

#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bangalore-560074

RajaRajeswari Institution Innovation Council (RRIIC)

(Approved by MoE : ICIC201912297)



Workshop on “Business Model Canvas” : RajaRajeswari Institution Innovation Council (#RRIIC) organized a Workshop on “Business Model Canvas” in association with #Pongu #Ventures, Chennai on 18th February 2024 between 11.00 A.M. – 1.00 P.M.

Resource Person:

Mrs. B. Preethi B, B.E, M.S, (USA)

Startup Venture Designer & Mentor,

Pongu Ventures, Chennai

Venue : Aryabhata Seminar Hall, First Floor

Description: Students and faculty members of Institution Innovation Council of RRCE are given hands on session on “Business Model Canvas” and brainstorming on **Business Model Canvassing, Unique Selling Propositions (USP), Customer Segmentation, different types of Customer and customer segmentations** in detail.

Number of Students Attended the Workshop: **87**

Number of Faculty members attended: **11**

Organizing Committee:

Dr.R.Balakrishna, Principal

Dr. J. Amutharaj, President-RRIIC

Dr.S.Usha, Vice President –RRIIC

Dr.L.Rangaiah, Advisor - RRIIC

Dr.C.Ramesh, Convener - RRIIC



RAJARAJESWARI COLLEGE OF ENGINEERING

#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru - 560 075



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiatives)

RR Institution Innovation Council (RRIIC)



Pongu
ventures

Resource Person

Mrs. B. Preethi. B.E.M.S

Startup Venture Designer

Leadership talk on

"Business Model Canvas"



DATE: 18th Feb 2024

Time : 10. 45 A.M

Organising Committee

**Venue: Dr. A.P.J Abdul Kalam
conference room**

Dr R.Balakrishna

Principal

Dr J. Amutharaj

President - RRIIC

Dr S. Usta

Dean - Research &

VP - RRIIC

Dr L. Rangiah

Advisor - RRIIC

Dr C. Ramesh

Convener - RRIIC

Event Photographs



Event Photographs

