

### About Kongu Engineering College

Kongu Engineering College (KEC) is a leading teaching and research institution with state-of-the-art facilities, run by The Kongu Vellalar Institute of Technology Trust. It is an autonomous institution affiliated to Anna University, Chennai and has completed 34 years of dedicated service in Technical Education. Many of the UG Programmes are accredited by National Board of Accreditation (NBA). This ISO certified Institution is also accredited by The Institution of Engineers (India). It has a built-up area of more than 2.2 million square feet with about 900 faculty and staff members and 8500 students. It has established itself as one among the top 20 Engineering, Technology and Management Institutions in India. The Institution offers 14 Under Graduate and 19 Post-Graduate programmes in Science, Engineering, Technology and Management and 16 Research Programmes. It has an active Industry Institute Partnership Cell to interact with industries and an Entrepreneurship and Management Development Centre to promote the culture of entrepreneurship among the students and faculty.

### 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 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.

### About Technology Business Incubator @ Kongu Engineering College

TBI@KEC was established in 2003 at KEC campus by KEC with the support and grant-in-aid from the NSTEDB/DST/Gol. With the motto "Concept to Commercialization", TBI's prime objective is to nurture start-ups in the emerging Electronics and ICT related technology areas with particular reference to Embedded Systems, Digital Signal Processing, Electronic Card Design, Assembly, Testing and Repair, Multimedia and Wireless Technology. TBI also provides seed fund support to the deserving Incubatees upto Rs.50 lakh per project. Under the PRAYAS Scheme, young innovators are supported for converting their ideas into prototype in duration of 18 months with grant up to Rs.10 Lakh (Max). The scheme can support 50 or more innovators over a period of 5 years. A facility to build prototypes quickly is being established with the fund of Rs.1 crore provided under the scheme. Utilizing the infrastructure, mentoring and other facilities of TBI, 67 Entrepreneurs/ Innovators have got benefitted and more than 78 products have been designed, developed and launched in the market. In recognition of the contribution and performance of TBI@KEC, DST/Gol conferred the "National Award for Best TBI for the year 2012" to TBI@KEC.



## Faculty Development Programme on **ENTREPRENEURSHIP**

November 19 - December 1, 2018

Sponsored by



National Science & Technology  
Entrepreneurship Development Board (NSTEDB)  
Department of Science & Technology, Gol.

Organized by



Technology Business Incubator @  
Kongu Engineering College  
(TBI@KEC)

In association with



Entrepreneurship and Management Development Centre (EMDC)  
Kongu Engineering College



## WHY ENTREPRENEURSHIP?

With the increasing significance and visible impact of entrepreneurship in wealth creation and employment generation, entrepreneurship has assumed a critical role in India's growth and development. Education, Innovation and Entrepreneurship are the cornerstones of inclusive and sustainable growth.

## EDUCATIONAL INSTITUTIONS :

The academic institutions have started playing a greater role in promoting entrepreneurship. The Government on its part has been motivating the academic institutions to setup TBIs and Entrepreneurship Development Cells to promote the culture of entrepreneurship among faculty and students. Student level entrepreneurial activities on campus have assumed greater significance with active stakeholder participation.

## EXPECTED OUTCOME OF THE PROGRAMME :

With the inputs provided in the programme in the form of Knowledge, information and experience sharing, the participants will be able to develop vision, strategy and structure for Entrepreneurship Development in an Educational Institution and organize Entrepreneurship Awareness Camps and related activities not only in their institutions but also in their region.



## STRUCTURE OF THE PROGRAMME

- ❖ Entrepreneurship - Concept and Present Scenario
- ❖ Identification and Selection of Potential Entrepreneur
- ❖ Business Environment Scanning
- ❖ Business Opportunity Identification and Guidance
- ❖ Role of Supporting Agencies
- ❖ Market Survey
- ❖ Technical and Financial Aspects for Innovators/Startups
- ❖ Business Plan Preparation
- ❖ Managerial Aspects
- ❖ Organizing Entrepreneurship Awareness Camp and Entrepreneurship Development Programmes in the campus
- ❖ Interaction with Successful Entrepreneurs

### DURATION

Nov 19 - Dec 01, 2018  
Two Weeks, Full Time



### For Further Details Contact

99439 27275  
94422 10999

## IMPORTANT DATES

Last Date for Registration : November 13, 2018

Acceptance of Registration by Organizer : November 15, 2018

Send Application to  
The Manager

Technology Business Incubator @ Kongu Engineering College

Kongu Engineering College Campus  
Perundurai - 638060, Erode, TamilNadu.  
Email: tbi.kongu@gmail.com

For Application Visit  
[www.tbi-kec.org/fdp](http://www.tbi-kec.org/fdp)

## RESOURCE PERSONS

Experienced Entrepreneurs,  
Senior Personnel from Industry,  
Industry Associations,  
Financial Institutions,  
Government Organizations and  
Faculty of the Host Institute and  
TBI@KEC.

## PARTICIPANTS

Faculty from Engineering,  
Science Colleges,  
B Schools,  
Polytechnic Colleges and  
Entrepreneurship  
Development Organizations.  
The number of participants is  
limited to 20 and registration  
is based on first-come- first-  
served basis.

## NO REGISTRATION FEE

As the programme is sponsored by  
NSTEDB there is no registration fee.  
The NSTEDB also sponsors the  
lodging and boarding expenses  
of the participants at  
campus.

