

Date: 19.04.2022

# Maharaja Surajmal Institute of Technology

## Institute Innovation Council

### Workshop on Business Canvas Model

Institution Innovation Council, *MSIT*, organized an offline Workshop on **Business canvas model** on **19.04.22** from 11:00 am to 12:00 pm in seminar hall MSIT in which Mr. Amit Kadian Assistant Professor of Delhi Skill and Entrepreneurship University helped and taught the students on how to make a Business Model Canvas.

#### Faculty Members

- Dr. Sudesh Pahal, Convener, IIC
- Dr. Neeru Rathee, Startup Coordinator
- Dr. Geetika Dhand, Innovation Coordinator
- Dr. Poonam Dahiya, IPR Coordinator
- Dr. Kavita Sheoran, Innovation and Activity Member

#### Speakers

- Mr. Amit Kadian  
Assistant Professor in Delhi Skill and Entrepreneurship University.

#### Student Coordinators

- Tanay Aggarwal and Amar Sinha, Technical Coordinators
- Lakshay Chandna and Lovepreet Singh, Content Coordinators
- Sudesh Kumar, Publicity Coordinator
- Yashi Singh, Activity Coordinator

The Institution Innovation Council of MSIT welcomed Mr. Amit Kadian. They acquainted them with the objectives and goals of the workshop. The resource person **Mr. Amit Kadian** demonstrated with PPT on 9 building blocks of a canvas model. He also explained to the students how to make a business model canvas and also gave examples that how big and successful organizations like Google, Skype, and Gillette are using this method to prepare successful business models.

All the experts answered the queries of the participants on various subjects related to the business canvas model. The participants found the interaction and the presentation extremely helpful. IIC, MSIT thanked all the respected guests for providing their valuable time to the young students and appreciated their support to make this event successful.

The business model canvas will be helpful to students to embark on entrepreneurship to realize the dream of “Make in India”. Increase manufacturing units in India & enhance the economy of India.

