

**SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY  
MANAGEMENT AND GRAMOTHAN, JAIPUR**



**A REPORT**

**On**

**Workshop**

**“Business Model Canvas”**

**27 August, 2022**

**Organized by**

**Entrepreneurship Development Cell**

**"TOPAZ"**

**Institution Innovation Council**

**National Innovation and Start-Up Policy**

## **Table of Contents**

<b>Sr. No.</b>	<b>PARTICULARS</b>	<b>PAGE NO.</b>
1.	Poster	1
2.	Session Details	2
3.	List Of Students Attendees	3-5
4.	Glimpses	6-10
5.	Copy of Report in Media	11-12
6.	Certificate	13

# Poster



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)



शिक्षा मंत्रालय  
MINISTRY OF  
EDUCATION



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



**Swami Keshvanand Institute Of Technology  
Management & Gramothan, Jaipur**





**Institution Innovation Council  
Entrepreneurship Development Cell  
"TOPAZ"**

**National Innovation and Start-Up Policy**

## **WORKSHOP**

*On*

## **BUSINESS MODEL CANVAS (BMC)**

 **27 August, 2022**  **09:00AM**

**Venue: JC Bose Seminar Hall**

**Expert Session by:**

**Dr. Maneesha Kaushik**

**Associate Prof. Deptt of Management Studies  
SKIT Jaipur**

**Convenor:**

**Prof. Archana Saxena**

**Student Coordinators:**

**Priya Gupta, Khushi Choudhary, Navneet Kaur**

**Registration Link:**

**<https://forms.gle/4xb4rtSWYp5trmcC6>**

## **Event Details**

This session of workshop focussed upon developing an understanding of Business Model Canvas among the students .During this session Dr. Maneesha Kaushik taught the students about how to design a Business Model canvas(BMC) of their own .Key strategic features highlighted in this session were :-

1. **Basic introduction:** basic introduction includes history , definition,significance, and an overview, of BMC.
2. **Use of BMC:** students were taught about how a BMC can be used by organizations to plan , assess and execute new models altogether.
3. **Performing an exercise:** at this phase of the session our expert Dr. Maneesha kaushik assigned an activity to the students to prepare a "Business Model canvas " for their start-up ideas. They were given an opportunity to present thier start-up ideas and inspire other students to work with them.
4. **Inspiration and motivation:** the imperative motive of this session was to inspire and motivate students to introspect their business ideas and work for them.

# Attendees List

Swami Keshvanand Institute of Technology, Management and Gramothan, Jaipur (Session-2022-23)										
Format for Student Official-Duty (OD)										
Activity: <u>Workshop &amp; Expert Lecture at T.C. Bose Centenary Hall</u>			Department: <u>ITC &amp; E cell</u>			Date: <u>27/01/22</u>				
Sr. No.	Univ. Roll No.	Student Name	Branch	Sem.	Dates of event (DD/MM/YY)	Time duration of event	Attendance (Till Date)	No. of ODs availed		
								In-house	Outside	
1	21ESKCS026	Amit Rishnai	CS	3 <sup>rd</sup>						
2	21ESKCS163	Prigyantha Gargal	CS	3 <sup>rd</sup>						
3	21ESKCS185	Rohit Garg	CS	3 <sup>rd</sup>						
4	21ESKCS075	Divya	CS	3 <sup>rd</sup>						
5	21ESKCS855	Nashmita Bansal	CS	3 <sup>rd</sup>						
6	21ESKCS163	Prashant Singh	CS	3 <sup>rd</sup>						
7	21ESKCS057	Ishika Yadav	CS	3 <sup>rd</sup>						
8	21ESKCS098	Ishita Sangar	CS	3 <sup>rd</sup>						
9	21ESKCA035	Devesh Shorma	AI	3 <sup>rd</sup>						
10	21ESKIT104	Shrey	ITV	3 <sup>rd</sup>						
11	21ESKCS027	Amit Verma	CS	3 <sup>rd</sup>						
12	21ESKCS023	Akshay Raj Singh Rathore	CS	3						
13	21ESKCS058	Brijesh Pal Singh	CS	3						
14	21ESKCS832	Shubham Chaudhary	CS	3						
15	21ESKCS850	Shard Siddhant Gajjar	CS	3						
16	21ESKCE046	Lavish Agrawal	CE	3						
17	21ESKCS843	Vatsal Agarwal	CS	3						
18	21ESKME013	Kishore Vishwakarma	*ME	3						
19	21ESKME025	Sohil Kumar	ME	3						
20	21ESKME061	Shimay Singh	ME	3						
21	21ESKCS053	Bhagya Singh	CS	3						
22	21ESKCS049	Akash Gajjar	CS	3						
23	21ESKAI101	Shivani Yadav	AI							
24	21ESKCA031	Baldeep Singh Uppal	AI							
25	21ESKCA033	Ansh Agarwal	CS							
26	21ESKCA023	Anushri Rathore	AI							
27	21ESKIA066	Leepika Agarwal	AI							
28	21ESKCA115	Vasanyan Shorma	AI							
29	21ESKCA069	Manas Gargal	AI							
30	21ESKCA086	Prigyantha Gargal	AI							
31	21ESKCS107	Kartik Nemwal	CS							
32	21ESKCS067	Darsh Chaturvedi	CS							
33	21ESKCA078	Nitesh Singh	AI							
34	21ESKCS079	Divyansh Kothari	CS	3						
35	21ESKCA031	Rishabh Kanthar	AI	3						
36	21ESKCA032	Rohit Rao	AI	3						
37	21ESKCA081	Rishabh Pariseck	AI	3						
38	21ESKCA083	Pratham Singh	AI	3						
39	21ESKCA012	Aman Kwadia	AI	3						
40	21ESKCA014	Anish Khatwa	AI	3						
41	21ESKCA067	Madhav Sani	AI	3						
42	21ESKCA030	Ayush Gupta	AI	3						
43	21ESKCA016	Rishabh Yadav	AI	3						

