

Two-Week
Faculty Development Program (FDP)
on
Entrepreneurship and Start-ups

**Jointly Organized
by**



CED
Anna University
Chennai
Tamilnadu

&



**Entrepreneurship
Development
Institute of India**
Ahmedabad, Gujarat

28 February 2022 – 12 March 2022

Sponsored by



RUSA 2.0

Centre for Entrepreneurship Development

#302, 2nd Floor, Platinum Jubilee Building
A.C Tech Campus, Anna University
Chennai – 600 025, Tamilnadu



MAKERS LAB
prototyping ideas



Background

Anna University is one of the prestigious engineering and technological universities in India. To strengthen the Innovation and Entrepreneurship ecosystem within Anna University (AU) and in its affiliated institutes, a Memorandum of Agreement (MoA) was signed between AU and Entrepreneurship Development Institute of India, Ahmedabad on 7th January 2022 – the highlights of the agreement being joint certificate, diploma and FDP programs in entrepreneurship development.

The Centre for Entrepreneurship Development (CED) at AU is pleased to announce the two-week Faculty Development Program (FDP) in Entrepreneurship and Start-Ups open to faculty members of AU and the affiliated institutes.

About EDII-Ahmedabad

Entrepreneurship Development Institute of India (EDII), recognized as a Centre of Excellence by the Ministry of Skill Development and Entrepreneurship, Govt. of India, in 2021, is an autonomous and not-for-profit organization, set up in 1983. It is promoted by apex financial institutions, the IDBI Bank Ltd., ICICI Bank Ltd., IFCI Ltd. and the State Bank of India (SBI), with support from the Government of Gujarat. The Institute is registered under the Societies Registration Act – 1860 and Public Trust Act – 1950. EDII's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made.

To pursue its mission further, EDII has helped set up twelve state-level exclusive entrepreneurship development centers and institutes. EDII's core competence lies in providing innovative training techniques, competent faculty support, teaching and training materials. EDII is working with various Central Government ministries, State governments and Corporate houses.

In the international arena, the entrepreneurship development efforts by way of sharing resources and offering training programmes, have helped EDII earn distinctions and support from The World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation and several other renowned agencies. The Institute has successfully carried out the prestigious task assigned by the Ministry of External Affairs, Govt. of India, of setting up Entrepreneurship Development Centres in Cambodia, Lao PDR, Myanmar, Vietnam, Uzbekistan and Rwanda. The Institute is presently working on establishing similar Centres in four other African countries.

About CED-AU

The vision of Centre for Entrepreneurship Development is ***to inspire, foster and nurture Innovation and Entrepreneurship (I & E) amongst students & staff of Anna University for a sustainable startup ecosystem.***

CED Mission

- To strengthen teaching & training activities for Innovation and Entrepreneurship
- To establish well-equipped infrastructure to support prototype development
- To support start-ups - company registration, incubation, funding & product launch
- To create conducive startup policies for student & faculty
- To engage in capacity building for development of a sustainable I & E startup ecosystem at Anna University

CED Profile

- ❑ CED offers short term courses and programs in entrepreneurship development – Design Thinking Workshop and Research-to-Startups have been very successful and popular programs.
- ❑ The CED Makers Lab is an ideal interdisciplinary facility available to students with ideas to experiment and progress towards prototyping their ideas; flexible lab working hours and access to consumables are a great fit to their academic curriculum.
- ❑ CED funds innovative ideas via its PROSPER AWARD that supports student ideas in various sectors and handholds them post award until the prototyping via the Makers Lab facility.
- ❑ CED mentors the budding student entrepreneurs and prepares them for funding programs such as the Innovation Voucher Programs (IVP-A & IVP-B) of Tamil Nadu government. Last year, 3 student ideas were awarded the IVP funding of 2 lac rupees each.
- ❑ CED helps students apply and prepare for various entrepreneurship and startup events and competitions.
- ❑ Anna University encourages the students to prepare themselves for entrepreneurship endeavours via extra-curricular activities through the Anna University Students' Entrepreneurship Club (AUSEC) wherein students organize various programs to gain knowledge and experience of the entrepreneurship world and motivate the fellow students.
- ❑ CED organizes FDP and Department-Connect Programs to build capacity and create trainers to impart the right entrepreneurship-related training to students of AU and affiliated institutes.
- ❑ AU is honoured to be the IEDP-Hub under EDII-Tamil Nadu's Innovation Entrepreneurship Development Program for Chennai, Tiruchirappalli, Coimbatore, Tirunelveli and Villupuram districts.

