



Gitarattan International Business School

Grade 'A' Accredited by NAAC

# BUSINESS MODEL CANVAS (BMC) & BUSINESSMODEL FIT 17<sup>TH</sup> APRIL 2026 (FRIDAY)





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The IIC session titled “**BUSINESS MODEL CANVAS (BMC) & BUSINESS MODEL FIT**” was conducted at Gitarattan International Business School (GIBS) in the Seminar Hall, 3rd Floor, from 10:00 a.m. to 12:00 p.m onwards. The session was organized by the IIC–GIBS for students of Integrated BBA MBA sem2 & Sem4 with the objective of promoting Business Model Canvas framework. The resource person for the session was Dr. Mayank Chhatwal, Founder and CEO of Global Exhibitions and Conferences India (GECI), who shared his successful journey from past 20 years of rich experience with the students. This workshop aims to bridge the gap between theory and practical business design by enabling students to conceptualize, test, and refine real business models. The event commenced with a "Green Welcome" extended to the resource person, Dr. Mayank Chhatwal, by Ms. Bhawna Gambhir.

Dr. Chhatwal highlighted the integral role of nine major elements that define how a business creates, delivers and captures value. He further added various existing common business model patterns in India like marketplace models, subscription models and platform models and so on. During the session, Dr. Chhatwal emphasized the importance of creativity, risk-taking, and resilience in building successful business models. He discussed real-life challenges faced by various businessmen and explained how innovative thinking and strategic planning help overcome these challenges. The session also focused on the role of emerging technologies and digital platforms in supporting business model canvas's growth and scalability. An interactive question-and-answer session was conducted, where students actively participated and sought guidance on business models, funding opportunities, and career prospects in this regard. The resource person provided valuable insights and practical advice, encouraging students to think beyond conventional career paths and explore business design tools as a means of self-reliance and economic empowerment. Overall, the session was informative and inspiring, enabling students to gain a deeper understanding of Business Model Fit and market alignment.

During the session, top 10 well-defined business models developed by participating students are finalized and are listed below:-

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<b>S. NO.</b>	<b>NAME</b>	<b>CLASS</b>	<b>BUSINESS MODEL IDEA</b>
1	Dyumna & PSH Yaashika	MBG SEM2	Your Aaso
2	Sanjith, Kanishka & Tanush	MBG SEM 4	Athletes Apparels
3	Kavya, Adhyayan	MBG SEM 2	Snacks Lovers
4	Harshita Gupta & Sudipta Mondal	MBG SEM 4	Handmade valuable gifts for loved ones
5	Tanisha, Naina, Prem, Kanak	MBG SEM 2	Smart Eco Packaging Startup
6	Vaibhav Singh Rawat, Simran Kapoor, Vipul Mishra	MBG SEM 4	Sneakers with removable shell kicks
7	Manish Chaudhary	MBG SEM 4	Eco friendly bio-basedpetroleum based startup
8	Deepak, Mayank Prabhjot	MBG SEM 4	Coffee shop
9	Rakshit	MBG SEM 2	Pet food bazaar
10	Sanchi, Tanishka, Shrishti	MBG SEM 2	Artificial jewellery-embrace your elegance



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### FLYER OF THE EVENT

<b>TYPE OF EVENT</b>	IIC
<b>VENUE</b>	Seminar Hall, 3 <sup>rd</sup> floor, GIBS
<b>TIME &amp; DURATION</b>	10:00 am- 12:00 pm onwards
<b>CONDUCTED BY</b>	IIC- GIBS



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<b>ORGANISED FOR</b>	Integrated BBA MBA sem 2 & Sem 4
<b>NAME OF THE COORDINATOR</b>	Ms. Bhawna Gambhir&Ms Geeta Khari
<b>ATTENDANCE</b>	42
<b>RESOURCE PERSON</b>	Dr. Mayank Chhatwal, Founder & CEO  Global Exhibitions and Conferences India (GECI)
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"><li>1. To Introduce students to the Business Model Canvas framework.</li><li>2. To Develop understanding of Business Model Fit and market alignment.</li><li>3. To Enable students to translate ideas into structured business models.</li><li>4. To Foster entrepreneurial thinking and problem-solving skills.</li><li>5. To Generate at least 10 well-defined business models developed by participating students.</li></ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"><li>1. Understood the theoretical alignment between customer needs, value propositions, and revenue models to ensure fundamental business logic.</li><li>2. Demonstrated an entrepreneurial mindset by exhibiting enhanced creativity, initiative, risk-taking ability, and problem-solving skills in response to real-world challenges.</li><li>3. Learnt to construct a complete, logical business ecosystem using the nine building blocks of the Business Model Canvas.</li></ol>



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	<ol style="list-style-type: none"><li>4. Recognized the role of entrepreneurial thinking and innovation in identifying scalable opportunities for incubation and mentorship support.</li><li>5. Develop a robust, investment-ready business model that bridges the gap between a prototype concept and a sustainable market venture.</li></ol>
<b>SHORTFALL DURING EVENT</b>	None
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/uR5c46UC_XQ">https://youtu.be/uR5c46UC_XQ</a>

**PREPARED & SUBMITTED BY:MS. BHAWNA GAMBHIR& MS. GEETA KHARI,  
ASSISTANT PROFESSOR, CMS, GIBS.**