



# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



## INSTITUTIONS INNOVATION COUNCIL

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## Training and Placement Cell Event Report

**TECNIA**  
INSTITUTE OF ADVANCED STUDIES  
NAAC ACCREDITED GRADE "A" INSTITUTE  
DELHI 20085

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

Session on  
**Business Model Canvas (BMC)**  
Speakers

**Dr. Ajay Kumar**  
Director  
TIAS

**Dr. Paritosh Anand**  
Co-Founder, Vatsalya Wellness  
Executive Director Vatsalya Agriventures

**Dr. Nivedita**  
I/C IIC, Head T&P  
TIAS

Join Us: <https://bit.ly/2PvBlBq>

Date : 20.05.2022, Time : 03:00P.M. - 04:00 P.M.

<https://www.youtube.com/watch?v=0hJJFXtqkn0>

**Topic:** Business Model Canvas (BMC)  
**Date:** 20.05.2022  
**Time:** 03:00 PM – 04:00PM  
**Duration:** One Hour  
**Venue:** Online Microsoft Team  
**Program:** BCA, MBA, BAJMC  
**Coordinator:** Mr. Mayank Arora, Assistant Professor, Department of Mass Communication  
 Ms. Keenika Arora, Assistant Professor, Department of Management Sciences  
**Convener:** Dr. Nivedita, Head - Training & Placement Cell, IIC In-Charge  
**Students:** 51

### Resource Person:

Dr. Paritosh Anand, Co-Founder, Vatsalya Wellness,  
Executive Director, Vatsalya Agriventures.

### **Objectives:**

- To make students understand the significance and relevance of entrepreneurship.
- To make students aware about the different perspectives of entrepreneurship.
- To provide a direction to students towards taking up entrepreneurship as a career.
- To understand the key activities for business/product for start-ups.
- To understand the importance of relationship and key partners for start-ups.

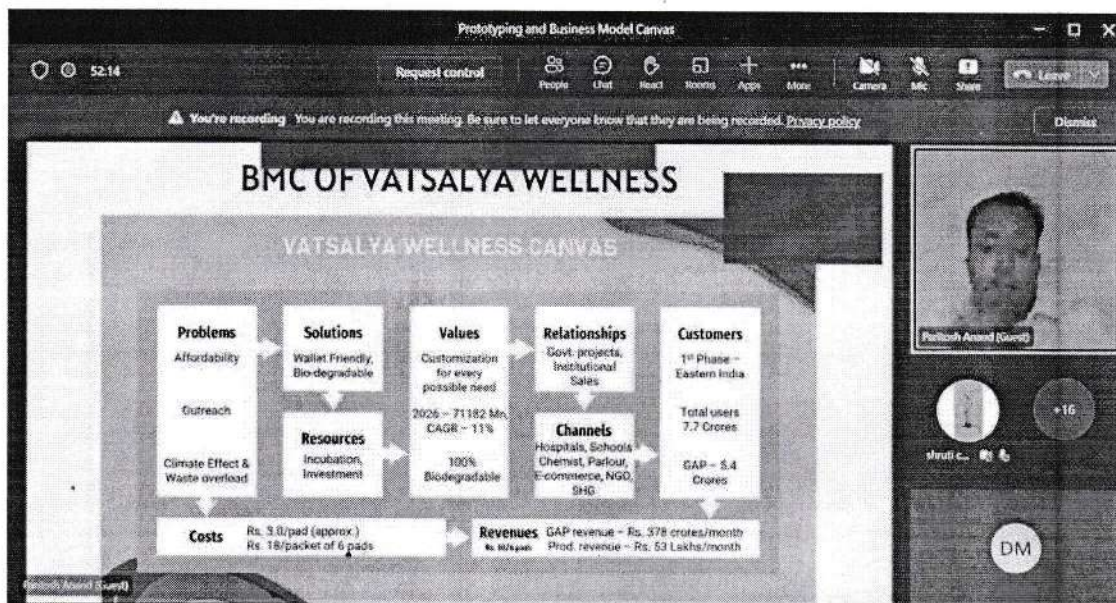
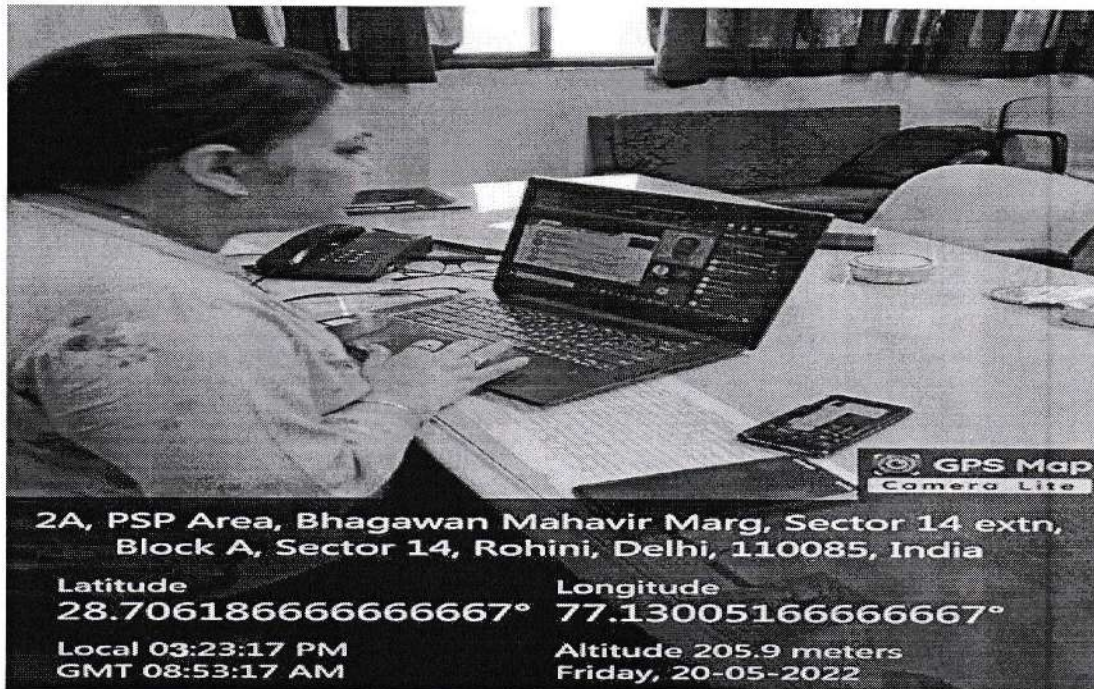
### **Report:**

