



MoE's
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MINISTRY OF
EDUCATION



OVERALL REPORT OF ACTIVITY

Theme	Entrepreneurship and Startup
Activity Name	Session/Workshop on Business Model Canvas (BMC) & Business Model Fit
Date of Activity	13 th April ,2026
Mode of Conduct	Offline
Time	6 hours
Mandatory/ Elective	Mandatory
Activity Theme	“Business Model Canvas: Problem Solution Fit”
Participants	Students: 40 Faculty:04
Social Media Links	Facebook: https://www.facebook.com/share/v/1Au2XB58Am/ Instagram: https://www.instagram.com/reel/DXYrFvpEkzd/?igsh=bGF2aThvc3c2empo https://www.instagram.com/p/DXYqostko7w/?igsh=YngzNHRkbWV5NTBq Linked In: https://www.linkedin.com/posts/sdp-college-for-women-ludhiana-a91343330_sdpcollege-ldh-aicte-activity-7452270757939945474-nv7I?utm_source=share&utm_medium=member_android&rcm=ACoAAD5aPr0Bdv8eAv4i4rdE3w3f9ozIAxHRjqs Youtube: https://youtube.com/shorts/OMhkODc5r2o?si=yIHX6A5w4Uh8KXHD Twitter: https://x.com/SDPColg4Women/status/2046511868945326206?s=20



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Description	<p>The workshop was designed to provide participants with a structured understanding of business strategy development using the Business Model Canvas (BMC) framework. A total of 40 students, working in teams of two, actively participated and developed 7+ business models, which were presented through PowerPoint presentations.</p> <p>As part of the activity, students selected various existing companies and identified specific marketing-related challenges such as customer acquisition, brand positioning, digital engagement, and revenue optimization. The teams conducted detailed research on the selected companies, analyzing their current market position and identifying gaps in their marketing strategies.</p> <p>To strengthen their problem-solution approach, participants also collected primary data from various respondents through surveys and interactions, enabling them to validate assumptions and gain real-world insights. Based on this research, each team proposed innovative and feasible solutions and structured them using the BMC framework.</p> <p>The session also covered the concept of Business Model Fit, emphasizing alignment between the identified problem, proposed solution, target customer segments, and revenue strategy. Participants engaged in practical exercises focused on customer discovery and validation, ensuring their ideas were evidence-based and relevant.</p> <p>Special emphasis was placed on achieving product-market fit, ensuring that the proposed solutions are scalable and sustainable. Continuous feedback and discussions encouraged students to iterate and refine their models, providing them with hands-on exposure to systematic business planning and innovation.</p>
Outcome of the event	<ul style="list-style-type: none">• Participants developed clarity on their value proposition by addressing real-world marketing challenges of selected companies.



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- Students gained practical exposure to **conducting market research and analyzing business problems.**
- Enhanced understanding of **primary data collection and its role in validating business assumptions.**
- Improved ability in **customer discovery and validation using real respondent insights.**
- Ability to align **product-market fit with effective and sustainable revenue models.**
- Hands-on experience in applying the **Business Model Canvas** to real company case scenarios.
- Strengthened capability to ensure **Business Model Fit** by integrating problem, solution, customer segment, and revenue logic.
- Developed skills to **analyze, iterate, and pivot business ideas** based on research findings and feedback.
- Improved teamwork, communication, presentation, and analytical skills among participants.



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COMMUNICATION MATERIAL



The poster features a header with logos for S.D.P. College for Women, AICTE, Institution's Innovation Council, MoE's Innovation Cell, and the Ministry of Education. The main text is centered on a background of horizontal lines, with decorative book icons on the sides. The event title is highlighted in a yellow banner. Below the title, the date, time, and venue are listed. At the bottom, the names of the Chief Patron, Patron, and Organising Team are provided.

S.D.P. COLLEGE FOR WOMEN, LUDHIANA
DEPARTMENT OF BBA
 (Under the aegis of AICTE/IIC)
Organises
**“BUSINESS MODEL CANVAS:
 PROBLEM- SOLUTION FIT”**

DATE : 13TH APRIL, 2026 **TIME: 9:00 A.M. ONWARDS** **VENUE- LAB NO.8**

CHIEF PATRON **PATRON** **ORGANISING TEAM**
 Sh. Balraj Kumar Bhasin Dr. Ranjana Sood Faculty of BBA department



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PHOTOGRAPHS





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STUDENT'S ATTENDANCE CHART



S.D.P. College for Women, Ludhiana.

