



# Jansons Institute of Technology

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai  
Accredited by NAAC and ISO 9001:2015 certified Institution  
Coimbatore, Tamil Nadu – 641659  
www.jit.ac.in



## Jansons Institution's Innovation Council

in association with

**EDC & IPR Cell**

organises

a seminar on

## Business Model Canvas

on 12-04-2022 at Seminar Hall

### AGENDA

10:30 AM	Arrival of all dignities on dais
10:32 AM	<b>Welcome Address</b> Dr. M.M.Matheswaran, Associate Professor/MECH, Jansons Institute of Technology
10:35 AM	<b>Keynote Address</b> Dr.E.S.Shamila, Professor/CSE, Jansons Institute of Technology
11:00 AM	<b>Business Model Canvas - Presentation by Participants</b>
11:45 AM	Feedback
12:00 Noon	<b>Vote of Thanks</b> Ms.S.Priyanka, IV CSE, Jansons Institute of Technology

*Priyanka*

**Student Coordinator**  
(Ms.S.Priyanka)

*E.S.Shamila*

**Faculty Coordinator**  
(With name)

*Dr. E.S. Shamila*



*Y*  
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COIMBATORE - 641659



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## Event Report

**Title** : Business Model Canvas

**Date** (from & to) : 12-04-22 **Time** (from & to) : 10.30 AM – 12.00 Noon

**Venue** (online / offline) : Seminar Hall

**Organised by** : Jansons Institution's Innovation Council

**In association with** : EDC & IPR Cell

**Student Activity** : Yes / No

## Speaker Details

**Name** : Dr. E.S.Shamila

**Designation** : Professor

**Affiliation** : Jansons Institute of Technology



**Topic** : Business Model Canvas - developing new business models

**JIT Website** : [https://jit.ac.in/club\\_event\\_details.php?eid=521](https://jit.ac.in/club_event_details.php?eid=521)



Live



[https://www.facebook.com/permalink.php?story\\_fbid=1099103687336030&id=250442415535499](https://www.facebook.com/permalink.php?story_fbid=1099103687336030&id=250442415535499)



<https://www.instagram.com/p/CdcyjswLAKs/>



[https://twitter.com/JIT\\_Official/status/1524654727975550977](https://twitter.com/JIT_Official/status/1524654727975550977)

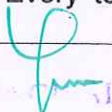
## Event Objective

Business Model Canvas (BMC) is used to outline the goals and objectives of a business. BMC can help business owners and other stakeholders develop new business models or evaluate existing models. It provides the investors the knowledge about the competitive edge of the company and provides better insight into working of the company.

## Event Summary

The keynote speaker Dr. E.S.Shamila discussed about invention, innovation. The role of Business Model Canvas for startups and building blocks in the business model canvas were discussed. The effects of business model canvas with its benefits, practicality and uses which are all positives have been discussed. Various steps of designing an innovative & sustainable business model were clearly explained. Around 10 team presented their Business Model Canvas. This seminar allows the participants to get an understanding of their business and to go through the process of making connections between what their innovative idea is and how to make it into a business. Every team explained about their product with the support of business model canvas.



  
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## Event Photographs



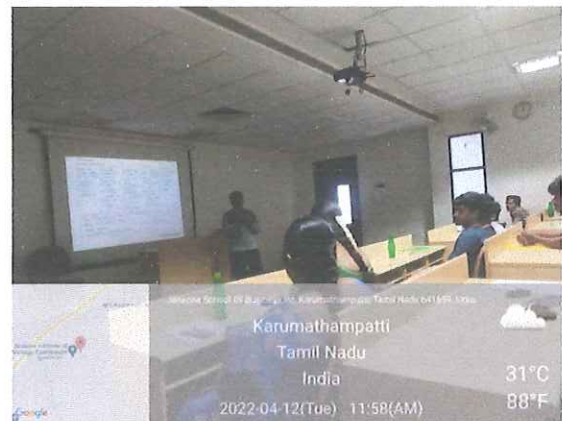
Welcome Address by Dr.M.Matheswaran, Assoc. Prof/CSE



