Bombay Suburban Art and Craft Education Society's SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH **ACTIVITY REPORT 2023-2024** COMMITTEE/ FACULTY

Part A) Inior	mation about Organiz	ing ream			
NAME OF THE	ACTIVITY: SESSION O	N 'BUSINESS M	ODE	L AND CANVAS (BMC)'	
ACTIVITY DEPARTMENT DEPARTMENT		COMMITTEE		COORDINATOR NAME	
18 th Aug 2023	MMS	RESEARCH		Asst. Prof. Sonali Shiralkar	
DURATION	VENUE	PARTICIPANTS (Nos)		NATURE: Outdoor/Indoor	
12.30 pm to 3.00 pm	Seminar Hall- 4th Floor	100		Indoor	
FACULTY	1. Prof. Samadhar	Khamkar	2.	Asst. Prof. Roshal Chinnu Vinu	
FACULTY SUPPORT:	3. Asst. Prof. Stan	ley Santmayor	4.		
SUPPORT.	5.		6.		
STUDENT	A. Aniket Para	b	В.	Arya Modha	
	C. Sparsh Sang	jhai	D.		
SUPPORT:			F		

Part B) Brief Information about the Activity

TOPIC OF THE ACTIVITY	SESSION ON 'BUSINESS MODEL AND CANVAS (BMC)'		
OBJECTIVES	To make the students Understand the basic BMC and its applicability for a new as well as an established business.		
METHODOLOGY	OGY Physical		
OUTCOMES	Practicality of BMC really helps in conveying the idea to be developed and commercialized the product or business to the market.		

F.

Part C) Proofs & Documents Attached (Tick mark the proofs attached):

1. Directions by Authority	6. Activity Report	11. Account Settlement
2. Proposal Note	Brief Profile Guest	12. News Material
3. Approval Letter	8. Attendance Gender/Sem/Course	13. Feed Back Report
4. Notice & Schedule	9. Certificate	14. Any Other
5. Organising Committee	10. Geotag Photographs	

Part D) Social Media:

Web Site		Twit	ter	Instagram		Facebook	
Signature & Date		Signature	e & Date Signature & Date		Signature & Date		
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP
17 th Aug	17 th Aug			26 th Aug.	27 th Aug.		
2023	2023	•		2023	2023		

Part E) IQAC Cell:

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NAME & SIGNATURE	NAME & SIGNATURE	IQAC	IQAC COORDINATOR
OF COORDINATOR	OF DIRECTOR	Documentation	(SEAL & SIGNATURE)
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For Sheila Raheja School of Business Management & Resparch

SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

(Approved by AICTE, DTE, Affiliated to University of Mumbai and NAAC Accredited)

Date: 10th August 2023

Subject: Approval for organizing

"Session on Business Model Canvas (BMC)"

Respected Sir,

This letter of request for seeking your permission to organize "Session on - Business Model Canvas (BMC)", on 18th August 2023, Friday at 1.00 pm to 2.00 pm at Seminar Hall (4th Floor), Raheja Education Complex.

A Business Model is simply a plan describing how a business intends to make money. The Business Model Canvas is a strategic management tool that lets you visualize and assess your business idea or concept.

The Business Model Canvas beats the traditional business plan that spans across several pages, by offering a much easier way to understand the different core elements of a business. It helps to analyze the customer base is and how you deliver value to them and the related details of financing.

We have invited Mr. Ananad Kelkar as the guest speaker for delivering Session on Business Model Canvas (BMC) at our institute, He is proven dedicated individual with 12+ years of experience in Sales & Marketing. Holds a trophy for "Significant Contribution to the company" at Green gold L & Dry Ltd. Sharp, Strategic & Tactical thinker with the ability to engage & inspire teams to maximum performance. Skilled in Relationship building, Presentations, Negotiations and achieving consensus with key internal & external decision makers.

It will be guiding session for students to develop Entrepreneurial skills. It will also help them to develop overall insight towards Today's dynamic business world.

I hope you will consider the request and grant permission for the same.

Sincerely,

Sonali Shiralkar Assistant Professor For Sheila Raheia School of Business Management & Research

Director









<u>Semester 2</u> <u>Thrust area: Validation and Innovation & Business Model Development</u>

Quarter 3

Theme	Entrepreneurship
Activity Name	Session/ Workshop on Business Model Canvas (BMC)
Mode of Conduct	Online / Physical
Time	One day
Participants	 Students: Minimum 40 students from the organising Institute. Faculty: Maximum possible participation
Online resources*	https://youtu.be/TUzfh3Ve06o
Description	Organise one day/half day Session/Workshop on Business Model Canvas (BMC) for the Student & Faculty (Early Stage Entrepreneurs) in campus.
	The session/workshop should mainly focus on:
	 Giving broad idea about Business Model Canvas to the participants. Giving idea about different template for developing new business model.
	 Use IIC Logo on Communication materials like Poster/Banner.
	 Institute should upload the complete training/activity on YouTube as an activity proof and provide the same link during report submission in the portal.
	 Kindly submit PDF in Overall report of the activity option. Overall activity report should have IIC and Institution's Logo, Title of the event, objective of the event, Speakers Details, Participants details, max 5 photographs (for offline meeting) or screenshot (for online meeting) of the session, and key outcome of the activity. You may include Media Coverage, feedback received from the guest/participants. For dissemination & outreach of the session, share brief summary/report on social media platforms and tag MOE's Innovation Cell.

^{*}Online resources are given for reference purpose. Institutes can either use this resource link to share with the participants in advance or they can design their own training/workshop module based on the activity description.

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For Sheila Raheja School of Business Management & Research

Director



BOMBAY SUBURBAN ART & CRAFT EDUCATION SOCIETY'S SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT & RESEARCH

(Approved by AICTE, DTE and Affiliated to the University of Mumbai and NACC Accredited)





Session on "BUSINESS MODEL CANVAS"

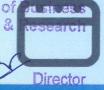




Mr. Anand Vijay Kelkar General Manager-Green Gold Animation Pvt. Ltd

An Astute and Strategic person with excellent capabilities to engage and inspire teams to achieve Corporate goals

For Sheila Raheja School of Management & Rose



18th August, 2023 01:00 p.m. to 02.00 p.m.





4th Floor- Seminar Hall, Raheja Education Complex, 24, Rd Number 2, Kherwadi, Bandra East, Mumbai, Maharashtra 400051



SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

(Approved by AICTE, DTE, Affiliated to University of Mumbai and NAAC Accredited)

Date: 24th August 2023

SESSION ON 'BUSINESS MODEL AND CANVAS (BMC)'

Institution Innovation Council (IIC) & EDC of Sheila Raheja School of Business Management & Research (SRBS) organized a Session' Business Model and Canvas (BMC)' on 18th August 2023. The motive of this talk was to make the students appreciate the basic BMC and its applicability for a new as well as an established business.

BMC is a strategic management and entrepreneurial tool that helps in describing, designing, inventing and capturing the market values. BMC is widely used to quickly draw a picture of our idea detail and this allows us to get a better understanding regarding our business. It also provides knowledge and skills such as tools' hands on experience, communication and also team work.

It was well-received by more than 100 participants. The session with a warm welcome to all the attendees; Students gave an overview of its function & activities, introduced the guest speaker, Mr.Anand Kelkar, An Industry expert, Corporate trainer & Consultant.

The session was quite interactive. Mr. Anand started the session by stating the nine-block business model – Customer Segments, Value proposition, Channels, Customer relationship, Revenue Streams, Key Resources, Partners and Cost Structure. BMC is a strategic tool that helps to achieve business goals in a systematic approach.

Learning Outcomes:

- BMC acts like a broad framework for any new/existing business and is an iterative process.
- It helps an entrepreneur to communicate goals to his team and customers and to focus what his business does and will continue doing in future.

Content of Business Model Canvas:

- Key Partners: By doing this student got the idea about what is market scenario, optimization in product & cost can be achieved, from where they got raw material of their product.
- Key Activities: In this student got aware about how they will represent their product to customers. They can use the media, radio, newspapers etc. for marketing of the product.
- Value Proposition: In this one can directly come in contact with customer requirement. In this

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For Sheila Raheja School of Business Management & Research Page 1 of 2



SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

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they will aware the customer about their product.

- Key Resources: In this section student got idea about, from which kind of industries, they will purchase raw material for their product.
- Customer Relationship: in this section students got to know about how they will manage the relationship with customer by giving them lucrative services.
- Customer Segment: Bifurcate the customer according to their product. To which kind of customer they can sell their product.
- Channel: In this section student got to know about how they will approach customers. Particular Media they should select for the marketing of their product.
- Cost Structure: They can attract customers towards their product by giving them lucrative offers in cost. In which department, they should have to invest most.
- Revenue Stream: in this section students got know about, from where revenue will generate from their product. Price can be negotiable according to customer requirement. How it is beneficial in cost as compare to same product available in market.

