



St. JOSEPH'S DEGREE COLLEGE

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

(Affiliated to Rayalaseema University, Kurnool)

Email id: sjcknl@yahoo.com; website: sjcknl@edu.in; Phone: 08518 226268



MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)



To
The Vice Principal
St Joseph's Degree College
Dear Sir

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 to give 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
Rayalaseema 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 the 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

St. Joseph's Degree College, Sunkesula Road, Kurnool-4 Skill - lab @ 2:30 pm

Programme: **A Workshop on Business Model Canvas on 27/3/24** Date: **27-03-2024**

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