



**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

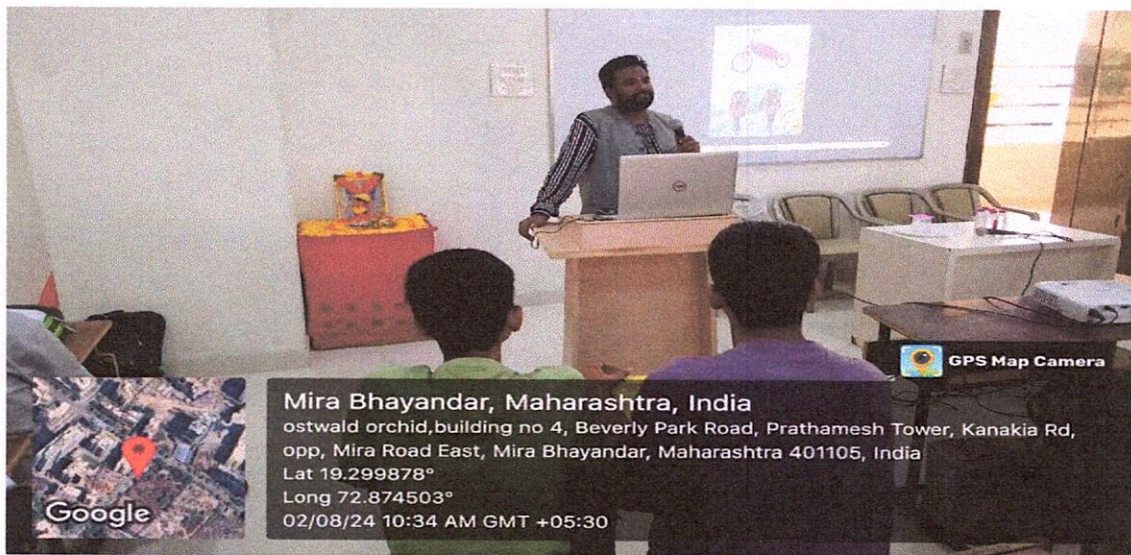
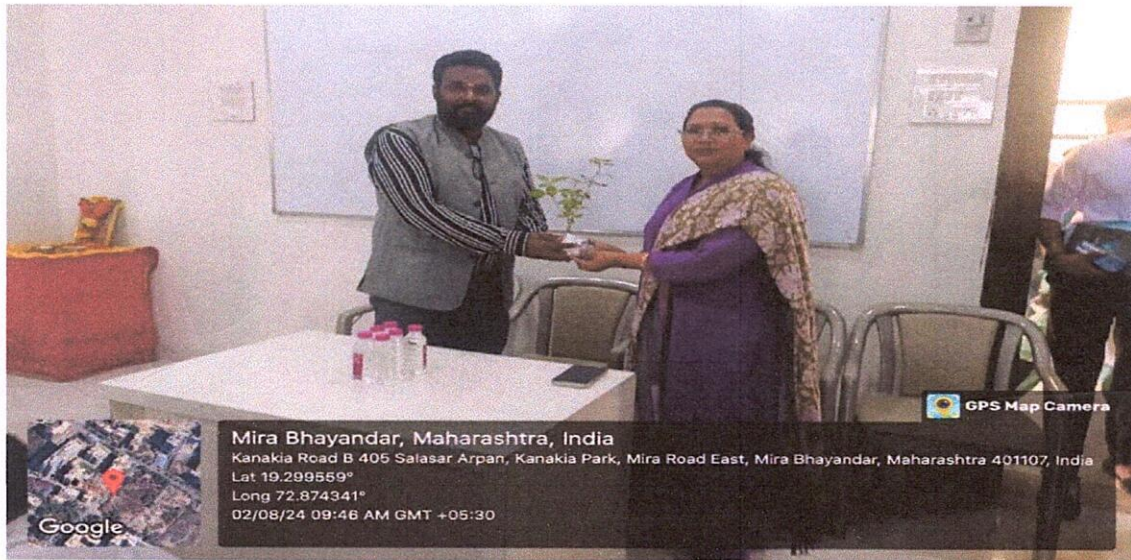
Dr. Vaishali Kothiya
Dean, Research, Innovation, Incubation & IPR Cell

