

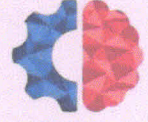


KLS VEDIT

Transforming Through Technology



Presents



Ministry of Education's
INNOVATION CELL
(GOVERNMENT OF INDIA)

Session / Workshop on Business Model Canvas (BMC)

Insights of Setting Up Business Model



Dr. S. M. Galagali
Principal
KLS PU / BCA College,
Haliyal



Prof. Rajat Acharya
Training & Placement Off.
KLS VEDIT, Haliyal



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

M.H.S.
PRESIDENT,
INSTITUTION'S INNOVATION COUNCIL,
KLS VEDIT, HALIYAL -581329
IIC CODE: IC202218479

22nd May 2023, 10 AM to 4 PM
Visvesvaraya Seminar Hall

[Signature]
Principal
KLS Vishwanathrao Deshpande
Institute of Technology, Haliyal

www.klsvdit.edu.in



Date: 22.05.2023

Report on Session – Insights of Setting Up Business Model

Date of Event	:	22nd May 2023
Event Title	:	Insights of Setting Up Business Model
Resource Persons	:	Dr. S. M. Galagali and Prof. Rajat Acharya,
Occasion of Event	:	Session / Workshop on Business Model Canvas (BMC)
Venue	:	Seminar Hall, KLS VEDIT, Haliyal

The following is the brief report on “**Insights of Setting Up Business Model**” related to the Activity of **Session / Workshop on Business Model Canvas (BMC)** in line with IIC Calendar of events.

- KLS VEDIT, Haliyal in association with IIC organized a session entitled “**Insights of Setting Up Business Model**”. **Dr. S. M. Galagali** and **Prof. Rajat Acharya** were the Resource Persons for the Event.
- During the session, an orientation towards Business Model Canvas (BMC) has been briefed & introductory descriptions were highlighted.
- Resource Person opined that BMC is a strategic management template used for developing new business models and documenting existing ones. It offers a visual chart with elements elaborating a firm’s or product’s value propositions, infrastructure, customers and finances assisting business to align their activities by illustrating potential trades offs.
- The forum also expressed that there exist Nine building blocks of BMC design template that has been called the BMC.
- Few of the important aspects enlightened by the resource persons are as listed below.
 - **Key Activities** – Executing Company’s value proposition, creating an efficient supply chain to drive down cost.
 - **Key Resources** – The resources could be Human, Financial, Physical and Intellectual.
 - **Partner Network** – Complimentary Business alliances are to be considered through joint ventures or strategic alliances between competitors or non-competitors.
 - **Customer Segment** – Mass Market, Niche Market, Segmented, Diversify, and Multi – sided platform / market.
 - **Customer Relationships** – Personal Assistance, Self-service, Automated Services, Communities, Co-creation
- More than 90 Students have attended the event and expressed their happiness for organizing such diversified activity.

Dr. Mahendra M. Dixit,
President IIC,
Prof. & Head (E&CE),
KLS VEDIT, Haliyal.

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INSTITUTION'S INNOVATION COUNCIL,
KLS VEDIT, HALIYAL -581329
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KLS Vishwanathrao Deshpande
Institute of Technology, Haliyal



KLS Vishwanathrao Deshpande Institute of Technology

(Approved by AICTE, New Delhi, Affiliated to VTU, Belagavi)

(Recognized Under Section 2(f) by UGC, New Delhi)

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Date: 22.05.2023

GLIMPSES OF EVENT



Principal

Principal
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**KLS Vishwanathrao Deshpande
Institute of Technology, Haliyal**