

Permission Letter

From

Dr.J.Murugapandi
Head / Assistant Professor of B.Com CA,
G.T.N Arts College,
Dindigul.

To

The Principal
G.T.N Arts College,
Dindigul.

Respected Sir

Sub: Letter Asking Permission to Conduct Workshop.

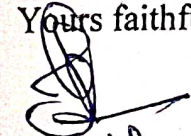
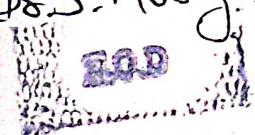
I sent this letter to you for asking permission to conduct a workshop on "BUSINESS MODEL CANVAS" for III year UG students. This programme has to be planned on 18.03.2022 at 2.30 pm at Seminar hall, G.T.N Arts College. I believe this will be a very informative programme for the students.

Thanking You

Date: 14.03.2022

Place: Dindigul

Yours faithfully


(Dr. J. Murugapandi)




Name of the Faculty Coordinator : **Dr.A.Rani & Dr.J.Murugapandi**

Department : B.COM &
B.COM CA

Designation: Head & Asst.Prof

Employee ID : SCOATE01
& SCCATE01

Objective of the Event: A business model canvas is a visual representation of a business model, highlighting all key strategic factors. It helps the students to start a business, where it is a high-level roadmap containing the specific details about how the startup will succeed in the marketplace.

Nature of the Event : Workshop

Criterion No :

Metrics No :

Sponsored by : IIC

Title of the Event : BUSINESS MODEL CANVAS

Venue : Seminar Hall

No. of Days : 1 day

Date:18-03-2022

Expenditure:

In-house Beneficiaries:
Faculty: 8

Student:77

Total Number of Beneficiaries:85

Outcome of the Event: Students were able to understand about the Business Model Canvas or BMC model which is a graphic representation of a number of variables that show the values of an organization.

Programme Link:
(From the YouTube Page of GTN AC Innovation Centre)

Remarks and Feedback of the Event:

Attached with the report

Signature of the Faculty

HoD

Dean

Principal/President IIC



Principal Dr.P.Balagurusamy giving shawl to chief guest Dr.A.Sabarirajan



Our speaker giving lecture to the students



Speaker presenting PPT and giving lecture to the students



G.T.N ARTS COLLEGE

(Autonomous), Dindigul

Affiliated to Madurai Kamaraj University
Accredited with 'B' Grade by NAAC



Department of UG Commerce, Department of Commerce with Computer Application
Entrepreneurship Development Cell & Institution's Innovation Council
Jointly
Organize a Workshop on

BUSINESS MODEL CANVAS

Sponsored by
EDII TN & EDII HUB MKU
(Entrepreneurship Development and Innovation Institute)

Resource Person



Dr. A. SABARIRAJAN

Associate Professor, Department of Management Studies,
PSNA College of Engineering & Technology, Dindigul.

Date: 18.03.2022

Time: 2:30 p.m.

Venue: Seminar Hall

All are Cordially Invited

Dr. P. BALAGURUSAMY
Principal & President, IC

Dr. M. MURUGANANDAM
Coordinator

Dr. A. RANI
Head, Dept. of B.COM

Dr. J. MURUGAPANDI
Head, Dept. of B.COM (CA)

G.T.N. ARTS COLLEGE (AUTONOMOUS)
Old Karur Road, Dindigul

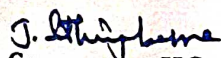
BUSINESS MODEL CANVAS

REPORT OF THE PROGRAMME


Programme Location: G.T.N ARTS COLLEGE, DINDIGUL
Date: 18-03-2022

The Department of B.Com CA jointly with B.Com, Entrepreneurship Development Cell and Institutions Innovation Council has organized a one day workshop on "BUSINESS MODEL CANVAS" on 18-03-2022 at Seminar Hall at 02.30 PM. The inaugural session witnessed with presidential address by Principal and President IIC, Dr.P.Balagurusamy and followed by a special lecture given by the chief guest Dr.A.Sabarirajan, Associate Professor, Department of Management Studies, PSNA College of Engineering & Technology, Dindigul.

He explained a Business Model Canvas as an template for organizing a business in an effective way. He noted that, it is a business tool which is used to visualize the building blocks, when we want to start a business. A total of 77 students of second year from B.Com and B.Com CA were participated. The entire session was very informative and useful to the students. A detailed explanation of the Business Model was given and also students asked many doubts and got clarified.


Convener-IIC

Vice-President - IIC


Principal/President - IIC
PRINCIPAL
G.T.N. ARTS COLLEGE
(AUTONOMOUS)
DINDIGUL - 624 005.

G.T.N. ARTS COLLEGE (AUTONOMOUS)
Old Karur Road, Dindigul
DEPARTMENT OF COMMERCE WITH CA

BUSINESS MODEL CANVAS

FEED BACK ANALYSIS OF PARTICIPANT

Programme Location: G.T.N ARTS COLLEGE, DINDIGUL
 Date: 18-03-2022

Q.1) Theme of the Session	
a) Excellent	65 Nos.(76.47%)
b) Good	14 Nos. (16.47%)
c) Fair	6 Nos. (7.06%)
d) Poor	0 Nos. (0.00%)
Q.2) The content of the talk	
a) Excellent	54 Nos. (63.53%)
b) Good	24 Nos. (28.24%)
c) Fair	7 Nos. (8.23%)
d) Poor	0 Nos. (0.00%)
Q.3) From where you got the information about this Programme?	
a) Pamphlets / Brochure	35 Nos. (41.18%)
b) Social Media	10 Nos. (11.76%)
c) GoI / MoE Portal	7 Nos. (8.24%)
d) Other (Please Specify)	33 Nos. (38.82%)
Q.4) What is your opinion about the duration of Programme?	
a) Short	28 Nos. (32.94%)
b) Adequate	42 Nos. (49.41%)
c) Long	15 Nos. (17.65%)
Q.5) Planning of the Programme	
a) Excellent	46 Nos. (54.12%)
b) Very good	19 Nos. (22.35%)
c) Good	12 Nos. (14.12%)
d) Satisfactory	06 Nos. (7.06%)
e) Poor	02 Nos. (2.35%)

Convener-IIC

Vice-President - IIC

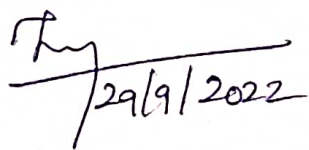
Principal/President - IIC


External Academic Audit was conducted
on 16.11.2022. verified all the documents.
All the records are found correct.


16/11/22

Dr. K. Karthikeyan
Associate Professor and Head,
PG & Research Dept. of Commerce,
Vivekananda College,
Thiruvudakam West - 625 234.

Internal Academic Audit-21-22
verified and found correct

J. Thy

29/9/2022

L. S. S.

29.9.2022