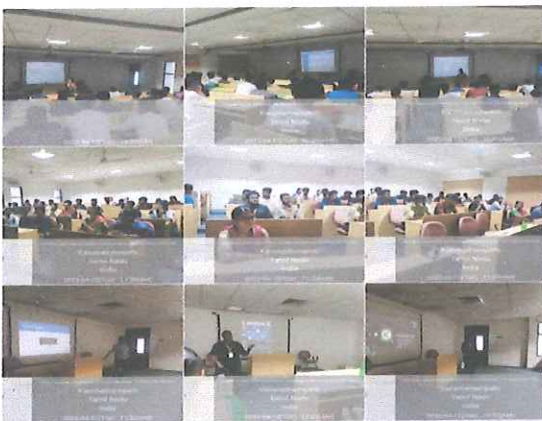
Key Note Address by Dr.E.S.Shamila,Prof/CSE



BMC presentation by External Participants



BMC presentation by External Participants



Judges of BMC event



Paper clipping in The Hindu newspaper about BMC event

## Event Outcomes

The Business Model Canvas is useful for people looking to create a model or adapt the structure of their organisation or development idea. It is a graphical, one-page framework that allows you to design, describe and/or challenge your business model. The importance of BMC was explained by the key speaker and event judges. The new entrepreneurs gain knowledge about the business. The participants gathered a clear idea of business and how to take advantage of changing customer demands and expectations. The event enables innovators to capture the whole picture of their business by identifying the single blocks involved.



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### Event Feedback


How would you rate the event in terms of preparation, flow, and content?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Excellent</td> <td style="width: 70%;"><div style="background-color: #4a86e8; height: 10px; width: 95%;"></div></td> <td style="width: 15%; text-align: right;">4.7</td> </tr> <tr> <td>Very Good</td> <td><div style="background-color: #4a86e8; height: 10px; width: 85%;"></div></td> <td style="text-align: right;">4.3</td> </tr> <tr> <td>Good</td> <td><div style="background-color: #4a86e8; height: 10px; width: 60%;"></div></td> <td style="text-align: right;">3.5</td> </tr> <tr> <td>Fair</td> <td><div style="background-color: #4a86e8; height: 10px; width: 25%;"></div></td> <td style="text-align: right;">2.3</td> </tr> </table>	Excellent	<div style="background-color: #4a86e8; height: 10px; width: 95%;"></div>	4.7	Very Good	<div style="background-color: #4a86e8; height: 10px; width: 85%;"></div>	4.3	Good	<div style="background-color: #4a86e8; height: 10px; width: 60%;"></div>	3.5	Fair	<div style="background-color: #4a86e8; height: 10px; width: 25%;"></div>	2.3
Excellent	<div style="background-color: #4a86e8; height: 10px; width: 95%;"></div>	4.7											
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Fair	<div style="background-color: #4a86e8; height: 10px; width: 25%;"></div>	2.3											
The content and activities of the event has increased my knowledge.	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Strongly Agree</td> <td style="width: 70%;"><div style="background-color: #76b82a; height: 10px; width: 95%;"></div></td> <td style="width: 15%; text-align: right;">4.7</td> </tr> <tr> <td>Agree</td> <td><div style="background-color: #76b82a; height: 10px; width: 90%;"></div></td> <td style="text-align: right;">4.6</td> </tr> <tr> <td>Neutral</td> <td><div style="background-color: #76b82a; height: 10px; width: 65%;"></div></td> <td style="text-align: right;">3.4</td> </tr> <tr> <td>Disagree</td> <td><div style="background-color: #76b82a; height: 10px; width: 20%;"></div></td> <td style="text-align: right;">2.1</td> </tr> </table>	Strongly Agree	<div style="background-color: #76b82a; height: 10px; width: 95%;"></div>	4.7	Agree	<div style="background-color: #76b82a; height: 10px; width: 90%;"></div>	4.6	Neutral	<div style="background-color: #76b82a; height: 10px; width: 65%;"></div>	3.4	Disagree	<div style="background-color: #76b82a; height: 10px; width: 20%;"></div>	2.1
