

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

Brochure-


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

HKIMSR IQAC CELL
& HKCP IIC
ORGANISE ONE DAY
ONLINE WORKSHOP ON

**BUSINESS MODEL
CANVAS**

ON 3RD JUNE 2023
10 AM TO 12 PM

RESOURCE PERSON

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

DIRECTOR,
HKIMSR
DR. GOVIND
SHINDE

PRINCIPAL,
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DR. M. N. SARAF

**HKIMSR
COORDINATOR**
MS. NEHA SHARMA

**HKCP IIC
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

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Summary-

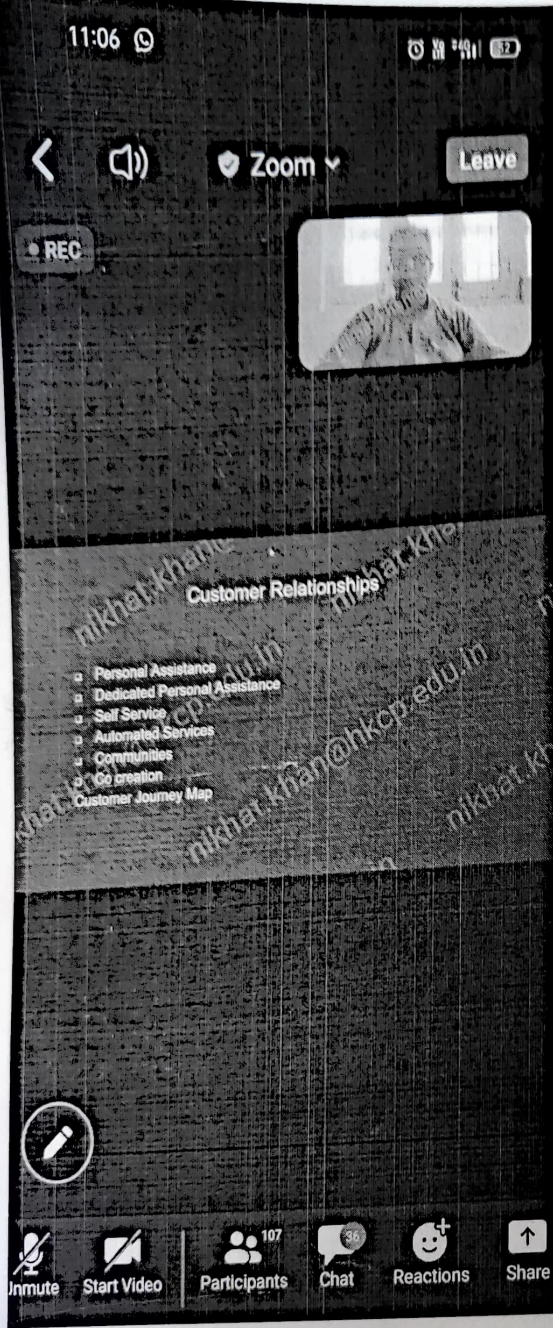
IIC - H. K. College of Pharmacy, Mumbai, hosted a session on Business Model Canvas conducted by Dr. Ketan. S. Vira in the online mode. The motive of this talk was to make the students appreciate the basic BMC and its applicability for a new as well as an established business. He explained the basic concept 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>

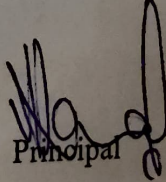
Feedback- Enthusiastic participation was observed in the webinar in terms of interaction and feedback. We received overall positive feedback for the session. Students were satisfied with the content and delivery of the speaker on the topic.

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Prepared by,
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