The Resource person explained the functions and tools used in each block with practical examples. He also enlightened the attendees on the opportunities and challenges that the BMC model has created. And the practicality of BMC really helps in conveying the idea to be developed and commercialized the product or business to the market.

Mr. Ananad further encouraged all to follow their dreams of building their own start-ups with a systematic approach. The Q&A session was interesting, allowing the participants to clarify their doubts about the BMC model. Session ended with vote of thanks.

Sonali Shiralkar

Dr. Harish Kumar S. Purohit

Asst. Professor

Director

For Sheila Raheja School of Business
Management & Research

Director

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Sonali Shiralkar

Asst. Professor



Dr. Harish Kumar S. Purohit

Director

For Sheila Raheja School of Business Management & Research



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(Approved by AICTE, DTE, Affiliated to University of Mumbai and NAAC Accredited)

SESSION ON BUSINESS MODEL CANVAS (BMC)

Key Speaker: Mr. Ananad Kelkar

Date: 18th August 2023, Friday, Time: 1.00 pm onwards Venue: Seminar Hall (4th Floor), Raheja Education Complex

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1.	Toel. Isouza.	MUS. 117	Diana
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3.	Aastha Ambalia	MMS 103	Aastra
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6.	/ Roman Saradlear	mms 255	Luxa
7.	Vaibhar Jadhar	MMS 217	Juna.
8.	Dhananjay Umak	mms 65	Lum
9.	Retu. Agamoul	MINISION	garwal
10	Yosh Join	MMS 219	(Pash Jain_
11.	Kedar Sartandel	MMS 244	Bourtandel
12.	Grayotri Kolge	MMS 225	Cikolan
13.	Neha G. Pandey	MMS 143	Mohos
14.	Sakski Kesare	mms 28	Lear
15.	Aidnanga Bandekar	MMS 107	BRBgurdeke
16	Jayshree. S. Mahuhwan	MM 132	Jewy .
1+.	Sagarika Ahieren	MMS 102	Donale
18	Anija Milind Nenade	WWS 1A1	Donade
19	Khushi Jain	mms 124	khushi
20	Abhishek. S. Daware	MMS 113	Haware

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SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

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28	Merry Amiya	22034	Alexander
29	Vaishaari Kadam	22021	Lidon
36	Krisho Walikar	23128	Dishra
31	Hitesh Rajpurohit	23137	Hitali
32	PRAthamesh NERMAL	23085	TRAShames
33	Priyantes Moson (MNS)	137	Foron
34	Pohit M. Boisone (MMS)	106	Ores .
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38	Akshata Singawar BMS	2155	S. Asheld
39	Harithik Shetty	156	H. thety
40-	Jayushi Naik (BMS)	35	May she.

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45	Anamika. Deepak. Dalvi (FrBMs)	23005	Jopali.
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61.	Nardini Patel	33	fordis.
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69	Tanvi Shah	56	Janei
70	Amey Naik	36	AMEY
71	Figush Kamble	23	Tamble
72	Praceli R. Gupta	09	Joed .
73	Sneha Vishwalrorma	110	Aluka
74	Jane Boyalla	121	Jang
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76	Rasika Sawant	23096	Davant
77	Sanayra.M. Yadar	23112	Syadan
78	Samidha Jadhar	23067	Andhal.
79	Sanika Pawar	23090	Savier
80	Sumit Pandey	23131	

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Sr. No.	Name of the Participant	Roll No	Signature
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93	Sigal Shah	23097	Lijey
94	Ralph Ferrander	23064	R. Fernande
95	Atharaw Pagare	23086	Azir
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For Sheila Raheja School of Physiness
Management & Resparch

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Anand Vijay Kelkar

Mobile: 9930008810 E-Mail: anand.kelkar@live.com

SUMMARY of MYSELF:

A proven dedicated individual with 12+ years of experience in Sales & Marketing. In 2010 started as a relationship manager, have grown myself today as GM sales & merchandising. Holds a trophy for "Significant Contribution to the company" at Green gold L & M Pvt Ltd. Sharp, strategic & tactical thinker with the ability to engage & inspire teams to maximum performance. Skilled in relationship building, presentations, negotiations and achieving consensus with key internal & external decision makers. Leverage new technologies & market trends to drive innovation & generate new products & revenue streams. Quickly build trust & rapport with both internal & external key partners. Motivational, enthusiast leader of diverse teams.

