

A workshop on how to make a basic business plan.

Objective:

- To introduce business model canvas to participants.
- To explain various components of business model canvas.
- To explain need for and importance of creating a robust business plan.

Benefit:

- The participants learned how to format a basic business model canvas.
- The students understood the importance of making a business plan.

Description: On 1st December 2022, PTVAIM's COEI organized a workshop on How to Make a Basic Business Plan from 02:00 pm to 04:00 pm for postgrad students of PTVA's Institute of Management.

Report on A workshop on how to make a basic business plan.


On 1st December 2022, PTVAIM's COEI organized a workshop on how to make a basic business plan from 02:00 pm to 04:00 pm for postgrad students of PTVA's Institute of Management in the Keshavrao Ghaisas Auditorium. There were 65 students attending the session.

The workshop was facilitated by Ms. Ridhima Mahabal. She is an assistant professor of English Communication at PTVA's institute of management the Faculty Co-ordinator of the PTVAIM's COEI.

The workshop began with a lecture on the basics of business and how it works. Ms. Ridhima went deep into how to understand the inner workings of business. She used plenty of audio-visuals to make the subject easier to understand. Later, she introduced the concept of problem solving and went into details – with a focus on how the devised solutions can be turned into a marketable business. She taught the participants of product placement and how to go about defending it to the greater masses, to justify the problem and the innovativeness of the proposed solution. Lastly, she divided students into groups and had them ideate on different problems and devise solutions to them.

She also explain the students to the monetary side of business. she taught them how to calculate the cost of a product and went gave detailed explanation of various external factors that can change and affect cost. She introduced the concept of revenue to the students and told them of the vital role it plays in business.

Several real-life examples were used to make the participants understand the importance of revenue. She taught the participants the basics of production and how to go about it for both start-ups and mature businesses. Lastly, she had an intensive Q&A session with the students to resolve doubts and queries they might have. The workshop was successfully ended at 04:00 PM.


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