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JORHAT KENDRIYA MAHAVIDYALAYA

KENDUGURI, JORHAT-785 010, ASSAM

Re-accredited by NAAC with Grade B⁺⁺

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Report on Interactive Session on "Business Model Canvas"

Jorhat Kendriya Mahavidyalaya

**An Interactive Session on
"Business Model Canvas"**
With Special Reference to Agro-Based Product

Speaker:
Nabanita Das
Award Winning Farmer, Pothar Kanya,
Jorhat, Assam

Speaker:
Dr. Dulen Saikia
Principal, Jorhat Kendriya Mahavidyalaya,
Jorhat, Assam

**Venue : College Auditorium,
Jorhat Kendriya Mahavidyalaya**

Date : 23rd MAY 2023

An interactive session on "Business Model Canvas with Special Reference to Agro-Based Product" was organized by IIC and IQAC of Jorhat Kendriya Mahavidyalaya on 23rd May 2023. The session was inaugurated by Dr Dulen Saikia, Principal and Chairperson of IIC. In his inaugural speech Dr Saikia highlighted all key strategies and elements of a business model canvas. He said that BMC gives entrepreneurs a wide snapshot of every aspect of their business. He also mentioned that customer segment is the important business model canvas.



Dr. Dulen Saikia
Principal
Jorhat Kendriya Mahavidyalaya
Kenduguri, Jorhat-10



Pothar Kanya Nabanita Das, award winning Farmer was a resource person of the session. Ms Das gave a valuable speech on Agricultural Farm based business model. She talked about her success story as an entrepreneur. She placed various agricultural business ideas for the students and women of Self Help Groups. She shared her experiences of agricultural technology which were seen in Vietnam tour in 2019. The programme was hosted by Pranjal Dutta, Coordinator IQAC and vote of thanks offered by Dr Ananta Tamuli.




[Signature]
Principal
Jorhat Kendriya Mahavidyalaya
Kenduguri Jorhat-10

Outcomes of the Event: More than 50 students and 25 women member of SHGs, 25 faculty members participated in the session. It was very informative and knowledge enriching session for the students and women entrepreneurs. Participants were able to know why a business model canvas is necessary to become a successful entrepreneur.



Dr Dulen Saikia

Principal & President, IIC



Principal
Jorhat Kendriya Mahavidyalaya
Kanduguri, Jorhat-10