MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

Report on Session/Workshop on Business Model Canvas (BMC) & Business Model Fit

Title of the Session: "Workshop on Business Model Canvas (BMC) & Business Model Fit: Ultra Corpotech Pvt. Ltd."

Organized By: Institution's Innovation Council (IIC), Swami Vivekananda University, Kolkata

Mode of Delivery: Off-line
No. of Participants: 45
Duration: 8 Hours
Nationality: Indian
Date & Venue: 18th May, 2026, MSB-Block 6, Room-102, Swami Vivekananda University, Barrack pore, Kolkata, West Bengal

Objectives:

The primary objective of the workshop was to provide participants with practical knowledge and hands-on exposure to the Business Model Canvas (BMC) framework and the concept of Business Model Fit in startup development. The session aimed to encourage entrepreneurial thinking among students by helping them understand how innovative ideas can be transformed into sustainable and scalable business ventures. The workshop focused on enhancing participants' abilities to identify customer needs, develop value propositions, design revenue models, and analyze market opportunities effectively. It also intended to strengthen creativity, innovation, teamwork, and strategic planning skills through interactive activities and business model presentations. Furthermore, the workshop sought to motivate students to actively participate in innovation and startup initiatives and to document their innovative ideas through the YUKTI Innovation Repository for future incubation and entrepreneurial growth.

Theme:

The workshop focused on **developing innovative and sustainable business models using the Business Model Canvas framework**, with emphasis on validating business ideas, identifying market fit, and transforming innovative concepts into viable entrepreneurial ventures.

Outcome:

- Participants gained practical understanding of the nine building blocks of the Business Model Canvas.
- Students developed analytical and strategic thinking related to startup planning and execution.
- A total of **10 Business Model Canvases (BMCs)** were canvased and presented by participants during the workshop.
- Participants showcased innovative startup ideas across different sectors including technology, sustainability, education, and services.
- **8 complete business models** were successfully developed and presented before the expert panel and audience.

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- Students improved their presentation, teamwork, and entrepreneurial communication skills.
- Several innovative ideas were shortlisted for further incubation and mentoring support.
- Participants were guided on the process of startup documentation and innovation management.
- The workshop encouraged interdisciplinary collaboration and creative problem-solving among students.
- Selected innovative ideas were **deposited/updated in the YUKTI Innovation Repository** for future development, mentoring, and institutional innovation tracking.

Session Highlights:

- Introduction to the fundamentals of entrepreneurship and startup ecosystem development.
- Detailed explanation of the **Business Model Canvas (BMC)** framework and its practical applications.
- Interactive mentoring sessions on identifying customer needs, market opportunities, and value propositions.
- Hands-on activities where participants prepared and refined their own business model canvases.
- Presentation of innovative startup ideas by student teams before mentors and evaluators.
- Expert guidance on business feasibility, scalability, revenue generation, and sustainability.
- Awareness session on startup support systems, incubation opportunities, and the YUKTI Innovation Repository.
- Active engagement and enthusiastic participation from students and faculty members throughout the workshop.

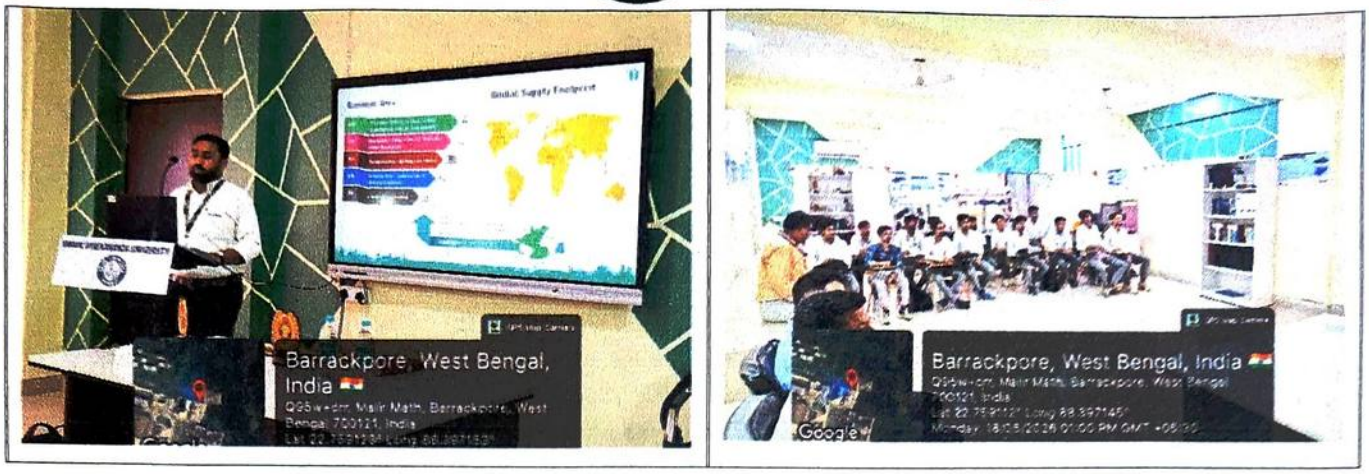
Glimpse of the event:





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General Participants Feedback:

- Participants appreciated the practical and interactive nature of the workshop.
- Students found the BMC framework highly useful for structuring startup ideas systematically.
- The mentoring and presentation sessions helped participants gain confidence in pitching business ideas.
- Participants expressed that the workshop enhanced their understanding of entrepreneurship and innovation management.
- The session was considered informative, engaging, and beneficial for future startup initiatives and career development.
- Students requested more advanced workshops and continuous mentoring sessions on startup development and incubation.

