



## Activity Report

<b>Academic year 2023-24 ( July 2023 to June 2024)</b>	
Name of the Activity	Two days' workshop on Business Model Canvas and How to Plan for Start-ups and Legal & Ethical Steps
Date	3 <sup>rd</sup> and 4 <sup>th</sup> April 2024
Time and Venue	10.00 AM to 12.30 PM, Seminar Hall
Mode ( Online/Offline)	Offline
Please provide the youtube link (if online)	NA
Organized by: Name of the Department/Activity Centre	Aahana – Entrepreneurship Development Cell
Event Coordinator/ Faculty In-charge	Prof. Arun Kumar R and Prof. Kanchan G Rajput
Nature: Academic /Co- curricular/extracurricular/others	Co-Curricular
Topic/Activity	Two days' workshop on Business Model Canvas and How to Plan for Start-ups and Legal & Ethical Steps
Resource Person Details (Name, Designation and Organization/Institution)	Day1: Dr. Ananthavalli Ramesh, Associate Faculty, SRO – Bengaluru, Entrepreneurship Development Institute of India. Day2: Dr. Mohammed Farooq Pasha, Associate Professor and HoD, Department of Commerce, GFGC, Kengeri, Bengaluru, General Secretary, BUTCUM
No of Participants	85 Students
Objectives of the activity	<ul style="list-style-type: none"><li>● Understanding Business Model Canvas (BMC),</li><li>● Developing Start-up Planning Skills,</li><li>● Legal and Ethical Considerations for Start-ups,</li><li>● Interactive Learning and Skill Application.</li></ul>
Methodology	<ul style="list-style-type: none"><li>● Introduction and Ice-breaking,</li><li>● Overview of Business Model Canvas,</li><li>● Group Exercise: BMC Analysis,</li><li>● Start-up planning fundamentals,</li><li>● Interactive Discussion: Legal &amp; Ethical Case Studies.</li></ul>
Outcome of activity	<ul style="list-style-type: none"><li>● Enhanced Understanding of Business Model Canvas (BMC),</li><li>● Application of Theoretical Knowledge,</li><li>● Improved Technical and Soft Skills</li><li>● Improved Start-up Planning Skills</li></ul>

## A brief write up of the event –

### Empowering Entrepreneurs: A Two-Day Workshop on Business Model Canvas, Start-up Planning, and Legal & Ethical Steps

#### Day 1: Business Model Canvas and Start-up Planning Essentials

On the first day, participants dive into the foundational elements of business modeling using the Business Model Canvas (BMC). Through interactive sessions and group exercises, participants learn to dissect and analyze various aspects of their business model, including value proposition, customer segments, revenue streams, and key resources. Practical workshops guide participants in developing comprehensive start-up plans, emphasizing idea generation, market research, and defining a unique value proposition.

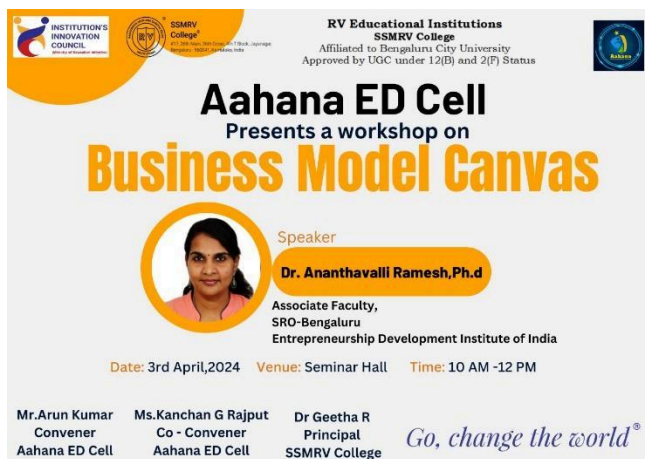
#### Day 2: Navigating Legal & Ethical Considerations

The second day focuses on equipping participants with the knowledge and skills to navigate the legal and ethical landscape of entrepreneurship. Expert-led sessions shed light on common legal challenges faced by start-ups, such as intellectual property protection, contract management, and regulatory compliance. Through engaging discussions and case studies, participants gain insights into ethical decision-making and learn strategies for addressing ethical dilemmas in their entrepreneurial endeavors.

#### The organizing team –

Prof. Arun Kumar R,  
Convenor – Aahana – ED Cell,  
Prof. Kanchan G Rajput,  
Co-Convenor – Aahana – ED Cell.

Invitation. 2-3 google tagged photos & any other supporting documents



The poster features logos for the Institutions Innovation Council, SSMRV College, and RV Educational Institutions. The main text reads: 'Aahana ED Cell Presents a workshop on Business Model Canvas'. The speaker is Dr. Ananthavalli Ramesh, Ph.D., Associate Faculty, SRO-Bengaluru, Entrepreneurship Development Institute of India. The event is on 3rd April, 2024, at Seminar Hall, 10 AM - 12 PM. Organizers listed are Mr. Arun Kumar (Convenor), Ms. Kanchan G Rajput (Co-Convenor), and Dr. Geetha R (Principal). The SSMRV College logo and the slogan 'Go, change the world®' are also present.







**INSTITUTION'S INNOVATION COUNCIL**  
Bengaluru, Karnataka



**SSMRV College**  
#17, 2nd Main Road, 4th T Block, Jayanagar,  
Bengaluru - 560041, Karnataka

**RV Educational Institutions**  
**SSMRV College**  
Affiliated to Bengaluru City University  
Approved by UGC under 12(B) and 2(F) Status



## AAHANA ED CELL

PRESENTS A WORKSHOP ON

### HOW TO PLAN FOR STARTUP AND LEGAL & ETHICAL STEPS



**Speaker**  
**Dr. Mohammed Farooq Pasha**  
Associate Professor & HOD,  
Dept. of Commerce  
GFGC Kengeri, Bengaluru, Karnataka  
General Secretary, BUTCCM

**Date: 4th April, 2024**   **Venue: Seminar hall**   **Time: 10AM - 12PM**

**Mr. Arun Kumar**  
Convener  
Aahana ED Cell

**Ms. Kanchan G Rajput**  
Co - Convener  
Aahana ED Cell

**Dr. Geetha R**  
Principal  
SSMRV College

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