



AVIT
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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



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

**AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY
INSTITUTION INNOVATION COUNCIL (IIC)
REPORT ON-BUSSINESS MODEL CANVAS**

Any one social media Url Link Facebook/Twitter/Instagram/LinkedIn	https://www.facebook.com/100067301242974/post/s/pfbid02MyNd5szQn3s8X4CYMhwT6FhymAeNumSmfiwB1ivotZbgn3ezCMMYLg5pdFKfw7Jtl/?app=fbl		
Program Driven by IIC Calendar Activity/ MIC Driven Activity/ Celebration Activity/Self driven activity	IIC Calendar Activity		
Event Title	BUSINESS MODEL CANVAS (BMC)		
Resource Person	Ms. Sujaya Rao Co-founder – TEENR Entrepreneurship Educator Startup Mentor		
Academic year	2024-2025		
Program Type Level 1 - Expert Talk/ Exposure Visit/ Mentoring Session (2 to 4 Hours) Level 2 – Conference / Exposure Visit / Seminar / Workshop (5 to 8 Hours) Level 3 – Bootcamp/ Competition/ Demo Day/ Exhibition / Workshop (9 to 18 Hours) Level 4 – Challenges/ Hackathon/ Tech Fest (Greater than 18 hours)	Level 2		
Program Theme IPR & Technology Transfer / Innovation & Design Thinking / Entrepreneurship & Startup / Pre- Incubation & Incubation Management	Entrepreneurship & Startup		
Start date & End Date (DD/MM/YYYY)	01/04/2025	01/04/2025	
Duration of the activity & Start Time & End Time	5 hrs	10.30	03.30
Participants	45 Students		
Mode of session (online / offline) * Online Video Url compulsory	Offline		



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Event Organizer / Coordinator Faculty Name / Department / Designation	Geethi Peethambaran
Target Participants	Students
Objective	To help students understand, design, and refine business models for strategic growth and innovation.
Outcome	The session clarified key components of the Business Model Canvas, helping identify value propositions, customer segments, revenue streams, and cost structures. It fostered strategic alignment and innovation.

Report:

Event Report: “Business Model Canvas (BMC)”

Date: 01/04/2025

Time: 10:30AM

Venue: GIEC

Under the banner of the Institution’s Innovation Council (IIC), AVIT conducted an enlightening session on “*Business Model Canvas (BMC)*” on April 1, 2025, for students and faculty members. The objective of the session was to equip participants with the tools and knowledge necessary to develop effective and structured business models using the BMC framework.

The session commenced at 10:30 AM with a welcome address delivered by Mr. Joy Thomas T. V, a third-year EEE student. The event was graced by the presence of **Dr. Prabasheela**, Convener of IIC, and **Ms. Padmamalini**, CEO of GIEC, who felicitated the guest speaker and spoke on the importance of business modeling in today's competitive and innovation-driven environment.

The resource person for the session was **Ms. Sujaya Rao**, Co-founder of TEENR, an accomplished Entrepreneurship Educator and Startup Mentor. She provided deep insights into the significance and application of the Business Model Canvas framework in real-world business planning.

The event coordinator, **Ms. Geethi. P** (Assistant Professor, EEE), introduced the guest speaker to the participants. The session began with a detailed explanation of the nine essential components of the BMC:

1. Customer Segments
2. Value Propositions



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3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partnerships
9. Cost Structure

To enhance understanding, students were divided into groups and guided through the creation of their own Business Model Canvases based on unique business ideas. This hands-on, interactive approach allowed participants to engage actively and apply theoretical concepts to practical scenarios.

Throughout the session, Ms. Rao encouraged interactive discussions and addressed all student queries, ensuring clarity on each aspect of the framework. The session significantly contributed to enhancing students' analytical and strategic thinking abilities, boosting their confidence in applying BMC tools to real entrepreneurial contexts.

The session concluded with a vote of thanks delivered by **Mr. Sourangsu Chandra**, appreciating Ms. Sujaya Rao for her valuable contribution and acknowledging the efforts of the organizing team for successfully coordinating an engaging and educational event.

Overall, the session was highly informative, interactive, and well-received by the participants, combining theoretical insights with practical exercises to foster innovation and business acumen among students.

The poster is for a session on Business Model Canvas (BMC) organized by the Institution's Innovation Council (IIC) and GIEC. It features the AVIT logo at the top left, the Vinayaka Mission's Research Foundation logo at the top center, and the IIC logo at the top right. The text "Cordially invites you all for the Session on Business Model Canvas (BMC)" is prominently displayed. Below this, the date "1st April 2025" and time "10:30 AM" are shown, along with the GIEC logo. A photo of Ms. Sujaya Rao is included, with her name and title "Resource Person" above it. Her details are listed as "Ms. Sujaya Rao, Co Founder- TEENR, Entrepreneurship Educator, Start up Mentor". The bottom section is titled "Organized by" and features the logos of the Institution's Innovation Council (Ministry of Education initiative) and GIEC (Ganesan Incubation and Entrepreneurship Center). At the very bottom, the Vinayaka Mission's Research Foundation logo is repeated, along with the NAAC logo and the text "Accredited with 'A' Grade by NAAC".

