

**TEQIP-III SPONSORED
PROGRAM
ON**

**INDUSTRY-INSTITUTE-INTERFACE
FOR
ENTREPRENEURSHIP
DEVELOPMENT**

August 8– 12, 2019

PATRON

Prof. Animesh Biswas
Director

Organized By



National Institute of Technology
Rourkela, Odisha, India

OBJECTIVES OF THE COURSE

Industry-Institute-Interface for Entrepreneurship Development aims to promote entrepreneurship development and improve industry interaction in the technical education system. It will provide a platform for showcasing the best entrepreneurial practices using latest technological advancements and engineering methodologies. Engineering and Management students need to be encouraged to undertake entrepreneurial initiatives to become the next generation of entrepreneurs, develop their enterprise skills, and start up their own businesses. The students will be spurred and thoroughly guided to set up and manage small-scale industrial projects. This program intends to encourage and refine entrepreneurial skills of the students like idea generation, opportunity assessment, enterprise modeling, media and advertising, Intellectual property guidance, innovative project ideas, skill development, Startups and many more. The program will be useful for the students to guide them about entrepreneurship development and to become successful entrepreneurs of future.

The course aims to promote entrepreneurship skills among the students & Industry-Institute Interaction

1. Encourage startups and enterprise promotion, incubation centers, and industry exposure for students.
2. Develop academic-industrial relevant curriculum to equip students seeking entrepreneurial careers ahead.

3. Understanding of issues pertaining to entry barriers, emerging policies, pedagogical innovations, and corporate entrepreneurship.
4. Encourage innovators to commercialize their market ready products and innovative solutions.
5. Create awareness about financial and fundraising schemes for Start-ups, Quality Management, and Micro Small and Medium Enterprise (MSME).

COURSE CONTENTS

- a) Importance of enterprise skills, entrepreneurship education and entrepreneurial mindset
- b) Entrepreneurship, Innovation and Business Models
- c) Product/ project identification, business plan preparation, design thinking, prototype development
- d) Business Opportunities Guidance, Industry Interface and Exposure
- e) Developing Entrepreneurial Personality and Managerial Skills
- f) Blue Ocean Strategy for Entrepreneurship Promotion, social entrepreneurship
- g) Capacity building, skill development, and employability opportunities
- h) Exposure to Enterprise Support System, Project Formulation and Feasibility Analysis
- i) Start-up and Management, and Quality Management and Assurance, Intellectual Property advice
- j) Marketing Research and Analysis, tools and techniques
- k) Creativity, Innovation and Entrepreneurship

- l) Communication Skills for Entrepreneurial Leadership
- m) Networking and market commercialization with stakeholders
- n) Institutions offering financial support for new entrepreneurs

08.08.2019 to 12.08.2019. The course is open to all students, staff, and faculty of NIT Rourkela and other external institutions. Person engaged in startup activities are encouraged. Limited seats are available in this course.

There is no registration/course fee for the internal participants from NIT Rourkela and our mentee institute GEC Bilaspur.

COORDINATOR (S)

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GENERAL INFORMATION

NIT Rourkela is organizing a program on “**Industry-Institute-Interface for Entrepreneurship Development**” during

RESOURCE PERSONS

Industry experts, entrepreneurs, academicians from renowned university/ institute, and eminent scientists from Govt. of India will deliver lectures.

TRAVEL AND ACCOMMODATION DETAILS

Accommodation, food and local hospitality for external participants will be made at their own expense.

CERTIFICATE

Certificates will be provided to the participants after successful completion of the program conducted by TEQIP-III.

REGISTRATION AND COURSE FEE

Filled application forms should be mailed to teqipprogram@gmail.com on or before 25th July, 2019.

Fee matrix for external participants

Faculty	Staff	Students
2000	2000	1000

ABOUT NIT ROURKELA

National Institute of Technology, located in the Steel city of Odisha, Rourkela is recognized as an institute of national repute. Earlier known as Regional Engineering College, funded by Government of Odisha, NIT was declared a deemed university by the Government of India and was granted an autonomous status in 2002. It offers graduation, post-graduation and doctoral programmes in various fields of engineering, sciences, management, and humanities and social sciences. Currently the institute is ranked 16 in the NIRF Rankings 2019 and stands second in position among all NITs. The main motto of this esteemed university is to advance and spread knowledge in the area of science and technology leading to creation of wealth and welfare of humanity. For more detail please visit: <https://www.nitrkl.ac.in/Institute/Administration/BOG.aspx>

ABOUT TEQIP-III

Third phase of Technical Education Quality Improvement Programme (TEQIP-III) is integrated with the Twelveth Five-year Plan objectives for Technical Education to improve the quality of engineering education in existing institutions with a special consideration for Low Income States and Special Category States

