



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)



Institute's Innovation Council  
Pt. Ravishankar Shukla University Raipur  
IIC - PRSU

# Institute Innovation Council

**Pt. Ravishankar Shukla University, Raipur**  
**Chhattisgarh – 492010**

*(Under The Initiative of Ministry of Education's Innovation Cell)*

Aishe Code: U-0093

IIC ID: IC201810375

## Report

**Institute Innovation Council,**

**Pt. Ravishankar Shukla University, Raipur**

*Organised*

## Workshop

*On*

**Business Model Canvas: “*A Session by Innovation  
Ambassador*”**

*On*

**May 23, 2025**

*In association with*

**S.o.S. in Electronics & Photonics and IRET<sup>TM</sup>**

**Pt. Ravishankar Shukla University, Raipur (C.G.)**



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Azadi Ka  
Amrit Mahotsav

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अभियान  
1947 TO 2047



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## Poster

The poster features a background with a green and yellow geometric pattern, overlaid with a network of icons representing various business and technology concepts like gears, lightbulbs, and communication symbols. At the top, it displays the logos of Pt. Ravishankar Shukla University, the Institution's Innovation Council, MoE's Innovation Cell, and IIC-PRSU. The main text, centered, reads: 'Institute Innovation Council Pt Ravishankar Shukla University, Raipur in association with Innovation & Incubation Centre, S.o.S in Electronics and Photonics Pt. Ravishankar Shukla University, Raipur Welcomes You to the workshop on "Business Model Canvas: A Session by Innovation Ambassador" on May 23, 2025 | 11:00 AM Onwards'. At the bottom, it specifies the venue: 'Computer Lab, S.o.S in Electronics, PRSU, Raipur'.

Logo of Pt. Ravishankar Shukla University, Raipur

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**Pt Ravishankar Shukla University, Raipur**

in association with

**Innovation & Incubation Centre,**  
**S.o.S in Electronics and Photonics**  
**Pt. Ravishankar Shukla University, Raipur**

**Welcomes You**  
to the workshop on  
**"Business Model Canvas:**  
*A Session by Innovation Ambassador "*

on  
**May 23, 2025 | 11:00 AM Onwards**

📍 **Venue**  
**Computer Lab, S.o.S in Electronics , PRSU, Raipur**

*Wthabur*



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## Details of Event

|                                     |                                                                                     |
|-------------------------------------|-------------------------------------------------------------------------------------|
| <b>Name of Program Type</b>         | Session/ Workshop on Business Model Canvas (BMC)                                    |
| <b>Name of Program Theme</b>        | Workshop on Business Model Canvas: "A Session by Innovation Ambassador"             |
| <b>Objective</b>                    | To impart structured knowledge on designing and refining business models.           |
| <b>Benefit</b>                      | Students gained practical insights for transforming innovative ideas into ventures. |
| <b>Duration of Activity</b>         | 4 hours                                                                             |
| <b>Mode of Event</b>                | Offline                                                                             |
| <b>No. of Students Participants</b> | 20                                                                                  |
| <b>No. of Faculty Participants</b>  | 04                                                                                  |
| <b>No. of External Participants</b> | NIL                                                                                 |
| <b>Expenditure Amount</b>           | 3500                                                                                |



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## About the Event

The Institute Innovation Council (IIC) of Pt. Ravishankar Shukla University, Raipur, in collaboration with the Innovation & Incubation Centre and the School of Studies in Electronics and Photonics, organized a workshop on Business Model Canvas (BMC) on May 23, 2025, at the Computer Lab of the School of Studies in Electronics, PRSU, Raipur. The session was conducted by Mr. K. Anil Kumar, Innovation Ambassador, who is recognized for his expertise in guiding students and budding entrepreneurs in the field of innovation, startup ecosystem, and entrepreneurial practices.

The workshop was designed to provide participants with a clear and structured understanding of how to systematically build and refine business ideas using the Business Model Canvas framework, which has emerged as one of the most widely adopted tools in entrepreneurship. At the beginning of the session, he highlighted the importance of innovation and creative thinking in transforming raw ideas into sustainable business ventures. He explained that having an idea alone is not sufficient unless it is strategically structured, validated with the target market, and supported by strong planning.

A detailed explanation was provided on the nine building blocks of the Business Model Canvas—Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. He elaborated on how these blocks are interconnected and collectively form the foundation of any successful enterprise. He emphasized that value creation and customer-centric approaches are at the heart of a robust business model. The session included practical illustrations and case studies of well-known startups and companies that have successfully utilized the BMC framework to scale their businesses.

The workshop was highly interactive, with students encouraged to actively participate by brainstorming their own innovative ideas and mapping them into the



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BMC structure. This hands-on approach helped participants not only to understand the theoretical framework but also to visualize how their entrepreneurial concepts could be transformed into feasible business models. Through this exercise, students identified potential gaps, challenges, and opportunities within their ideas, which enhanced their ability to think strategically and analytically.

The session also addressed the significance of aligning business ideas with customer needs, the importance of partnerships and resources in scaling a venture, and the balance between revenue generation and cost management. By the end of the workshop, participants gained confidence in applying the BMC framework as a practical tool for developing, refining, and evaluating their entrepreneurial projects.





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## Conclusion

The workshop on Business Model Canvas conducted by Mr. K. Anil Kumar proved to be a valuable and enriching experience for all participants. It not only expanded their knowledge of structured business planning but also motivated them to adopt an entrepreneurial mindset. The initiative successfully nurtured innovation, creativity, and problem-solving abilities among the students of PRSU, while encouraging them to convert their innovative ideas into sustainable and scalable ventures.

**Dr. Kavita Thakur**  
President, IIC PRSU