

Brief Report on
Session on Achieving “**Business Model Canvas
(BMC)**”

(13th March 2023)

Organized by
*Institution’s Innovation Council (IIC) & MSME-
Business Incubator,
KITS Warangal*

in association with

*Centre for Innovation, Incubation, Research &
Entrepreneurship (C-I²RE),
KITS Warangal,*

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1. Speaker Details

Shri. Mohammad Rahmatulla

Sr. DGM (Designs)

Pennar Industries Limited,

Education Qualification:

- D.C.E - Jawaharlal Nehru Govt. polytechnic Hyderabad. (1991 – 1995)
- B.Tech (Civil) : JNTU College of Engineering -Hyderabad (1996 -2000)
- M.Tech (ES): National Institute of Technology (NIT) Warangal (2001 – 2002)

Work Experience

- HAL Hyderabad (2003 – 2004) - 1 year
- Kirby Building system , Hyderabad- (2004 - 2009) – 4 Year
- Pennar Industries Limited – (2009 - Present)

Professional Summary

- Pre-engineered building (PEB) as a subject in PG level, introduced JNTU Hyderabad.
- Introduced PEB as subjected at VR Siddhartha Engineering College Vijayawada (JNTU Kakinada) in M.Tech & given faculty training on PEB for two months, two batches at Pennar industries Hyderabad.
- Training given to Faculty member sponsored by AICTE New Delhi for five days on “Pre Engineered
- Design Methodology and Limit State Design Applications. “PEB training material“prepared given to participants.
- Project guide for M.Tech, B.Tech, internship IIT Madras, NIT Warangal, JNTU (H, K, A), AU, IIIT – Hyderabad, Manipal University, MANU Hyderabad (Central University) etc.
- Training given to Faculty Development Program (FDP) , varies Intuition , University.
- Faculty development program (FDP) on PEB two days NATIONAL ACADEMY OF CONSTRUCTION, HYDERABD
- Training the Power Grid Corporation Limited (PGCL) New Delhi, Employees on IS800, on PEB three days at PUNE, BHUWANESHWAR, BARODA.
- Well Experience with Steel code IS800:2007, AISC code

2. Proceedings

Inauguration:

The session is inaugurated by Dr. P. Srikanth, Head - Center for Innovation Incubation Research & Entrepreneurship (C-I²RE), KITS Warangal, Dr. S. Sunil Pratap Reddy, Chairman, IIC, KITS Warangal and Dr. Sumanth Kumar B, Coordinator, MSME – BI, KITS Warangal in the presence of guests and audience.

In his welcome address, Dr. Sumanth Kumar B, thanked Sri. Mohammad Rahmatulla, Sr. DGM (Designs), Pennar Industries Limited, for accepting the invitation and for sharing his valuable time to motivate the participants on Business Model Canvas (BMC) based on experience in Pennar Industries. He also thanked the guest speaker Sri. Mohammad Rahmatulla, Sr. DGM (Designs), Pennar Industries Limited, in providing participants with new insights and knowledge that could help them grow their businesses and improve their skills against any obstacles. BMC tool used to visualize all the building blocks when you want to start a business, including customers, route to market, value proposition and finance

In his address, Dr. P. Srikanth, detailed the role of C-I²RE at KITS Warangal to nurture the students towards job seekers to job givers. He also elucidated the various activities conducted and to be conducted by IIC, KITS Warangal. He motivated the students, how these programs will aid in becoming innovators and then entrepreneurs.

The session was started with introduction of speaker from Dr. Sumanth Kumar, coordinator of the program.

Session on Business Model Canvas (BMC)

The key points he described are:

He stressed on “What a business model is?” He also explained in detail the ‘9 Building Blocks of Business Model Canvas’. He spoke extensively on the different customer segments and stressed on how to cater to different customer segments. He supported the same with the help of numerous examples. He further added that “different brands define itself in different ways”.

It can be described through 9 building blocks: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships & Cost Structure.