An online webinar was organized by Training and Placement Cell and IIC TIAS under the ambit of Capability Enhancement Scheme on 20.05.2022 from 03:00 PM – 04:00PM. The topic of the webinar was, 'Business Model Canvas (BMC)'. The speaker of the webinar was Dr. Paritosh Anand, IIM Alumnus, Co-Founder Vatsalya Wellness, Executive Director Vatsalya Agriventurse. He elaborated the components of business canvas and described that it includes identifying the customer's need, value propositions, channels of communication/distribution/sales, Relationships with customers/stakeholders, revenue streams, key resources/activities/partnerships, cost structures. He described the segmenting of customers is very important in designing and various factors have to be considered thoroughly for it. He informed the value proposition is foundational to any business and while defining it three points should be met- what is the problem, who needs the solution and underlying motivator for the problem and suggested that one can follow Maslow's Need Hierarchy. He informed that understanding of pricing for business is a crucial factor and described that there are different revenue models for the businesses. He further elaborated the resources that are practically needed to undertake the business like business space, computers, internet connection, etc. He described that the key activities of business/product are the actions that a business undertake to achieve the value proposition for the customers and this can be achieved by solving simple questions like what are resources used, level of expertise, technology updation, strategy etc. He also described about the key partnerships on whom business can rely when it cannot achieve value proposition on its own. He elaborated the meaning of cost structure and the ways of defining it for a business. The speaker gave examples of BMC of Apple, Nike and Vatsalya Wellness. Earlier Dr. Nivedita, Head Training and Placement Cell and Incharge IIC welcomed the guest and spoke about the objective of the webinar. The one hour session was well coordinated by Mr. Rahul Tripathi, Assistant Professor, Department of Management Sciences; Ms. Keenika Arora, Assistant Professor, Department of Management Sciences and Mr. Maynak Arora, Assistant Professor, Department of Journalism and Mass Communication. It was well received by the attendees. The webinar ended with vote of thanks by Dr. Nivedita and feedback collection.

### **Learning Outcome:**

- Students will able to understand the significance and relevance of entrepreneurship after the session.
- Students will able to aware about the different perspectives of entrepreneurship after the session.
- Students will able to provide a direction towards taking up entrepreneurship as a career after the session.
- Students will able to understand the key activities for business/product for start-ups after the session.

**Geotag and Screensh**



*Savit*

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**NEW DELHI - 110085**

Prototyping and Business Model Canvas

51:58 Request control People Chat React Rooms Apps More Camera Mic Share Leave

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### BMC OF NIKE

BUSINESS MODEL CANVAS: NIKE

KEY PARTNERSHIPS	KEY ACTIVITIES	KEY RESOURCES	CHANNELS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> <li>Manufacturers of shoes and apparel</li> <li>Logistics and distribution</li> <li>Retailers</li> <li>Online retailers</li> <li>Wholesalers</li> </ul>	<ul style="list-style-type: none"> <li>Design and development</li> <li>Manufacturing</li> <li>Marketing and advertising</li> <li>Customer service</li> <li>Logistics and distribution</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturers</li> <li>Logistics and distribution</li> <li>Retailers</li> <li>Online retailers</li> <li>Wholesalers</li> </ul>	<ul style="list-style-type: none"> <li>Physical stores</li> <li>Online</li> <li>Mobile apps</li> <li>Direct sales</li> </ul>	<ul style="list-style-type: none"> <li>Individuals</li> <li>Businesses</li> <li>Government</li> <li>Non-profit</li> </ul>

