



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



Shree Rahul Education Society's (Regd.)
SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

UGC Recognition under sec 2(f) of the UGC Act 1956 | Approved by Government of Maharashtra |
Affiliated to University of Mumbai | College Code -1064 | ISO Certified 9001:2015 | Hindi Linguistic Minority institution

Expert session on Business Canvas Model - Ergonomics of Product Designing

Date: 2nd August 2024

Time: 10:00 AM

Mode: Offline

No of Participants: 110

Resource Person: Dr. Karthik Nagarajan, Associate Professor,
Pillai HOC Engineering College

Introduction

On 2nd August 2024, Expert session on Business Canvas Model - Ergonomics of Product Designing organized by Research, Incubation, Innovation & IPR Cell

Dr. Karthik Nagarajan conducted an insightful session on the Business Canvas Model and its application to ergonomics in product designing for students of college. The session aimed to provide a comprehensive understanding of how integrating ergonomics into product design can be strategically managed using the Business Canvas Model.

Objectives of the Session

The primary objectives of the session were:

- To introduce students to the Business Canvas Model and its components.
- To demonstrate the application of ergonomic principles within the Business Canvas Model.
- To showcase practical examples and case studies highlighting the integration of ergonomics in product design.



- To enhance students' understanding of how ergonomic design impacts business strategy and customer satisfaction.

Introduction to the Business Canvas Model

1. Dr. Nagarajan highlighted how each component contributes to developing a viable business model and set the stage for integrating ergonomic principles into this framework.

2. Ergonomics in Product Designing

Dr. Nagarajan discussed how understanding users' physical and cognitive needs is crucial for effective product design.

3. Integration of Ergonomics into the Business Canvas Model

Dr. Nagarajan demonstrated how to incorporate ergonomic considerations into each building block of the Business Canvas Model.

4. Practical Examples and Case Studies

Dr. Nagarajan provided several practical examples and case studies to illustrate how ergonomics can be applied within the Business Canvas Model.

5. Achievement of Objectives

By the end of the session, the objectives were met as follows:

Understanding the Business Canvas Model: Students gained a clear understanding of each component of the Business Canvas Model and its relevance to strategic business planning.

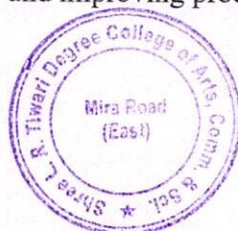
Application of Ergonomics: Students learned how ergonomic principles can be integrated into the Business Canvas Model to improve product design and align with user needs.

Practical Insights: Through examples and case studies, students saw real-world applications of ergonomics in product design, understanding its impact on business success.

Strategic Impact: Students comprehended how ergonomic design not only enhances user satisfaction but also contributes to a company's competitive advantage and revenue generation.

Conclusion

Dr. Karthik Nagarajan's session effectively equipped the students with a thorough understanding of the Business Canvas Model and its application in ergonomics. The practical examples and case studies provided valuable insights into how ergonomics can drive business success by addressing user needs and improving product design.



The session fostered a deeper appreciation of how strategic thinking and user-centric design can significantly impact business outcomes, preparing students to apply these concepts in their future academic and professional endeavors.

