



## NOTICE



Mangalmay Institute of Engineering & Technology

AN INSTITUTION OF MANGALMAY FOUNDATION TRUST

Campus: 8, Knowledge Park-II, Greater Noida (U.P.) Ph: 0120 2328400, 2328401  
e-mail: info@mangalmay.org Website: www.mangalmay.org

MIET/EVENT/24-26

Date: 8-04-24

## NOTICE

All Faculty members and students are hereby informed that Institution Innovation Council of Mangalmay Institute of Engineering and Technology is organizing a session on "Business Model Canvas (BMC)". It is mandatory for all to attend the session. All are informed to be on time.

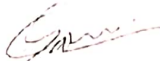
### Details of the event are as follows:

SPOC :- Mr. Dhananjay Singh, Mr. Prabhat Kumar

Date: - 9<sup>th</sup> April 2024

Time :- 2:00 PM

Venue :- Block-A, MIET

  
Program Coordinator



CC to:

Director, MIET  
Director IQAC  
HOD, MIET  
Coordinator, MIET  
All Faculty Members  
Notice Board, (Digital Platform)  
Office File



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## BANNER



## INSTITUTION'S INNOVATION COUNCIL

Is Organizing

# A SESSION

on

## BUSINESS MODEL CANVAS (BMC)

Date 09 April 2024 | Timing 2:00 pm onwards

Value: Block -A, MIET

Resource Person

Prof (Dr.) YUVRAJ BHATNAGAR

(Director IQAC) MIET

Toll Free : 1800 103 3797

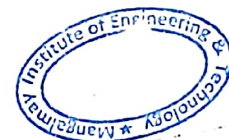
[www.mietengineering.org](http://www.mietengineering.org)

Plot No. 8 & 9, Knowledge Park-II,  
Greater Noida, Delhi-NCR, India

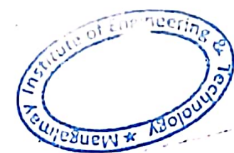




Activity Report	
Academic Year	2023 - 2024
Name of Activity	Workshop on Business Model Canvas (BMC)
Date of Activity	09/04/2024
Organized by	IIC, MIET, Greater Noida
Resource Person	Prof. (Dr.) Yuvraj Bhatnagar (Director IQAC) Mangalmai Institute of Engineering and Technology, Greater Noida
Beneficiary	15 Faculties and 60 Students
Objective	<ol style="list-style-type: none"><li>1. Familiarize participants with the fundamental idea and framework of the Business Model Canvas.</li><li>2. Illustrate the application of company Model Canvas (BMC) in assessing and enhancing company models.</li><li>3. Deliver hands-on tasks that allow participants to implement the Business Model Canvas (BMC) in their own business circumstances.</li><li>4. Promote cooperative learning and facilitate the production of ideas among participants.</li></ol>
Brief Report	<p>Mangalmai Institute of Engineering and Technology, Greater Noida organized an “Workshop on Business Model Canvas (BMC)” under “Institutions Innovation Council” for B.Tech students on 9<sup>th</sup> April, 2024. The workshop is started at 2:00 pm with the resource person Prof (Dr.) Yuvraj Bhatnagar, Director IQAC.</p> <p><b>1.Introduction to BMC:</b></p> <ul style="list-style-type: none"><li>➤ Provides a comprehensive understanding of the Business Model Canvas framework.</li><li>➤ Each component of the canvas is explained: Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.</li></ul> <p><b>2. Illustrative Instances and Exemplifications:</b></p> <ul style="list-style-type: none"><li>➤ Analysis of practical instances and case studies demonstrating the varied</li></ul>

