



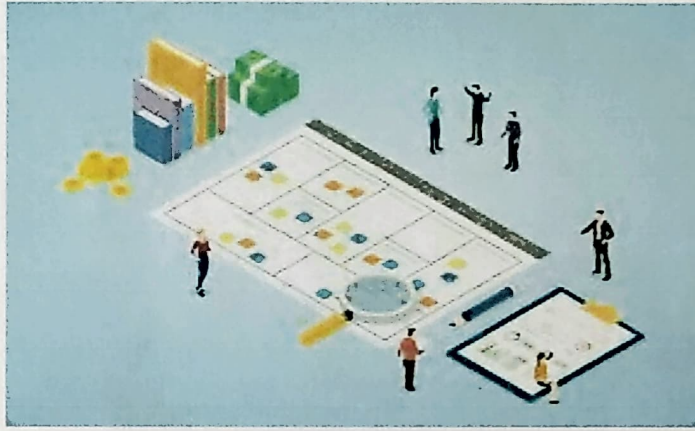
Techno -Social Excellence"
MARATHWADA MITRA MANDAL'S
INSTITUTE OF TECHNOLOGY (MMIT)
S.No.35, Plot No. 5/6, Lohgaon, Pune-411 047



A REPORT ON

“Workshop on Business Canvas Model”

29th May 2023



Organized By



Entrepreneurship and Innovation Cell

**Marathwada Mitra Mandal's Institute of Technology,
Lohgaon, Pune**

Approved by AICTE New Delhi, Recognized by DTE Maharashtra & Affiliated to Savitribai Phule Pune
NAAC "A" Accredited Institute





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Notice: "Workshop on Business Canvas Model"

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Lohgaon, Pune- 411 047
Accredited with "A" Grade by NAAC

Ref. No.: MMIT/ADMIN/2022-23/

NOTICE

Date: 27 /05/2023


All the students are hereby informed that Marathwada Mitra Mandal's Institute of Technology (MMIT), Lohagaon, Pune has organized "Workshop on Business Canvas Model" under "MMIT Institution's Innovation Council (MMIT-IIC)" on dated 29th May 2023 at 11:00 am for Students in online mode. The link for workshop will be shared on E-mail & whatsapp groups.

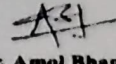
Details are as follows:

Time : 11:00 AM

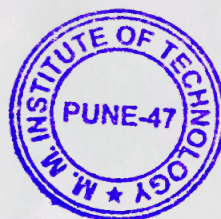
Date : 29th May 2023

Mode :Online


Mr. Yogesh Dongare
Coordinator


Mr. Amol Bhanage
IIC President

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S.No.35, Plot No. 5/6, Lohgaon, Pune-411 047



Entrepreneurship and Innovation Cell (MEIC)
Institution's Innovation Council (Academic Year 2022-23)

Date: 29/05/2023

“Workshop on Business Canvas Model”

Institution's Innovation Council (IIC) in association with department organized “**Workshop on Business Canvas Model**” on **29th May 2023** at MMIT, Lohgaon, Pune. Business Model Canvas has been introduced to make a good product out of the student's project to help the society & increase manufacturing industries in India. One can also make a patent from their project.

The details of Workshop are as follows:

Time: 11.00 AM.

Date: 29th May 2023

Mode: Online Mode

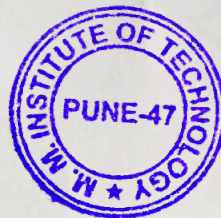
Total Duration of session : 1 hour

Total Participants: 36

Resource Person: Mr. Harshal Patil, COO, NETRARIT FOUNDATION (NRiT), StartUP Mentor, Rajarambapu Institute of Technology, Sangli, Maharashtra

