



**Annai Violet
Arts & Science College**

(Affiliated to the University of Madras, Co-Ed | NAAC Reaccredited)



IQAC, IIC & ED CELL



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

Decoding Success

**"A Comprehensive Session on the Business
Model Canvas"**

24th & 25th of April 2024

At 9.00 am - 02.00 pm

Venue: Room No. 75



Mr. S. Deepak Kumar
Innovation Ambassador- IIC AVASC
Assistant Professor, Dept. of Chemistry
Annai Violet Arts & Science College



Ms. Sreekeerthana V
Convener

Mrs. Japhia Solomon
Vice Principal

Dr.C.Initha Lebanon Ebency
Principal

Dr.P.E.R. Premchand
Joint Secretary

Mr.N.R.D.Prem Kumar
Secretary

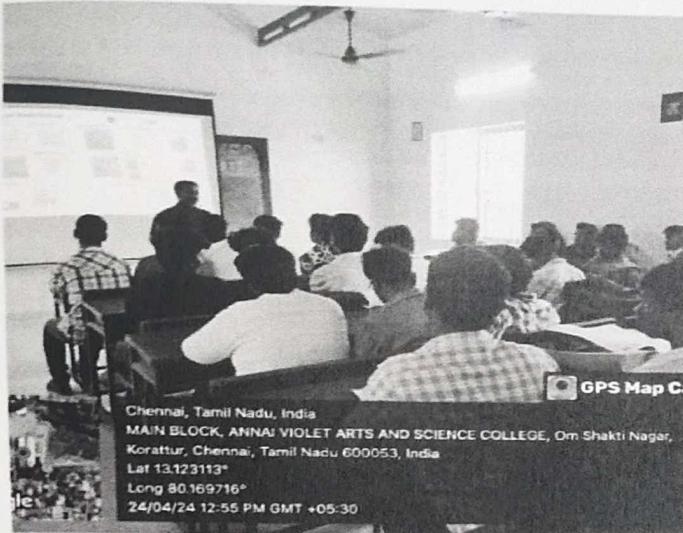
Chev.N.R.Dhanapalan
Chairman



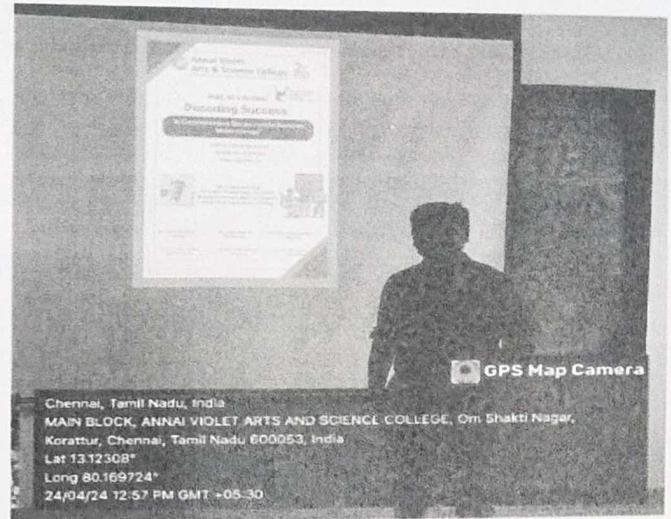
EVENT ORGANISED REPORT – (2023-2024)