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Disagree	<div style="background-color: #76b82a; height: 10px; width: 20%;"></div>	2.1											
How would you rate the speaker in terms of knowledge and presentation?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Excellent</td> <td style="width: 70%;"><div style="background-color: #f1c40f; height: 10px; width: 90%;"></div></td> <td style="width: 15%; text-align: right;">4.5</td> </tr> <tr> <td>Very Good</td> <td><div style="background-color: #f1c40f; height: 10px; width: 95%;"></div></td> <td style="text-align: right;">4.6</td> </tr> <tr> <td>Good</td> <td><div style="background-color: #f1c40f; height: 10px; width: 70%;"></div></td> <td style="text-align: right;">3.5</td> </tr> <tr> <td>Fair</td> <td><div style="background-color: #f1c40f; height: 10px; width: 30%;"></div></td> <td style="text-align: right;">2.2</td> </tr> </table>	Excellent	<div style="background-color: #f1c40f; height: 10px; width: 90%;"></div>	4.5	Very Good	<div style="background-color: #f1c40f; height: 10px; width: 95%;"></div>	4.6	Good	<div style="background-color: #f1c40f; height: 10px; width: 70%;"></div>	3.5	Fair	<div style="background-color: #f1c40f; height: 10px; width: 30%;"></div>	2.2
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Fair	<div style="background-color: #f1c40f; height: 10px; width: 30%;"></div>	2.2											
Overall experience of the event.	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Very Satisfied</td> <td style="width: 70%;"><div style="background-color: #34495e; height: 10px; width: 95%;"></div></td> <td style="width: 15%; text-align: right;">4.7</td> </tr> <tr> <td>Satisfied</td> <td><div style="background-color: #34495e; height: 10px; width: 90%;"></div></td> <td style="text-align: right;">4.5</td> </tr> <tr> <td>Neutral</td> <td><div style="background-color: #34495e; height: 10px; width: 70%;"></div></td> <td style="text-align: right;">3.5</td> </tr> <tr> <td>Dissatisfied</td> <td><div style="background-color: #34495e; height: 10px; width: 25%;"></div></td> <td style="text-align: right;">2.1</td> </tr> </table>	Very Satisfied	<div style="background-color: #34495e; height: 10px; width: 95%;"></div>	4.7	Satisfied	<div style="background-color: #34495e; height: 10px; width: 90%;"></div>	4.5	Neutral	<div style="background-color: #34495e; height: 10px; width: 70%;"></div>	3.5	Dissatisfied	<div style="background-color: #34495e; height: 10px; width: 25%;"></div>	2.1
Very Satisfied	<div style="background-color: #34495e; height: 10px; width: 95%;"></div>	4.7											
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Dissatisfied	<div style="background-color: #34495e; height: 10px; width: 25%;"></div>	2.1											
Suggestion for Improvements (If any)	-												

