

Activity Report - AIIC Zoology Unit **Quarter 4 (June to August)**

Title of Event: : Session on Achieving “Value Proposition Fit” & “Business Fit”

SDG : : SDG 8

Date of Session : : 18.08.2025







Unit Coordinator : : Dr. A. Rajalakshmi and Dr. Stuti

Mode of conduct : : Online - <https://meet.google.com/way-jnwj-xvq>

Level of Activity : : 2

Number of Students participated : : 145

Poster/Banner/Brochure of the event:



Auxilium College (Autonomous)
(Accredited by NAAC with A⁺ Grade in the 4th Cycle)
Gandhi Nagar, Vellore 632 006.

Auxilium Innovation and Incubation Centre
and
AIIC Zoology Unit

Session on Achieving “Value Proposition Fit” & “Business Fit”

Date : 18.08.2025 Mode : Online Time: 04.00 P.M.

Resource Person

Dr. A. Senthilkumar M.B.A., M.Phil., Ph.D.,
Assistant Professor & Head, Department of Management,
The Tamil Nadu Dr. Ambedkar Law University, Chennai.

Chief Patron Dr. (Sr.) Mary Josephine Rani A. Secretary	Patron Dr. (Sr.) Arokia Jayaceli A. Principal	Co-Patron Dr. (Sr.) Amala Valarmathy A. Vice Principal	Department Coordinators Dr. Rajalakshmi A. Dr. Stuti AIIC Zoology Unit
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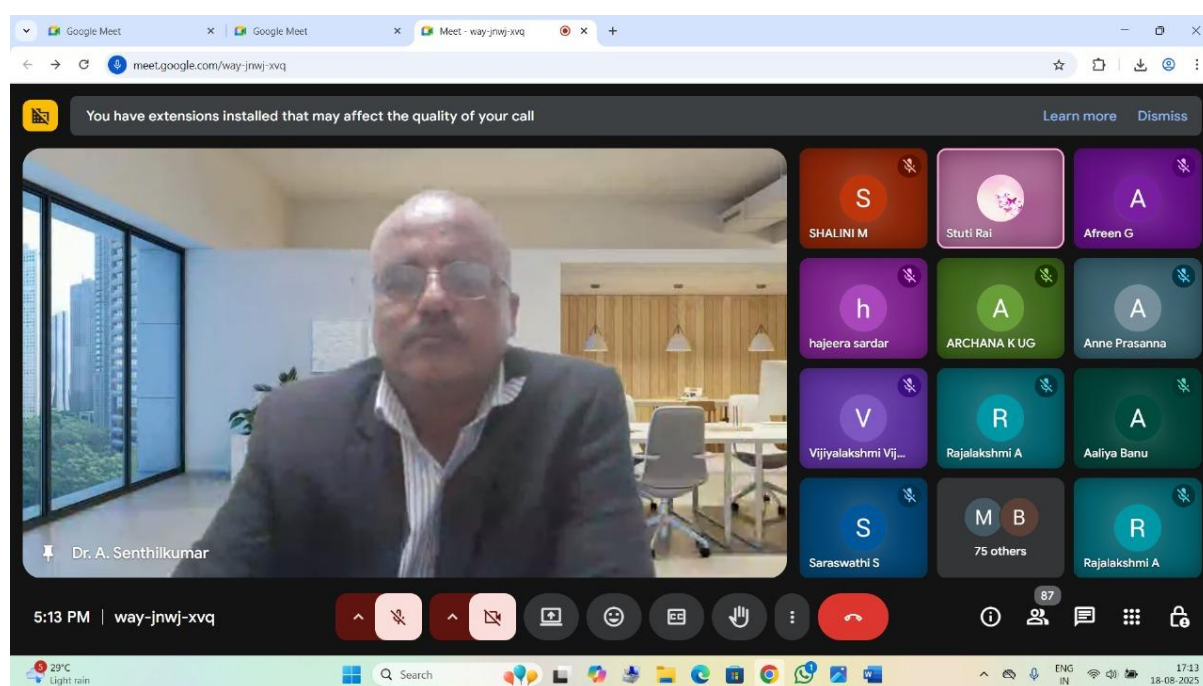
ACTIVITY SUMMARY

OBJECTIVE OF THE EVENT

The objective of the event is to foster vibrant entrepreneurial ecosystem and promoting entrepreneurial attitude among the students of both UG and PG Zoology and also to facilitate startup development opportunities for them.

KEY OUTCOME

The session emphasized the importance of dual alignment for small and medium businesses externally with customer needs and internally with business capabilities. It introduces strategic tools like the Value Proposition Canvas and Business Model Canvas to help businesses identify customer jobs, pains, and gains while aligning internal resources and processes. Through step-by-step implementation and real-world case studies, it highlights how achieving both value proposition fit and business fit leads to sustainable growth and competitive advantage. The key takeaway is that continuous alignment between customer expectations and internal strategy is essential for long-term success.



The screenshot shows a Google Meet interface. At the top, there's a browser bar with the URL 'meet.google.com/waj-jnwj-xvq'. Below that, a dark bar contains a notification: 'You have extensions installed that may affect the quality of your call' with links to 'Learn more' and 'Dismiss'. The main content area is split: the left side shows a presentation slide titled 'Why it matters for businesses:' with three bullet points, and the right side shows a grid of participant video thumbnails. At the bottom, there's a dark bar with meeting controls (mute, video, chat, etc.) and a status bar showing '4:26 PM | waj-jnwj-xvq'.

Why it matters for businesses:

- Customers have limited attention and loyalty.
- Competition is fierce, with larger firms often dominating markets.
- Fit ensures differentiation and customer retention.

Participants:

- Dr. A. Senthilkumar (Presenting)
- NIVETHITHA S
- hajeera sardar
- Afreen G
- Stuti Rai
- SHALINI M
- Kousalya
- ARCHANA K ...
- Anne Prasanna
- Vijiyalakshmi ...
- 89 others
- Rajalakshmi A