



ACADEMIC YEAR 2020-21(EVEN SEMESTER)
WEBINAR
On
"Business Model Canvas"
28.5.2021

REPORT

Institution's Innovation Council (IIC) of Kings College of Engineering organized webinar on "Business Model Canvas" on 28.5.2021

Objective:

The main objective of this webinar is to provide ideas of business model canvas & the latest research and innovations by successful Entrepreneur and Innovators. It provides a platform for the Teaching Faculties and students to upgrade and know about the business and Process. In addition, this programme will help to improve the student's ability in carrying out how to start the business and Entrepreneur to bring up professional discussions

Resource persons:

28.05 2021: "Business Model Canvas" by
Mr. Aditya Nath Mishra Founder & Director (Optasia Foundation)

President:

Dr.J.Arputha vijaya selvi, Principal, KCE

Vice- President

Mr.R.Sundaramoorthi, Assistant Professor / EEE

Convener

Mr.R.Balakrishnan, Assistant Professor / ECE

Members

Mr.R.Shankar, Assistant Professor / MECH

Dr.K.Sudhakar, Assistant Professor / T&P

Mr.J.Niranjan J. Niranjan Samuel, JRF/R&D.

Quarter series-III

Programme Type: Webinar on Business Model canvas

Promotion in social media: Facebook and Instagram

Inaugural Session:

Inaugural session was started through Google Meet(online) by 05.50 P.M presided over by Dr.J.ArputhaVijaya Selvi, President,Head of the Institution. The dignitaries during the online inaugural session were all the IIC Program Coordinators and IIC Members. The program was started with Welcome address delivered by G.Latchayasri, IIC Student Member and Introduction about IIC Quarter-II and Quarter-III Series was delivered by Mr.R.Sundaramoorthi, Assistant Professor/EEE.

Participants:

External : 125; Internal :45 Total :170

Session 1- "Business Model Canvas" by

Mr. Aditya Nath Mishra Founder & Director (Optasia Foundation)

The session was started by 6.00 p.m . Introduction about the resource person was delivered by G.Latchayasri, IIC Student Member. Resource person started general Introduction about his carrier and development. During the session, he has explained about his own company Optasia Foundation process and functions. In his lecture, he explained what is business Modal Canvas? and other functions of business. He mentioned that how different businesses successfully run by different managing partner. He also described business plan and different models such as value propagation, customer relationship, customer segment and channel. Then he has given complete overview of each and every segments of business model process with lots of examples. Particularly, he pointed out Ola and face book. He also has given how to design model for business and can be used in innovation. In addition, he delivered the complete details of value reposition which involves Innovation, service ,boosting sales, customer acquisition, customer retention and organization. During the session, the participants have actively interacted with the resource person.

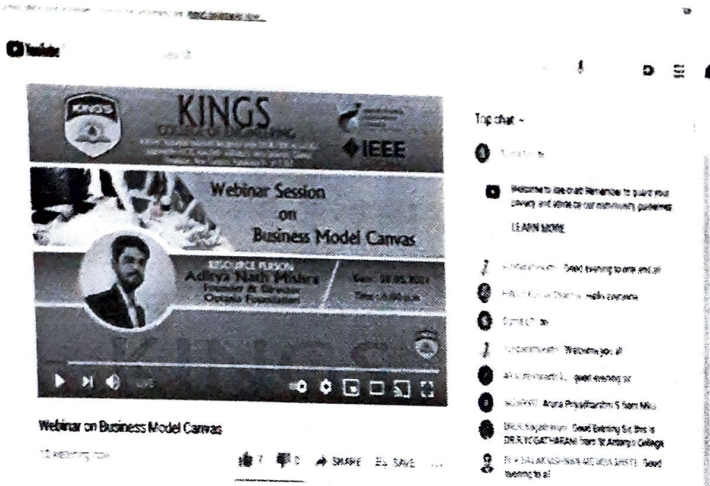
Benefits Intermis of Learning/Skills/Knowledge obtained:

- All the participants have benefitted about Business model idea and Process of Business.
- Webinar helped to initiate different modules of Business.
- It helps to gain new experiences, trains students brain to handle a wide range of Challenges, and keeps your neural pathways active.

