

**KKR&KSR Institute of Technology and Sciences
Vinjanampadu, Guntur, Andhra Pradesh-522017**

Autonomous

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Accredited with "A" Grade by NAAC & NBA

**Work Shop on Business Model Canvas by Dr.Sk.Kumaruddin,
Dr.VasimBabu, Dr.M.RamBabu on 3rd March,2021 at KKR & KSR Institute
of Technology and Sciences**

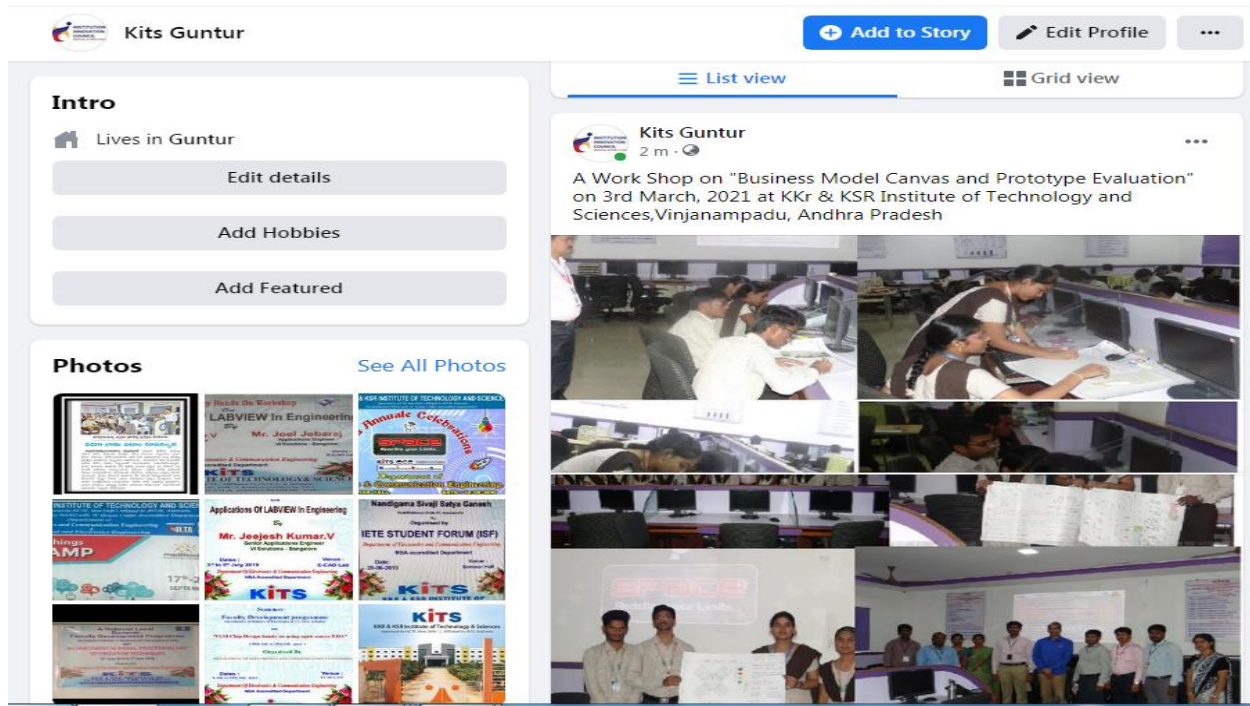
1. Objective of the Event:

The main Objective of the Business Model Canvas is to know about various Elements of Business Model and its importance in every business. It also aims to know the high level strategic elements and their impact in changing business world. The Business model Canvas helps to show Key Partners, Key Elements, Market Strategy, Cost and Revenue Details, Customer Relationship details, Customer segments, various functionalities visually.

