



**INSTITUTION INNOVATION COUNCIL (IIC) – AVIT &  
GANESAN INCUBATION AND ENTREPRENEURSHIP CENTRE (GIEC)**

*organizes*

<b>Event Title</b>	<b>WORKSHOP ON “BUSINESS MODEL CANVAS”</b>		
<b>Resource Person</b>	<b>Ms.Sujaya Rao,</b> Co-Founder, Teenr, Start-up Mentor, Entrepreneurship Educator		
<b>Academic year</b>	2021 - 22	Quarter	III
<b>Program Type</b> (Workshop / Motivation speech / Field Visit / Competition / Others)	Workshop		
<b>Program Theme</b> (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre – Incubation / others)	Start--up		
<b>Start date &amp; End Date</b> (DD/MM/YYYY)	31.05.2022	-	
<b>Duration of the activity (in Mins) &amp; Start Time &amp; End Time</b>	Duration: 120 Mins.	Start Time: 10:00 AM	End Time: 12:00 PM
<b>Participants</b>	Students: 62	Faculty: 4	External: Nil
<b>Expenditure in Rupees</b>	3500/-		
<b>Mode of session</b> (online / offline)	Offline		
<b>Promotional link in Social Media</b> (Facebook / Twitter / Instagram)			
<b>Session Recording link</b> (YouTube / Stream / MS Teams / Zoom)	NA		
<b>Event Organizer / Coordinator</b> Faculty Name / Department / Designation	Prof. N. Lakshminarayanan, Startup Activity Coordinator, IIC - AVIT		
<b>Target Participants</b>	III & IV Year students of Engineering and Technology		
<b>Outcome</b>	Workshop was intended to teach students on the methodology to prepare a business model canvas. Student teams prepared a BMC in the session.		

**Report:**

Entrepreneurship Development Cell, AVIT jointly in association with Institution Innovation Council (IIC-AVIT) and Ganesan Incubation and Entrepreneurship Centre organized a workshop on “Business Model Canvas” on 31.05.2022. Ms.Sujaya Rao, Co-Founder - Teenr, Mentor and Entrepreneurship Educator conducted the session on Business Model Canvas and trained around 62 students and 4 faculty members. Students were split into teams and each team initiated a business idea and worked on preparing a business model canvas.

Dr.G.Selvakumar, Principal, AVIT presided over the event with his presidential address. Dr. Mohammed Adil A A, CEO, Ganesan Incubation and Entrepreneurship Centre introduced the chief guest and briefed the scope of startups in the present scenario for the budding student entrepreneurs. Prof.N.Lakshminarayanan, Startup Activity Coordinator, IIC - AVIT and Mr. Praveen R, President, AVIT Institution Innovation Cell conducted the event on behalf of IIC and GIEC.

**Outcome:**

Workshop was intended to teach students on the methodology to prepare a business model canvas. Student teams initiated with a business idea of their own and conducted a brainstorming session. At the end, the teams prepared a BMC for their ideas in the session.

## EVENT BROCHURE



**VINAYAKA MISSION'S  
RESEARCH FOUNDATION**  
(Deemed to be University under section 3 of the UGC Act 1956)



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY

Institution Innovation Council (IIC) - AVIT  
in association with  
Ganesan Incubation and Entrepreneurship Centre (GIEC)  
Entrepreneurship Development Cell (EDC)

 **GIEC**  
GANESAN INCUBATION AND  
ENTREPRENEURSHIP CENTER  
(A Section 8 Company Under Companies Act 2013)

*Cordially invites you all for the Workshop on*

# Business Model Canvas (BMC)

**31<sup>st</sup> May 2022 @ 10.00 a.m | Digital Class Room**



*Resource person*

**Ms. Sujaya Rao**  
Co-Founder, Teenr, Start-up Mentor &  
Entrepreneurship Educator

*In the presence of*

**Dr. G. Selvakumar**, Principal  
**Mr. R. Praveen**, President, IIC  
**Mr. N. Lakshminarayanan**,  
Asso. Prof., Mech & Deputy Director - EDC.