CAREER SUMMARY

Green Gold Licencing & Merchandising India Pvt Ltd (Currently Working) General Manager - Sales & Merchandising

Key Result Areas

OEM / online / Distributor -

- □ Recruiting & training of newly joined
- □ Team handling

- ⇒ Exploring new region for various markets
- ⇒ Strategies for a new product launch.
- ⇒ Effective interaction/co-ordination with online buyers to maintain relation & business
- Proven business growth by increasing SKUs quantity gradually
- ⇒ Handling clients like Amazon, Babyhug, Miniso, Ximi, Landmark, Mr.Diy.

Process -

- ⇒ Participating in Industry events to build brand visibility

Finance -

- ⇒ Focused on streamlining business, payments & cost
- ⇒ Effective team follow-up for the same
- ⇒ Scaled up business from 4 Cr (Yr. 2019-20) to 20 Cr. (Yr 2022-23)
- ⇔ Channelized old inventory in profit
- ⇒ Developed & sold products from wastage fabric.

Learning & Growth -

- ⇒ Effectively installed ERP system
- Gained knowledge of soft toys & plastic toys
- ⇒ Learned about raw material & fabric sourcing for soft toys
- □ Understanding of manufacturing unit & process involved
- ⇒ Guiding and Training team for OEM & online business
- ⇒ Experience of marketing for online portal business of the brand

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For Sheila Rabola School of Busine

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Toonz Retail - Nov 17 to June 19 Senior Manager (Handing Distribution – Pan India)

Key Result Areas

Distributor/Dealers -

- ⇒ Introducing new brand awareness among Dealers / Distributors
- Appointing new distributors, sub-distributors and dealers in pan India
- ⇒ Effective interaction/co-ordination with Distributors/Dealers
- □ Introducing new born and baby accessories along with clothing

Finance -

- ⇒ Control costs in revenue / pan India
- ⇒ Business of 2 Cr. in the first year

Learning & Growth -

Launched concept of factory outlet in Toonz Retail and successfully opened two stores in Mumbai

- □ Gained knowledge of new born clothing and baby accessories
- □ Training Availed / Awareness of system and process
- □ Training team for distribution & sales
- ⇒ Experience of marketing new brand

Gini & Jony Pvt Ltd - Aug 13 to Oct 17 Distribution Revenue Head

Key Result Areas

- ⇒ Started as zonal Manager and promoted to revenue head within 1yr timeline.
- \Rightarrow Appointing new distributors, sub-distributors and dealers in west and south zone
- ⇒ Introducing new Scheme or Policy

Process -

- △ ABP mapped at the micro level and placed in time
- ⇒ Ensuring timely execution of Buying Plan
- ⇒ Proper Job allocation

Finance -

- ⇒ 100% ABP achievement revenue / zone
- ⇒ 30% Growth overlast year
- ⇒ Timely collection of revenue

Learning & Growth -

- □ Training Availed / Awareness of system and process
- \Rightarrow Managing Stress level / Frustration / Loss of Interest among team members
- ⇒ 2nd line develop/Strengthen
- □ Guiding and Training team

For Sheila Raheja School of Businese
Management & Research

Director

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Plada InfoTech Services - April 10 to Aug 12 **Client Relationship Manager**

Key Result Areas

- Attaining client satisfaction and loyalty through excellent service.
- Team Leader for Corporate Sales & Procurement Department to drive sales and achieve desire targets.
- $\Rightarrow \quad \text{Acquisition of New Corporate Clients through marketing strategies across all segments and}$ maintained active to ensure prolonged retention.
- An all rounder intellect with an entire business cycle including Sales, Marketing, Budgeting & $Profitability, Services, Customer Care \ and \ General Administration.$
- ⇒ Excellent in client servicing with a proven track of entire customer satisfaction, in return turning into long term business relation. (Client Handled – HDFC, KOTAK, ICICI)

Internship

Big Bazzar - April 09 to June 09 **Management Trainee**

Key Result Areas

- \Rightarrow Made marketing and sales strategies for the supermarket deals and offers
- Conducting a survey to review and make changes
- ⇒ Other management work

Key Accomplishments

- ⇒ Started working as a Sales Executive & promoted as a Revenue Head in 1yr in Gini & Jony
- $\, \Rightarrow \,$ Acknowledged as a success Pillar of the year in JSD Courier for the year 2009-10
- \Rightarrow Awarded for the best creative ideas and for successfully leading events in college
- ⇒ Played as a Sport Captain in the School
- ⇒ Selected for 10 min radio speech at school level

SCHOLASTICS

- ⇒ PGDBM in Marketing & Retail from KC College of management of studies, Churchgate in 2010
- ⇒ Graduate in Commerce from Sathye College, Vile Parle in 2007
- ⇒ Diploma in Event Management from NIEM, Vile Parle 2005
- SSC from Arvind Ghandbhir High School, Jogeshwari 2002

