

Faculty Development Programme on **ENTREPRENEURSHIP**

November 17 - 28, 2014

Sponsored by



**National Science & Technology
Entrepreneurship Development Board (NSTEDB)**

Department of Science & Technology, Government of India, New Delhi

Organized by



PSG-Science and Technology Entrepreneurial Park (PSG-STEP)

PSG College of Technology, Coimbatore 641 004.



Need for Entrepreneurship

India needs entrepreneurs for two reasons :

- | To capitalize on new opportunities
- | To create wealth and new jobs

The economics of many developing countries are in state of transition as they strive to shift from a subsistence oriented and heavily regulated environment to an outward looking, market driven economy.

This transition can be greatly assisted by the emergence of a large number of small - scale and rural enterprises in all spheres of economic activity, which, in turn, requires the development of entrepreneurial skills. Despite the importance of entrepreneurship for economic and social development there is as yet scant research into or systematic observation of the processes through which entrepreneurship emerges and sustains itself.

What Educational Institutions can do?

Educational institutions can address today's changing business landscape, particularly in emerging markets, and build “Centres of Entrepreneurial Excellence” in the institute that will actively assist entrepreneurs.

The educational institutions have an extraordinary talent pool with virtually limitless potential to become entrepreneurs. The educational institutions should work to create the right environment to develop business builders.

Benefits from the programme

The 2-week programme will equip the faculty:

- | To develop vision, strategy & structure for Entrepreneurship Development in Educational Institution.
- | To inculcate entrepreneurial values among the students
- | To organize Entrepreneurship Awareness Camps (EACs) and entrepreneurship orientation courses in the institution.
- | To co-ordinate entrepreneurial activities in their region through Entrepreneurship Development Programmes



Programme Content

- | Entrepreneurship - Concept & Present Scenario
- | Entrepreneurial Competencies
- | Identification and Selection of Potential Entrepreneurs
- | Business Environment Scanning
- | Business Opportunity Identification
- | Market Survey
- | Role of Supporting Agencies
- | Financial support for Innovations / Startups
- | Business Plan Preparation
- | Managerial Inputs
- | Organizing Entrepreneurship Programmes in the Campus

Last date for registration : Nov 10, 2014

Faculty

The faculty team consists of experts from

- | PSG-STEP
- | PSG College of Technology
- | PSG Institute of Management
- | Entrepreneurship Development Institute of India
- | Government Agencies
- | Entrepreneurs

Participants

Faculty from Engineering, Technology and Management institutions.

Participation is limited to 20 and will be on first - come - first served basis.

Duration

Date : Nov 17 - 28, 2014

Two weeks, Full time

Participation Fee

The NSTEDB sponsors the participation fee, boarding and lodging expenses of the participants.

Accommodation

Accommodation to the participants will be provided at PSG Guest House Annex / Hostel



About PSG College of Technology

PSG College of Technology, an ISO 9001:2000 certified institution is one of the foremost institutions founded by the **PSG & Sons' Charities Trust (1926)**. The College was established in the year 1951 and the Founders wisely decided to locate it in the same campus as the PSG Industrial Institute for effective industry-institute interaction. The College today has a student strength of about 8000 with 15 engineering and technology departments besides the computer applications, management sciences, basic sciences and humanities departments.

About PSG - STEP

PSG - STEP was established in the year 1998 by PSG College of Technology in association with the Department of Science & Technology, Government of India & All India Financial Institutions to promote technology based enterprises in the areas of Software, Electronic Products, Hi-tech Mechanical Products, Eco-friendly Textile Products & Bio-technology using the core strengths of PSG College of Technology. PSG-STEP has so far assisted more than 100 technology based ventures and has established an IT incubator cum Software Park which is the largest in the country attached to an educational institution. PSG-STEP is the secretariat for Asia Pacific Incubation Network (APIN) an initiative supported by Worldbank, infoDev and DST, New Delhi, India.

About NSTEDB

The National Science & Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science & Technology, is an institutional mechanism to help having representations from socio-economic and scientific Ministries/Department, aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions.



For registration :

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