



SREE SANKARA VIDYAPEETOM COLLEGE, VALAYANCHIRANGARA

Report on Seminar (online) on Business Model Canvas

Programme Details in a nutshell	
Name of the Event	Business Model Canvas
Nature of the Event	Entrepreneurship
Objectives	To identify the importance of business model canvas in setting up a startup
Resource person	Mr. Aby Varghese Makerhub, Amal Jyothi IEDC
Date and Time	31-08-2022, 10.00 a.m. - 11.30 a.m.
Beneficiaries	Faculty and students No. of participants -55
Venue or Platform	Google meet
Organising dept/ Cell	Institution Innovation Council (IIC) in association with Entrepreneurship Development club (EDC) and Innovation and Entrepreneurship Development Centre (IEDC)
Coordinator	Dr. Suchitra A Dr. Sreekala S Sharma Smt. Sumi K.S.
Outcome/ Benefit of the programme	The participants were able to develop a clear idea about the strategic plan involved in developing a business model or plan.



PROGRAMME REPORT

The seminar on Business Model Canvas as part of IIC session organized by the Institution Innovation Council of S.S.V College was conducted on 31-08-2022 from 10.00 a.m. to 11.30 a.m. in Google meet platform. The session was handled by Mr. Aby Varghese, Convenor, Makerhub Amal Jyothi IEDC.

The primary goal of the seminar was to identify and emphasize the importance of the Business Model Canvas (BMC) in the process of setting up a startup. Participants were guided through practical exercises and discussions to understand how the BMC serves as a strategic tool for developing, describing, and visualizing a startup's business model.

The session started with the resource person explaining the basic concepts of business model canvas and its significance in startup development. He then explained the nine building blocks of BMC and the success story of his own success story. Participants were divided into groups and were provided with a hypothetical startup scenario. The groups were assisted by the resource person for the filling up of various blocks of BMC corresponding to their startup ideas.

The resource person briefed the participants about the various blocks to be filled in developing the business model canvas. The session was supplemented with the resource person's personal experiences which helped the participants to better understand the concept and need of a business model canvas. The resource person also explained the use of BMC as visual aid during business pitches. He has also given tips for effectively communicating the business model canvas to potential investors.

The seminar successfully achieved its objective by providing participants with a comprehensive understanding of the Business Model Canvas and its application in setting up a startup. The interactive and hands-on nature of the seminar ensured a practical and engaging learning experience for all participants.



Programme Description in detail

IIC, IEDC & EDC
Sree Sankara Vidyapeetom College
Valayanchirangara
(NAAC Re-Accredited with 'A'Grade)

