



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

IIInd year
R.K.Sreeya
Ajay kumar

Ist year
Garima
Bharathi
Srija
Hayagreev
Pratheek
Uamshi
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:







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3-5-1026 Narayanaguda Hyderabad - 500029. Cell: 8331029974

E-Mail: director.kmi@osmk.com

Website: www.kmi.ac



INSTITUTION'S
INNOVATION
COUNCIL

Attendance sheet for MBA I Year (2024-2026)

Date: 19-03-2025		Name of the session: Workshop On Business Model Canvas	
No.	HT No.	Name of the Student	Signature
065	152024672065	RYALI SRI ROOPA SAI SWETHA	R. Swetha
066	152024672066	A TEJASHWINI THARAKA	A. Tejashwini
067	152024672067	MEESALA POOJA	Pooja
068	152024672068	BHEEMAVARAPU RAM CHARAN TEJA	R. Charan Teja
069	152024672069	VARIKUPPALA ANUSHA	V. Anusha
070	152024672070	AKKINEPALLY SRINIDHI	S. Nidhi
071	152024672071	PERE VAMSHI	V. Vamsi
072	152024672072	NANDINI	N. Nandini
073	152024672073	TALAPAKA THARUN TEJA	T. Tharun Teja
074	152024672074	M SRICHARAN	M. Sriharan
075	152024672075	DANAM ANIRUDH	D. Anirudh
076	152024672076	GANDE RUTHVIK	G. Ruthvik
077	152024672077	BANOTHU GOPI KRISHNA	B. Gopi Krishna
078	152024672078	POTHULA HARIPRIYA	P. Haripriya
079	152024672079	RATHOD SURYA PRATHAP	R. Prathap
080	152024672080	P HAYAGREEV	P. Hayagreev
081	152024672081	N VANDANA	N. Vandana
082	152024672082	SADDALOLOO BHARATHI	S. Bharathi
083	152024672083	MADDURI ANKITHA	M. Ankitha
084	152024672084	SURVI ALEKYA	S. Alekya
085	152024672085	KRISHNA ANJAN JAYANTH KANIGOLLA	K. Anjan Jayanth
086	152024672086	MOHAMMED ABDUL JAFFAR	M. Abdul Jaffar
087	152024672087	VALLURI DIVYA	V. Divya
088	152024672088	NANDINI UPADHYAY	N. Upadhyay
089	152024672089	KADHAM NAVEENA	K. Naveena
090	152024672090	MAMIDIGA PAVANI	M. Pavani
091	152024672091	R SANTOSH KUMAR	R. Santosh Kumar
092	152024672092	SIRRAMULA RAHUL	S. Rahul
093	152024672093	UMAMA NUZAR	U. Nuzar
094	152024672094	SHAIK KHALED PASHA	S. Khaled Pasha
095	152024672095	DAPPU MOUNIKA	D. Mounika
096	152024672096	AENNAMALLA DHANUSH SIDDHARTHA	A. Dhanush
097	152024672097	KEMSARAM JANU	K. Janu
098	152024672098	S VINOD	S. Vinod
099	152024672099	ISLAVATH VYSHNAVI	I. Vyshnavi
100	152024672100	N SAI TEJA	N. Sai Teja
101	152024672101	JUPELLI CHANDER RAO	J. Chander Rao
102	152024672102	KORRA ANUSHA	K. Anusha



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E-mail: director.kmm@gmail.com Website: www.kmm.in



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039	152024672039	NAYINI SHRAVANI	
040	152024672040	ARRAM SRINDHI	
041	152024672041	RAPOLU JHANSI RANI	
042	152024672042	SWETHA SHARMA	
043	152024672043	SAKSHI SHIRISH KOHIRKAR	
044	152024672044	DEVANAKA CHARITH	
045	152024672045	NAIKOTI VIDYA SAGAR	D. Charith
046	152024672046	AMBEKAR NAGALAXMI	N. Vidya Sagar
047	152024672047	GUNNA SAI BATCHA	A. Charith
048	152024672048	VINATHA REDDY PODDUTURI	
049	152024672049	P N NEETHU	
050	152024672050	KOTHA VEERA VENKATA SHIVA KUMAR	
051	152024672051	M G SREEKANTA	
052	152024672052	DHARMADHIPATHI PUNEETH KRISHNA	
053	152024672053	YADAVALLI LAKSHMI BHAVANA	
054	152024672054	B VAMSHI VIKYATH	
055	152024672055	DUNDIGAL SREE VARDHAN GOUD	
056	152024672056	MALLAREDDYGARI BHAVANI	
057	152024672057	BIKUMANDLA DHIKSHITA	
058	152024672058	POLLAMPALLY PRASHANTHI	
059	152024672059	THANEER AKSHAK	
060	152024672060	BANALA SRAVYA	
061	152024672061	SONI	
062	152024672062	VIGNESH RAJKUMAR	
063	152024672063	YENDAMURI CHINMAIYE	
064	152024672064	N SAI PAVAN	

