



चौधरी महादेव प्रसाद महाविद्यालय
C. M. P. DEGREE COLLEGE
(A Constituent P.G. College, University of Allahabad)

Under the strengthening component of DBT Star College Scheme



Event 3. Theme: Entrepreneurship (Quarter: III)

Name of Activity: Workshop on Business Modal Canvas

Date: May 02, 2023

Programme driven by: IIC Calendar Activity, Institute Innovation Cell, CMP Degree College, Prayagraj

Duration of activity (in mins/Hrs): 300 minutes (5 Hrs) **Number of Beneficiary:** 57

https://drive.google.com/file/d/13FiFgAVAg00eZ_NV0Zsp7Rzp7eSfjNfK/view?usp=drivesdk

About the Event:

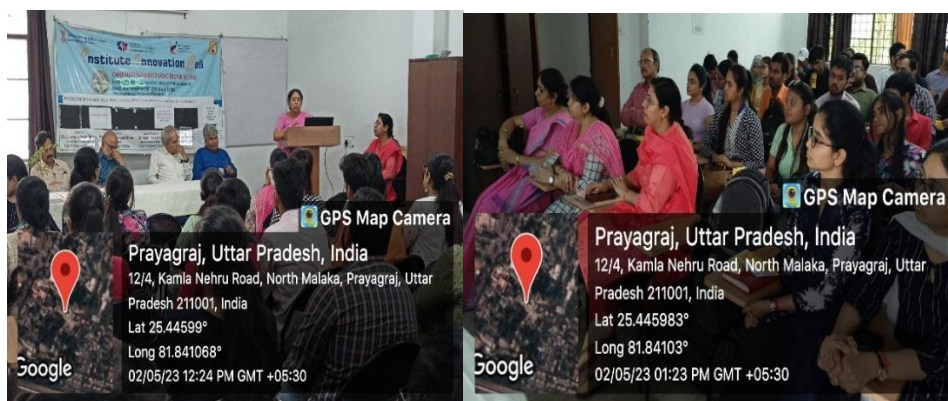
Workshop on Business Modal Canvas was organized by IIC (Institute Innovation Cell) and the Department of Commerce of C.M.P. Degree College, Prayagraj on 02nd May, 2023. The Resource Person was Dr. R.B.L. Srivastava Associate Professor, CMP Degree College, Prayagraj. The Principal of the College Prof. Ajay Prakash Khare has emphasised on the significance of Entrepreneurship in the current scenario in India and how by understanding the concept of BMC one can improve the overall business. Dr. R.B.L. Srivastava, highlighted the importance of Entrepreneurship, government measures for initiating startups, BMC which is a tool of strategic planning on the part of entrepreneurs, owners, managers etc. and stated the nine-block of business model i.e., Key Partners, Key activities, Key resources, Value Propositions, Customer Relationships, Channels, Customer segments, Cost structure and Revenue streams.

Facebook URL:

https://m.facebook.com/story.php?story_fbid=pfbid0zTxQfDQhi9saGya6JpLsykGPM4NWI-MXx55FcJ5vqAGB7BxzsjpUERYpkyz658Anxl&id=100087502628037&mibextid=Nif5oz

Youtube URL: <https://youtu.be/WTY0-zVoe0M>

Photographs



Himani Chaurasia

Dr. Himani Chaurasia

(Event Convener & IA, IIC, CMP)

Dr. Archana Pandey

(Convener IIC, CMP)



CMP Degree College, M.G. Marg, Prayagraj-211002, Uttar Pradesh, India www.cmpcollege.ac.in