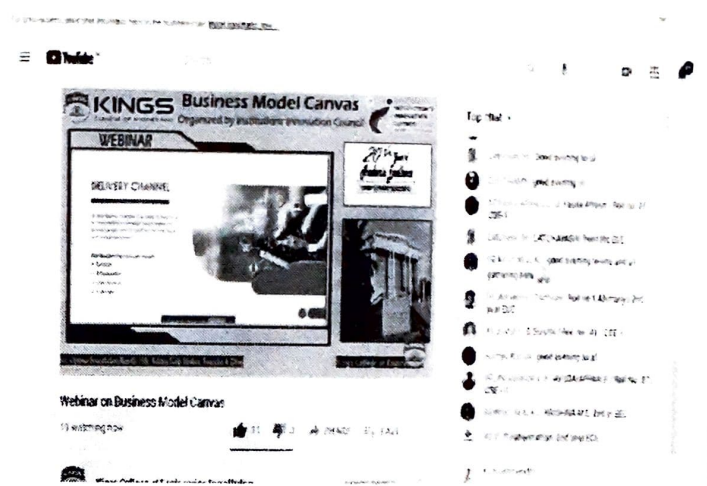
Valedictory Function:

The feedbacks from the participants were collected. Mr.R.Sundaramoorthi, Vice President, IIC delivered the vote of thanks.

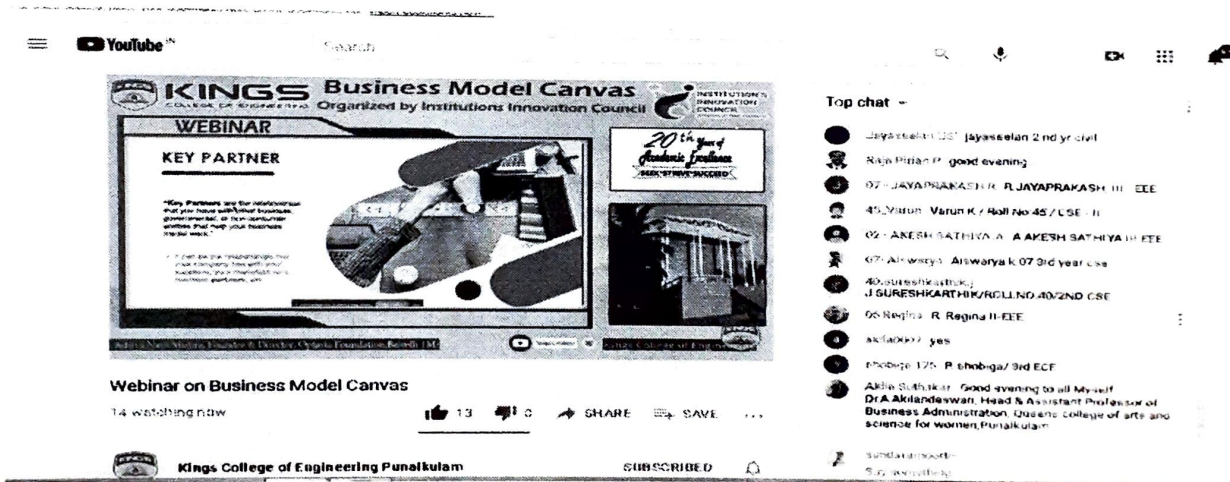
Event Photographs



Event Photograph-1



Event Photograph-2



Event Photograph-3

P. Anandaraman
 2/08/2021
 Vice President-IIC & AP/EEE

J. Anandaraman
 3/8/2021
 President-IIC & Principal