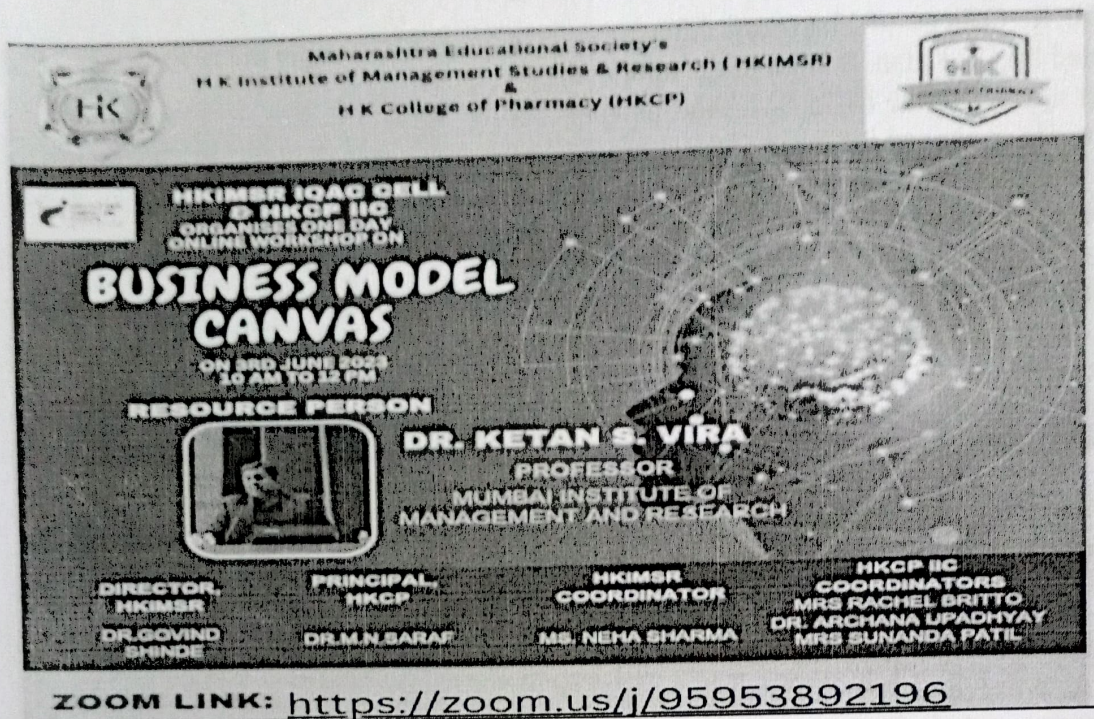


Maharashtra Educational Society's  
**H. K. COLLEGE OF PHARMACY**  
Oshiwara, Jogeshwari (W), Mumbai - 400 102

**Brochure-**



The brochure is for a Business Model Canvas workshop organized by HKIMSR and HKCP. It features a central graphic of a globe with a network of lines. The text is arranged in a structured layout with logos at the top and bottom. The main title 'BUSINESS MODEL CANVAS' is prominently displayed in the center. Below it, the date and time of the workshop are given. The resource person, Dr. Ketan S. Vira, is introduced with a small photo. At the bottom, the roles and names of the organizing institutions are listed.

Maharashtra Educational Society's  
H K Institute of Management Studies & Research (HKIMSR)  
&  
H K College of Pharmacy (HKCP)

HKIMSR, HKCP & HKCP IC  
ORGANISE ONE DAY  
ONLINE WORKSHOP ON

**BUSINESS MODEL  
CANVAS**

ON 3RD JUNE 2022  
10 AM TO 12 PM

RESOURCE PERSON

**DR. KETAN S. VIRA**  
PROFESSOR  
MUMBAI INSTITUTE OF  
MANAGEMENT AND RESEARCH

**DIRECTOR**  
HKIMSR  
DR. GOVIND  
SHINDE

**PRINCIPAL**  
HKCP  
DR. V. N. SARAF

**HKIMSR  
COORDINATOR**  
MS. NEHA SHARMA

**HKCP IC  
COORDINATORS**  
MRS RACHEL BRITTO  
DR. ARCHANA UPADHYAY  
MRS SUNANDA PATIL

**ZOOM LINK:** <https://zoom.us/j/95953892196>

**Title- Online Workshop on Business Model Canvas**

**Objectives-**

To guide students on how to map out a business or product's key actors, activities and resources, the value proposition for target customers, customer relationships, channels involved and financial matters.