Revenue: \$1.1B  
 Operating Profit: \$1.1B  
 Operating Margin: 100.00%  
 Sales & Distribution: \$1.1B

Parishad Ahmad (Guest)

shanti c. +17

DM

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43°C 14:46 20-05-2022

Prototyping and Business Model Canvas

52:32 Request control People Chat React Rooms Apps More Camera Mic Share Leave

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### VAISALYA WELLNESS

## Sustainable Menstrual Health

355 Million	36%	10%	68%
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World Economic Forum reports suggests that out of all menstruating girls & women in India, less than 20% use sanitary pads. - Madhusudan Gopalan (CEO-P & G, SE Asia) at India Economic Summit 2019

Genie Pads is the pioneer of Labia Pads in India!

Parishad Ahmad (Guest)

shanti c. +16

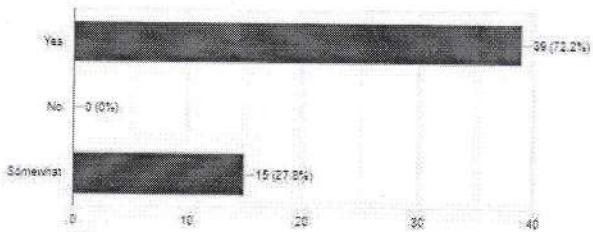
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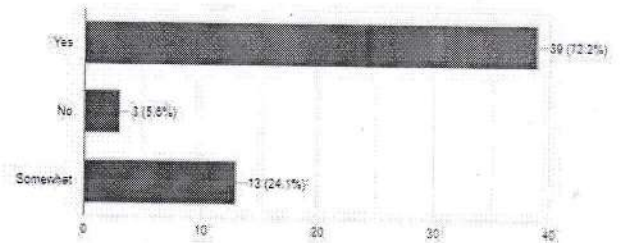
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## Feedback:

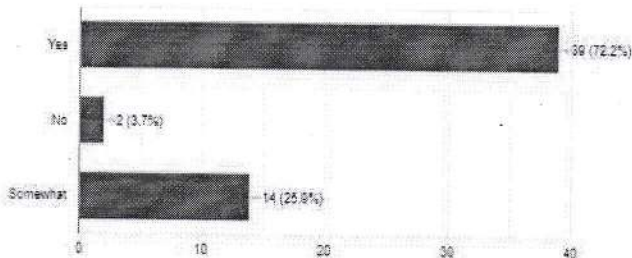
My understanding about business modal canvas has increased after attending the webinar  Copy  
54 responses



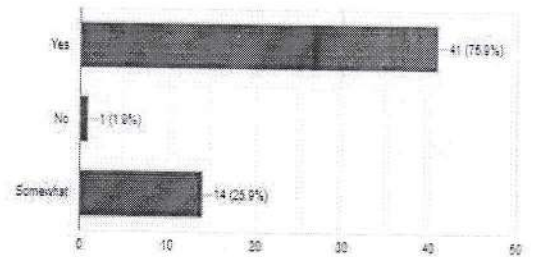
My understanding about the importance of business modal canvas has increased after attending the webinar  Copy  
54 responses



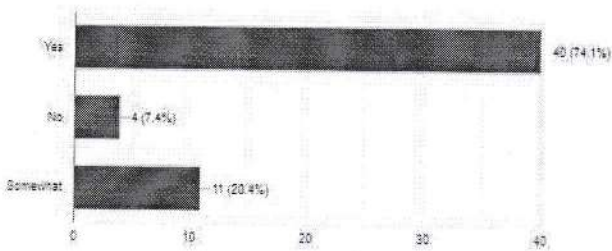
My understanding about value proposition has increased after attending the webinar  Copy  
54 responses



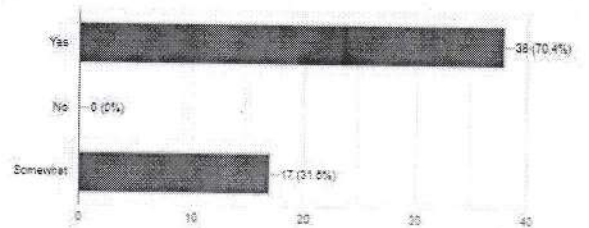
My understanding about revenue streams has increased after attending the webinar  Copy  
54 responses



