



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

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INSTITUTIONS INNOVATION COUNCIL & Training and Placement Cell Event Report

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/3PvBlBg>

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, Assisnat 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.

Dr. Nivedita
Head
Training and Placement Cell

Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

Objectives:

- To make the attendees understand the meaning of business modal canvas.
- To make the attendees understand the importance of business modal canvas.
- To make the attendees understand the components of business modal canvas.
- To make the attendees understand the meaning of value proposition.
- To make the attendees understand the revenue streams for start-ups.
- To make the attendees understand the key activities for business/product for start-ups.
- To make the attendees 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 Agriventure. 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:

- The attendees understood the meaning of business modal canvas.
- The attendees understood the importance of business modal canvas.
- The attendees understood the components of business modal canvas.
- The attendees understood the meaning of value proposition.

- The attendees understood the revenue streams for start-ups.
- The attendees understood the key activities for business/product for start-ups.
- The attendees understood the importance of relationship and key partners for start-up.

Geotag and Screenshot:



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

Latitude

28.706186666666667°

Longitude

77.130051666666667°

Local 03:23:17 PM

GMT 08:53:17 AM

Altitude 205.9 meters

Friday, 20-05-2022



Prototyping and Business Model Canvas

52:14

Request control

People Chat React Rooms Apps More Camera Mic Share Leave

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BMC OF VAISALYA WELLNESS

VATSALYA WELLNESS CANVAS

Problems: Affordability, Outreach, Climate Effect & Waste overload

Solutions: Wallet Friendly, Bio-degradable

Resources: Incubation, Investment

Values: Customization for every possible need, 2026 - 71182 Mn, CAGR - 11%, 100% Biodegradable

Relationships: Govt. projects, Institutional Sales

Channels: Hospitals, Schools, Chemist, Parlour, E-commerce, NGO, SHG

Customers: 1st Phase - Eastern India, Total users 7.7 Crores, GAP - 5.4 Crores

Costs: Rs. 3.0/pad (approx.), Rs. 18/packet of 6 pads

Revenues: Rs. 30/pads, GAP revenue - Rs. 378 crores/month, Prod. revenue - Rs. 53 Lakhs/month

Paritosh Anand (Guest)

shrutl c... +16

DM

Prototyping and Business Model Canvas

51:58

Request control

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BMC OF NIKE

BUSINESS MODEL CANVAS: NIKE

KEY PARTNERSHIPS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> Manufacturing contractors International supply chain partners Wholesalers Sport athletes - Jordan, Tiger, Kobe 	<ul style="list-style-type: none"> R & D Manufacturing & distribution Operational excellence 	<ul style="list-style-type: none"> Brand equity 	<ul style="list-style-type: none"> Brand equity 	<ul style="list-style-type: none"> Sport enthusiasts Teen
	KEY RESOURCES <ul style="list-style-type: none"> Manufacturing Brand Supply chain Patents & other IP 		CHANNELS <ul style="list-style-type: none"> Distributors & Retailer 	
COST STRUCTURE <ul style="list-style-type: none"> Cost of sales - \$1.7B Research & development - \$22.8B Marketing & advertising - \$30.8B Selling & administrative - \$44.3B 		REVENUE <ul style="list-style-type: none"> Sneaker sales performance - \$3B 		

Paritosh Anand (Guest)

shrutl c... +17

DM

Type here to search

98% 43°C 14:46 20-05-2022

Prototyping and Business Model Canvas

52:32

Request control

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VATSALYA 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!

Paritosh Anand (Guest)

shrutu c... +16

DM

Prototyping and Business Model Canvas

52:52

Request control

People Chat React Rooms Apps More Camera Mic Share Leave

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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.

Paritosh Anand (Guest)

shrutu c... +16

DM

Type here to search

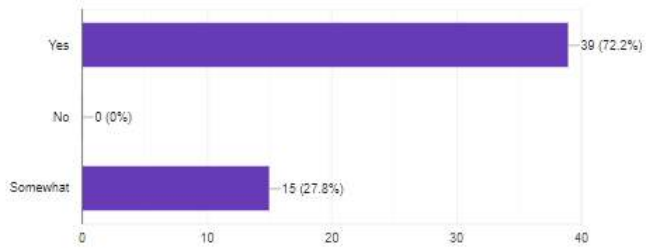
43°C

14:47

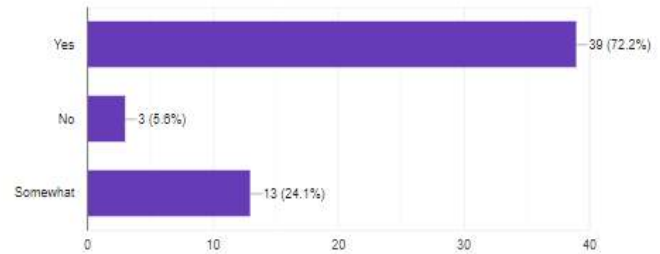
20-05-2022

Feedback:

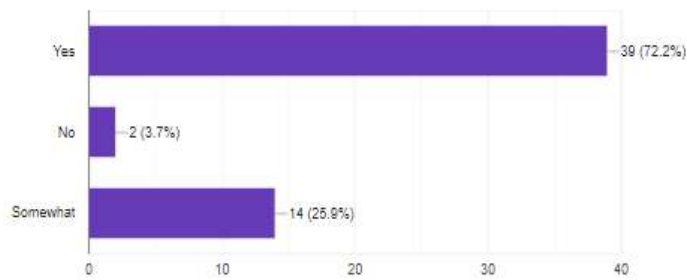
My understanding about business modal canvas has increased after attending the webinar
54 responses [Copy](#)



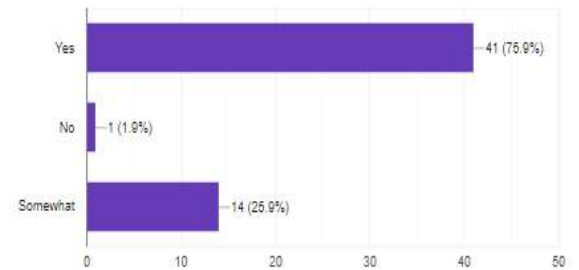
My understanding about the importance of business modal canvas has increased after attending the webinar
54 responses [Copy](#)



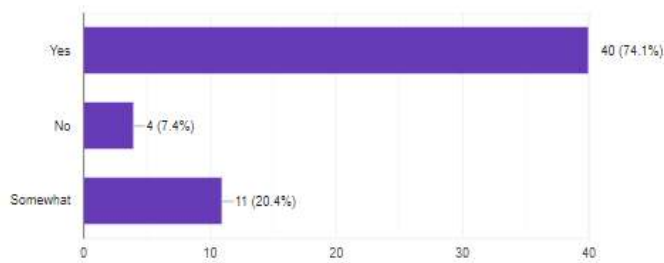
My understanding about value proposition has increased after attending the webinar
54 responses [Copy](#)



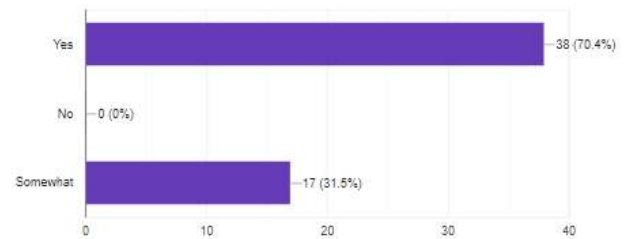
My understanding about revenue streams has increased after attending the webinar
54 responses [Copy](#)



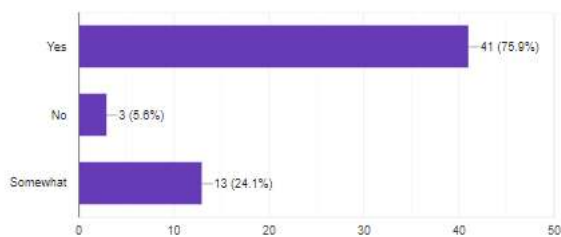
My understanding about the components of business modal canvas has increased after attending the webinar
54 responses [Copy](#)



My understanding about key activities for business/product has increased after attending the webinar
54 responses [Copy](#)



My understanding about relationship key partners has increased after attending the webinar
54 responses [Copy](#)




