

ANNAMALAI UNIVERSITY  
ENTREPRENEURSHIP AWARENESS CAMP  
(16-18 February- 2018 Three days)

Organized by  
Department of Electronics & Communication Engineering  
Faculty of Engineering and Technology  
Annamalai University, Annamalainagar  
Sponsored by NSTEDB, DST, Govt. of INDIA

**REGISTRATION FORM**

Photo

1. Applicant's Name .....
2. Age and Sex ..... (Male / Female)
3. Category (OC/ BC/ MBC/ DNC / SC / ST)
4. Branch .....
5. Aggregate (B.E,M.E) .....
6. Institution .....
7. Contact address .....
- .....
9. E-mail ID .....
10. Mobile Number .....
11. Aadhar Number.....

**Declaration of Applicant:** I promise to attend all the sessions on all the days of the above EAC if selected, failing which I will not claim for the certificate.

Date:

Signature of the Applicant

This is to certify that the student will be allowed to participate the EAC if selected.

Date:

Signature of the Head of the Department

Chief Patron  
Prof. Dr. S. Manian  
Vice-Chancellor  
Annamalai University.

Patron  
Dr. K. Arumugam  
Registrar i/c  
Annamalai University.

Vice-Patron  
Dr. C. Antony Jeyasehar  
Dean  
Faculty of Engineering & Technology  
Annamalai University.

Chairman  
Dr. P. Kailasapathi  
Professor & Head  
Dept. of ECE, Annamalai University.

Vice- Chair Person  
Dr. G. Yamuna  
Prof. of ECE, Annamalai University.

Co-ordinator  
Dr.R.Gayathri  
Assistant Professor of ECE  
Annamalai University.

Co – Coordinator  
Dr.K.Devarajan  
Assistant Professor of ECE  
Annamalai University.

Annamalai  University

(A University Accredited with 'A' Grade by NAAC)  
Annamalainagar 608 002  
TAMILNADU, INDIA.



**ENTREPRENEURSHIP  
AWARENESS CAMP (EAC)**



**(16-18, February - 2018 - Three days)**



Organized by  
Department of  
**Electronics & Communication Engg. (ECE)**  
Faculty of Engineering & Technology  
Annamalai University.

Sponsored by  
NSTEDB, DST, GOVT. of INDIA  
In association with  
Entrepreneurship Development Institute of  
India (EDII), Ahmedabad - Gujarat.

## About the University

In the early 1920s Rajah Sir S. R. M. Annamalai Chettiar founded Sri Minakshi college, Sri Minakshi Tamil College and Sri Minakshi Sanskrit College at Chidambaram. In 1928, Rajah Sir S. R. M. Annamalai Chettiar agreed with the local Government to handover the above said institution for establishing a University. Thus, on 01.01.1929 Annamalai University was established as per Annamalai University Act 1928 (Tamil Nadu Act 1 of 1929).

One of the most significant developments is the enactment of the Annamalai University Act, 2013 (Tamil Nadu Act 20 of 2013), which has come into force from September 25, 2013. Annamalai University is accredited with 'A' Grade by NAAC in 2014. "The NIRF-2017" by the Ministry of Human Resource Development (MHRD) has ranked the University as 20th in Tamil Nadu and 92nd in India in the Overall Category. In the University Category the ranking is 14th in Tamil Nadu and 56th in India. In the Pharmacy Category the ranking is 2nd in Tamil Nadu and 13th in India. "The Times Higher Education World University Ranking - 2018" has ranked Annamalai University in 801 - 1000 for Overall category and 401 - 500 for Life Sciences category. "The CWTS Leiden Ranking 2017", on scientific impact of universities and on universities' involvement in scientific collaboration & scientific performance, has ranked the University at 14th based on the number of publications and 3rd based on the proportion of publications that, compared with other publications in the same field and in the same year, belong to the top 10% most frequently cited.

"The Nielsen - India Today Ranking" (2017) has ranked Annamalai University 11th among the top 30 Universities in India. Among the top 100 institutions for Higher Education in India the "SCImago Institutional Ranking" has ranked Annamalai University as 4th in Tamil Nadu and 20th in India.

