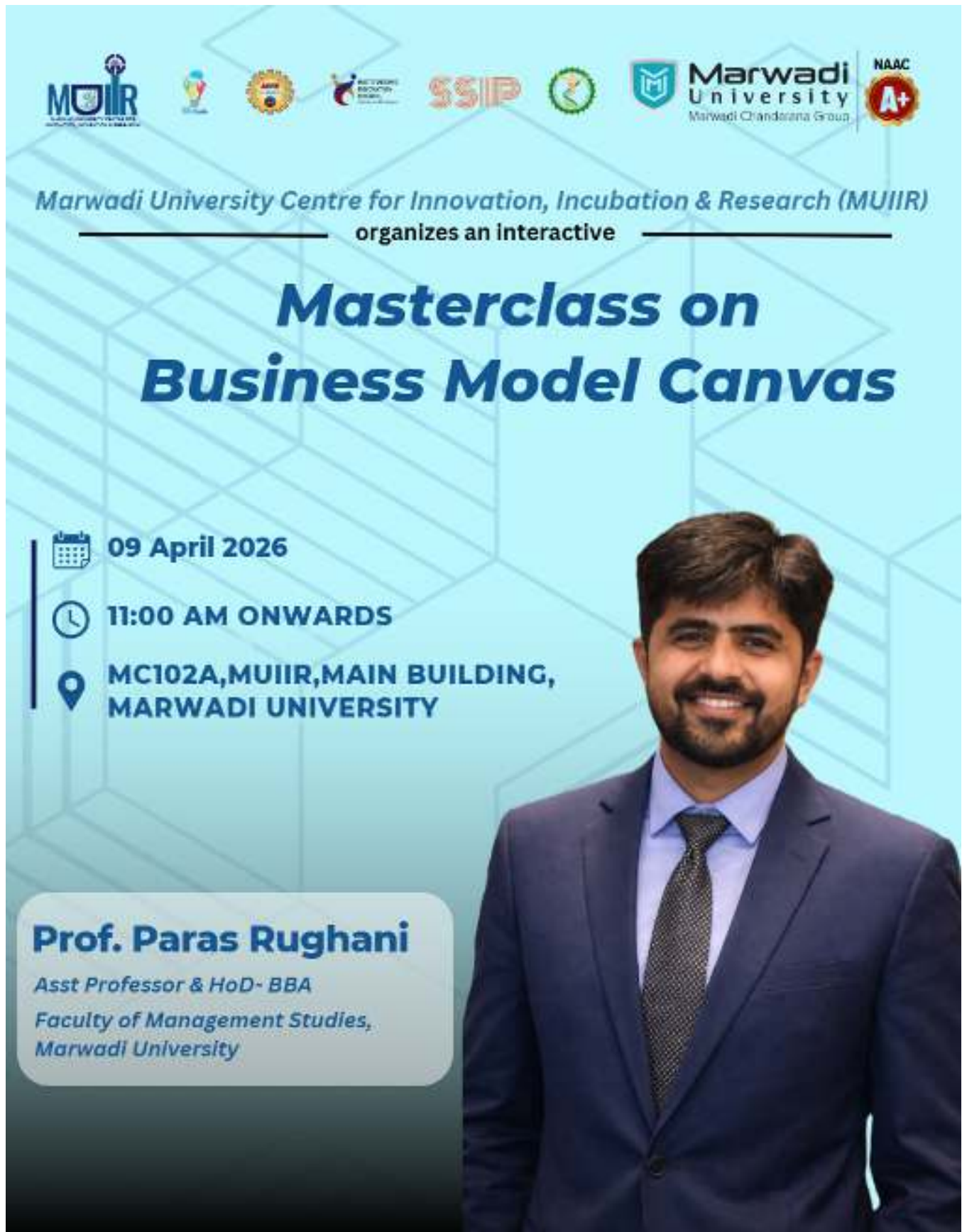






Brief Report on Masterclass on Business Model Canvas

1.	Title	Masterclass on Business Model Canvas
2.	Objective of an Event	To develop entrepreneurial and strategic planning skills using the Business Model Canvas.
3.	About an Event	The session guided participants in value creation of product, understanding key components of a business model canvas and a structured approach to building sustainable startups.
4.	Experts	Prof Paras Rughani
5.	Dates	09 April 2026
6.	Timing/Duration	11:00 am Onwards
7.	Venue	MC102A - MUIIR
8.	Category of Event	Workshop
9.	Participants	12
10.	Sustainable Development Goal	SDG 8: Decent Work and Economic Growth
11.	Creative	Annexure I
12.	Glimpse of Event	Annexure II
13.	Attendance	Annexure III
14.	Involved Agencies	Annexure IV

Annexure I: Creative





The poster features a light blue background with a geometric pattern of overlapping lines. At the top, there is a row of logos including MUIIR, various international and national awards, and the Marwadi University logo with its NAAC A+ accreditation. The main text is centered and reads: 'Marwadi University Centre for Innovation, Incubation & Research (MUIIR) organizes an interactive Masterclass on Business Model Canvas'. On the left side, there is a vertical list of details: a calendar icon for '09 April 2026', a clock icon for '11:00 AM ONWARDS', and a location pin icon for 'MC102A, MUIIR, MAIN BUILDING, MARWADI UNIVERSITY'. On the right side, there is a portrait of Prof. Paras Rughani, a man with a beard and mustache, wearing a dark blue suit, a light blue shirt, and a patterned tie.


   

