



20/06/2022

## PROPOSAL

**Subject:** Impact lecture series-2 from MoE and IIC on "**design thinking and business model canvas**"

The Department of Information Science and Engineering, AJIET is organizing a 1 day lecture series on "**design thinking and business model**" on 6<sup>th</sup> August 2022. The objective of the lecture series is to develop entrepreneurial skills among students and faculties.

### **Mapping to Program Outcomes (PO's)**

- The talk is relevant to **PO6, PO7, PO10, PO11** and **PO12**
- **PO6:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice
- **PO7:** Understand the impact of the professional engineering solutions in the societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- **PO10: Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- **PO11:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to ones own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **PO12: Life-long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life- long learning in the broadest context of technological change.

**Target audience:** Students

Principal

A.J. Institute of Engineering & Technology  
Mangaluru - 575 006



# AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgavi)

Accredited By NBA (BE : CV, CSE, ECE, ISE & ME)

SL No.	Particulars	Amount
1	Honorarium for resource person	3000/-
	<b>Total</b>	<b>3000/- (Three thousand only)</b>

Name of the Scheme under which Grant is approved (Reimbursement mode): Impact Lecture

### Expenditure Details

Session-1		
Date:	06-08-2022	
	Expert Name	Honorarium Amount(In Rs)
Lecture 1	Dr. M. Selladhurai	Rs.3000/- (Includes TDS Rs.300)
Lecture 2	Dr. Divya Priva B	Rs.3000/- (Includes TDS Rs.300)
Total (session 1)	02	Rs. 6000/-
Session 2		
Date:	08-08-2022	
Lecture 1	Ms. Pooja Menon	Rs.3000/- (Includes TDS Rs.300)
Lecture 2	Mr. Gopala Krishna Bhat kakunje	Rs.3000/- (Includes TDS Rs.300)
Total (session 2)	02	Rs. 6000/-
Total Amount (Session1+Session2)	Rs. 12000	

Certified that I have satisfied myself that the conditions on which the amount was sanctioned have been duly fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

#### Kinds of checks exercised:

- Expenditure is as per the guideline of the Impact lecture scheme (Online mode)
- Event Report, Receipts/Bills, transaction proof, Copy of Institute PAN Card along with mandate forms is also submitted online (IIC Portal) and have to be submitted by post
- TDS must be deducted by the institute before releasing honorarium amount to the experts as per income tax act (10%)

For

[Signature of Chartered Accountant\*/Finance Officer\*\*/Registrar\*\*/Govt. Auditor\*\*]

Name of CA: CA P. Raghuchandra Shetty  
Membership No: 200319  
Full Address: 421, Second floor, Kuntal Complex  
Bendurwell, Mangalore - 575002

[with seal]

Place:

Date:



[Signature of Head of the Institute]  
Name: Dr. Shantharama Rai C.  
Designation: Principal

Full Address: AJ Institute of Engineering & Technology, NH-66  
Kottara Chowki, Mangalore - 6

[with seal]

Principal

A J Institute of Engineering & Technology  
Mangalore - 576 006

Principal

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TDS:

Taxpayers Counterfoil (To be filled only by Taxpayer)													SPACE FOR BANK SEAL				
Account No.	B	1	R	A	2	3	4	5	6	7	8	9	10				
Account Name	AJ INSTITUTE OF ENGINEERING & TECHNOLOGY																
Cash Debit to Ac. Cheque No.	222579						10.08.2022										
	T	H	R	P	F		H	U	N	D	R	E	D	O	N	L	Y
Drawn on	C	A	N	A	R	A	B	A	N	K							
Company Non-Company Deductors													12-08-2022				
For account of Tax Deducted at Source (TDS) Tax Collected at Source (TCS) from _____ (Full up Code)													00001				
(Strike out whichever is not applicable)																	
Rs																	