CO CURRICULAR Activities

- Active participation in social service initiatives which includes charity work in spreading awareness regarding Women Education and Street Children's
- ⇒ Organize rides for Royal Enfield Bikers
- ⇒ Experience of Dramatics at school and college level
- □ Certificate course in Handwriting Analysis for personal interest

PERSONAL DOSSIER

Date of Birth:

22nd March, 1985

Languages Known:

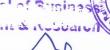
Marathi, Hindi & English

Current Address:

501 Jaywanti Niwas, H.F.S Road, Jogeshwari (E), Mumbai - 400060

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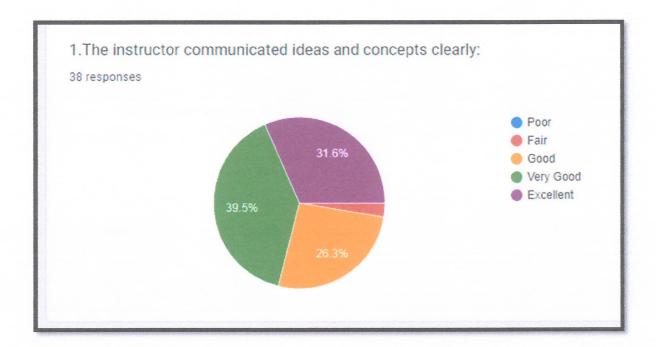
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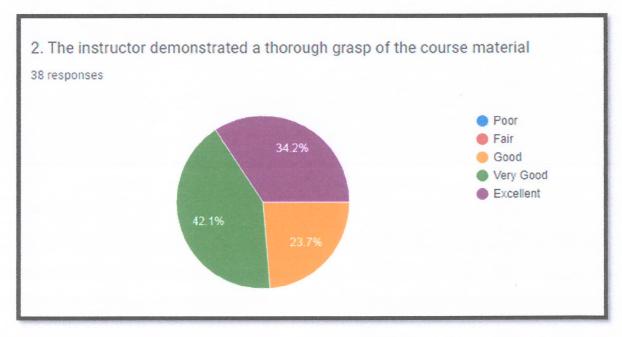


SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

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SESSION ON 'BUSINESS MODEL AND CANVAS (BMC)' –FEEDBACK 18th AUGUST 2023





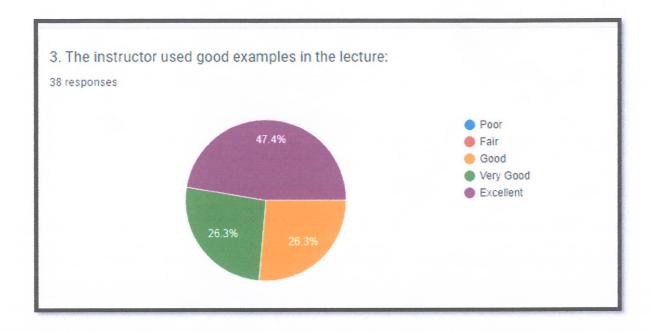
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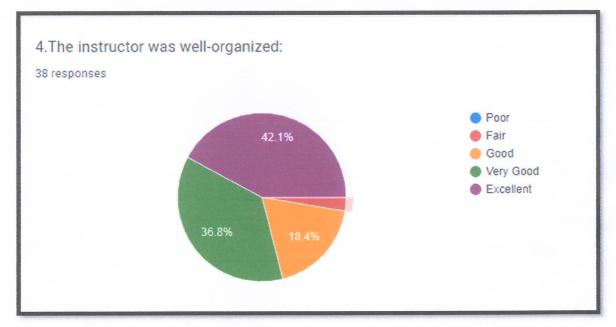
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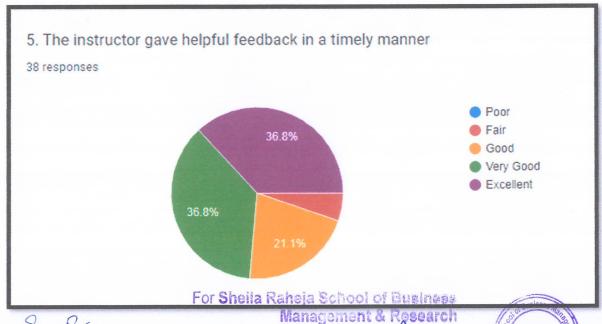
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Director

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