



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT
(AFFILIATED TO OSMANIA UNIVERSITY)
APPROVED BY AICTE
A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY



Kaizen - Club
Report on Work Shop

“BUSINESS MODEL CANVAS”



Title of the session: Work Shop on BUSINESS MODEL CANVAS

Date: 19th March 2025

Duration: 11:00 am to 1:00 pm

Activity Category: IIC Calendar – 3rd Quater

Theme: work shop

Expert/Speaker Details: Name: Dr. Suman Kumar Naredla

Designation: Professor and Dean

Organization: SR University, Warangal

Brief about Expert/Speaker:

Dr. Suman Kumar Naredla is a distinguished academic and industry leader with a Ph.D. and two decades of experience in academia and corporate roles at Camlin and Paras. A certified entrepreneurship trainer and "Innovation Ambassador," he actively supports startups and serves on multiple boards. Dr. Naredla is a prolific researcher with numerous publications and patents, and he secures significant research grants. He is also deeply involved in community service and has received several prestigious awards for his contributions.

Outcome of the activity:

The workshop on the Business Model Canvas was a valuable learning experience for MBA 1st-year students. By applying the BMC framework, students gained hands-on experience in creating a business model, which will help them in their academic journey and future professional careers. The session not only deepened their understanding of business strategy but also improved their ability to think critically about business innovation and sustainability.

Key Highlights:

➤ **Introduction to the Business Model Canvas Framework**

The workshop began with a thorough introduction to the Business Model Canvas (BMC), providing students with a clear understanding of its nine key components and how they interrelate to create a sustainable business model.

➤ **Interactive Group Activities**

A hands-on session allowed students to work in groups, applying the BMC to develop a business model for a hypothetical startup. This practical experience helped solidify their understanding of the canvas.

➤ **Real-Time Feedback and Peer Discussions**

Each group presented their BMCs, which fostered peer-to-peer learning. Constructive feedback from both instructors and fellow students enabled groups to refine and improve their business models in real-time.

➤ **Expert Insights on Business Strategy**

The session was led by **Dr. Suman Kumar Naredla sir, Professor and Dean at SR University, Warangal** who shared industry insights and practical advice on using the BMC to develop business strategies, both for startups and established companies.

Participant details: MBA 1st year students

Total no. of Student participation: 94

Total no. of Staff (Teaching/Non-teaching) participation: 07



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NARAYANAGUDA, HYDERABAD-500029



Workshop On "Business Model Canvas"



Dr.SUMAN KUMAR NAREDLA
Professor & Dean, SR University, Warangal



19th March 2025
11.00 AM



MBA Seminar Hall,
4th Floor

Student Co-Ordinators

IInd year
R.K.Sreeya
Ajay kumar

Ist year
Garima
Bharathi
Srija
Hayagreev
Pratheek
Vamshi
Akshak
Gopi

Mrs.T.Swetha
FACULTY CO-ORDINATOR

Dr.V.Sai Poorna
CONVENOR, IIC

Dr.B.Anjan Kumar
HEAD OF THE DEPARTMENT

Mrs.V.Santhi
PRINCIPAL

Glimpses:



