



Women Entrepreneurship Development Programme

Sponsored by



October 8 - November 9, 2018

Organized by



National Science &
Technology Entrepreneurship
Development Board (NSTEDB)
Department of Science & Technology,
Government of India, New Delhi

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



In association with
**Women Development Cell
Kongu Engineering College**



ABOUT THE PROGRAMME

Women entrepreneurship has been recognized as an important untapped 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. Women Entrepreneurs are faced with specific obstacles (such as family responsibilities) that have to be managed in order to give them access to the same opportunities as men. Better understanding of the business environment and opportunities, increasing the capabilities and knowledge will help women to participate in entrepreneurial activity. This WEDP is meant to develop the necessary knowledge and skills among the women 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.

PROGRAMME STRUCTURE

- ❖ Entrepreneurship - Concept and Present Scenario
- ❖ Business Environment Scanning
- ❖ Project Identification and Opportunity Guidance
- ❖ Market Survey
- ❖ 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 Co-ordinator:
Dr. P. Vidhyapriya - 97877 42193

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

October 8 to November 9, 2018
(4 weeks), Full Time (Mon - Sat)

WHO CAN ATTEND?

Women Graduates aged between 22 - 45 Years with 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.200 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 favour of "TBI@KEC - General" payable at Perundurai) should reach TBI@KEC office on or before 04.10.2018

IMPORTANT DATES

Last Date for Receipt of Application with DD : 04.10.2018

Acceptance of Application / Interview : 05.10.2018

Send application along with DD to

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

Perundurai - 638060, Erode, TamilNadu. Ph: 04294 – 226633, 99439 27275
Email: tbi.kongu@gmail.com, tbi-kec@kongu.ac.in | Website: www.tbi-kec.org



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 to students of India and abroad in technical education. 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 1.8 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 Technology Business Incubator @ Kongu Engineering College :

The TBI@KEC, first of its kind in India was established in the year 2003 by Kongu Engineering College in association with National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Government of India, at a total outlay of Rs.3.95 crore. The motto of the Incubator is "Concept to Commercialization" and the prime objective is to nurture young aspiring students, innovators and start-ups in the emerging Electronics and ICT related technology areas. TBI@KEC provides congenial atmosphere with state-of-the-art infrastructural facilities, hardware as well as software in the above areas so that the entrepreneur-aspirants including SMEs can convert their innovative techno commercial ideas into products and services. Utilizing the infrastructure, mentoring and other facilities of TBI, 62 Entrepreneurs have got benefitted and more than 77 products have been designed, developed and launched in the market. So far 211 training programmes and 40 workshops have been conducted and 7082 participants got benefitted. Around 120 industry oriented projects have also been done by students. In recognition of the contribution and performance of TBI@KEC, DST/Gol conferred the "**National Award for Best Technology Business Incubator for the year 2012**" to TBI@KEC.