



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



VINAYAKA MISSION'S  
KIRUPANANDA VARIYAR  
ENGINEERING COLLEGE

**VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE, SALEM**  
(A Constituent College of Vinayaka Mission's Research Foundation, Deemed to be University, Salem)  
(NAAC Accredited, AICTE Approved and Ranked one among 25 Institutions by ARIIA 2020)  
NH-47, Sankari Main Road, Periya Seeragapadi, Salem – 636 308

**Date: 30.08.2021**

**REPORT – IIC ACTIVITY -**  
**WEBINAR ON “BUSINESS MODEL CANVAS” – 30<sup>th</sup> AUG 2021**  
**VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING**  
**COLLEGE SALEM TAMIL NADU**

**Institution Innovation Council of Vinayaka Mission's Kirupananda Variyar Engineering College Salem organised a webinar on 30<sup>th</sup> August 2021 on the topic “Business Model Canvas”.**

The programme commenced at 03.00 PM with introduction and welcome address by Dr. Arunkumar Madhuvappan, IIC President. He also introduced “**Dr. Sanjay Singh**”, resource person of the session to all participants. Around 54 staff and students took part in the session. Dr. N Rajan, Convener of the session briefly talked about the importance of entrepreneurship in the present scenario and suggested students to have the goal of becoming job provider instead of becoming a job seeker.

**Dr. Sanjay Singh, resource person thanked Principal and IIC President of the institution for the opportunity given** to have an interaction with all staff and students particularly in the topic of business models leading to Start-up and entrepreneurship. He discussed about the canvassing of business model and described it as gathering of all technical, administrative and other information about the business one wants to step in. It is similar to preparation for commencement of the proposed business with all planning and working strategy for earning maximum revenue in terms of benefit. He also discussed about the difference between business model canvas and service to the society. Service to the society comes under Corporate Social Responsibility (CSR) and a person holding a good business must discharge in development of society and human beings under CSR and it is one of the mandatory requirement for getting approval from Govt. for starting any model of business.

At the end of the session, participants asked their doubts and lastly thanked the organizer for arranging such a eye opening and informative session. The session concluded at 04.30 PM with vote of thanks by the IIC President.



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

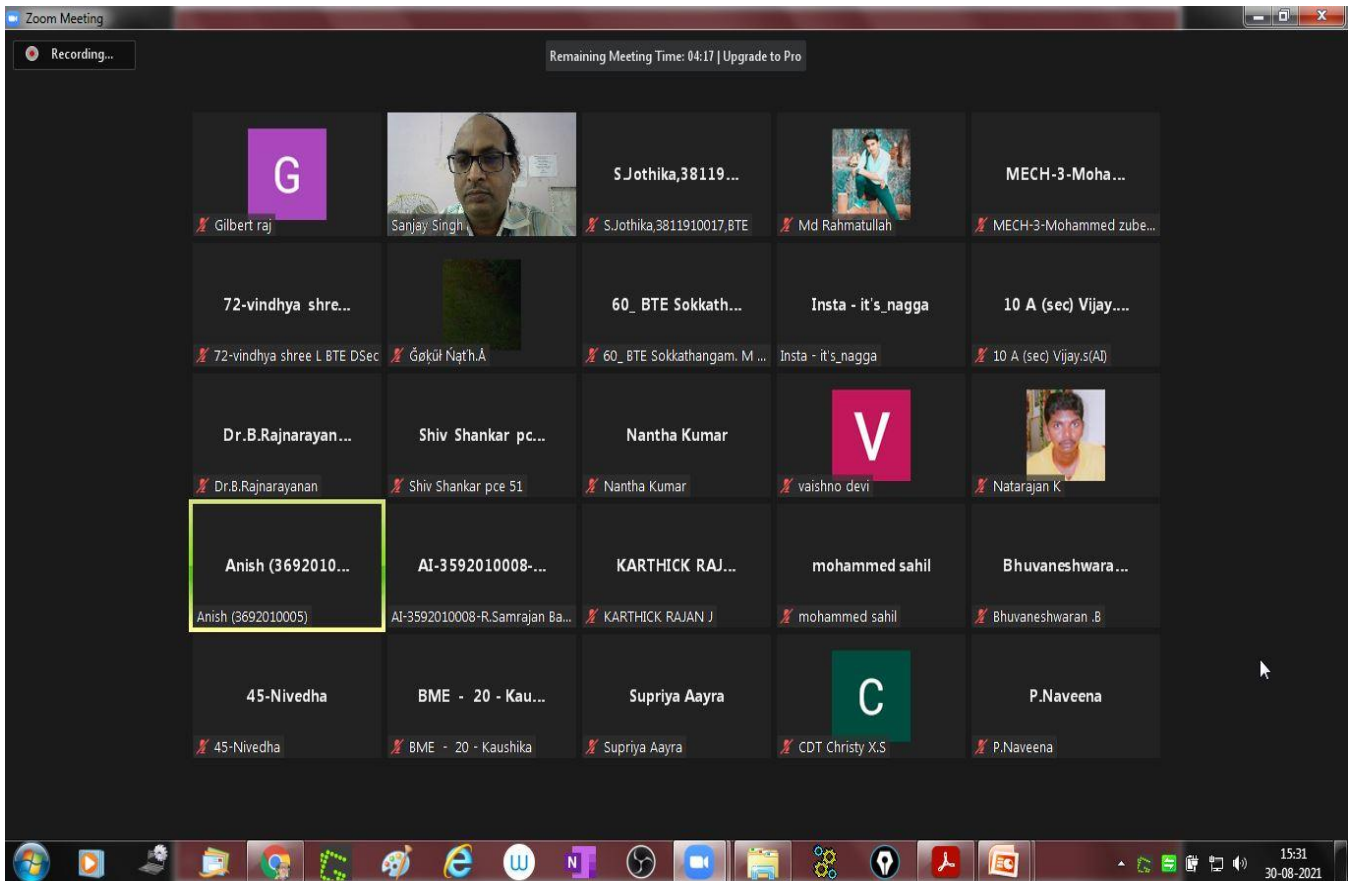
**Institution's Innovation Council of  
Vinayaka Mission's Kirupananda Variyar  
Engineering College Salem – 636 308 Tamil Nadu  
Organises a Webinar on  
“Business Model Canvas”  
On 30<sup>th</sup> Aug 2021 @ 03.00 PM**

**Expert Speaker**  
**Dr. Sanjay Singh**  
**Prof. – Department of Mechanical Engineering  
Vinayaka Mission's Kirupananda Variyar Engineering  
College Salem – 636 308 Tamil Nadu**



**Dr. R Sasikumar  
Principal**

**Zoom Link for Joining the Webinar:**  
<https://us04web.zoom.us/j/76774247185?pwd=RmozTTkwWXQ3T0RDcE1xWU9DbXJQdz09> / Meeting ID: 767 7424 7185 Passcode: 123456



## *A Business Model - Requirements*

- Clarity - What do we want to offer?
- Clarity - Who will be my Customers?
- Clarity - What kind of infrastructure required to do the proposed business?
- Clarity - Whether I do have money to meet the financial requirement for doing this business.

