



SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli - 627012

Reaccredited with 'A' Grade by NAAC&Institution included under Section 2 (f) and 12 (B) of UGC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaiturai)

Thoothukudi NH, Ariyakulam Village, Maharaja Nagar Post, Tirunelveli- 627011, Tamilnadu, India.

TIRUNELVELI – 627011



Department of Commerce (Corporate Secretaryship) & Institution Innovation Council Business Model Canvas



The Department of Commerce(Corporate Secretaryship) and IIC jointly organized the Programme on Business Model Canvas on 5.3.2025@1.45pm The programme started with prayer. The aspects explored by the participants were Advertising with ethics, Mathematical modeling and optimization, Renewable energy technology development, Business model on eco-friendly products, Mobile app development(Banner creation, Blog creations, Advertisement creation), Accessible and affordable means for appropriate ends, Economical principles for practice and prosperity and Social media for sustainable development. Business model canvas aimed to foster Innovation & entrepreneurial skills among students. 35 students from various departments presented their models with budget ranges from small medium & large scale industries. The students demonstrated the material cost, Production, marketing and selling cost with user friendly affordability and optimum profit. The Judges evaluated the participants based on uniqueness, idea & presentation, 18 teams have presented. Based on the presentation three models were selected & prizes were awarded. The first prize was given to Selvi E.JothiAruna and R.Nimeshaa, of II B.Com & Second prize is received by Selvi K. Eswari. of II B.Com and Third Prize is shared by A.Geethalakshmi and N.Kasthuri. of II BCA. Director delivered the felicitation address and motivates the participants. The programme concluded with santhi prayer.