CHIN 222579 dt 10/08/2022  
 Name : GOPAKRISHNA BHAT K, Rs 300  
 u. 2700 - 10% = 300/-  
 PAN NO : BHCPB1128C

Source: www.taxguru.in

  
**HOD**

  
**Principal**  
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Ref.No:AJIET/DA/2022-23/C-01

Date:7/07/2022

## CIRCULAR

The Department of Information Science and Engineering is conducting a 1 day lecture series on "**Design thinking and business model**" on **6<sup>th</sup> August 2022** which is open to 2<sup>nd</sup> and 3<sup>rd</sup> year students of ISE. Interested students can register their names with Mrs.Jaysree Sivapuram, Assistant Professor, Dept of ISE by 10-07-2022.

Faculty Coordinator

HOD

Principal

Principal

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**A.J. INSTITUTE OF ENGINEERING TECHNOLOGY**

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KOTTARA CHOWKI, MANGALURU



# DESIGN THINKING AND BUSINESS MODEL CANVAS

**Speaker: Dr Divyapriya B, Innovation Ambassador**

**Date: 06-08-2022**

**Time: 11.00AM to 2.00PM**

**TARGET: 2ND AND 3RD YEAR**

**Dr. Shantharama Rai C**  
**Principal**

**Dr. Antony P J**  
**Vice principal & HOD, CSE**

**Mrs. Jayashree Shivapuram**  
**Faculty coordinator**

**Dr. Suresha D**  
**HOD, ISE**

## Our Patrons

**Dr. A.J. Shetty**  
**President, LMET**

**Mrs. Sharadha J Shetty**  
**Director, LMET**

**Mr. Prashanth Shetty**  
**Vice President, LMET**

**Mrs. Ashritha P Shetty**  
**Director, LMET**

**Dr. Prashanth Marla K**  
**Director, LMET**

**Dr. Amitha P Marla**  
**Director, LMET**

[www.ajiet.edu.in](http://www.ajiet.edu.in)

  
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Department of Information Science and Engineering

Date: 06/08/2022

## Report on Impact Lecture Series-2 from Ministry of Education (MoE) and Institution's Innovation Council (IIC)

Name of the Program:	Impact Lecture Series-2	Program Dates:	06-08-2022 11:00AM to 12:00NOON		
Trainer Name:	Dr. Divya Priya B, Innovation Ambassador	Venue:	AJ Institute of Engineering and Technology, Mangalore		
Topic	Design Thinking, Business Model Canvas				
Online Link:	<a href="https://meet.google.com/zqc-xyur-xqs">https://meet.google.com/zqc-xyur-xqs</a>				
Number of Participants	29	Male	16	Female	13

**Objectives:** This Impact Lecture program enable students to:

- Introduce the Business Model Canvas a framework that helps business modelers, strategists, entrepreneurs as well as managers determine how a business creates, delivers and captures values.
- The Business Model Canvas framework is a visual representation of the important aspects or parts to consider when designing a Business Model.

**Outcomes:** The students will be able to:

1. Structure the process and philosophy guiding the business model innovation can produce breakthrough results.
2. Develop prototype models for the business and test to check whether the business actually creates, delivers and captures value as intended.
3. Understand, design and collaboratively innovate the business concept with all the stakeholders.

**Articulation Matrix:**

Course Outcomes	Program Outcomes											
	1	2	3	4	5	6	7	8	9	10	11	12
1						3	3			3	3	3
2						3	3			3	3	3
3						3	3			3	3	3
Average						3	3			3	3	3