Time  
9:00 AM -  
11:00 AM  
2  
12:00 Noon -  
2:00 PM.

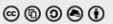


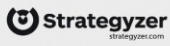
43	21ESKIA084	Prithvi Vd	AZ	3				
44	21ESKIA 071	Manan Purohit	AJ	3				
45	21ESKCS052	Balveer Sonni	CS	3 <sup>rd</sup>				
46	21ESKCS 076	Divya Nigeti	CS	3 <sup>rd</sup>				
47	21ESKCS080	Dny Bansal	CS	3 <sup>rd</sup>				
48	21ESKCS094	Harshta Jain	CS	3 <sup>rd</sup>				
49	21ESKCS141	Nehal Jain	CS	3 <sup>rd</sup>				
50	21ESKCA112	Utsav Kothari	AI	3 <sup>rd</sup>				
51	21ESKCS151	Pavithri Khandelwal	CS	3 <sup>rd</sup>				
52	21ESKCS 128	Simran Raut	CS	3 <sup>rd</sup>				
53	21ESKCY015	Kharmanshu Kumar	DS	3 <sup>rd</sup>				
54	21ESKCX026	Hridayanesh Sharma	DS	3 <sup>rd</sup>				
55	21ESKIT048	Gaurit Mathuria	IT	3 <sup>rd</sup>				
56	21ESKCS048	Ayush Garg	CS	3 <sup>rd</sup>				
57	21ESKCS045	Ashutosh Vijay	CS	3 <sup>rd</sup>				
58	21ESKCS035	Anurag Lohar	CS	3 <sup>rd</sup>				
59	21ESKCS060	Chetan Sharma	CS	3 <sup>rd</sup>				
60	21ESKCS043	Aryam Gupta	CS	3 <sup>rd</sup>				
61	21ESKCS042	Arushi	CS	3 <sup>rd</sup>				
62	21ESKCS050	Ayushi Khandelwal	CS	3 <sup>rd</sup>				
63	21ESKCS091	Ashut Gupta	CS	3 <sup>rd</sup>				
64	21ESKCS064	Deeksha Bhatti	CS	3 <sup>rd</sup>				
65	21ESKCS057	Bhoomika Chaudhary	CS	3 <sup>rd</sup>				
66	21ESKIT044	Divya Bhatti	IT	3 <sup>rd</sup>				
67	21ESKME010	Harshvardhan Verma *	ME	3 <sup>rd</sup>				
68	21ESKME009	Harsh Singh	ME	3 <sup>rd</sup>				
69	21ESKCS055	Rhaves Chopra	CS	3 <sup>rd</sup>				
70	21ESKME030	Vansh - Sinsinwar	ME	3 <sup>rd</sup>				
71	21ESKME015	Kunal Ojha	ME	3 <sup>rd</sup>				
72	21ESKCS169	Radhika Soni	CS	3 <sup>rd</sup>				
73	21ESKCS143	Nilisha Nagar	CS	3 <sup>rd</sup>				
74	21ESKCS177	Rajani Attari	CS	3 <sup>rd</sup>				
75	21ESKCS149	Palak Singh	CS	3 <sup>rd</sup>				
76	21ESKCS166	Pooja Verma	CS	3 <sup>rd</sup>				
77	21ESKCS018	Aditya Bhattacharya	CS	3 <sup>rd</sup>				
78	21ESKCS032	Ankit Shakataweepy	CS	3 <sup>rd</sup>				
	21ESKCS147	Omik Parmar	CS	3 <sup>rd</sup>				
	21ESKCS144	Nirmal Prajapati	CS	3 <sup>rd</sup>				
	21ESKCS128	Mayank Sharma	CS	3 <sup>rd</sup>				
	21ESKCA009	Aditya Agarwal	AS	3 <sup>rd</sup>				
	21ESKCA016	Ansh Kumar	AS	3 <sup>rd</sup>				
	21ESKCS804	Saham	CS	3 <sup>rd</sup>				



# Glimpses

BUSINESS MODEL CANVAS				
KEY PARTNERS Who are your key partners?	KEY ACTIVITIES What are the activities you perform every day to deliver your value proposition?	VALUE PROPOSITION What is the value you deliver to your customer? What is the customer need that your value proposition addresses?	CUSTOMER RELATIONSHIPS What relationship does each customer segment expect you to establish and maintain?	CUSTOMER SEGMENTS Who are your customers?
	KEY RESOURCES What are the resources you need to deliver your value proposition?		CHANNELS How do your customer segments want to be reached?	
COST STRUCTURE What are the important costs you make to deliver the value proposition?		REVENUE STREAMS How do customers reward you for the value you provide to them?		

