



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)



aitam
ADITYA INSTITUTE OF
TECHNOLOGY AND MANAGEMENT
An Autonomous Institution



ONE DAY WORKSHOP ON Business Model Canvas (BMC)



Resource Person :

Dr. Vinay Kandpal

D.Litt., PhD
Associate Professor
UPES, Dehradun

Coordinator : **Dr. Saumendra Das**

Date : 13-6-2022 | Time : 2:00PM to 3:00 PM

22
YEARS OF
EXCELLENCE

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vinay kandpal



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Meet

New meeting

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Saumendra +

Tuni Kumari Behera
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Invitation to act as a resource person for session/workshop on business model canvas Inbox x



Saumendra Das <somu.das2110@gmail.com>
to vkandpal, vinayaimca

Fri, 27 May, 12:06

Greetings fro AITAM, Tekkali

Dear sir,

It is my high honour to invite you as a resource person for a one-day session/workshop on business model canvas (BMC) jointly organised by Institute Innovation Council- Aditya Institute of Technology & Management and MHRD, New Delhi on the second week of June 2022. The programme will be of 1-hour duration with the question and answer session through online mode (either zoom or google meet). There will be around 100 participants from BTech and MBA streams.

On behalf of Aditya Institute of Technology & Management, Tekkali I cordially invite you to motivate our students and also interact with them.

The programme will be fixed according to your preference of date and time in the second week of June 2022.

Awaiting your response in this regard.

Thanking you sir.

Yours sincerely

Dr. Saumendra Das

IIC-Convenor

Aditya Institute of Technology & Management

Tekkali

Srikakulam Dist

Andhra Pradesh

--

Dr. Saumendra Das

 Vinay Kandpal is presenting

Introduction

- The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept.
- It is a one page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way.
- The right side of the BMC focuses on the customer (external), while, the left side of the canvas focuses on the business (internal).
- Both external and internal factors meet around the value proposition, which is the exchange of value between your business and your customer/clients.
- The business model canvas template clearly identifies the key elements that make up a business. Additionally, it simplifies a business plan into a condensed form. In this way, the business model canvas template acts like an executive summary for the business plan.



Bhargav Roy



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 Vinay Kandpal is presenting.

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Business Model Canvas

Dr Vinay Kandpal
Associate Professor
School of Business, UPES Dehradun




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 Vinay Kandpal is presenting

Key Partners

- Key Partners are a list of other external companies/suppliers/parties you may need to achieve your key activities and deliver value to the customer.
- This moves into the realm of 'if my business cannot achieve the value proposition alone, who else do I need to rely on to do it?'
- An example of this is 'if I sell groceries to customers, I may need a local baker to supply fresh bread to my store.'
- They are a key partner to achieve the value my business promises to the customer.



Vinay Kandpal



Bhargav Roy



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 Vinay Kandpal is presenting

Key Resources

Key resources are the assets necessary to operate and deliver your value proposition. For example, a diamond mining company cannot operate without mining equipment. Alternatively, an automotive company cannot operate without the human capital and expertise that goes into designing cars.

- Here are a few things to consider about key resources:
- What specific assets are necessary to operate your business and deliver your value proposition?
- What resources do your distribution channels and revenue streams need to function?
- What resources are needed to maintain customer relationships and customer satisfaction?
- Does your company require significant capital or human resources?

These resources are what is needed practically to undertake the action/activities of your business:

- Office space
- Computers
- People (staff)
- Internet connection
- Electricity



Vinay Kandpal



Bhargav Roy



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suresh kumar



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Date: 15th June 2022

Letter of Appreciation

We are delighted to record our deep sense of appreciation with gratitude to **Dr. Vinay Kandpal**, Associate Professor, Department of General Management, School of Business (SoB), University of Petroleum & Energy Studies, Dehradun for his invaluable contribution as a Resource Person in the One day workshop on “**Business Model Canvas (BMC)**” held on 14th (Tuesday) June, 2022 organized by Institution Innovation Council, Aditya Institute of Technology & Management (An Autonomous Institution), Tekkali. We look forward your constant support in the academic pursuit.

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& Management
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