Key resources are the primary inputs that a business requires to operate, create value for its customers, and achieve its objectives. These resources can be tangible or intangible, such as human capital, financial assets, physical infrastructure, or intellectual property

Business Model Canvas Advantages

- Focused on Key Strategic Elements.
- Is a Quick and Agile Construct.
- Creates a Common Reference Point.
- Focused on the Value Proposition.

“Designer business model is much more important than the product”. He also spoke extensively on value propositions. With a participation of around 140 students, the session was concluded by a vote of thanks.

3. Photographs



4. Poster



KAKATIYA INSTITUTE OF TECHNOLOGY & SCIENCE- WARANGAL
(An Autonomous Institute under Kakatiya University, Warangal)
Centre for PRE-KITS Warangal
Institution's Innovation Council (IIC 5.0)
MSME Business Incubator (MSME-BI)



No: C-PRE/IIC 5.0/2022-23/15

Date: 10-03-2023

Circular

Sub: - Request to circulate the information of Session on Business Model Canvas (BMC) to your department Faculty & Students, reg.,

Greetings everyone.

We are very happy to inform you that, as part of creating awareness among the faculty and students on Business Model Canvas (BMC), Institution's Innovation Council (IIC) & MSME-Business Incubator, KITS Warangal jointly organizing an offline Session on Business Model Canvas (BMC) on 13-03-2023 from 11.30AM to 12.30PM at Civil Engineering Seminar Hall by Shri. Mohammad Rahmatulla, Sr. DGM (Designs), Pennar Industries Limited.

All the faculty coordinators are requested to share the information to their department faculty and students and inform them to register and attend the workshop without fail. The details of the workshop are given below.

S. No.	Activity details	Registration Link
1	Session/ Workshop on Business Model Canvas (BMC) Date: 10-03-2023 Time: 11.30 AM to 12.30PM	https://forms.gle/Z6MwYB9DtjkZADxf8
2	Civil Engineering Seminar Hall, Block IV, KITSW	

Thank you very much everyone for your coordination.

Dr. B. Sumanth Kumar
Coordinator, MSME-BI, KITSW

Dr. S. Sunil Pratap Reddy
President, IIC, KITSW

Dr. P. Srikanth
Head, Centre for PRE, KITSW

5. Participants

S.No	Participant Name	Designation	Department / Section
1	Sumanth Kumar Bandaru	Faculty	CIVIL ENGINEERING
2	G Sudheer Kumar	Faculty	Electrical & Electronics Engineering
3	Kolipaka Deep Manohar	B.TECH THIRD YEAR	CIVIL ENGINEERING
4	Bukya Arun	B.TECH THIRD YEAR	CIVIL ENGINEERING
5	JADI LAXMAN	Faculty	MECHANICAL ENGINEERING
6	Vaddepalli Pradeep	Faculty	MECHANICAL ENGINEERING
7	VALASA RAKESH	Faculty	MECHANICAL ENGINEERING
8	Mahesh Kumar Thota	Faculty	Information Technology
9	MADIKONDA DEEKSHITHA	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
10	Dharamsoth Maheshwari	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
11	BARGU RAGHU	Faculty	MECHANICAL ENGINEERING
12	Janagam. Kapila	B.TECH SECOND YEAR	CIVIL ENGINEERING
13	Gattu venkata krishna priya	B.TECH THIRD YEAR	Computer Science & Engineering
14	Shatakshi Palli	B.TECH SECOND YEAR	Computer Science & Engineering
15	KATANGURI AJITH	Faculty	Electrical & Electronics Engineering
16	Bairu Vijay kumar	Faculty	Electrical & Electronics Engineering
17	SRUJAN VARMA K	Faculty	CIVIL ENGINEERING
18	S SUNIL PRATAP REDDY	Faculty	CIVIL ENGINEERING
19	Bompally Janani	B.TECH THIRD YEAR	Computer Science & Engineering
20	KOTHURI ABHIRAM	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
21	Asif Abubakar Mohammad	B.TECH THIRD YEAR	CIVIL ENGINEERING
22	JANGA MANASWINI	B.TECH SECOND YEAR	Computer Science & Engineering
23	G.SREEJA	M.TECH SECOND YEAR	CIVIL ENGINEERING
24	Vishwanath Shivani	B.TECH THIRD YEAR	Computer Science Engineering (Networks)
25	Chukkala Sridhar	Faculty	CIVIL ENGINEERING
26	Narala Gangadhara Reddy	Faculty	CIVIL ENGINEERING
27	N. SRIKANTH	Faculty	CIVIL ENGINEERING
28	GOLKONDA SANKEERTH	Faculty	CIVIL ENGINEERING
29	KATTERA VISHWAJA SIRI	Faculty	Computer Science & Engineering

