



INSTITUTION'S INNOVATION COUNCIL (IIC) SHYAM LAL COLLEGE, DELHI



Event Report: Workshop on Business Model Canvas (BMC) & Business Model Fit

Organized by: Institution's Innovation Council (IIC) & IQAC, Shyam Lal College

Convenor: Dr.Saubhgyalaxmi Singh

Speaker : Divya Ghiya

Total no of faculty members: 7

Total no of students: 52

Date:30th March 2026

Time: 1:00 pm onwards

Venue: Seminar Hall, Shyam Lal College

SLC (University of Delhi) SHYAM LAL COLLEGE NAAC A++, NIRF 43rd

INSTITUTION'S INNOVATION COUNCIL in collaboration with IQAC organizes Workshop on

BUSINESS MODEL CANVAS (BMC) & BUSINESS MODEL FIT

Resource person: **Divya Ghiya** (Centre Head GCEC)

SEMINAR HALL, SLC

30th March 2026

1 PM ONWARD

E-Certificate to all

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Faculty Coordinators: Mr. Balram Kindra, Dr. Rahul Boudh

Organizing Team: Dr. Kanika Solanki, Dr. Monika Goyal, Dr. Sushil Kumar, Dr. Neha Bothra, Dr. Sunny Aggrawal, Dr. Pranav Dass, Dr. Leena Singh, Dr. Nidhi Jain, Ms. Priyanka Yadav, Dr. Manisha, Dr. Bisla Devi

Dr. Saubhgyalaxmi Singh (Convenor), Prof. Kusha Tiwari (Director, IQAC), Prof. Rabi Narayan Kar (Professor-Principal)

Institution's Innovation Council <https://iic-slc.live/>

Shyam Lal College **GENESIS**

SLC (University of Delhi) SHYAM LAL COLLEGE NAAC A++, NIRF 43rd

INSTITUTION'S INNOVATION COUNCIL in collaboration with IQAC organizes

Workshop on **BUSINESS MODEL CANVAS (BMC) & BUSINESS MODEL FIT**

Speaker
Divya Ghiya (Centre Head GCEC)

30th Mar 2026
Seminar Hall

Faculty Coordinator: Mr. Balram Kindra, Dr. Rahul Boudh

Organizing Team: Dr. Kanika Solanki, Dr. Monika Goyal, Dr. Sushil Kumar, Dr. Neha Bothra, Dr. Sunny Aggrawal, Dr. Pranav Dass, Dr. Leena Singh, Dr. Nidhi Jain, Ms. Priyanka Yadav, Dr. Manisha, Dr. Bisla Devi

Dr. Saubhgyalaxmi Singh (Convenor), Prof. Kusha Tiwari (Director, IQAC), Prof. Rabi Narayan Kar (Professor-Principal)

1. Objective

The workshop was organized by the Institution's Innovation Council, Shyam Lal College (University of Delhi) to provide an in-depth understanding of the Business Model Canvas (BMC) and the concept of Business Model Fit. The objective was to equip student innovators with a practical framework to build, test, and iterate their startup ideas in real-time.

2. Introduction

The session, titled "Business Model Canvas & Business Model Fit," was driven by the goal of fostering entrepreneurial thinking and strategic planning among students. The introduction highlighted the purpose of the session and the importance of hearing from an expert like Divya Ghiya from the GCEC Global Foundation, whose insights would help students map out viable and scalable business models.

3. Inaugural Session

The workshop commenced with the traditional **lamp lighting ceremony**, symbolizing the dispelling of darkness and the beginning of knowledge. This was followed by a serene **Saraswati Vandana**, invoking the blessings of Goddess Saraswati for wisdom and learning. The formal session then proceeded with the introduction of the workshop and the esteemed speaker.

4. Speaker Profile

Divya Ghiya is an expert in entrepreneurship, startup methodology, and strategic business planning. As the Centre Head at the GCEC Global Foundation, she plays a pivotal role in guiding early-stage founders and student innovators in developing sustainable, scalable, and market-ready business ventures.

5. Session Overview (Key Concepts and Tools)

A) What is the Business Model Canvas?

