



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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



## INSTITUTION INNOVATION COUNCIL (IIC) – AVIT

<b>Any one social media Url Link</b>	<a href="https://www.facebook.com/2046897638869726/posts/pfbid0YEjKrKmxjQAJ5sducGZbnvPgnRcimFLfUAGG7AeWxe2b7gixUceXKuwsf3ZoSV9zl/?mibextid=Nif5oz">https://www.facebook.com/2046897638869726/posts/pfbid0YEjKrKmxjQAJ5sducGZbnvPgnRcimFLfUAGG7AeWxe2b7gixUceXKuwsf3ZoSV9zl/?mibextid=Nif5oz</a>		
<b>Program Driven by</b>	IIC Activity		
<b>Event Title</b>	Workshop on “Business Model Canvas”		
<b>Resource Person</b>	Mr.Pinku Bharati		
<b>Academic year</b>	2022 – 2023	Date: 11/05/2023	
<b>Program Type</b>	Level 2– Workshop		
<b>Program Theme</b>	Entrepreneurship and startup		
<b>Start date &amp; End Date (DD/MM/YYYY)</b>	11/05/2023	11/05/2023	
<b>Duration of the activity (in Mins) &amp; Start Time &amp; End Time</b>	Duration: 390 Mins.	Start Time: 09:00 AM	End Time: 3:30 PM
<b>Participants</b>	Students: 90	Faculty:06	External: -
<b>Mode of session (online / offline)</b>	Offline	Expenditure Amount, If any	-
<b>Event Organizer / Coordinator</b> Faculty Name / Department / Designation	<p><b>Organizer</b></p> <p>Dr. L Prabhu, IIC President &amp; Vice Principal (Admin)</p> <p>Mr.N.Lakshmi Narayanan, Entrepreneurship Development Cell</p> <p><b>Coordinator</b></p> <p>Mr. S Prakash, Innovation Ambassador &amp; AP(Gr-II)/EEE</p>		
<b>Outcome</b>	Students will be able to ideate describe evaluate and discuss a business model using business model Canvas		



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

**EVENT POSTER**



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*Cordially invite you all for the  
workshop on*

# Business Model Canvas (BMC)

*Resource Person*

**Ms. Pinku Bharati**  
CEO – Taxin



May 11<sup>th</sup> 2023



09.30 a.m



GIEC

*In the Presence of* **Dr. G. Selvakumar, Principal, AVIT**  
**Dr. L. Prabhu, VP (Admin.) & IIC President, AVIT**  
**Mr. N. Lakshmi Narayanan,**  
**Coordinator, Entrepreneurship Development cell**



*Coordinator* **Mr. S. Prakash, AP (Gr-II), EEE, Internship Activity Coordinator, IIC, AVIT**

**Organized by : Institution Innovation Council in association with  
Entrepreneurship Development cell**



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## **INSTITUTION'S INNOVATION COUNCIL & ENTREPRENEURSHIP DEVELOPMENT CELL**

### **Report**

### **Workshop on "Business Model Canvas"**

AVIT - IIC has organized a workshop on business model Canvas on 11/05/2023 in association with Entrepreneurship Development Cell .

The program started with a Welcome address by Mr.N.Lakshmi Narayanan, Coordinator, EDC. The Presidential address was delivered by Dr.L.Prabhu, IIC –Presidents & VP- Admin. The session was taken over by the Mr.Pinku Bharati from CEO - TAXIN.

The event was successfully started at 9:30 AM. The resource person Mr. Pinku Bharati took over the session by giving the introduction about the Business Model Canvas. Use of this Business Model Canvas in business, the role of future engineers in business etc. A business scenario was taken as a sample like "cab app" booking process and they started explaining how to identify the problems through business model canvas and what are the key components to work on it, The It was such an informative and interactive session for students which provides the over view of the event. In the session the resource person had an interaction with students by asking question, answering the question raised by the students regarding the "How to design the Business model Cavas". The more and more interaction by the student and staff made the session more interesting.

The main concept of the event was taken by Dr. Mohamed Adil A.A. He has given overview how to build a business plan and has explain the building blocks of business model Canvas on the various steps required for the business model Canvas setup.

The session was formally concluded with a vote of thanks by Mr.Selvakumar, GIEC.

**EVENT PHOTOS**





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IT LAB, AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY, Tamil Nadu 603104, India

MGRS, USNG  
44PMU 10994 99511

Local 10:12:21 AM  
GMT 04:42:21 AM

Altitude 3 meters  
Thursday, 11.05.2023

Note : Design Thinking Room, GIEC, Aarupadai Veedu Institute of Technology