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Recommendations:

- Organize extended hands-on BMC workshops with industry experts and startup mentors.
- Conduct follow-up mentoring sessions for shortlisted startup ideas and prototypes.
- Include live case studies of successful startups to enhance practical understanding.
- Encourage interdisciplinary student teams for broader innovation perspectives.
- Provide incubation and funding awareness sessions for early-stage entrepreneurs.
- Arrange business pitch competitions after the workshop for idea validation and exposure.
- Increase collaboration with industries, incubators, and startup ecosystems for real-world engagement.
- Facilitate regular updating and tracking of innovative ideas in the YUKTI Innovation Repository.
- Introduce advanced modules on market validation, financial planning, and investor pitching.
- Conduct periodic entrepreneurship development programs to strengthen the institutional innovation culture.

Signature of the Convenor with University Seal

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Convener:
Dr. Ranjan Kumar,
Convener, IIC Cell
Associate Professor & Head, Dept. of Mechanical Engineering,
Swami Vivekananda University, Kolkata-700121.

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Session/Workshop on Business Model Canvas (BMC) & Business Model Fit

Date: 18/05/2026

Sl. No.	Name	Department	Registration No.	Signature
1	Supriyo Dey	Btech Mech	002-101-2023-126	Supriyo Dey
2	Sumit Mahapatra	"	002-101-2023	
3	Sumit Sarkar	"	002-101-2023-140	
4	Deepak Chattarjee	"	" 147	
5	[illegible]	"	" 157	
6	Asim Samanta			Asim Samanta
7	Ganesh Samanta			Ganesh Samanta
8	Swarajit Biswas	DIPLOMA IN ME	000-DME-2023-047	Swarajit Biswas
9	Sanjay Das	DME	000-DME-2023-053	Sanjay Das.
10	Souvik Modak	DME	000-101-2023-043	Souvik Modak
11	Suman Mondal	DME	000-101-2023-023	Suman Mondal
12	Somnath Das	MEE	007-MEE-2025-02	Somnath Das
13	SK Salam Haq	MCS	007-MCS-2025-029	SK Salam Haq
14	Bibek Mahata	MEE	007-MEE-2025-017	Bibek Mahata
15	Dipak Sarkar	ME	faculty	Dipak Sarkar
16	Abhishek Samanta	ME	007-MME-2025-018	Abhishek Samanta
17	IPSHITA SAHA	MCE	007-104-2025-026	IPSita Saha
18	Priyam Pal	MCE	007-104-2021-030	Priyam pal.
19	Rahul Jhabua	MCE	007-104-2021-032	Rahul.
20	Tanishka Sarkar	MSC	008.135.2025.068.	Tanishka Sar
21	Arnab Bera	MBA	010-110-2025-001	
22	Swarajit Pramanik	ME		Swarajit Pramanik
23	ABHISHEK PODDAR	ME	FACULTY	Abhishek Poddar
24	PRINCE KUMAR	ME	002-001-2025-003	Prince Kumar
25	Rahul Barman	ME	002-001-2024-004	Rahul
26	Suman kr Nath	CE	003-003-004-030	
27	Sayan Paul.	ME	Faculty.	
28	Baichung Bhutia	BIM	006-124-2025-035	
29	Sourav Ganguly	CE	004-120-2024-031	
30	Subhabrata Mitra	MBA	010-109-2025-012	
31	Arunava Rano	ME	Faculty	
32	Abu Hozaif	ME	001-105-2024-015	Abu Hozaif
33	Shantanu Roy	ME	Faculty	
34	Aniket Seb Roy	ME	Faculty	
35	Saumya Sri Giri	MBA	010-109-2025-011	Saumyashree
36	Shrisha Guha	MBA	010-109-2025-035	Shrisha Guha
37	Subhra Mandal	010-109-2021-029		Subhra Mandal

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Sl. No.	Name	Department	Registration No.	Signature
38	Anima Goswami	MBA	010-132-2025-008	Anima Ghoswami
39	ASif Mondal	MCA	011-122-2025-085	Asif Mondal.
40	Jaumoy Dutta	MP	011-130-2025-04.	J. Dutta.
41	Dishani Biswas	MA	009-118-2025-004	Dishani
42	ANIT KUMAR DEY	MBA	010-122-2025-002	Anit Kumar dey
43	Kaniska Roy	MCA	011-122-2025-087	Roy
44	Subabrata Mitra	MBA	010-109-2025-027	S.Mitra.
45	Naina Das	MBA	010-132-2025-043	Naina Das.
46	Kallol Nayak	MCA	011-122-2025-083	
47	Tanvir Sekh	MP	011-130-2025-007	
48	Rimi Das	MA	009-118-2025-020	
49	Anima Goswami	MBA	010-132-2025-006	Anima Goswami
50	Dipak Sarkar	ME	faculty	D Sarkar.
51	Ranjan Adhikary	B.M.E	002-101-2023-002	Ranjan Adhikary
52	Rocky chakraborty	ME	002-101-2023-30	Rocky chakraborty
53	Rohan Dey	M.E	002-101-2023-083	Rohan Dey
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