### No. of Participants / Benefices

Total (Participants / Benefices)	Students	Faculty	Students (Outside institution)	Faculty (Outside institution)
54	29	8	17	-

Date of report submission: 15.04.22

  
**Student Coordinator**  
 (Ms.S.Priyanka)

  
**Faculty Coordinator**  
 (Dr.E.S. Shamila)





  
**Principal**  
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## Business Model Presentation

on 12-04-2022 at Seminar Hall

### WINNERS

Event	Position	Name (Year & Department)
Business Model Presentation	First	Ricky.C Velammal college of Engineering & Technology, Madurai.
	Second	SURENDRAN. S II-Year, Department of Mechanical Engineering SUTHARSAN. V THAHA ABDUL HAMEED. A II-Year, Department of Mechatronics Engineering Kongu Engineering College Perundurai
	Third	Ziyad Latheef Mohammed Sanal T III Year Department of Mechanical Engineering KPR Institute of Engineering and Technology Coimbatore

Date: 04.12.2022

MM-DD-YYYY

  
Faculty Coordinator  
(Dr.E.S.Shamila)





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## A Seminar on Business Model Canvas

on 12-04-2022 at ~~Lecture~~ Hall 12

### PARTICIPANTS ATTENDANCE

Sl. No.	Register No.	Name & College	Year & Department	Attendance
1.	912218114012	Solaimaharajith of eng & solaimaharaja	IV & Mechanical	M. Soli.
2	912218114701	A. Vengataramanan	IV & Mechanical	A. Vengataramanan
3)	912218114005	R. Bharath	IV OF Mechanical	R. Bhar.
4)	912218114011	RAJAPAND I. M Solaimalai College of Engg	IV & Mech	M. Rajapand
5)	912218114901	E. Sumith. solaimalai college of Engineering	IV & mech	E. Sumith
6)	912218114003	B. Aravinth (Solaimalai clg Eng)	IV & Mech	B. Arav
7,	912218114004	R. R. Balaji (Solaimalai clg Eng)	IV Mech	R. R. Balaji
8.	912218114010	V. Praseen Kumar (Solaimalai clg Eng)	IV Mechanical	V. Praseen
9.	71119114703	Gr. SUBASH (JIT)	III Mech	Gr. Subash
10.	71119104025	Gr. Kul. M	III - CSE	Gr. Kul. M
11.	71119105002	HEYRAM. R. S	III - EEE	HEYRAM. R. S
12.	71119106005	Borinda Prakesh Dharvin	III - ECE	Borinda Prakesh
13.	71119106011	CHOKULAKRISHNAN. S	III - ECE	CHOKULAKRISHNAN. S
14	<del>71119</del> 20MEL42	Rohith. V (KPRIET)	III - Mech	Rohith. V
15	19ME088	Vishal S (KPRIET) - Coim	III - Mech	Vishal S
16	19ME059	Mohammed Sanal - T (KPRIET)	III Mech	Mohammed Sanal
17.	20MEL56	Ziyad latheef (KPRIET)	III Mech	Ziyad latheef
18	19ME079	S. SRIDHAR SAKTHIVEL (KPRIET)	III - Mech	S. SRIDHAR SAKTHIVEL
19	20MEL40	K. RANJITH MURUGAN (KPRIET)	III - Mech	K. Ranjith
20	913120105027	Ric Ry. C (Velammal Madurai)	II - EEE	Ric Ry. C
21	913120105009	Gurusuvar C (Velammal Madurai)	II - EEE	Gurusuvar C
22	913120105034	S. Shiva Satharath (Velammal Madurai)	II - EEE	S. Shiva Satharath



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## A Seminar on Business Model Canvas

on 12-04-2022 at Lecture Hall 12

Sl. No.	Register No.	Name & college	Year & Department	Attendance
23	71120104063	R. Sanju Roshan - JIT	II CSE	Sanju R
24	71120104079	Tamilselvan S - JIT	II CSE	Tamilselvan
25	71120106028	G. Meghatharsha - JIT	II ECE	Megha
26	71120106058	J. NARESH PRASANNA - JIT	II ECE	J. N. Pr
27	71120106013	B. Sripavan - JIT	II ECE	Sripavan
28	71120106045	L. Ravi Chandra - JIT	II ECE	Ravi
29	71120106055	G. Aravind - JIT	II ECE	Aravind
30	71120106015	C. Neelavandan - JIT	II ECE	Neelav
31	71120103004	E. Jagadeesh - JIT	II Civil	Jagadeesh
32	71120104074	S. Srikanth R. - JIT	II CSE	Srikanth
33	71120104072	S. Sreerajith - V - JIT	II CSE	Sreerajith
34	71120104065	Santhosh. K - JIT	II - CSE	Santhosh
35	71120104051	Sri Venkata Sai - JIT	II - CSE	Sri Venk. Sai
36	71118104072	Sheshaile. C	II - CSE	Sheshaile
37	71118104058	Rohith Antony SA	II - CSE	Rohith
38	71118104018	Arin Prasadheesh K	II - CSE	Arin Pr.
39	71118104009	Deepah. S	II CSE	Deepah
40	71120104057	Priyanga. G	II - CSE	Priyanga
41	71120104038	Kiruthika. J	II - CSE	Kiruthika
42	71120104071	Sowmya. K. M	II - CSE	Sowmya
43	71120104073	Srimithaaling. B	II - CSE	Srimitha
44	611219106011	DEVAKUMAR. M	III - ECE	Devakar
45	611219106005	ARVIN RAT P.	III - ECE	Arvin Rat
46	611219106004	ARUNKUMAR S.	III - ECE	Arunkumar



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on 12-04-2022 at Lecture Hall 12

Sl. No.	Register No.	Name & college	Year & Department	Attendance
47	JIT0256	A. PRAVEENA & JIT	Faculty	A. Praveena
48	JIT0290	R. SAVITHA & JIT	Faculty	R. Savitha
49	JIT0293	M. RUBHASHREE & JIT	Faculty	M. Rubha
50	JIT0284	C. Roopa & JIT	Faculty	C. Roopa
51	JIT0283	P. NAUSIKRASHA & JIT	Faculty	P. Nausika
52	JIT0251	Dr. E.S. Shamila & JIT	Faculty	E.S. Shamila
53	JIT0134	Dr. P. Gowtham	ECE Faculty	P. Gowtham
54	JIT0169	Dr. M. M. Mathyanaram	Faculty	M. Mathyanaram

Certified that all the students/faculty participated in the event.

Date: 12.04.2022

*(Signature)*  
**Faculty Coordinator**  
 (with name)  
*(Dr. M. M. Mathyanaram)*



*(Signature)*  
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