Organises

Seminar (online) on
Business Model Canvas

Resouce Person: Prof. Abi Varghese
Convenor
Makerhub Amal Jyothi IEDC

Date
31/08/2022
Time: 10 am

Platform
Google meet

Coordinators
Dr. Suchitra A
Dr. Sreekala S Sharma
Sumi K S

Principal in Charge
Dr. Sheena Kaimal N

Figure 1 Brochure of the event



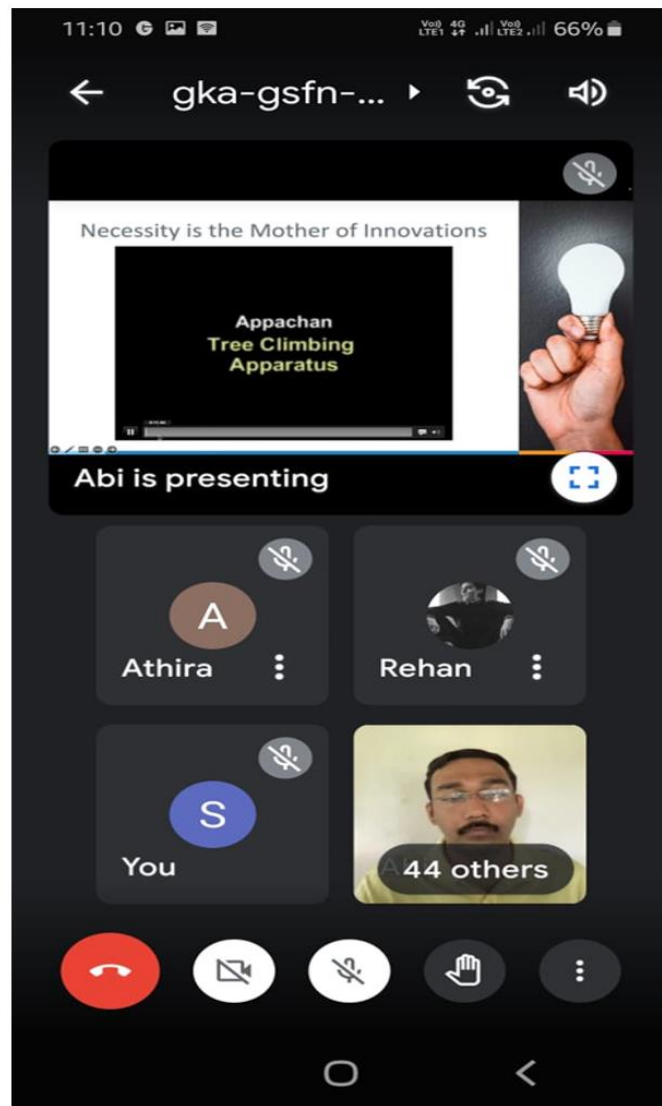
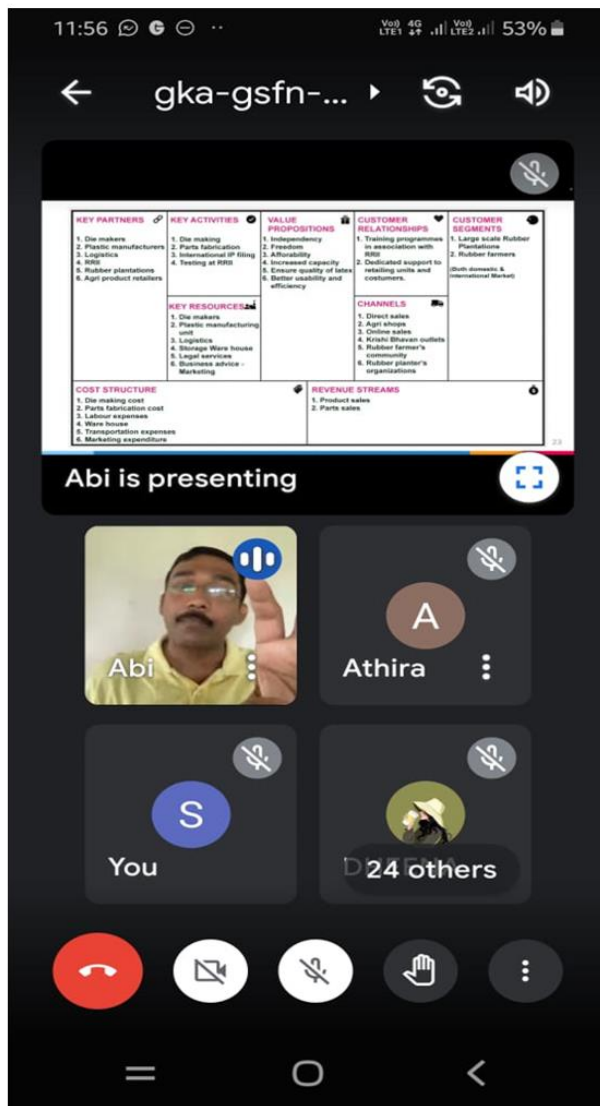


Figure 2 Screenshots of the seminar

PROFILE OF RESOURCE PERSON

Mr. Abi Varghese is an academican as well as an innovation and entrepreneurial enthusiast. His passion and intense efforts in this direction has made the recipient of the prestigious Gandhian Young Technological Innovation (GYTI) award from Rashtrapati Bhavan, New Delhi, in the year 2016. He has received various accolades at National level for innovation and entrepreneurial events like India Innovation Initiative (I³), organized by CII, DST, Govt. of India and AICTE and the Design Impact Award by TATA Trust. His role as an efficient organizer, critical evaluator, insightful mentor and studious participant is very well received all over