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

## EVENT GALLERY

There were around 61 student participants across all the departments who were vibrantly interacting with the speaker during the session. Hands on practice of preparation of Business Model Canvas was the main objective of the session.



### List of Participants

<u>S.No.</u>	Name of the Participant	Registration No	Year	Department
1	Bishal Majhi	3472010504	II	ECE
2	Abhay Kr. Bhabak	3472010501	II	ECE
3	Vikash Kumar	3472010508	II	ECE
4	Himanshu Kumar	3422010509	II	Civil
5	AAtiqur Rehman	3502110511	I	CSE
6	Rahul Khot	3812110505	I	Biotech
7	Manikandan M	3441220507	II	Mechanical

8	Brajesh Kumar	3441910511	III	Mechanical
9	Sanjeev Kumar	3441910536	III	Mechanical
10	Zahid Muneer	346910513	III	EEE
11	Ponraj M	3521910504	III	Mechatronics
12	Sajankumar	3531910517	III	Biomedical Engg.
13	Anandhan R	3521910501	III	Mechatronics
14	Pradeep J	3502010535	II	CSE
15	Manikandan B	3602010506	II	CSE
16	Sathiyapriyan C	3602010511	II	CSE
17	Vijayakumar A	3442120522	II	Mechanical
18	Tharunkumar S	3442010515	II	Mechanical
19	Balakumaran G	3592010504	II	AI & DS
20	Rohith P	3462157510	II	EEE
21	Shamganesh P	3461810502	II	EEE
22	Aswanth KV	3462157502	II	EEE
23	Nirmal Kumar M	3442120510	II	Mechanical
24	Vinith G	3471910511	III	ECE
25	Jeyanthira Prasanth J S	3421910509	III	Civil
26	Rajesh N	3811910511	III	Biotech
27	Raja	3421910509	III	Civil
28	Meena Jayasri R	3532010517	II	Biomedical Engg.
29	Priyadarshini K	3532010529	II	Biomedical Engg
30	Reena R	3811910513	III	Biotechnology
31	Hemavathi V	3811910507	III	Biotechnology
32	Deepika S	3811910505	III	Biotechnolog
33	Ramzani.S	3531910516	III	Biomedical Engg.
34	Priyadarshini S	3811910510	III	Biotechnology
35	Deepika S	3811910506	III	Biotechnology
36	Madhumita	3501910536	III	CSE
37	Kaviya	3501910531	III	CSE
38	Deepika. B	3501910518	III	CSE
39	Anitha N	3422120502	I	Civil
40	Reema Singh		I	Civil
41	Anamika Reang	3471910502	III	ECE
42	Sonika Reddy	3471910504	III	ECE

43	Vyshnavi M Nair		II	Civil
44	Ganesh Kumar P	3522120502	II	Mechatronics
45	Md Zibran Alam	3462010513	II	EEE
46	Vishva A	3472120504	II	ECE
47	Balaji S	3532010506	II	Biomedical Engg
48	Murugan T	3472010506	II	ECE
49	Ponnarasu S	3442010511	II	Mechanical
50	Madhan Raj L	3442120506	II	Mechanical
51	Sathesh Kumar H	3502120507	II	CSE
52	Amjad Ali	3502020505	II	CSE
53	Rajesh Kr Thakur	3502010542	II	CSE
54	Kumar Aditya Singh	3502010519	II	CSE
55	Vaishnavi Singh	3502010555	II	CSE
56	Manav Kumar Jha	3502010521	II	CSE
57	Vikash Kumar Jaiswal	3502010559	II	CSE
58	Praveen R	3531910515	III	Biomedical Engg
59	Nandha Kumar G	3531910514	III	Biomedical Engg.
60	Jeeva R	3531910506	III	Biomedical Engg.
61	Manohar Kumar	3811910509	III	Biotechnology
62	Sriram M	3531910523	III	Biomedical Engg