



FACULTY **DEVELOPMENT PROGRAM** ON  
**ENTREPRENEURSHIP**

21st Jan - 4th Feb 2019

# PROGRAMME OBJECTIVE

The program designed by PSG-STEP to train and develop faculty from academia in the area of Entrepreneurship Development so that they can act as 'Resource Persons' in guiding and motivating young minds, particularly from science & technology stream, to take entrepreneurship as a career.

The objective of the program is to equip and empower the faculty from academia with skills and knowledge that are essential for inculcating entrepreneurial values among students and guiding and monitoring their progress towards entrepreneurial career.

## Need for Entrepreneurship

India need entrepreneurs for two reasons

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

## What Educational Institutions can do?

Educational institute can address today's changing business landscape, particularly in emerging markets, and build "Centre 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 & Takeaways

The 2-week programme will equip the faculty

- ✓ To develop vision, strategy & structure for Entrepreneurship Development Programme in Educational Institute
- ✓ To inculcate entrepreneurial values among the students
- ✓ To organize EAC and Entrepreneurship oriented courses in the institution
- ✓ To co-ordinate entrepreneurial activities in their region through Entrepreneurship Development Programmes





# PROGRAMME TRACKS



- New Age Entrepreneurship Principles & Best Practices
- Entrepreneurial Competencies & Mindset
- Identification and Selection of Aspiring Entrepreneurs [Tools & Techniques]
- Business Idea Generation, Evaluation & Business Environment Scanning
- Business Plan Preparation
- Business Opportunity Identification & Guidance
- Market Survey Strategies
- Role of Supporting Agencies & Financial Management
- Problem Solving, Decision Making & Mentoring
- Intellectual Property Rights & Innovation Management
- EDCs / Technology Business Incubation Process
- Building Entrepreneurial Network & Ecosystem



## Programme Experts

- ✓ PSG Group of Institutions
- ✓ Entrepreneurship Development Institute of India
- ✓ Government Agencies
- ✓ Entrepreneurs/Professionals



Faculty from Engineering, Technology and Management Institutions



21<sup>st</sup> Jan 2019 - 04<sup>th</sup> Feb 2019  
Two weeks (Full Time)



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



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

Participants are limited to 20 and will be considered on the first-come, first-served basis.

**Last date for registration**  
**16<sup>th</sup> January 2019**



## PSG-STEP

PSG College of Technology, in the year 1998, established PSG-Science & Technology Entrepreneurial Park (PSG-STEP) – the incubation centre of PSG Tech with the support from National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Government of India.

To promote and accelerate entrepreneurship, PSG-STEP extends various support to startups/innovators through the initiatives such as capacity building training programs, mentoring support, funding support, networking with other agencies, participations in national & international challenges and access to lab facilities of the institution.



## PSG College of Technology

PSG College of Technology an ISO 9001:2000 certified institution is one of the first institutions founded by the PSG & Sons Charities Trust (1926). The college was established in the year 1951 and the founders wisely decided to locate within close quarters of PSG Industrial Institute for effective Industry- Institute interaction.



## NSTEDB



सत्यमेव जयते

Department of  
Science and Technology  
Government of India

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 promote knowledge driven and technology intensive enterprises. The Board, having representations from socio-economic and scientific Ministries/ Departments, aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions.



For Registration

Executive Director, PSG - Science & Technology Entrepreneurial Park (PSG - STEP)  
PSG College of Technology, Coimbatore.