

Govt. College for Women Nawakadal
SESSION/ WORKSHOP ON BUSINESS MODEL CANVAS (BMC)

OVERVIEW

Objective:	Understanding the international markets and their pros and cons	Benefit in terms of learning/Skill/Knowledge obtained:	Focused on the need to modify the marketing mix in contemporary times particularly with regard to international markets.
Academic Year:	2020-21	Program driven by:	IIC Calendar Activity
Month:	March	Program /Activity Name:	Session/ Workshop on Business Model Canvas (BMC)
Program Type:	Other	Other:	Webinar (Ministry of HRD Initiative)
Program Theme:	Entrepreneurship	Other:	NA
Date & Duration (Days):	03/29/2021-03/29/2021-0	External Participants, If any:	70

Student Participants:	244	Faculty Participants:	10
Expenditure Amount, If any:	4000	Remark:	null

STAR PERFORMER

Faculty:	NA	Student:	Aiman Showkat Bhat
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ATTACHMENTS

Video:	null	Photograph1:	
Photograph2:		Session plan, If any:	https://api.mic.gov.in/uploads/institutes/monthlyReport/report/2345-IC202014764.pdf

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