

Report on the Seminar entitled 'Business Model Canvas' held on 23rd August 2023

On 22nd 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 Value Proposition Fit and Business Fit', where Prof. Subhanan Dey from ICFAI Business School, Kolkata delivered an wonderful lecture emphasizing psychological, social, economic impacts for marketing any product. He vividly expressed the various specialization policies as companies adopted while marketing their product. He also emphasized the key parameters for targeting the different customer segments, and importance of market research before launching any new product. The session was truly enjoyable and interactive, and Institute is eagerly looking for another session with Prof. Dey in near future.