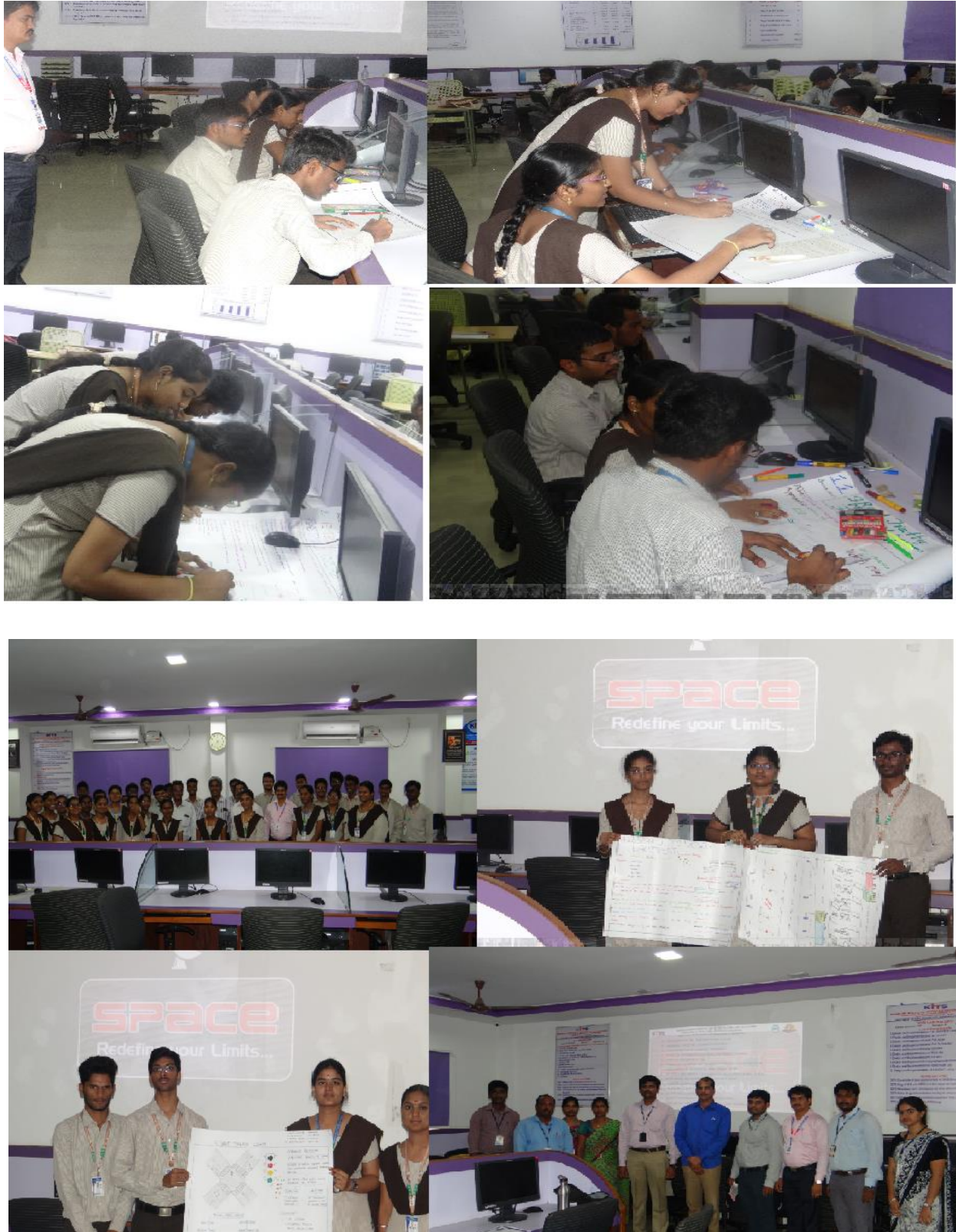
2. Date of the Event:

The event is organized on 3rd March, 2021 at KKR & KSR Institute of Technology and Sciences by the SPACE (ECE Department Association) as a part of its annual celebrations.

3. Social Media Link: <https://www.facebook.com/kits.guntur.18>



4. Event Photo Graphs:



5. Number of Faculty Attended: 56

6. Number of Students attended: 391

7. Benefits of the Program:

After completion of the work shop both students and Faculty members

- Know about Business Model and its importance in Business.
- Learn about Various Elements of Business Model and their description.
- Learn about the Road Map of Business and its' Market Strategy.
- Know the Role of Entrepreneur and need of Business Model in Early stage Startup
- Identify the Changing strategies of Market and their impact on Business
- Need of Various types of Customer Relationships management techniques
- Understand the Business type and how to evaluate Key Resources, Partnerships, Activities in this context.