 DESIGNED BY BUSINESS MODEL FOUNDRY AG  
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.  
<http://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons,  
171 Second Street, Suite 300, San Francisco, California, 94105, USA.

 Strategyzer  
strategyzer.com







Business Model / canvas.org

## Value Propositions

What value do we deliver to the customer?  
What types of customer problems are we helping to solve?  
What bundles of products and services are we offering to make certain business cases?  
Which customer needs are we satisfying?

**CHANNELS**

- Networks
- Partnerships
- Customization
- Creating the solution
- Design
- Brand Status
- Price
- Cost Reduction
- Risk Reduction
- Accessibility
- Convenience/Usability

Type here to search





**Jaipur, Rajasthan, India**

**A-92, Shivam Nagar, Keshar Vihar, Jaipur, Rajasthan 302017, India**

**Lat 26.821857°**

**Long 75.865683°**

**27/08/22 10:52 AM**





## Copy Of Report in Media

### एस के आई टी में बिजनेस मॉडल कैनवास एवं उद्यमिता कार्यशाला का आयोजन



#### P3 Police Public Politics

जयपुर ! एसकेआईटी जयपुर में 27 अगस्त 2022 को एम ओ ई के इन्नोवेशन सैल एवं शिक्षा मंत्रालय के तत्वावधान में संस्थान की ई - सैल एवं इन्नोवेशन काउन्सिल द्वारा उद्यमिता एवं बिजनेस मॉडल कैनवास विषय पर वर्कशॉप का आयोजन किया गया। इस वर्कशॉप के विशेषज्ञ प्रो. अर्चना सक्सेना एवं एसोसिएट प्रोफेसर डॉ. मनीषा कौशिक थे। इसमें छात्रों को बिजनेस मॉडल कैनवास के बारे में

जानकारी दी गई और उन्हें प्रोत्साहित किया गया कि वे स्टार्ट अप से संबंधित अपने विचार साझा करें। इस दौरान कुछ छात्र उद्यमियों ने अपने बिजनेस मॉडल भी प्रस्तुत किए। कार्यशाला में छात्रों को स्टार्ट-अप के कानूनी और नैतिक पक्ष की जानकारी भी दी गई। इस प्रकार विशेषज्ञों के प्रोत्साहन एवं छात्रों के योगदान से यह कार्यशाला सफलतापूर्वक संपन्न हुई। कार्यक्रम का संचालन प्रिया गुप्ता, नवनीत कौर एवं खुशी चौधरी ने किया।



## एसकेआईटी में उद्यमिता कार्यशाला



**बेधड़क. जयपुर।** एसकेआईटी में 27 अगस्त को एमओई के इन्नोवेशन सेल एवं शिक्षा मंत्रालय के तत्वावधान में संस्थान की ई-सेल एवं इन्नोवेशन काउंसिल द्वारा उद्यमिता एवं बिजनेस मॉडल कैनवास विषय पर वर्कशॉप का आयोजन किया गया। प्रो. अर्चना सक्सेना एवं एसोसिएट प्रोफेसर डॉ. मनीषा कौशिक ने छात्रों को बिजनेस मॉडल कैनवास के बारे में जानकारी दी और उन्हें प्रोत्साहित किया कि वे स्टार्टअप से संबंधित अपने विचार साझा करें। इस दौरान कुछ छात्र उद्यमियों ने अपने बिजनेस मॉडल भी प्रस्तुत किए। कार्यक्रम का संचालन प्रिया गुप्ता, नवनीत कौर एवं खुशी चौधरी ने किया।

# Certificate



**Swami Keshvanand Institute Of Technology  
Management & Gramothan, Jaipur**



**Institution Innovation Council  
Entrepreneurship Development Cell  
"TOPAZ"**

**National Innovation and Start-Up Policy**

# CERTIFICATE

## OF PARTICIPATION

PROUDLY PRESENTED TO

*Priya Gupta*

for attending the Workshop on

**Business Model Canvas (BMC) by Dr. Maneesha Kaushik**

Associate Prof. Deptt. of Management Studies,

SKIT Jaipur on 27 August 2022

**PROF. ARCHANA SAXENA**  
Chief Coordinator  
ED Cell

**PROF. RAMESH PACHAR**  
Principal  
SKIT, Jaipur