the state of Kerala through his involvement in reputed and high-octane events like Tech Top, Rural Innovators' Meet etc. to name a few. He has delivered more than 98 sessions as a domain expert, which shows his acceptance amidst the innovation and entrepreneurship community. It is also worth mentioning that he has always strived to create avenues for knowledge sharing through conduction of seminars and FDPs on innovation and entrepreneurship, Project competitions like Malayala Manorama Yuva Mastermind, colloquiums like ISBA Conference, IEDC Summit, Rural Innovators Meet etc. to name a few. A person with Engineering Design as background, Mr. Abi mostly focused on designing and developing equipment for the agricultural sector. He has received research funding from various government agencies like Department of Science and Technology and Ambedkar Social Innovation and Incubation Mission (ASIIM) under Govt. of India and KSCSTE and KSUM under Govt. of Kerala. As an outcome of his research and product development activities, Mr. Abi has a total of 25 publications and 1 design patent to his credit. He is currently pursuing his research in the field of Product Design and Ergonomics from National Institute of Technology Calicut Currently Mr. Abi is working as an Assistant Professor in Department of Mechanical Engineering, at Amal Jyothi College of Engineering, Kanjirappally, Kottayam where he has won the Best Faculty Award multiple times and also as the Convenor for Makerhub IEDC, which is an abode for the innovative and entrepreneurial minds



LIST OF PARTICIPANTS

Sl. No.	Name of Course/Department	Name of student/Faculty
1	B.Sc. Physics	Adarsh C T
2	B.Sc. Physics	Minel Shiraz
3	B.Sc. Physics	Nandana Sadanandan
4	B.Sc. Physics	Praveen Raj K R
5	B.Sc. Physics	Anfil Mahroof
6	B.Sc. Physics	Lakshmi Suresh
7	B.Sc. Physics	Saya V. Saif
8	M.Sc. Chemistry	Sreejith C A
9	M.Sc. Chemistry	Alfiya T U
10	M.Sc. Chemistry	Aparna Anil
11	M.Sc. Chemistry	Jaidev S
12	M.Sc. Chemistry	Avinash Soman
13	M.Sc. Chemistry	Sajna P A
14	M.Sc. Chemistry	Swathisha K S
15	M.Sc. Chemistry	Muzammil Jamal
16	M.Sc. Chemistry	Varsha G M
17	M.Sc. Chemistry	Arshana Asharaf
18	M.Sc. Chemistry	Rajalakshmi M R
19	B.A History	Vinayasree Vinson



20	B.A History	Abhirami P K
21	B.A History	Aparna. M.A
22	B.A History	Ashmi Muhammed
23	B.A History	Insha M Mytheen
24	B.A History	Keerthana N S
25	B.A History	Krishnapriya Unni
26	B.A History	Muhammed Bilal
27	B.A History	Nandhana Santhosh
28	B.A History	Nasriya K J
29	B.A History	Shaniya T S
30	M.Com	Anu Mohanan
31	M.Com	Aparna P M
32	M.Com	Aswathy V S
33	M.Com	Athira C U
34	M.Com	Athira T S
35	M.Com	Devika Sajeewan
36	M.Com	Elisha Jacob
37	M.Com	Gayathri T M
38	M.Com	Gopika Gopalakrishnan
39	M.Com	Jismi Jose
40	M.Com	Krishna Rajeevan
41	B.Sc. Computer Science	Sruthy V M



42	B.Sc. Computer Science	Yadhukrishnan M R
43	B.Sc. Computer Science	Basil Jini Varghese
44	B.Sc. Computer Science	Dalbin Mathew
45	B.Sc. Computer Science	Hasna Mol Shemeer
46	B.Sc. Computer Science	Kadeea Muhammed
47	B.Sc. Computer Science	Niranjana K M
48	B.Sc. Computer Science	Sandra Krishna M
49	B.Sc. Computer Science	Sreelakshmi P H
50	B.A English	Elby K T
51	B.A English	Elna Wilson
52	B.A English	Jayakrishnan P K
53	B.A English	Nasiya Noushad
54	B.A English	Riswana Nasrin
55	B.A English	Safna Siddique



PRINCIPAL
SREE SANKARA VIDYAPEETOM
VALAYANCHIRANGARA P.O
(VIA) PERUMBAVOOR