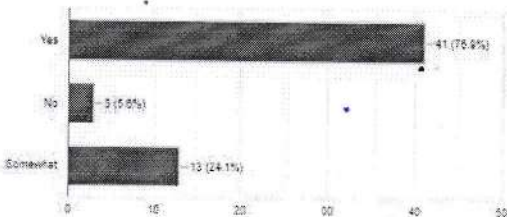
My understanding about the components of business modal canvas has increased after attending the webinar  Copy  
54 responses



My understanding about key activities for business/product has increased after attending the webinar  Copy  
54 responses



My understanding about relationship key partners has increased after attending the webinar  Copy  
54 responses




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**List of Beneficiaries:**

SL.NO	NAME	PROGRAM	YEAR	ENROLLMENT NO.	OVERALL FEEDBACK
1	KEENIKA ARORA	BBA	'-----	----	EXCELLENT
2	NIDHI KHANDELWAL	BAJMC	1ST YEAR	10717002421	GOOD
3	KHUSHI PRUTHI	BAJMC	1ST YEAR	02117002421	GOOD
4	DIPANSHU PAHUJA	BAJMC	1ST YEAR	14517002421	EXCELLENT, GOOD
5	SANJANA	BAJMC	1ST YEAR	35621302421	GOOD
6	SARTHAK THAKUR	BAJMC	1ST YEAR	03217002421	GOOD
7	RIDDHI MALHOTRA	BAJMC	1ST YEAR	35217002421	EXCELLENT
8	IRA SHARMA	BAJMC	1ST YEAR	06317002421	EXCELLENT
9	VANSH KALRA	BAJMC	1ST YEAR	06817002421	EXCELLENT
10	SHEETAL TIWARI	BAJMC	1ST YEAR	09717002421	EXCELLENT
11	HIMANSHI ARORA	BAJMC	1ST YEAR	15417002421	EXCELLENT
12	RISHITA GOYAL	BAJMC	1ST YEAR	35817002421	EXCELLENT
13	KANIKA BANSAL	BAJMC	1ST YEAR	03321302421	EXCELLENT
14	RIA KISHNANI	BAJMC	1ST YEAR	00621302421	AVERAGE
15	MAYANK ARORA	BAJMC	'-----	'-----	EXCELLENT
16	NEERJA ROHATGI	BAJMC	1ST YEAR	04421302421	GOOD
17	RONICA	BAJMC	1ST YEAR	05221302421	GOOD
18	ARUSHI	BAJMC	1ST YEAR	02721302421	GOOD
19	ANAMIKA	BAJMC	1ST YEAR	11017002421	EXCELLENT
20	RADHIKA KATARIA	BAJMC	1ST YEAR	12117002421	GOOD
21	PARTH GOEL	BAJMC	1ST YEAR	35917002421	EXCELLENT
22	SAURAV SHARMA	BAJMC	1ST YEAR	07221302421	GOOD
23	KAVYA NEERAJ	BAJMC	1ST YEAR	11317002421	GOOD
24	TANYA	BAJMC	1ST YEAR	05717002421	GOOD
25	MANYA GROVER	BAJMC	1ST YEAR	06117002421	EXCELLENT
26	DEV SHARMA	BAJMC	1ST YEAR	08121302421	EXCELLENT
27	PRABHJOT KAUR	BAJMC	1ST YEAR	10417002421	EXCELLENT
28	IMRANA NAZ	BAJMC	1ST YEAR	07317002421	EXCELLENT
29	ROHIT GUPTA	BAJMC	1ST YEAR	03617002421	GOOD
30	BHAVYA	BAJMC	1ST YEAR	15117002421	GOOD
31	PARTH BHATNAGAR	BAJMC	1ST YEAR	35317002424	GOOD
32	JIGYASA CHOPRA	BAJMC	1ST YEAR	13317002421	GOOD
33	POOJA BANSAL	BAJMC	1ST YEAR	35517002421	EXCELLENT
34	AKANKSHA RAI	BAJMC	1ST YEAR	01421302421	EXCELLENT
35	GARV ARORA	BAJMC	1ST YEAR	10017002421	AVERAGE
36	AMAN	BCA	1ST YEAR	02221302021	GOOD
37	AAYUSHI TYAGI	BCA	1ST YEAR	01721302021	EXCELLENT
38	VIVEK CHAUHAN	BCA	1ST YEAR	07428808671	AVERAGE
39	VANIKA	BCA	1ST YEAR	35421302021	EXCELLENT, GOOD

40	NAVNEET KUMAR	BAJMC	1ST YEAR	12717002421	GOOD
41	MOHIT	BCA	1ST YEAR	02217002021	GOOD
42	KESHAV GUPTA	BCA	1ST YEAR	00621302021	GOOD
43	HEENA LAL	MBA	----	-----	EXCELLENT
44	DR. NIVEDITA	T&P	----	-----	EXCELLENT

  
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