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	2117002421	GOOD
4	DIPANSHU PAHUJA	BAJMC	1ST YEAR	14517002421	EXCELLENT, GOOD
5	SANJANA	BAJMC	1ST YEAR	35621302421	GOOD
6	SARTHAK THAKUR	BAJMC	1ST YEAR	3217002421	GOOD
7	RIDDHI MALHOTRA	BAJMC	1ST YEAR	35217002421	EXCELLENT
8	IRA SHARMA	BAJMC	1ST YEAR	6317002421	EXCELLENT
9	VANSH KALRA	BAJMC	1ST YEAR	6817002421	EXCELLENT
10	SHEETAL TIWARI	BAJMC	1ST YEAR	9717002421	EXCELLENT
11	HIMANSHI ARORA	BAJMC	1ST YEAR	15417002421	EXCELLENT
12	RISHITA GOYAL	BAJMC	1ST YEAR	3581	EXCELLENT
13	KANIKA BANSAL	BAJMC	1ST YEAR	3321302421	EXCELLENT
14	RIA KISHNANI	BAJMC	1ST YEAR	621302421	AVERAGE
15	MAYANK ARORA	BAJMC	'-----	'-----	EXCELLENT
16	NEERJA ROHATGI	BAJMC	1ST YEAR	4421302421	GOOD
17	RONICA	BAJMC	1ST YEAR	5221302421	GOOD
18	ARUSHI	BAJMC	1ST YEAR	2721302421	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	TANISHA GUPTA	BAJMC	1ST YEAR	76	EXCELLENT
23	SAURAV SHARMA	BAJMC	1ST YEAR	7221302421	GOOD
24	KAVYA NEERAJ	BAJMC	1ST YEAR	11317002421	GOOD
25	TANYA	BAJMC	1ST YEAR	5717002421	GOOD
26	MANYA GROVER	BAJMC	1ST YEAR	6117002421	EXCELLENT
27	DEV SHARMA	BAJMC	1ST YEAR	8121302421	EXCELLENT
28	PRABHJOT KAUR	BAJMC	1ST YEAR	10417002421	EXCELLENT
29	GAURAV KUMAR SARKAR	BAJMC	1ST YEAR	2921302421	EXCELLENT
30	IMRANA NAZ	BAJMC	1ST YEAR	7317002421	EXCELLENT
31	ROHIT GUPTA	BAJMC	1ST YEAR	3617002421	GOOD
32	BHAVYA	BAJMC	1ST YEAR	15117002421	GOOD
33	PARTH BHATNAGAR	BAJMC	1ST YEAR	35317002424	GOOD
34	JIGYASA CHOPRA	BAJMC	1ST YEAR	13317002421	GOOD
35	POOJA BANSAL	BAJMC	1ST YEAR	35517002421	EXCELLENT
36	AKANKSHA RAI	BAJMC	1ST YEAR	1421302421	EXCELLENT
37	GARV ARORA	BAJMC	1ST YEAR	10017002421	AVERAGE
38	AMAN	BCA	1ST YEAR	2221302021	GOOD

39	MEHAK GOEL	BCA	1ST YEAR	35417002021	EXCELLENT
40	SWATI CHANDOLA	BCA	1ST YEAR	1921302021	EXCELLENT
41	MAHIVA BANSAL	BCA	1ST YEAR	1617002021	GOOD
42	AYUSHBUDAKOTIII	BCA	1ST YEAR	521302021	EXCELLENT
43	DHRUV MADAAN	BCA	1ST YEAR	2421302021	EXCELLENT
44	SHEHBAZ	BCA	1ST YEAR	1917002021	AVERAGE
45	VANSHIKA NEGI	BCA	1ST YEAR	5217002021	GOOD
46	NAMAN BHAGAT	BCA	1ST YEAR	4121302021	EXCELLENT
47	UPANSHU	BCA	1ST YEAR	221302021	EXCELLENT, GOOD
48	KESHAV GUPTA	BCA	1ST YEAR	621302021	GOOD
49	AAYUSHI TYAGI	BCA	1ST YEAR	1721302021	EXCELLENT
50	VIVEK CHAUHAN	BCA	1ST YEAR	7428808671	AVERAGE
51	VANIKA	BCA	1ST YEAR	35421302021	EXCELLENT, GOOD
52	NAVNEET KUMAR	BAJMC	1ST YEAR	12717002421	GOOD
53	MOHIT	BCA	1ST YEAR	2217002021	GOOD
54	HEENA LAL	MBA	----	-----	EXCELLENT
55	DR. NIVEDITA	T&P	----	-----	EXCELLENT


Dr. Nivedita
Head
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