Dated: 13.04.2026

Department of Business Administration (BBA)

"Business Model Canvas : Problem-Solution Fit"

Students Attendance Chart (BBA)

Sr. No	Roll No	Class	Name	Signature
1.	2607	B.BA-Third Year	Kashish Chhabra	Kashish
2.	2608	BBA Third year	Vanita Rani	Vanita
3.	2401	BBA I st year	Sankhi dhan	Sankhi
4.	2414	BBA I st year	Mausi	Mausi
5.	2440	BBA Ist year	Neha	Neha
6.	2447	BBA I	Pooja Kumari	Pooja Kumari
7.	2419	BBA I	Aneek Kaur Arora	Aneek Kaur
8.	2435	BBA I	Swipa	Swipa
9.	2422	BBA (I st Year)	Ruchi	Ruchi
10.	2425	BBA (I st Year)	Khusshish	Khusshish
11.	2427	BBA I	Anchal	Anchal
12.	2818	BBA III	Asham	Asham
13.	2817	BBA III	Asham	Asham
14.	2812	BBA III	Sakshi	Sakshi
15.	2820	BBA III	Simran kaur	Simran
16.	2802	BBA III	Banita	Banita
17.	2807	BBA III	Mitali	Mitali
18.	2803	BBA III	Gundeep Kaur	Gundeep
19.	2814	BBA III	Nancy	Nancy
20.	2804	BBA III	Tania	Tania
21.	2813	BBA III	Sueha	Sueha
22.	2481	BBA I	Hampreet	Hampreet
23.	2402	BBA I	Jagjeet Kaur	Jagjeet
24.	2626	BBA-II	Anchal	Anchal
25.	2603	BBA-II	Kirti	Kirti
26.	2604	BBA-II	Nitika	Nitika
27.	2615	BBA-II	Kuntika	Kuntika
28.	2617	BBA II	Payal	Payal
29.	2637	"	Priya	Priya
30.	2611	"	Sandhya	Sandhya

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S.D.P. College for Women, Ludhiana Dated:- 13.04.2026
Department of Business Administration (BBA)
"Business Model Canvas : Problem-Solution Fit"
Students Attendance Chart (BBA)

Sr. No	Roll No	Class	Name	Signature
31.	2815	BBA 6 th Sem	Shyali Sharma	Shyali
32.	2805	BBA 6 th Sem	Reet Malik	Reet Malik
33.	2819	BBA 6 th Sem	Nandani	Nandani
34.	2809	BBA 6 th Sem	Papri Kaur	Papri Kaur
35.	2807	BBA 6 th Sem	Palki Sharma	Palki Sharma
36.	2806	BBA 6 th Sem	Nidhi	Nidhi
37.	2808	BBA 6 th Sem	Riya	Riya
38.	2618	BBA-II	Aayesha	Aayesha
39.	2621	BBA-II	Shivani	Shivani
40.	2622	BBA-II	Shabana	Shabana
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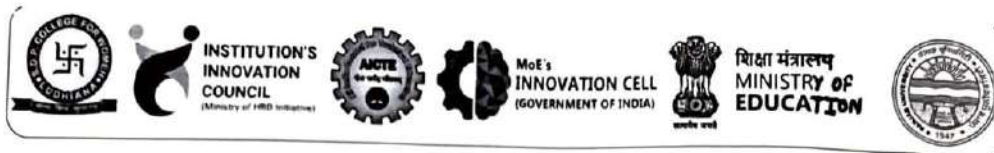
Ruby
13/4/26



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FACULTY ATTENDANCE CHART



S.D.P. College for Women, Ludhiana Dated:- 13.04.2026
Department of Business Administration (BBA)
"Business Model Canvas : Problem-Solution Fit"
Faculty Attendance Chart (BBA)

Sr. No	Name	Department	Signature
1.	Dr. Anjana Goel	Offg Principal	<i>Anjana Goel</i>
2.	Ms. Ruby	HoB, Dept. of BBA	<i>Ruby</i>
3.	Ms. Kashiika	Dept. of B.B.A.	<i>Kashiika</i>
4.	Ms. Himakshi	" "	<i>Himakshi</i>
5.	Ms. Deepika	" "	
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Anjana Goel
13/4/26
Ruby
13/4/26



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STUDENT'S FEEDBACK FORM



Dated:-13.04.2026

S.D.P. College for Women, Ludhiana.
Department of Business Administration (BBA)
"Business Model Canvas : Problem-Solution Fit"
Students Feedback Chart (BBA)