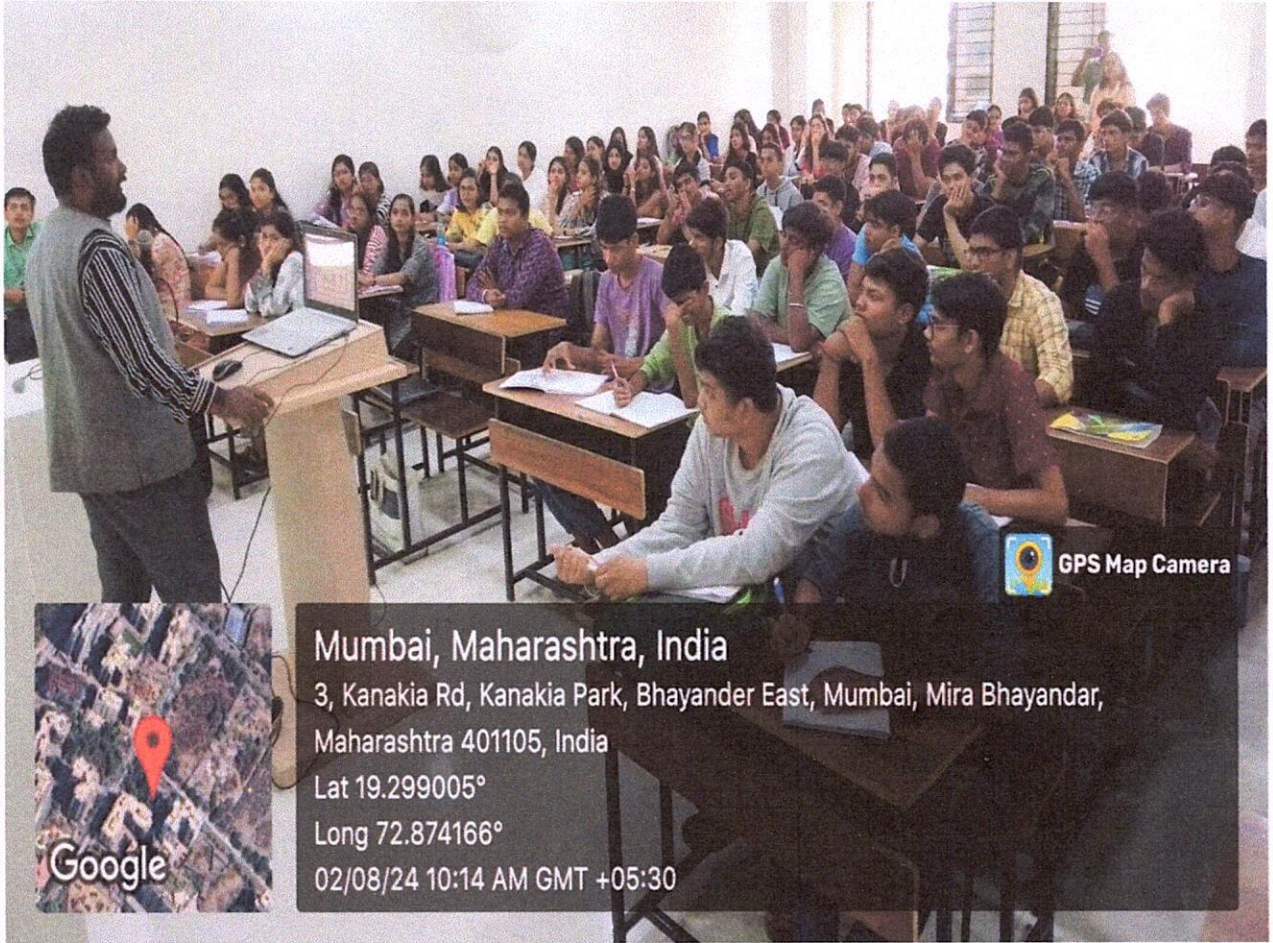
Sanjay Mishra

Dr. Sanjay Mishra
I/C ~~Principal~~
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kankia Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra



Glimpses from the Orientation









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Name of the Event: Business Model Canvas

Name of the Department/Committee/Cell/Club: Research, Innovation, Incubation & IPR Cell

