



TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI INDIA

Report : Webinar on Business Model Canvas (BMC)

Title of Activity*	Webinar on Business Model Canvas (BMC)
Values	Student' will learn how to describe, design, challenge, invent, and pivot your business model.
Learning Outcomes	Participants have learnt about: <ol style="list-style-type: none">1. The meaning of business modal canvas.2. The importance of business modal canvas.3. The components of business modal canvas.4. The meaning of value proposition.5. The revenue streams for start-ups.6. The key activities for business/product for start-ups.7. The importance of relationship and key partners for start-up.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name) *	Department of Management Science
Program Theme*	Business Model Canvas (BMC)
External Expert / Internal Expert	Dr. Paritosh Anand
Date*	22th May 2022
Time*	03:00 PM – 04:00PM
Venue	Online (Zoom)
Poster/Flyer/Notice*	

TECNIA
INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
DELHI, INDIA

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/3PvBIBg>

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

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)	https://youtu.be/0hJJFXtqkn0
No. of Students* (only no. to be written, list in excel or word should be maintained at department level as proof for any further requirement)	40
No. of Faculty* (only no. to be written, list in excel or word should be maintained at department level as proof for any further requirement)	03
No. of External Participants (students + faculty) [write NA if not applicable]	NA
(Geotag) Photograph*	

Prototyping and Business Model Canvas

Request control

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BMC OF VATSALYA WELLNESS

VATSALYA WELLNESS CANVAS

Problems Affordability Outreach Climate Effect & Waste overload	Solutions Water Friendly, Biodegradable Resources Incubation, Investment	Values Customization for every possible need 2025 - 71182 Mh. CAGR - 11% 100% Biodegradable	Relationships Govt. projects, Institutional Sales Channels Hospitals, Schools, Chemist, ParLOUR, E-commerce, NGO, SHG	Customers 1 st Phase - Eastern India Total users 7.7 Crores GAP - \$4 Crores
Costs Rs. 3 (3pads approx.) Rs. 18 (packet of 6 pads)	Revenues GAP revenue - Rs. 378 crores/month Prod. revenue - Rs. 53 Lakhs/month			

Get benefits of More Stamps - DateTime, Logo, Signature, GPS & a NEW BONUS Feature - Sequential Number Stamp: All in AUTO STAMPER!

QUESTIONS/FEEDBACK/ SUGGESTIONS

Delhi, Delhi, India
Osharwan International Business School, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India
Lat 28.7068644° Long 77.1300517°
50°N 22° E 3.47 PM

medimix

Usable reduction in pimple in 3 days

GPS Map
Comero Lite

2A, PSP Area, Bhagawan Mahavir Marg, Sector 14 extn, Block A, Sector 14, Rohini, Delhi, 110085, India

Latitude 28.706186666666667° Longitude 77.13005166666667°

Local 03:23:17 PM Altitude 205.9 meters
GMT 08:53:17 AM Friday, 20-05-2022

Prototyping and Business Model Canvas

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VATSALYA WELLNESS

Sustainable Menstrual Health

355 Million 36% 10% 68%

World Economic Forum reports suggests that out of all menstruating girls & women in India, **less than 20%** use sanitary pads. - *Madhusudan Gopalan (CEO-P & GSE Asia) at India Economic Summit 2019*

Genie Pads is the pioneer of Labia Pads in India!

Prototyping and Business Model Canvas

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Vision

We envision a world where each woman takes care of her menstrual health!

Mission

We are committed to equip our customers through education, services & products to maintain their personal hygiene more diligently.

Prototyping and Business Model Canvas

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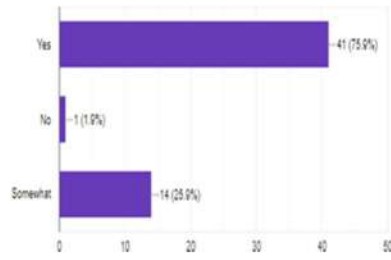
BMC OF NIKE

BUSINESS MODEL CANVAS NIKE

KEY ACTIVITIES	CHANNELS	VALUE PROPOSITION	CUSTOMER SEGMENTS	CUSTOMER RELATIONSHIPS
<ul style="list-style-type: none"> Manufacturing Marketing Logistics Retail Product Development 	<ul style="list-style-type: none"> Physical Stores Online Partners Distributors 	<ul style="list-style-type: none"> Performance Style Quality Brand Price 	<ul style="list-style-type: none"> Professional Athletes Amateur Athletes Students Business Professionals Parents Children 	<ul style="list-style-type: none"> Partnerships Community Events Personalized Self-Service
KEY RESOURCES	CHANNELS	VALUE PROPOSITION	CUSTOMER SEGMENTS	CUSTOMER RELATIONSHIPS
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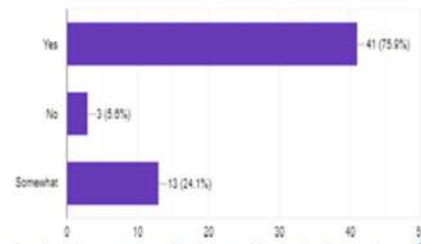
My understanding about revenue streams has increased after attending the webinar