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S. No.	HT No.	Name of the Student	Signature
001	152024672001	VENNELAKANTI SAI PRATEEK	V. Prateek
002	152024672002	INDLA AKHILA	Akhila
003	152024672003	TIRUKKANDYURU AKSHITHA	Akshitha
004	152024672004	K VIKAS	Vikas
005	152024672005	GOVINDU SHIVA	Shiva
006	152024672006	THORRI MAITHRI	
007	152024672007	GARIMA VIRENDRA SINGH GAHLOT	Garima
008	152024672008	GANGAPURAM HIMAVARSHA	Himavarsa
009	152024672009	NAIZAM VIDYADHARI	Naizam
010	152024672010	CHINNAMENCHU NAMITHA	Namitha
011	152024672011	VISHWA BRAHMINA AKANKSHA	Vishwa
012	152024672012	SHASHANI AKANKSHA	Akanksha
013	152024672013	SANAM SHIVA MANI KANTA	S. Shiva
014	152024672014	BHORA SHRUTHI	B. Shruthi
015	152024672015	BITLINGU SAIKRUPA	Bitlingu
016	152024672016	KEERTHI RAHUL	Rahul
017	152024672017	CHIDARA SRIJA	Chidara
018	152024672018	BOLLAM NAVYA YADAV	Navya
019	152024672019	MELLURI SREEKARA KARTHIKEYA	Karthikeya
020	152024672020	BANDARI VENKATESH	Venkatesh
021	152024672021	JANGILI MADHURIMA	Madhurima
022	152024672022	RAYABANDI NIVEDITHA	
023	152024672023	SAMPANGI GEETHANJALI	
024	152024672024	PEDDI VYSHNAVI	Vyshnavi
025	152024672025	GUNDAVARAM RAMYA	Ramya
026	152024672026	VATTIPALLI LAKSHMI PRASANNA	Lakshmi
027	152024672027	TANUKU LEELAMANOHARA SAI KALYAN	
028	152024672028	MEDABOINA MAHESH	
029	152024672029	DEVIKA BAI	Devika
030	152024672030	ETEKALA VISHRUTHI	E. V. S.
031	152024672031	GUNDARAM BHANU PRASAD GOUD	G. Bhanu
032	152024672032	MADHAVI VERMA	
033	152024672033	GUNDETI MANUSHA	Manusha
034	152024672034	KHUSH VASUDEV ADEPU	Khush
035	152024672035	PAGADALA DEEKSHITHA	Deekshitha
036	152024672036	KHANDESH AKSHAYA	K. Akshaya
037	152024672037	MARREPUDI DURGA PRASAD	M. Durga
038	152024672038	SAMALA PAVANI	

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103	152024672103	RATHLAVATH PAVAN	<i>Pavan</i>
104	152024672104	GANDLA RAMU	<i>Ramu</i>
105	152024672105	SRIRAM ROSHINI	
106	152024672106	MADDURI RAHUL KUMAR	<i>M. Rahul</i>
107	152024672107	JILLA ANJALI	
108	152024672108	K NIHARIKA	
109	152024672109	KAYITHI VAISHNAVI	<i>Vaishnavi</i>
110	152024672110	PENTA YOGITHA	<i>P. Yogitha</i>
111	152024672111	AISHWARYA KULKARNI	
112	152024672112	A SAI NISHITHA	<i>A. Sai Nishitha</i>
113	152024672113	MANISH KUMAR MAHATO	<i>Manish Kumar Mahato</i>
114	152024672114	CHEKKA SAI PRAKASH	<i>Cheekha Sai Prakash</i>
115	152024672115	BANDARU GOURAV KUMAR	<i>B. Gourav Kumar</i>
116	152024672116	MALLINENI SUCHITRA CHOWDARY	<i>Suchitra</i>
117	152024672117	GATTU SAI PAVAN KALYAN	
118	152024672118	DASOHARI VAISHNAVI	<i>Vaishnavi</i>
119	152024672119	JANDHYALA VENKATA SAI JASWANTH	
120	152024672120	SHIKARI GANESH	<i>Shikari Ganesh</i>
121	152024672121	MANKA NIKSHITHA YADAV	<i>Nikshitha Yadav</i>
122	152024672122	POSANI HARSHITHA	<i>Harshitha</i>
123	152024672123	RITU JAGTAP	<i>Ritu Jagtap</i>
124	152024672124	BACCHU ROHITH KUMAR	<i>Bacchu Rohith Kumar</i>
125	152024672125	CIPLIGANG LAXMI PRIYA	<i>Laxmi Priya</i>
126	152024672126	SANUGULA SHARVANI	
127	152024672127	KEMIDI DURGA PRASAD	
128	152024672128	BIRADAR GANGASAGAR PADMAKAR	<i>Gangasagar</i>