Sr. No	Name/Class/roll no.	Content Clarity	Learning (gained new Skills)	Overall Satisfaction	Signature
1.	Kashish Chhabra BBA-II nd year 2607	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Kashish
2.	Vanita Rani BBA-II nd year 2608	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Vanita
3.	Safalini BBA-I st year 2401	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Safalini
4.	Mansi BBA-I st year 2414	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Mansi
5.	Neha BBA-I st year 2440	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Neha
6.	Pooja Kumari BBA-I 2447	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Pooja Kumari
7.	Anek Kaur BBA-I 2419	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Anek
8.	Shilpa BBA-I 2435	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Shilpa
9.	Ruchi BBA I 2422	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Ruchi
10.	Khushish BBA I 2425	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Khushish
11.	Anchal BBA I 2427	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Anchal

Ruchi
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Sr. No	Name/Class/roll no.	Content Clarity	Learning (gained new Skills)	Overall Satisfaction	Signature
12.	Simran BBA III 2818	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Simran
13.	Afsana BBA III 2817	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Afsana
14.	Sakshi BBA III 2812	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Sakshi
15.	Simran Kaur BBA II 2820	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Simran Kaur
16.	Banrita, BBA III Year 2802	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Banrita
17.	Nitali BBA III Year 2801	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Nitali
18.	Gurdeep BBA III 2803	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Gurdeep
19.	Nancy BBA III 2814	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Nancy
20.	Tania BBA III 2804	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Tania
21.	Sueha BBA III Sueha	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Sueha
22.	Hansraj BBA II sem 3421	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Hansraj

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23.	Jagjeet Kaur BBA II 2402	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Jag
24.	Aanchal 2626 BBA-II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Aanchal
25.	Kirti 2600-3 BBA-II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Kirti
26.	Nitika 2604, BBA II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Nitika
27.	Keetika 2615, BBA II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Keetika
28.	Pooja 2617, BBA II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Pooja
29.	Pooja Verma 2637, BBA II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Pooja
30.	Sandhya 2611, BBA II	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Sandhya
31.	Amyali BBA 6th 2815	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Amyali
32.	Reet Malik BBA-6th Sem 2805	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Reet Malik
33.	Nandani BBA-6th Sem 2819	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Nandani

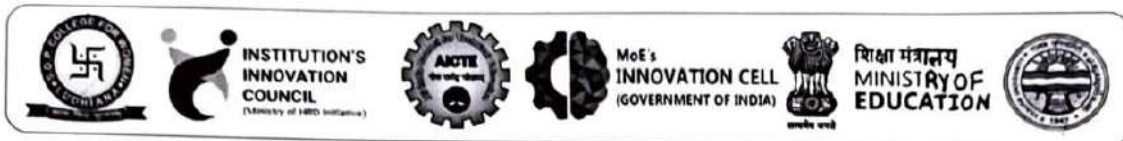
Pooja
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34.	Egini Kaur B.B.A 6th Sem 2809	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Egini Kaur
35.	Preeti BBA 6th Sem 2807	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Preeti
36.	Nitce BBA 6th Sem 2806	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Nitce
37.	Priya BBA 6th Sem 2808	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Priya
38.	Aysha BBA-II 2618	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Aysha
39.	Shivani BBA-II 2621	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Shivani
40.	Shabana BBA-II 2622	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	Shabana
41.		<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	
42.		<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	
43.		<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	
44.		<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied	

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13/4/26

PRESS COVERAGE

उदय सवेरा

UDAY SAVERA

हर नई खबर आपके लिए...
RNI NO. PUNBIL/2022/86480

HINDI - PUNJABI EDITOR: KARAN KUMAR AGGARWAL, M.99154-74930, JOINT EDITOR: RAJESH KUMAR M.99159-09236 udaysavera7@gmail.com

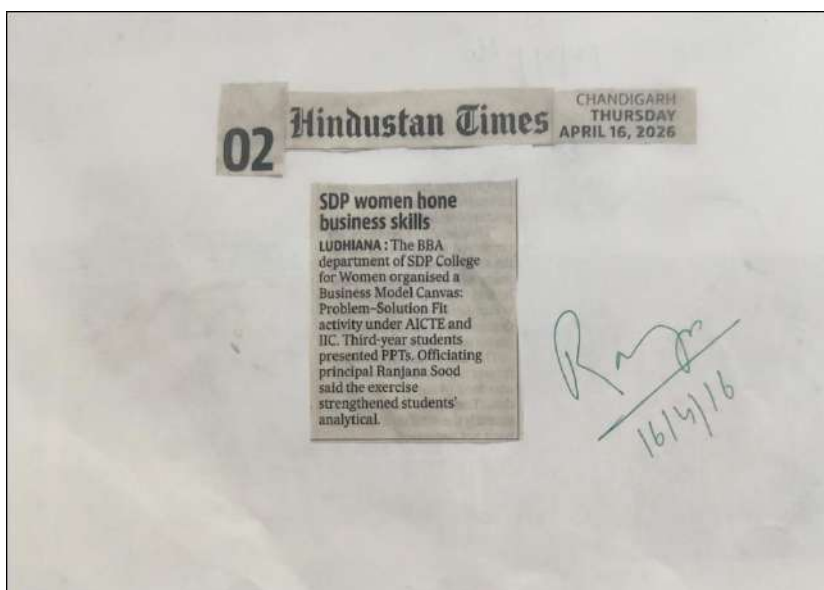
एस .डी .पी कॉलेज फॉर विमैन ने 'बिजनेस मॉडल कैनवस' गतिविधि के ज़रिए विश्लेषणात्मक कौशल को बढ़ावा दिया