Google Meet Link: <https://meet.google.com/wfe-zvsz-fbr>

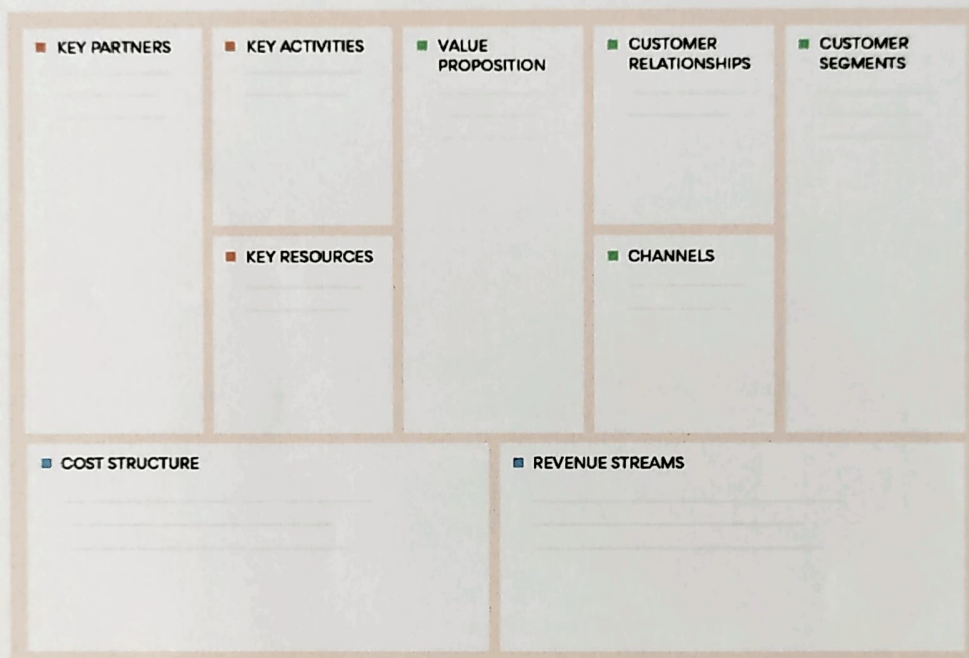
YouTube Link: [Workshop on Business Canvas Model](#)





About Program:

Business Model Canvas has been introduced to make a good product out of the students' project to help the society & increase manufacturing industries in India. One can also make a patent from their project.

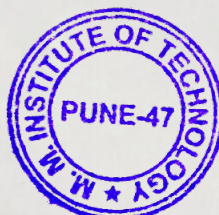


Content of Business Model Canvas:

Key Partners: In this student can do the partnership with different companies according to their product. By doing this student got the idea about what is market scenario, optimization in product & cost can be achieved, from where they got raw material of their product.

Key Activities: In this student got aware about how will they represent their product to customers. They can use the media, radio, newspapers etc. for marketing of the product.

Value Proposition: In this one can directly come in contact with customer requirement. In this they will aware the customer about their product. How it is usable & beneficial over the conventional product and which kind of services they will provide to customers.





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Key Resources: In this section student got idea about, from which kind of industries, they will purchase raw material for their product.

Customer Relationship: in this section students got to know about how they will manage the relationship with customer by giving them lucrative services.

Customer Segment: Bifurcate the customer according to their product. To which kind of customer, they can sell their product.

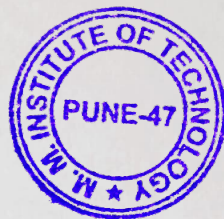
Channel: In these students got to know about how they will approach customers. Which media they should select for the marketing of their product.

Cost Structure: they can attract customers towards their product by giving them lucrative offers in cost. In which department, they should have to invest most.

Revenue Stream: in this section students got know about, from where revenue will generate from their product. Price can be negotiable according to customer requirement. How it is beneficial in cost as compare to same product available in market.

Outcomes:

Business canvas model will be helpful to students to embark on entrepreneurship to realize the dream of “Make in India”. One can make a good product from their project. Increase manufacturing unit India & enhance the economy of India.





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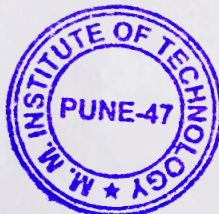


**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

List of students participated:

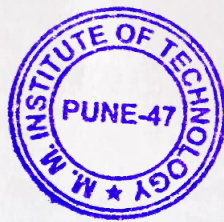
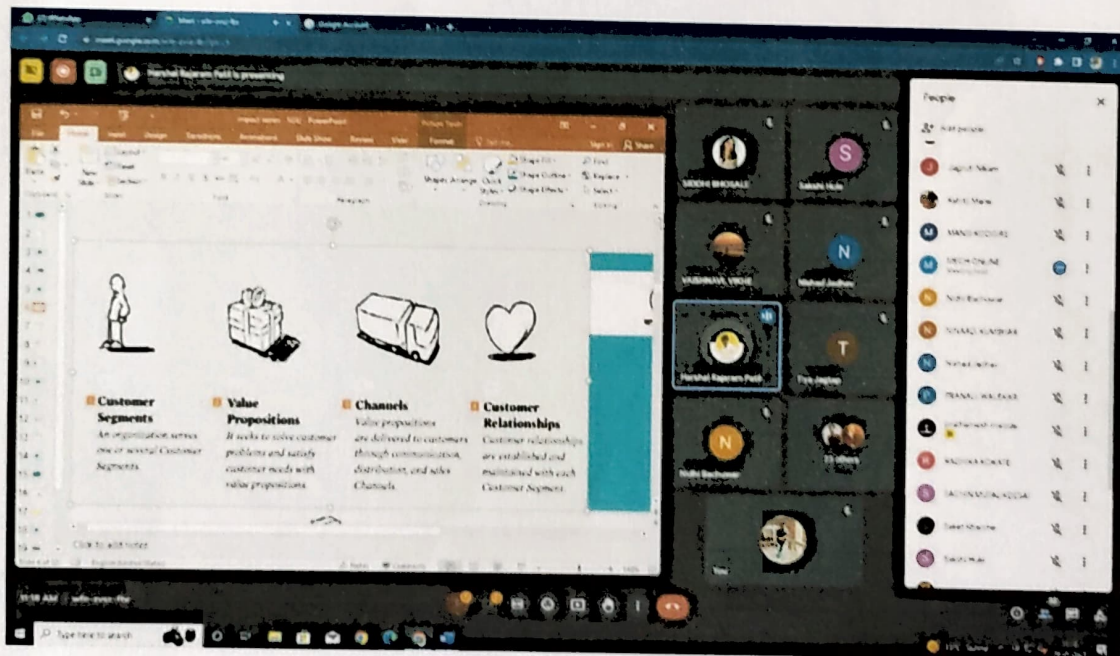
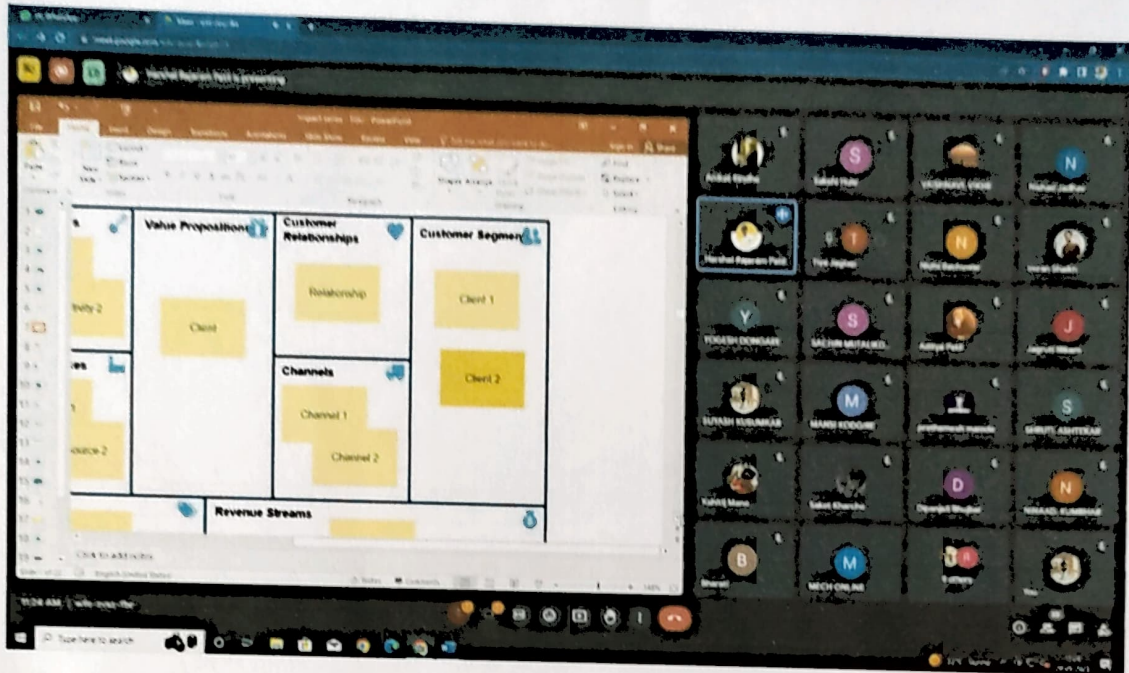
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Lohgaon, Pune- 411 047			
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Workshop on Business Canvas Model			
List of Students			
Date: 29/05/2023		Mode of Workshop-Online	
Sl. No.	Name of Student	Email id	Mobile no.
1	Harshada Kulkarni	harshada.kulkarni@mmit.edu.in	8421950788
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35	Gautami Deshpande	gautami.deshpande@mmit.edu.in	7588468749
36	Prasad Bhokare	prasad.bhokare@mmit.edu.in	9307264661

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Glimpses of the Workshop:



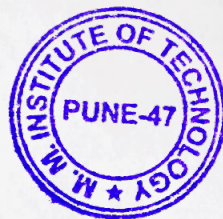
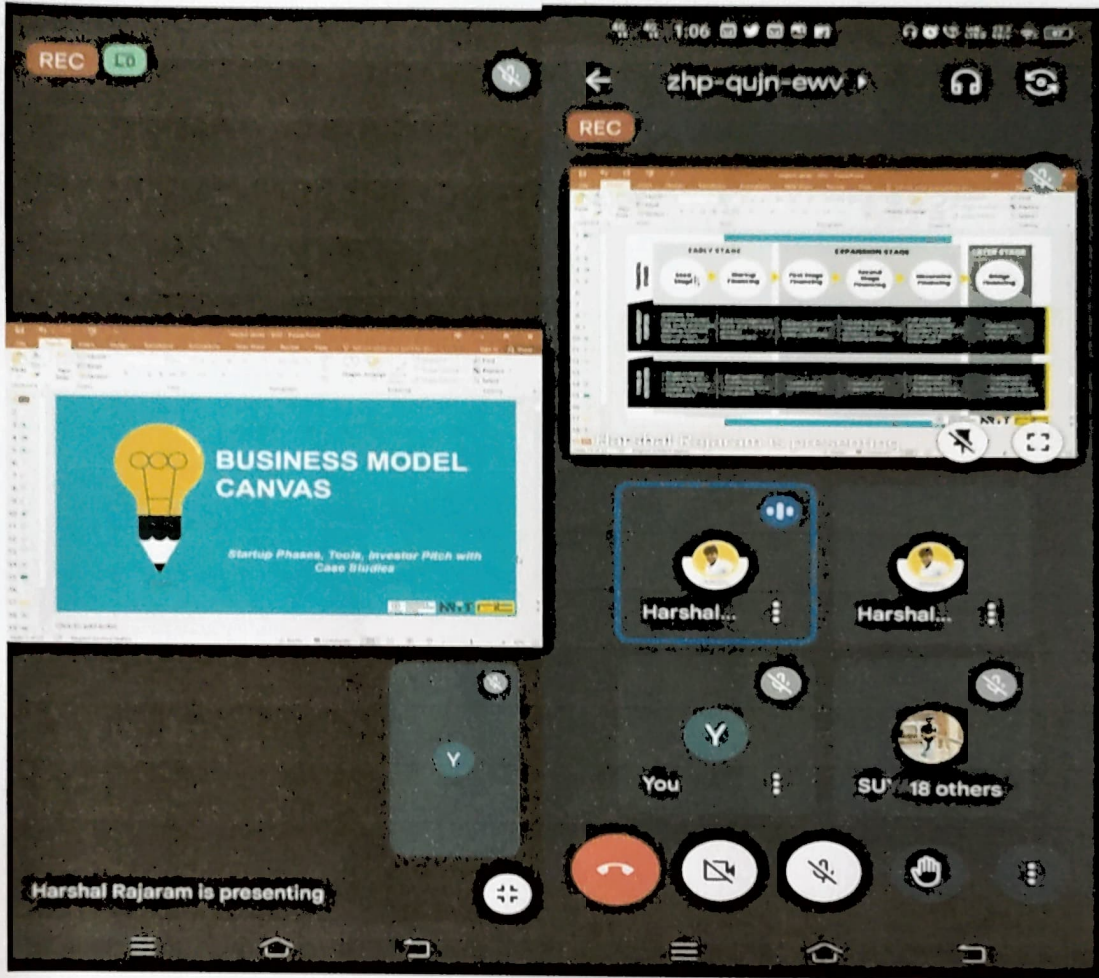