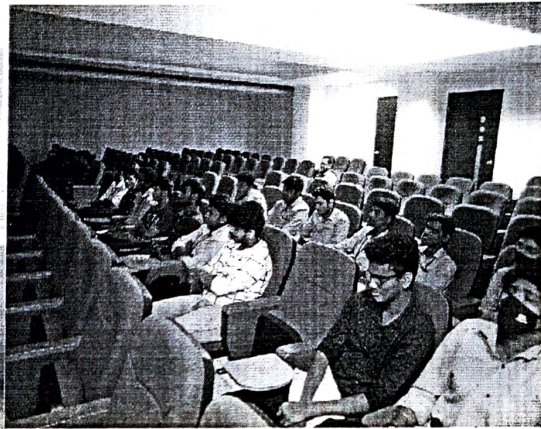
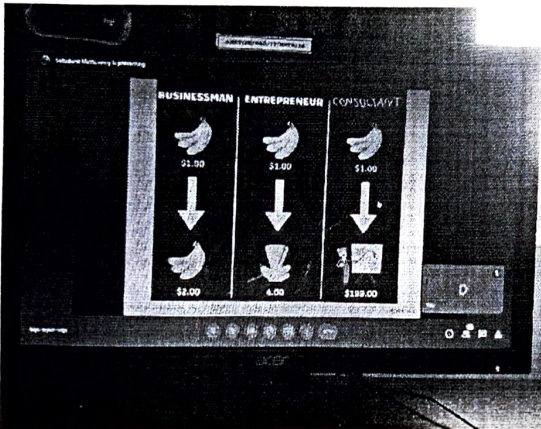
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**Impact Lecture Series-2 Report:**

Impact Lecture Series-2 on “**Design Thinking, Business Model Canvas**” is conducted in our organization on 06-08-2022 11:00AM to 12:00Noon in online mode Dr. Divya Priya B, Innovation Ambassador is the speaker for the Lecture. 29 participants attended the lecture out of which 16 are male and 13 are female.

**Glimpses of Impact Lecture Series-2 on “Design Thinking, Business Model Canvas”:**



*S. Jayaraj*

**TECHNICAL CO-ORDINATOR**

*Suresh*

**HOD**

*N*

**PRINCIPAL**

A.J. Institute of Engineering & Technology  
Mangaluru - 575 006

*N*

**Principal**  
A.J. Institute of Engineering & Technology  
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# A. J. Institute of Engineering and Technology Mangaluru



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ottara Chowki, Mangaluru - 575 006. Ph : +91 824 2455048, 2862202 Mob.: +91 9483026503. Fax : +91 824 2862205  
email : ajenggcollege@gmail.com | website : www.ajiet.edu.in

06-08-2022

To,

**Dr. Divya Priya B**  
**Innovation Ambassador**  
Associate Professor of Commerce,  
Kongunadu Arts and Science College,  
Coimbatore

## Letter of appreciation and gratitude


Dear Madam,

This is to convey our deep sense of appreciation towards you for resourcing an Impact Lecture series (Phase-2), Sponsored by Institute Innovation Council, Ministry of Education, Govt. of INDIA on 06-08-2022 on the topic


### *“Design Thinking and Business Model Canvas”*

We sincerely appreciate your efforts and your spirit of benevolence in making time for us and we are thankful for your interaction with our staff and students and inspiring them. Looking forward to a similar association with you in the future.

With best regards

  
Dr. Shantharama Rai C  
Principal

A. J. Institute of Engineering & Technology  
Mangaluru - 575 006

  
Principal  
A. J. Institute of Engineering & Technology  
Mangaluru - 575 006



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Attendance for "Impact Lecture(Phase-2) on Ministry of Education & Institution Innovation Council

