



VEDAVYASA INSTITUTE OF TECHNOLOGY

Kakkove, Malappuram Dt, Kerala,

Affiliated To AICTE,

APJ Abdul Kalam Kerala Technological University and Govt. Of India

Phone: 0483-2832157, Mob: 9446565077



Institution's Innovation council

IIC6-Q3 Calendar driven Activity Report

Program:

Q3 Calendar driven Activity

Title of activity:

Session/Workshop on Business Model Canvas(BMC)

Organizer:

The Institution's Innovation Council (IIC)
VVIT

Name of coordinator:

Mr Sujikumar AP SH

Date: 27.03.24

Time:11.00 PM

Venue:VVIT

Objectives:

The BMC enables people to temporarily separate themselves from their idea and adopt a bird's eye view of how things will work, in practice.

Name, designation of resource person:

Dr. Yahya khan
Skylight architects

Summary:

The Institution's Innovation Council (IIC) VVIT organized Session/ Workshop on Business Model Canvas (BMC) on 27.03.24 from 11:00A.M. to 01.00 P.M. through Offline mode. Mr Sujikumar welcome the gathering .Dr. Yahya khan expresses that Skylight is an architectural house enabling world-class experience in providing complete design solutions from master planning to architecture and designing of interior themes. He adds that The Business Model Canvas (BMC) from Strategyzer is a simple, visual tool that maps out the nine key areas that are essential to any project, initiative, or business. The canvas is still broken down into these 9 key building blocks:

1. Customer Segments
2. Value Propositions
3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partners
9. Cost

The session ends with discussion and vote of thanks by coordinator

Benefit to faculty/students:


While BMCs are extremely helpful to flesh out ideas at the earliest stages of development, they can also bring much value even when the project or business already exists. This workshop guides a group through the BMC and provides space for ideation, reflection and feedback.

No of participants:43(42 Students and 1 Faculty)

Face book:

<https://www.facebook.com/photo/?fbid=851188873688402&set=pcb.851189163688373>

Documents accompanying: Snapshots of the session, poster


VIT VAYASA INSTITUTE OF TECHNOLOGY
 BANGALORE, KERALA
 AFFILIATED TO AICTE
 H. KALAM REGALA TECHNOLOGICAL UNIVERSITY AND GOVT.
 OF INDIA
 PHOENIX PARKS, SPOONVILLE, MOHIT, SAARATHURU ET
INSTITUTION'S INNOVATION COUNCIL
 PROGRAM:
 CALENDER DRIVEN ACTIVITY
 SESSION / WORKSHOP ON BUSINESS MODEL CANVAS (BMC)
 RESOURCE PERSON:
 DR. YAHYA KHAN
 SKYLIGHT ARCHITECTS
 DATE: 27.03.24
 TIME: 11.00 AM
 VENUE: VVII
 COORDINATOR:
 MR. SUJIKUMAR AP SII
 9445010909




Business Model of Banking companies				
Key Partners Investments partners Technology vendors Regulatory Agencies	Key Activities Branch Operations Call center operations IT Operations Key Resources Physical and IT Infrastructure Loan Assets	Value Propositions Deposit Products (Lower Interest Rates) Loan Products (Higher Interest Rates)	Relationships Personal Assistance Automation where possible Channels Bank Branches, ATMs, Call centers, Internet, Mobile Devices	Customer Segments Retail and Corporate Customers (Depositors) Retail and Corporate Customers (Borrowers)
Cost Structure Interest Expenses Channel Costs		Revenue Streams Interest Income Fee Income		

www.businessmodelgeneration.com



The above-mentioned activity was scheduled in accordance with the requirement of Innovation council of Ministry of Education. The activity was a fair and good success


 Dr Periasamy C
 IIC President VVIT
 Date 27.03.24