उदय सवेरा

लुधियाना (कर्ण अग्रवाल) एस .डी .पी सभा (पंजीकृत) और कॉलेज प्रबंधक समिति के सभाध्यक्ष श्री बलराज कुमार भसीन की प्रेरणा से, लुधियाना के एस .डी .पी. कॉलेज फॉर विमैन के बी.बी.ए विभाग ने ए आई सी टी और आई आई सी के तहत "बिजनेस मॉडल कैनवस: प्रॉब्लम-सॉल्यूशन फिट" नामक आकर्षक और ज्ञानवर्धक गतिविधि का सफलतापूर्वक आयोजन किया। इस गतिविधि में बी.बी.ए की छात्राओं ने बड़े उत्साह के साथ भाग लिया, जिन्होंने विभिन्न कंपनियों में सामने आने वाली वास्तविक दुनिया की समस्याओं पर आधारित सुव्यवस्थित पावर प्वाइंट प्रस्तुतियाँ दीं। छात्राओं ने



सर्वेक्षण करके, प्रासंगिक डेटा इकट्ठा करके और विस्तृत विश्लेषण करके अपने सराहनीय शोध कौशल का प्रदर्शन किया। अपनी प्रस्तुतियों के माध्यम से, छात्राओं ने व्यावहारिक निष्कर्ष और सार्थक सुझाव प्रस्तुत किए, जो व्यावसायिक चुनौतियों और समस्याओं को हल करने के नवीन दृष्टिकोणों के प्रति उनकी समझ को दर्शाते हैं। यह गतिविधि सीखने का एक मूल्यवान अनुभव साबित हुई, जिसने प्रतिभागियों के विश्लेषणात्मक, शोध और प्रस्तुति कौशल को काफी हद तक बढ़ाया। कार्यकारिणी प्राचार्या डॉ. रंजना सुद ने बी.बी.ए विभाग के प्रयासों की सराहना की और कहा कि यह गतिविधि छात्राओं के लिए सैद्धांतिक ज्ञान और व्यावहारिक अनुप्रयोग के बीच के अंतर को कम करने का एक बेहतरीन मंच साबित हुई, जिससे रचनात्मकता और उद्यमशीलता की सोच को बढ़ावा मिला।





शिक्षा मंत्रालय
MINISTRY OF
EDUCATION



ACTIVITY REPORT OF COLLEGE

SDP COLLEGE FOR WOMEN, LUDHIANA.

Please fill the form neatly and submit immediately after the activity.

CO-ACADEMIC EVENT/ACTIVITY: "Business Model Canvas : "Problem Solution Fit"

NAME OF THE DEPARTMENT: BBA (Bachelor of Business Administration) under the aegis of AICTE and IIC•

NAME OF THE ORGANISING UNIT/NGO/GOVT: S.D.P. College For Women, Ludhiana.

DATE: 13th April ,2026

VENUE: Lab No.8

CHIEFGUEST: Nil

RESOURCE PERSON: Nil

THEME: The theme "Business Model Canvas : "Problem Solution Fit" focused on helping students understand how to identify real world problems and effective practical business solutions using the Business Model Canvas framework .

COMMENTS: Students gained hands-on experience applying the Business Model Canvas, understanding how to validate a business idea by ensuring their solution fits real customer problems. This exercise bridged theoretical concepts with practical applications.

NO. OF STUDENTS PARTICIPATED- 40

NO. OF TEACHERS INVOLVED-4 (Ms.Ruby, Ms.Kashika, Ms.Himakshi , Ms.Deepika)

PRIZE WON/ ANY OTHER INFORMATION - Nil


SIGNATURE


Offg. PRINCIPAL