- The Business Model Canvas (BMC) is a one-page strategic tool that maps out how a business creates, delivers, and captures value.
- Developed by Alexander Osterwalder, it replaces lengthy business plans with a single visual framework allowing founders to build, test, and iterate in real time.
- The speaker emphasized thinking of the canvas as an "X-ray of your business" not a static document, but a living snapshot.

B) The 9 Building Blocks

The speaker broke down the visual chart into its core elements:

1. **Customer Segments:** Identifying exactly who the business is creating value for and who the most important customers are.
2. **Value Proposition:** Defining what specific problem is being solved, what value is delivered, and why a customer should choose this business over others.
3. **Channels:** Outlining how the business reaches its customers and delivers its value proposition.
4. **Customer Relationships:** Determining the type of relationship maintained with the customer, whether it be personal, automated, or community-driven.
5. **Revenue Streams:** Establishing how the business makes money and precisely what customers are willing to pay for.
6. **Key Resources:** Identifying the essential assets needed to operate, which can be physical, intellectual, human, or financial.
7. **Key Activities:** Pinpointing the critical tasks the business must do exceptionally well to deliver its value.
8. **Key Partnerships:** Mapping out the key partners and suppliers, and understanding what resources or activities they provide.
9. **Cost Structure:** Analyzing the biggest costs and identifying which resources and activities are the most expensive.

C. Achieving Business Model Fit

- **Definition of Fit:** A true "BMC Fit" occurs when all 9 blocks logically reinforce each other. For example, Revenue Streams must match the Customer Segments, Key Activities must directly support the Value Proposition, and Costs must be justified by the Revenue model.
- **The 3 Fit Tests:** The speaker introduced three crucial questions to test viability:
 1. *Problem-Solution Fit:* Does your Value Proposition solve a real pain?.
 2. *Product-Market Fit:* Do customers actually want and pay for it?.
 3. *Business Model Fit:* Is the overall model sustainable and scalable?.

D. The 3 Most Common Mistakes

The session highlighted frequent errors made by early-stage founders:

- **Vague Customer Segments:** Broad terms like "Everyone" or "young people" do not constitute a segment; founders must define age, location, income, behaviour, and specific pain points.
- **Feature is Not Value Proposition:** Confusing a product feature (e.g., "We have an app") with a true value proposition (e.g., "We save working mothers 2 hours a day on meal planning").
- **Ignoring Cost Structure:** Skipping this block early on is dangerous; if operational costs exceed the revenue potential, the model is broken from the start.

6. Conclusion

The workshop concluded by summarizing the core philosophy of modern startup methodology:

- A business model is merely a hypothesis. Founders must test it fast, fail cheap, and learn faster.
- True Business Model Fit is achieved only when every block reinforces every other block.
- Finally, pivoting a business model is not a failure; rather, it is "learning in action".

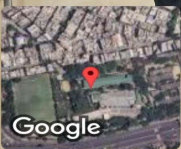
7. Media & Documentation

Photos and videos from the event have been uploaded to the official IIC SLC Drive and will be shared on our social media handles:

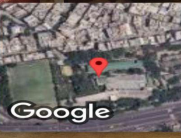
📷 Instagram: [@iic.slc](https://www.instagram.com/iic.slc)

📁 LinkedIn: *Institution's Innovation Council, SLC*





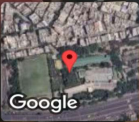
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 M7fj+gv6, Grand Trunk Rd, Near Metro Sation
 Welcome, Dwarkapuri, Shahdara, Delhi, Delhi
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Business Model Canvas & Business Model Fit

Session by Divya Ghiya - Centre Head, GCEC Global Foundation

WHAT IS THE BUSINESS MODEL CANVAS?

The Business Model Canvas (BMC) is a one-page strategic tool that maps out how your business creates, delivers, and captures value. Developed by Alexander Osterwalder, it replaces lengthy business plans with a single visual framework you can build, test, and iterate in real time.

Think of it as an X-ray of your business — not a document, but a living snapshot.

THE 9 BUILDING BLOCKS

1 Customer Segments <i>Who are you creating value for? Who are your most important customers?</i>	2 Value Proposition <i>What problem do you solve? What value do you deliver? Why choose you?</i>	3 Channels <i>How do you reach your customers? How do you deliver your value proposition?</i>
4 Customer Relationships <i>What type of relationship do you maintain? Personal, automated, community?</i>	5 Revenue Streams <i>How do you make money? What are customers willing to pay for?</i>	6 Key Resources <i>What assets does your business need? Physical, intellectual, human, financial?</i>
7 Key Activities <i>What must you do exceptionally well? What is central to delivering your value?</i>	8 Key Partnerships <i>Who are your key partners and suppliers? What do partners provide you?</i>	9 Cost Structure <i>What are your biggest costs? Which resources and activities cost the most?</i>

WHAT IS BUSINESS MODEL FIT?

- Definition**
- BMC Fit = all 9 blocks reinforce each other logically
 - Revenue Streams must match your Customer Segments
 - Key Activities must support your Value Proposition
 - Costs must be justified by your Revenue model
- The 3 Fit Tests**
- Problem-Solution Fit: Does your VP solve a real pain?
 - Product-Market Fit: Do customers want and pay for it?
 - Business Model Fit: Is it sustainable and scalable?

Shyam Lal College | IC | Institute's Innovation Council | University of Delhi

Free BMC template: strategizer.com

KEY TAKEAWAYS

1

A business model is a hypothesis — test it fast, fail cheap, learn faster

2

Business Model Fit = when every block reinforces every other block

3

Pivoting your model is not failure — it is learning in action

3 MOST COMMON MISTAKES

Vague Customer Segment

"Everyone" or "young people" is not a segment. Define age, location, income, behaviour, and pain point specifically.

Feature is Not Value Proposition

"We have an app" is a feature. "We save working mothers 2 hours a day on meal planning" is a value proposition.

Ignoring Cost Structure

Most early-stage founders skip this block. If costs exceed revenue potential, the model is broken before you start.

Business Model Canvas — Group Worksheet

Speaker: Divya Ghiya
Time allowed: 6 minutes

Group No.: _____ Business Idea: _____ Members: _____

5. Key Partnerships <i>Who are your key partners? What do they provide you?</i>	7. Key Activities <i>What must you do exceptionally well?</i>	2. Value Proposition <i>What problem do you solve? Why choose you over others?</i>	4. Customer Relationships <i>How do you acquire and retain customers?</i>	1. Customer Segments <i>Who are you creating value for? Describe specifically.</i>
3. Key Resources <i>What assets do you need to deliver your value?</i>	6. Channels <i>How do you reach your customers?</i>	8. Revenue Streams <i>How do you make money? What will customers pay for?</i>		
9. Cost Structure <i>What are your biggest costs? Which resources/activities cost the most?</i>				

Faculty :

Institution's Innovation Council
Shyam Lal College, University of Delhi
ATTENDANCE SHEET (Faculty)

Event Name: Business Model Canvas (BMC) & Business Model fit
Date: 30th March 2026
Time: 1:00 pm
Venue: Seminar Hall

S. No.	Name	Designations	Signature
1.	Dr. Saubhagyakumari	Convener, IIC	[Signature]
2.	Dr. Rahul Kundra	Member	[Signature]
3.	Balram Kundra	Member IIC	[Signature]
4.	Dr. Biji Devi	Member IIC	[Signature]
5.	Dr. P. Ranax Datta	Member IIC	[Signature]
6.	Dr. Jeeva Singh	Member IIC	[Signature]
7.	Dr. Monica Goyal	"	[Signature]

Participants :

Institution's Innovation Council
Shyam Lal College, University of Delhi
ATTENDANCE SHEET

