

Report

Workshop titled “Entrepreneurship Development- Business Model Canvas Building” held on 31st October 2025, 10.30 AM onwards

A workshop on “*Entrepreneurship Development through Business Model Canvas Building*” was conducted by **Dr. Nitin Dewan**, *Entrepreneur and Professor of Practice* at Netaji Subhash University of Technology, Delhi, to enhance students’ understanding of how to design and analyze business models effectively.



Dr. Dewan began the session by introducing the concept of the **Business Model Canvas**, emphasizing its three key aspects - **Strategic Alignment, Visual Framework, and Innovation Focus**. To highlight the importance of the visual framework, he posed a thought-provoking question to the students: “*If I give you five pages of writing to memorize and share, or five photographs to do the same, which would be easier?*” This question effectively demonstrated how visual representation aids understanding and recall, making the Business Model Canvas a powerful tool for entrepreneurs.

He then explained the **nine essential building blocks** of the canvas. The session began with the **Value Proposition**, demonstrated through examples of **Apple, Tesla, and Zara**, and even a simple **pen**, to show how value differs based on need and perception. Students also learned about **value creation** -including **functional, emotional, and social value**, and how to develop a concise **one-line value proposition**.

The discussion continued with **Customer Segmentation**, illustrated using examples such as **Swiggy** and **Zomato**, which segment their customers based on **location, lifestyle, and convenience needs**. This helped students understand how businesses identify and cater to specific customer groups effectively. The workshop also covered **Distribution Channels** (with examples like **Amazon** and **Lenskart**) and **Customer Relationship Management (CRM)**, focusing on customer acquisition, retention, and growth.

Dr. Dewan further discussed **Key Business Activities (KBCs)** - including **production, marketing, research, and technology** - using **Spotify** and **Flipkart** as examples. The session concluded with insights into **revenue model strategies**, followed by an open discussion where Dr. Dewan asked which key aspect is the most important. Students

collectively understood that **each component is equally essential**, as all together form a complete and balanced business model.

The workshop was highly **interactive, engaging, and practical**, encouraging students to connect theoretical concepts with real-life business examples from their surroundings. Overall, it was an enlightening experience that deepened their understanding of entrepreneurship and innovative business model development.

