

## Report on the Seminar entitled 'Business Model Canvas' held on 22<sup>nd</sup> August 2023

On 22<sup>nd</sup> August 2023, a seminar was organized by Institution's Innovation Council (IIC) in collaboration with Internal Quality Assurance Cell (IQAC) of RCC Institute of Information Technology on 'Business Model Canvas'. Prof. (Dr.) Shuvendu Majumder, Principal of Calcutta Business School, delivered lecture with live examples on how the companies changed their business policies with change of customer's demand and also with Govt. decisions. He also emphasized on quality aspects and perspective of various business models with key attributes.

