

## 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.
- Industrial 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 Faculties from Academia.

## Duration

March 10-12, 2018, Three day programme between 9.30 am to 4.30 pm with one day industrial visit.

## Important Dates

**Last date for Registration: March 8 2018**

## Advisory committee

**Patron: Prof.Dr. S. Manian**  
Vice Chancellor  
Annamalai University

**President: Prof.Dr. K. Arumugam**  
Registrar (i/c),  
Annamalai University

**Chairman: Prof.Dr.C.AntonyJeyasehar**  
Dean, FEAT  
Annamalai University

**Prof.Dr. V. VIJAYAGOPAL**  
Head, Dept. of Chemical Engineering

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ANNAMALAI  UNIVERSITY

(Accredited with 'A' grade by NAAC)  
Annamalainagar - 608 002, Tamil Nadu



EAC



## ENTREPRENEURSHIP AWARENESS CAMP

(10-12, March - 2018 - Three days)

*Organised by*

**Department of Chemical Engineering  
Faculty of Engineering and Technology**



*Sponsored by*

**Entrepreneurship Development Institute of India (EDII)**

**Ahmedabad - Gujarat**

*Under the aegis of*

**NSTEDB, DST, Govt. of INDIA**



## 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 20<sup>th</sup> in Tamil Nadu and 92<sup>nd</sup> in India in the Overall Category. In the University Category the ranking is 14<sup>th</sup> in Tamil Nadu and 56<sup>th</sup> in India. In the Pharmacy Category the ranking is 2<sup>nd</sup> in Tamil Nadu and 13<sup>th</sup> in India. Among the top 100 institutions for Higher Education in India the "SCImago Institutional Ranking" has ranked Annamalai University as 4<sup>th</sup> in Tamil Nadu and 20<sup>th</sup> in India.

"The CWTS Leiden Ranking 2017", on scientific impact of universities and on universities' involvement in scientific collaboration & scientific performance, has ranked the University at 14<sup>th</sup> based on the number of publications and 3<sup>rd</sup> 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.

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 Department of Chemical Engineering, a DST –FIST sponsored department, was started in the year 1945. It was the second college to offer an undergraduate programme in Chemical Engineering in Tamil Nadu. Total outlay of the funding attracted by the department from various funding agencies is 341.51 Lakhs. All the laboratories are well equipped with most modern equipment. The department offers consultancies to various leading industries.

### 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, Gol, 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.