54 responses



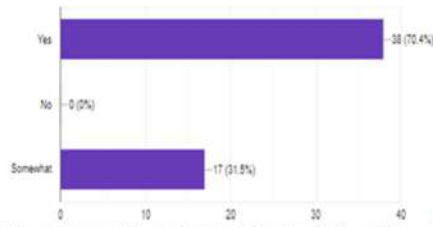
My understanding about relationship key partners has increased after attending the webinar

54 responses



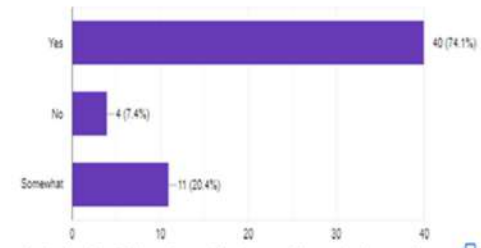
My understanding about key activities for business/product has increased after attending the webinar

54 responses



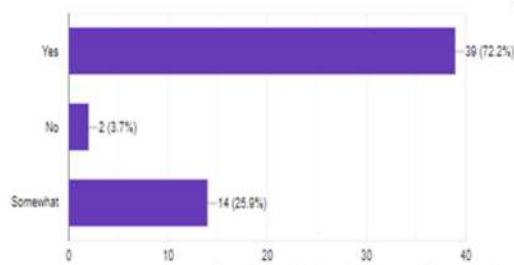
My understanding about the components of business modal canvas has increased after attending the webinar

54 responses



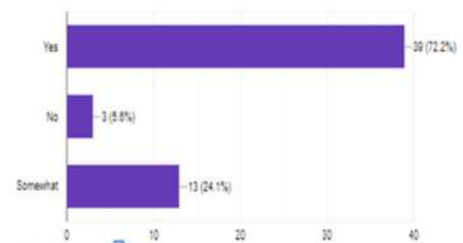
My understanding about value proposition has increased after attending the webinar

54 responses



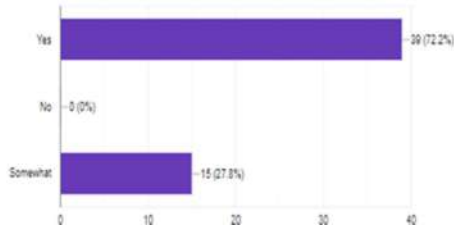
My understanding about the importance of business modal canvas has increased after attending the webinar

54 responses




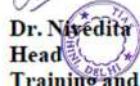
My understanding about business modal canvas has increased after attending the webinar

54 responses



Report: Description


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 must 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.

Recourse Person Profile	Dr. Paritosh Anand, IIM Alumnus, Co-Founder Vatsalya Wellness, Executive Director Vatsalya Agriventurse
Attendance Sheet*	<i>Attached at the end of Report</i>
Feedback	NA
Report Submitted by Convener (write faculty coordinator name)	Dr. Nivedita
For Office Use	
Signature of Event Coordinator	  Dr. Nivedita Head Training and Placement Cell

List of Beneficiaries		
COURSE: MBA		
Sl. No.	Enrollment Number	Name
1	00317003921	AANCHAL
2	00417003921	AAKASH GAMBHIR
3	00517003921	SHIKHA
4	00617003921	ANAM AHMED
5	00717003921	DIVYA
6	00817003921	DIPESH CHAUDHARY
7	35717003921	ARPAN JAIN
8	8130509400	ANSHUL SHARMA
9	8368235073	DINESH SINGH
10	8527703681	MUSKAN AGGARWAL
11	8587812068	NITIN GUPTA
12	9213929259	SAGAR
13	00117003920	KAILASH TALREJA
14	00121303920	SOURABH JHA
15	00217003920	KSHITIJ MANIK
16	00221303920	ANKIT SINGH
17	00317003920	SANCHIT - GUPTA
18	00417003920	SHIVANGI SAXENA
19	00517003920	VARUN TANDON
20	00617003920	ABHISHEK SHARMA
21	00717003920	BHARAT MATHUR
22	00917003920	DIVYA CHAUHAN
23	01017003920	HIMANSHU BHANOT
24	01117003920	JATIN BHARDWAJ
25	01217003920	KANCHAN
26	01317003920	MANISHA CHHABRA
27	01417003920	MANVI MAHIPAL
28	01517003920	MUSKAN SHARMA
29	01617003920	NAMRATA KHARBANDA
30	01717003920	RISHI PATYAL
31	01817003920	SHUBHAM AGRAWAL
32	01917003920	SIMRAN GANDHI

33	02017003920	SOMYA TALWAR
34	02117003920	VAISHNAVI SETHI
35	02217003920	VIBHU YADAV
36	02317003920	VIPIN MANGLA
37	02417003920	VISHALI
38	35117003920	HIMANSHU GARG
39	35217003920	AYUSH
40	35317003920	UDDESHYA JAIN


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Head
Training and Placement Cell


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