Annamalai University is one of the largest unitary, teaching, and residential Universities in Southern Asia comprising of 10 Faculties and 49 departments of study. This University has played a pivotal role in providing access to higher education to thousands of youth cutting across the social spectrum, especially from economically and socially disadvantaged classes. In this respect, this University's service to the nation is tremendous

## About the Department

The Bachelors degree in ECE has been offered by our University since 2002; while the Department of Electronics and Communication Engineering, established under the Faculty of Engineering and Technology, started functioning as a separate department from August 2016. The Department is well known for providing quality technical education to the students across the country and abroad through on and off campus modes. It offers Under-graduate, Post-graduate, and Doctoral programs

The Department conducts short-term programs, workshops, national and international conferences regularly with a view to provide a platform for displaying the contributions made by researchers. The Department organizes students' level technical symposium, intradepartmental sports meet and extra-curricular activities every year for bringing out their academic excellence in the emerging areas, promoting the technical skills besides patronizing their interest in sports and cultural arenas.

## About NSTEDB, DST, Govt. 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 (DST), 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 DSTNIMAT Project.

## About EDII - Ahmedabad

The Entrepreneurship Development Institute of India (EDII), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the IDBI Bank Ltd, IFCI Ltd, ICICI Ltd. and State Bank of India (SBI). EDII is a National Resource Institution committed to promote entrepreneurship through education, training, research and institution building. The vision of EDII is to spearhead entrepreneurship movement nationally and internationally.

## Role of 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 Entrepreneurship Development Cells to promote the culture of entrepreneurship among faculties and students. Student level Entrepreneurial activities on campus have assumed greater significance with active stakeholder participation.

## Background

DST, Govt. of India designed Faculty Development Programme (FDP) with a view to motivate / train and develop professionals in Entrepreneurship Development so that they can act as resource persons in guiding and motivating young S&T persons to take up entrepreneurship as a career. Annamalai University Entrepreneurship Development Cell (AUENDEC) is organizing series of activities to inculcate entrepreneurship among the students, faculties and training programmes for the local youth in honing their skills.

The entrepreneurial club started by the students of Business Administration, Annamalai University received sponsorship for organizing Entrepreneurship Awareness Camps (EAC) from NSTEDB, DST, Govt. New Delhi. The entrepreneurial club started by the students of Business Administration, Annamalai University received sponsorship for organizing Entrepreneurship Awareness Camps (EAC) from NSTEDB, DST, Govt. New Delhi. The Department of Business Administration, Annamalai University conducts Entrepreneurship Awareness Camp (EAC) and Faculty Development Programme (FDP) for Entrepreneurship Development since 2009. In the recent past, Sixty Eight EACs and Four FDPs were conducted AUENDEC and significant number of students and faculties have been pioneered through the programme.

## Objectives

To enable & guide the students towards entrepreneurial career.  
To expose the students to the entrepreneurship development process and equip them with necessary framework to start their own enterprises.

## Expected Outcome of the Programme

Entrepreneurship awareness camp aims at creating awareness among students about various facets of entrepreneurship while highlighting the merits of pursuing such a career option.

In this camp, students are exposed to different aspects of entrepreneurship, including opportunity guidance, services offered by agencies of support system etc.

## Course Content

Entrepreneurship, Motivation  
Entrepreneurship Development and Model  
Creativity and Innovation, Business Opportunity Identification, Business Plan Formulation, Assessing the Viability  
Selection of Potential Entrepreneurs: Various Tools and Techniques  
Intellectual Property Rights (IPR)  
Role of Business Incubator: Industry Visit  
Interaction with Entrepreneurs

## Methodology

Lecture, Interaction, Case studies, Group discussion Exercises, Experience sharing, Interfacing with entrepreneurs and Industrial visits.

## Participants

Students from Engineering, Arts & Science and Management Institutions, Polytechnic Colleges. The number of participants is limited to 75 and registration is based on first-come-first-served basis.

## Resource Persons

Experienced Entrepreneurs, Managerial Personnel from Industry, Industry Associations, Financial Institutions, Government Organizations and Academicians

**Duration** February 16-18, 2018, Three days programme from 9.30 am to 4.30 pm with one day Industrial visit.

**Note: Last Day for submission of Registration Form : 15.2.18.**

**There is no fees for participants as it is sponsored by EDII, DST-NSTEDB.**

## Address for Correspondence

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