



A Proposal

for organising

Entrepreneurship Development Workshop

at

SSIP cell, AURO University

December 14, 2018

Submitted to :

Centre for Entrepreneurship Development, Naroda, Ahmedabad

Submitted by :

AURO Innovation and Continuing Education Centre

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A Workshop on Capacity Building on Entrepreneurship Development for Start-ups

Introduction

AURO University, located in Surat, was established through the Gujarat Private Universities Act 2009. AURO University is a multidisciplinary academic campus and is equipped with state of the art infrastructure. As the university is still emerging, emphasis is more on growth in terms of student's enrolments and infrastructure. With its very talented faculty pool, teaching standard and dynamic and innovative academic programmes, AURO is committed to set a benchmark in integral and transformational learning.

India needs to create around 15 million jobs per year for the next decade to provide gainful employment to its young population. Accelerating entrepreneurship and business creation is crucial for such large-scale employment generation. Moreover, entrepreneurship tends to be innovation-driven and will also help generate solutions to India's myriad social problems including high-quality education, affordable health care, clean energy and waste management, and financial inclusion. Entrepreneurship led economic growth is also more inclusive and typically does not involve exploitation of natural resources (Source: Planning Commission Report, June'12).

Startups are the building blocks of Entrepreneurship. The emerging trends of startup initiatives in Educational Institutions form the basis of entrepreneurial ventures in the market. For this, the students need to be trained and exposed to the latest happenings in the domain. The SSIP cell of AURO University is involved in continuous nurturing of students projects.

AURO University proposes a one-day workshop on Capacity Building on Entrepreneurship Development for Start-ups.

Learning Outcomes

After undergoing this workshop organized by SSIP cell, AURO University, the participants will be able to:

1. Understand the entrepreneurial process and appreciate its benefit over professional careerism.
2. identify the potential for exploitation of novel research ideas
3. find and secure sources of funding
4. protect Intellectual Property, patenting and licensing.

The workshop focuses on developing creativity, understanding processes, developing skills in understanding how to assess risks and costs of ideas in addition to their connection to existing businesses.

Target Audience

The final year students of the following programmes:

MBA, BBA, BBA-LLB, BHM, FMB, PGDFM, PGD-Event Management, PGD-Bakery and Patisserie, BSc(IT), MSc(IT)

Workshop Schedule:

Time	Topic	Presenters
09:30	Registration with Tea & Coffee	
10:00	Entrepreneurship & Entrepreneurship Psychology	Dr. Chandan Chatterjee, Sr. Visiting Faculty, EDII
11:00	Challenges of Entrepreneurship	Mr. Sunny Kabrawala, Technology Entrepreneur and TEDx Speaker
12:00-13:00	Lunch	
13:00	Envisioning your ideas	Dr. Hina Shah, Director, ICECD /Speaker from CED
14:00	Funding Sources for Start-ups	Mr. Aniket, Spaceplexx Mr. Anand, IdeasTycoon/Dechlabs
15:00	Protecting, Managing and exploiting your IPR	Mr. Anil Pandey, Dy. Director and Head- IPFC, CII, Ahmedabad OR Sh. RP Yadav, Sr. Patent Attorney, SR4IPR, Delhi
15:00-15:30	Tea/Coffee	
15:30-16:30	Wrap-up/Concluding Remarks	Mr. Bhautik Sheth, iVipanan