00 am in the Jain College of Engineering, Belagavi. The topic of the event was "Business Model canvas". To lack skills is not acceptable to become an Entrepreneur, it is of utmost importance to have required skills and to simultaneously hone them to the required level as an entrepreneur faces a lot of situations in his day to day life where he has to use various skills to solve different problems encountered. An entrepreneur has to face rewards and rejection in the business and to deal with all those he has to have a right attitude and behavior, which our students have learnt in this workshop.

9. Overall feedback analysis

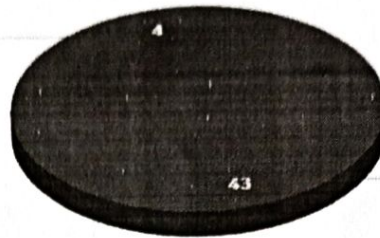
The Workshop met my Expectation



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Individual help was available

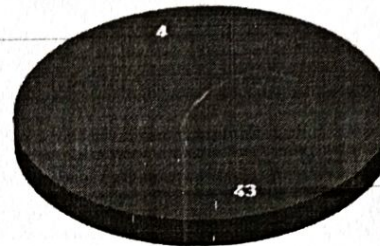
Neutral
3.7%



Agree
91.5%

Venue was suitable

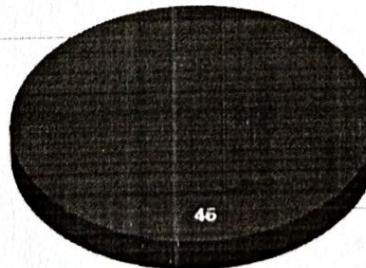
Neutral
3.5%



Agree
91.5%

The Presenter was clear and informative

Neutral
2.1%



Agree
97.9%

Remarks from Participants: It was clear and informative.

10. Photos of each session or event



Image 1: Picture of the Audience attending the event.



Image 2: Resource Person interacting with the Participants

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11. Outcome/s of the event:

To make our students understand the importance of Business Model Canvas. Of all of the start-up tools out there, the Business Model Canvas is one of the most well-known and relied-upon to help entrepreneurs transform an idea into an organized strategy and an actionable business plan. To create awareness regarding the Business Model Canvas to students which gives entrepreneurs a wide snapshot of every aspect of their business – everything from the value proposition and customer segments to operations and the financials. The tool itself, however, is no more complex than a series of nine boxes representing business segments drawn across one sheet of paper. A large part of its effectiveness is in its simplicity. The exercise forces owners to stay focused and concise as they map out their business according to each of the boxes to hone in on their business strategy and plan. At the end of the session students can implement the concept and try to be an entrepreneur.

S. Ashish
Event Coordinator
8/4/2022

S. Ashish
HOD (If Applicable)
HOD 8/4/2022

Department of MBA
Jain College of Engineering
BELAGAVI-590014



[Signature]
8/4/2022
IIC Convener

[Signature]
IIC President
8/4/2022