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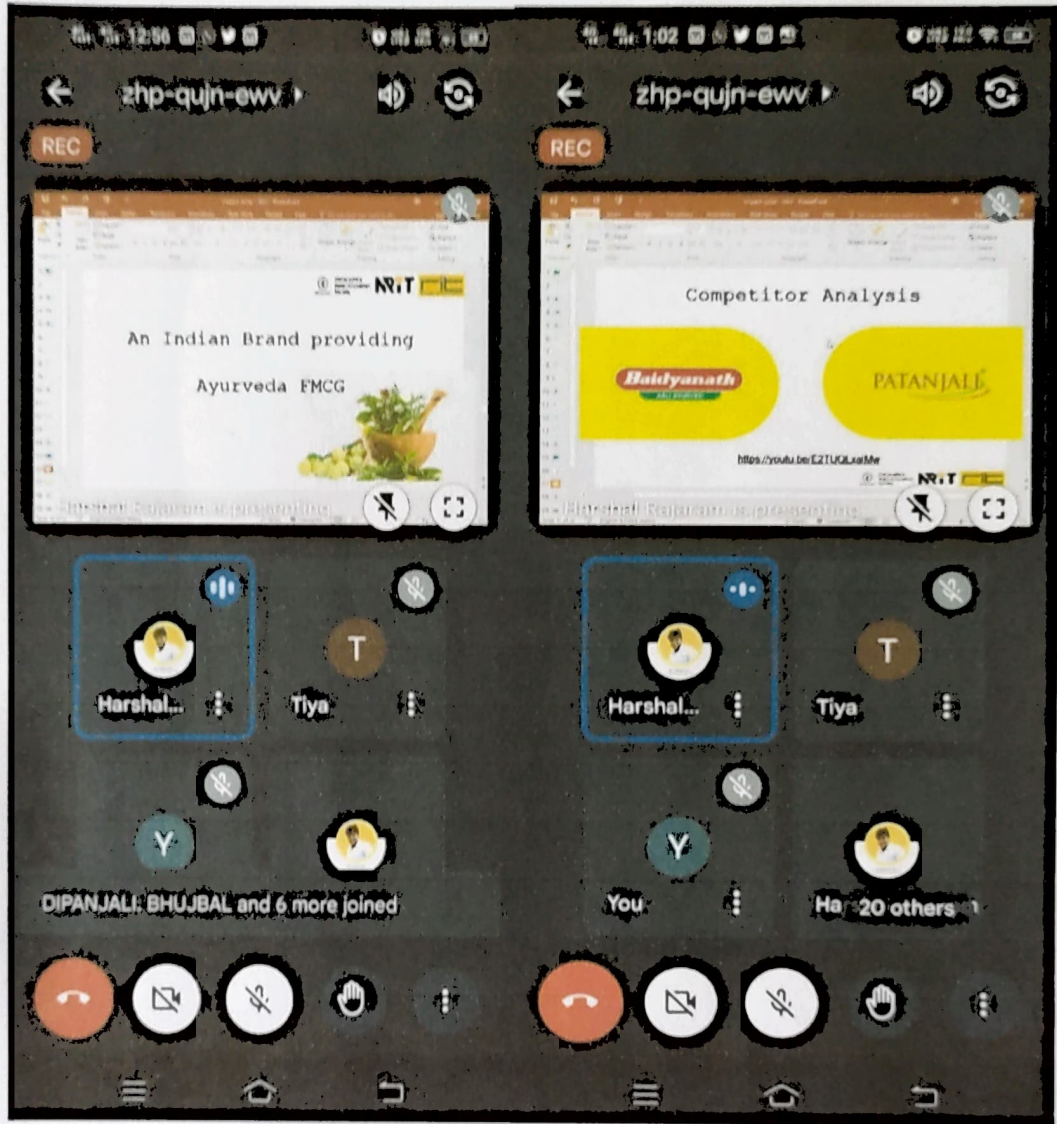


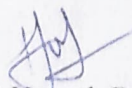
वेद्ये महानांशे विद्मः


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