**Speaker Details-**

Dr. Ketan S. Vira is a Professor, Mumbai Institute of management Research, Mumbai having more than 25 years industrial experience and 16 years of teaching experience at UG and PG level. He has done his Masters in Commerce, Management and Economics and PhD in Economics. He is on several boards and committees of universities, colleges and research institution and was appointed as Subject Expert, Resource Person and Chairman in many panels and conferences in India and abroad. He is approved PhD Guide of Mumbai University. He has presented various papers at national and international conferences and has been awarded too on many occasions for the best papers. He also handles all the quality accreditations at his Institute as a Coordinator of NAAC, NBA and ISO. He is certified and accredited NLP Trainer. He has an industrial experience in retail business of more than 25 years, manufacturing business of 20 years and Real Estate of 12years. He has also worked in many NGOs and Associations

VISION: To be recognized as the institute providing education in pharmacy to serve the health care sector



Maharashtra Educational Society's  
**H. K. COLLEGE OF PHARMACY**  
Oshiwara, Jogeshwari (W), Mumbai – 400 102

**Summary-**

IIC – H. K. College of Pharmacy, Mumbai, hosted a session on Business Model Canvas conducted by Dr. Ketan. S. Vira in the online mode. The motive of this talk was to make the students appreciate the basic BMC and its applicability for a new as well as an established business. He explained the basic concept of BMC to the students. Business Model Canvas is a very accepted business planning tool because one can test your Business concept and precedes the cumbersome process of preparing a detailed business plan. All the 9 blocks of the basic Business model Canvas were explained taking examples from the business world. Changing any one block leads to changes in the complete BMC. BMC can be made on paper/software or even using post-it notes. The students found the session very interesting and interactive.

**Media-**

**Instagram:** <https://www.instagram.com/p/CtJbnGXoW1V/?igshid=MzRIODBiNWFIZA==>

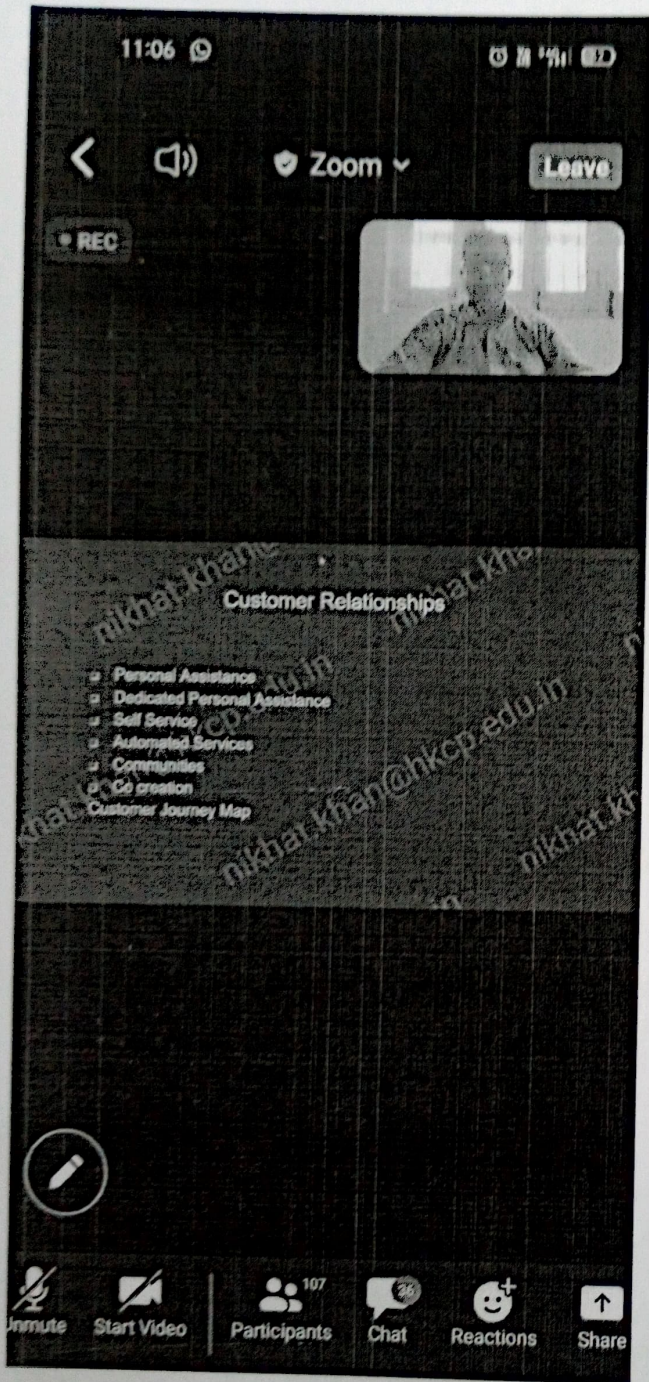
**Facebook :** <https://www.facebook.com/photo?fbid=670805618392417&set=a.470185965121051>

**Feedback-** Enthusiastic participation was observed in the webinar in terms of interaction and feedback. We received overall positive feedback for the session. Students were satisfied with the content and delivery of the speaker on the topic.

**VISION:** To be recognized as the institute providing education in pharmacy to serve the health care sector



Maharashtra Educational Society's  
**H. K. COLLEGE OF PHARMACY**  
Oshiwara, Jogeshwari (W), Mumbai – 400 102



Prepared by,

Mr. Prathmesh Kothawade



Principal

Dr.M.N.Saraf

VISION: To be recognized as the institute providing education in pharmacy to serve the health care sector