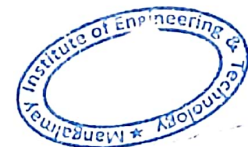
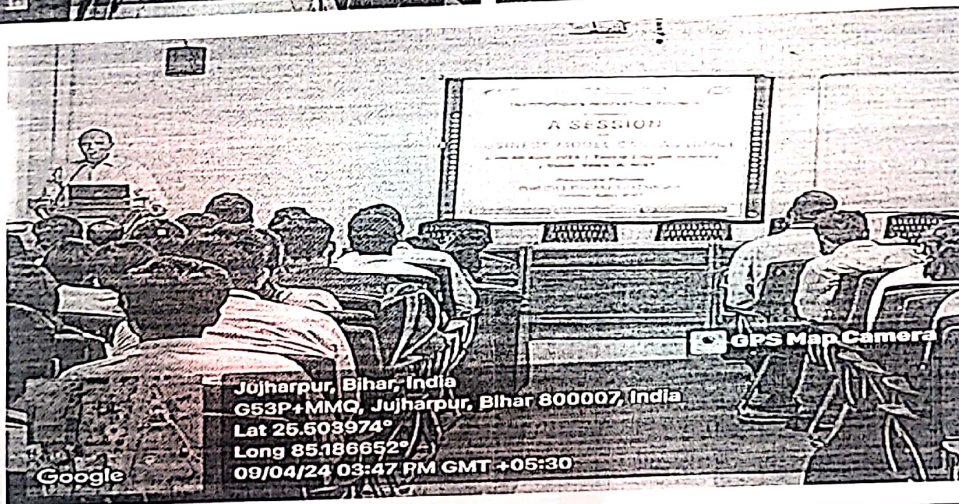
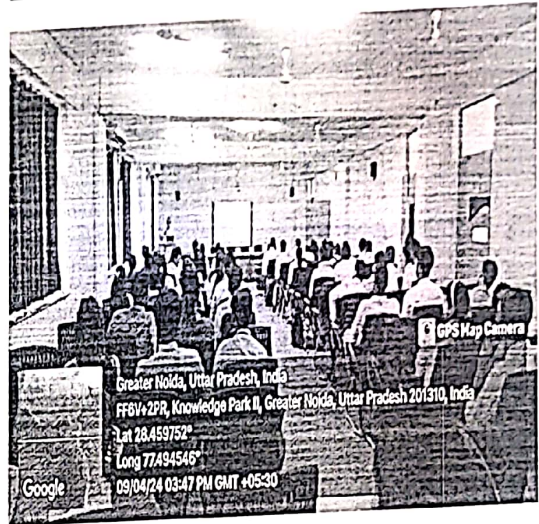
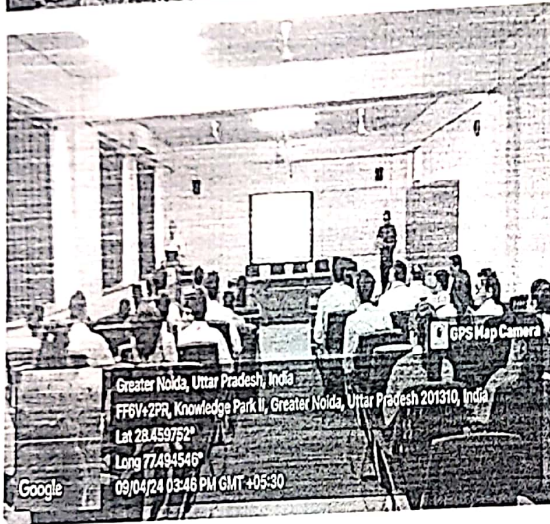
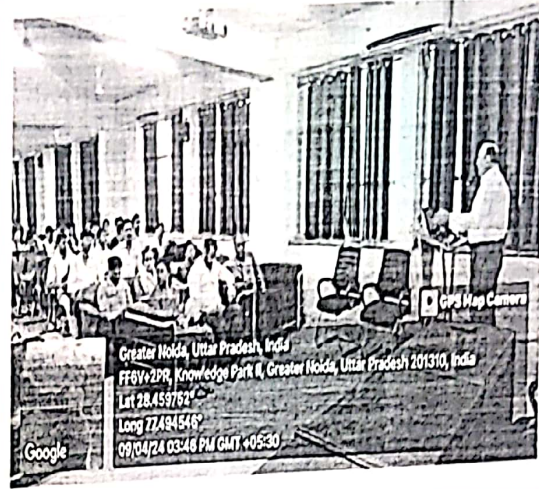
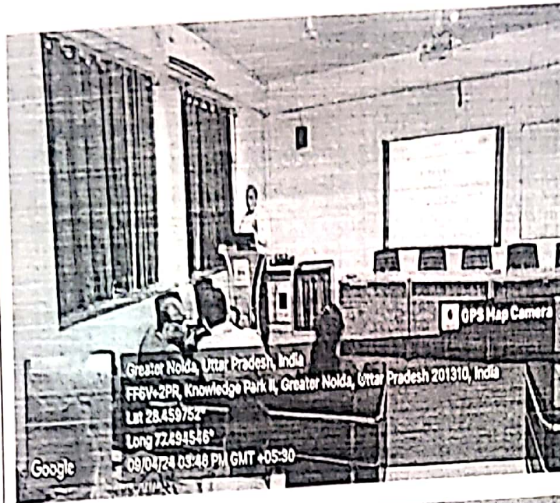


	<p>utilization of BMC in various businesses.</p> <ul style="list-style-type: none"> <li>➤ Examination of prosperous company models and identification of pivotal elements that contribute to their achievement.</li> </ul> <p><b>3. Practical Application:</b></p> <ul style="list-style-type: none"> <li>➤ Participants engaged in interactive exercises, collaborating in groups to apply the company Model Canvas (BMC) framework to hypothetical company problems.</li> <li>➤ Conducted interactive conversations and feedback sessions to exchange thoughts and knowledge gained.</li> </ul> <p><b>4. Conclusion and Question &amp; Answer session:</b></p> <ul style="list-style-type: none"> <li>➤ Synopsis of significant insights and knowledge acquired during the program.</li> <li>➤ An interactive platform where individuals can inquire about and obtain further understanding of BMC ideas.</li> <li>➤ At the end of the workshop, the queries of the students were very well handled by the resource person and approx 70 Students of MIET have participated in the workshop</li> </ul>
<p><b>Outcome</b></p>	<ul style="list-style-type: none"> <li>➤ Improved comprehension of BMC and its significance in strategic business planning.</li> <li>➤ Enhanced capacity to examine and refine business models to achieve greater alignment with market demands.</li> <li>➤ Enhancing proficiency in using Business Model Canvas (BMC) as a visual instrument for effective communication and cooperation among team members.</li> <li>➤ Participants have gained more confidence in using BMC (Business Model Canvas) to foster creativity and discover development prospects for their organizations.</li> </ul>





## Photographs







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Activity  
Coordinator