Vaishali

Dr. Vaishali Kothiya

Dean, Research, Innovation, Incubation & IPR Cell

Sanjay Mishra

Dr. Sanjay Mishra

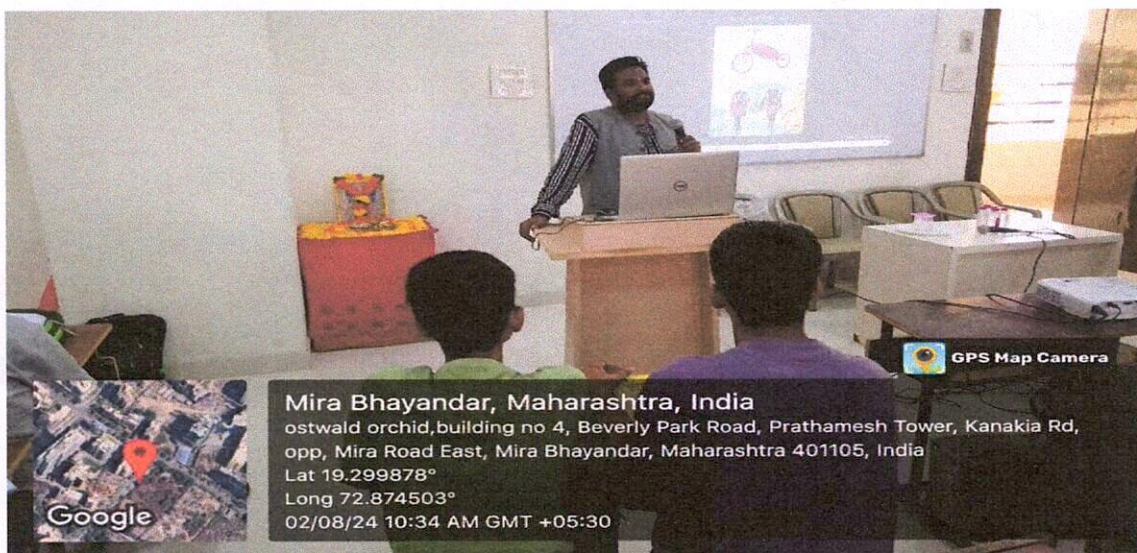
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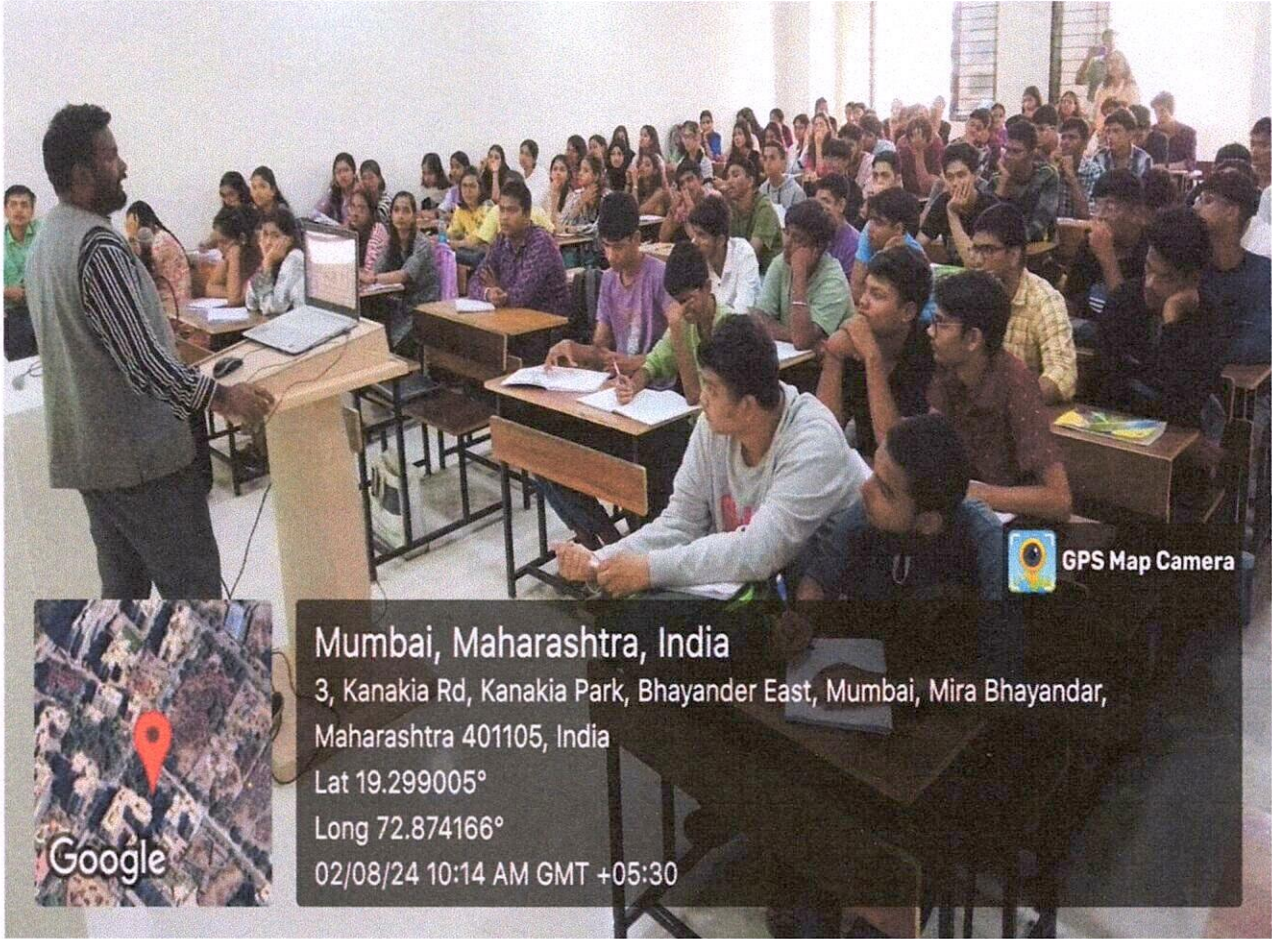
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.

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Glimpses from the Orientation





Google

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3, Kanakia Rd, Kanakia Park, Bhayander East, Mumbai, Mira Bhayandar,
Maharashtra 401105, India

Lat 19.299005°

Long 72.874166°

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