



Sunkesala Road, Kurnool – 518 004. A.P.

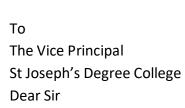
(Affiliated to Rayalaseema University, Kurnool)

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Greetings of the day. As you know well sir that Business Model Canvas is a startup template that is used for developing new or documenting existing business and it proves to be a very effective tool for prospective Entrepreneurship or Startup enthusiast. So, Dept of Commerce & Management Institution's Innovation Council in collaboration with Entrepreneurship Development Cell of our college has planned to organize a I-Day workshop on Business Model Canvas on 27th March 2024. Dr G. Renuka, Asst Professor, Dept of Business Studies & Coordinator for Innovation and Incubation Centre for Entrepreneurship Development Rayalaseema University, Kurnool has obliged to be the resource person for this session. We request you togive permission to go forward with the program. Thanking you.

With regards, Mr K.NagaRaju HoD **Dept of Commerce & Management** St Joseph's Degree College Kurnool



St.Joseph's Degree College

Sunkesula road, Kurnool,518004 (Affiliated to Rayalaseema University, Kurnool) www.sjcknl.edu.in

A Workshop on BUSINESS MODEL CANVAS



Time(): 2:30- 4:30 Date : 27-03-2024 Venue : Skill Lab, Building III

Dr.G.RENUKA

Asst Professor, Dept of Business Studies & Coordinator Innovation and Incubation Centre Entrepreneurship Development Rayalaseeema University Kurnool

Organised by : Entrepreneurship Development Cell





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I-Day Workshop on Business Model Canvas

Program Report

Business Model Canvas is a startup template that is used for developing new or documenting existing business and it proves to be a very effective tool for prospective Entrepreneurship or Startup enthusiast. So, Institution's Innovation Council in collaboration with Entrepreneurship Development Cell of SJDC has planned to organize a I-Day workshop on Business Model Canvas on 27th March 2024. Dr G. Renuka, Asst Professor, Dept of Business Studies & Coordinator for Innovation and Incubation Centre for Entrepreneurship Development Rayalaseema University, Kurnool has obliged to be the resource person for this session. As the resource person has done her research in the field of Women Entrepreneurship, her experience and the expertise on the topic made the session very lively. The program was a combination of a session and practical work by the students.

Time: 2:30pm to 5:00pm Date: 27-03-2024 Venue: Skill Lab, Building II Student Participants: 68

Faculty in-charge: Mr R.Prasad Mrs V.H.S Pallavi

Program Objective:

- 1. To acquaint he students with the concept of Business Model Canvas and how it can be used in mapping the initial strengths of an enterprise.
- 2. To make them understand the BMC concept with practical working models.

Program Outcomes:

- 1. The students came up with their own enterprise ideas and filled them in the 9 slots of BMC.
- 2. The students got immersed in creating a team, brand name, drafting BMC, and explained it well, their work was much appreciated by the resource person.

https://youtube.com/shorts/NCyhdLxL4Pk?feature=shared















ATTENDANCE

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