S.No	Participant Name	Designation	Department / Section
30	KATTERA VISHWAJA SIRI	B.TECH SECOND YEAR	Computer Science & Engineering
31	Uday Krishna Raghu	B.TECH THIRD YEAR	CIVIL ENGINEERING
32	Kandukuri Chandana	B.TECH SECOND YEAR	CIVIL ENGINEERING
33	Thota Sai Charan	B.TECH SECOND YEAR	CIVIL ENGINEERING
34	Sreeram sadhvika	B.TECH SECOND YEAR	CIVIL ENGINEERING
35	SANGEM VIGNESH	B.TECH SECOND YEAR	CIVIL ENGINEERING
36	MAMIDALA SHASHIKUMAR	B.TECH SECOND YEAR	CIVIL ENGINEERING
37	DUDAM SATHWIK	B.TECH SECOND YEAR	CIVIL ENGINEERING
38	Ankathi harish	B.TECH SECOND YEAR	CIVIL ENGINEERING
39	JINNE RAJESH	B.TECH SECOND YEAR	CIVIL ENGINEERING
40	BHUKYA PREETHI	B.TECH THIRD YEAR	CIVIL ENGINEERING
41	Gummadi,jhansi	B.TECH SECOND YEAR	CIVIL ENGINEERING
42	Sunchu Sharanya	B.TECH SECOND YEAR	CIVIL ENGINEERING
43	VANKUDOTHU SHASHI KUMAR	B.TECH THIRD YEAR	Electrical & Electronics Engineering
44	S.wathi	B.TECH THIRD YEAR	CIVIL ENGINEERING
45	VANKUDOTHU SHASHI KUMAR	B.TECH THIRD YEAR	Electrical & Electronics Engineering
46	Janapatla punnam chander	B.TECH SECOND YEAR	CIVIL ENGINEERING
47	GAJARABOINA SAI UDAY YADAV	B.TECH FOURTH YEAR	CIVIL ENGINEERING
48	Marapaka Thirdhasree	B.TECH SECOND YEAR	CIVIL ENGINEERING
49	PIYUSH DAGA	B.TECH FOURTH YEAR	Computer Science & Engineering
50	K.SREE SAI VARDHAN	B.TECH SECOND YEAR	CIVIL ENGINEERING
51	JAIPAL KATUKAM	Faculty	Department of Management
52	Vallamdas Pavan Kalyan	MBA SECOND YEAR	Department of Management