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S. No.	Name of Participant	Course	Roll No.	Year	Signature
1.	Dr. Saubhagyakumari	Convener, IIC	Math 001	1st	[Signature]
2.	Balram Kundra	Member, IIC	Math Dept	1st	[Signature]
1.	Shweta Kundra	BSc Phy Sci (CS)	242228	2nd	[Signature]
2.	Gaurav Sharma	B.Sc. Phy. Sci (Chem)	232011	3rd	[Signature]
3.	Harshita	B.Sc. Phys. Sci (Chem)	222001	3rd	[Signature]
4.	Ma. Tansari Nabi	B.Sc. Phys. Sci (Chem)	252034	2nd	[Signature]
5.	Hitesh Khatri	B.Com (H)	233334	2nd	[Signature]
6.	Hitesh Kumar	B.Com (H)	233334	2nd	[Signature]
7.	Ashay Verma	B.Com (P)	233334	1st	[Signature]
8.	Tanvi Yadav	B.Sc. (H) Chem	232634	3rd	[Signature]
9.	Kanishk Singh	B.Com (H)	253291	1st	[Signature]
10.	Mohamud Ali	B.Com (H)	253295	1st	[Signature]
11.	Ujjwal Anandhi	B.Com (H)	253258	1st	[Signature]
12.	Abhishek	B.Sc. (H) Mathematics	232222	3rd	[Signature]
13.	Aishwarya Nandini	B.COM (H)	243172	2nd	[Signature]
14.	Pallavi Sharma	B.COM (H)	243401	2nd	[Signature]
15.	Kavita Goyal	B.Com (P)	233637	1st	[Signature]
16.	Krishna Kumar Yadav	B.Sc. Phy. Sci (Chem)	232025	3rd	[Signature]
17.	Sushil Singh	"	232010	3rd	[Signature]
18.	Krishna Jha	"	232029	3rd	[Signature]
19.	Ansh Prasad	"	232020	3rd	[Signature]
20.	Rahul Sharma	B.Sc. Mathematics Honors	221111	4th	[Signature]
21.	Prachi Jha	B.Sc. (Prog.) PSC	232027	2nd	[Signature]
22.	Pranjal Singh	B.Com (P)	233333	3rd	[Signature]
23.	Rishi	B.Com (P)	233444	4th	[Signature]
24.	Shubham	BA Program (Pol + Soc)	230037	4th	[Signature]
25.	Rohan Kumar	B.Sc. Mathematics (H)	242210	2nd	[Signature]
26.	Divyansh Mishra	B.COM - P	233466	3rd	[Signature]
27.	Aayansh Malhotra	B.COM - P	233469	3rd	[Signature]

28.	Sanket Sharma	B.COM - P	233470	30 th	Sanket
29.	Rehman Khan	B.COM - P	233466	30 th	Rehman
30.	Abhishek Kumar	B. Com (H)	243344	2 nd	Abhishek
31.	Ashish Yadav	B. Com (H)	252163	1 st	Ashish

Student Members :

Institution's Innovation Council
Shyam Lal College, University of Delhi
ATTENDANCE SHEET

Event Name: Business Model Canvas (BMC)
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S. No.	Name of Participant	Course	Roll No.	Year	Signature
1	Sahita Kundra	BSc Phy (Sci)	242228	2 nd	Sahita
2	Hrushikesh	B. Com (P)	233200	2 nd	Hrushikesh
3	Ashok	B.Sc Maths (H)	231927	1 st	Ashok
4	Tanvi Yadav	BSc (H) Chem	232634	5 th	Tanvi
5	Mitkesh Yadav	BSc (H) Chem	232637	2 nd	Mitkesh
6	Palak Sharma	B.com (H)	243402	2 nd	Palak
7	Kaustik Goyal	B.com (P)	253654	1 st	Kaustik
8	Yash Puri	BSc Chem Physci	250081	1 st	Yash
9	Vaani Gupta	B. Com (Program)	253715	1 st	Vaani
10	Ramesh Kumar	B. Com (H)	252201	1 st	Ramesh
11	Ujjwal Awasthi		253258	1 st	Ujjwal
12	Shreya	BSc Prog (Chem)	242043	2 nd	Shreya
13	Aakrit Kumar	B.com (P)	243545	2 nd	Aakrit
14	Sanket Sharma	B.com (P)	233470	3 rd	Sanket
15	Divyansh Mishra	B.com (P)	233466	3 rd	Divyansh
16	Arjun Malhotra	B.com (P)	233469	3 rd	Arjun
17	Rehman Khan	B.com (P)	233466	3 rd	Rehman
18	Prachi Gupta	B.com (H)	243319	2 nd	Prachi
19	Abhinav Singh	B. Com (H)	243357	2 nd	Abhinav
20	Ashish Yadav	B.com (H)	233100	2 nd	Ashish
21	Abhinav K.	BSc (P)	232111	3 rd	Abhinav

