

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

JUNE 13 - JULY 09, 2022

Participants eligible for
Pre-incubation and Incubation*



Transform Yourself

About The Programme

Entrepreneurship has been recognized as an important source of economic growth and will assist the industrial development of a region. It is proved that entrepreneurs are made. It is established that people with basic qualities required to be an entrepreneur can be moulded to be a successful entrepreneur through systematic training and motivation. This EDP is meant to develop the necessary knowledge and skills among the participants so that they will be able to evaluate a project idea and if found suitable they will be able to execute and run it successfully. This programme aims at giving the participants necessary training to develop the required management skill to start and run a small scale unit successfully. The trainees would be guided by experts on different aspects of entrepreneurship like schemes of assistance, project selection, pre-feasibility, consolidation of business idea, motivational input, project report preparation and management inputs with industry visit

Programme Structure

- ✓ Entrepreneurship - Concept and Present Scenario
- ✓ Business Environment Scanning
- ✓ Project Identification and Opportunity Guidance
- ✓ Market Survey
- ✓ Design Thinking
- ✓ Business Model Canvas
- ✓ Intellectual Property Right (IPR)
- ✓ Role of Supporting Agencies and Schemes
- ✓ Role of Financial Institutions and Banks
- ✓ Motivation Training
- ✓ Technical and Financial Aspects
- ✓ Business Plan / Project report Preparation
- ✓ Managerial Aspects
- ✓ Entrepreneurial journey of Successful Entrepreneurs

Methodology

Lecture, Interaction, Case Studies, Group Exercises, Industry Visits, Experience sharing and Interaction with entrepreneurs

Expected Outcome

With the Inputs provided in the form of Knowledge, Information and Experience sharing, the participants will be able to conceive ideas, develop the idea into a product/ service, evaluate the project and implement the entrepreneurial venture.

For further details and registration contact:

Programme Coordinators:

Dr. P. Vidhyapriya - 97877 42193 & Mr. P.S. Kannan - 99439 27275

For application visit: www.tbi-kec.org/ledp



Resource Persons

Experienced and Successful Entrepreneurs, Experts from Industry, Industry Associations, Financial Institutions & Government Departments, Faculty Members from Kongu Engineering College and TBI@KEC.

Duration

June 13 - July 09, 2022 | (4 weeks),
Full Time (Mon - Sat)

Who Can Attend

Person aged between 22 - 45 Years who completed Degree / Diploma in Science/ Engineering / Technology. Participation is limited to 25 and will be on first come first served basis.

Accommodation

Arrangements can be made for the accommodation of the participants. The participants will have to meet the expenses towards accommodation on their own @ Rs.300 per day. The request for accommodation may be made at the time of application.

Registration

Filled in application form along with Registration fees of Rs.1000/- (Demand Draft may be drawn in favor of "Technology Business Incubator at Kongu Engineering College" payable at Perundurai) should reach TBI@KEC office on or before 08.06.2022

Important Dates

Last Date for Receipt of Application with DD: 08.06.2022
Acceptance of Application / Interview: 10.06.2022



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 38 years of dedicated service in Technical Education. Many of the UG Programmes are accredited by National Board of Accreditation (NBA). KEC has been accredited by NAAC with A++ grade. KEC ranks 164th in Engineering Category in India Ranking 2021 under National Institutional Ranking Framework (NIRF), MHRD, Govt. of India. 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 850 faculty and staff members and 8000 students. The Institution offers 17 Under Graduate and 9 Post-Graduate programmes in Science, Engineering, Technology and Management. 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 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 has been established with the fund of Rs.1 crore provided under the scheme. Utilizing the infrastructure, mentoring and other facilities of TBI, 113 Entrepreneurs/ Innovators have got benefitted and more than 99 products have been designed, developed and launched in the market. In recognition of the contribution and performance of TBI@KEC, DST/Gol conferred on TBI@KEC got the National Award for Best TBI for the year 2012. The award was presented by Shri Pranab Mukherjee, then President of India, on Technology Day 2013 in New Delhi in May 2013

Send application along with DD to

**The Manager, Technology Business Incubator @ Kongu Engineering College,
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