Name of the Speaker: Mr. Kautik Nayrajan Date: 02/08/2024

Sr. No.	Name of the Student	Name of the Parent	Class	Signature
1.	Divyanshu Rai	Umesh Rai	F.Y.B.M.S	Rai
2.	Vijesh Nadar	Sornalatha Nadar	F.Y.B.M.S	Vijesh
3.	Sania Jogle	Qaleem Javed Jogle	F.Y.B.M.S	Sania
4.	Sakshi Vishwakarma	Mohanlal Vishwakarma	F.Y.B.M.S	Sakshi
5.	Bhoomi Mishra	Shripati Mishra	F.Y.B.M.S	Bhoomi
6.	Chaturash Anvekar	Sanjay Anvekar	F.Y.B.M.S	Chaturash
7.	Aminesh Mistry	Shanteng Mistry	F.Y.B.M.S	Aminesh
8.	Amrita Thakur	Santosh Thakur	F.Y.B.M.S	Amrita
9.	Shifa Shaikh	Javed Shaikh	F.Y.B.M.S	Shifa
10.	Akash Kr Jedar	Vijay Jedar	F.Y.B.M.S	Akash
11.	Rajesh Chaudhary	Mohanlal Chaudhary	F.Y.B.M.S	Rajesh
12.	Govind San	Ashok San	F.Y.B.M.S	Govind
13.	Pranav Nayak	Bhavana Nayak	F.Y.B.M.S	Pranav
14.	Pragnesh Rathod	Karishma Rathod	F.Y.B.M.S	Pragnesh
15.	Ketan Chavresiya	Ganesh Chavresiya	F.Y.B.M.S	Ketan
16.	Muskan Gaud	Gaud Rambachan	F.Y.B.M.S	Muskan
17.	Sonija Babchiya	Ali Ahmed Babchiya	F.Y.B.M.S	Sonija
18.	Wilfred Pinto	Wilfred Pinto	F.Y.B.M.S	Wilfred
19.	Kajal Parmar	Laxmi Parmar	F.Y.B.M.S	Kajal
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Name of the Event: Business Model Canvas

Name of the Department/Committee/Cell/Club: Research, Innovation, Incubation & IPR ^{Cell}

Name of the Speaker: Ms. Kamini Nagrajan

Date: 02/08/2024

Sr. No.	Name of the Students	Class	Signature
1.	Purushit Nirama Ramesh	F.Y B.com	Nirama
2.	Bhadrina Nepali	F.Y. B.com	Bhadrina
3.	Aditi Amit Maity	F.Y. B.com	Aditi
4.	Shaikh Farhin	F.Y. B.com	Farhin
5.	Aarti Gaud	F.Y. B.com	Aarti
6.	Sushrta Bhukta	F.Y BMS	Sushrta
7.	Siddiqui Aifyo	F.Y. B.com	Aifyo
8.	Gayatri Dewal	F.Y. B.com	Gayatri
9.	Aaradhana Mishra	F.Y. B.com	Aaradhana
10.	Himani Nikun	F.Y. B.com	Himani
11.	Pooja Verma	F.Y. B.com	Pooja
12.	Payal Saroj	F.Y. B.com	Payal
13.	Nazriya Khan	F.Y. B.com	Nazriya
14.	Bhavya Salian	F.Y. BMS	Bhavya
15.	Poasann Khatri	F.Y. B.com	Poasann
16.	Bushra Kazi	F.Y. BMS	Bushra
17.	Aayushika Bharti	F.Y BMS	Aayushika
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Name of the Event: Business Model Canvas Ergonomics for Product Design
Name of the Department/Committee/Cell/Club: Research, TIC & IPR
Name of the Speaker: Mr. Karthik Nagarajan Date: 02/08/24

Sr. No.	Name of the Students	Class	Signature
1.	Shivam W. Jyoti	F.Y.B.com	Shivam
2.	Atharva Kale	F.Y.B.com	Akale
3.	Jeet Bhunwad	F.Y.B.com	Jeet
4.	Divyanashu Chauhan	F.Y.B.com	Divyanashu
5.	Shaikh Fuzkan Farooq	F.Y.B.com	Fuzkan
6.	Mohd Sultan	F.Y.B.com	Mohd Sultan
7.	Shaikh Shahabuddin	F.Y.B.com	Shaikh
8.	Sujal Hegde	F.Y.B.com	Sujal Hegde
9.	Satyam G. S.	F.Y.B.com	Satyam
10.	Muddaery Tarun V	F.Y.B.com	Muddaery
11.	Mohd Hasan Shaikh	F.Y.B.com	Mohd Hasan
12.	UZAIR Behauni	F.Y.B.com	UZAIR
13.	Manali Dhuri	F.Y.B.com	Manali
14.	Lovey Tiwari	F.Y.B.com	Lovey
15.	Parisha Srivastava	F.Y.B.com	Parisha
16.	Disha Makwana	F.Y.B.com	Disha
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Name of the Event: Business Model Canvas Ergonomics for
Name of the Department/Committee/Cell/Club: Research, IIC & IPR Product design
Name of the Speaker: Mrs. Karthik Nagarajan Date: 02/08/2024

