

INSTITUTION'S INNOVATION COUNCIL

29-05-2022

A report on “Business Canvas Model” by Prof. M. Sarath, Associate faculty member, NIMMSE, Hyderabad.

Nalla Narasimha Reddy Education Society's Group of Institutions has organized a Workshop on **Business Canvas Model**. The details of program are as follows

Date-**May 29th, 2022**

Time: 11:00 AM India

Platform - Zoom Meeting

Meeting Link:

<https://us02web.zoom.us/j/89414509293?pwd=SmM3SUdoT2VpWERhREercHYzQ0ZEQT09>

Meeting ID: 894 1450 9293

Passcode: 1234

Resource Person: **Prof. M. Sarath, Associate Faculty member, NIMMSE, Hyderabad.**

Dr.G.Janardhana Raju – Convener, IIC, NNRG,Hyderabad.



Mr. Sarath explained the characteristics of a successful entrepreneur. He properly explained the qualities in entrepreneur. According to him Business models establish whether a company will offer a product or service, be online or brick and mortar, or sell to businesses vs directly to consumers, or a hybrid between several traditional business models.



A business model is not an in-depth plan; it is a 30,000 ft view of the business which is used as a platform to build more in-depth plans upon. A business model has 2 main focuses: a marketing plan and a financial plan.

Marketing Plan

Within a marketing plan, a company must establish its Value Proposition, Brand, and Target Market.

Financial Plan

A financial plan will evaluate how many units must be sold to cover fixed costs and become profitable.

Really this program inspired both faculties and students to develop the innovative mindset and helped them to “Think in right direction for successful business and startups.” In this program the Director of our Institution, Dr C V Krishna Reddy and Program Coordinators Dr S Ravichand, Mr.P K Kulkarni and 15 other faculty members and 75 students were participated.


Dr G JANARDHANARAJU
IIC-CONVENER & DEAN-SoE