Eligibility

The FDP is open to faculty members of Anna University, the constituent colleges and the affiliated institutes. The program is also open to staff working at managerial positions related to Innovation and Entrepreneurship.

Registration & Closing Date

Interested faculty members are requested to register for the FDP via the attached Registration-Form and share the completed form duly approved (signed) by the Head of the Institution via email to cedau2019@gmail.com with a subject line "Registration for 2-week FDP on Entrepreneurship and Start-Ups".

Kindly note that FDP registrations close on 23 February 2022.

Accommodation

A limited number of accommodation could be arranged at University Guest House on payment basis.

Contact Details

Director, Centre for Entrepreneurship Development (CED)

#302, 2nd Floor, Platinum Jubilee Building

AC Tech Campus, Anna University, Guindy, Chennai - 600 025

Phone: 044 - 2235 9289 | 044 - 2235 9287 | **Email:** cedau2019@gmail.com

Website: www.auced.com

FDP Schedule

Two-week Faculty Development Program (FDP) on Entrepreneurship and Start-Ups has been scheduled for the period: **Monday, 28 February 2022 – Friday, 12 March 2022.**

Program Schedule

	Session 0	Session 1	Session 2	Session 3	Session 4
Day/Date	10.00 AM- 10.15 AM	10.15 AM-11.30 AM	11.45 AM-1.00 PM	2.00 PM-3.15 PM	3.30 PM-4.45 PM
Week 1					
Day 1 28-02-22, Mon	Registration (10:00-10:30)	Icebreaking & About the Programme	Essence of entrepreneurship	Entrepreneurial Process	Breakout session 1
Day 2 01-03-22, Tue	Recap	Achievement Motivation Training (AMT)- Tool 1		AMT- Tool 2	Breakout session 2
Day 3 02-03-22, Wed	Recap	Business Opportunity Identification	Emerging Business Opportunities	Business Case	Breakout session 3
Day 4 03-03-22, Thu	Recap	Creativity and Innovation	Ideation: Finding the Early Adopters	Design Thinking Process	Breakout session 4
Day 5 04-03-22, Fri	Recap	Building a Start-Up ecosystem at your Institute Initial Level Middle Level Advanced Level			Breakout session 5
Day 6 05-03-22, Sat	Recap	Entrepreneurial Curriculum Development	Entrepreneurial Cases	Opportunity for Research on entrepreneurship	Breakout session 6
Week 2					
	Session 0	Session 1	Session 2	Session 3	Session 4
Day/Date	10.00AM- 10.15 AM	10.15AM-11.30 AM	11.45 AM-1.00 PM	2.00 PM-3.15 PM	3.30PM-4.45 PM
Day 7 07-03-22, Mon	Recap	Prototype/Product: Design & Development	Prototype/Product: Testing & Validation	Market Survey & Analysis	Breakout session 1
Day 8 08-03-22, Tue	Recap	Business Model Generation – Component and Types		Business Model Canvas	Breakout session 2
Day 9 09-03-22, Wed	Recap	Banking Perspective	Financing Start- Ups - 1	Financing Start- Ups - 2	Breakout session 3
Day 10 10-03-22, Thu	Recap	IPR & Technology Commercialization -1	IPR & Technology Commercialization- 2	Incubators & Accelerators	Incubation Visit
Day 11 11-03-22, Fri	Recap	Business Plan Preparation – Marketing Strategy, Technical & Financial Planning, Competitive Analysis		Business Pitching	Breakout session 4
Day 12 12-03-22, Sat	Recap	Pitch decks		Feedback & Valedictory	



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On
Entrepreneurship and Start-Ups**



**Entrepreneurship
Development
Institute of India,
Ahmedabad**

*Jointly offered by
Anna University and EDII-Ahmedabad*

Registration Form

Name of the Faculty Member	
Institute/College	
Department	
Designation	
Email ID	
Mobile Number	
Qualification	
Purpose of attending or Expectations from CED-AU organized FDP in I & E Development	
Vaccination Certificate Number	
Accommodation requirement Details	

Self-Declaration

I, hereby, declare that the above information is correct and true to my knowledge. I shall abide by the rules of the host institution during the program and follow pandemic protocol in the interest of safe conduct of the program.

Participant Name:

Signature:

Date:

Place:

Approved by the Head of Institution:

Name:

Designation:

Date:

Place:

Signature & Seal: