

IIC WORKSHOP on BUSINESS MODEL CANVAS 18TH MARCH, 2024



IIPC, GIBS organized a lecture on the title “Business Model Canvas” on 18th March 2024. Mr. Sanjay Bharti, a Founding member of Vriddhi Haat & Chief Advisor at Third Wave Power, Delhi NCR. The workshop began with an introduction to the concept of business models and their significance in contemporary business environments. The facilitator emphasized the need for businesses to adapt and evolve their models to remain competitive and meet evolving customer needs. The BMC was introduced as a visual tool to describe, design, challenge, and pivot business models effectively. He gave an insightful talk to students of BBA about BMC methodology and how it serves as a dynamic tool for visualizing, analyzing, and iterating business models across various industries and contexts. Also students shared their ideas on the case studies shared by speaker. Students learned how to manage business with different model which can be used for rural and urban areas both.

Students received ample knowledge on handling finances, cost management, risk management, customer satisfaction along with the rules and regulations of Indian government in the sector of Startup and business laws introduced for the common public.

Overall, it was a well-coordinated event that left all participants with a knowledge-full experience on Business Models.



giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

IOAC
INTERNAL QUALITY ASSURANCE CELL
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

IIC Workshop
BUSINESS MODEL CANVAS
18th March'2024
Time : 10:00 am Onwards
Venue : Room No. 609

Mr. Sanjay Bharti
Chief Advisor – Third Wave Power

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TYPE OF EVENT	IIC
VENUE	Room Number - 609
TIME & DURATION	10:00 AM to 01:00 PM
CONDUCTED BY	IIC
ORGANISED FOR	Students of BBA 4 th SEM – BBA E4C
NAME OF THE COORDINATOR	Dr. Jasjeet Singh
ATTENDANCE	Students: 42

RESOURCEPERSON	Mr. Sanjay Bharti Founder member at Vriddhi Haat
OBJECTIVES OF THE EVENT	1. To provide a valuable opportunity to enhance their understanding of business model development and analysis.
LEARNING OUTCOME	<ol style="list-style-type: none">1. Students gained a holistic understanding of the interconnectedness of various elements within a business model and learned how changes in one component can impact the entire model.2. The workshop encouraged students to think creatively and innovatively when designing business models.3. By working on hands-on activities and case studies, students developed practical skills in business model analysis and design.4. Collaborative group activities promoted teamwork and peer learning.
SHORTFALL DURING EVENT	NA
LINK OF ONLINE VIDEO	https://youtu.be/hITIX07kqyo

**PREPARED & SUBMITTED BY: DR. JASJEET SINGH, ASSISTANT PROFESSOR,
GIBS**