



# SRI KRISHNA COLLEGE OF TECHNOLOGY

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KOVAIPUDUR, COIMBATORE - 641042.


## DEPARTMENT OF CIVIL ENGINEERING



### IIC ACTIVITIES

(Jan. – Mar. 2020)

<b>Event Title</b>	Workshop on Business Model Canvas (BMC)
<b>Date &amp; Duration</b>	31.01.2020 – One Day
<b>Faculty Co Ordinator's</b>	Dr. I. Padmanaban & Mr. J. Robinson
<b>Brochure / Banner (pdf)</b>	 <p>The banner features the Sri Krishna College of Technology logo and text: 'SRI KRISHNA COLLEGE OF TECHNOLOGY (An Autonomous Institution, Accredited by NAAC with 'A' Grade) Kovaipudur, Coimbatore - 641 042. Department Of Civil Engineering Entrepreneurship Development Cell Organizes One Day Workshop on Business Model Canvas (BMS) On 31<sup>st</sup> January 2020 Resource Person Dr. A. Sudhahar (Managing Director of Dimensions Coimbatore) and Mr. Sudhakar Ganesh (Director of Annai Shelters Private Ltd. Coimbatore). All are Invited. Time: 9.30 am to 4.30 pm. Venue: ES Seminar Hall.'</p>

<b>Description about the Event</b>	<p>Business Model Canvas (BMC) is the most popular and widely used tool globally that helps to analyze all the key aspects of business and build a solid business plan that will help the students grow on their future venture.</p> <p>The workshop focused in detail on nine key areas that include</p> <ol style="list-style-type: none"><li>1. Customer segments</li><li>2. Value propositions</li><li>3. Channels</li><li>4. Customer relationships</li><li>5. Revenue streams</li><li>6. Resources, activities, partnerships, and costs, understanding each in detail as well as understanding how all of them come together to form a streamlined business plan that can grow/accelerate your start-up/business.</li></ol> <p>BMC workshop is organized as a part of IIC and around 100 students benefited from this workshop.</p>
<b>Photos</b>	 A photograph of a man with dark hair and a mustache, wearing a grey blazer over a white shirt, speaking at a dark wooden podium. He is gesturing with his right hand. The background consists of vertical wooden slats.