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**DIAMOND
I-GAUGE**

Cordially invites you all for the
Session on
Business Model Canvas (BMC)

1st April 2025 | 10:30 AM | GIEC

Resource Person
Ms. Sujaya Rao
Co Founder- TEENR
Entrepreneurship Educator
Start up Mentor

Organized by

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

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Event Gallery





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LIST OF PARTICIPANTS

Aarupadai Veedu Institute of Technology
Institution's Innovation Council
SESSION ON "Business Model Canvas (BMC)"
Date: 01. 04. 2025 Time: 10:30 AM Venue: GIEC

SR. NO	NAME	YEAR/ DEPARTMENT	MOBILE NO	SIGN
1.	Sourangsu chandra	EEE / III	8777230599	<i>Sourangsu</i>
2.	N. Vignesh	ECE / II	890 3010521	<i>N. Vignesh</i>
3.	Ravikiran Kumar	PHE / 3rd	7845537104	<i>Ravikiran</i>
4.	K. Rohankarthi/c	Pharma / 2nd	8522826868	<i>K. Rohankarthi</i>
5.	Dipesh	BE BME / 2nd	7063024909	<i>Dipesh</i>
6.	Shivam kumar	BE BME / 2nd	7764879136	<i>Shivam</i>
7.	Aayush Res	PHE / 4th	9631831529	<i>Aayush</i>
8.	Sivkasi	Pharma / 2nd	7871763831	<i>Sivkasi</i>
9.	R. RAJESH	EEE - 3rd year	9043272989	<i>R. Rajesh</i>
10.	Kavin kowshik. AS	BEE - 2nd year	6584289918	<i>Kavin</i>
11.	V. MURUGAN	BEE - 2nd year	6379251806	<i>M3</i>
12.	J. GUNASEKARAN	EEE - III year	9080565118	<i>J. Gunasekaran</i>
13.	M. Akash	CSE III year	8954585725	<i>M. Akash</i>
14.	Joy Thomas T.V	BEE III year	7845544660	<i>Joy</i>
15.	Sanjay S	BEE III year	8778904093	<i>Sanjay</i>



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Aarupadai Veedu Institute of Technology

Institution's Innovation Council

SESSION ON "Business Model Canvas (BMC)"

Date: 01. 04. 2025

Time:10:30 AM Venue: GIEC

SR. NO	NAME	YEAR/ DEPARTMENT	MOBILE NO	SIGN
16	Ruth. Kumari Das	Biomedical (2 nd yr)	8235154510	RuthKd
17	Sakshi Kumari	Pharma (2 nd year)	9471631834	Sakshi
18	R. Bavani	Biomedical (1 st yr)	7339072343	R. Bavani
19	Harika G	CSE (III year)	9476033698	Harika
20	K. SURYA	MECH (II YEAR)	9679522132	Harika
21	S. Seralathan	MECH (II year)	6380636267	Seralathan
22	Then Kumar D	MECH II yr	8122424838	Then Kumar
23	SAGADEESHWARAN - P	MECH II yr	9360692542	Sagadeeshwaran
24	Dhanush. M	MECH III rd year	7550257018	Dhanush
25	H. Govardhan	CSE (II year)	9490548295	Govardhan
26	ch. gurulakshmi	CSE (II Year)	9014522420	Ch. Gurulakshmi
27	Narmadha	CSE (II year)	9345755972	Narmadha
28	srivatsa. G	CSE-II/year	9384167606	Srivatsa
29	Prakthananda	Biotech-II/year	6309139846	Prakthananda
30	himangshu	Biotech-II/year	6301716501	Himangshu



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Aarupadai Veedu Institute of Technology

Institution's Innovation Council

SESSION ON "Business Model Canvas (BMC)"

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Venue: GIEC

SR. NO	NAME	YEAR/ DEPARTMENT	MOBILE NO	SIGN
31	S. VIKAS	CSE (AIML) 1 st year	9121858820	
32	Karthik	CSE (AIML) 1 st yr	7019101586	
33	Dhanesh	CSE (AIML) 1 st yr	889776109	
34	P. Sai Teja	CSE (AIML) 1 st year	9063821829	
35	K. Prem sagar	CSE (AIML) 1 st year	9390461120	
36	K.V. Srinivasa Rao	CSE (AIML) 1 st year	7564803057	
37	K. Harshavardhan	CSE (AIML) 1 st year	8074429962	
38	S. N. S. VIGNESH	CSE (AIML) 1 st year	9652557556	
39	K.J. Rhan	CSE (AIML) 1 st year	9023883173	
40	V.R. Sathish Kumar	CSE (AIML) 1 st year	9840729809	
41	G. Raghul	CSE (AIML) 1 st year	9943812595	
42	Sampangi vinay	CSE (AIML) 1 st year	6305434963	
43	P. Keerthigan	CSE (AIML) 1 st year	7904662600	
44	Kavanya V	CSE 2 nd yr	9094803187	
45	Tanun Tripathi	CSE 3 rd yr	9559068457	