S.No	Participant Name	Designation	Department / Section
53	N Varshitha	B.TECH SECOND YEAR	Computer Science & Engineering
54	Heerakar Mani Raj	M.TECH FIRST YEAR	CIVIL ENGINEERING
55	Dumpeti Manvitha	B.TECH FOURTH YEAR	CIVIL ENGINEERING
56	kasagani mani jayanth goud	B.TECH FOURTH YEAR	CIVIL ENGINEERING
57	K. Kishor Kumar	Faculty	MECHANICAL ENGINEERING
58	Anil Kumar Maheshvaram	Faculty	MECHANICAL ENGINEERING
59	NARASIMHA RAMAVATH	B.TECH SECOND YEAR	CIVIL ENGINEERING
60	Chiluveru vishwa teja	B.TECH THIRD YEAR	CIVIL ENGINEERING
61	Paladugula rohith	B.TECH THIRD YEAR	CIVIL ENGINEERING
62	D Hari Krishna	Faculty	CIVIL ENGINEERING
63	SRINIVAS KOTTAKONDA	Faculty	Electrical & Electronics Engineering
64	A Bhaskar	Faculty	Information Technology
65	Thoutam Sathya	B.TECH THIRD YEAR	CIVIL ENGINEERING
66	Govindu Praveen Kumar Balaji	B.TECH THIRD YEAR	CIVIL ENGINEERING
67	T Praveen Kumar	Faculty	Electrical & Electronics Engineering
68	G SUNIL KUMAR	Faculty	Electrical & Electronics Engineering
69	Nalabala Deepika	Faculty	Computer Science & Engineering
70	Singarapu Nivesh	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
71	Gogulapati StinivasaRao	Faculty	MECHANICAL ENGINEERING
72	Bairu vijay kumar	Faculty	Electrical & Electronics Engineering
73	Spandana	B.TECH THIRD YEAR	CIVIL ENGINEERING
74	BULLAMONI MAHESH BABU	B.TECH FOURTH YEAR	CIVIL ENGINEERING
75	Syed salman ali	B.TECH THIRD YEAR	CIVIL ENGINEERING
76	Narukuti Shivani	B.TECH THIRD YEAR	CIVIL ENGINEERING
77	KUMMARI SUMADHURA	B.TECH THIRD YEAR	CIVIL ENGINEERING
78	Allam Naga vamshi	B.TECH THIRD YEAR	CIVIL ENGINEERING
79	Mohammed Muzammil Ayub khan	B.TECH THIRD YEAR	MECHANICAL ENGINEERING

S.No	Participant Name	Designation	Department / Section
80	Azmeera Srinidhi Nayak	Faculty	MECHANICAL ENGINEERING
81	Gopireddy Sai Adithya	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
82	Kola kiran kumar	B.TECH THIRD YEAR	CIVIL ENGINEERING
83	Chelimalla Gokul	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
84	P Teja Abhilash	Faculty	CIVIL ENGINEERING
85	SHRAVAN KUMAR G	Faculty	CIVIL ENGINEERING
86	M. Srikanth	Faculty	CIVIL ENGINEERING
87	SHAZIA PARVEEN	B.TECH THIRD YEAR	MECHANICAL ENGINEERING
88	Dharma Sahithi	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
89	Yerra Sai Teja	B.TECH THIRD YEAR	CIVIL ENGINEERING
90	A. Bhaskar	Faculty	CIVIL ENGINEERING
91	THOTA ARAVIND	B.TECH THIRD YEAR	CIVIL ENGINEERING
92	AZMEERA NANDINI	B.TECH SECOND YEAR	CIVIL ENGINEERING
93	B.Chatur singh naik	B.TECH THIRD YEAR	CIVIL ENGINEERING
94	PUJARI SAITEJA	B.TECH THIRD YEAR	CIVIL ENGINEERING
95	Boddu Bharath Kumar	B.TECH THIRD YEAR	CIVIL ENGINEERING
96	Bonagiri vamshi	B.TECH THIRD YEAR	CIVIL ENGINEERING
97	ABDULLAH MOHAMMED	B.TECH THIRD YEAR	CIVIL ENGINEERING
98	Sameer MD	Faculty	MECHANICAL ENGINEERING
99	Marupalli Priya Goud	MBA SECOND YEAR	Department of Management
100	SHABOTHU ADARSH	MBA SECOND YEAR	Department of Management
101	SIRIPURAM HARSHITH	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
102	Vanam Murali Chaithanya	B.TECH FOURTH YEAR	MECHANICAL ENGINEERING
103	VELMAJALA NAVYA SREE	B.TECH THIRD YEAR	Computer Science & Engineering
104	GANGULA SHASHI VARDHINI REDDY	B.TECH SECOND YEAR	Computer Science & Engineering