Sr. No.	Name of the Students	Class	Signature
1.	Aditi Vijaykumar Tiwari	FY B.com	Aditi
2.	Raina Shubaily	FY B.com	Raina
3.	Rishika Patel	FYBCOM	Rishika
4.	sneha pathak	FYBCOM	sneha
5.	Mehru Shreey.	F.Y.B.COM.	Mehru
6.	Amisha Singh	FY.B.COM	Amisha
7.	Dipal Prajapati	FY.B.COM	Dipal
8.	Bhavana Tiwari	FY.B.com	Bhavana
9.	Azmi Azeba	FY B.com	Azmi
10.	Divya Gokhale	FY B.com	Divya
11.	Khari Umamathi	FY B.com	Khari
12.	Namya Tarana	FY B.com	Namya
13.	Bhoomi Gandhavy	FY B.COM	Bhoomi
14.	Sakshi Kamble	FY B.Com	Sakshi
15.	SALONI Chavan	FYB!com	Saloni
16.	Dilasha Chouhan	Fy. B.com	Dilasha
17.	Shreya Shrivastava	FY.B.com	Shreya
18.	MISHRA NIDHI	FY. B.com	Nidhi
19.	Tanya Raj.	FY. B.com	Tanya
20.	Aashi Pooasad	FY B.com	Aashi
21.	Komal Vishnoi	FY BMS.	Komal
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Name of the Event: Business Model Canvas JPR Cell

Name of the Department/Committee/Cell/Club: Research, Innovation, Incubation &

Name of the Speaker: M. Kauthik Nagarajan Date: 02/08/2024

Sr. No.	Name of the Students	Class	Signature
1.	Kamlesh Rana	B.COM F.Y	Kamlesh R
2.	Gritesh Rathod	B.Com	Gritesh
3.	Poojita Malviya	B.Com F.Y	Poojita ...
4.	Anshu Mawrya	B.com F.Y	Anshu
5.	Rishabh Gupta	B.com F.Y	Rishabh
6.	James Patel	B.com F.Y	JP
7.	Amaan Hashmi	B.com F.Y	Amaan
8.	Ramprasad Sarbawat	B.com F.Y	RP
9.	Mahir. A. Kanakia	B.COM F.Y	M. Kanakia
10.	Shovin Bhat	B.com F.Y	SB
11.	Ramesh Kumar	B.com F.Y	Ramesh
12.	Rajput Hindora Singh	B.Com F.Y	Hindora
13.	Chetan Rajpurohit	B.Com F.Y	Chetan
14.	Utsav Dandey	B.Com F.Y	Utsav
15.	Mohd. Atharva	F.Y BMS	Atharva
16.	Rajesh Vadao	F.Y B.com F.Y	Rajesh
17.	Ayush Chauhan	B.com F.Y	Ayush
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Name of the Event: Business Model Canvas

Name of the Department/Committee/Cell/Club: Space, Innovation, Incubation & IPR

Name of the Speaker: Mr. Karthik Nagarajan

Date: 02/08/2024

Sr. No.	Name of the Student	Class	Signature
1.	Ronak Raj	F.Y. B.Com	Ronak
2.	Kannan Singh	F.Y. B.Com	K.R. Singh
3.	Jansu Raj	F.Y. B.Com	Jansu
4.	Bunty Dewasi	F.Y. B.Com	Bunty
5.	Udhay Prathmesh	F.Y. B.Com	Prathmesh
6.	Vivek Shah	F.Y. B.COM	Vivek
7.	ARYU GUPTA	F.Y. B.COM	Aryu
8.	VED SHARMA	F.Y. B.COM	Ved Sharma
9.	Siddhant Mishra	F.Y. B.COM	Siddhant
10.	Rishi Gandhaw	F.Y. BMS	Rishi
11.	Rudra Adak	F.Y. BMS	Rudra
12.	Ahmed Patel	F.Y. BMS	Ahmed
13.	NIKITA	F.Y. BMS	Nikita
14.	NIKITA MISHRA	F.Y. BMS	Nikita
15.	Tabish Shaikh	F.Y. B.COM	Tabish
16.	Saurav Jai	F.Y. B.COM	Saurav
17.	Tanish Parikh	F.Y. B.COM (Change)	Tanish
18.	Anand Kumar	F.Y. B.COM	Anand
19.	Kartik Chaurasiya	F.Y. B.COM	Kartik
20.	Bhavya Gada	F.Y. B.COM	Bhavya
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