Date:06-08-2022

Time: 11.00 am to 12.00 pm

SI No	USN	Name	Signature
1	4JK20IS017	Disha Hebbur	[Signature]
2	4JK20IS015	Chaitanya	[Signature]
3	4JK20IS011	Aarpitha	[Signature]
4	4JK20IS053	Vaishnavi Naik	[Signature]
5	4JK20IS047	Shilpi Dwadiga	[Signature]
6	4JK20IS048	Shilpi Shetty	[Signature]
7	4JK20IS049	Shravya	[Signature]
8	4JK20IS026	Tushara gudiger	[Signature]
9	4JK20IS046	Shama	[Signature]
10	4JK20IS022	Kanya	[Signature]
11	4JK20IS018	Geetha.C. Poojary	[Signature]
12	4JK20IS016	Deeksha.K	[Signature]
13	4JK20IS039	Rachana Rao	[Signature]
14	4JK20IS033	Nithasha	[Signature]
15	4JK20IS035	Prathvisha.R	[Signature]
16	4JK20IS031	Monisha	[Signature]
17	4JK20IS013	Ashwini	[Signature]
18	4JK20IS004	-Adhya Shetty.P	[Signature]
19	4JK20IS044	Sanjana V S	[Signature]
20	4JK20IS041	S. Vaishnavi Kotian	[Signature]
21	4JK20IS051	Shreya V	[Signature]
22	4JK20IS010	Anushree	[Signature]
23	4JK20IS028	Mayoori.P	[Signature]
24	4JK20IS014	Ateef Sheikh	[Signature]
25	4JK20IS007	Ajay Kumar	[Signature]
26	4JK20IS038	Prithvraj	[Signature]
27	4JK20IS030	MOHAMMAD MOUSHOOF	[Signature]
28	4JK20IS039	Prasanna Hegde	[Signature]
29	4JK20IS003	Almishuk	[Signature]

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## Department of Information Science and Engineering

### Feedback Form For Event: "Design thinking, Business model Canvas"

DATE: 06-08-2022 11.00AM to 12:00 NOON

USN	NAME	1) Your overall opinion about the workshop?	2) How do you rate the included research content of the workshop?	3) To what extent did the talk increase your knowledge about your relevant track / area of interest?	4) To what extent has the talk confirmed or changed your perspective about the concepts of your area of interest?	5) How would you rate the quality of keynote speakers and their talks?	6) How would you rate the overall session?	SIGN
4JK20IS044	SANJANA VS	Very Good	Excellent	Very Significantly	Significantly	Very Good	Very Good	
4JK20IS018	GREESHMA C POOJARY	Satisfactory	Good	Moderately	Significantly	Good	Good	
4JK20IS048	SHIFALI SHETTY	Good	Satisfactory	Unimportantly	Unimportantly	Good	Good	
4JK20IS005	ADITHYAN P	Excellent	Very Good	Very Significantly	Moderately	Excellent	Very Good	
4JK20IS003	ABHISHEK	Excellent	Very Good	Very Significantly	Moderately	Excellent	Good	

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4JK20IS011	ARPITHA	Poor	Satisfactory	Unimportantly	Unimportantly	Good	Good	Arpitha
4JK20IS051	SHREYA Y	Very Good	Excellent	Moderately	Moderately	Very Good	Good	Shreya
4JK20IS023	KIRAN KUMAR V	Excellent	Satisfactory	Very Significantly	Moderately	Excellent	Excellent	Kiran
4JK20IS017	DISHA HEBBAR	Excellent	Good	Very Significantly	Significantly	Excellent	Very Good	Disha Hebbar
4JK20IS015	CHAITHANYA	Satisfactory	Good	Moderately	Significantly	Good	Good	Chaithanya
4JK20IS038	PRITHVI RAJ	Poor	Satisfactory	Unimportantly	Unimportantly	Good	Very Good	Prithvi
4JK20IS028	MAYOORIP	Excellent	Good	Very Significantly	Significantly	Excellent	Excellent	Mayoorip
4JK20IS047	SHIFALI JAGANNATH DEVADIGA	Excellent	Good	Very Significantly	Significantly	Excellent	Good	Shifali
4JK20IS024	KIRAN SHETTY	Very Good	Satisfactory	Moderately	Unimportantly	Good	Excellent	Kiran Shetty
4JK20IS049	SHRAVYA	Poor	Satisfactory	Unimportantly	Unimportantly	Good	Very Good	Shravya