Marwadi University Centre for Innovation, Incubation & Research (MUIIR)
organizes an interactive


Masterclass on Business Model Canvas

 **09 April 2026**

 **11:00 AM ONWARDS**

 **MC102A, MUIIR, MAIN BUILDING,
MARWADI UNIVERSITY**

Prof. Paras Rughani
*Asst Professor & HoD- BBA
Faculty of Management Studies,
Marwadi University*



Annexure II: Glimpse of Event



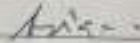



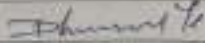
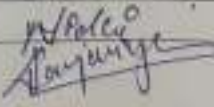
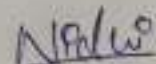
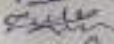
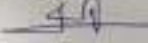


Glimpse of Prof Paras Rughani interacting with Students about Business Model Canvas



Students participating in Business Model Canvas Workshop

Annexure III: Attendance

Event: Masterclass on Business Model Canvas			
Expert: Prof Paras Rughani			
Date: 09.04.2026 11.00 am onwards			
No	Name	GR / E.code	Signature
1	Dhruvil Girach	132990	
2	Dharmik Gothi	143793	
3	Mimpuri Yuvraj		
4	Bhuvan		
5	Pranav Parmar		
6	Meetva Mehta		
7	Aniket Bharti	1125025	
8	Eshwar Charan Tej Nadendla		
9	Shreya Dholariya		
10	Dharma Patel		
11	Anamth Kumar CK		
12	Yashrajsinh Gohil		
13	Ampurire Amon		
14	Kathula Ranga Pavan Kumar	129595	
15	Srichandra		
16	Abhishek Kumar Jha		
17	BE Achwanth		
18	jaswanthvaradha	145199	
19	Akshat Chandrani		
20	Shivan kumar		
21	DONTHARAVENI MANIKANTA	112412	
22	Aygn Shaik		
23	Kishan M patil		
24	Yaswanth reddy		
25	Lankireddy Gopi Krishna Reddy		
26	shivan singh		
27	Dharmik Gothi	123203	
28	N.Palvi ASL-02	123790	
29	Uvi Kanyaniya	123795	
30	Dr. N.Palvi Katarani	2369	
31	Mayuriba Zala	3245	
32	Prof Vivek Patel	227	

Annexure IV: Involved Agencies

