SAL COLLEGE OF ENGINEERING

Department of APPLIED SCIENCE AND HUMANITIES

SESSION

On

"BUSINESS MODEL CANVASS"

22ND APRIL,2022.

Director - Dr. Rupesh Vasani
Principal: Dr. Bhavna Soni
Head of Department: - Dr. Vaishali Bhavsar

Session Conducted by: - Ms. Stuti Shah and Mr. Mehul Thakkar

Co- Founders,

iTechputer IT Solutions, Ahmedabad

Date: 22/4/2022

Venue: Seminar Hall, SAL College Of Engineering

Mode of Workshop: Offline

Title of Event: Session on Business Model Canvas

Speakers :- Ms. Stuti Shah and Mr.Mehul Thakkar

No. of students Participated: 180

No. of faculties Participated: 08

No. of external Participated (if any): Nil

Objective:
\# Give a broad overview about Business model canvas
\# Enable students to explore and explain how entrepreneurs develop new business models for new ventures
\# Establish the influence of exposure to successful entrepreneurial role models
\# Positively influence the entrepreneurial attitudes and intentions of students which could lead to higher orientation of student perception towards social benefits of entrepreneurship

About the Event:

The Department of Applied Science and Humanities organized a Session on "**Business Model Canvas**" for the First Year Students. The session   was organized in order to enable students to understand how Business model canvas can be a helpful tool for visionaries, game changers and challengers. Students were

Highlights of the Workshop:

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The Session started with welcome address by students of first year of SAL College of engineering. This was followed by introduction on business model canvas by one of the speakers, Mr. Mehul Thakkar.

He explained how one can strategize any new idea that pops up in one's mind and how such model will enable them to realize their dream of successful business. He also carried out some activities with the students, so that students themselves become aware of their own potential and identify their skills for innovation, startup and become a successful entrepreneur.

The session was then after conducted by Ms. Stuti Shah who explained the interconnection between entrepreneurial thinking and innovations, how business models serve as tool and framework to further develop business ideas.

The speakers also shared a couple of motivational videos of Mr. Sundar Pichai, CEO Alphabet Inc. and Google and Mr. Ratan Tata, Great Indian Industrialist so that students understand entrepreneurial attitudes and intentions which could lead to higher orientation of students towards, startup, innovation and entrepreneurship.

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Total 188 participants were present in this program including students and Faculty members. Students gained a good knowledge on business models, entrepreneurial attitude and skills.

Report Prepared By:
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