Name of the Department/ Club	IQAC, IIC & ED Cell
Name of the Event Coordinator	Ms. Sreekeerthana V
Name of the Event Organized	Decoding Success
Title of the Event	A Comprehensive Session on the Business Model Canvas
Date of the Event Organized	24/05/2024 and 25/04/2024
Class of the Participants	Students from various departments
No. of Participants / Viewers	60 Students
Name of the Chief Guest(s) with Designation	Mr. S. Deepak Kumar, Innovation Ambassador-IIC, Assistant Professor, Annai Violet Arts & Science College
The Objective of the Event	The objective of the event was to provide students with a comprehensive understanding of the Business Model Canvas (BMC) framework, equipping them with the knowledge and tools necessary to develop innovative and sustainable business models. By inviting Mr. S. Deepak Kumar, an esteemed Innovation Ambassador and IIC Member, the aim was to offer students insights from an experienced professional in the field of entrepreneurship and innovation.
Description of the Event	The two-day session on the Business Model Canvas was held at Annai Violet Arts and Science College on April 24th and 25th, 2024. Organized by the Internal Quality Assurance Cell (IQAC) and the Institution's Innovation Council (IIC), the event featured Mr. S. Deepak Kumar, an Assistant Professor at the college and a prominent figure in innovation management. Day 1: Understanding the Business Model Canvas: The first day of the session focused on introducing students to the fundamentals of the Business Model Canvas. Mr. Kumar provided an in-depth overview of each component of the BMC framework, emphasizing its relevance in strategic decision-making and business planning. Through interactive discussions and examples, students gained insights into customer segmentation, value proposition, revenue

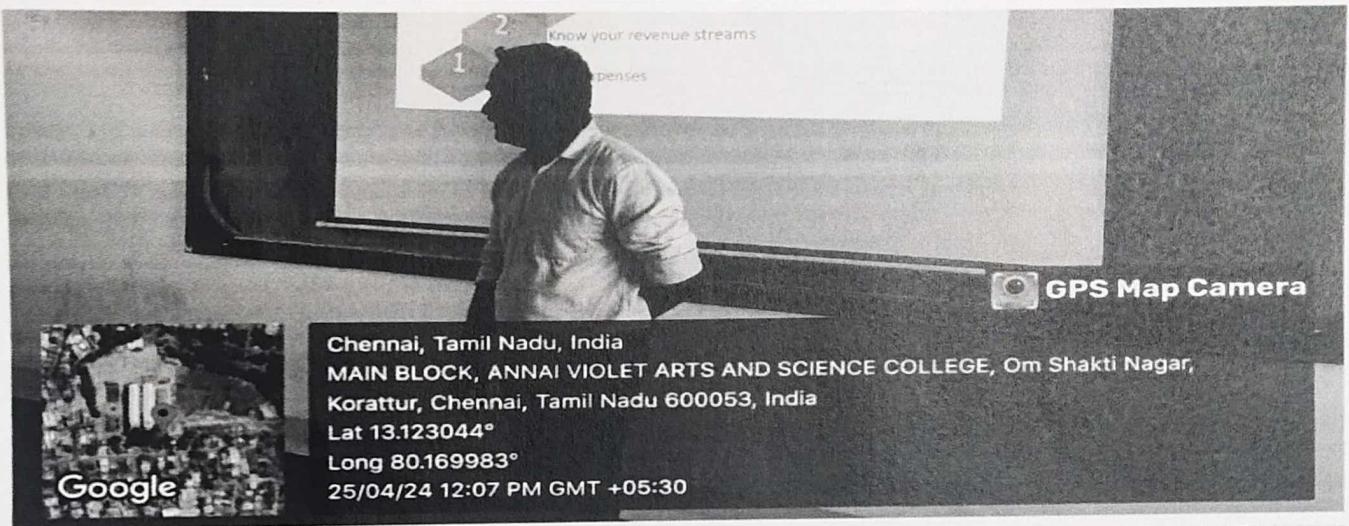
	<p>streams, and cost structure.</p> <p>Day 2: Applying the Business Model Canvas: On the second day, participants had the opportunity to apply their learning by working on practical exercises and case studies. Mr. Kumar guided students through the process of analyzing existing business models, identifying areas for improvement, and formulating innovative strategies. Group discussions and hands-on activities enabled students to collaborate and brainstorm ideas, fostering a dynamic learning environment.</p>
The Outcome of the Event	<p>The session on the Business Model Canvas yielded several positive outcomes for the participants. Enhanced Understanding: Students gained a deeper understanding of the BMC framework and its significance in developing successful business models. Practical Skills: Through interactive exercises and case studies, participants developed practical skills in analyzing, designing, and refining business models. Empowerment: The session empowered students with the knowledge and confidence to explore entrepreneurship and innovation opportunities. Networking Opportunities: Participants had the chance to interact with Mr. S. Deepak Kumar and fellow students, fostering networking opportunities and collaboration. Overall, the event was a resounding success, achieving its objectives of providing students with valuable insights into the Business Model Canvas and empowering them to pursue entrepreneurial endeavors with confidence.</p>
Photo Gallery	Attached
Feedback Obtained from the Participants	Enclosed