S.No	Participant Name	Designation	Department / Section
105	NALLAGONDA LOKESH	B.TECH THIRD YEAR	Electrical & Electronics Engineering
106	SHAMANTHULA TEJDEEP	B.TECH SECOND YEAR	CIVIL ENGINEERING
107	GUNDIPUDI NITHYA VARSHINI	B.TECH FOURTH YEAR	Electrical & Electronics Engineering
108	BHEEMARAM KRANTHI KUMAR	B.TECH FOURTH YEAR	Electrical & Electronics Engineering
109	Veldandi Rajesh	Faculty	MECHANICAL ENGINEERING
110	Erram Bhavani	B.TECH FOURTH YEAR	Electrical & Electronics Engineering
111	Banka Spandana Priya	B.TECH FOURTH YEAR	Electrical & Electronics Engineering
112	Budda Jagadish Kumar		Electrical & Electronics Engineering
113	BONAGANI ROHITH	B.TECH THIRD YEAR	CIVIL ENGINEERING
114	DEVULAPALLY RAM KUMAR	B.TECH THIRD YEAR	Electrical & Electronics Engineering
115	TAKKALAPALLY VENKAT RAO	B.TECH THIRD YEAR	Electrical & Electronics Engineering
116	V ramaiah	Faculty	Electrical & Electronics Engineering
117	Sheelam Goutham	B.TECH SECOND YEAR	CIVIL ENGINEERING
118	YARAMALA JOSHNA	B.TECH SECOND YEAR	CIVIL ENGINEERING
119	KURIMINDLA UJWAL SAGAR	B.TECH SECOND YEAR	CIVIL ENGINEERING
120	THOTA AKSHITH	B.TECH SECOND YEAR	CIVIL ENGINEERING
121	M.SRINIVAS	Faculty	Electrical & Electronics Engineering
122	Kalyanapu Venkata Sai Harshith	B.TECH THIRD YEAR	CIVIL ENGINEERING
123	BENIKI AKASH	B.TECH THIRD YEAR	CIVIL ENGINEERING
124	BANDA VENU PRAKASH	B.TECH THIRD YEAR	CIVIL ENGINEERING
125	BHUKYA SNEHANKITHA	B.TECH THIRD YEAR	CIVIL ENGINEERING
126	GADDAM RAHUL	B.TECH THIRD YEAR	CIVIL ENGINEERING
127	KOTHAGATTU SAIKIRAN	B.TECH THIRD YEAR	CIVIL ENGINEERING
128	MEKALA SAINADH YADAV	B.TECH THIRD YEAR	CIVIL ENGINEERING

S.No	Participant Name	Designation	Department / Section
129	CHILUVERU vishwa teja	B.TECH THIRD YEAR	CIVIL ENGINEERING
130	BOINI PRAVEEN	B.TECH THIRD YEAR	CIVIL ENGINEERING
131	Gugulothu shailaja	B.TECH THIRD YEAR	CIVIL ENGINEERING
132	BEEMARAPU THIRUPATHI	B.TECH THIRD YEAR	CIVIL ENGINEERING
133	Gudipaka Hemanth Koushik	B.TECH THIRD YEAR	CIVIL ENGINEERING
134	DUBASI AKSHAYA	B.TECH THIRD YEAR	CIVIL ENGINEERING
135	Surya Teja Vanga	B.TECH THIRD YEAR	CIVIL ENGINEERING
136	Vanalaxmi kummari	B.TECH THIRD YEAR	CIVIL ENGINEERING
137	Budde Karthik	B.TECH THIRD YEAR	CIVIL ENGINEERING
138	NALLAGONDA LOKESH	B.TECH THIRD YEAR	Electrical & Electronics Engineering
139	SHAMANTHULA TEJDEEP	B.TECH SECOND YEAR	CIVIL ENGINEERING
140	GUNDIPUDI NITHYA VARSHINI	B.TECH FOURTH YEAR	Electrical & Electronics Engineering
141	BHEEMARAM KRANTHI KUMAR	B.TECH FOURTH YEAR	Electrical & Electronics Engineering
142	Veldandi Rajesh	Faculty	MECHANICAL ENGINEERING
143	Erram Bhavani	B.TECH FOURTH YEAR	Electrical & Electronics Engineering