



GURU NANAK COLLEGE (AUTONOMOUS)

Re-accredited at 'A' Grade by NAAC & Affiliated to University of Madras
Guru Nanak Salai, Velachery, Chennai – 600 042

GURU NANAK CENTRE FOR INNOVATION INCUBATION ENTREPRENEURSHIP & STARTUPS

Guru Nanak Institution's Innovation Council

REPORT OF THE EVENT

Event Title	:	Business Model Canvas
Event Date	:	2nd May, 2022
Event Mode	:	Offline
Number of Participant	:	82

Guru Nanak Institution's Innovation Council in association with Startup Cell of Guru Nanak College organized a One-day workshop on "Business Model Canvas" on 2nd May, 2022. The Resource Person for the Workshop Mr. T. K. Prem Kumar, President, General Manager (Projects), Arasan Eye Hospital, Erode. The workshop on Business Model Canvas was conducted to positively empower Guru Nanak College students who have interest in starting a business, growing their business or even getting to understand how sustainable businesses are modeled.

The students were given the opportunity to practice creative thinking, drawing ideas, problem solving, and idea generation abilities through these interactive exercises such as imagination, brain storming, and design thinking philosophy, all of which was propagated through practical and experimental learning processes. Students were exposed to the fundamentals of project development, entrepreneurship and startup valuations. They have been trained on how to identify projects, test project feasibility and to conduct evaluation based on technology. This encouraged the students to come up with new ideas, expand on old ones, and helped to boost their creative thinking abilities.

The primary focus of the workshop was to help the students understand the business environment and to teach them how to create a business model canvas for an idea and then transform it into a business. The speaker responded to relevant queries arising from the students' side as well as from the faculties.

After attending the workshop, the participants were able to understand the challenges, prospects, issues, concerns, opportunities, legal and procedural issues of building sustainable businesses and business modelling. The workshop was a blend of lectures; practical sessions such as business model canvas demonstrations of establishes companies; training sessions and experience sharing between participants and resource persons.