Chennai, Tamil Nadu, India
MAIN BLOCK, ANNAI VIOLET ARTS AND SCIENCE COLLEGE, Om Shakti Nagar,
Korattur, Chennai, Tamil Nadu 600053, India
Lat 13.123113°
Long 80.169716°
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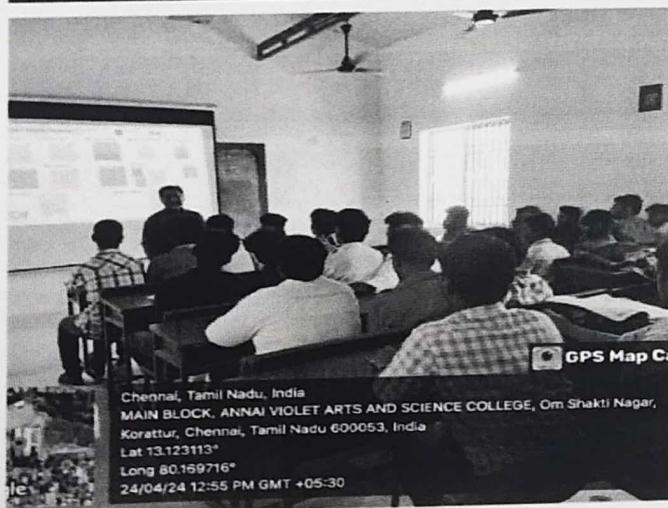


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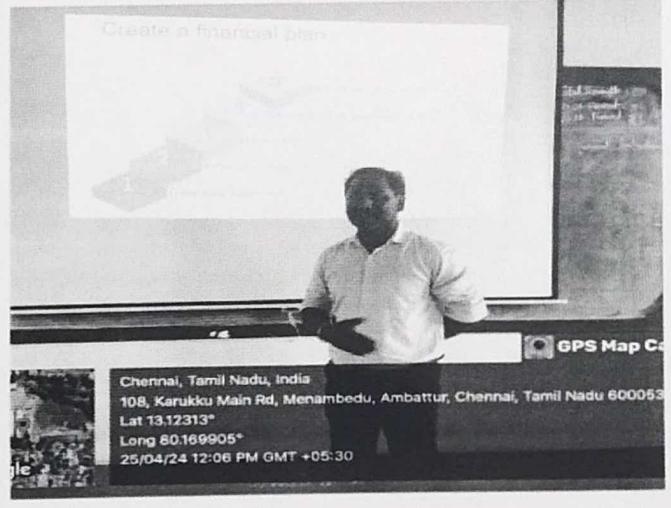


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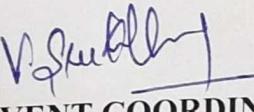
Chennai, Tamil Nadu, India
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Korattur, Chennai, Tamil Nadu 600053, India
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Korattur, Chennai, Tamil Nadu 600053, India
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Chennai, Tamil Nadu, India
108, Karukku Main Rd, Menambedu, Ambattur, Chennai, Tamil Nadu 600063
Lat 13.123113°
Long 80.169905°
25/04/24 12:06 PM GMT +05:30


EVENT COORDINATOR


IQAC COORDINATOR

IQAC Co-ordinator
Annai Violet Arts and Science College
No: 53, Violet College Road, Menambedu
Ambattur, Chennai-600 053.


PRINCIPAL

Dr.C.Initha Lebanon Ebene
M.Sc., M.Phil., Ph.D., PGDSA.
Principal
Annai Violet Arts & Science College
No: 53, Violet College Road, Menambedu
Ambattur, Chennai-600 053.