



# The Oxford College of Science



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**EVENT:** Workshop on EDP- What you should know ..

**DATE & TIME:** 27<sup>th</sup> March 2024, 10:00 AM

**VENUE:** Auditorium

**RESOURCE PERSON:** Dr. Sudeshna Jena, Dr. Abhinanda Sarkar CEO & Founder and Co-founder OmiX Research and Diagnostics Laboratories Private Limited

**NO. OF STUDENTS PARTICIPATED:** 104

**PROGRAMME COORDINATOR:** Dr. Kamatchi C

A key aspect of the EDP, “A business model canvas” was discussed with PG biotechnology students. Participants were divided into teams to provide insights into key business propagandas including partnerships, activities, resources, value propositions, cost structure, revenue streams, customer relationships, channels, and customer segments. These successful entrepreneurs offered valuable insights and real-world business experiences to participants and also honed their skills through analyzing real-world scenarios and participating in practical exercises.